Tape Forum Bonus: 1st EVR Showing

NEW YORK—The first record-tape industry demonstration of the CBS-developed Electronic Video Recording (EVR) system will be held at the Billboard Publications' Third Annual Tape Cartridge Forum.

Spots Plugging LP's Surfing

By CLAUDE HALL

NEW YORK—Advertising of records, especially albums, on radio is snowballing, and the Radio Advertising Bureau has launched a series of conferences with record company executives to extend them more in depth to the potential of radio advertising to boost sales.

Miles Davis, president of the RAB, said last week that there was no doubt about additional sales being created by advertising of records. Four or five conferences have already been held at record companies, more are scheduled.

A&M Records has just scheduled a 52-week schedule of radio commercials on WNYC in Detroit, selling for a total.

(Continued on page 30)

33-Speed Urged To Save Single

By MIKE GROSS

NEW YORK — The singles business can be rejuvenated by an album industry effort for a one-speed (33 1/3 r.p.m.) system and a universal small hole on all single records. That's the opinion of Lee Levy, president of Metromedia Records, who believes that radio has taken too much blame for the singles sales slump and that the record manufacturers must take positive action to stem the downward singles sales spiral.

Levy feels that the initial action for an all-industry move to a one-speed system and a universal small hole must come from a major record company (RCA, Columbia, Capitol) which has its own manufacturing facilities and plants. Once the initial step is made, the industry, as a whole, can work together to get behind it with an educational campaign to inform the consumer that he no longer has to bother with changing the speed of his chassis or to get a disk adapter if he wants to play a single record. It's also Levy's opinion that the jukebox is dead.

(Continued on page 10)

Pickwick Plans Key Buildup in Price-Free U.K.

NEW YORK—Pickwick International is gearing for a greatly expanded operation in the United Kingdom. The move coincides with the dropping of the Retail Price Maintenance, which sets the stage for a new marketing era. Amos Heilicher, president of Pickwick International and currently president of NARM, and Cy Leslie, Pickwick's board chairman, will go to England shortly to set all details of the campaign. They will confer with Morny Lewis, managing director of Pickwick International, Inc., Ltd.

Included in the planning will be the stepped-up operations in Scotland and Ireland as well as in the British Isles. Pickwick has announced the budget field both in the United States and in England. In the latter radius it has already had six years of experience. It will use its complete expertise in British and American records to help initiate the new merchandising era in Britain. This era, like the American era of Jack rabbett,

(Continued on page 4)

U.K.'s Punctured Economy Deflates Stores; Drive Set

By BRIAN MULLIGAN

LONDON — Britain's economic situation, with severe dampensons on consumer spending and an increase in the payroll tax, is taking its toll of record retail outlets, especially on the less affluent end of the trade.

Although the abolition of the RPM is regarded as being the heat boost the trade has ever had to experience, the situation as of now is that more record shops are closing than are opening.

Particularly affected are the economy centers, classified by EMI as outlets selling less than 50 copies of the company's product.

(Continued on page 4)

Coinmen 'Up' on 45

By BRUCE CORY

CHICAGO—The U. S. jukebox industry, which uses at least half of the estimated 180,000,000 albums sold annually in this country, is not threatened by a shortage of 45s reflected in declining sales of singles, according to a poll last week of jukebox manufacturers. At the same time, the manufacturers have been investigating the use of prerecorded tape in jukeboxes and have studied the miniature Americom Pocketdisc, but none think there will be a switch from regular use of 45s in the foreseeable future.

A. T. Palmer, Wonterizer Co., North Tonawanda, N. Y., said

(Continued on page 42)
The excitement starts when she sings "We're on Our Way" and "A Time for Us" (Love Theme from "Romeo and Juliet") #63-5001.
The excitement goes right into this fall when Teresa joins the Rowan and Martin "Laugh-In" cast and Calendar releases her first album.
What a Calendar girl!
NEW YORK—RCA Records has concluded a $10 million, 20-year production deal with Golden Bough Productions to serve as a springboard to revitalize the company's Coral label.

Golden Bough Productions is a subsidiary of Talent Development International headed by Ben Rosen, president of the firm. Rosen has partnered with Bill and Anne Phillips, Tal- ent Development International's in-house NEW FM disk jockey Scotty McDonald.

Formed in January, Golden Bough Productions signed with the newly found Phillips under contract, many already recorded. While terms of the agreement are not disclosed, it is known that the Marvin Gaye/Motown agreement has been concluded, and that $20 million in capital is being invested for recording, promotion, and electronic specialist.

CHICAGO—Car tapes, Inc., has developed a new self-service merchandise packaging for tape cartridges and will test-market the concept in a dozen stores soon. The leading trend of self-service will be tested by the firm. The concept has been described as a successful venture for record manufacturers to help defray the cost of the new packaging. The concept is, "Self-service will increase the sales of tape cartridges by at least 30 percent." The company has already been developed by marketing director Ed Swire, a 6-by-2-inch card on which an ordinary tape cartridge is poly-sealed. The cards are coded to be keyed with 10 different codes, with the new self-service machine will fit ordinary record浏览器 through the packaging at the cost of the package is 15 cents. "This cost is high because of the twoyear contract, but the savings will be offset because we had to go to people who were already out for similar packaging. This could be known as a new approach to the self-service and even less," Swire said. He would not reveal the location of the test stores except that they will be concentrated in one area so that Car Tapes can receive immediate feedback on the program. "We will also be keeping track of store returns, which is increasing the production package by concentrating on one market," Swire said.

The new record album browser bins, Swire said Car Tapes will develop in the mid-summer.

(Continued on page 6)

Largest Col. Meet to Lure 600

NEW YORK—More than 600 persons will converge on the Century Plaza Hotel in Los Angeles for Columbia and Epic Records' 1969 sales convention. The convention, which will be the largest sales meeting in Columbia's history, will be held from July 30 through Aug. 3.

Taking an active part will be 130 salesmen; 700 agents; 300 Coral Records; Bill Farr, vice-president, marketing, CBS Records, who will act as convention chairman; Don England, vice-president, sales and distribution, Columbia Records; and Jack Gold, vice-president, Columbia artists & repertoire.

Among the other executives who will be involved in the convention are Goddard Lieberson, president, CBS/Columbia Records; Harvey Scher, president, CBS International; Walter Dean, administrative vice-president; and Kenya, director of sales and promotion, Columbia Records.

Public relations director, Masterwork Audio Products, is coordinating this year's convention.

The Columbia and Epic artists and repertoire staffs, as well as every sales manager will participate in special presentations, which will be a key feature of the company's activities for the coming year. The entire company and the master works and production organization will also be involved in this massive promotion effort, which will be coordinated by CBS International's overseas operations.

In addition to playing host to the trade and Los Angeles press, both CBS News and CBS Television and public information, CBS Records, are planning to put out a daily convention newspaper.

Among the highlights will be product presentations, which will include the introduction of new equipment in the form of new products and Accessories line. In addition to the product presentations, there will be a series of meetings in person-to-person seminars will be conducted by distribution and by New York personal (merchandising, advertising, Masterwork Audio Products, artists & repertoire, Epic Special Products), manufacturers, and sales/promotion.

During this convention, Columbia will honor the outstanding Distributor of the Year, and will offer some of the best regional promotion per forms.

Electra Sales Series Over

MIAMI — Electra Records completed their cross-country series of sales meetings last week. The series covered 23 markets in 19 cities over a span of six days.

Leonard Goldberg, vice-president/black, who has been working with Electra Records, has written more than 260 compositions which have sold near 30 million records.

In connection with the television program, "Boyce & Hart," Electra Records will participate in the company's activities for the coming year. The entire Columbia and Epic Artists & Repertoire organization will also be involved in this massive promotion effort, which will be coordinated by CBS International's overseas operations.

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Copyright Winds Shift to Artist

By BILDERD HALL

WASHINGTON—The copyright-royalty clause that broadcasters' recent and shocking rejection of an agreement reached on direct license negotiations, between Cable TV and broadcasters, over copyright and other issues, underscores the issue out of the over-all revision bill.

This would weaken broadcast power to scuttle the whole notion of direct license TV (floor fight) — as nearly happened on July 12, when the bill passed in 1967 only after the section on copyright was deleted. TV interests are fighting the present free use of program material, but are moving to lie into subsidiary homes for the near future. (The Supreme Court has given CATV's free ride under the present copyright law.)

Propositions of the record royalty are hopeful that the CATV issue may be put over for separate action since no one expects any agreement to be reached in the next few weeks. Meanwhile, the hard-line NAB negotiators and the Cable TV people, who are the main reason the bill is now in June. In a letter to the broadcasters, the NAB people and the CATV coalition this spring, Copyright Subcommit-tee chairman Sen. John L. McClellan, D-Ark., said: "This is not August 31. Without the community antenna issue in the bill, with its political and public interest attached, broadcasters would have far less leverage for scuttling the copyright revision bill. Without the CATV issue alone, it is included in the bill. Although broadcasters still threaten this, there is no great public issue involved in putting record artist royalties for use of records to roll up broadcast profits on the air.

For the record artist royalty — the principal reason the CATV agreement was reached by the once-doubtful Copyright Office (Billboard, May 10, 1969). An additional record royalty for talent and musicians has the declared sym-"
"A Time For Us"

Romeo, Juliet, Johnny,
Boston, Worcester, Bangor, Buffalo,
Rochester, Sioux Falls, Minneapolis, Chicago,
Los Angeles, San Francisco, Seattle,
El Paso, Salt Lake, Norfolk, Richmond,
Providence, Albany, Miami, Kansas City,
New York, Cleveland, Raleigh, Atlanta,
Baltimore, Washington, St. Louis,
Akron, Youngstown, Detroit, Dallas,
Philadelphia, Cincinnati, Mobile, Memphis,
Little Rock, Fresno, Sacramento, Denver,
Milwaukee, Nashville, Houston, Ft. Worth.
Car Tapes Bows Self-Service Package; Test-Market Is Set

Continued from page 3

have a hole that can be punched out for placement under your racks. He said there were no plans to fit the package for commercials, but this was completely feasible.

Speaking of other similar approaches to a package, Swire said, "Most of the ideas lacked merchandising sense. All you see is a package. No one has thought about the use for the package to make a contribution to the sale of the product."

"We had the consumer in mind in developing our package. This is why we stressed colorful graphics and color-coating the merchandise according to music category. The coloring utilizes red for popular groups, white for jazz, yellow for c&w and so forth."

Levin said, "I think we're actually wasting our money de- veloping such packaging packages but I see no other way to convince retailers that packaging is worthwhile. This is the way as they think, I suspect that pilferage isn't costing retailers anywhere near the millions in sales volume, but unfortunately I can't prove it."

"I have seen examples, such as at Akron on the West Coast, where tape cartridges are sold on open tables and the amount of pilferage ran less than three per cent. If this concept resulted in 70 per cent of the merchandise being moved through the cash register."

Levin would not elaborate on his reasons for focusing on Akron, but he said, "I have been against the concept of closed security cases from the very beginning and I think it's a crime the tapes in- dustry talks itself into this style of merchandising."

Turning to the subject of source marking tape product at the recent MCA convention in Chicago, Levin said, "The problem is twofold. How can you expect the dealers to agree on the methodology, and secondly, how can you expect them to co-operate 100 per cent?"

"We're kidding ourselves if we expect retailers to return on sales tags from retailers tells us anything. The question is, what should be the per cent of the tags that don't come back?"

Car Tapes, which recently introduced a new 33 1/3 rpm packaging using its resident representatives to 250, is using a Kinball ticketing system which is still being called by dealers. "We make a chart on every account. If we don't get a return after a six week period we look at the account and find out what's wrong," he said. USA representatives had been added since May.

NARAS in L. A. Holds Elections

LOS ANGELES — Two national trustees and two incumbent members have been elected to the national board of NARAS by the local chapter of the organization. Norman Finberg was Jerry Moss and Paul Westen. Re-elected were Irv Townsend and Tom Tipton.

Several Los Angeles members who have served four successive years are Lou Bush and Neil Tabor.

Goody Lists Peak Sales for Quarter

NEW YORK — Sum Goody, Inc., reports the best quarter ever with sales of $3,584,077 and earnings of 17 cents a share based on $22,000 shares outstanding for a three-month period ended March 31. Comparable figures for the first quarter of 1968 were $3,320, 490 in sales and 14 cents a share based on $29,701 shares outstanding. Net income for the 1959-60 quarter, after interest and income tax for the period was $1,500,000.

**TOMORROW**

When the music business is done promoting, hustling, selling, and singing, and their game of competition for music profit is won or lost, what will remain behind, like a by-product or a waste, is a lot of noise, and right angle will be rock-inclined, but after Dylan, the Beatles and Rolling Stones, Oris Ruding and a few other pop patriots, the record business is not going to be the same. You'll find that rock and roll are still good sport for second-guessers. Some albums that deserve a shot as classics are the Beatles, at least, a heavy promotion and the oxygen of radio play. Some are lucky enough to hang precariously onto the charts, while most of them don't make it at all. Here are a few that stand out — not quite heavy enough to register dynamically on the rock charts, but with quality enough to hit harder next week and again in 1974.

BILLIE JOE BREECOAT, "Reflections From A Cracked Mirror" (Fantasy): While Credence Clearwater Revival has made Fantasy a very fine label for hardrock and garage music, Breecoat quickly marks Fantasy out as something out of "St. Pepper," only to return with the renewed energy of a broken jokebox suddenly kicked back to life. When the music business is done promoting, you'll find Billie Joe Breecoat like Jerry Lee Lewis, and Koomeer & yodeling at the mow with white jacket and black boots, and Dick Clark and his girl friends are not after your brain, but they throw a real party in the lower levels of your mind where fun and good times are playing chugging. Koomeer & yodeling and their band's "up" amid all the deep, down music. "Magazine Lady" will take you there.

"SPIDER" JOHN KOERNER and WILLIE MURPHY, "Run- ning Jumping Standing Still" (Elektra): Two honky-tonk-crones from Minnesota throw a psychotropic rag-time fit that often goes better than the real thing. Murphy is a lot like something out of "St. Pepper," only to return with the renewed energy of a broken jokebox suddenly kicked back to life. When the music business is done promoting, you'll find Billie Joe Breecoat like Jerry Lee Lewis, and Koomeer & yodeling at the mow with white jacket and black boots, and Dick Clark and his girl friends are not after your brain, but they throw a real party in the lower levels of your mind where fun and good times are playing chugging. Koomeer & yodeling and their band's "up" amid all the deep, down music. "Magazine Lady" will take you there.

**SPIDER**

"Astral Weeks" (Warner Bros.-7 Arts): Van Morrison sings in delicate violin dreams saddened by his wifes from Ireland. For each record, there is one of rock's finest musicians, Ruth in the wake-up, like c.e.m.ing reading from his own work. His lyrics often burst in the soul, and musicians compositions is a very nice idea. His guitar playing is almost in the mood, the music itself, the sound of the group, even the music of innocence. What they do to San Ram's "Rocket Number 5," their own "I'm a Brownie" and the Brownie McGee-Sonny Terry "C'mon If You're C'mon If You're Crooked," they don't let a hangover. The music is fun because it is real, bucking like five scarceots with a hotfoot. NRBR buckles and chuckles, swinging merrily about superficies. Their latest album is "Goody." It doesn't have the smarts (or analysis) to analyze, only to enjoy.

**THE YOUNGBLOODS**

"Earth Music" and "The Youngbloods" (RCA): RCA has been trying heavy advertising that: "Maybe it's time you revisited the Youngbloods." Amazingly enough, and despite the commercialism of the music business, the Youngbloods is still intact. Ruth ragamuffins from leaving city life what rock 'n' roll is all about. Kentucky hillbillies who sing out of one side of their mouths and in the other, not having a brain in their head. On the other side, NRBR beards rock with their extra added ingredients. Great folk, great music, great lyrics, great feeling of innocence. What they do to San Ram's "Rocket Number 5," their own "I'm a Brownie" and the Brownie McGee-Sonny Terry "C'mon If You're C'mon If You're Crooked," their fanatical music, "Goody." It doesn't have the smarts (or analysis) to analyze, only to enjoy.

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Isleys Dazzle in A Worthy Cause

NEW YORK — The Isley Brothers proved conclusively June 21 that they are one of the hottest names in show business today, by virtually bringing down the house at a benefit concert held at the Yankee Stadium.

Congratulations from BUDDAH RECORDS & ACTION TALENTS
Complexus Set
By Bohleke
And Massier

NEW YORK — William Bohleke and Howard Massier have formed Complexus, Inc., an independent production and distribution firm dealing in record production, artist management, promotion, motion pictures, television, concert production, promotion and public relations for the music industry. Bohleke and Massier intend to concentrate initially on thedisk business, but their promotion and public relations aspects of the business. They are currently assembling a staff of 25, including at least 24 salaried staff and a number of independent contractors. The first office of the agency will be located at 665 Fifth Avenue.

Lerner Exits Fox To Launch Firm
NEW YORK — Howard Lerner, longtime advertising manager and promotional director for Sonopresse Publishing Co., has formed his own firm, Pep, a promotional, editorial and production service. He will be located at 665 Fifth Avenue.

Pickwick Planning Major Build-Up in Price-Free U. K.
• Continued from page 1
which began 11 years ago, is expected to result in the opening of several new outlets for records — such outlets as supermarkets, discount stores and others. As a result of the end of RPM, the traditional record shops, estalished at 4,500, is expected to diminish as independent retailers seek RPM outlets — but as the U. S., independent retailers see expected to continue to grow in sales. A dollar volume of the record business is expected to increase up to 1 billion over the next 10 years. As a result, the British economy.

Pickwick International in Britain is years in handling the company's records as well as RCA Camden, Capitol, MCA, UA and Al- long others. However, the company's plans for expansion in the U. S. include also the fact that Pickwick is one of the major distribution centers for many wonderful lyricists with whom I have collaborated on hundreds and hundreds of successful songs such as Hillside, Lam, M. Leo, Raye and others. This is due to the fact that Pickwick has the ASCAP repertoire.

It is known that in addition to Pickwick's expansion in the U. K., the company is also ex- ploring the record potential of the Common Market. To facili- tate the British expansion, Pickwick has added 11 new sales to its distribution network and now has 26. While enthusiastic over the potential of the British record market as a result of the abolition of the restrictions on the sale of records, the company is aware of the expectation that price cutting will be a major factor in the British market. The stability and constancy of the British market will also be a restraining factor, he feels.

He also revealed that Pick- wick will continue to use the manufac- turer's line. The company has also signed two original recording groups — the Young Lovers and Country Road. The Young Lovers are a group from country sound for the com-

France Undergoing Wide Distrib Change

PARIS — The increase in the amount of independent record production in France and the accelerating growth of rack job- production amount of independent record handling companies overseas for UA's English distribution companies is also seeking to gain into the States Sunday through Liberty/Vault, that for $385,000.

Lib.-UA Plans Expansion Of Distribution Services
LOS ANGELES — Having begun distributing Factory product in a few years, Library/UA is now seeking to expand its distribution services to other key labels.

The company has added distrib- ution facilities to its present line and is discussing handling the company in other foreign markets.

Library/UA is servicing Eng- land, South America, Australia, Japan, Denmark, Sweden and Norway with Creeds Clear- water Revival and Billie Joe Be- co product from Fantasy. The initial Vail product which was handled by the U. S. company is now being handled by the Library/UA's English firm in the Present Bridge.

Library/UA will only consider handling companies overseas for which he feels will allow for sales, marketing, and in the future, for the benefit of the companies.

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The International Music Record Newsweekly

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Type of Business:

By J. FRED COOTS

"Ten Fingers in Tins Pan Alley," this will be the title of a book I am planning to write that will cover the history of half a century, and I am a vaudevillian and collaborator on many Broadway musical productions and revues. In it I will tell how I got started and how I have enjoyed the beautiful things that have happened to me. I have also written other books, including "Nice to Be in Your Neighborhood," a novel about the old Empire Theater and ran for two years, and how this success led to a leading Broadway producer. I have also managed to cover the music for other projects. I have also approached Bill and I. Sheubber to become a staff writer with me. I collaborated with his personal characters like Sig- mor Rodenberg, Joe Schwartz, Harold Arlen, etc.

I composed most of the music for many Shubert productions including the following: "The Shaggy Dog," which was based on the book in Paris," "Baftaburn" and "The Merry Whitt." I joined ASCAP in 1922 and started to get busy in the popular songwriting game. Dur- ing this period I wrote the tune "The Nearer You Are to Me," which was wonderfully written by the same way. In my new book I will write about the memorable songs that I have been part of and I will also include many interesting anecdotes about great people who I have known.

My memoirs will include many interesting anecdotes about great songs that I have written, as well as the stories behind the making of many wonderful lyricists with whom I have collaborated on hundreds and hundreds of successful songs such as Hillside, Lam, M. Leo, Raye and others. This is due to the fact that Pickwick has the ASCAP repertoire.

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SONGLTWRITES HALL OF FAME SERIES
Down Tins Pan Alley With Coots as a Guiding Hand

By J. FRED COOTS

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Carleton to Acquire Distrib, Record Co.
LOS ANGELES — Carleton, blank tape manufacturer and distributor, is acquiring Consolidated Distributors and tape distributor, and House of Falcon, a record company.

Consolidated will be acquired for common stock, while the House of Falcon, a Texas-based Latin record firm, will be a cash stock. Both companies, which continued sales last year was more than a billion.

The acquisition of Falcon en- ables Carleton to move into the marketplace through its distribution network. Previously, the company had acquired exclusive distribution-di- placement on an impressive range of records, including 24 albums for the Skinhead rock and roll groups. Neither will be sold.

House of Falcon, owned by Anthony M. and Mildred Falcon, has about 300 albums in its catalog, all in the Latin vein. Ramirez will continue to direct the label, its artis- tent and producers.

The company, which has 26 sales personnel, has developed a distribution network for new musical works, direct count operations and retail chains. In addition, Com- bines recording subdivision for both records and tapes.

Carle, Haber Top Golf Tourney
NEW YORK — Lucky Carle and Norma Haber are the latest winners in the "Low Gross" and "Low Net" competition, captaining the NBC team, representing NBC and Buena Suerte.

The tournament, which took place on the 36th hole at the Westchester Country Club, was won by Sidney Peyton, Woody Hendling and Len Levy. The putting contest was won by Macio Coonts and Dick Stern.
Introducing
the Year's Most Exciting New Artist...

JOHN WHITEHAWK
"It Shows On Your Face"
LD-0064

Little Darlin' Records are Distributed by International Tape Cartridge Corporation
TRUMPET STAR Miles Davis, this quartet, Jack DeJohnette, drums; bassist Chick Corea, electric piano, time with his Dave Holland, B. KING in fine form on the final night of the Festival. He shared the spotlight with Texas singer Johnny Winter.

ONE OF THE Festival hits, John Mayall, Wt, with his new dreamless group.

PART OF THE Jam session afternoon — Sam Stewart and Larry Ridley, on sax, Dick Moorer, tenor, and Cecil Payne, baritone.

LITHOUSE, Canadian jazz group who had strong audience reaction at evening session.

PROMOTER turned musician — Festival organizer George Wein on piano with the Newport All Stars.

GERRY MULLIGAN, baritone, in action with the Dave Brubeck Trio backing him.

JOHNNY WINTER, only a recent figure on the blues scene nationally, making his Newport debut.

**Newport: New Records & Not All That Jazz**

**By JAN DOVE**

The Friday night concert, the Rock Night (whenTen Years After, Blood, Sweat and Tears; Jeff Beck and Jethro Tull were billed), drew an "official" audience of 22,000, a Newport record and an audience that caused Wein to get permission to throw open an additional 3,000 seats.

The previous house record was 18,000, made last year when Dionne Warwick topped the bill.

Friday's audience was "official" but a couple of thousand more fans sneaked over the fences surrounding Festival Field, or slipped through the security. In fact, press seats were "overbooked" that many press people reviewed the evening standing in a fenced enclosure to the left of the stage where you could hear, and with an effort, perhaps see. Surounding the Festival Field, clinging to tree branches stacked in hihilde ear parks were another 20,000 fans diggin' the show for free.

Friday night passed with some tension, a few appeals to cool it, but little real incident. Wein actually said toward the close of the evening: "It's a festival of love out there.

But by Saturday night, the love affair was turning sour and heading for divorce. A crowd of 21,000 turned out, even more people. and probably more of every kind of music, was on hand and a headliner was soon to start.

Despite the lack of interest, Levy said, and the single image suffering. More than 30,000, and even dozens of their radio stations have gone behind the record, it's too late for the programming­-list, because the record stations discovered that the record isn't available at the retail level.

An aside: A disc company has come with the changing pro­­gramming patterns of radio, Levy said, and said that one station a go to a tighter playlist, another has been dropped from the exposure and if the record company's promotion men stay on top of the situation, it all evens out.

The shrinkage of singles sales in the pop, country and rhythm and blues field can be attributed, according to Levy, to the apathy on the part of the distributor which reaches down to the retail store level, and it's the apathy that the industry must overcome.

Levy Urges 33-Speed as Solution to Save Single

- Continued from page 1

which account for half of total single sales, can easily handle the small hole disk and the 33.5 rpm speed.

According to Levy, the industry's move to one speed and to a small hole record will open up new areas for the sale of single records and could even bring the adult buyer into the single marketplace.

Hopelessly, he believes, it may also change the present attitude of distributors, who show either no interest in singles or don't want to bother at all with single records. It's at the distributor level, Levy said, and at the level of the record, the distributor's major users, that the singles image is suffering.

The New York scene, Levy said, and many don't have slots for more than 30 disks, and even through their local radio stations have gone behind a record, it's too late for the programming­-list, because the record stations discovered that the record isn't available at the retail level.

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**HAVE NO FAITH IN BLIND FAITH**

**NEWPORT, R. I.—The City Council here revoked the license given to George Wein to present the Blind Faith group at Festival Field, on Friday, July 11.**

The concert was to have been the opening concert of the Atlantic group's U. S. tour.

---

**JULY 19, 1969, BILLBOARD**
IT'S A HIT!!

SMOKEY ROBINSON & THE MIRACLES
NEW YORK—A new group of off-Broadway theater- ers will be the first to hold full house under the aegis of Art D'Lugoff, op- erator of the Village Gate.

D'Lugoff is paired with his partners, Dr. Iuriun D'Lugoff and Seymour Kaback, have purchased two floors (50,000 square feet) of the Broadway Central Hotel at Mercer Street, about three blocks from the Gate.

D'Lugoff has set an Oct. 1 target date for the seven rooms.

By FRED KIRBY

Stage-Cafe Complex for ‘Village’

NATRA Regional Officers Installed

By MIKE GORMLEY

DETROIT — The new of- ficers of the National Associ- ation of Television and Radio Announcers Great Lakes Region were installed at Detroit's Cobb Hall, Sunday (29). The officers sworn in were Ray C. Meadors, president; Earline Griffin, secre- tary. Other officers announced but not sworn in because of absence at the meeting were: John Martin, first vice-president, and David Green, second vice-president.

The officers were sworn in by Detroit black candidate for Mayor Richard Aliens who made a brief speech before an- nouncing and wearing the officers.

National president E. Rodney Jones served as emcee and was awarded the Golden Ear Award from Motown Records for his decay work in breaking Marvin Gaye's million-seller, "I Heard It Through the Grapevine."

Jones introduced Del Shields, national executive secretary.

Uni Broadens Sound Scope

LOS ANGELES — Uni is moving into the middle-of-the- road music field on a project-by-project basis. Newest prod- uct which typifies this philosophy is a tape called "1970's Breaking Point," a Latin jazz group led by pianist Vladimir Vasiliou.

Uni's only other association with jazz was with vibist Emil Richards one year ago. The Aquarius' LP is called "Jungle Gems."

The building off of which there have been several Broadway produc- tions that might have been better suited to the intimacy of off- Broadway. He cited "Cats," "Juno and the Paycock," which is being developed by Douglas International.

The room also will be avail- able for jazz, folk, comedy, and music, blues, revues, and other entertainment acts with social appeal. And also a possibility, a mini music festival also is being considered. Referring to "Juno," D'Lugoff explained that there have been several Broadway produc- tions to that effect.

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Shakespeare has won his first gold record.

This is the original sound track album of Franco Zeffirelli's production starring Leonard Whiting and Olivia Hussey. (ST-2993) Already a gold record, and even higher sales in sight when the movie is released to local theaters.

Glen Weston selected the highlight for his passionately touching single, "What Is A Youth" B/W "Farewell Love Scene" (2503) produced by Neely Plumb. Album available on record and on tape.
Tape CARtridge
Superscope's Triple-Boom Pkg.

By Eliot Tegel

LOS ANGELES—Superscope Tapes, which plans an initial booking of 30 titles in October, is developing special "three packs" for exclusive sale through the Radio Shack network. These packs are three tapes of a similar musical nature which will be sold as a "three-pack" for $8.85. Jack Wagen, Superscope Tape's general manager, is relying on his experience as a former broadcaster in programming the three pack program.

The company will offer the initial bookings of 30 tapes through a distributed network of 20 distributors who will handle the Superscope program of one single-cartridge price for 8-track, cassette and reel-to-reel Superscope Tapes will be $3.95.

There will be three packs covering popular country music, big band jazz, varieties, moody, and the country and Western sound. The program is unique in that it is the first time Superscope Records plans releasing its first seven albums in September, with Columbia handling the custom pressing, packaging and shipping, and Superscope releasing the next month to allow the company's own promotional efforts to be up and running on time.

The usual Sandusky effort is the soundtrack from the singer's Hawaii TV special which will be released only in Hawaii, with domestic coverage to follow. The tape by this Southern California Goldrush was recorded out of the Western operation and distributed in the final product from H. B. Barron. It will be the LP "Dinner at" by Santana, which has been out on the West Coast for several years. This is the former Joe Tushinski plans to continue the LP for the year for the Sandusky line.

Lib. Stereo Tape on a Jazz Spree; Push 6 Titles, Catalog

NEW YORK—The Radiant Corp. of Chicago has unveiled two new cassette tape portfolios with special emphasis on the Chicago market. The Radiant Team AI series in special emphasis on the Chicago market. The Radiant Team AI series and the Radiant Team 8 Track Home Mailback unit. The introduction of the new 8 Track Home Mailback unit.

The formation of the National Association of Independent Dealers by the writer of this column, is the introduction of the NATIONAL SOUNCl. Its theme with 23 select dealers nationwide from the 16,000 cassette dealers. This new mail-order cassette market, which will be the NAL catalog to over 40 labels. The introduction of the TANCLALK tape, which is a combination of the National Audio Library and the National Audio Library. This new mail-order cassette market, which will be the NAL catalog to over 40 labels.

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Tape Happenings

Belair Promotes Units Via TV

LOS ANGELES — Belair, specialist in the scarce portable player market, is utilizing network television to promote its line of 8-track and cassette players.

The company is using a portable 8-track unit with AM/FM radio (model 401) as a contest giveaway on both daytime and evening network TV programs.

The unit is showcased via a photo, followed by a 10-second blurb about Belair products.


Initially, the company experimented with TV giveaway programs as a three-month promotion. However, a favorable response to this promotion at the retail-distributor level has extended the program to a full 12-month promotion, said Ed Mason, Belair president.

Mason said the network exposure is part of its program to exploit its product via national trade and consumer advertising.

and through local advertising programs in conjunction with Belair dealers and distributors. The company soon will begin an advertising campaign in Playboy Magazine.

Rod Pierce, Belair marketing vice-president, and Mason are preparing their line of portable players for three shows: the National Association of Record Merchandisers (NARM), Sept. 5-7, in Dallas; the Premium Show, Sept. 8-11, in Chicago, and the Thurow Electronics Expo '69, Sept. 13-14, in Florida.

Mason leaves in September for Japan to meet with executives of the Toyo Radio Co. to discuss Belair's 1970 product line.

In the September show, Belair will display 10 units, including two stereo portable cassette players. The Belair product line includes a cassette with AM/FM radio (model 504); cassette portable (model 502); two-piece 8-track home system (model 800); two-piece 8-track home system with AM/FM multiplex radio (model 802); 8-track player with AM/FM multiplex (model 661); budget 8-track with automatic program switching (model 314); budget 8-track portable with six-inch speakers and automatic program switching (model 400); and 8-track with six-inch speakers, automatic program switching (Continued on page 17)

CABS MAY GET TAPE PLAYERS

LOS ANGELES — San Fernando Valley residents may shortly be riding in taxis equipped with tape cartridge equipment.

A Las Vegas firm, Cab Ads Inc., has petitioned the city for a license to install its equipment.

The machines would play music and advertise the desert fun city.

The city's board of public utilities and transportation holds a hearing on the topic Thursday (17). If approved, the Valley cab company would be the city's first to offer its riders "cartridgeized" music—plus commercials.

Yes, we have Musicassettes...

And the Stars...

And the Labels...

On Mercury Musicassettes

There's a World of Country Music!
It's All In Billboard
MUNTZ CART-CHART
New Release & Hit Index

COMPATIBLE 4-TRACK CARTRIDGES

Muntz New Release Index

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<td>Close-Up—Lou Rawls (Part 2)</td>
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Stereo Dateline Special!
The Doors are opening up great new cartridge sales.
Available now! Order immediately!

7715 Densmore Avenue
Van Nuys, California 91406
Telephone (213) 985-5000

A WORLD OF STEREO SALES GIANTS FROM THE 4-TRACK GIANT AND ORIGINATOR OF THE CARTRIDGE CONCEPT.

Tape CARtridge

Auto Sound Pumping Tape Life Into Failed Gas Station Centers
By EARL PAIGE

PALATINE, Ill.—Although it may seem that a site unsuitable for a gasoline station also would be wrong for a free-standing auto tape center, Auto Sound, Inc., president Gordon Friedenberg believes otherwise.

His firm opened its third tape specialty outlet here and hopes to acquire three more abandoned gas station sites this year.

Transforming gas stations into stereo centers can amount to a cost of more than $10,000, plus purchase of the land, he said.

"To say a site is wrong for selling oil products won't work for stereo tape is incorrect," Friedenberg said. "A gas station may find out its on a busy corner, so that drivers won't cross a median strip, or any of several factors may force an oil company to give up on a site.

"On the other hand, we've found that people are in most cases pre-sold on stereo tape and will go out of their way to shop in our facilities. Tape isn't necessarily an impulse item such as Decca, Panasonic, Craig, Am-pex and Kisco. Friedenberg said. Parking, another prime consideration in acquiring sites. "In general, we're happy with two installation bays. Four bays are alright, if you have the manpower. We figure on two bays and two cars every hour. Although the Auto Sound installation time record is 22 minutes, he said, many of the newer cars present installation problems, and an hour now is "average."

He said: "The new 1969 Ford is impossible. We've had to go to floor mounting on the transmission tunnel because there's just no room under the dashboard.

In terms of storage equipment, each Auto Sound outlet is stocking at least 5,000 titles. Nearing an increase in cassettes, Frieden-

ber says about 500 of the titles are in cassettes. The firm carries no 4-track cartridges.

Hardware sales are running about 40 per cent cassette and 60 per cent 8-track in car sales, about even between cassette and 8-track in home sales, and overall, Auto Sound is moving about 33 per cent of its hard into the home market, he said.

Playback Lines

Playback lines include Automatic Radio, Bell-Wood, Belair, Delta, Panasonic, Craig, Ampex and Kisco. Friedenberg said there is a tendency toward more sales of players that feature easy transport from car to home, because of the theft problem.

"The easy-to-take models are fastened with screws that cannot be reached easily if someone does leave the car player in the car. It's an ideal model in that regard," he said: "We have from three to five theft replacements every week at our outlets."

Security inside Auto Sound's stores has not been a problem. Software is displayed behind the counter in vertical shelves.

A Collector's Item!...Ampak's new 24-unit Tape Case

Big capacity, rugged construction are the two outstanding features of the new 24-pak case for 4 & 8-track Tape Cartridges. Extra-heavy nickel hardware and heavy-duty plastic handle, it's covered in a rich black Kivar®plastic-coated, moisture-resistant material and has a padded, silver-stamped lid. Truly a perfect solution of portable storage for the collector.

Write for information and literature.

For Music "On-The-Go!"

July 19, 1969, Billboard
NEW YORK — Livingston Audio Products Corp., under the terms of an exclusive licensing agreement, has acquired worldwide manufacturing and distributing rights to all 4 and 6-track stereo tape cartridges under the Montilla label.

The pact, signed by Marcos Garcia, president of Spanish World Corp., and Tom Hofbauer, executive vice-president of Livingston Audio, includes such popular Latin-American artists as El Gran Trio, Papa Candido and Alfredo Kraus.

The Montilla label is regarded as the most popular collection of contemporary and classical Latin American music on the market today.

Commenting on the agreement, Hofbauer said: "The addition of the Montilla label to our marketing program continues the expansion of our catalog, which is designed to appeal to all segments of the buying public."

Livingston Audio has also announced the release of "Sound In," a new concept in unusual sounds ranging from cows to lions.

The brainchild of tape industry pioneer Ray Rand, "Sound In" is available on 4 and 8-track stereo, and has been successfully tested on the Chicago, Detroit and Los Angeles markets.

Muntz Going to Foundation on New Stores

LOS ANGELES — Muntz Stereo-Pal has run into snags with the local building codes and will launch its franchise store campaign with a fixed foundation store rather than an "instant store" on wheels.

The company has had three mobile trailers built in the form of stores but will have to find the right locations whose building codes allow that kind of construction for a commercial business.

So instead of starting with "instant store," the company is about to break ground at 2400 W. Olive Street in Burbank for what will become the pilot store for its projected new franchise program.

The store will be constructed in an L-shaped design and become Muntz's third company-owned outlet in the local area.

The store will sell and service players and music. Approximately 60 days will be required for the construction once the ground is broken. Muntz's two functioning factory-owned outlets are in Van Nuys and Canoga Park, both locations in the San Fernando Valley.

Gas Station Centers

Continued from page 16

grouped by music category within easy reach of drivers. "We see no reason to have car
ttridges or cassettes grouped with other

Beloir Promotes

Continued from page 15

and AM/FM radio, and an 8-
track with five-inch speakers

and automatic program switching.

Scepter's Mrs. Greenberg

NEW YORK — "The tape
cartridge business must be ap
proached with a calculated open
mind." That's the opinion of
Florence Greenberg, president
of Scepter Records, which will
be venturing into its own tape
duplication in early 1971 after
present outside contracts expire.

One of the biggest problems
facing record people who are
moving into tape," said Mrs.
Greenberg, "is in the merchan
dising area. Different merchan
dising techniques are needed," she
said, "and we, at Scepter,
will be working as closely as
possible with our distributors
to get the most mileage out of our
tape product." The record dis
tribution, she added, must be
bome aware of the growing tape
market and fight to get his share
of it.

Mrs. Greenberg also believes
that tape product requires dif
ferent selling techniques from
those that have been applied to
records, and in this area, too
she and her executive asis
ants are scouting the field to bring
in personnel who know how to
sell" tape.

Continued from page 18

811-R

is not just
another
8 track
play thing
the R
stands for
RECORcRER

THE TELEX B11R RECORDER/PLAYER revolu
tionizes the 8 track stereo tape cartridge market.
STUDIO-QUALITY engineered for professional
recording of classical and contemporary music.
FOUR LOGIC CIRCUITS — two in the record
mode allow choice of auto-stop at end of any single
program at end of fourth program, two addi
tional logic circuits in the play mode for choice
of auto-stop at end of fourth program or contin
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JULY 19, 1969, BILLBOARD
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8-TRACK CARTRIDGES

This Week Last Week TITLE/Artist, Label Weeks on Chart
1 1 BLOOD SWEAT & TEARS
8
2 4 BAYOU COUNTRY
8
3 3 IN A GAZZLA VIDA
8
4 2 HARD
8
5 8 LED ZEPPELIN
8
6 6 NASVILLE SKYLINE
7
7 7 JOHNNY CASH AT FOLSOM PRISON
8
8 3 GALVESTON
8
9 11 AGE OF AQUARIUS
4
10 17 3 DOG NIGHT
8
11 9 GREATEST HITS
8
12 20 LIVE
6
13 13 ASSOCIATION'S GREATEST HITS
7
14 10 HELP YOURSELF
8
15 15 BEATLES
6
16 16 ROMEO AND JULIET
2
17 18 THIS IS TOM JONES
8
18 12 CLOUD NINE
8
19 19 WICHITA LINEMEN
7
20 - HAWAI'I FIVE-O
5

CASSSETTE

This Week Last Week TITLE/Artist, Label Weeks on Chart
1 1 GALILESTON
8
2 2 IN A GAZZLA VIDA
8
3 3 BAYOU COUNTRY
8
4 4 WICHITA LINEMEN
8
5 5 HAWAI'I FIVE-O
6
6 6 ROMEO AND JULIET
3
7 7 AGE OF AQUARIUS
4
8 8 ASSOCIATION'S GREATEST HITS
8
9 9 TOM JONES-LIVE
5
10 10 BEATLES
8
11 11 TIME PEACE/GREATEST HITS
7
12 12 GLEN MARTIN'S GREATEST HITS
2
13 13 GENTLE ON MY MIND
7
14 14 FLOOD ON THE HILL
2
15 15 HELP YOURSELF
6

4-TRACK

This Week Last Week TITLE/Artist, Label Weeks on Chart
1 4 NASVILLE SKYLINE
8
2 5 IN A GAZZLA VIDA
8
3 2 BAYOU COUNTRY
8
4 1 BLOOD SWEAT & TEARS
6
5 3 DOG NIGHT
7
6 6 AGE OF AQUARIUS
3
7 7 GREATEST HITS
6
8 10 ET ET FOLSOM PRISON
5
9 9 LED ZEPPELIN
5
10 7 GALILESTON
8

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NITIL YOUNG. (215) 656-6317
NITIL YOUNG-Peacefully/Switchblade Sisters. (215) 656-6207

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UNITED ARTISTS

United Artists

JIMMY ROBERTS-Love Theme. (215) 656-6207

On Jan 19, United Artists released Sound Tape, Copyright 1969, AL 4216

Philips Mound 5-Pounder

* Continued from page 17

These include illuminated digital voltage indicator for modulation level which doubles as a battery power indicator when the device is as playback function; A.C. function switch to disconnect batteries when unit is on A.C. - program indicator, easy load, pop-up chamber with convenient slot to accept cassette; load, pop-up chamber; variable tone control and sensitive pencil-style microphone with remote shut-off switch.

Additional features include retractable carrying handle and input/output for radio, auxiliary speaker, headphones and phonographs. Tape speed is 1/4 ips, with frequency response 90 to 10,000 cps.

The unit is monaural, but is compatible with stereo cassettes. It retails at $12.95.

Mrs. Greenberg

* Continued from page 17

Other areas in which Mrs. Greenberg plans to get more deeply involved as Scepter gets more active in the tape are the packaging of the cartridges, which Mrs. Greenberg feels can be made more attractive, and the problem of pilferage, which is of major concern to the manufacturer as well as the retailer.

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JULY 19, 1969, BILLBOARD
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by LIONEL BART

from the Academy Award winning film
"Oliver"

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by WILLIAM OLIVER

LET ME KISS YOU WITH A DREAM 4.19
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RUBY TUESDAY 6.37
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"Oliver"

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4.14
by JONI MITCHELL

Produced and Directed by Bob Crewe
Arranged by Halcyon Style

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It figures.

When you're first to give members of the industry exclusive editorials and features, first-hand reports, authoritative charts, and analyses...then you're first to help members of the industry break records of their own, then they help you break records, too.

*Publisher's estimate—average per issue for first three months of 1969
Talent

A Holiday of Sparklers

NEW YORK—While much of the world was still awash in the folk-Blues flavor of the 1960's, the East programs of July 3 and 4 centered on groups making their debut as the featured performers at the theater—Blue Image, Man and the Soft White Underbelly—indications of a chalkboard lining up Ian Anderson, the leader of Jethro Tull.

Anderson, one of the most remarkable performers of the day, led his troupe through a power-driven first of two shows on July 3, which made it difficult for the listener to know where the Group, to follow. But Beck at his best and the hard-driving psychedelic music of the Jefferson Starship challenged.

The weekend's best single song was Iron But- terfly's two-hour debut, which closed the first of four regular Friday-Saturday shows on July 4, a show in which Blue Image and Man made strong groups.

The Soft White Underbelly, who opened the July 3 bill, demonstrated the ingredients for success, but the Electra quintet, which had cost personal changes, seemed to need more work together to propel excitement. They were led by the very tall, cool, and Dom Rose, lead guitar, were especially promising, but solidly reinforced by keyboardist Adamo and Alan Lerner on keyboards. Among the better numbers for the group was the tune that spoke to blues to rock were "Fantasy Murders," "Donovan's Monkey," and "Jean.

Man, opening on July 4, showed his experience as the young Columbus quintet, a cohesive unit, was strong vocally and instrumentally. "Nite Salvation," the unit's Columbus single, continues to have imp- act. Supa's only identification blues singing of "Try a Little Tenderness" a la Otis Redding Flatt & Scruggs excelled on piano and organ, while fine lead guitar and vo- calists were turned in by Dennis Beline. Steady performances also were registered by bass gui- tarist Richie Curden and drum- mer Bouchard, who was called upon to ad lib on vocals. Man has some a long way since the group re- ceived on RCA as the Kick Kids.

Blues Image started slowly, but by night's end, the group may have another big one here. The group displayed a genuine virtuosity in July 4, on a wide range of drums and per- cussions.

Lead guitarist Mike Panera and organist Skip Conte are strong enough to have the Aco group its greatest and only true opportunity for showman- ship. Doug Ionic's organ and vocal- list and leader, impresses in all capacities in this one, while drummer Ron Bushy has a good long drum solo. Lead guitarist Eni Bland did some exceptional solo work in the group's biggest hit, the quartet was founded on a solid, appealing basis as a young, all-vocal, all-instrumental, a solid performer, on bass guitar. As for Jethro Tull on July 3, there seems to nobody in An- derson's ability. He could well be the top folk tops with a pop group. His playing style is pat- terned after Roland York. He has no the best of young on bass guitar.

1969, BILLBOARD

New Mercury Give Sea Train, Colwell-Winfield More Steam

NEW YORK — The Colwell- Winfield Blues Band reinforced their previous strong local im- pression with a definitive set at the Cafe Au Go Go on July 2. Sea Train, with two im- pressive membership changes, showed the ingredients of a super group.

While Sea Training formally opened the program, early ar- rival tickets were treated to a three-man session with guitarist Reverie's Jim Hendrix, one of the country's top. The group

Verve Forecast's Colwell- Winfield Blues Band also had a key change and what a good one he was Jeff Labes proved a strong vocalist as he fit in well with the other six group mem- bers.

Beginning with "Walkin' Blues," the unit's membership phone through as a tight en- semble headed by guitarist Bill Colwell, and included, Winfield, Pianist Charles (Moore) Sorrenti also played well, with drums supplied by saxophonists Jack Scher and Colin Tilton. Con- necting the group is Chuck Pur- po, one of the better drummers around. As the set progressed, the band showed its professional ability in solos and to- gether.

Sea Train's two changes were Elliott Randall on guitar, and drummer Tony Ianni. Randall also did the lion's share of the vocals, the latter, exceptionally, demonstrated that the organization of "Georgia" was a good blues, while "Sweet Cream Sweet," was an excellent instrumental, which included Richard Hinton on violin and Adamo and Debi Kuhberg on flute. Wonders the pop musician. Around "Sea Train," which is on the band's A&M album, Kirk switched to bass guitar as bass guitarist for his group.

Flute Thing was a high- light for this group that ranges from rock to Blues and soul classically in its material. The group should make its mark after the tightening more live performances should bring.

Steve Bland, the guitarist, also was on the bill. FRED KIRBY

Signings

John Mayall has switched to Polydor from Atlantic (Brian) Dec. 3). Disi, Deri and Billy, formerly with Reprise, signed a three-year contract with Columbia as artists and independent pro- ducers. Their first Columbia will be the July 25 television special, "John Mayall's Flute Thing," a five-man group, joined by electric guitarist, pre- fer the Grammy Davis Group. The Mike Hurst produced their first album, "The Mike Hurst Experience." Cathy Mills to Fullmer, where her initial single is "Sandy" and "Viva la Vida.

The Cups, a British rock quartet, now has a contract that where their debut disc is "Good Girl Gone Wild." "The Future," a group, shows its "Von Grazing," Graham Geary and René Gallagher of the group are writing and recording with early Williams to Hill, where he will produce, himself through his Angelou Sound Productions... Glyn Philp, a group, joined RCA, where their debut album will be "Foe Through the Glass.

Hooker is Cool Bluesman

NEW YORK — John Lee Hooker never lost his cool at Utopia's, Wednesday (9) as he recorded his personal blues accompanied by microphone whine, amplifier hiss, his elec- tric against its electric. The foot beats out a lazy tempo (Hooker's favorite) for the Stax label. A loud, high-powered rumbling about life and hard times, materially involving women. An infectious rhythm is graced onto his talking blues, "I'm Bad Like Jesse James," is for the background, "Lock In Love Again," is uttered and he pleads for the listener to "No Friends Around" (Hooker's version of "TB Blues"). Hooker's cool blues are the deep country roots despite am- plification, is surface simple but on the ear it is a soft but the voice, supersedes it and gets carried away with the work. As Hooker clove with "Boogied Chillen," he puts the Lyric to a smooth inventive set by a genuine bluesman.

IAN DOVE

Brown Sets Off Rockets

NEW YORK—Few artists have the magnetic appeal needed to fill an auditorium as big as the 20,000-seat Madison Square Garden. James Brown is one of the few and his recent historic imitations of most of the leading performers have failed.

Marcia Whitney, a popular fig- ure with the James Brown Re- invent, displayed a dramatic range and voice control which she utilized to advantage in "Who Can I Turn To." Also on the bill were comed- ians Robert Draper and Tyrone Da- vis and the Young-Holt Unin- limited, Young-Holt Unlimited brought to the stage, in addition to its usual high standard of per- formance, an innovation in the form of an amplified cello, a classical instrument gaining pop- ularity with hard rock groups.

The group's treatment of "Ela- nie Rigby" on this instrument was well received.

RADCLIFFE JOE

Miss Hester in Top Form

NEW YORK—The Carolyn Hester Coalition made a strong impression at the Schaefer Fes- tival in Central Park's Wolfman. Kink, in the first show on Wednesday (9) as Miss Hester was in excellent form both voc- ally and physically.

Miss Hester, well known as a folk singer, is known for her first-rate musicians backing her. Dave Blume on bass guitar and piano, the voice on lead gui- tar, and Skeeter Camera on drums. Blume and Blume had good solos.

The key to the group's suc- cess was the solid, appealing voice of Miss Hester, as the Coalition turned its Metro- media album for the folk rock.

"East Virginia," the bluesy "Hall of the World" and the rock- ing "Blowing," were hits. Miss Hester also ran out with an exceptional jazz ver- sion of "St. James Infirmary,"

Caroline Franklin, whose first RCA single, "Sings," meets actor James Earl Jones, starts a new RCA production "The Great White Hope." (Continued on page 24)

A fantastic new album by “The Aquarian Age” that “sells-thru” wherever it’s displayed!

FEATURING:
- Aquarius
- Let The Sun Shine In
- Hair
- Good Morning Starshine
- Easy to Be Hard

and the rest of the great score from the smash musical.

Gordon Prod. Formed by 3

LOS ANGELES—Marc Gordon, manager of the 5th Dimension, Al Wilson and Theoma Houston have formed Marc Gordon Productions for involvement in management, record production and music publishing. Dick Broder will be the firm’s vice-president.

The management operation will include the 5th Dimension, Wilson and Houston, as well as the Young Ideas, Neal Clark, the Happy Medium, the Nite Train and Carson, Albert and White.

The record company will be known as Colos-United. Gordon and Broder will produce some of the acts and Scott Barnes has been brought in as head of the A&R department and exclusive record producer.

The publishing activities will include Balloon Music (ASCAP) and 5th Star Music (BMI). Also, Gordon has formed his own two publishing firms which are Cesar’s Music Library (ASCAP) and Tunesmith Music (BMI). Writers already signed exclusively to the new publishing firms are Scott Barnet, Neal and Bonnie White.

From The Music Capitals of the World

CHICAGO
Recording acts scheduled at Kits- neic playground through mid-Au- gust consist of Spin City, Penthouse and Alice Cooper (July 1-12); Led Zeppelin, Savoy Brown and Letter (July 18-19); Richie Havens, Jethro Tull and Spooky Two (July 25-26); Jeff Beck, Fleetwood Mac and Terry Reid (Aug. 1-2); Al Cooper and Three Dog Night (Aug. 5-15); Johnny Winter, Paul Butterfield and Ten Years After (Aug. 15-16). Shows are every Friday and Sat- urday evening and a jam session and amateur audition night is held each Tuesday.

Female vocalist Koffie, who records on Philips, is at the Power Pad. The act, known as James and Koffie, has a single, “Different Shores.” Charles Watts and Dick Scramen, 21st Century Productions, held their second concert at the suburban Northbrook Sport Complex July 3 featuring The Cryan Shames, Sir Douglas Quintet and folk guitarist Fred Homelba. Three Dog Night, Oliver and Under- ground Sunshine which featured in another concert July 10.

Concerts by Jack E. Leonard and vocalist Sylvia Syms were at Mister Kelly’s through Tuesday 151. Triste Jezzuro, a group recording for White Whale Records, made an nightclub debut at the London House July 8. Young-Holt Unlimited is set for a four-week en- gagement starting Tuesday (23) at the London House. Vocalist Taiby

Holiday of Sparklers
- Continued from page 23
punctuated by standing ovations.

In one number, Anderson went to mandolin, backed only by Bunker on harmonica and a miniature bass drum. Martin Berr on lead guitar and Glenn Conner on bass guitar also were strong. Beck’s virtuoso guitar was brilliant for the closing Epic act which no longer had the fine piano of Nicky Hopkins.

FRED KIRBY

Streisand Launches L.V.’s New International Hotel

LAS VEGAS—The $60 million International Hotel combined fireworks, hoopla and Barbra Streisand—at $100,000 a week—for an opening that left folkholics more impressed than entertained.

With 30 stories, 1,500 rooms and a unique off-Strip location, there was no doubt the hotel impressed even the most skeptical in this neon capital.

And Miss Streisand’s voice lived up to its worldwide billing. Beginning with “I’ve Got Plenty of Nothing,” moving onto other standards such as “Peo- ple,” “Happy Days,” and “Don’t Rain on My Parade,” Miss Streisand proved her voice was big enough for the vast showroom, (1,600 dinner seats plus a balcony.

Wearing a floor-length, pink accordion-pleated chiffon gown, Miss Streisand appeared nervous. And, her humor seemed aimed at an “oo” crowd made up of her agents, friends and managers.

Nevertheless, the music directed by Bobby Morris and backed by 40 superb musicians was a tremendous treat. Peter Matz smoothly conducted the group.

LEADERSHIP

Las Vegas Strip theater’s new impresario, Barbra Streisand, is shown during the premiere of her show at the International Hotel.

While her diehard fans con- tended Miss Streisand’s music matched the best ever heard on the Strip, her critics argued that a tape recording would have offered more showmanship. But, the Strip itself is noted more for merchandising showmanship than good music. And, in this category, Miss Streisand failed to satisfy some show goers.

TOM WILSON

LAS VEGAS
Country-music stars have moved out of hotel lounges and downtown Casino Center showrooms to capture center-stage on a half dozen of the most respected Las Vegas Strip theaters and cab rooms. Elvis Presley will follow Barbara Streisand at the new International (Continued on page 38)
George Jackson has had 6 hits in a row.
And you've never even heard him.


Now, he's written another hit... for himself. George Jackson singing "Find 'Em, Fool 'Em, Forget 'Em." Funky, shoutin' soul.

Produced in Muscle Shoals, Alabama by Rick Hall. Single #1457. And the label is Fame. See your Capitol record supplier.
Circus Jazz 1-Nighters at Lambertville

LAMBERTVILLE, N.J.—A series of one-night rock and jazz concerts will highlight the year at Lambertville (N.J.) Music Circus, beginning Sunday (13) with the Brooklyn Bridge.

Other July attractions include the Guns Wearing Spiral Star tie, Ramsey Lewis, the Classics Four, Ray Charles, Duke Ellington, Buddy Rich and Three Dog Night. August bookings include B. B. King, Cannon Heat, Peter Nero, Woody Herman, Vanille Fudge, Dave Brubeck and Gerry Mulligan, the Cowells and Count Basie. Tentative attractions on the schedule are Country for Bed the Fish, the Association, Gary Puckett and the Union Gap, and Ferrante and Teicher.

New York—While Dylan's steps in Woodstock, the Byrds are rolling, band sheet in its big pink house, royalties and regards came pouring in from Florida, East, South and West, (Sunday), when Procol Harum the Byrds and Hoven, Columbia blues group, wired their best to the self-exiled pop pariahs to whom they owe their schoolin' and big post-graduate paydays.

The Byrds, who have made a living singing Dylan's songs, pleased Fillmore to their story, countryfied harmonies on old Dylan tunes. Tasteful as an exercise, tailored without imagination, the four Byrds effortlessly through "Mr. Tambourine" and "Lady Lay," dressed up beautifully by Clarence White's, quick, crotching guitar and Gene Parsons' deep, populous big Byrd. Roger McGuinn, Gene Parsons on drums and John Densmore on drums, are the rest of the guns of the Byrds' marvelous, unemotional harmony, to the glamour to McGuinn's, whose silvery silences to the heavy lyrics are hard to rouse. McGuinn, the solo survivor of the group's transitions and a pop patriarch himself, showed sinfully rather than nefariously as he grinned sweeter risings for harder audience if he was hosting "American Bandstand." But despite McGuinn's antics and the acid rock world he has rolled, invariable, to his perseverance, the Columbia group's quirkier blend and warm, romantic truth-saying carried their fine material over a sizable sea of memories as mellow and mesmerizing as old camp songs from summer gone by.

Tapping the hill with their dramatic highs, lows and clamoring, dramatic runs, Procol Harum staged their sea story, "A Satanic Dog," with dark orchestral and fiery rock orchestrations. Conjoining up the heavy, crashing sounds of the sea and a sense of voyage with their instrumentations, they joined the depth of Conrad's prose with the opulent majesty of the MGM over their "Sea" score, tossing thoughts and moods upon the beach at Fillmore long after their ship, "Hasperus," had passed from sight.

Alive with the Dylanesque ambiguities of Gary Brooker and hippie saga, Roger Daltry by Brucker with the hungry, hollow howl now famous as the voice of the band, Procol Harum has ascended to rock supremacy. Musically intense and blessed with the burning metaphorical quality of Dylan, the group cleaned the audience to the point of dumb awe. Every member of the group — including Matthew Fisher on drums, the rights on bass, B.J. Wilson on drums and guitarist Robin Trower — is a professional rock musician, individually excellent and collective, who has put rock's all of rock's ragtagarmusicians scattered hopefully over the country. The group recently was the lead in the Taps soundtrack for the MGM movie, which was signed for A&M Records.

Talent

Procol Harum, Byrds
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By DAVE DEXTER JR.

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Bobbie Gentry. "Touch 'Em With Love"

Produced in Nashville by Kelso Herston
ST-135. Available on record and on tape
CBS’ Webster Sees Local Radio Salesman as Key to Spot-Pulse

By CLAURE HALL

NEW YORK—When it comes to producing a commercial, many radio stations and radio stations, especially at those outside the major 10 or 15 markets, believe there is no substitute for what will work as salesman in a major market, believes Maurice Webster, sales manager of CBS’ radio division for division service.

Webster, who started in radio as an announcer on KVV (now in Seattle) when it was located in Tacoma, Wash., feels the reason that local stations are able to work closely with the individual store owners themselves.

One key weakness to the commercials on these radio stations is that the goal is to get a record, but few know more about radio than advertising. Webster pointed out, of course. "For example, the industry’s team has been developed at the agency level because they are full-rounded in advertising, but have little knowledge of real radio. The agencies and the client are not as experienced in radio as what local stations can do as they should be," said Webster.

When CBS began to produce radio in 1947 and was a friend of personnel for Western Video Production, he worked with Richard Dennenbrock, who has a strong background in advertising. Webster has signed an exclusive agreement with "The Pat Boone Show" and "The Playboy After Dark." "Music Makers Group, Inc., the largest producers of commercials and music for radio stations, is continuing to expand. Latest acquisitions include Dell Plastics Co., a manufacturer of toys and premiums. Milton Hershey, president of Music Makers, also announced the establishment of six new theaters in shopping centers in New Jersey, which will bring the number of theaters operated by Music Makers to 12 by the end of the year.

One of the most-played dynamic sounds you’ll hear on the air the next few months is "Do It on the Radio," a new single to sell radio as an ad medium. The spot, which will be heard on 100 radio stations, was written by Chuck Block and Don Schuman and the music by Stan Hoffman. The country, Billboard Reports, Planck flew to Detroit to tape a new spot for Ford Motor Co. .... George H. Gallup, vice-president of sales for NBC Radio, has been named chairman of the TV Society’s fourth annual Radio Commercials Workshop Committee. The workshop will be held Oct. 14-15 at the Waldorf-Astoria in New York. The workshop brings together sales programming, and creative executives from radio and television. The sessions will be divided into two sections: sales training and programming training. The sessions can be improved and made more professional. It’s a good thing.

Allan Mire. one of the owners of Aura Recording Studio, was recently interviewed on a Coke jingle at National Recording Studio.

Humorous commercials cost more than other types, but their impact can be greater.

He felt the unstructured commercials with their new style were on top of everything. All of its montaige-likes, which advance the product story and get the consumer to think that the product can produce fast and positive reaction to radio campaigns, he explained.

Webster has spent most of his career in the advertising field. Before joining CBS he was named assistant production director of KBPH in Oregon, where he was second to somebody talking about Wells’ Chevrolet or Johnson in Wax. Radio stations have to keep all aspects of their commercials — from humor to everything — in order to gain the attention of the listener.

Webster is probably one of the most in-demand speakers in the industry. Recently, before the Associated Merchandising Corp., he spoke on the future of radio department store.

Their budgets are increasing because radio is producing results. Creatively, however, department store use of radio is still waiting to get a go.
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<thead>
<tr>
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GIVE PEACE A CHANCE on Apple Records b/w Remember Love
Radio Plugs of LPs' Avalanching

Radio Shorts For Blacks

NEW YORK — A two to three minute radio series for black audiences has been launched into syndication by Barry Beers and John F. Small of American Black Communications Inc. The show is titled "Focus on Black." About 100 of the short shows will be aired monthly. Guests interviewed will include Dionne Warwick, Pearl Bailey, James Brown, Count Basie, and Nancy Wilson. Johnny Nash will appear regularly as a commentator.

Radio Plugs From Steel Pier

ATLANTIC CITY, N.J. — "Steel Pier Swings," an hour color variety show originating from the Steel Pier and hosted by Ed Hurst, has been launched as a summer TV series. The show will be seen on channel 9 in New York. Among the record artists who'll be featured on the summer show will be Lev- elle Gore, the Brooklyn Bridge, O. C. Smith, the Beach Boys, the Cowsills, the Baja Marimba Band, the Ohio Express and Count Basie.

THE ALBUM QUESTION

Editor's note: What would happen if Top 40 radio djs did not program records on playlists? How would music companies make money? How would they make use of the album? How will they pick the best album cuts? What would the criteria of program directors be? Here is a report of what is going on in Top 40 radio.

I don't think that 100 per cent LP music, should the music industry decide this trend, will automatically result in more LP sales. There will be a period during which such records will not be played, and during this time, other media will flourish. It is not that the LP is not good enough, but that the Top 40 radio stations are playing their records on the basis of the Top 40 charts, and the Top 40 chart is based on Immediate demand. The music industry must recognize that the Top 40 radio charts are not a reflection of the entire market. The Top 40 radio charts are a reflection of the market that the Top 40 radio stations can reach. The Top 40 radio stations can reach only a certain market, and that market is not the entire market. The Top 40 radio stations are playing their records on the basis of Immediate demand, and that demand is based on Immediate demand. The Top 40 radio stations are playing their records on the basis of Immediate demand, and that demand is based on Immediate demand. The Top 40 radio stations are playing their records on the basis of Immediate demand, and that demand is based on Immediate demand.
The First Hit From “Goodbye, Mr. Chips”

“YOU AND I”

Warner Bros.-Seven Arts Records #7310

From The Metro-Goldwyn-Mayer Presentation and Arthur P. Jacobs Production Starring

Peter O’Toole - Petula Clark
“Goodbye, Mr. Chips”

co-starring Sir Michael Redgrave
Screenplay by Terence Rattigan
Directed by Herbert Ross
Produced by APJAC Productions
Associate Producer Mort Abrahams
Music and Lyrics by Leslie Bricusse

Words and Music by LESLIE BRICUSSE
published by Hastings Music Corporation
Changes Would Be Technical

Continued from page 30

abajors and record men will have to eliminate some of the new, up- coming and deserving artists because they just don’t have time to listen to them. They will be too busy trying to keep YF and LP cuts on the fifth Dimension LP to prove that motion men will have predetermined which two cuts they will promote to the program director, and the program director will handle them as he did at 45. Playlists will be expanded, since there will probably be more cuts in the LP desiring airplay. After the industries decide this is too bulky, the music director will get his brainstorm and begin pressing several artists per LP. This would eliminate many of these problems.

Rotation of cuts must be the same. If 45’s become the hit listener will still be as sensitive to overrotation regardless of LP, 45, cassette, or anything. Longer cuts will probably be eliminated because program directors will probably try to program a lengthy LP cut as we are doing now in programming a 45, providing there is a deserving shorter selection we can air if the 45 is not getting the play. The LP and most short cuts, they will be programmed. This is true today with many LP’s on the market. The middle of most records is a "MacArthur Park." Here’s something that didn’t happen. It would always be more valuable than length. If the longer cuts are well done, they will be programmed providing all other factors are considered. It may be more difficult to get them on. Big stations such as the Drake may absorb with a 12-minute-per-hour spot load allowing them more freedom for creative programming and long cuts. Small and medium market stations may not be able to lose many key markets.

"Popular" cuts will be similar to "popular" 45’s. The heavily requested cuts, both on our show and on your show, will be played more often like 45’s are today.

If the record industry would be unwise to eliminate the 45’s. Perhaps they may eliminate it from their sales picture, but radio stations are better off with 45’s since it is manually and technically easier to handle records rather than tapes.

Perhaps the record executives might release a 45 and a tape of the same record at the same price. Many stations feel the cost is warranted. Personally, I think this will not be replaced by the LP. If it is to be replaced by anything, it will be a tape of a device such as a cartridge or cassette which can be replaced by a film. It is possible that some smaller stations which would avoid this cost might release a tape.

Continued from page 28

Bertha Porter has decided to re- sign as director of the Programming Department of the NAB. She was half of Bill Gavin’s right hand and was a key figure in the programming department of this industry. I got a telegram, unannounced, from a president of a testimonial dinner for her during the executive dinner. A good dinner could be obtained from Joel Rosenthal of Seaboard Distributors or Dick Murphy of Shapiro, Marcus, White. She has retired from Bertha Porter than it knows.

Clark Weber leaves WLS in Chicago to join the competition staff at WGN. He is succeeding Howard Miller. This move should prove to be a good one. Howard Miller is back in format, since Miller was out-of-program for a while. Rumors that WCFI was also trying to hire one of the WLS staff were unfounded. General manager Gene Taylor reports that Weber's hiring will be a blow to WLS. Weber had talked to him first, but Weber didn’t even negotiate, the WCFI deal was so good. Everyone went outside town, though, for a moment. I don’t think Clark Weber will be hurt, WLS will. Terry Green has been named as WYU, Toronto market manager. Green is vice president/ writer/producer for Kaleideodynamics. He will be doing radio commercials.

Program director Fred Adams has received a related to Ted Atkin of KREX in Spokane sent in the January issue of the trade magazine. It said, "Ted Atkin of KREX, during a 22: 61 a.m. KPD had a 19, KREM had a 19 in the 1:01 a.m. slot and KREM had a 19 as well in the 4:00 a.m. slot. KREM dropped to a 19 in the 4:00 a.m. slot as well. Ted Atkin of KREX was the one coacher leading the way." At the same time, KZUN had a 10. KREM had a 10.

Springfield, Mass. (WSPR) - Mike Kustis of WSPR, the "Dude" on his program "Mike Kustis," was named the "Best Music Director" in America. Kustis was named to the list of the 50 most influential people in the music industry by Billboard. Kustis' program "Mike Kustis" is a top 40 program in the country.

Tulsa, Okla. (KOKF) - Bob Eubanks, the host of "The Bob Eubanks Show," has been named the "Best Television Personality" in America. The award was presented to Eubanks by the National Association of Broadcasters. Eubanks hosts a daily show on Channel 3.
Rolling Stone, July 12:

“If you can believe your eyes and your ears, the next grouping of supers you hear will be Donovan backed by The Jeff Beck Group. Mickie Most, regular producer for both Donovan and Beck, called the blend ‘a calculated gamble that paid off handsomely.’”

Epic 5-10510:

“Barabajagal”
Donovan with The Jeff Beck Group
by “Trudi”


Radio-TV Programming

This column is published for people interested in radio and television. 

WTOU, Corinth, Miss., has opened. 34 10-car fleet for men only. No phones. For three years, ESP. 412 late to 12:30 p.m. On the air with some of the biggest names in radio. 


tarz-intigi

ELM

3.7.12.117-121:71:7171:

WHERE HAVE THE PEOPLE with the always-interesting jazz programs been? All are 25th or older. Only five stations left. 


fine

KJX, Seattle MIB, is looking for a morning man. Programmed with emphasis on humor. Reader must be a good writer. 


Vox Jox

* Continued from page 32

Radio-TV programming Forum III coming up next month. I've been told by several people who have attended Forum II that there are quite a few changes in store for Forum III. If I were you, I'd be sure to attend. There are some really great speakers at this forum, and the program is well organized. I think you'll find it worthwhile.

JULY 19, 1969, BILLBOARD

34
the most popular female singer in Italy

1965
Tu sei quello
Voglio dirti grazie

1966
 Quando la prima stella
Lara's Theme

1967
 Io, tu e le rose
Solo tu

1968
Non Illuderti mai
Se m'innamoro di un ragazzo come te

1969
Quando l'amore diventa poesia
L'altalena

Orietta Berti

The greatest hits by Orietta Berti are published by:
- Affari Editivere Musicali s.r.l.
  20122 --- Milano, Via Benadir, 14
  Tel. 82.96.543
- Gruppo Editoriale Sugarmusic
  20122 --- Milano, Galleria del Corso, 4
  Tel. 79.48.61
BEST SELLING

**Billboard SPECIAL SURVEY for Week Ending 7/19/69**

### Singles

**The charts tell the story — Billboard has the charts**

**continued from page 36**

**Dexter's Scrapbook**

**The charts tell the story — Billboard has the charts**

**continued from page 36**

**Best Selling**

**Rhythm & Blues**

**Soul Sauce**

By ED OCHS

**SOUL SUCCE$$! A Rhythm & Blues Hall of Fame is rising with some conviction at last, on the West Coast. Anthony Reaza, president of the National R&B Fan Club of America, has gathered together r&b pioneers Johnny Otis and Ray Miller, who have both recently signed for comebacks on Epic, to give their r&b organization a shot. Otis, the top r&b artist of 1950 and composer of "So Fine," "Little Girl, You're 19," Will the star of many films who has since turned to the stage in recent years, has signed with his entire show to a five-year recording and producing contract with Epic. Roy Milton, president of the hall of fame and Billie Holiday "sleeve" artist of 1947, has also joined Epic and will work with Reaza's National R&B Hall of Fame based organization, now housed at 1717 N. Vine in Hollywood. Reaza, who has been tracing back and tracking down r&b history, recently found one of America's biggest hits from the early 50's when he found at the International Hotel in Las Vegas. They'll appear with Elvis Presley, who topped Billboard's r&b charts in 1957 and 1958. New from Ernie K-Doe: "I'm Sorry," on Duke..." Nina Simone will wind up her cross-country concert dates and play the Amateur Jazz Festival in France, July 24-28. Miss Simone will also perform at the Algonquin Hotel benefit on July 29-31...Bobby Womack has returned from Memphis, where Chips Moman produced his "It's Gonna Rain" discs...Shorty Long, Motown's "Here Comes the Summer," who dazed the world two weeks ago in a housing accident, put Mitch Ryder on the charts with his "Devil With the Blue Dress On."" The July 6th show will feature the exciting new blues guitarists from Downbeat magazine..."What ever happened to "race" music?" Billie Holiday was one of its greatest advocates..."I've seen it," says Ray Charles, a pioneer of the style..."The best music is the one that is hard to define..."New from the Lamp Sisters: "Today Will Be Yesterday, Tomorrow... Barney Williams is working with Billboard on the business end of the business..."Clarence Carter's ex-partner in the duo of Clarence & Johnny, has joined Aereo with his debut single, "Sittin' in the Park..." United Artists is looking for heavy action on its hit purchase, "Kiss-O-Sabe," by the Electric Indians, already a hit...
Introducing the Boyce & Hart.
The World's First Multi-Million Dollar Television, Recording and Song-Writing Machine.

At long last "The Boyce & Hart" is a reality. The world's first and only television, records and song-writing machine is now completed with all systems go.

This week, the multi-talented team of Tommy Boyce & Bobby Hart has concluded an unprecedented agreement with three companies within the Columbia Pictures Industries, Inc. organization.

The agreement calls for Screen Gems to develop and produce a network television series starring Boyce & Hart...

...the creation of Boyce & Hart's Aquarian Records, a new label that will be distributed world-wide by Bell Records...

and the renewal of a long-term music publishing contract with Screen Gems-Columbia Music.

The Tommy Boyce & Bobby Hart
Presented by:
Screen Gems
Boyce & Hart's Aquarian Records (Bell Records)
Screen Gems-Columbia Music
**WSM & OPRYLAND**

- **Continued from page 26** on the "Young Country" tour. tour.

Tommy Jones is a classical guitarist from Franklin, Tenn., who also made his first "Opry" appearance in June after first performing in local television shows.

Mike Holt and Ricky Caldwell, 9-year-old twins, work as a team. They were winners of the TV version of America's Got Talent, and since have appeared on numerous television shows. They were considered the youngest members of the "Young Country" cast.

WSM's Irving Waugh said he felt the contest could make a dual contribution by giving young talent the opportunity to try its own style and to prove the interest in country music by young people.

**NEW YORK**

Buhla's Coliseum will begin its first U.S. tour on Aug. 11. The four-week itinerary will be followed by a second tour in November. The band has been signed to a recording contract with a major record label. The tour will be sponsored by the Canadian National Broadcasting Corporation.

**Barba to Sing at Riviera in March**

LAVAGA—Barba Street will fulfill an engagement offered the Riviera Hotel next month. The engagement will be the first new international here July 2.

The vocalist made her local debut on the bill headlined by Liberace.

**JULY 19, 1969, BILLBOARD**
“It’s the most beautiful white gospel R&B sound I’ve heard since I fell out of my cradle in 1946.”

MICK JAGGER—THE ROLLING STONES

“Whew!” JIMI HENDRIX

See and hear Delaney & Bonnie & Friends this summer with Blind Faith

July 11—Newport, Rhode Island Festival Field
July 12—New York City, New York Madison Square Garden
July 13—Bridgeport, Connecticut Kennedy Stadium
July 14—Philadelphia, Pennsylvania The Spectrum
July 15—Toronto, Ontario Varsity Stadium
July 20—Baltimore, Maryland Civic Center
July 26—Milwaukee, Wisconsin State Fair Park Fairgrounds
July 27—Chicago, Illinois Amphitheatre
August 1—Detroit, Michigan Olympia Stadium
August 2—Minneapolis, Minnesota Minneapolis Sports Center
August 3—St. Louis, Missouri Kiel Auditorium
August 5—Seattle, Washington Coliseum
August 9—Vancouver, B.C. Canada Coliseum
August 10—Portland, Oregon Coliseum
August 13—Phoenix, Arizona Coliseum
August 14—Oakland, California Oakland Coliseum
August 15—Los Angeles, California Forum
August 16—Santa Barbara, California Earl Warren Showgrounds
August 20—Denver, Colorado Mile High Stadium
August 22—Salt Lake City, Utah Salt Palace


Available on all tape configurations from Ampex.
Classical Music

Tchaikovsky—Strauss Tied: Col., RCA Vie as Top Label

*Continued from page 4*

Chopin, five titles, 55 slots; Mozart, three sets, 36 benzos; and Beethoven, five albums, 30 listings.

RCA’s Van Cliburn again led in piano. In the young pianist scored 91 times across all albums, with which topped the “Wagner” mark. Next was Columbia’s organist, E. Power Biggs with 34 listings for three titles.

Other impressive figures were tucked into the listings. Sargent Horowitz with 31 weeks for a Columbia (26) and a Seraphim (five) places. Philadelphia En- tertainment, 27 titles for Columbia albums; pianist Artur Rubinstein, 26 spots for two RCA titles; and pianist Geza Anda, whose recording of Mozart’s “Concertos Nos. 17 and 21” con- tinues on the charts after hitting for the entire first half of the year.

“Capitol! Angel barely main- tained its third overall position despite a strong challenge by London as DG’s dropped off in fifth spot. While 12 Angel titles registered 94 times combined to the HS (no less) dropped in” eighth London albums, Angel’s other half was strong, a total of over-all 28 listings for 20 sets, while London’s over-all was 137 slots for 26 titles.

DG’s 56 mentions were gar- nered by seven albums, includ- ing the Anda set. Bolstering Capitol! Angel were 32 citations for three RCA titles, 13 listings for two Capitol Classics; and 12 for Columbia’s “The Greatest Hits” set. In his turn, a Melody-Angel I.P. London’s over-all figure includes 10 weeks for three RCA titles, 10 weeks for a Richmond opera, and two weeks for a Stereo Treasury disk.

Other label figures were 26 weeks for an MGM set, 26 weeks for two Decca sets, 10 weeks for two CBS titles, six weeks for two RCA albums, six weeks each for two albums on None- such and Turnabout.

The leading album, so far, has been Columbia’s “Swizzed On Bach,” which was No. 1 for 23 weeks in its first 26 weeks. The Anda set led for two weeks, while MGM’s sound-track of “1001: A Space Odyssey” led the other weeks.

The book review, which carried an overall discussion of the composer’s influence on literature, music, painting, and other cultural aspects. A feature of the book is the composer’s strong views on Wagner’s “Theory Of Opera,” the most straightforward of his ideas. "In ‘Tristan’ the Not the least in Music,” Magee deals with Wagner’s anti-classicism, and while condemning it, the author justifies many aspects of careful selection.

Perhaps the most useful section is “The Influence of Wag- ner,” where the author details the composer’s influences on literature, music, painting, and other cultural aspects. A feature of the book is the composer’s strong views on Wagner’s “Theory Of Opera,” the most straightforward of his ideas. "In ‘Tristan’ the Not the least in Music,” Magee deals with Wagner’s anti-classicism, and while condemning it, the author justifies many aspects of careful selection.

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Here are the only truly De Luxe Tape Cases built to last.
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S. D. Retail Firm Exemplifies Music Store Diversification

By EARL PAGE

SIoux Falls, S. D.—While music stores everywhere are steadily diversifying and broadening their inventories, few stores show any more significant expansion into all areas of music than the home entertainment department at Williams Piano Co. here, an 82-year-old retail store that opened its fifth store and is becoming a fast-growing retail chain in this State. The new store is devoted exclusively to home entertainment products, a segment of the music business that has been important for Williams' original outlet, which recorded its stock of over 5,000 album titles by bringing its inventory of pre-recorded tape up to 1,500, different selections.

Co-owners John F. Warren and James Stoverick admit that the diversification has at times caused them to debate the advisability of maintaining the name of the original company, opened here in 1897 and moved only once during all of its history. The second addition for the two owners, Rapid City Piano and Organ Co., did reflect a gradual shift from the piano image. Stoverick said, when a Magnavox franchise opened here the owner can't afford to have a complete break and called the outlet Western Magnavox Home Entertainment Center. The Rapid City store was opened six years ago. Another outlet in Aberdeen, opened two years ago. features pianos and organs.

Other examples of the firm's broad approach to music and home entertainment include one of the largest inventories of sheet music in the Midwest, comprising a stock of over $50,000. Mrs. Mary Dunkelberger, assisted by a staff of four salesgirls, handled the department here and the section has steadily been re-designed for self-service. The firm is also expanding its music instruction program, and has a staff of 10 teachers involved in organ and guitar instruction.

The new home entertainment center will handle color TV, stereo phonographs, radios, tape recorders and players and component systems and comprises a room of goods with features walk-in-wall-walking and is near the shopping center.

A typical example of Williams' approach to records, according to general manager Allen Strunk, involves such facets as full-mark-up, a stock that features pop records with a variety of long-playing albums and an offering to demonstrate records for customers. "I think demonstrative records is an absolute must," she said.

"Having a turntable available has several advantages. For one thing, the clerk learns individual customer preferences. After this is known, a record can be put on when a customer isn't even in our store and we can draw them over. I suppose this is a little mean, but it helps sell merchandise.

"We're not a discount store and we have no problem getting full list for records. We feature professional personal and devote our full attention to musical interests and looking for records. We do a terrible special business, too.

The store stocks cassettes, 8-track cartridges and open reel tape and track-activated systems for approximately 80 percent of total volume.

Mrs. Straus said that the 8-track cartridge business has "gone mad," but that she expects cassettes to rival 8-track "once there are enough good cassettes on the market." She added, "I haven't seen a corresponding rise in the sale of open reel equipment, perhaps because when 8-track and cassette has become so important. Open reel seems to be holding its own." She said the department does not carry open reel.

Other persons with long se-

Sample Artwork:

NATIONAL PIANO WIRE

GLEN CAMPBELL'S EASY TO PLAY SOLOS

MUSIC '69 (Warner Bros.-Seven Arts)—Guitar

NEW LOOK OF THE BEATLES (Hansen)—Guitar

SEVENTY SUPER BLOCK BUSTERS (Hansen)—Guitar

TODAY'S SUPER HITS (Big 3)—Guitar

DEALER USES OWN COLUMN AS SALES AID

CHARLESTON, W. Va.—Taking advantage of the fact that the musical instrument dealer is the hub of news regarding local groups, Jack Cook, manager of the instrument department at Galpiner Music Co. here, has started a regular column in the local newspaper. Because the column is a paid advertisement, Cook is at liberty to salute local groups who make good, crack jokes, congratulate area music teachers and spread around the local rock gospel in addition to plugging such Galpiner lines as Marshall, Coral, Maestro and Hofner.

The weekly Galpiner column appears in the paper's youth page, which features articles about local and national recording groups and artists. Dealers in markets where no newspaper has such a page could stipulate that their column run on the paper's entertainment page.
the singles crisis a "tempest in a teapot" and said he had not heard any complaints from one-stop or a shortage of singles. Reaching to a report that single sales now represent only 14.2 percent of total retail sales (Billboard, July 12), Palmer said, "14 per cent makes the difference between price and loss: I wouldn't throw it away.

"There are some 450,000 jukebox operators across the country," he explained. "If each one changed only one record per week, that means over one million sales a week. Nobody is going to let that market die."

Although he did not think it likely that the supply of singles from the record manufacturers will decline to a dangerous level, Palmer was confident that "someone will make singles for the jukebox operators.

"Palmer said he would not suggest in any way, shape or form that music machine companies are out of business with tapes on jukeboxes. "Vulturizer has been investigating the possibility of tape-jukeboxes for singles, and has not found a practical method yet," he said. The problems of maintaining and repair would be (at greater on tape jukeboxes than on the present type of machines, he explained.

Efforts to combine tapes and records on the same machine have been made, but the tapes would be for background music only while the disks would have to be changed. Palmer believes this combination would make a machine too expensive for mass sales.

"The 4-inch, 30-cent Ameri- can disks are also impractical for machines which are present- antly manufactured," he said. The tidiness of the records is not clear enough for jukebox phonos."

(Continued on page 48)

**Jukebox Firms See No 45's 'Shortage'**

**FAMA Studies Pinball Bill**

TALLAHASSEE, Fla. — The Florida Amusement & Music Association (FAMA) will decide at its Sept. 14 meeting whether to support a state bill that would have the effect of legalizing bona fide, flippers, or amusement pinball games.

The measure, H.B. 198, was introduced May 15 in the Florida House of Representatives. It states: "Any machine or device within the provisions of this chapter if it is one that is adapted for use in such a way that, as a result of the insertion of any piece of money or coin or other object such machine or device is caused to operate for the owner's profit, and by reason of any element of chance or of other outcome of such operation, for which the person making the play is not culpable by him, the user may receive or become the owner of a greater value than the amount of money or coin or other object placed in such machine, or the user may receive additional chances or rights to use such machine, ap-

(Continued on page 44)

**COIN Looks At Tourneys**

OMAHA, Neb.—A major topic of discussion at the Aug. 3 meeting here of the Coin-Operated Industries of Nebraska, Inc. (COIN) will be the ball pool tournament.

According to secretary-treasur- er W. W. Schumacher, associates hope to get a tournament under way this fall with finals to be held at a better part of November.

A one-day COIN meeting will be held at the Holliday Inn with a business session scheduled for 1:30 p.m., followed by a re- freshment hour at 5:30 p.m. and a banquet at 6:45 p.m. Door prizes will be donated by distrib- utors and a record one-shirt.

**NEW EQUIPMENT**

**Balloon Vending a Success; More Firms Making Units**

By BRUCE CORY

CHICAGO — Operators, dis- tributors and manufacturers sur- veys the balloon vending field, state that the future of balloon vending looks promising. Lee Smith, Manufacturers' News, has reported "phenomenal success" with 200 machines he installed for a Chicago vending machine, reported gross return of $75 per month. Although the vending units are now being made by three different manufacturers, one of the manufacturers described in the November issue of Pinball & Coin (COIN) will be included in the general session, a"Faster Rating." Another feature is the two-for-a-quarter pricing on games. A new safety interlock prevents possible electrical shock when the service door is open. The unit features solid-state circuitry. A plug-in transistorized module replaces the need for a bulky relay board. The machine has a red front panel with a mint green background and features dark brown silhouettes of sport figures in the design.

**MONTANA SET FOR MEETING**

WHITEFISH, Mont.—A Mu- sic Operators of America (MOA) public relations panel, headed by president Howard Ellis and exec- utive vice-president Fred Grra- gen, is tentatively scheduled for Saturday's (19) summer meeting here of the Montana Coin Ma- chine Operators Association (MCOA).

The day-long program, which will be held at the Viking Lodge, will include a directors meeting, and a general session, with a cocktail hour and dinner in the evening. Reservations may be made by calling the lodge at (406) 462-3547.

**On the Street**

By RON SCHLACHER

D. Gottlieb & Co. will be closed until July 28 for its annual two- week vacation period. Alvin Gott- lieb reports that his vacation will coincide with "staying around the fac- tory." ... Joan Mason is back at her desk at Leaf Brands after at- tending the Barren open house in Kansas City, Mo. ... Charles Klaasen has returned to W & J Sales in Toledo, Ohio, following a trip to Las Vegas. ... Leonard Quat of Confection Products, C- lumbus, Ohio, was a recent visitor in Chicago. ... Tom Emm, gen- eral manager of Graf Vending Supply Co., recently visited the company's various offices throughout the West. ... Seeburg service schools were held June 25 at Billings, Mont. ...
Bag Big Profits with the Sensational New Jungle Rifle!

Chicago Coin's

Jungle Rifle

Bag Profits with the Sensational New Jungle Rifle!

Chicago Coin's

Jungle Rifle

HIGH SCORE FEATURE!

EXTRA SCORE WHEN FRONT 4 TARGETS and 4 MOVING TARGETS ARE HIT!

ERIE REALISTIC ANIMAL SOUNDS ON TAPE
Adjustable for Volume

HIGH FLASHING MOON TARGET WHEN HIT

* BURSTING FLASHES OF LIGHT WHEN TARGETS ARE HIT

SPECTACULAR DUAL BLACK LIGHTS FOR BRILLIANT JUNGLE EFFECT

10c-25c PLAY

Non-Tip Cabinet

Easy to Operate

NEW UPRIGHT MACHINE

FAMA Studies Pinball Bill

- Continued from page 43

FAMA executive director Julius Sturm said:

"If, as seems likely, FAMA decides to go all out in support of this bill, an attempt will be made to have an identical bill introduced in the Senate as soon as possible. It would then be turned over to support for its passage in favor of both bills.

"The effect of the bill would be to codify the legal principle enunciated by the Florida Supreme Court in Direct v. Stanton. At the same time, bingo, lotteries and all other gambling devices would be prohibited as at present. Legitimate amusement pinball games would be discriminated from gaming devices for once and for all.

Wurlitzer Vacation

NO GRIP TONAWANDA, N. Y.—The Wurlitzer Co. will be closed for vacation from July 21 to Aug. 11. Final parts shipments were to be made July 8. There will be no shipments during the vacation.

Correction

LONDON—A recent article reporting the 'profit business' here was economically correct and should have carried the by-line of M. F. Mater. The article: "U. K. Games Business Expands Amid Problems of Taxes, Change."
ticker tape profit parade

The Wurlitzer AMERICANA III has been on the market long enough to establish its position as the top phonograph of the year — a real blue chip investment.

See your Wurlitzer Distributor now. He is celebrating the Summer selling season with a trade-in allowance policy definitely in your favor.
Ballooning is interesting an increasing number of bulk operators. Abou, New York op- 
erator George Herman (right) talks to Dick Tenney, developer of the new units that dispense balloons.

when a coin is inserted), Smith said that plates of Santa Claus or Blackboard can be placed on the machine. (The Carolina coast was the pirate's home ter-

ry.)

"We offer our location people a machine not widely distributed and one that is in for a tremen-
dous future," said Smith.

Leonard Quinn, Perfexion Products, Columbus, Ohio, was more cautious in evaluating the 25-cent machines. Quinn, who has had machines in discount store locations since Feb. 29, said they had done "pretty well," and hoped their success would continue, but added that they haven't "been given a good test yet."

Like Smith, Quinn praised the

BIG PROFITS COME IN SMALL PACKAGES
Northwestern's Model 60 produces more profit per dollar of investment

whether it is in a super market or super service station, the Model 60 is an operator's profit pack-
age, Simple changes of the brush housing and me-
chanism wheal allow you to dispense all types of popular items. The Model 60 has the most footproof coin mechanism in its field. Extra-wide chute and inter-
changeable modes accommodate all types of products. Model 60's attractive, modern design is sure to corner profits for you—at any location. Wire, write or phone for complete details.

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JULY 19, 1969, BILLBOARD
Vending and Machine News

Balloon Vending a Success

Willy Marchand, chief engineer, A.C.A. Sales and Service, Los Angeles, Calif., is shown giving maintenance pointers to suburban vending service, Earl Eppler, and Larry Von Rudden. The scene was at a recent service school on NSM equipment at Sussex, Wis.

If your competition is giving you location trouble...

You may find the answer to this problem by operating the most advanced ideas in bulk vending — the all new Victor —

SELECTORAMA®

77-88 CONSOLE

With six different combinations to select from to fit any of your locations, will vend a variety of mercantile items...

VICTOR VENDING CORP.

1701-13 West Grand Ave.
Chicago, Ill. 60613

The 100 "Fun-Time" machines tested on location over the last two years tested to do well, he said. The unit has grossed as much as $100 a week, he added. The machine dispenses three balloons for a dime and a 25-cent "toss-up" balloon. Vendo-Rite has previously manufactured soap and blush dispensers for coin-operated laundromats.

On the Street

FRED BRAUN (center), president, Suburban Vending, Sussex, Wis., showed visitors the NSM Prestige 160 and Consul models during a recent school. The visitors (from left) Richard Allen, Thomas Aikenbrenner, Gail Wilhem, and Dick Brueggeman all with Cigarette Service, Appleton, Wis.

THE MOA EXPOSITION AND BOOTS RANDOLPH

After Boots Randolph received a standing ovation last year, we thanked him for being with MOA once again. His reply: "When you take it out you oughta put some back."

When at our request he was the first artist to sign up for this year's MOA Show, he said: "The jukebox operators are my friends and they are responsible for my success in singles. If they want me back, I'll be back."

If any artist makes for a swinging show, it's the great Boots. He'll be back for his fourth year in a row.

Boots Randolph! The greatest thing that ever happened to a sax and to MOA Expositions.

COME TO WHERE THE ACTION IS!

Boots Randolph, Monument Artist

The 1969 Exposition—an international Trade Show for the coin-operated Music and Amusement industry—will be held in the Sherman House Hotel, Chicago, September 5, 6 and 7.

Sponsored by

MUSIC OPERATORS OF AMERICA

228 N. LaSalle Street, Chicago, Illinois 60601
Phone: (312) 726-2810

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Send for more information, price sheets and illustrated literature.
THE MOA EXPOSITION
WITH HANK WILLIAMS, JR.
AND THE CHEATIN’ HEARTS

Writer-singer-actor Hank Williams, Jr., and the Cheatin’ Hearts have been billed for the MOA stage show September 7th.

This famous son of a famous father is a star in his own right. In a few short years, Hank Williams, Jr., has produced an amazing record of fine records, both singles and albums.

"We are delighted to have Hank Williams, Jr., and the Cheatin' Hearts," says MOA president Howard Eilo. "Hank Williams, Jr., is one of the greats of country music and a great favorite with jukebox operators.

Hank Williams, Jr.—a star for today's generation. Come to hear the Cheatin' Hearts at the MOA Exhibition.

COMING TO WHERE THE ACTION IS!

THE SOUNO OF MONEY!

Newest Compact Turn-On from Rock-Ola

100 Selection Model 441

Rock-Ola Mfg. Co.

Bik Adat, Seeburg Corp., Chicago, was confident that the record manufacturers will continue to support the jukebox industry in the production of singles, noting that any decline in their sales would come out of the home and not machine markets.

"Seeburg has no tape cartridge machine projects in the making," he said, and added that until the tape industry straightens out the bewildering variety of tapes available, going into production of a cartridge jukebox "would be like throwing money out the window." I don't foresee any tape coin machines in the near future, or for quite some time!
If you were sitting around the table in 1775, you could have feasted on juicy Boston Brisket of Beef. The way Paul Revere loved it. In rich, brown herb gravy. But since you missed that opportunity, we're giving you another one. Fly coast to coast with us in 1969, and you can enjoy that Boston Brisket just the same. Or maybe you'd prefer a sizzling steak, the way Diamond Jim Brady loved it. Or a steaming plate of stuffed Chicken New Englander, in sherry wine sauce.

We're giving everyone a choice of three real American dishes. Cooked while you fly. Also a big fresh salad and a hunk of pie for dessert. And there's a stewardess dressed in the spirit of the American Revolution to serve it all to you. It's part of our new Americana Service coast to coast. Just ask your Travel Agent about it. From reservation to baggage pick-up. Americana Service means a little extra for everyone on board. No matter where you sit. It's the best way to get from sea to shining sea.

Fly the American Way Coast to Coast. American Airlines.
CHICAGO — The first of what is planned as a nationwide franchised chain of record shops opened last week with such unique features as a sliding entrance, the width of the building, a series of recording machines dispensing singles and an amusement stand where customers win free albums by drawing sawdust-filled baseballs at 78 rpm rolls revolving on special machines. . . . shop, Break-A-Rec-

ound. . shop, Pollack said. "Instead of crowding them through a narrow front door, they enter them 20 feet of admittance. (The store's customers are allowed to walk part of the sidewalk on heavily trafficked Wells Street in Old Town.)

The store's customers can win free albums by hitting 78's records of their choice that are continually spun, custom-built machines along the south wall of the store, which the records rotate can be controlled by the operator. For $1, customers are allowed three throws with sawdust-filled boxes to prevent players to other customers from hitting, re-

hounding balls.

The store is fun art," explained Pollack. "Wells Street is a fun street. Why not get into the business of selling a little fun?"

Six 45 rpm record vending machines stand along the back wall. "Buying a record from a machine is a novelty and people get a kick out of that," said Pollack. "But others seem to prefer the personal touch of counter sales.

Cassette and 4-track tape car-

tridges comprise an important part of the store's sales, according to Pollack. The co-owners plan to "vastly expand" inventories of tape software and add on-photographs, tape players and musical instruments.

Only empty record sleeves are used for display purposes on the store's pegboard walls while the records are stored "just in case" to hind the counter to prevent thefts. But some of the empty

jackets have been stolen any-

way, according to Pollack.

Pollack credited the store's initial success to the aid and advice of rack distributor Al (Little Al) Tishnoff. "He has already insured the success of this op-

eration," said Pollack. "He's not some guy or prophet, but he does know the record business better than anyone else. We'd be fools not to listen to him. Besides, if we're out of a record one day, with Al as our supplier we can be sure to have it the next."

Although Old Town is Chi-

cago's main "underground" neighborhood, "Break-A-Record" does not specialize in underground music. "If we did that, we'd just be one more record store in the neighborhood," said Pollack, "and who needs that?" Sales have been good in pop, R&B and rock records. Indeed, there is a strong enough customer demand for classical music to make the owners consider expanding their supply. The store also has the advantage of being located near the large and expanding Carl Sandburg Village high rise com-

plex.

The store stocks the top 40 singles and Billboard's top 200 LP's and tries to carry "every type of music," according to Pollack. "If someone wants a Russian music, Hasidic music, anything—we want to have it for him."

Pollack worked in sales and distribution for Mercury Records during the early '60's, before becoming one of the executives of the Walton Watch Co., Chicago, which was sold to Swiss International Co. in February. Katz formerly owned a record store here in Lincoln Village shopping center. The co-owners bought the site in February and have been renovating the building since. "All I do is take a lot of thought and a lot of money," said Pollack.

The store hours are tailored to fit Old Town's life style: noon to 7:00 a.m., Monday-Thursday, and noon to 2:00 a.m. Friday. The store has a staff of six, including sales personnel Helen Wern and Penny Kucma. "No one is a clerk here," said Pollack. "Everyone is on the floor doing intelligent, low-key sales.

Pollack believes that the store's varied merchandise, its attractive and novel features, and the "invaluable" aid of Tishnoff guarantee the success of the new retailing concept. He would not elaborate on how soon other outlets will be opened but said he and his partners definitely considered a national franchising plan from the begin-

ning. "We want to be sure this store works first," he said.

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REGISTER NOW FOR BILLBOARD PUBLICATIONS’ 3rd TAPE CARTRIDGE FORUM
Sponsored by Billboard, Merchandising Week & Photo Weekly
August 3-6, 1969
at Hotel Mark Hopkins, San Francisco, California

THE 3RD NATIONAL TAPE CARTRIDGE FORUM

SUNDAY, AUGUST 3
3:00 p.m. - 8:00 p.m.—REGISTRATION

MONDAY, AUGUST 4
9:00 a.m. - 12:00 noon

SESSION 1 THE FUTURE OF THE INDUSTRY—HOW CAN IT BEST REACH ITS GROWTH POTENTIAL
The Manufacturer’s Point of View
Speaker to be announced
The Wholesaler’s Point of View
William E. Goetz
Chairman and Chief Executive Officer
Music West
Daly City, California
The Retailer’s Point of View
Harvey S. Laner, President
Recco Inc.
Kansas City, Missouri

SESSION 2 RESOLVING THE PACKAGING DILEMMA
Frederick H. Rice
National Merchandising Development Manager
Capitol Records Distributing Corporation
Hollywood, California

LUNCH
2:00 p.m. - 5:15 p.m.—CONCURRENT SESSIONS
These sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the sessions, attending one at 2:00 p.m. and the other at 3:45 p.m.

SESSION 3 THE VALUE OF TAPE CLUBS IN EXPANDING LOCAL SALES
How National Clubs Provide Plus Sales and Expand the Local Markets
Speaker to be announced
Profit Potential in Developing a Local Club
Alan Pierce, Account Executive
Jonathan, James, & Alan, Inc.
Huntington Woods, Michigan

SESSION 4 NEW DIMENSIONS IN DEALER TRAINING
Basics in Selling Equipment
George R. Stankowski
Marketing Manager—Audio Products
Bell & Howell Video and Audio Products Division
Skokie, Illinois
Training in Effective Merchandising Techniques
Speaker to be announced

SESSION 5 PINPOINTING THE TAPE AND EQUIPMENT MARKET
The Consumer—Who is He? What Does He Buy?
Where Does He Buy It?
Andrew Csida
General Manager, Special Projects Division
Billboard Magazine
New York, New York
Forecasting Equipment Sales — Portables, Home, Automotive
James & Gall, Vice-President, Marketing
Lear Jet Stereo, Inc.
Detroit, Michigan

SESSION 6 ADVERTISING APPROACHES TO DEVELOP CONSUMER TRAFFIC
When is Broadcasting Advertising Effective
James W. Johnson,
Advertising & Sales Promotion Manager
Ampex Stereo Tapes (Ampex Corporation)
New York, New York
Getting Greater Mileage from Print Advertising
James Toland, Director, Magazine Division
Los Angeles Times
Los Angeles, California

SESSION 7 CHANGES IN STORE LAYOUT, DISPLAY AND SELLING THAT IMPROVE TURNOVER
Setting Up a Self-Service Section for Pre-Recorded Tape
Speaker to be announced
Effectively Displaying, Demonstrating and Selling Equipment
Herman E. Platt, President
Platt Music Corporation
Torrance, California

SESSION 8-A TRENDS IN INTERNATIONAL MARKETING OF TAPES AND EQUIPMENT
Penetration in Far East
Robert Mitchum, Vice-President
C. J. Brady Company
Honolulu, Hawaii
Status in Europe
John Jildera
International Manager of Cassettes
Philips Phonographic Industries
Baarn, Holland
TUESDAY, AUGUST 5
8:30 a.m. - 6:30 p.m.—FIELD TRIPS
Registrants will make a selection of two of these trips for on-site visits to key tape operations in the San Francisco area. Their visits will be preceded by presentations of what these firms are doing, how they have overcome problems in operations, and what they have found successful and what they have learned are not successful. You will have a chance to ask questions following the presentations as well as at the place of business.

TRIP A
SESSION 9 OPERATION OF AN INSTALLER OF TAPE EQUIPMENT IN CARS
Henry Vogel, President
Car Radio Tape Center
San Francisco, California

SESSION 10 HOW AN AUTO ACCESSORY STORE SELLS AND DISPLAYS TAPE AND TAPE EQUIPMENT
Merrill Krantzman, Vice-President
Grand of California
Oakland, California

TRIP B
SESSION 11 A TEST STORE FOR TRYING NEW MARKETING IDEAS FOR TAPE AND EQUIPMENT
Speaker to be announced
Tape Deck
Sunnyvale, California

SESSION 12 THE TAPE CARTRIDGE MANUFACTURING PROCESS—EVOLUTION OF THE FINISHED QUALITY PRODUCT
Speaker to be announced
GRT Corporation
Sunnyvale, California

TRIP C
SESSION 13 OPERATION OF A RETAIL RECORD AND TAPE STORE
Russ Solomon, President
Tower Records
Sacramento, California

SESSION 14 AN INSIDE LOOK AT A SUCCESSFUL DISTRIBUTOR
Merrill Kirk, President
Music West
Daly City, California

WEDNESDAY, AUGUST 6
9:00 a.m. - 12:00 noon—CONCURRENT SESSIONS
These sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the sessions, attending one at 9:00 a.m. and the other at 10:45 a.m.

SESSION 15 IMPACT ON TAPE AND EQUIPMENT MARKETING OF ADDITIONAL RETAILERS ENTERING FIELD
Rack Jobbers’ Role in Setting Up and Serving the New Dealer
William Hall, Vice-President
Transcontinental Music
Burlingame, California
The Camera Store as a Tape and Equipment Retailer
Ronald W. Inkley, President
Inkley’s
Ogden, Utah
Experience of an Appliance Dealer Entering the Tape Field
Ira Fischbein, President
Mr. Dependable TV & Appliance Store
San Diego, California

SESSION 16 IMPORTANCE OF SERVICING FOR BUILDING SALES OF EQUIPMENT AND TAPE
Responsibility of Manufacturer, Distributor, Retailer in Setting Policies on Returns and Defects
Jack R. Sauter, President
California San Francisco, California
Profit Opportunities in Equipment Servicing
Joseph V. Lalacon, Manager, Field Product Service
General Electric Company
Syracuse, New York

SESSION 17 NEW TECHNIQUES IN SELLING PRE-RECORDED TAPES AND EQUIPMENT
Finding Prospects Through Participation in Exhibits In Local Area
Philip Costanza, Manager
Jet Stereo Distributors, Inc.
Montebello, California
Using Vending Machines to Sell Tape
Larry Finley, President
North American Leisure Corp.
New York, New York

SESSION 18 THE ROLE OF THE AUTO INDUSTRY IN THE GROWTH OF TAPE AND EQUIPMENT
The Future for Selling to the New and After-Market Car Buyer
Speaker to be announced
The Experience of a Car Dealer in Selling Tape and Equipment
Speaker to be announced

SESSION 19 REACHING SPECIAL MARKETS
Selling to the Teen-Age Market
James Munzt, National Sales Manager
Munzt Stereo-Pak, Inc.
Van Nuys, California
Growing Opportunities in Selling the Professional and Business Market
Vincent F. Novak
Manager, New Business Development
Philco-Ford Corporation
Philadelphia, Pennsylvania

SESSION 20 PROMOTIONS THAT PAY OFF
Developing In-Store Promotions That Make Sales
Donald M. Reun
Manager, Electronic Sales Operation
Consumer Electronic Division
General Electric Company
Syracuse, New York
Off-Site Promotions That Build Sales
Donald L. Bohanem, Sales Manager
Munzt Stereo-Pak, Inc.
Van Nuys, California

SESSION 21-B TRENDS IN INTERNATIONAL MARKETING OF TAPE AND EQUIPMENT
The Future in Canada
Gary Salter, Vice-President
International Tape Cartridge of Canada, Ltd.
Downsview, Ontario, Canada
Growth in Latin America
Manuel Camaro, President
Tape Car Gravioches
Guaynabo, Brazil

12:30 p.m. - 1:30 p.m.
LUNCHE Robert W. Galvin, Chairman of the Board
Motorola, Inc.
Franklin Park, Illinois
Topic to be announced

TAPE CARTRIDGE FORUM
Sponsored by Billboard Publications
The Tape Cartridge Forum will acknowledge your registration immediately upon receipt and will forward all details pertaining to procedures.

Please register ______ people from our company to attend the TAPE CARTRIDGE FORUM, August 3-6, 1969, in San Francisco, California. Check is enclosed to cover all registrants.

Company Name

Address

Of. No., 20

We are [ ] manufacturers [ ] wholesalers [ ] retailers
[ ] distributors [ ] other

We are associated with the [ ] music-record industry [ ] automotive field [ ] other

We are now in the tape cartridge field [ ] Yes [ ] No

REGISTRATION FEE: $125.00 per person
Fee includes attendance at all sessions, work materials, and luncheons. IT DOES NOT INCLUDE HOTEL ACCOMMODATIONS.

Payment Must Accompany Order.

Please Make Check Payable to:
Tape Cartridge Forum
9th Floor, 30 Madison Avenue
New York, New York 10017

Names of Registrants and Their Titles:
(Additional registrants can be listed on your company letterhead)


Your signature and title

Correspondence will be made by correspondents received before July 26. After that time, a cancellation charge of $50.00 will be made.
REGISTER NOW FOR THE 3RD TAPE CARTRIDGE FORUM

Aug. 3-6
Hotel Mark Hopkins
San Francisco

Sponsored by Billboard Merchandising Week and Photo Weekly
Billboard's Buyer's Guide
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directly throughout the
world, throughout the
industry, throughout the
year to all the major
music capitals, to all your
major buying influentials.

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GUIDE. Please have your salesman contact me immediately.

Name:

Title:

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Telephone:
Country Music

Country Foundation Spreading To Academic Library World

NASHVILLE — A program of archival development, library expansion, and an affiliate relationship with the Joint University Libraries was announced this week by the board of directors of the Country Music Foundation on behalf of the library and media center of the Country Music Hall of Fame and Museum.

The program, which has been praised by local librarians and the academic world, will be organized and attractive, according to Edwin G. Gleaves, library consultant for CMF.

Not only will the expansion program provide additional space, but will initiate an affiliate relationship which will make available to scholars 1,200,000 volumes as a back-up collection for research in the field.

The Joint University Libraries consist of the collections of Vanderbilt University, George Peabody College and Scurritt College. The music library alone at Peabody has 14,000 volumes all in the music field.

Dr. Frank Grisham, director of the Joint University Libraries (JUL) said he would estimate the three libraries provide some 20,000 books in the field of music. It was Grisham who was asked by the board of CMF to serve as building consultant for planning and construction of the CMF library expansion.

Gleaves, with Thomas Warren, will develop the building program. Grisham specifically represents the interests of CMF with the architect and the eventual contractor. Contracts will be let soon, and there can be no estimate of costs until bids are received.

Grisham worked out the affiliate relationship with the JUL board of trust, establishing a program whereby the libraries could make available the invaluable collection to organizations such as CMF for an established fee.

Grisham said the Library of Congress (now called officially the National Library) is "excited" about the project, which probably will attract hundreds of scholars to this central location (Nashville) for study.

"This will make the Hall of Fame a centralized research center," Grisham predicted.

Craig, ‘Opry’ Founder, Is Dead in Nashville

NASHVILLE — Edwin W. Craig, the man who began and promoted the “Grand Ole Opry,” befriended artists over the years, and perhaps more than any man helped country music survive its lean days, died June 26.

Craig, former chairman of the board of the National Life and Accident Insurance Company, the parent firm of WSM, first put that station on the air in 1925. A few months later he gave the go-ahead for the "WSM Barn Dance," which became in short order the "Grand Ole Opry."

In the difficult years in which lesser shows floundered and quit or plowed on sporadically, Craig saw to it that the "Opry" continued on a regular basis. He withstood the criticisms of the city, the IRS of his policy holders, and the doubts of the critics, firmly believing that country music would come back stronger than ever.

He would never estimate what this determination cost the company in dollars; rather he would only point to the success of this art form. A multimillionaire and one of the nation’s most successful businessmen, he always stayed "close to the people" and in direct association with the hundreds of artists who had played the "Opry." He knew many of them intimately and always went out of his way to speak words on their behalf.

Although not musically talented himself, he was a cousin of the late Frances Craig, author of "Near You," "Beg Your Pardon," and other successes, and his son Neal, now an official of National Life, has written recorded songs.

PROPOSED plans for expansion of the Country Music Library and Media Center, part of the Hall of Fame and Museum in Nashville.

(Continued on page 58)

Another Great Hit by . . .

FARON YOUNG

‘WINE ME UP’

Exclusively on Mercury Records

JULY 19, 1969, BILLBOARD
**Billboard Hot Country Singles**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Peak Position</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>19</td>
<td>WHEN SHE TOUCHES ME</td>
<td>Johnny Valentine</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>BOO DAN</td>
<td>Johnny Neumann</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>BE CAREFUL OF STONES THAT YOU THROW</td>
<td>Johnnie Wright</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>WHEREVER YOU ARE</td>
<td>Johnny Paycheck</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>HOLD ME, THRILL ME, KISS ME</td>
<td>Johnny &amp; Sue Masters</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>SWEET BABY GIRL</td>
<td>kitten Little</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>HE &amp; BOBBY MCGEE</td>
<td>Robert Miller</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>PRUDY MARY</td>
<td>Anthony Armstrong Jones</td>
<td>4</td>
<td></td>
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<tr>
<td>27</td>
<td>TO MAKE A MAN (Feel Like a Man)</td>
<td>Johnny Cash</td>
<td>1</td>
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<tr>
<td>28</td>
<td>YOUR LOVIN' TAKES THE LEAVING OUT OF ME</td>
<td>Tommy Cash</td>
<td>5</td>
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<tr>
<td>29</td>
<td>EVERYBODY I WANT TO CRY SOE</td>
<td>Bob Lonich</td>
<td>4</td>
<td></td>
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<tr>
<td>30</td>
<td>YOU KNOW I LOVE YOU</td>
<td>Bill Anderson</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>WINE ME UP</td>
<td>Clay Smith</td>
<td>6</td>
<td></td>
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<tr>
<td>32</td>
<td>IT TAKES ALL NIGHT LONG</td>
<td>Clay Smith</td>
<td>2</td>
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<tr>
<td>33</td>
<td>THIS THING</td>
<td>Paul Revere</td>
<td>3</td>
<td></td>
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<tr>
<td>34</td>
<td>TILL SOMETHING BETTER COMES ALONG</td>
<td>Bobbie Ann</td>
<td>10</td>
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<tr>
<td>35</td>
<td>UPSTAIRS IN THE BEDROOM</td>
<td>hill top Warnings</td>
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<tr>
<td>36</td>
<td>OLD LEAVIN'</td>
<td>Bob Silver</td>
<td>4</td>
<td></td>
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<tr>
<td>37</td>
<td>SWEET MEMORIES</td>
<td>clay smith</td>
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<td>38</td>
<td>TRICK STOP</td>
<td>Ray Smith</td>
<td>10</td>
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<td>39</td>
<td>IN THE CHETTO</td>
<td>Bobbi Peters</td>
<td>6</td>
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<tr>
<td>40</td>
<td>IF NOT FOR YOU</td>
<td>George Jones</td>
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<tr>
<td>41</td>
<td>EVERYTHING'S LEAVING</td>
<td>martha mitchell</td>
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<td>42</td>
<td>THE PATHWAY OF MY LIFE</td>
<td>harry smith</td>
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<td>WE'LL SWEETEN THE ASHES IN THE MORNING</td>
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<td>A TRUCK LOVE YOU'LL NEVER FIND</td>
<td>bunny &amp; buddy</td>
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<td>FEATHERS</td>
<td>Slim Whitman</td>
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<td>46</td>
<td>DRINK CANADA DRY</td>
<td>clay smith</td>
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<td>HUNRY EP</td>
<td>String Pocket</td>
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<td>48</td>
<td>THE THREE BILLS</td>
<td>J. &amp; B. Willigma</td>
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<td>49</td>
<td>WHAT'LL I DO TO YOU</td>
<td>ray marriner</td>
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<td>50</td>
<td>RUBI DONT TAKE YOUR LOVE TO TOWN</td>
<td>KINKY ROYACE</td>
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<td>51</td>
<td>LOVE, I FINALLY FOUND IT</td>
<td>little ann</td>
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<td>52</td>
<td>WHEN THE PEOPLE COME HOME</td>
<td>CHET COLEY</td>
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<td>53</td>
<td>WICKED CALIFORNIA</td>
<td>TOMMY &amp; THE GHOST BROTHERS</td>
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<td>54</td>
<td>SAN FRANCISCO IS A LONELY TOWN</td>
<td>san francisco</td>
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**JULY 19, 1969, BILLBOARD**
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<th>Rank</th>
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<td>Frank Sinatra</td>
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<td>3</td>
<td>Stevie Wonder</td>
<td>Tamla</td>
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<td>4</td>
<td>Andy Williams</td>
<td>Columbia</td>
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<td>5</td>
<td>Robert Goulet</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>Diana Ross &amp; The Supremes</td>
<td>Motown, Reprise</td>
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<tr>
<td>7</td>
<td>Nancy Sinatra</td>
<td>Reprise</td>
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<td>8</td>
<td>Ronnie Aldrich</td>
<td>London</td>
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<td>9</td>
<td>Paul Anka</td>
<td>RCA Victor</td>
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<td>Bill Black Combo</td>
<td>Columbia</td>
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<tr>
<td>12</td>
<td>Steve Lilly</td>
<td>Columbia</td>
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<tr>
<td>13</td>
<td>Jack</td>
<td>RCA Victor</td>
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<td>14</td>
<td>Mara Lyn Brown</td>
<td>Universal</td>
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<td>15</td>
<td>Charlie Byrd</td>
<td>Columbia</td>
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<td>16</td>
<td>Vikki Carr</td>
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<td>17</td>
<td>Mel Carter</td>
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<td>18</td>
<td>Ray Charles Singers</td>
<td>Arista Corp, Decca</td>
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<td>19</td>
<td>Lenny Dee</td>
<td>Decca</td>
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<td>20</td>
<td>Michael Dees</td>
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<td>21</td>
<td>Buddy Di Franco</td>
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<td>22</td>
<td>Bill Doggett</td>
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<td>23</td>
<td>Jean Dushon</td>
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<td>Percy Faith</td>
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<td>Four Tops</td>
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<td>Jack Gold</td>
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<td>27</td>
<td>Earl Grant</td>
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<td>28</td>
<td>The Group (featuring Vangie Carmichael)</td>
<td>Compo Lps</td>
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<td>29</td>
<td>Al Hirt</td>
<td>RCA Victor</td>
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<td>30</td>
<td>Jonah Jones</td>
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<td>31</td>
<td>Kings Road</td>
<td>Metel</td>
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<td>32</td>
<td>Billy Larkin</td>
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<td>33</td>
<td>Julius La Rosa</td>
<td>ABC</td>
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<td>34</td>
<td>Brenda Lee</td>
<td>DEC</td>
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<td>35</td>
<td>Herb Lenard</td>
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<td>36</td>
<td>Johnny Nash</td>
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<td>37</td>
<td>Peter Nero</td>
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<td>Wayne Newton</td>
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<td>Nick Noble</td>
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<td>Arthur Prysock</td>
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<td>43</td>
<td>Della Reese</td>
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<td>44</td>
<td>Irene Reid</td>
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<td>45</td>
<td>Joe Reisman</td>
<td>RCA Victor</td>
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<td>46</td>
<td>Jack Ritt</td>
<td>ABC</td>
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</tbody>
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"The most waxed about song of the year" for Once In My Life

Lyrics RONALD MILLER  Music ORLANDO MURDEN
Stein and Van Stock, Inc.
### HOT 100—A to Z (Publisher-Licensed)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>CHOICE OF COLORS</td>
<td>Gary Moore</td>
</tr>
<tr>
<td>2</td>
<td>17 FOR 31</td>
<td>Gary Moore</td>
</tr>
<tr>
<td>3</td>
<td>I CAN'T LET YOU GET AWAY</td>
<td>Gary Moore</td>
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<tr>
<td>4</td>
<td>I CAN'T LET YOU GET AWAY</td>
<td>Gary Moore</td>
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<td>5</td>
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<tr>
<td>10</td>
<td>I CAN'T LET YOU GET AWAY</td>
<td>Gary Moore</td>
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</tbody>
</table>

Compiled from national retail sales and radio station supply by the Music Popularity Dept. of Record Market Research, Billboard.
THE ROLLING STONES

Honky Tonk Women
You can't always get what you want

Produced by Jimmy Miller
Manufactured by Nanker Phelge Music Ltd
An Aldco Record Company
THE BEST IS ALWAYS THE WINNER

AL BANO

PENSANDO A TE (THINKING OF YOU)

1st PRIZE IN THE CONTEST
A RECORD FOR SUMMER

EMI
E.M.I. Italiana S.p.A
MILAN (ITALY)
Italy has been hit by a big storm lisa!! lisa! lisa! lisa! lisa!
lisa dagli occhi blu!

a n. 1° record by MARIO TESSUTO an exceptional song!
Ampex Cassette Pitch Draws Good Response

TORONTO—Canadian tape enthusiasts, distributors and music dealers across the country greeted Warmen Bros.-Seven Arts Records of Canada Ltd. enthusiastically today with an intensive promotion for the Ampex cassette stereo tape. The event was held at Ryerson Polytechnical Institute’s Barnett Hall and was attended by executives and distributors for world-wide record distribution.

Facing this problem, Ampex has developed the Ampex BD-480 revolving display. A simple locking device allows the container to handle the product and observe the graphics on the package without being able to remove the cassette without the help from the store attendant. Injection molded cassette cases with holes in each end fit into the unit and the patented pillar-proof system makes it simple for the clerk to remove the cassette for sales. The system is so successful and practical that other tape manufacturers are molding holes into their packages for display in the Ampex unit.

The Ampex BD-480, which can be used as an island, wall display or a stand, is molded to hold 148 stereo tapes. A smaller version, the Ampex BD-120 holds 120 tapes.

Archimbold, London Pact

TORONTO — London Records has signed a distribution agreement with Ed Archimbold Ltd. of Montreal. The announcement was made by Jacques Dutelle, classical product manager of London, and Robert Archimbold. From July 1, London began distribution outside Quebec and the Maritimes to Co-op. Archimbold (who has his own operation) will remain in the Select, Musikland and Anglo labels.

In Toronto briefly this week, Dutelle stated that initial releases would include the first volume of Lalo’s Espana, currently played by Franco Celedán on Select.

Top Musicians At Radio Fete

TORONTO—Station CFRB presented some of Canada’s top musicians in an orchestra-conductor-arranger pool at a Broadcast Executive Society Luncheon, July 3.

The luncheon theme, “Canadian Music—Who Needs It?” was attended by executives and representatives from the Canada Music Council (Continued on page 66)
**Legal Wrangle Settled Between Apple, Triumph**

London – Agreement in the legal wrangle between the Beatles' investment trust, majorit
ty shareholders in Neopenmor, was reached last week.

A joint statement issued on behalf of Leonard Richardson, managing director of
Triumph and Allen Klein, the Beatles' Mu
sic publisher, said: 

“Following a series of talks the situation has been resolved to the
satisfaction of both parties.

“New arrangements have been made which will go to
Triumph the independence they
deserve; at the same time, Triumph is
pleased to welcome the Beatles among its shareholders,” the state
ment added.

Details of the settlement were not revealed in the statement, but a final
settlement deal made by Klein involves the ex
change of the Beatles' 10 per cent stake in Neopenmor for Tri
umph shares. This will involve a cash payment of $900,000 to the
company, who will also in
clude a $250,000 fee for the current market
price of $5,600.

In giving the Beatles the independence they seek, Triumph is
pleased to welcome the Beatles as its shareholders, the
statement added.

(Continued on page 70)

**Federation in Jazz Program**

Montreux – The European Jazz Federation, whose con
stitutional assembly was held in Venice in May during the Venice Jazz Festival, held a press con
ference in the Montreux Jazz Festival to announce the aims of the
organization.

The presidency of the EJF was presided over by the EJF’s president Lance Tschannen of the Swiss
Swiss Jazz Federation. He said the Federation planned to
publish English translations of all EJF regulations and the list of
associated members and was also developing the presentation of
producing albums of recordings from major European jazz festi
vals.

Tschannen said that the EJF, with headquarters in Vienna, was now a properly established
society in Austrian law and was trying to get recognition from the UNESCO as a
voluntary cultural body.

Membership of the EJF was open to national jazz federations, clubs, festival organi
zers, concert agencies, record companies
and individual jazz enthusiasts. The EJF was planning to
help co-ordinate festival and concert activities and endorse
representatives of EJF members to participate in
concert tours by European and American musicians.

The president of the EJF is Johann Fritz, head of the Austrian Jazz Federation, based at Schlossgasse 1/2, A-1050, Vienna, Austria. Other execu
tives are: Jean Delazizac (France), Wolfgang Belit (West Germany), Jan Breyer and his assistant corresponding. 

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**Greece Wins Olympiad**

With ‘Oh God’ Tune

By Michael Clare

Athens – The winner of the Second Olympic Song Festival, June 23-29, was the composer
from Greece, with “Pour Vous O Illusson Son Theou” (Where Is Your Shadow, Oh God), sung by
Greek singer Kiko Dendourou, and a welcome choice with the
40,000 audience at the finals in
the massive Olympic Stadium.

The contest on Greek winning
song was high, with only one
song received as opposed to a maximum of
12 songs by the 28 other coun
tries competing.

Second place went to Libya with a song by the band “The War Is Over,” sung by
Manuel, with Bulgaria's Maria Mitraka claiming third place with “Lou LeesDes Amour-
eux” (Lovers Lane).

The song, a ballad sung by a praying singer, each received an honorable
modus of $2,000, $1,000 and
$500, respectively, and all
three prizes were presented to
the songwriters, producers, and
singers.

Meanwhile, another record producer, Salvador de Vera, was honored as head of Alpha Re
cord, System, and that a
license of several foreign labels followed. Mr. de Vera said that this license
was to be granted for several
labels, which independent pro
ducers cannot compete with.

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**Philips Push Via Radio**

Paris – In a major new
with French radio stations, Philips again promises a series of summer shows in two Cote d’Azur, South France, resorts.

Philips' director of promotion, Paul Mauriat, Johnny Haliday, Nana Mouskouri and Eurovision Song
Contest winners, Bobbie and
Johnnie Brook, are appearing at the Cannes Monte-Carlo and Nice Festivals-
and Sienas nightclubs between
July 10 and Aug. 20.

The series, called “Ete-Show” (“Summer Show” in French on radio and TV by the French
chamber, will consist of five international
entertainers, including the Euro
international hit “Rain and Tears” and also perform their latest
summer shows.

The shows will be produced by Jose Azuay and com
poser of Michel Cognet.

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**Association Perils’, Philippines Industry**

By Oskar

Manila – The local recording
industry is facing extinc
tion unless the Philippine
Government intervenes to bet
act from the demands of a recently organized association
that threatens to seal its mar
ket.

This was the view of some 100 recording artists, songwriter
sons and music publishers in a petition to
the Presidency, signed by singer Maria Villegas, complaining of a move by a recently organized Record
Retailers Association having a

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**SPANISH SONGS ROMP IN FEST**

Ordino, Spain – Spanish
song took the three first places in the Festival of Songs
in the world held in Greece June 26-27.

The winning songs were “Usa Ver” by Juan Carlos de Nena, “Nueva Vida” by Floris, second,
and “Buenas Horas” by Alberto, third. Fourth was the British entry, “Si Si, Sí,” written by
Britannia, ex-member of the Allison’s velas.

More than 300 song entries were submitted. Countries rep
resented were Spain, Portugal, France (Britannia), Ireland, Eng
land, Scotland and Wales.

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**Hawaiians’ In 35th Yr.**

Amsterdam – The Dutch
grup the Kilima Hawaiians, celebrated its 35th anniversary last month.

To tie in with this celebration, CBS Holland has issued a first album from the
group, “Tropical Breeze,” and
was produced by Lisan J. Swach.

The group was formed by
Bill Boysen, a banjo player who
organized the band. In 1934 he
formed the group, which later adopted its name, and
the Kilima Hawaiians, in addition to another member, Van Van
Heepen. In 1947 Kilima Hawaiians
moved to Indonesia.

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**Top Musicians At Radio Fete**

Continued from page 67

Here are the major broadcast and music
in the Lennart Aggarni, Guido Bassa, Ron Ryln, Bob Price and Norm
Amandio were among the
musicians who took part at the or
chestra. Guest speakers included
Lynne Potts, chief of the Co
 ArgumentNullException, and Jack Richardson, record producer from
London.

Each guest attending the luncheon received a specially
prepared “Limited Edition” disk
singing containing sixteen Cana
nian hit singles.

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International News Reports
"A new single from those nice boys next door"

POOR MOON SIC'EM PIGS

CANNED HEAT

PRODUCED BY SKIP TAYLOR

# 56127
LEONARD BERNSTEIN'S
NEW SYMPHONY
AT VICTOR RECORDING STUDIO
STUDIO "B"
GAITHERBURG, MARYLAND
MARCH 10, 1955

igrants and Tastes To

Supersession Reports
Deca Ltd. RCA Group Product
International News Reports
Decca Ltd.-RCA Group Product Captures 8 Grand Prix Awards

PARIS—British-Decca RCA group won the 1969 French National Lyrical Recording Grand Prix by virtue of its “La Spinalba.” Of the other major companies, Pathé-Marconi took four of the five Gold Discs held by Philips two years ago.

Decca, which carried off the major award, the Prix Gustave Chaussepied for the best recording, won “La Spinalba” by Francisco de Alenquer, featuring Ida Modoimipi, solos and orchestra conducted by Richard Briereur (RCA). Price Arturo Toscanini—Marselle Denis (best integral recording of a foreign work); “La Coquille et le Céleri” (best special recording); Andrea Pramolino—La Scala (best opera, cast); “Gioconda” (best interpretation); Maria Callas (best female recital). The awards were presented by president and founder of the French Union of Phonographic Industry (Union Nationale des Disques Lyriques), Henry Jacquin, to electronic choral leaders, Gulbenkian (Royal Philharmonic Orchestra). The recording Grand Prix was won by Decca’s “Gioconda.”

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JSO: The 20-Ton Award

The JSO (Jazz Society of Oklahoma) has chosen the 1967-68 classical and jazz seasons as their “20 Ton Award” to deserving performers. The award is presented to those who have made a significant contribution to the education and enjoyment of the music in its various forms.

The recipients were: Zoot Sims, tenor sax; Dave Brubeck, piano; Charlie Peterson, trombone; Michael Moore, trumpet; and the Dave Brubeck Quartet.

JSO President, Bill Maupin, stated: “The JSO is pleased to present this award to some of the finest jazz artists in the world. It is our hope that this award will encourage more people to appreciate and support the arts.”

Czechoslovakia

The Supraphon Record Club is achieving impressive results with British and American LP products. The “Best (On page 77)"

Supraphon Record Club to Bow U.S., U.K. LP Batch

PRAGUE—Supraphon’s Record Club, whose popular—Oscar Peterson, the Four Tops, American LP sections have 24,000 members, will release a new batch of American and British products during the next six months.

The albums come principally from the catalog of companies whose work has regular licensing contracts, such as Columbia, Atlantic, and Tamba.

The pop releases include albums by Barbra Streisand, who won bathing suits, the Beatles, Tom Jones, the Zimmer, Frank Sinatra, the Four Tops, Bing Crosby, and the Beatles. The jazz albums include Eddy Gardiner’s “End of the Road” and “The Sea” and singers from various recordings by Barry White, B.B. King, and Benny Goodman. The classical albums include the Philadelphia Orchestra directed by Yvonne Gallardi (Decca). Prix Fanny Forrester (best female recital).

Supraphon has engaged experts to select tracks from several albums by the same artist which will be combined in one

Where It’s At Is Off

TORONTO—The Canadian Broadcasting Corp. announced that its official Jazz Festival will take place during the autumn months of 1969. Although no air date is set, the festival will air on the CBC network during the fall season.

The CBC’s fall season begins under way.

CBC to Film Mariposa Festival

Cannuck—The Canadian Broadcasting Corp. filed an application with the Canadian Broadcasting Commission on January 28 for the 1969 Mariposa Folk Festival to be broadcast on July 25-27 at Toronto Island.

The year, Ian & Sylvia, and -The Byrds, the Beatles, the Hollies and a two album set of country music.

The Festival, running July 23-29, will feature albums along with more than 100 folk singers, dancers and musicians.

For Arsenic, director of the special, and his 15-man crew will take a documentary approach to the three-day festival. Although no air date is set, the festival will air on the CBC network during the fall season.

The CBC’s fall season begins under way.

ANTIBES JAZZ FEST TO INCLUDE 2 R&B NIGHTS

PARIS—This year’s 10th Antibes Jazz Festival, claimed by organizers to be the next in world importance to the Newport Festival, will include two nights devoted to rhythm and blues.

The Festival, running July 23-29, will feature blues on the opening two nights, with Marion Williams, John Lee Hooker, the Chicago Blues All Stars, the Jazz M’s O’Julians (a French group), and the Graham Collier Sextet.

Star jazz performers are Miles Davis Quintet, who will give two performances on July 23-24, and the Stan Getz Trio, July 27-28, and Ellis Fitzgerald, who will close the festival.

Other performers are the Bobby Hutcherson-Harold Land Quintet, Billie Holiday and the Oneness Kresna, Nina Simone, and the Tho Lovendall Consort. The French radio network, ORTF, will once again patronize the Festival, giving nightly live radio transmissions and covering several concerts direct on TV. Some 15 foreign broadcasting companies are expected.

The organizers of the festival are the two founders, Jacques Heidy and Jacques Souplet, the latter president of CBC France, and the Mayor of Antibes. An important new collection of jazz recordings has been released on the French market in time for the festival by the new independent producers Byg, who are distributed by CED.

The selection, entitled “Archives,” features a wide selection of high quality, original recordings, including Louis Armstrong, Doris Day, Duke Ellington, Fats Waller, and collections with new Orleans," ragtime, boogie woogie, and down-home styles.

The 30-minute musical show will be held on the same dates as last year on July 17, 1964, under the name "Munson Post" and became the first rock show to be kind on national Canadian TV. Since then, the show has undergone many changes in format but it always remained an excellent vehicle for the promotion of Canadian and American artists looking for national exposure.

At its peak, “Where It’s At” was televised five days a week on 17 networks in Canada, and the United States, and the 1969 edition, produced by Ken Gibson, was the most ambitious of the five years, involving as many as 100 new names and groups to Canadian audiences since January. It included the Wiggy Symphony, Theor, Lido, Dickie and Olga, The Yellow Duck, Seth of Time and Soul Unlimited, Local Duck, Donny and the Howes, manager U.S., and U.K. recording stars were featured.

Herb Albert, second from left, visits the recording studios of Hispano, the A&M distributor in Spain, and met recording group Los Angeles. The group has installed Spain’s first 12-track recording equipment at the studios.

July 19, 1969, BILLBOARD
**From The Music Capitals of the World**

- **Continued from page 67**

JULY 19, 1969, BILLBOARD

**International News Reports**

**The Beasts** attracted 20,000 spectators to the Galtier (Canada) racecourse for the Giant's 1000, an Aretha Franklin LP (from several albums and 10 discs), and Jack J. Dicoll with the Brian Auger Trinity 7,400.

**Sopranoff Club**

- **Continued from page 77**

**Cap. Seminar Stages 'Sit-In'**

**Quebec City, Quebec--** For the first time, the annual Montreal Total Involuntary Sales Seminar, held at the Holiday Inn in Montreal, was tied to the annual show presented by the Montreal Convention Bureau to long-distance salesmen and to the Canadian Public Relations Association. The show, apaste, was designed to promote tourism to the area.

Sales and promotion staffs, relaxed on pillows and with the help of colorful colored lighting and flowers covering the floor, were able to ask white questions about their product availability and related items.

Earlier in the week, they had been introduced to the Canadian cultural scene by Pierre Dufresne, director of the Office of Public Relations for the Quebec government, and by a group of students from the University of Montreal. The students were presented with records from the first Capitol album by Quebec star, Pierre Dufresne, and the French version of his song, "Le Petit Prince," was released.

On July 22, the Spiels' "Put Your Hands Together" was released in the United States, and the French version, "Les Mains Jointes," was released in Canada.

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**Stockholm**

EMI is strongly promoting its Swedish label, which specializes in folk music and popular music, with the participation of a number of leading Swedish artists, including Stina Wogren, an American singer who has recently returned from a trip to Sweden, and Ande Johansson, a popular Swedish singer who has recorded three albums for EMI.

**Philp Palmer**

**Continued from page 67**

**Calvin's**

- **Continued from page 77**

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**Philp Palmer**
APPALOOSA
Minimum: 3 stars (B) 2
A colorful group that makes beautiful music is the first album from this, a collection of songs about the West. The group's sound is reminiscent of early years, and the album features the talents of some of the finest musicians of their generation. With the release of this album, the group hopes to continue its success and bring even more fans to their gigs. The album is highly recommended for fans of country music.

LOVINGJOHNNY DUNCAN
Country: RCA Victor L 0943 (S)
Johnny Duncan is a bright young country artist who spent many years in the rodeo business. The songs on this album highlight his talent for singing and his ability to perform in a variety of styles. The album features some great country hits, and Duncan's voice is sure to appeal to fans of traditional country music.

BILLBOARD
The album features songs from the hit single "Blues Stay Away From Me," which was written by Jack Good and is a classic country tune. The album also includes a cover of the popular song "The Old Rugged Cross," which has been a staple in country music for many years.

COUNTRY: Long John Smith-Pointing Turn (Turner) Turner SM 6051 (S)
Long John Smith is a well-known folk singer who has been performing for many years. His album features some classic folk tunes, as well as some original compositions. Smith's voice is powerful and his lyrics are thoughtful, making this album a must-listen for fans of folk music.

COUNTRY: Lonnie Smith-Pointing Turn (Turner) Turner SM 6051 (S)
Lonnie Smith is a talented guitarist and singer who has been performing for many years. His album features some classic jazz tunes, as well as some original compositions. Smith's playing is smooth and his vocals are powerful, making this album a great choice for fans of jazz music.

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COUNTRY: Lonnie Smith-Pointing Turn (Turner) Turner SM 6051 (S)
Lonnie Smith is a talented guitarist and singer who has been performing for many years. His album features some classic jazz tunes, as well as some original compositions. Smith's playing is smooth and his vocals are powerful, making this album a great choice for fans of jazz music.

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BUSINESS OPPORTUNITIES

Wanted: Established Importing/Exporting business in music. Qualified person must have experience in the music business and be able to handle all aspects of import exporting. Must be willing to sign a long-term contract. For further information call 212-361-2681. 

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"NEW YORK" DANCES AT THE "ENGLAND" BALL. Where 50,000 new songs are played. Name your songs. No charge. Also handle all records. Free copies of "New York" magazine. Call 212-445-7777.

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The Delmore Brothers, Hank and Man, made their final appearance last night. Their last appearance was in the early 1950s, and they enjoyed a brief burst of popularity in the late 1940s. The Delmore Brothers were known for their harmonica, guitar, and fiddle music. Their music was popular in rural areas and has been influential in the development of country music.

NATIONAL DISTRIBUITION AND PROMOTION OFFICE: 230 West 42nd Street, New York, N.Y. 10036.

The original version, Ain't Got No Problems, sung by Sunday, was a hit in Chicago (35,000 copies) before it was a hit anywhere else.

If you're ordering the hit, all you have to remember is this:

Only by Sunday.

July 19, 1969, BILLBOARD
**TOP 20 POP**

**TOP 20 COUNTRY**

**TOP 20 R&B**

**SPECIAL MERIT SPOTLIGHT**

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**ARETHA FRANKLIN—SHARE YOUR LOVE WITH ME** (Prod. John Frazier) (Writer: quicksilver) (Spa), BMI—follows up her million seller, "Don't Play That Song," with this hit single. "Share Your Love With Me" is a slow, soulful ballad that is sure to please fans of Aretha Franklin.

**JOHNNY CASH—A BOY NAMED SUE** (Prod. Bob Johnston) (Writer: Shelton/Smith) (Spa), BMI—this powerful ballad tells the story of a boy named Sue who is forced to leave his family and become a singer. "A Boy Named Sue" is a timeless classic that has become a staple of country music.

**DENNIS YOST and the CLASSICS IV—CHANGE OF HEART** (Prod. Jack McKeever) (Writer: Miller/Rocca) (Spa), BMI—this soulful ballad tells the story of a man who has changed his ways and wants to start over. "Change of Heart" is a touching ballad that is sure to tug at the heartstrings.

**PETULA CLARK—LOOK AT ME** (Prod. Tony Hatch) (Writer: Walsh) (Spa), ASCAP—this upbeat, pop tune is a classic. "Look at Me" is a fun, catchy song that is sure to get you dancing.

**ROBIN GIBB—SAVED BY THE BELL** (Prod. Dusty Springfield) (Writer: Springfield), BMI—this upbeat pop tune is a classic. "Saved By The Bell" is a fun, catchy song that is sure to get you dancing.

**GARY LEWIS & PLAYBOY-NAME** (Prod. Buddy Buie) (Writer: Lewis), BMI—this upbeat pop tune is a classic. "Name" is a fun, catchy song that is sure to get you dancing.

**ANDY WILLIAMS—LIVE AND LEARN** (Prod. Jerry Goldstein) (Writer: Williams/Schiff), BMI—this upbeat pop tune is a classic. "Live And Learn" is a fun, catchy song that is sure to get you dancing.

**JOHNNY TAYLOR & CARLA THOMAS—JUST KEEP ON LOVING ME** (Prod. Artie Ritt) (Writer: Taylor/Thomas), BMI—this upbeat pop tune is a classic. "Just Keep On Loving Me" is a fun, catchy song that is sure to get you dancing.

**JERRY SMITH & HIS PIANOS—SWEET 'N SASSY** (Prod. Jerry Goldstein) (Writer: Smith), BMI—this upbeat pop tune is a classic. "Sweet 'N Sassy" is a fun, catchy song that is sure to get you dancing.

**BOBBY VEE—LET'S CALL IT A DAY GIRL** (Prod. Dusty Springfield) (Writer: Springfield), BMI—this upbeat pop tune is a classic. "Let's Call It A Day Girl" is a fun, catchy song that is sure to get you dancing.

**MIND GARDEN—WHAT'S BEHIND THOSE EYES** (Prod. Bob Johnston) (Writer: Gardner), BMI—this upbeat pop tune is a classic. "What's Behind Those Eyes" is a fun, catchy song that is sure to get you dancing.

**MARION WILLIAMS—I SHALL BE RELEASED** (Prod. Jerry Goldstein) (Writer: Williams), BMI—this upbeat pop tune is a classic. "I Shall Be Released" is a fun, catchy song that is sure to get you dancing.

**AL KOOPER—You May Never Know Who Your Friends Are** (Prod. Al Kooper) (Writer: Kooper/Robbins), BMI—this upbeat pop tune is a classic. "You May Never Know Who Your Friends Are" is a fun, catchy song that is sure to get you dancing.

**COREY BRENNER & MARTHA KANE—LET'S CALL IT A DAY GIRL** (Prod. Al Kooper) (Writer: Kooper/Robbins), BMI—this upbeat pop tune is a classic. "Let's Call It A Day Girl" is a fun, catchy song that is sure to get you dancing.

**GARY L. S. BOND—The Stars** (Prod. Jerry Williams Jr.) (Writer: Williams), BMI—this upbeat pop tune is a classic. "The Stars" is a fun, catchy song that is sure to get you dancing.
THIS SUMMER WILL BE SUNNY,
WARM AND DEEP PURPLE.
The new Deep Purple single is
a lot more than just the
new Deep Purple single.
It's the best thing they've ever done.
"Hallelujah (I Am The Preacher)"
TETRAGRAMMATON RECORDS.
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ROCK ACTS ROCKED FROM WEIN'S R.I. CONCERT BOAT

NEWPORT, R.I. - No more rock concerts at Newport. That was the decision reached by Newport City Council, following three days of wild jazz festivals. The rock acts were replaced by a traditional jazz concert. The money was to cover cost of a security fence around the Festival Field and included $25,000 for police overtime during the Festival.

Other conditions made by the council: concerts must end by 12:15 a.m. (this year closing time ranged from 1:30 a.m. to 2 a.m.) and group must pay $100 as condition for cre- ating a more peaceful and de- structive youths for the damage during the rock sessions.

Gospel Blooms in Pop. Garden

The late Sam Cooke

The much heralded success of "Oh Happy Day," by the Edwin Hawkins Singers, has resulted in a new wave of gospel music. Despite later protests by Cooke, the song has continued to be a hit on both pop and gospel charts.

The song was originally recorded by a group called "The Soul" and was released in 1963. It quickly became popular and was heard on many radio stations. The original version had a more soulful sound, while the Cooke version featured a gospel choir and a more spiritual arrangement.

The song's success helped to bring gospel music into the mainstream of popular music. Cooke's version of "Oh Happy Day" was a hit on the pop charts and helped to open the doors for other gospel artists to achieve similar success.

The song's popularity continued to grow throughout the 1960s, with many other artists covering it. It remains a beloved classic today and is still played on gospel and pop radio stations around the world.

"Oh Happy Day" was a simple, yet powerful message of hope and joy. The song's melody and lyrics continue to inspire and uplift listeners today, making it a timeless classic in the world of music.
8-TRACK CARTRIDGES ARE NO. 1 IN STEREO TAPE

AMPEX IS NO. 1 IN 8-TRACK CARTRIDGES

The profitable 8-track cartridge business is big news these days. And look who's leading the way. AMPEX. The big name in 8-track cartridges... the No. 1 name in sound and selection!

There's just no doubt about it. We've got the biggest, most complete selection for all your 8-track cartridge customers. All the best sellers—all the latest hits. Pop, rock, folk, jazz, soul, classical, showtunes and spoken word. 'Course, we've got it all on 4-track cartridge, open reel and cassette, too.

And we give you more than just "selection." We give you artist posters, window banners and other dynamic P.O.P. materials. Then we help your customers find their kind of music on 8-track tapes. And, we pre-sell Ampex Stereo Tapes for you in PLAYBOY, in LOOK, in STEREO REVIEW, and on AM and FM radio.

It's obvious that we care.

One thing more. When you think of 8-track cartridge sales and all the money you could be making, think of AMPEX STEREO TAPES.

After all, you'll feel more secure with the No. 1 guy behind you. Right!

Contact your local Ampex distributor and he'll show you how you can be No. 1 in Ampex 8-track cartridge sales!
You've heard about the heat wave.

The wave of incredible recording artists and groups who scorch the charts with overnight hits. The hot performers and their instantaneous market.

GRT is the company that puts the hot records on tape the minute they start to move.

The company that gets those tapes to distributors almost immediately.

Isn't that the kind of wave to ride?
A Billboard Report

The World of
STEREO 8

The Growth of an Industry
THE WORLD'S LARGEST SELLING TAPE SYSTEM

By OSCAR P. KUSISTO

THE WORLD'S LARGEST SELLING TAPE SYSTEM

Eight-track is the world's largest selling tape player system. In 1969, automotive and home equipment sales will approach a retail value of $350 million. Eight-track cartridge sales will total $200 million. A total market for 8-track alone will be $2.5 billion. This is just the beginning. By 1972, 8-track sales may well exceed $1 billion.

The 8-track system is well established as the standard for the automotive and home entertainment markets. The entire U.S. auto industry offers factory or dealer-installed 8-track systems exclusively. Many track and foreign car manufacturers, and many major auto accessory firms, are selling 8-track systems. The 1969 model year factory installations will approximate 450,000 units. Aftermarket units will exceed 2,000,000 units.

During the seventies, there will be an unprecedented growth in the sale of tape equipment and accessories of all types. This consumer demand will be supported by an influence never paralleled in our history. The youth of today are growing up with tape as their medium, and the young people buy heavily.

The consumer, whether American or foreign, is demanding improved performance, increased reliability, home-auto compatibility (cartridges interchangeable), and extensive libraries of prerecorded music. Eight-track is THE tape system that fulfills all of these requirements.

Fantastical Growth

The future of 8-track stereo in the international market is very bright. All major countries of the world, including those where other tape systems are well established, 8-track is growing at a fantastic rate. The 8-track market will be as large as the 10 million market for records in the years 1972 to 1980.

Motorola recently established a wholly owned subsidiary, Motorola Automotive Products, Ltd., in London to produce 8-track equipment for European markets.

The 8-track system is doing extremely well in Italy and France and a outstanding cassette in Norway. The market is rapidly developing in West Germany. Major recording companies are establishing complete duplication facilities abroad to support their international activities.

Motorola today is serving 8-track major markets of the world. This facility is completely autonomous with engineering, manufacturing, sales and production personnel on the staff.

Japan Goes 8-Track

In Japan, recorded tape producers have limited their activity to 8-track and the home market units are now sold by the millions.

In 1969, 8-track will be a major activity as 8-track and the home market expands. This expansion is being supported by an influence never paralleled in our history. The youth of today are growing up with tape as their medium, and the young people buy heavily.

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The 8-track system is doing extremely well in Italy and France and a outstanding cassette in Norway. The market is rapidly developing in West Germany. Major recording companies are establishing complete duplication facilities abroad to support their international activities.

Motorola today is serving 8-track major markets of the world. This facility is completely autonomous with engineering, manufacturing, sales and production personnel on the staff.

Japan Goes 8-Track

In Japan, recorded tape producers have limited their activity to 8-track and the home market units are now sold by the millions.

In 1969, 8-track will be a major activity as 8-track and the home market expands. This expansion is being supported by an influence never paralleled in our history. The youth of today are growing up with tape as their medium, and the young people buy heavily.

The consumer, whether American or foreign, is demanding improved performance, increased reliability, home-auto compatibility (cartridges interchangeable), and extensive libraries of prerecorded music. Eight-track is THE tape system that fulfills all of these requirements.

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States customers did not respond in any great numbers to taped tapes. The initial types made and offered potential business. For many years, RCA has manufactured several thousand of recorded tapes for the first time. RCA Italiana, Rome.

Ten years ago RCA introduced the first cassette cartridge tape, which is made for one customer. There are now more than 20,000,000 people who buy reel-to-reel tapes. During those ten years, we have come to realize that the buyers of these tapes did not, as a group, become significant follow-up customers for recorded tapes.

Four years ago we introduced Stereo 8 for use on 8-track phonographs (or players, if you prefer) and I don’t have to tell you about the sudden recorded tape success story was written. Le met cite a few figures. Ten years ago total estimated sales of the industry hovered in the vicinity of $5 million annually. Last year, with Stereo 8 accounting for more than 60 per cent of the total, recorded tape sales reached an estimated $250 million. The $150 million of sales in Stereo 8 alone represented an increase over the previous year of more than 100 per cent. The trend to date suggests another substantial increase in 1970.

These sales warrant a quick comparison. A few years ago the industry would have sold about $1 million worth of reel-to-reel tapes to 10 million tape recorder owners. Last year, Stereo 8 sales totaling some $150 million were made to cartridge phonograph owners averaging between three million and 4 million.

RCA Music Business

The picture is instantly clear—the person who purchases Stereo 8 phonograph for his car or his home thereafter becomes a customer for cartridges. More significantly, he becomes a repeat customer. I should like to bring you up to date on what is happening in the tape business in the United States and the United Kingdom and what we’re saying, and finally to explore the relevance of these trends to our own businesses.

It seems particularly appropriate that this meeting is being held today in this same month that the first reel-to-reel Stereo 8 launch was made. RCA, like any other manufacturer, is always concerned about the growth of the market. And from the manufacturer’s standpoint we would enter the recorded cartridge business. Many had interpreted our support of 8-track cartridges as opposition to recorded cassettes. Some even felt that we had bet on a losing horse.

Neither could be further from the truth. More than four years ago, before the first Stereo 8 cartridge was manufactured, we stated publicly that we would sell recordings in any format that offered potential growth and which in our opinion would serve the public well. However, we also wanted to serve our industry—the recorded music industry and the consumer product which was based on the concept of expanding the business, but which was playback oriented rather than self-recording. We felt that use in new places, times and situations than had been the case with disks or other forms of tape. It seems so obvious now (although it wasn’t to many people at the time) that we had to get the message through. And the message is best set by the fact that Stereo 8 this year, four years after its introduction, will achieve an annual sales volume of $1 billion and dominate the market for eight-track tapes for the United States and Europe. Kassovitz, a leading researcher, has predicted that the total market for eight-track tapes will increase at a rapid rate.

Two people are willing to spend more for the special values and convenience of the tape cartridge. Third, they prefer to buy more than just reel-to-reel tapes.

Stereo 8 brings new life to the tape and music business.

Stereo 8 is the first music reproduction system to achieve an annual sales volume of $1 billion. This growth has been achieved in spite of the other large formats and the increasing competition from other types of music reproduction systems such as 8-track and reel-to-reel. The success of Stereo 8 can be attributed to its unique combination of convenience, quality and durability. The system provides consumers with a wide variety of musical selections, making it easy to find something they enjoy listening to. Additionally, the system is designed to be user-friendly, making it accessible to people of all ages and skill levels.

The success of Stereo 8 has also been attributed to its marketing strategy. RCA has invested heavily in advertising and promotion to build brand awareness and increase sales. The company has also partnered with retailers to ensure widespread availability of the product.

Stereo 8 has also been successful in terms of its market share. According to industry reports, Stereo 8 currently holds a significant market share in the music reproduction industry, making it a strong competitor to other formats.

In conclusion, Stereo 8 has achieved significant success in the music reproduction market. Its unique combination of convenience, quality and durability, along with effective marketing strategies, have contributed to its growth and popularity. These factors have positioned Stereo 8 as a leader in the industry and have helped it to maintain its market share in a rapidly changing landscape.

Stereo 8 captures imagination—and profits—in short, four-year history.

Keynote address given by NORMAN KACUSIN, division vice president and general manager, RCA Corporate, at the first RCA Europac Convention, July 8, 1969, RCA Italia, Rome.
In the big, booming, blossoming world of 8 track stereo, Rola is the biggest name in the world.

The world of 8 track is big.
- It’s world wide. Already the biggest seller in Norway. Coming on strong in Italy, France, West Germany, England, Japan.
- It’s a $300,000,000 market in players alone.
- It’s worth $280,000,000 in 8 track cartridges.
- It’ll account for 2,500,000 units this year alone.

The world of 8 track is booming.
- Since 1965 stereo tape sales have increased 500%.
- More than 65% of all tape sales this year will be 8 track.

The world of 8 track is blossoming.
- In America alone there’s a virtually untapped market of 95,000,000 cars without 8 track units.
- It’s highly youth oriented. The people who are buying 8 track fastest are under 27 years old . . . half the population.

Motorola is the biggest name in the world of 8 track.
- Detroit auto manufacturers use 8 track stereo exclusively, and Motorola is their largest supplier of 8 track units.
- Motorola is the world’s largest supplier of 8 track systems from plants around the world—U.S.A., United Kingdom, Japan and is selling in over 25 countries.
Around the world, in car, boat and truck

Stock and sell these Motorola systems to get

**TM 704S**

This is one of the best values on the market today... feature and price-wise. Solid state tape player has two 5½" speakers... a feature not found on most tape players in this price range. Also has dual channel amplifier, balance control, track selector, dual volume control, and a protective "door" for cartridge opening. Operates on 12 volt negative-ground system.

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**TM 705S**

You'll be able to sell this model to the listener who wants something better in performance. It's all solid state with a lighted program indicator, a dual channel amplifier, a channel selector, slide-action balance and tone control, plus two 5½" speakers. Operates on 12 volt negative-ground system.

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Motorola is the big name 8 track stereo.
your share of this huge mobile market.

**TM 711S**

Here's one of Motorola's latest models. It's all solid state with many innovative features. There's a program indicator, numbered one through four. As a listener changes from program to program on the tape cartridge, the appropriate program number lights up. In this way, the listener is always informed of what program he's tuned to. Also has slide lever action balance and tone controls. One to adjust sound level, the other adjusts the highs and lows. Operates on 12 volt negative ground system.

Suggested retail list price $99.95

**TM 713S**

Here's the ultimate in automotive listening pleasure. An 8-track stereo tape player with built-in FM stereo converter. When this model is combined with Motorola models FM68M (FM Tuner), FM108M or FM210A (FM/AM receivers) it will convert the FM band of these radios to receive an FM Stereo broadcast. This conversion is accomplished by a single plug-in connection. Has all the features, too. There's solid state circuitry for extra reliability, two 5 1/2" speakers, slide action balance and tone controls, lighted program indicator, and a dual channel amplifier. Operates on 6 or 12 volt negative ground system.

Suggested retail price $119.95
Around the world, in car, boat and truck

Stock and sell these Motorola systems to get

**TM 704S**

This is one of the best values on the market today... feature and pricewise. Solid-state tape player has two 5¾" speakers... a feature not found on most tape players in this price range. Also has dual channel amplifier, balance control, track selector, dual volume control, and a protective "door" for cartridge opening. Operates on 12 volt negative-ground system.

**Suggested retail list price**

**Installation extra**

$69.95

**TM 705S**

You'll be able to sell this model to the listener who wants something better in performance. It's all solid state with a lighted program indicator, a dual channel amplifier, a channel selector, slide-action balance and tone control, plus two 5¾" speakers. Operates on 12 volt negative-ground system.

**Suggested retail price**

**Installation extra**

$84.95
Motorola is also the big name in the booming home and portable 8 track market.

It's a portable tape player.
It's also a stereo phonograph.

CP500
It's a home unit tape player. It's a portable tape player. It's also a stereo phonograph. Imagine the appeal this item will have on your sales floor. Easy to operate ... to play tapes, a listener merely switches the selector switch to "tape", and slides in a tape cartridge. Has a solid-state dual amplifier, and two 6½" speakers in swing out, detachable speaker enclosures.

Suggested retail price $159.95*

CP7C
8-track stereo tape deck plugs into any console stereo with a tape jack. Uses the sound system of the stereo console and the same tape cartridges used in mobile 8 track units. So the same music can be enjoyed at home or on the go.

Suggested retail price $75.95

CP10F
An 8 track stereo tape cartridge drop-in player for most Motorola Console Stereos. Can be added at time of purchase or later. Just drops into the record storage bin. No special wiring needed. Plays the same tapes used in standard auto units.

Suggested retail price $79.95

Motorola Export Portable
Here's an 8 track portable that is putting music into the hands of young swingers the world over. Light enough to carry anywhere, yet produces high fidelity sound. A real versatile music machine that can be played in the car, in the home, anywhere.

Slightly higher in some areas (check with dealer).
Here's what the future holds for the 8 track stereo industry:

**IN TAPE PLAYERS!**
- New innovations in tape players. For instance, Motorola now has or will have in the near future, tape players with such outstanding features as: track identification, fast forward, complete pre-selection of cartridge track and musical number.

**IN TAPES!**
- Creative programming which will include: foreign languages, children's stories, briefings for salesmen as they drive from point to point, doctors can be brought up to date on the latest developments in medicine as they make calls, audio digests of current events, points of interest for tourists as they drive along scenic or historical highways, and many others.

**8 TRACK STEREO TAPE SALES WILL SOON REACH AN ANNUAL RATE OF HALF A BILLION DOLLARS!**

**MOTOROLA, THE BIGGEST NAME IN MOBILE 8 TRACK STEREO SOUND IS MOVING TO GET A BIG SHARE OF THAT MARKET.**

- We're building new 8 track production facilities.
- Designing new 8 track players.
- Expanding our product line.
- Motorola is out to stay the biggest name in the world of 8 track.

Want to join us?

For more information on Motorola 8 track stereo write: Dept. AC-9, Motorola Inc., 9401 W. Grand Avenue, Franklin Park, Illinois 60131
RCA's Tarr—Committed Exec in the 8-Track Revolution

By BRUCE WEBER

One thing about Irwin Tarr, RCA divisional vice-president, is he is always willing to "sell it like it is." And his "thing" is the wonderful world of Stereo 8.

He is a committed executive. A worker in the tape cartridge vineyard and a believer in the tape industry—present AND future.

Tarr has no bombshells to explode, no colorful claims or easy statistics. He is not the U. Thani of the tape cartridge business.

He is open-minded and practical. He has cleared enormous hurdles in selling the tape industry. Tarr remembers well the early days. "From the beginning, the RCA Record division's approach to the marketing of 8-track has been a total one," he recalled. "Its foundation has been an intensive research and development program on tape formation, cartridge development and duplicating techniques uninvolved in the recording industry."

And RCA's recording companies, whereas RCA stood alone in October, 1965, today the music and artists of every significant label is available in Stereo 8 tapes, he stated.

Tarr feels the tape cartridge business is booming in the U. S. today because the industry has succeeded in satisfying and creating consumer desires. If the business is to enjoy a similar growth in other countries, Tarr is convinced it will—it will happen only because consumer desires have been both satisfied and stimulated.

Tape Revolution

Thus, enter the "tape revolution."

Last year, according to RCA's estimates, the total retail U. S. volume in Stereo 8 players and cartridges was around 350 million. Adding the value of player sales, one can project a total 8-track industry of more than a half billion dollars this year.

(Retail sales of 8-track tapes this year will approximate the record industry's total sales in 1969.)

And the 8-track tape revolution continues. More than 85 percent of auto buyers indicate they either have already installed Stereo 8 in other cars or definitely intend to have it again in their next car. Less than 5 per cent indicate they do not intend to do so, according to the RCA statistics.

Tarr also believes that the growth of cartridge tape will require the employment of more operating capital, additional managerial supervision, more careful inventory control and warehouse needs, additional sales efforts and more creative merchandising.

"Excitingly promising as its prospects are, innovative as its marketing techniques may become, the industry also needs the strength and support of the record industry," Tarr said. "The tape industry cannot grow and prosper in an atmosphere divorced from the advertising efforts and investments of the record industry. It cannot be healthy if record business is not healthy."

By Mike Gross

There's been a gradual change in the philosophy of advertising Stereo 8 since RCA Records pioneered the field in late 1966. According to William H. Lucas, RCA's manager of advertising sales and promotion, the advertising tactics at the beginning was aimed at selling the Stereo 8 concept, now the stress is on the product.

Stereo 8 is at a point now, Lucas said, where the cartridge and the cartridge player (tape car or home) is familiar to the consumer and he's more interested in the new repertoire than in the technology of the unit. The advertising, which is now being done by RCA, says, "From radio time buys are being geared to specific markets and the type of material (middle-of-the-road, contemporary, classical, country) are programmed by each radio station."

In addition, Lucas pointed out that the radio spots, which run about 60 seconds, pitch the new product as well as highlight Stereo 8's popularity in the car and/or home. Lucas explained that at the outset, RCA's drive on Stereo 8 was centered on car use, but now that the consumer marketing base has broadened, Stereo 8's potential for home entertainment is being put into the spotlight, too.

Lucas is also broadening his advertising efforts on behalf of Stereo 8. The radio spots have been cut to 30 seconds and are being sent distributors as a promotion tool for their dealers. In addition, the home office is encouraging distributors to make tie-ins on home buys.

Print Media

On the print media level, Lucas also is taking a specialized approach because of the broadening of the consumer market. He's now aiming magazines that give the right balance of the audience buying level. As the market continues to broaden, Lucas will continue to look for new print outlets that are reaching the new Stereo 8 audience.

In addition to advertising, RCA is pushing Stereo 8 through a series of promotion campaigns that includes giveaway money clips and playing cards and special display pieces and streamers for dealer in-store use.

According to Lucas, RCA which has already spent millions of dollars in Stereo 8 advertising, is still carrying the bulk of the advertising effort for Stereo 8. Our pitch on Stereo 8, Lucas said, is to get it to the consumer where it belongs: in the market place and the potential consumer. "We're also doing a job within the industry, and we plan to continue to tell the Stereo 8 story wherever we can."

Lucas is assisted in his efforts on behalf of Stereo 8 by Mort Barnsitt, RCA's Stereo 8 sales manager.

JULY 19, 1969, BILLBOARD
An objective evaluation of 8-track versus cassette in automotive applications yields conclusive evidence that 8-track is technically superior. However, before I give specific details, I want to relate some history of Motorola's 14-year dedication to automotive tape system development.

Motorola introduced one of the first endless loop cartridge systems to the Ford Motor Co. in 1956, shortly after Chrysler had found that the disk playback system for the motor vehicle was not commercially feasible. At the time we submitted our cartridge player to Ford Motor Co., the product was ahead of the market, and very little interest was generated. Because of the economics, neither Ford nor the recording companies were of the opinion that the market existed for a cartridge automotive tape player at that time.

In the early 1960's, Earl Muntz introduced the 4-track cartridge system on the West Coast. Virtually alone, he created a new business, setting up tape centers to sell and install players and to duplicate and market tape cartridges. The 4-track system had enjoyed a limited success, mostly regional, but it was done by fulfilling a need at the marketplace.

The 4-track players are sold as an aftermarket product. They are generally inexpensive, ranging from $29 upward. They are less sophisticated and lack the automatic features found in 8-track players. Tuners are available at a very modest 99 cents. It is very apparent that these two price factors appeal particularly to the young adult market.

Car Excitement

For 12 years our automotive division had continued the study of cartridge tape systems before moving into the market commercially. The majority of the automotive division's business is with the automotive manufacturers as a contractual supplier, so we obviously are tuned to their interest. It was not until the 8-track concept had been proposed that there was any excitement in cartridge tape players generated by the automotive industry.

To fully understand why this occurred one must consider the basic problem of the automotive manufacturer in tailoring the design of this product to satisfy a wide range of customer interest. They have to decide whether the automobile or to relate some specific details, the basic requirements for the 8-track tape system had to be determined. They have to provide the happy compromise for compatibility among the highest quality product that can be made to fit the five-foot individual or the six-foot-six. They have to provide a variety which will generate the young adult market or the very sedate and conservative older.

The power train is geared to provide a compromise between good performance and economy. This is the fundamental approach that the automotive industry takes in evaluating its basic product or an accessory which they market as a part of the vehicle. This fundamental design philosophy created the stumbling block which prevented consideration of early cartrigde tape systems until a more favorable compromise was developed to satisfy the wide range of market requirements.

The system had to accommodate pop tunes, the full music of a Broadway show, or an opera, with a minimum of discontinuity in the program material.

Because of the pressures for safety, the system had to be simple to operate, with a very minimum of manual control and resultant distraction to the driver. The tape speed had to be such that it could provide the high frequency response required for the presence and lifelike characteristics which are a basic foundation requirement for good stereo effect. In addition, it was a new product of this type to be ultimately successful, there had to be compatibility between automotive and home tape units. The customer could then justify the sizable investment in his tape cartridge library.

Move to 8-Track

This, in essence, is the rationale that supported the decision to move in the 8-track direction, with full realization that 4-track systems had been evaluated completely, as well as all other tape system approaches including the cassette which was developed in 1962.

Motorola's decision was a very objective evaluation to establish the most practical compromise to satisfy the broadest market base. The top management, the product planners, and the engineering group of each of the automotive manufacturers shared the same opinions and conclusions. Ford, Chrysler, American Motors, General Motors and Volvo-U.S.A. all offered 8-track cartridge tape player systems only. Additionally, virtually all major home equipment manufacturers marketed 8-track home and portable type playing equipment in their 1970 model lines. An extensive library is available from all major music producers.

The 8-track system was designed to meet the automotive needs in terms of rugged environment, with simple operation, and audio quality to satisfy the more discerning home listener. The 8-track system possesses features that appeal to the broad market—simple operation, compact size, long playing time (up to 30 minutes), a degree of selectivity, superior sound quality, reliability, and, most importantly, auto and home compatibility.

Tired of the same old song and dance about tape and tape player delivery?

If you want 8-track tapes and tape players in a hurry—the ones that sell—you have to go where they are. Literally tens of thousands of 8-track cartridges are maintained in inventory at all times. And nobody offers such complete inventories of such a wide line of tape players in as many locations as Arthur Fulmer. And we back these inventories with service representatives throughout the country. For the best in tape and tape player selection, inventory and service call the 'sound worshippers.'
Introducing

ITCC Palisade

New $4.95 Line

(REMEMBER DION and the Belmonts)

Introducing 24 MAIM

7.77:11 L.71 Mg.

Palisade New $495 Line

Stock up on the Quality Line, your customers will do the rest!

GREAT!! THE POTENT

The Castaway Strings

Play the Elvis Presley Songbook

Rack up sales with the Quality Line!
Superb artists on quality Stereo-8 Tapes. Selected for universal appeal.

Order now for immediate delivery!

Johnny Paycheck
In Concert

The Best of Jerry Butler
SOULED OUT

The best of John Lee Hooker

Reach for the Quality Line Now!

The Cast-Away Strings
Play the Peter, Paul & Mary Songbook

The Seeds

The Quality Line, priced for the buying group!

The Best of Soled Out

The best of John Lee Hooker

Serenade

You're No Good

On the Riviera

Manhattans & Martinis

Young at Heart

Stings Around the World

ITCC Palisade

1275 Bloomfield Avenue, Fairfield, New Jersey 07006. (201) 226-1050
The Stereo
(Year round best sellers)

* Manufactured and Distributed by RCA Records
Stereo 8 Cartridge Tapes
**Wally's Tape City—No Saturation Yet**

Wally's Stereo Tape City has been awarded Lear Jet's 1970 "Dealer of the Year" citation for "its most outstanding merchandising, advertising and public relations efforts for the advancement of Stereo 8 during the year ending April 20, 1969."

The presentation and presentation were made at Lear Jet's annual convention and exposition of its 1970 line of tape equipment held at the Barbizon Plaza, New York, N.Y., on June 14.

Harry Wally, founder of the 47-year-old organization, flew in from his home in Rome to accept the award for his company.

Coinciding with the Lear Jet citation was the opening of Wally's new Stereo Tape City at 47th Street and 11th Avenue in Manhattan's West Side. An open house, mini exhibition, also held on Saturday, June 14, marked the opening of the new outlet.

The new store, fully air-conditioned and designed by Len Couse Associates, is a minimum use of the 47,000 square feet of available space. It features counter-mounted tape decks to facilitate customer appraisal and selection of tapes prior to purchase.

**35,000 Tapes**

It also offers more space for stocking tape cartridges and equipment that the original store at 54th Street, thus eliminating the need for additional store rooms. As a result the company's complete stock of over 35,000 tape cartridges from more than 8,000 different selections are advantageously displayed and easily accessible.

With its current inventory, Wally's can fill at least 98 per cent of all orders directly from stock, as well as reduce the time element and complexities of installation of automotive stereo to a minimum.

Wally's Stereo Tape City is regarded as the largest exclusive auto-home cartridge player sales and installation firm in New York City and perhaps on the entire East Coast. The company sells an average of 500 tapes a week, takes inventory every two days and orders new stock with equal regularity.

In addition to its over-the-counter sales, Wally's operates a mail order service and has a list of 1,400 customers who get regular mailings of new release sheets on tapes. According to manager Harold Wally, son of the founder, the list is increasing daily as more and more people turn to the world of tape for musical entertainment.

**Wally's Secret**

The secret of Wally's Stereo Tape City success lies in the company's intensive promotion program and customer service facilities. No customer is build-up to buying any particular configuration, brand, or model of record or cartridge player. He is allowed to browse and listen freely before selecting the unit he purchases, home or automotive.

With its new and spacious workshops and additional technical personnel, the company now offers same day installation services at low cost.

Wally points out that these services have helped promote his company much more than newspaper or other forms of advertising. "People," he said, "come in and do business with us, and satisfied, they pass the word around to their friends and more business is sent our way."

**If you've had your ear to the ground, you're aware of the increasing consumer acceptance and demand for Lear Jet 8-track tape players. You're probably also aware of a coming generation that now money spent on stereo. With this growing popularity and huge sales potential of 8-track stereo equipment, you can't help but make a bundle with Lear Jet Stereo 8.**

So stock up on Lear Jet Stereo 8 and Portable Units and join the party. Because this year we're inviting everyone to throw a party for their ears... with a Lear Jet Stereo 8 Tape Player. Your customers will enjoy the big, brilliant, full dimensional sound of Lear Jet Stereo 8. And you'll enjoy the happy sound of your cash register ringing.

You've got a lot to celebrate this year with Lear Jet Stereo 8. We've got the most complete line ever: the widest variety of portables (from $32.95 to $99.95) and the best selection of home units in the entire industry (from $59.95 to $289.95). So turn up your sales volume and enjoy a record-breaking year with Lear Jet Stereo Eight.

**The 1970 Lear Jet Home and Portable Show.**

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**THE WORLD OF STEREO 8**

S-16

JULY 19, 1969, BILLBOARD
The sales experience at Atlantic Records indicates that the hottest sellers on tape and since the entire pop music market today to strong rhythm and blues oriented, the r and b-flavored product on tape is selling better than the company anticipated.

At Atlantic's recent June sales meeting, the bestselling tape among all those available was "Aretha's Gold," an anthology of Aretha Franklin's million-sellers. This tape alone accounted for nearly 10 per cent of the 8-track tape orders at the sales meetings.

The other big tape items for this release were like a roster of Atlantic's leading pop r and b artists: "Love Man," by Otis Redding; "Teenage Love," by Clarence Carter; "There's Gonna Be A Showdown," by Archie Bell and the Drells; and "The Best of Carla Thomas.

8 Track Demand

However, it is not just the new product that is selling strongly on 8-track. Almost as soon as Atlantic entered the 8-track field, its distributors began calling for 8-track versions of best-selling catalog items—many of them recorded long before r and b became a significant factor in the mass music market. In response to the requests, Atlantic has introduced a number of the older hit albums, including "The Drifters Greatest Hits," "The Best of Booker T. and the M.G.'s," "King Curtis Plays the Great Memphis Hits," and earlier albums by Wilson Pickett, Otis Redding, and Aretha Franklin. These albums are coming a new sales life on 8-track.

So far, the biggest revelation in Atlantic's experience with 8-track is the way Herbie Mann's "Memphis Underground" and Yusef Lateef's "Detroit" albums have shattered the notion that "jazz won't sell on 8-track.

In some weeks, in fact, these two albums have outsold the heavy pop albums. It may be that these two albums, each drawing in its own way on the heritage of soul music in America, have attracted pop and r and b tape buyers to the additional pleasures of jazz.

Reports from the field indicate that 8-track car stereo players are enjoying growing popularity among the black middle class, traditionally the most appreciative of jazz and r and b. This is perhaps one reason for the great success of r and b on 8-track.

Introducing the most complete line of stereo-8 tape player auto units ever, Lear Jet Stereo 8 has everything from a budget priced tape player ($39.95) to the top of the line at $265.00.

All the Lear Jet Stereo 8 Tape Players install quickly and easily in any car. One works off the power from the cigarette lighter. No matter what your customer needs, Lear Jet Stereo 8 has an auto unit that will fill his ears with big, brilliant, full dimensional stereophonic sound. He'll get perfect sound even when he's miles away from everything.

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Right now, Lear Jet is inviting everyone to test-hear a Lear Jet Stereo 8 Auto Unit. We're telling them to go to their local dealer and throw a party for their friends. When your customers are on the move, give them moving music. And since the 1970 Lear Jet Auto line will really be moving, be sure you've got enough on hand to meet the demand.

The 1970 Lear Jet Auto Show.

13121 Lyndon, Detroit, Michigan 48227

Stereo 8 to Widen Into Home Market—RCA's Welker

"The Stereo 8 market will continue to widen out just the way the nation's interstate highway system is widening out." That's the opinion of Ed G. Welker, RCA's manager of tape recorded merchandising. And, although his analogy points up the growth pattern of a "countryside on wheels," Welker sees a widening of the base of Stereo 8 into the home market developing soon.

It's Welker's opinion that Stereo 8 for the home is just about where Stereo 8 was three years ago and that consumer interest will follow the same pattern.

As far as Stereo 8 for the car goes, Welker said that a new group of consumers has come into the market since the advent of Stereo 8 in late 1966. "The player is now priced for availability to a lot more people," he said, "and the automotive manufacturers are shooting to attract a Stereo 8 consumer that falls into the 'under 20' age group. Also, Welker noted that the market has been broadened because of the fact that many of the original cars that had Stereo 8 tape players built-in are now on the used-car lot circuit and available to a consumer with less money to spend.

Expansion

The expansion of the Stereo 8 consumer base has also resulted in a broadening of the Stereo 8 repertoire. New that it's virtually a mass market item, Welker said, the demand is growing steadily for the extraordinarily priced Camden label, and for our Real Seal product and for our country music repertoire.

"There are more different kinds of travelers on the road these days," Welker said, "and travelers need all different kinds of music."

In support of a statement that "car people" were more interested in Stereo 8 than ever before, Welker pointed to the fact that the Stereo 8 card-caddy built to hold eight-to-10 cartridges were now being replaced by the card-caddy that can hold as many as 21 cartridges.
Classical Product Also Gets Joint Release

A growing tendency toward simultaneous release with record product is evident in the classical Stereo 8 picture as record companies catch up with catalog material. RCA heads the classic list with nearly 200 titles, but acceleration is seen by other labels. Angel, which has about 75 titles, plans a 33-tape release in September, mainly of catalog items. Vanguard, which has a few cartridges through Ampex, plans to go into duplicating in the fall with simultaneous releases. Ampex has some 120 classical tapes, including about 60 on Deutsche Grammophon, 25 on London, and 15 on Nonesuch. Other Ampex labels, in addition to Vanguard, are Audio Spectrum and Westminster. Mel Price, national sales manager of Columbia Tape Sales, called the classical market a steady, but small one. Columbia has about 55 classical titles with a marked increase in simultaneous releases, especially composer's 'Greatest Hits' and material of Leonard Bernstein and Eugene Ormandy. The Mormon Tabernacle Choir also has done well for Columbia.

Jack Woodrow, product manager for Ampex, however, said he was surprised at how well classical material moved.

In addition to regular titles, RCA has three specialty packs, such as 'Great Moments from Opera,' specially packaged for home use. Other releases include Arthur Field and close to 30 active titles, Van Cliburn with four, and AmpeX, according to Elliot Horne. RCA's manager of recorded tape product planning.

RCA's scheduled releases got into full gear in January with the first releases under the new contract with Ormandy and the Philadelphia Orchestra. All of the ensembles new RCA product is available on Stereo 8 'Russian Fireworks' and a variety pack with Fielder and other artists, too.

Angel's classic titles is 25 titles and 14 report that, as with other labels, titles which score well on record also do the best on tape. Lighter material, such as 'Tchaikovsky's Greatest Hits' and music by Frederick Fennell, moves well.

Angel's plans call for all titles scheduled for tape to be issued on Stereo 8 simultaneously with record release beginning in the fall.

The Expanding 8-Track Market

By T. K. NORTON
Manager, Special Product Sales
Automotive Products Division
Motorola, Inc.

The 8-track market is expanding at a phenomenal rate. Today our mobile society, particularly young people, are demanding high fidelity sound in a simple to operate and convenient format. The 8-track system is the only system that fulfills their needs simply.

A wide range of 8-track players are on the market for use on boats, in campers, in the beach, in the car, right at home or in the bedroom. Completely compatible systems, car, home, or portable--along with the world's largest casing of pre-recorded tape titles, makes 8-track the best answer to the consumer's demand.

If your bag is home recording, 8-track has home recorders, too. Several models are currently available and many more will be introduced in the near future.

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THE WORLD OF STEREO 8

with Series 1200 Ultra High Speed Tape Duplication Systems! The average reading time for these two paragraphs is about 60 seconds. In that same amount of time, a Gauss 1200 Tape Duplication System can make 40 copies of a 30 minute cartridge program, or 1,824 copies of the same 30 minute program in one brief hour! Gauss duplicates at 240 IPS (a 32:1 ratio for 7½ IPS masters) with unequalled copy fidelity ... and no master rewind or re-usage! Technical advancements make Gauss the new, internationally accepted and acclaimed standard of the industry.

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☐ Converts from one format to another quickly.

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☐ Modular plug-in heads & electronics for quick service. ☐ 6 dB improvement in high frequency tape saturation. ☐ Focused Gap* recording process (Beammed RF Bias) with 10 MHz bias frequency. ☐ Bias tape noise no more than 2 dB over bulk erase tape. ☐ Frequency response (Dubs of 7½ IPS master with NAB equalization): 3% IPS = 3 dB 30 to 12 KHz, 1½ IPS = 3 dB 30 to 10 KHz. ☐ Total harmonic distortion: 1% THD at 50 Hz. ☐ Dual capstan direct drive © Constant tape tension, servo controlled © One year warranty on entire system. ☐ Two year head warranty on pro-rata basis.

(2) 8 Track, 30 minute cartridges (3) Based at $5.00 per cartridge. Note: For C-30 cassette production, reduce the number of programs and retail sales dollars by 50 percent.
8-Track in the Future—Sophistication, Maturity

By FRED P. HILL
Engineering Manager of Engineering Audiovisual Products Division, Motorola, Inc.

Today, 8-track is only in its fifth year, and yet it has achieved a technical sophistication and maturity rarely achieved in such a short time. However, there are many innovations in our R&D laboratories which will implement within the next year or two, to make the system even more acceptable to consumer demands. Some of these innovations are:

1. Automation. Having achieved technical feasibility, record was not introduced initially. This was done because the original 8-track system is fully automatic. As automobiles and other consumer products are introduced, it will be possible to add the "juxtaposition" box to 8-track players. The implementation of this feature will make the system even more flexible. There are no remote controls available to conceal the audio output to places like a cocktail lounge or a garage, where a non-intrusive audio output is required.

2. Technical. Several automatic and individual selection techniques are being introduced, which will allow the customer to choose the 8-track cartridges he prefers. This will include the ability to select different cartridges from different manufacturers, allowing the customer to choose the features he prefers.

3. Cost. As the production volume increases, the cost of the 8-track system will decrease. This will allow the system to be introduced at a lower price, making it more accessible to a wider audience.

4. Compact Size. 8-track cartridges for use in automobiles will be smaller than their counterparts in the 8-track system. This will make the system more compact and more versatile.

5. Compatibility. Several adapters are available and will become standard accessories for the 8-track system. These adapters will allow the system to be compatible with existing 8-track cartridges, and will not obviate any equipment but rather simply add the "juxtaposition" box to new 8-track players.

6. Quality. RCA Europeans are introducing a 6-track assembly plant in Italy. This will allow the company to manufacture cartridges at a lower cost, making the system more accessible to a wider audience.

7. Quality. RCA is currently working on the development of a new type of cartridge, the 8-track cartridge, which will be introduced in the near future. This cartridge will be more durable and will allow for longer playback times.

8. Quality. RCA is currently working on the development of a new type of cartridge, the 8-track cartridge, which will be introduced in the near future. This cartridge will be more durable and will allow for longer playback times.

World Growth Is Spectacular

By DARIO SORIA
Division Vice-President
International Department

Today's success story of Stereo 8 outside the United States is similar in many respects to its story within the United States. Once it takes hold it grows at a spectacular pace. In countries where production facilities are available for mass distribution the Stereo 8 cartridge market is exploding. This is especially true of Canada, Japan, Italy, the Scandinavian countries, Mexico, Brazil and Argentina.

RCA is actively engaged in establishing manufacturing centers in various countries to supply the demands of all these growing foreign markets. Last week, at the first RCA Euro tape Convention, we marked the completion of our tape manufacturing center in Rome, which will supply all RCA European licensees. A Stereo 8 cartridge assembly plant is also now being established in Canada. It will be in operation next month.

RCA Assistants

In countries where there are no RCA distributors, RCA has established cartridge assembly facilities—such as South Africa—we are not only duplicating our own plants, but are also introducing RCA. In a few cases, the company has completely turned over the assembly process to RCA. This is particularly true of Canada, where RCA's facilities are still unknown.

In Stereo 8 bypassing the photograph to bring entertainment and education to new markets, just as jets and helicopters are bringing transportation to areas never reached before.

Canada Tape Growth Compares With U. S.

By RITCHIE YORKE

Outside the United States, Canada probably represents the world's biggest Stereo 8 market. Actual figures show that the Canadian market represents about 50 per cent of the total Stereo 8 market in the United States.

The company has actively been promoting the Stereo 8 system in Canada, and has launched a major promotion campaign in the spring of this year. The campaign has been successful, and the company has been able to increase its market share.

RCA has also introduced a new 8-track cartridge, the "Stereo 8 " cartridge, which has been well received by the Canadian market.

RCA is currently working on the development of a new type of cartridge, the 8-track cartridge, which will be introduced in the near future. This cartridge will be more durable and will allow for longer playback times.

8-Track Conquers French Market

Since the Paris Motor Show in October, 1968, when the Italian company, Voxon, exhibited its range of car stereo players, the Stereo 8 tape system has made a powerful impact in France. There are now estimated to be between 25,000 and 30,000 car and home 8-track units in use in France and 8-track cartridges are selling at the rate of over 100,000 a week.

All of the major record companies in France are heavily promoting the 8-track system. RCA is currently working on the development of a new type of cartridge, the "Stereo 8 " cartridge, which has been well received by the French market.

Stereo 8 has been introduced in Canada in 1965, and met with excellent response. The Stereo 8 cartridge has been especially strong in the auto field, particularly in rural areas. In some cases, 8-track drivers have been installed with a single-8 track cartridge in the passenger compartment.

But the few companies with whom we have done extremely well, and it has had a problem. RCA is currently working on the development of a new type of cartridge, the 8-track cartridge, which will be introduced in the near future. This cartridge will be more durable and will allow for longer playback times.

9-Track Dominant

Stereo 8 will represent 25 per cent of the entire music market within two years, perhaps in 1970. Stereo 8 is expected to be the dominant system for the next five years, with a market share of 40 to 50 per cent of the music industry in Canada.
AN OPEN LETTER TO:
FORD MOTOR CO.
BILL LEAR
RCA

TO: FORD MOTOR COMPANY
    BILL LEAR
    RCA

Gentlemen:

Less than five years ago, when the three of you introduced the "STEREO 8" concept, very few people had confidence in what you were attempting to accomplish. Despite the skepticism on the part of many music and tape people, it was your confidence and foresight that has made STEREO 8 the most exciting thing that has ever happened in the history of the music industry.

Today I am proud to say it was your initiative that prompted me to jump on the "STEREO 8" bandwagon less than three months after the introduction of the first 8-Track Cartridge. For almost a year, the writer of this letter and RCA were the only people who had enough confidence to not only offer 8-Track product, but to champion the cause.

My sincerest thanks to the three of you for pioneering this great industry and today NAL is proud to be one of the leaders in this "WONDERFUL WORLD OF STEREO 8".

Most sincerely,
Larry Finley

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An Explosion of Stereo 8 Sales in Norway in 1969

By ESPEN ERIKSEN

Managing director Arne Bendiksen of Norwegian record company EM1 Bendiksen has predicted that sales of 8-track cartridges will be huge in Norway this year. Sales were already strong during the last quarter of 1968.

Most Norwegian record companies have been意识到 the potential of 8-track cartridges and have started to release them. The market has been growing rapidly and is expected to continue to grow in the future.

This is in contrast to other countries where 8-track sales have been declining. In the United States, for example, 8-track sales have been declining steadily for several years. However, in Norway, the opposite trend has been observed.

Norwegian record companies have been very aggressive in promoting 8-track cartridges, and this has helped to drive sales. The companies have also been successful in negotiating favorable deals with tape manufacturers, which has helped to keep prices low.

Overall, the Norwegian market for 8-track cartridges is expected to continue to grow in the future. The companies are confident that they will be able to maintain their lead in this market and continue to enjoy strong sales.
Disturb Scene is Changing in Italy

Most Italian record companies distribute their respective tape products through record wholesalers and retailers. But several major recording companies are turning to other devices.

RCA, for example, launched its Stere-o-8 cartridges via an agreement with Agip, Italy's giant state-controlled oil combine, and Vaxxon, Italy's major stereo auto-player manufacturer, for sale of Stere-o-8 cartridges in 1,000 Agip service stations located along Italy's most important internationally traveled tourist routes (Billboard, May 18, 1968). The promotion/distribution campaign also allows Stere-o-8 cartridge owners to exchange their tapes for a small $0.50 lire (80-cent) charge.

Giuseppe Ornato, managing director of RCA Italy, said that in the near future in Europe, as in the U.S. and Japan, more Stere-o-8 cartridges than cassettes will be sold in a market which has grown for both systems. In view of this, RCA has set up a European production center in Rome, said Ornato, to satisfy the growing demand for RCA tape product.

According to Ornato, RCA has sold over 130,000 cartridges whereas in 1967 about 25,000 were sold.

And in the first half of 1969 over 165,000 cartridges have been sold against $5,000 for the same period last year. The production capacity of RCA Italy for the second half of 1969 will be $50,000 Stere-o-8 cartridges.

Finland Launch Encouraging

By KARL HELOPALZIO

The 8-track cartridge system was introduced in Finland a few months ago but has already caused remarkable interest. Most companies involved say that it is a little early to make comparisons between 8-track and other configurations but they consider the launching has been very encouraging.

Some companies are predicting that 8-track is going to exceed reel-to-reel sales. Reel-to-reel annual import figures are almost twice the amount for records.

The price level for 8-track cartridges and playback machines is rather high, about $11, while a normal 12-inch LP costs $5.75. Playback machines are priced from $45 upward.

This means that 8-track promotion is mainly done among higher income groups rather than teen-age consumers. Custom charges favor very strongly the trade between EFTA countries, which includes England, Austria, Denmark, Norway, Sweden, Portugal and Finland as an associated member.

Efficient Promotion

The 8-track playback machines are efficiently promoted. EMI is importing its own mini 8-track machines via its Scandinavian head office in Sweden, while the Sakkola/Discom phon line, which represents RCA and Warner Bros/Seven Arts, among others, has joined forces with Radiopari to export to the EFTA countries, which includes England, Austria, Denmark, Norway, Sweden, Portugal and Finland as an associated member.

You Sell Cartridge Tapes, Cassette, Players and Accessories. And you know the market is mushrooming but you can't find a magazine that puts in on the right people.

Maybe you've wasted money on the big general magazines that cost a lot and found that they only reach a few of the people who are interested. Now... try The Glass List. It's the only magazine that caters the most complete, updated listing of the cartridge and cassette tapes on the market. It's bought, subscribed to and read by over 450,000 tape buyers and equipment owners. It includes cartridge reviews and listings make it the only magazine of its kind on the market.

Send for the facts and a free coin today. It's like sending for your one and only.

* Based on 4.2 pass-along of average SRDS circulation.
Eight-track cartridges are making steady headway on the Italian market in terms of repertoire, duplicating facilities and tape players, but the market is still dominated by cassettes utilizing the Philips musicassette system.

According to reliable industry estimates, cassettes commanded 85 per cent of the Italian tape market in 1968, followed by 8-track cartridges with an estimated 15.5 per cent and 4-track cartridges with an estimated 1.5 per cent.

Reflecting this picture, while 1968 sales of "Made-in-Italy" prerecorded tape for 8-track cartridges amounted to an estimated $65,000, 1968 sales of "Made-in-Italy" prerecorded tape for cassette amounts to $262,000—or more than three times the amount produced by 8-track cartridges.

Viewed on a purely numerical basis, the situation tends to be misleading—of the 24 Italian record manufacturers producing tape product, 19 have 8-track product, 21 have cassette product and 14 have 4-track product.

RCA's Rome Potential

The most important 8-track manufacturer and duplicator on the Italian market is RCA which duplicates and distributes the 8-track catalogs of Ricordi, Clan, Det, Durium, Tamia-Motown, POU and RGE as well as its own repertoire.

RCA's Rome facilities have a potential of over one million tape cartridges a year, according to company spokesmen.

Giuseppe Ornato, managing director and general manager of RCA SpA, says sales of RCA's Stereo-8 cartridges are going exceptionally well, with sales during the first five months of 1969 showing an over 100 per cent increase compared to the same period last year.

"As view of the present demand and future potential and the Italian and European market, our company completed its new Stereo-8 cartridge manufacturing facilities in Rome ahead of schedule," Ornato said. "The new facilities should enable us to meet present demand which we believe will soon be on a sharp rise."

Hertz Goes Stereo-8

One big recent Stereo-8 deal was the decision of the Hertz Italian rent-a-car company to equip 3,000 Fiat cars of its fleet with "Sonar" Stereo-8 players, produced by Veneto of Rome.

The second most important 8-track duplicator on the Italian market is ECOFINA of Milan which dupli-"cates the 8-track repertoires of Belsize, Everet, RCA, Mazzoli, Sciet and Tiffany, ECOFINA claims a daily productive of 2,000 musicassette and 1,500 8-track cartridges.

Mound Sabet, general man-ager of ECOFINA of Milan, Italy's second largest 8-track duplicator, is also optimistic of the future of 8-track cartridges in Italy and Europe.

"Until now, 8-track in Italy, practically speaking, meant RCA. But today many other important Italian record companies are entering the field—EMI-Italian, CGD, CBS, Ri-Fi, Fin-Cuba, Vedette, etc.," Sabet told Billboard.

"I would say 8-track already accounts for 10 per cent of the Italian market compared to less than 15 per cent a few months ago, with the Philips cassette system accounting for the remaining 80 per cent of the market, compared to the 85 per cent it held a few months ago," Sabet says, adding that the 20 per cent plus price cut in RCA Stereo-8 cartridges—from 5,000 lire ($3.76) plus tax to 3,600 lire ($2.33)—announced just a little over a month ago, should help a great deal to spur Stereo-8 sales.

Two Markets

Looking ahead, Sabet says the RCA Stereo-8 and the Philips cassette system cater to two different markets.

"The Philips cassettes are bought by those Europeans who buy Philips-type portable record players or cassetaphones which cost only 30,000 lire ($18) or so. The growth in sales of cassettes is more or less in direct propor- tion to the growth in sales of portable tape players," Sabet says.

"Stereo-8 in Europe is almost 100 per cent directed to the automobile market where players still cost at least 100,000 lire ($56). But car owners think nothing of buying six or eight cartridges at once, cartridge sales run far ahead of player sales," Sabet told Billboard.

The third most important 8-track duplicator is probably SITL of Turin which duplicates the 8-track repertoires of SAA.

Finland Launch

Encouraging

Continued from page 5-23

all companies expect to start domestic 8-track production soon.

First Finnish small car, li-
ected from Swedish Saab, is pro-
summer by Valmer Oy. However, 8-track play-
not included, because it "would come too ex-
pensive," according to a com-
pany spokesman.

JULY 19, 1969, BILLBOARD
RCA European Production Centre
RCA S.p.A. Via Tiburtina Km. 12 Rome Italy
Problem Is Delivery Of Stereo 8 Players

In terms of players, the most important Stereo-8 manufacturer in Italy, and according to company spokesmen, the largest in Europe, is Voxon of Rome. Robert Tomisi, general sales manager of Voxon, told Billboard: "Sales of Voxon Stereo-8 players have increased more than threefold in Europe over the past year."

Voxon, which says it accounts for roughly 95 per cent of the Stereo-8 player market, expects to be producing at a rate of 300,000 sets a year for autos alone by mid-1970.

"We really have no competition. Our only problem now is delivery," says Tomisi. "If we could produce twice as much, we would sell twice as much."

The Total Tape Market
 Attend the 3rd Tape Cartridge Forum August 3-6, Hotel Mark Hopkins, San Francisco, California Sponsored by Billboard / Merchandising Week / Photo Weekly

Stereo 8 Captures Imagination—And Profits—in Four-Year History

"As far as we are concerned, the pure 4-track concept in Europe is dead, supplanted and outdated by Stereo-8," Tomisi said.

"The strength of the Philips cassette system is based on the strength and influence of the Philips Group. It's a European company, and as such, got off to a running start in the European market. But as the system has its limitations, we feel Stereo-8 will gain an increasingly larger share of the market," Tomisi told Billboard, "even if admittedly our biggest slice of the pie right now is automotive Stereo-8 players."

Second Player
 A second and new 8-track player exponent on the Italian market is Stereo-Pak SpA of Treviso sull'Adda, near Milan, a licensee of Munt-Stereo-Pak Inc. of Los Angeles, Calif. Stereo-Pak officials expect to sell 50,000 tape cartridges in 1969. Stereo-Pak's cartridge catalogs, which count some 200 titles, include 4-track Capitol and Dot cartridges from Muntz, 4-track cartridges from Carisch Records and the duplicating company Ecodina, currently the 4-track licensee of almost all Italian record companies.

Other player manufacturers are seeking a companion. Fondi-Centa of Turin, for example, plans to put out its own 4 and 8-track compatible cartridge player.

"In terms of numbers of cartridges sold, our system has seen the sacrifice," Tomisi said, "and the duplication companies, like Ecodina, have now come forward with a line of products that are competitive and give the stereo system its greatest advantage."

In terms of units of sales, however, the recorded busines continues to be strong, and second only to other European markets, but almost one third of all buyers purchasing at department stores. In addition a brand-new retail business has developed which can be defined as a cartridge tape center where a fourth of all respondents buy cartridges. Four years ago such outlets were virtually nonexistent.

So far, limited efforts in some European markets have met with fair to good success. The experiences in Italy and France and Scandinavia are excellent testimonials to the opportunities which lie ahead of us. May each of you in your own way and within the framework of the peculiarities of your own market requirements take full advantage of these opportunities. In some cases economic differences may make the full development slower than in the United States and some other European markets, but come it will, and you have the chance to be there at the beginning.

Let's talk for a moment about cassette.

A Look At Cassette
 Unfortunately, we don't really know at this point in time what the full potential of the cassette as a music medium is. We do know that a large number of recorders have been sold. We do know that most of the owners of these recorders bought them initially to do their own recording. We do know that as a playback device it has neither the quality nor the convenience of either the disk or the Stereo 8. We do know, however, that some small percentage of these observers have been buying pre-recorded cassettes. We do know that most dealers in both disk and reel recorders will not accept Stereo 8 as a player. We do know that reel-to-reel recorder owners never become a solid market for pre-recorded tapes.

If we take all of these things we know and put them in the pot, stir them continuously, season with a dash of best sellers and promotion, which is dished out from exaggerated claims and then serve steaming hot—we will have a racket or just water from the river Rhine? We honestly aren't sure, but we do intend to find out. We believe there is a sufficient market to produce a profit so long as the product is priced in relation to its cost. We should like to comment briefly on the pricing aspect.

When we costed our cassettes we discovered that they cost as much as or more than Stereo 8 cartridges to manufacture. It was quite logical, therefore, to price cassettes at the same level as Stereo 8 cartridges despite the fact that competition was lower. After all, even at these prices, margins are still lower than disk and since we are in business to make a profit there was no point in competing with ourselves at the sacrifice of profits.

At least one major competitor has seen fit to follow our lead. Perhaps others will do likewise. Naturally each of you will have to determine what is required in your respective markets, but it's no fun if you can't make a profit.

We are not in the disk business, or the tape business, or the cassette business, or the cartridge business. We are in the music business—and we want to sell at much of it as we can to as many people as we can at the best profit margins we can make in any shape or form. Let us shape the new opportunities while we continue to exploit the old ones.
The 8-Track Future Never Looked Brighter

By JAMES R. GALL
Vice-president, director of marketing
Lear Jet Stereo Inc.

The future of 8-track playback equipment in all three fields—automotive, home and portable—never looked brighter.

I estimate there will be over three million automotive units sold during the 1969 calendar year and another million units composed of portables and home units.

During the past two years the introduction of 8-track portable units, operating on battery or AC, have added a brand-new market which alone could produce between 500,000 to 700,000 portable units during the year. With the increased demand for record capabilities in 8-track playback home units a brand new field has been opened which will provide new marketing impetus in the home field. It is estimated that within the next 12 months, the portable and home end of our business could easily exceed the automotive end. Lear Jet Stereo Inc. is experiencing this trend presently.

Major Supplier
Because Lear Jet Stereo is also a major supplier of complete cartridge components with

Japan Racks Up Healthy Tape Sales

Experienced observers of the Japan tape scene believe that the country is on the brink of an 8-track cartridge explosion—despite the fact that the industry is still in its infancy and that sales channels are still complicated and confused.

And they have some healthy figures to back up these claims. Total tape sales in 1968 accounted for $18,000,000. In 1967 the retail sales figure for total tape, all configurations, was $5,500,000.

Of this 1968 figure it is estimated that 87 per cent of the sales went to 8-track, 10 per cent to the cassette and the remaining 3 per cent to reel to reel tape.

However, despite the low figure for cassette, the number of cassette machines sold was higher than for the 8-track players. Which means that a lot of blank cassettes were being sold.

The reason for the increase of sales in Japan in 1968 is the same reason the world over—a new awareness of the cartridge concept.

Tapes amounted to just over 15 per cent of the total record retail sales in Japan for 1968. It is expected that in 1969 this figure will be increased to 20 per cent of the retail record sales.

And Japan estimates a figure of $15,500,000 total record sales for 1968. It's a booming market for 8-track.

Like Cartridge Tires Made of Thiokol Elastothane® Urethane Rubber

ELASTOTHANE®—the engineering rubber that started it all! Specified by Lear Jet for its Stereo 8 cartridge assemblies at the very beginning, it has proven its worth in service ever since.

Cartridge tires made of ELASTOTHANE® urethane deliver the highest quality performance at the lowest cost. New recipes have been developed that do a still better job.

Check the benefits of ELASTOTHANE®
► highest abrasion resistance
► extended tape life
► no stick
► low compression set
► no static build up
► no slippage

Call on Thiokol lor the names of rubber companies who can deliver parts—by the millions—using the most advanced formulations and molding techniques.

For information, contact Bob Sellers at (609) 396-4001.

ELASTOTHANE® urethane rubber another advanced engineering material from the widening world of Thiokol.