Heilicher in Strong Pitch For Raising LP Prices

By PAUL ACKERMAN

NEW YORK — Higher pricing of records is being urged by Amos Heilicher, giant distributor and rack jobber. Stating that this is necessary for the industry to reach its fullest potential and profitability, Heilicher said: "There is no reason to sell records at the prices they are being kicked around... This is especially true when one considers the great entertainment value the consumer receives when he purchases a record." Heilicher advised other wholesalers to adopt his points of view and "grow with the times."

The executive added: "On Feb. 1 we were raised by all major manufacturers. As a distributor and rack jobber we then suggested increases of 10 cents and 15 cents to our customers, and we have had no complaints. We suggest that the retailer adopt the following price schedules: up from $3.59 to $3.87, from $3.87 to $4.19, from $4.59 to $4.87 and from $4.87 to $5.19."

Heilicher foresees the possibility (Continued on page 90)

Pocketdisc Test for Detroit

NEW YORK — Now that the Seattle marketing test is under way, America is giving the Detroit area for its next research on Pocketdiscs. The Seattle marketing test surpassed the goal set by Ameri- com. A 20-week goal of 100,000 consumer sales was set for the test, and 100,000 consumer sales were reached in 13 weeks. A consumer survey indicated that Pocketdisc was not a curiosity buy, that the new purchase represented the sixth 4-inch record they have bought. Also indicated was their preference for making their purchases through vending machines rather than from a clerk.

RCA Swings To Cassettes

NEW YORK — RCA Records, pioneer of stereo 8 music cartridge and its No. 1 exponent, will make its music available in the cassette configuration beginning midyear. The CBS group of labels is now the only significant company not issuing cassettes.

In RCA's statement, division vice-president Norman Racusin cited mounting consumer interest in this format as being the determinant factor in the company's decision. While publicly condemning the cassette system for its record-off-the-air properties, Racusin has (Continued on page 19)

'Soul Searching' & Video Breakthrough Key NARM

By ELIOT TIEGEL

LOS ANGELES—Capitol Records president Stan Gortikov gave NARM conventionalists a sharp analysis of themselves in his keynote speech Saturday (1), suggesting they open their convention to select customers and to work toward obtaining better representation for Negro. He suggested NARM become a "forum, battlefield and laboratory" in building for a stronger tomorrow.

Gortikov urged the conven- tionees to "use NARM itself as a needed neutral arena in which to interface with your customer. Invite your customer here. Educate him. Plead with him here.... I say he belongs here because he's the one who gives and he's the one who can take away..."

Regarding obtaining better jobs prospects for blacks, Gorti- kov said: "We are too embarrassingly white here, all of us. We all must help build and mouse needed Negro skills and manpower. This should be an essential obligation and objective for each associate company and for NARM itself." Gortikov urged NARM to begin discussions with the National Assn. of TV and radio an- nouncers (NATRA) "as a re (Continued on page 89)

IMIC Getting Multiple Play

NEW YORK — The International Music Industry Con- ference is drawing multiple registrants from record companies and music publishers that includes management and their "mid-management" staffs. The Conference, which is cosponsored by Billboard and the London-based sister publication, Record Retailer, will be held April 20-22 at the Paradise Isle (Continued on page 96)

Playtape in LP Cartridge

NEW YORK — In its first major expansion since it intro- duced the four-song, 2-track Cartridge in 1966, Playtape Corp. will bow a long-playing cartridge containing eight tunes.

With all eight numbers (or its time equivalent) "rolled" from one corresponding album, Play- tape's abbreviated LP mon- 150 artificial cartridge will retail at the suggested list price of $2.99. This move marks another step in the company's plan of marketing a broad-based line containing extended play (EP), LP and two-song singles car- tridges. In addition, Playtape is (Continued on page 20)

ampex invented a whole new month to help you sell more stereo tape!

WATCH FOR DETAILS OF THIS EXCITING NEW PROMOTION IN NEXT WEEK'S BILLBOARD
NINA SIMONE.
SHE'S MAKING NEWS IN ENGLAND.

TODAY SHE'S STARTING A REVOLUTION IN AMERICA.

NINA SIMONE:
“REVOLUTION,” PARTS I & II #9730
“ Ain't Got No” and “To Love Somebody” won her 2 Silver Disc Awards. She’s got 3 hits in England’s top 40. And now, America, Nina’s “Revolution” is here.

The music is the message.
NARM as Catalyst

NARM enters its 11th annual convention with a record of sustained and solid growth, and members have noticed the pattern of the record business. They have dramatically increased the industry's dollar volume; they have opened literally thousands upon thousands of fresh outlets; and merchandising and marketing techniques have—in fact—kept pace with the creative talents who have made today's releases the hit of music

But the era of challenge is still in its initial stages. Much remains to be done before the record business can achieve full fruition. Among the tasks are the promotion of the present booking system of record buyers and jobbers and distributors who have made the past decade so eventful.

The promise of the future has already been outlined in this issue by Alex Heilicher, who envisions the possibility of a two billion dollar industry in the not distant future (see separate story page 1).

He also states that local attitudes towards pricing, in order that the industry may "grow with the times.

We agree with his view. We also subscribe to the desirability of harmonious relations among all manufacturers and distributors of the materials that make up the music business—such as electronic data processing and a universal numbering system

NARM and its members can be crucial in motivating the industry to such matters, just as they have done in the past.
Shaw CMS, ‘Superman of New LP’s’

BY FRED KIRBY

NEW YORK—Eight George Bernard Shaw recordings, including two multiple sets, are included in the 14-album late winter release of CRM Records, a spoken word line. The albums are the first under a licensing agreement with E.R.A. Records of Britain. Leon Golovner, secretary-treasurer of CMS, which he operates with his partner Irving Tepper, explained that the Shaw project should cover the complete recorded works of Shaw, except for the plays. All 92 Shaw titles, all read by Robert Shaw, are planned to be released, the latter is an essay.

The release also includes the second and third volume of a projected complete Edgar Allen Poe short stories series, and the first volume of a collection of Greek myths with a translation that seeks to retain the classical meaning of the original material. Completing the release are an album of President Richard M. Nixon’s inaugural ceremony, and an album of “The Lariat.”

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Ross Buys Out Final 50% Of Scepter

NEW YORK—Murray Ross, president and part owner of Groc-Pric Premium Albums, has bought out his two partners from Florence Greenberg of Scepter, and the two will merge with the Columbia LP sales background up more than $525,000.

The terms of the agreement, GPA will be distributed for five years through Scepter’s Harry White, who established by Ross and Mrs. Greenberg’s record albums in the line’s catalog, including released “Great Mr. Golovner explained.

In addition to operating GPA, Ross is president of Idea Plann- ing and marketing consulting agency.

Doors and Assn. Disks Get Gold

LOS ANGELES—The Record Assn. of America has elected its single, "Touch Me," by the Doors, and Warner Bron-Seventy Art's album, "The Glenmary Boys’ Hymn Book,” for a gold record. The Promotions Association has earned the two previous gold albums, “In- Sight” and "And The World Comes the Association," and three gold singles, "Cherish," "Go Now," and "Tell Him," is being the association's new president.

The Doors have previously earned gold albums for "The Doors," "Strange Days" and "Waiting for the Sun," and gold singles "Light My Fire" and "Soul Soldier" and "Light My Fire." The Promotions Association has earned the two previous gold albums, “In- Sight” and "And The World Comes the Association," and three gold singles, "Cherish," "Go Now," and "Tell Him," is being the association's new president.

Ansermet Dies, Conducting Great

GENEVA—Ernest Ansermet, conductor and pianist, was succeeded in his post as conductor of the Geneva Opera on Feb. 20. He was 86. Ansermet, whose extensive list of recordings includes the world premiere of London, specialized in Debussy and Ravel, and also was known for his fine work with 12 composers from baroque to modernism.

During his more than 20 years as an exclusive London artist, he conducted the annual mea- sures of the London Philharmonic and the London Philharmonic Orchestra, Sir Edward Elgar, and the London Symphony Orchestra. The Promotions Association has earned the two previous gold albums, “In- Sight” and "And The World Comes the Association," and three gold singles, "Cherish," "Go Now," and "Tell Him," is being the association's new president.

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The original cast album of "Dear World" is a theatrical event all by itself.

It has everything that's looked for and listened for in a lavish Broadway musical.

And it has Angela Lansbury!

"Miss Angela Lansbury's performance in 'Dear World' is a memory worth treasuring."
—Barnes, N.Y. Times

"'Dear World' has two cherished gifts no other show on Broadway can claim. It has magic. And it has Angela Lansbury, who knows how to use it. She turns the craft of acting into the immortality of art."
—Rex Reed

"Angela Lansbury croons, chortles, and cavorts with a raffish gallantry"
—Time magazine

Angela Lansbury and the entire Broadway cast of "Dear World" step off-Broadway only for Columbia Records and Tapes.
LOS ANGELES — Broader repertoire coverage is being developed at Impulse and BluesWay, now administered from Beverly Hills by general manager Howard Stark. “We are looking to go more funky with Impulse,” said Stark, “while also starting to use outside producers.” Stark speaks of getting “the groove thing” out of the “down-home” groove, though the ABC Records jazz specialist will continue to record and support avant-garde musicians.

Impulse’s leading personality was the late John Coltrane, an improvizer and blues musician. Other “free form” jazzmen on the roster include Idris Muhammad, Alex Sipi, Pharoah Sanders and Ornette Coleman, all in the Coltrane tradition.

Another experimental musician, Emil Richards, has also joined the company. For Impulse and BluesWay, is now producing a number of Impulse acts as a free-
Betcha $8950.36
we can do it again.

Our ante.

In '66, we defied The Rolling Stones. We bucked The Beatles. We dared Dylan.
And we came out smelling like a million. Cash. We did it with The San Sebastian Strings,
a deliberately aggressive stride into quote good music unquote.

Now, in '69, Warners defies Jimi Hendrix. We take on Led Zeppelin. We stir against Cream.
Hell, we may even challenge The San Sebastian Strings.

Think us too ambitious? Before you ante up your $8950.36, friend, a few words of warning:
KJR, WDRC, WNEW, WGN, KOL, KSFO, WCAO, KMPC, WHK, KGIL, WSAI, WKDA, WOKY, KLIF.
All are helping sell the first Neon Philharmonic single, MORNING GIRL.

It's from the new Warners album, "The Moth Confesses," which cost The Neon Phil
$8950.36 to produce. That's our ante.

For once, beat your kids to something groovy.
Credit Watchdog Enlists 24 Cos

LOS ANGELES—The National Recorded Sound Credit group, formed in October, has so far enlisted 24 member companies to keep an eye out for bad credit risks. Eight companies initially helped form the organization. Credit managers from firms across the country send in a analysis of paying A Country Label Set Up by AlCee

WAL LINGTON, N.J.—Chereylane Records, a country label, has been set up by AlCee Enterprises International, which also owns Infinity Music Publishing (EBM) and AlCee Publishing Co. The label is signed include Hank Michaels and the Western Strings, Johnny Erson and the Entertainers, and Skagpael Nationalwide distribution and for- sub-publishing and distribu- diation rights are being set up.

CLUB REVIEW

Gary Launches Full-Scale Musical Invasion at Plaza

NEW YORK — RCA Rec- ords artist John Gary opened a three-week engagement at the Hotel Plaza’s Peninsula Room on Feb. 26 with a performance that traveled musically from the lower depths of despair to the heights of optimism.

His wide-ranging, full-scale drive into the song spectrum was embodied by hard work and di- rectorship and served to tackle high and low registers with equal domination and distinc- tion. Much like a boy archi- tect building imaginative castles, Gary, with his boyish charm, constructed his own "Place for Us," as he turned the Peninsula into a "West Side Story" and "The Student Prince," and "Softly." He sang "Where Did the Day Go?" with a tragic design not often achieved for his further pleasure.

His act, in general, was flow- ing. Even his comedy-styled imitations of movie stars singing "All the Things You Are," had a self-contained rhythm. It served as a buoyant catalyst for singing "Little Green Apples," "Get a" and "Malaguena Sala- croso," to which he accom- panied himself on the guitar. His tone on the latter tune was like being served as part of the main course. His musical di- rector and pianist, shone in both posts. ROBERT SOBEL

Jerry Fuller, left, West Coast ad/producer for Columbia Records, reviews, "the last year to Jack Gold, Columbia vice-president for A&R. Four of the awards for million-selling singles were for the Packets and the Unicorn Young Girl," "Lady Willpower" and "Over You." The fifth was for producing O. C. Smith's "Little Green Apples." D.C. Hi-Fi Show

By MILDRED HALL

WASHING TO N — The Washington Hi-Fi show held here recently proved beyond question that recorded sound is in itself a major recreation in this country. More than 22,000, 000 people passed through the Hi-Fi music show held in the city’s largest hotel, the Sheraton Park, during two and three straight patiently moved down the long lobby as nearly 1,000 visitors an hour managed to circu- late through the more than 80 rooms of display space—equipment—components, consoles, compact systems, and the latest in automobile high fidelity sound prod- ucts.

One of the most striking as- pects was the youth of the crowds—young people in their 20’s poured in, while in pre- vious 10 years of showing, hi-fi buffs were in later 20’s and even more in the 30’s.

Teresa Rogers, president and manager of the show, was de- servedly proud with the show’s success—claimed to be the larg- est in the country. Plans for the 1971 show are already in the making.

The electronic marvels of the exhibits, the outpouring of the sounds and the glamour of the cabinetry were almost upstaged by the newness of "Hi-Fers" that played at standing room only. The seminars were con- ducted by members of the FCC, the Audio Engineering Society, the IEEE, interior decorators, and veterinarians who answered questions by put the knowledge into everything from multiplexing on an FM station up to staging a record collection at home.

The Hi-Fers undoubtedly_lettered—repeated—and probably picked up by other trade ex- hibitors in the sound field, to round out the individual talks between individual visitor and demonstrator. The seminars provided a forum where the audience not only benefited by the answers, but also from each other’s questions.

Tableau showed that en- gineering has added further re- finements to what is already near-infinite range of the component and consoles in the home. Compact equipment—both buff and players are almost proof-against careless owners. A new trend is the compact design for current fluctuations at the wall socket. A revolutionary three channel stereo system has shrunk the large speakers to about the dimensions of a shoe box with no loss of depth or richness in sound.

The manufacturers of the rec- ordings have put music of every possible choice in every possible package. Comfortable conveniences in tapes and cartridges for car, for home, for unattended remote control, for recording.

During the Feb. 14-16 run of the show, every possible taste was accommodated, from movie and show music to historic track of our times, read- ings from literature, opera, the symphony, rock and roll music, jazz, and classical music, the audio hobbyist, the family hobbyist, the Father of music, and the water-hobbyist.

The nation’s capital is known among entertainers as a per-former’s no-man’s-land. But let the performance go on record, there is no sound-recorder’s paradise.

March 8, 1969, BILLBOARD

Career Opportunities with PICKWICK INTERNATIONAL, INC.

SALES/MANAGEMENT/PROMOTION/PREMIUM CHILDREN’S RECORDS/TAPES MUSICAL INSTRUMENTS

A number of excellent key positions are developing in various aspects of our business. They will offer outstanding growth for experienced and aggressive men looking for a real future. If you want a challenging development contact .

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Parade Heralds Opening of Pittsburgh Station WIXZ

PITTSBURG — Amid pop- ular enthusiasm for the first of a parade, the Top 40-for- mated WIXZ began broad- casting here Saturday (1) at noon. Program director George Brewer actually had an on-air program for four years, for- merly known as WMCK, Thurs- day at 9 a.m. when a robot-ized personality "took over"

Lucas Moves to Bigger Quarters

NEW YORK — David Lucas has moved his multimedia opera- tions to bigger quarters at 320 West 46th Street. The new quarters will include offices for the company, conf- erence room, film works, six offices, rehearsal studios and a recording studio. The studio will have new pianos, tape decks and sophisti- cated electronic equipment. The facilities house David Lucas Audio, TV and radio com- mercial production firm; D’Lisa (ASCAP) and Pasmor- bichon (BMI), Lucas’ publishing divisions; and Sata Fortu Assurances Ltd., his record production company.

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921

None
Not Good Enough.

From Trini, you expect more. Not half a hit, the whole enchilada.
So, desiring the whole enchilada, we went and got Boyce and Hart to produce Trini.
They did it. The whole enchilada. It's called —

Come a Little Bit Closer.

"Come a Little Bit Closer" has the sound of now. Get that? Now.
We've heard "Come a Little Bit Closer!" It's told us we can stop waiting. Trini's got his next hit.
Your copy's available. Now. Get that?

This, like all of Trini's enchiladas, is on where it belongs.
Continental Investing Corp. has agreements with certain large service companies to offer Warner Bros. outstanding shares at a special four-for-one stock split of all containing material from the songs; Terry Gillyson, who wrote "Bare Necessities".

TIC Buys Hurok Concerts

GRT Approves 4 for 1 Stock Split & Increases Common

LOS ANGELES—General Recorded Tape (GRT) approved four-for-one stock split of all outstanding shares at a special shareholders meeting Feb. 25 in Palo Alto, Calif. The stock split will be effective March 12.

Included in the company are the four volumes of blues on the Legendary Masters Series containing material from the Imperial and Aladdin vaults, much of it never released.

GRT Approves 4 for 1 Stock Split & Increases Common

Lowery Aids Young Writer

LAKEWOOD—Lowery has announced that it has received a national deeded program to aid new songwriters around the country.

LOWEY AIDS YOUNG WRITER

ATLANTA—Lowery Music has been named by RCA Records as deeded program to aid new songwriters around the country.

Aided Programs—Lowery in New York has a new program to aid new songwriters around the country.

TIC Buys Hurok Concerts—Expansion Plans Rolling

NEW YORK CITY—Transcontinental Investing Corp. has acquired Hurok Concerts, Inc. Sources reported that the concert and management firm will continue as president and chief executive officer of the new Transcontinental subsidiary.

TIC Buys Hurok Concerts

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TIC Buys Hurok Concerts

Sunset Into Own Grooves With100G Cutting Budget

Sunset Into Own Grooves With100G Cutting Budget

SMITH ON OWN

—FormS Firm

LOS ANGELES—Dallas Smith, Liberty Records a.c. producer, has resigned to form an independent production, record and publishing company.

Smith on Own—Forms Firm

Siber, Laurie Get Religion

NEW YORK—Larry Spier and Laurie Records are bringing religion into the pop singles marketplace. The religion is "The Church on the Corner," which Spier is producing and which is being recorded with the Sound of Six. Laurie records for the Funk Brotherhood. "Church" was a hit in Sweden on the RCA label featuring singing folk group written by Sven Lindhull. B.J. Allen wrote the English lyrics.

Siber, Laurie Get Religion

Gimbel Takes On Scoring of Films

LOS ANGELES—Lyrick Norman Gimbel has moved into the film songwriting field. He has written a couple of little songs from two MGM pictures, "A" for America, with collaboration with Manuel Dinica and "Little Sister" with Peter Matz. Among the songs are three themes with Lalo Schifrin, "The Brotherhood," "Buddha," and "The Buddha," and he wrote lyrics for a new animatic that was produced by Carl Reiner, "The Toll Booth," for which Lee Pockriss wrote the music. Gimbel takes on scoring of films by putting together a musical film of "Captain Courageous" which has not yet been placed with any studio. Two of Gimbel's new creations with Anthony Carolos Libim were recorded last week by Frank Sinatra.

Gimbel Takes On Scoring of Films

DYLAN & CASH 'HAPPENING'

NASHVILLE—Bob Dylan and Johnny Cash last week recorded a dozen duets at Columbia Studios here, one of which will appear on Cash's next album.

DYLAN & CASH 'HAPPENING'

BILLY JAMES & LUCY JAMES COVINGTON

MARCH 8, 1969, BILLBOARD
A NEW ERA FOR ERA

THE SOUND ON THE MOVE

Available for the first time! These sensational packages in stereo albums and tapes
(8-track cartridge, 4-track cartridge and cassette). The Golden Era series (45 singles) great
new releases including recordings by Chris Montez, Richard Barry, The Sixteens,
The Beach Boys and many more.

Attention Record Distributors, some areas still open.
Attention Tape Distributors, many areas are still open.

AVAILABLE FOR THE FIRST TIME

These sensational packages in stereo albums and tapes
(8-track cartridge, 4-track cartridge and cassette).

ALL-TIME ORIGINAL HITS BY THE ORIGINAL ARTISTS

Golden Era series—Vol. 1
ET8-VOL. 1—ET4-VOL. 1—ETC-VOL. 1—
Selections include Wayward Wind—Hey Little One—
Sacred Doll House—Mr. Custer—Birds And
The Bees—To Know Him Is To Love Him—
Mission Bell—Suddenly There’s A Valley—
Tall Oak Tree—Cinco Robles—So This Is
Love Golden Era series—VOL. 2 ET8-VOL. 2
ET4-VOL. 2 ETC-VOL. 2 Selections include
Let’s Dance—Gee Whiz—Mule Skinner Blues—
Heart & Soul—Cinnamon Cinder—Have Love
Will Travel—Alley Oop—Surfin’ Bird—
Honest I Do—Happy Birthday Blues—Arrow Of
Love—Ain’t Gonna Kiss You No More Golden
Era series—VOL. 3 ET8-VOL. 3  ET4-VOL. 3
ETC-VOL. 3 Selections include Louie Louie—
Death Of An Angel—Some Kind Of Fun—A
Casual Look—Birds And The Bees—No More—
Diamonds And Pearls—Liar Liar—A Thousand
Stars—I’ll Make It Easy—A Casual Kiss—
Six Days On The Road—Dorsey Burnette’s
greatest hits ET8-100 ET4-100 ETC-100
Selections include Hey Little One—Suddenly
There’s A Valley—Tall Oak Tree—Wayward Wind—
Swing Low Sweet Chanet—Big Rock Candy
Mountain—California Guitar—Phil Baugh
ET8-101 ET4-101 ETC-101 Selections include
Girl Watcher—Little Green Apples—Hey Jude—
Harper Valley PTA—Those Were The Days—
Gentle On My Mind—By The Time I Get To
Phoenix—The Incredibles’ Heart & Soul
ET8-101 ET4-102 ETC-102 Selections include
Heart & Soul—For Sentimental Reasons—
I’ll Make It Easy—and their newest hit single,
Standing Here Crying—Confession Of A
Las Vegas Loser—Paul Gilbert ET8-103
ET4-103 ETC-103—Comedy album 12 Hilarious
sides by one of Las Vegas’ funniest comedians.
A must for the Vegas crowd. Herb Newman
presents AM FM E8803 ET8-113 ET4-113 ETC-113
great dance and mood instruments for
those who love new treatments and concepts
in music. Some of the selections are:
Promises, Promises—For Once In My Life—
Aquarius—Turn Around—Look At Me—Impossible
Dream—and other outstanding hits. Sing
along with Breezy all time favorites for
children ET8-104 ET4-104 ETC-104 selections
include Pop Goes The Weasal—Twinkle Twinkle—
Old MacDonald—and other children’s classics
sing along with Breezy famous folk songs
ET8-105 ET4-105 ETC-105 selections include
Skip To My Lou—Billy Boy—Old Smoky—Blue
Tail Fly—and other children’s classics.
Sing along with Breezy a song trip around the
world ET8-106 ET4-106 ETC-106 Selections
include London Bridge—My Bonnie—Yankee
Doodle—and other children’s classics. Sing along with
Breezy children’s party songs ET8-107 ET4-107

ETC-107 Selections include Little Brown Jug—
Loopy Loo—Three Blind Mice—and other
children’s classics. Sing along with Breezy
songs of Christmas ET8-108 ET4-108 ETC-108
Selections include Jingle Bells—Silent
Night—Deck The Hall—and other children’s
classics. Cassietta George sings favorite
hymns—gospel ET8-109 ET4-109 ETC-109
Selections include The Old Rugged Cross—
Were You There—Softly And Tenderly—and other
gospel classics. Cassietta George sings
Walk Around Heaven ET8-110 ET4-110 ETC-110
Selections include Walk Around Heaven—
Happy With Jesus—He Saved Me—and other
gospel classics. Cassietta George. I Must
Tell Jesus—ET8-111 ET4-111 ETC-111 Selections
include I Must Tell Jesus—Walk In Love—
Oh How I Love Jesus—and other gospel classics.
Harold Bowen Counting My Blessings Gospel
album ET8-112 ET4-112 ETC-112 Counting My
Blessings—The Lord Will Provide—My Religion
Is Real—and other gospel classics.

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HO 6-2161, HO 6-1464.
Hollander, Electronic Piano Simply Grand

NEW YORK — Lorin Hollander and the new Baldwin electric concert grand piano proved their points at Fillmore East on Sunday (22). Playing a classical program ranging from Bach to an original composition, Hollander was in excellent form. And the audience responded with enthusiasm, as if they had not yet mastered the instrument in the key to acceptance of the classics by youth.

Dressed informally, Hollander rapped with the audience on the composers and musicians involved. He then launched into the composition. The piano, designed for halls and other facilities where acoustics are not ideal, nonetheless maintained its pitch and sonority at actual sound levels, keeping its upper range. The audience's enthusiasm at the East Village Theater was remarkable.

Schubert's "Sonata in A, Op. 120" was sensitively performed with the sprightly last movement glowing. After a warm dedicate Bach "Inventions," Hollander performed Prokofiev's powerful "Sonata No. 7." His own "Up Against the Wall" displayed some of the increased capabilities of the piano, but, despite its power and fury, was reminiscent of the work.

Also performed well were Ravel's "Jeux d'eau" and Debussy's "Feux d'Artifice." For the 24-year-old veteran artist demonstrated the colorful aspects of these impressionistic compositions.

As an encore, he played the contrasting "Jesus, Joy of Man's Desiring" of the piano, but, despite its power and fury, was reminiscent of the work. FRED KIRBY

Butler Flys High In Cool Fashion At Village Gate

NEW YORK — Jerry Butler scored impressively as he opened a two-weekend stand at the Village Gate on Feb. 21. The bluesy arty artist handed over his rumbustious rhythms and ballads in his lifting style.

One of his songs was "I Don't Want to Give You Up," in which he successfully drew audience participation. The audience also participated in his stirring closing selection: "America," with its rousing, popularly cool (a tradmark) in "The Look of Love," "Little Green Apples" and his Mercury hit "Lou" also were high spots.

Butler performed with a large, capable instrumental group, and four backup singers. The show opened with Esther Marrow, a promising young soul singer. FRED KIRBY

Burrito Brothers Are In Fine Country Style

NEW YORK — Country-style Punk-rocker Steve Paul's Scene on Sunday (25) in the person of the Flying Burrito Brothers, one of the new A&R artists brought the act in splendidly.

With a nucleus of three former members of the Byrds, the opening night set the tone of their opening turn as they did Buck Owens' "Close Up the Honky Tonks" Grant Parsons, a former Byrd, handled lead vocal chores in fine style, usually assisted by Chris Hillman, another former Byrd.

Toledo Next Stop For Eddie Harris

DETROIT — Atlantic Recorders' Eddie Harris follows his stint at Baker's Keyboard here with a five-day engagement at the Electra Club in Toledo opening Jan. 31. The first in the South in Atlanta's La Carrousel Club, March 14-22. After several college dates, Harris opens at New York's Village Gate on April 18.

William Clarke, also formerly of that Los Angeles folk-rock group, was steady on drums as Chris Ethridge on bass, and Parsons and Hillman on rhythm guitar. A key to the instrumental sound was a performer only identified as Snizzy Pete, who played a fine lead on pedal steel guitar.

The Archie Campbell-Loren Mann "Dark End of the Street," followed with the next being a medley of Willie Nelson's "Unido the Right" and The Wilburn Brothers' "Somebody's Back in Town." Another country number was George Jones' "She Once Lived Here."

But while the material was clearly country and country-flavored, the backing often was stronger than in standard country interpretations. Parsons' feel for the lyrics and excellent voice, however, maintained the country impression.

Parsons switched to organ for two of the group's original numbers "Hot Burrito 1" and "Hot Burrito 2. " "Sin City" and "That Old Town" were other original songs. Roy Orbison's "Dream Baby" was a solid closing number.

The Flying Burrito Brothers' first A&R album is due early this month, would seem to have a bright future with country music becoming one of the day's "in" sounds. Betty Carter, a veteran blues singer, also was on the bill.

FRED KIRBY

MANNY KELLEM, left, presents a copy of his recording of "Jubilee Joe" on Met romedia Records to Jay Garrin, star of the new musical "Red, White and Maddox." The song is the recurring theme of the musical.
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BLUE HORIZON means the best in English Blues.
NEW YORK — Garry Sherman's "Idioms," for rock instruments and orchestra, made its world premiere Feb. 23 at Philharmonic Hall. Unfortunately, it was the only ray of light in what could have been an exciting exploitation into music exploration.

Intended as one in a series of experimental concerts designed to fuse various musical forms from baroque to rock, this concert included Bach's "Suite No. 3," two rock numbers and two poetry readings, in addition to Sherman's work.

Joseph Eger conducts the New York Concertante of the Symphony of New York. Representing the rock elements of the evening were the New York Rock and Roll Ensemble, a group which has garnered a widespread reputation for this type of multi-media performance. The NYRRE ensemble records for Ato Records. "Images," is a serious composition designed to draw the rhythmic elements of rock within the classical context of a symphonic orchestra. In essence, Sherman proposed to give classical music a beat without demeaning its own qualities.

Sherman's endeavor worked straight to its target, blazing a trajectory which smacked of brilliance. The music was bright, exciting and well textured, with masterful interweaving of its stated components. "Idioms" was more than an experiment, for it worked as a precise time watch.

But even more important than its performance alone, "Idioms" breathes hope to the future of traditional classical music. While many 20th century composers have experimented with atonal and synthesized music, Sherman has successfully taken traditional forms and restructured them, maintaining at all times a classical format. By inserting contemporary rhythmic motifs, he fractures the wall separating long-haired music from the sounds associated with today's generation.

Unfortunately, the other four performances on the program served not to bridge the generation gap, but to magnify it. For the opening piece, the New York Concertante performed Bach's "Suite No. 3" in traditional style, with the NYRRE reworking the piece in a contemporary vein. While many of Bach's works have achieved highly successful interpretations by jazz groups, the NYRRE did very little with "Suite No. 3."

Capping the evening was a reverse fare, with the Concertante rendering its classical version of NYRRE rock tunes. This proved an immense tactic, as the NYRRE's performance and material were far below par. The Concertante compounded the farse with seemingly awkward orchestral arrangements.

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RCA's Cassette Entry
Not Big Buying Factor
by HANK FOX

Ripples of the RCA cassette announcement will spread far upon the waters of the tape CARtridge industry. But after the initial impact settles, its ramifications will be more psychological than economical. And even these consequences will have little effect on the consumer level.

For the most part, the 8-track-cassette warfare has flared as an intra-industry battle, with only minimal seepage to the public. Assure retailers of both hardware and software have promoted both configurations—each type dependent on the disposition and needs of individual customers. With few exceptions, hardware and software manufacturers supply both configurations.

Realistically, consumers are not beating down store doors demanding RCA product as a criterion for their buying cassette equipment. There is enough product of both configurations in the market to squash availability as a major—or even minor determining factor—for most customers. In short, the vast catalogs and current releases of both RCA and Columbia are not sufficient to offset or propel any move to either 8-track or cassette at this late date. It is just intelligent marketing on the part of RCA to offer cassette, if, as its division vice-president Norman Racusin now says, the market warrants it.

Driven by the automotive market, 8-track tape cartridge sales have, and are continuing to soar.

Industry sources put stereo 8 sales for 1968 at about $175 million. And according to highly reliable reports, cassette sales, which had been coasting for most of 1968, began a dramatic takeoff during Christmas. Whether this will continue through 1969 is not known.

In his statement regarding RCA's cassette entry, Racusin cited RCA's stereo 8 sales as running 80 per cent ahead of last year's figures for the first two months of the year. And with similar reports from other duplicators, 8-track cartridge sales are not about to nosedive or even plateau.

In effect, RCA's entry in cassettes puts both systems on an even keel. Stereo 8, with its primary strength in the automotive market, is striving for a slice of the home and portable pie. Cassettes, on the other hand, with its portable market force, seek a foothold in the automotive and home fields.

For the foreseeable future, however, both systems will thrive together. Competition breeds sales, but the battle lines will be drawn by advertising and promotions, rather than by adamant ideologies. It should be the equipment manufacturer, however, not the record label, tape duplicator or music retailer to take sides.

In the words of one industry leader, "If the public wants music on paper towels, we'll supply music on paper towels."

RCA to Offer
Its Product on
Cassette Mart

*Continued from page 1*

said that if the demand for pre-recorded cassette tapes warranted RCA's involvement in that field, it would enter. Apparently, the system's high Christmas volume signaled RCA executives to make their move.

To protect its 8-track interest, RCA will set its cassette distributor and retail prices on par with that of its 8-track tape cartridge product. All other marketers offer cassette at a basic retail list price of $5.95 (51 less than its 8-track equivalent).

NAL IN NEW LATIN MOVE

NEW YORK—North American Leisure has made another move into the Latin market. NAL has concluded a deal with George Goldner's Cotique label of 26 titles. This brings NAL's Latin catalog up to 40 titles from such other labels as Kapp, Speed and Crescendo.

W-7's Lee Holding
Talks in London

NEW YORK—George Lee, vice-president and general manager of Warner/7 Arts Music, is in London for a series of meetings with Mike Maltland, president of Warner Bros./7 Arts Records. Lee will also meet with company licensees on the Continent.

Lee recently concluded tours dealing with Led Zeppelin, the Penangle and Carrioune.
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MUSIC CITY SALES DEPT.
TO GO SELF-SERVICE

THE LATEST IN TAPE AND CASSETTE STORAGE

Dot Analyzing Releases
By ELIOT TIEGEL

LOS ANGELES—Dot is taking a cautious approach to releasing its 8-track cartridge product, being handled by its own distributors. Having recently issued its first 17 titles under its own marketing aegis, the company will analyze sales reactions and distribution patterns before planning its next move.

DISNEYLAND TO 8-TRACK, CASSETTE WITH KID LINE
By BRUCE WEBER


Disneyland plans to market, merchandise and distribute its line through its regular record outlets and rack jobbers. The company will also seek additional distribution outlets.

The only previous Disney involvement in cartridge tape was with Playtape. Disney's first package, a limited amount of product, was made available in 1967, and through RCA, where several original cast soundtracks were released.

Disney's Playtape selections sold in conjunction with a Disneyland 2-track player.

MUSIC CITY SALES DEPT.
TO GO SELF-SERVICE

LOS ANGELES—Music City will convert its tape sales department into a self-service operation. The six-store chain keeps cartridges in stock rooms. Customers check through a catalog, then a clerk goes into the stock room to get the product.

The chain estimates it can triple its tape sales by introducing self-service. A large room or area will be converted to hanging wall racks. The first location scheduled for conversion is the Lakewood store in the South Bay area of the county. "This is the easiest store to convert," explained Ethan Caston, a Music City vice-president. The switchover is scheduled for within the next few weeks. "We'll watch Lakewood to get the kinks out of the operation and then convert all the other stores at the same time.

Our main problems will be policing and controlling the flow of people around the store.

The stores will stock all configurations in the department, with two exceptions: Playtape and mini-cartridges by Liberty and Ampex will be placed in other locations. Playtapes will remain around single records because the company feels it is a teen-age, low-cost item. Mint, or 51 98 cassettes will be kept near check-out counters, because they are a good impulse item, Caston believes.
THE

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T. TEXAS TYLER
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Sensation Rag
Mack The Knife

LOUIS ARMSTRONG
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That's A Plenty
Drop The Slack
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THE DUKES OF DIXIELAND
Bill Bailey (Please Come Home)
Wolverine Blues
Mocking Bird
Maple Leaf Rag
Dixie

LOUIE ARMSTRONG
Star Dust
Darn That Dream
Tracking Problem

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"TIGER RAG" and ALL THAT JAZZ
NL 206-81602

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Sweet Georgia Brown
Basin Street Blues
Oh Didn't He Ramble

LOUIS ARMSTRONG
Panama
Dr. Jazz
Old Kentucky Home
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Tonight

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Down By The Riverside
Georgia Camp Meeting
That Da Da Strain

LOUIE ARMSTRONG
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Lazy Thoughts
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"DIXIE" and ALL THAT JAZZ
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LOUIS ARMSTRONG
Dixie
Jelly Roll Blues
Panama
Sweet Georgia Brown

AL HIRT
St. Louis Blues
Fidgety Feet
Down By The Riverside
Battle Hymn of the Republic

THE DUKES OF DIXIELAND
Boo-Boo Street Parade
South
Hot Time In The Old Town
Tonight
When The Saints Go Marching In

LOUIE ARMSTRONG
The Man I Love
And The Angels Sing
One Step From Heaven
Flying Home

DUKES-HIRT-ARMSTRONG-HAMPTON
"THE EYES OF TEXAS" and ALL THAT JAZZ
NL 206-81604

THE DUKES OF DIXIELAND
The Eyes Of Texas
Washington and Lee Swing
Wait 'til the Sun Shines Nellie
South Rampart Street Parade

AH HIRT
Bill Bailey (Please Come Home)
Just A Closer Walk With Thee
Lonesome Road
Lullaby of Birdland

LOUIS ARMSTRONG
Shakin' At Sunrise
Chimes Blues
Frankie and Johnny
I Ain't Got Nobody

LOUIE ARMSTRONG
Blues For Stephen
Lazy Thoughts
Just One of Those Things
Hamp's Boogie Woogie

WINDOW STREAMERS INCLUDED WITH PRE-PACKS OR BULK

the sound is great on

NAL SUPER STEREO-8 TWIN PAKS
SCHEIDT: MOMENTS — BERGEN. E. A. • JEROME. • H. J. (PS 820) (L)

The big country hit of "Humble My Dreams Come True" serves as a stunningly arranged, well-written song by Jack Queen. "That's What I Tell Myself" and "Take My Hand for Archie" are great. "The Lonely" and "Then You Can Tell Goodbye" are good. This is another sterling album by Queen.

GERTRUDE, PIANO CONCERTO — Maurice Ravel, London, CC 7060 (L)

Although his current singles hit isn't very high, Jimmy Dickens has definitely come under replay and live sketchs, in which he is a master of his craft. His vocal style has grown on him in the last year. His latest album "Light My Fire" is a must for any country fan.

CLASSICAL

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Columbia Pictures and Carl Foreman congratulate JOSÉ FELICIANO on his 4 Grammy Award nominations

"Album of the Year"
"Best New Artist"
"Best Contemporary-Pop Male Vocal Performance"
"Best Instrumental Performance (Non-Jazz)"

...and take great pride in his singing of 'Old Turkey Buzzard' in the forthcoming motion picture "Mackenna's Gold"

**"Old Turkey Buzzard", music by Quincy Jones and lyrics by Freddie Douglas. Sung by José Feliciano on the "Mackenna's Gold" soundtrack and on the RCA soundtrack album.**
ATTENTION, JOBBERS & DISTRIBUTORS
The newest and fastest selling Tape Cartridge Cases are available at Le-Bo

TA-52 Deluxe Tape Cartridge Case—Holds 15 cartridges

TA-54 Deluxe Tape Cartridge Case—Holds 24 Cartridges

COMPACT CASSETTE CARRYING CASES

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COMPACT CASSETTE CARRYING CASE
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CAT. No. TA-58
COMPACT CASSETTE CARRYING CASE
Attractive inexpensive case for cassettes. Heavy duty nylon. Available in black and white. Holds 12 cassettes in individual slots. A must for every cassette owner. Packed 12 per carton
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It's available three different ways:
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TAPE CARTRIDGE CARTRIDGES

Because it breaks the Cassette Price Barrier!
Each cassette carries a written performance guarantee
See that new tape path? Around fool-proof moulded posts — with no more metal pins and rollers! And note the fail-safe hub. It has a plastic retainer to give positive hold on leader and tape. But — best of all — want to hear the low price? Call us —
- All standard lengths
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- Private labeling
- Display counter packed
- Head cleaners, too
- Smoke-tinted plastic
- Pre-loaded for duplication

World's Oldest and Largest Manufacturer of Tape Cartridges

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Cherry Hill Industrial Center
Cherry Hill, N. J. 08034

MARCH 8, 1969, BILLBOARD
See You at NARM, Penthouse Suite...
Freedom, Flexibility Put Chicago In Commercial Groove Forefront

By EARL PAIGE

CHICAGO — The production and personnel of Chicago commercials here is attracting more creative talent because they're realizing a better combination of creative freedom and flexibility in making commercials. These two factors have led to the rising importance of Chicago for commercial talent. "The key is in the management," says Jerry Swayze of Dick & Marvin. This is an agency that is involved in between 400 and 600 sessions a year.

While going over a list of over 1,000 commercials that Dick & Marvin have produced for the past year, Swayze said: "People often fail to realize that Dick & Marvin is a true commercial company. Commercial work is done here out of necessity because New York doesn't know everything we're doing."

Swayze said that Dick & Marvin, headed by the two partners, is a few of the top clients: A.B.D.O., writer-producer Spencer Fuller, American Oil, Betty Crocker, Borden, Budweiser, Campbell Soup, Cheseboro & Company, General Mills, Hamm's brewery, Kellogg's, Kraft Foods, Marboro, Mutual of Omaha, Pabst Blue Ribbon, Phillips, Randolph's, Reynolds, United Air Lines, and Zenith.

"The major portion of Marx's commercials are produced throughout the year. Dick & Marvin has a new Mountain Dew commercial for BBDO&O and was in the first Beatles singles albums. Dick & Marvin is working on music for an International Paper Co. commercial for Olighb & Mathers. Bob Cos of Ogilvy & Mather is the art director on the latter project; Mary Ann Behr is the writer. Working with Grant and Martha in production features the Marx Syn-

Grants & Murtaugh "Dew" Right

NEW YORK — Grant & Murtaugh Productions, commercial producers firm key by composer John Murtaugh and producer-director Frank Grant, is handling the production of a new Mountain Dew commercial for BBDO&O and was in the first Beatles singles albums. Dick & Marvin is working on music for an International Paper Co. commercial for Olighb & Mathers. Bob Cos of Ogilvy & Mather is the art director on the latter project; Mary Ann Behr is the writer. Working with Grant and Martha in production features the Marx Syn-

Commercials

Commercial

Lucas Gives Fanta Promo Flavor

By CLAUDE HALL

NEW YORK — The Marsch- chalk Co., representing Coca- Cola, is producing the Fall of the Promotional Fanta commercials which starts with David Lucas Associates to do the music for a major U.S. pro- motion. Lucas, president of the commercial division, will handle the original jingle that has been used quite heavily overseas for the past two years. Last week revamping the music for English lyrics and tailoring it for American-made jingles was the producer for Marschalk. The radio version of the jingle was produced by Dave Coca-Cola to establish firmly the jingle as the theme. Lucas has been very popular in countries abroad for some while.

This type of work, which has just moved into new quarters at 320 West 44th Street, also includes a record production firm called Sata Fortas Associates to handle the commercial work of the Flying Firm. Among the recording groups that Lucas produces are the Pendulum for Kama Floral, the Freeway for Rama Rama, and the Salt for Atlantic. The Salt's members are Joey Levine, Lucas, David Rabin, and Susan Manchester. In the same room that sings for most of the rock'n'roll-type commercials. For another sound, Lucas likes to use Joe Eyes, Roy, a well-known record deejay. They've been used on commercials for Grant & Marvin, and are in the Pall Mall seven-inch ciga- rette, which David wrote and composed for them. Many commercials, Lucas flies in Desada Syle, twin of Deanna and Desada performed around the world a few years ago.

Lucas is also a former performer. Last year, he was a band boy for Buddy Rich's band, he later went on to pro- duce and sing on a record for Arwyn Records. He got his start in the commercial fields when he used to sing the band's tune for Don Elliott. It was shortly after that he went on his own. Another project as a separate firm was for Yarde's "Sticker" commercial when he got through Wylie Films, Wyler partners Fred Lervenson, Buddy Kaye, and John Don Elloit. It helped him quite a lot in the beginning.

One of the last commercials Lucas did was for the Lipton Tea tune about "a quiet refinement." It was for NSB&O Larry Katz was agency pro- ducer. Lucas also did the "don't be afraid to use the lime" tune for Fresca through the Marschalk Co. Mill Houston was the egress. "Lucas now as expanded into scoring movies. He just com- pleted "The Equipment" and feels that work in the commer- cials field "gives me the experi- ence to apply taste and emotion to film." Incidentally, Buddy Rich's band is down and is now compositing a new song for an album of vocal material Rich intends to record.

Fredricks Brings in A Gusher for Texaco

NEW YORK—Few win men in the fame that has come to Bill Fredricks—and all because he set his sights high. On a star, to be precise. Bill Fredricks is the crooner of the world-famous "You can trust your car to the man who wears the star," for Texaco. Launched in 1961, the slogan and the music that went with it firmly established the im- age of Texaco as the "Best of the Breed." While the oil company's "Big-Star" campaign was started in 1971, it budgeted for $10 million. This would be an $18 million in about a year.

Freddicks is still one of the key figures in the promotion cam- paigns of Texas. Just recently, he brought back the Texaco Singers to do a "Fill It up, Jack" singing commercial starring Jack Benny. The commercial, of course, was the " otra Theme" originated by Fredricks years ago. The Texaco Singers, incidentally, were first used in the late 40's for a commercial on the Milton Berle show on radio.

Fredricks works the Texas- co agency—Benton & Bowles —on commercials. The music director for Benton & Bowles is Roy Eaton, he said, "and he's a great man. I don't know anything about a commercial of any kind." Often, when a new theme like "Fill It up, Jack" commercial is to be established as the Florida in a generic phrase across the nation so that anyone drives into a Texaco station any- where they'll automatically say it.

A songwriter, Fredricks got into advertising because it was a bigger challenge. "In advertis- ing, you're dealing with mass (Continued on page 37)
Pick up on "THE ROAD TO NOWHERE"
A TRASH single
Apple 1804
Radio-TV programming

On the PD's Increasing Role

This is the latest in a series of articles by the nation's leading program directors. It is David Robboy's report on marketing and operations for the national advertising representative Blue Network. Robboy, president of WBBF, Chicago, offers his opinions on the responsibility of the program director and the results and the need for consultation with his marketing and sales associates. His past experience includes time with WBBF, WMJ, and WJW in Cleveland. He was also program director of WBBF and WBBF in Chicago.

KRLA's Exploration Series on Pop Bows

LOS ANGELES—"The Pop Chronicles," designed to explore the world of popular music in a 52-week series debuted on KRLA Sunday, April 10. The one-hour music study, the creation of station newsman John Gilliland, is being offered to the syndicated marketplace.

Gilliland and his production assistant, Chester Coleman, are forming a company to sell the show, with such outlets as KFYA, San Francisco; WMCA, New York; KCBQ, San Diego, talk- ing to the duo about buying the package.

KRLA is airing the program from 6:30 to 7 p.m. Gilliland has been working on it for nearly two years, using his background as a former disk jockey as an aid in understanding the musical thoughts of the people he interviews.

Among the performers interviewed are Mitch Miller, Phil Spector, Robert Goulet, Ray, John Lennon, Kay Starr, Janis Joplin, Ray Charles; B. B. King, Howlin' Wolf, Rita Coolidge, Vee Williams, Peppino di Capri, Simon and Garfunkel, Diana Ross, Mahalia Jackson, plus an additional number sufficient enough to chronicle the years 1950 to 1969.

The program is the second originating on the West Coast after the syndication of pop music. KKO General's "rockumentary" was aired here over KHL for 48 straight hours starting Feb. 20, and other Drive-consulted stations last week.

Gilliland broke down his study by category, so that he began his coverage of 1963 with a "Simple Melody" which depicted the state of pop music in the early '60s. He then moved on to "The Tribal Drum," in which young black men domin-

KLEEN How Stressing Ethnic Programming

By VICTOR STREIDICK

SEATTLE—A suburban radio station scrapped its middle-of-the-road format on March 5 and replaced it with an unusual ethnic music approach.

Bill Love, commercial manager, and Ray Pounder, station manager, said he believes this is the first time such a format has been proposed. The station is promoting the format among deejays.

(Continued on page 37)


WBRU-FM Turns Sights To Hip Rock Time Frame

PROVIDENCE, R.I. — WBRU-FM, commercial stereo station operated by students at Brown University, has switched to a full-time progressive rock format. The station had previously operated a full-time news format between 3-10 p.m. Rich Ianns, program director, said the primary reason for the switch was that there was no progressive rock format in the market. The station is also switching from a commercial operation, so we're a student-run station and this type of music is kind of music. He said that the first week the switch took place, the station sold up in Pulse after it started playing progressive rock.

"We expect to do much better in the next Pulsate." The station has shown excellent response already from the nearly 20,000 college students in a three-state area. The station manager is Jim Schwartz, music director is Larry Davis. Brown University also has a carrier current station that produces progressive rock. WBRU-FM operates 19 hours a day.

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The Bubble Puppy Is About To Burst And We're On The Way To The Top

HOT SMOKE & SASSAFRASS

PRODUCED BY: RAY RUSH

TAPIER MUSIC CORP., Box 14130, Houston, Texas 77021 (713) 926-1795
MEMPHIS — In Memphis, the king of the market is still WDIA, the R&B station. WDIA came up with a 23.9 total rated time period. Next closest station was WMC with 13.5. WHBQ had 11.9, followed by WPTRA (11.7) and WREC with 11.2. This was the December/January Hooper Survey. Todd Michaud is now holding down the 6-midnight time slot. WDIA is the only station in Anniston, Ala. The station, with Thomas Posit as program director, only recently launched its own production department. "Things are going well real fast," he said. Larry Berger announces that he will play some country records on the Top 40 station. Latest playlist has George Hamilton IV's 'Back to Basics' on RCA as well as Tammy Wynette's 'Stand By Your Man'.

By CLAUDE HALL

WAVI has premiered a new jingles package by Custom Jingles and Promotions. The program director of WAVI in Dayton, Ohio, worked with Vic Wells of Custom Jingles and Paul Michaels, former program director. WAVI is a pirate vessel, now on CKDQ, Norfolk, Va., for a few months. WAVI's sales people continue their search for stations badly. Hot 100 singles and albums have been in use in stations such as WXYZ, Detroit.

Rick Ryder in Syracuse wants to locate Billy Kaye Kent. Got a note from Bob Bramson, saying he was going to be at KFME in Los Angeles, he'd be with KFME at Milwaukee and KFC in Cleveland. Bob got former with WIND in Chicago, and at New York. In case you didn't know, radio frequencies for 1967, just released by the FCC, were 5,907,354, million. FM station revenues continued to climb, reaching $59 million in 1967, 23 per cent from the previous year.

Hey, you guys. Polaroid pictures don't print well. They fuzz and are not dark. Only Springwood decay at WKVC in Cleveland is Dave Osborn. We've been watching the move in Dayton, Ohio. Program director Buddy Smith of WDAM, Memphis, Ark., has been released. He was once program director, has left to become program director of KLAC in Los Angeles. Which is switching to music from (talk), starting Monday. Joe Pyne show. Ted Randall, another buddy, has been hired in the capacity of programming consultant for the station. This is his second time to be general manager of the station to do easy listening station.

Dan Clayton, program director of WPOJ in Harris, Conn., has been promoted to program director of November/December/January group. WPOJ (6:10 a.m. slot, a 13 between 10:33 and 12:30), KRTD (6 p.m. and 7-midnight). KSUY (2000 and 910) and KDYS (770).

By J. ROBERT DART, MUSICAL DIRECTOR, PERSONALITY

Mohawk, Alt., "The Velvet Crown," had 28.0 total. The singer's income has increased from $1,200 a year to $12,000 a year. "The Velvet Crown," as a group, has a yearly income of $30,000. The group's manager, Bob Dusty, has been named program director of KFME-FM, San Antonio, station operated by Charles Balthrop, and has an air slot.

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ANOTHER KAPP-ENING
AN EXCITING NEW GROUP

THE ELASTIK BAND

A GREAT NEW JIMMY WEBB SONG
"TUNE-SMITH"

#K 968  TIME 2:24

ALL THE CHEMISTRY FOR A SMASH HIT
We've put Paul Anka's hit single where it belongs — in a new album.

Available on RCA Stereo 8 Cartridge Tape

GOODNIGHT MY LOVE

LSP-4142
**Radio-TV Mart**

**Fredricks Brings in A Gusher for Texaco**

- **Continued from page 30**

...psychology, rather than just a catchy song. I think the true challenge for the music field is towards much higher in recording a commercial, for example, than a hit record. Musicians will abandon a record date any time for a commercial. The reason is that residuals come in for every 13 weeks the commercial is on air. A conservative estimate would be that many musicians earn about $40,000 a year just from the advertising field.

A representative band in the advertising field one of the best, that is--would consist of Doc Severinsen, Bernie Glow and Mel Davis on trumpet; Herbie Green, Kai Winding, Buddy Morrow, and Dick Hison on trombone; Phil Bodner, Stan Webb, and Romeo Penque on woodwind; Bob Haggar on bass; Tony Malatskis and Al Caiola on guitar; Bob Assendorn on drums; Phil Phil on percussion; and Nick Perito as arranger, according to the hits. "These are the absolute all-stars and people of this caliber can make $50,000 a year or more."

Some of the campaigns with which Fredricks has been connected have been "on your side" for Columbia Gas through Vic Maitland and Associates, the musical concept for "That’s Right" Viceroy campaign for the "Everythings with Sinclair" campaign last year.

A singer with such bands as Charlie Spivak, Fredricks broke into advertising about 10 years ago when he wrote some music for a radio program of Fredrick's. And for J. Walter Thompson. One of his hit records as a songwriter was "It Must Be Santa" recorded by Mitch Miller.

**Freedom, Flexibility**

- **Continued from page 30**

...same time becoming involved in producing and putting groups on records was touched on by Swezey, too.

"Producers of commercials no longer think in terms of picking up on a trend established in popular music. There is more and more a tendency to realize that commercials set the pace and moved and abandoned contingencies you’re having on record use.

"Moreover, we are realizing that the job of a commercial on the radio goes beyond reminding listeners that they have a message on television. Radio is an instrument in itself and very important in reaching the younger consumer."

**Vox Jox**

- **Continued from page 37**

...his number is 205-932-5641. Hope you keep wondering why I hadn’t heard from you in quite a while."

Jay Stream is now on 6-7 p.m. and 8-9 p.m. at WOOD, Grand Rapids, Michigan. Larry Lockwood will return to the program director of WLYF, Fort Wayne, Ind., Steve (Bill Drake) King is now with KRL, St. Charles, Mo. (St. Louis suburb).

...here’s the lineup at KEEL: Top 40 station in Shreveport: program director Larry Ryan, Bob Baran, Howard Clark, Ron Gray, Howard F. Montgomery, and Tom Kramer. The station is in a September hit with a 26 between 6-10 a.m., a 27 from 10 a.m. to 4 p.m., a 48 from 3:7 p.m., and a 30 from 8-12 midnight. Larry dropped in the other day while in New York. Mrs. Gall Srilla is the new music director of WNYC, New York. She’d been with Sicilia Associates, New York.

**OTHER PICKS**

- **Continued from page 37**


**On the PD’s Increasing Role**

- **Continued from page 32**

...tion rates, etc. How can a pro- gram director anticipate or ex- act promotion to management in- cluding every area of operation?

...Another basic requirement for management is creativity. (Any program director worth his salt should be looking forward to being man- aged by someone who is not man- aging every area of operation.)

...a better background than creative programming? Management un- derstanding can usually be ac- quired more easily than creativ- ity. Thus, a program director should simply apply himself into management understanding by driving on his creativity and his knowledge of policy disci- plines.

...When you stop and think about it, record sales are not so bad at the degree. Record promotion men are often excellent salesmen— even chief engineers are salesmen when they need to per- suade a station owner to put in money for a new piece of expensive eq- uipment. The program director can generate more enthusiasm from the salesmen by "letting them" on the programing. When programming fails, it is often not so much because programming didn’t achieve ratings, but because salesmen didn’t understand it enough to produce the necessary revenue.

...Growth into management comes into play when the program director has awareness of the pro- gramming and sales techniques in other fields. He must have looked and pursued, created and the best ideas selectively put into practice.

...Objectivity is another vital character necessary to pro- ceed into management. One should dissociate from friends and "pride of idea" author- ship to render objective evalua- tions of past and present station pro- gramming performance. Then, by providing management with a carefully thought-out and tested future plan (with cost, and alternatives) the program director’s stature becomes that of management. Fuzzy thinking and incomplete plans are a sure way to loose stature.

...The overall programming magician, the flail in the ratings and single station dominance in a market, have always disappeared due to increasing sophis- tication and competition.

...I think I’m starting to be a program director and not merely a program'er. I believe I should have experience with both ready Radio and Programeering to provide an air enter and a near future to be able to adjust to the changing expectations. Radio— by the middle of the 60’s."

**Positions Open**

- **Morning Newsman—Top 16 Format**

Large Northern Market.

R. W. W. Gable.

Band Talk show and Photo Work.

Treco, Inc., 11750

**Positions Wanted**

- **WXCL, Akron. Seeking program director “Chris.”

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WXLU, Westlake, Ohio. Needs a pro- gram director. Call Manager.**

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WYES, 5,000 watt station in Leslie, Michigan.**

Program Director— Needs a program director. Full list of facilities. Contact Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WBNW, 5,000 watt station in New York.**

Program Director— Needs a program director. Full list of facilities. Contact Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WBCF, Denver, needs brand. ex- perience.**

Program director— Needs a program director or Program Director.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WBBM, Chicago, looking for a program director.**

WBBM, 5,000 watt station in Chicago. Looking for a program director. Call Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WGBZ, Boston, looking for a program director.**

WGBZ, 5,000 watt station in Boston. Seeking a program director. Call Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WNYU, 8900 watt station in New York.**

Program Director— Needs a program director. Full list of facilities. Contact Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**WNKN, 5,000 watt station in Miami Beach, Florida.**

Program Director— Needs a program director. Full list of facilities. Contact Manager.

Mr. Public Affairs, 104 Stanmore Ave., Akron, Ohio 44313, 216-982-9323.

**Radio-TV Mart**

**March 8, 1969, BILLBOARD**
The biggest single story of the year has two sides to it

The 4 Seasons sing Idaho and Something's on Her Mind

(40597)

This is one of the rare ones. A double-header single that's going to have America flipping over both sides.

By demand! Straight from their current big chart album,

Genuine Imitation Life: Gazette

(PH 600-290)
"You'll Find What You Need In The Yellow Payges"

Congratulations to

THE YELLOW PAYGES

on your spectacular affiliation with the

AMERICAN TELEPHONE & TELEGRAPH COMPANY.

We are proud to participate with you, AT&T, and World Showplace Music on the entertainment project of the century!

And we are happy to present a great new single:

"NEVER PUT AWAY MY LOVE FOR YOU"

b/w The Two of Us

UNI #55107

and a brilliant first album:

THE YELLOW PAYGES

Volume 1

© UNIVERSAL CITY RECORDS A DIVISION OF MCA INC.
His next million seller!

LES BICYCLETTES DE BELSIZE
THE WAY IT USED TO BE
LOVE WAS HERE
BEFORE THE STARS
DON'T SAY NO (AGAIN)
LET ME INTO YOUR LIFE
THROUGH THE EYES OF LOVE
TO GET TO YOU
YOU'RE EASY TO LOVE
A GOOD THING GOING
MARRY ME
LOVE CAN FLY
TRUE
Carter are charts, artists, trends and sounds, so we can service the soul.

Carlson wrote and produced it.

a two-month Southern tour with lineup of 40 one-nights.

get major groups to record material of the older bluesmen to promote them (or their heirs) with royalties. The Cream may have blues revival was Dick Waterman, manager of the Junior Wells band, who writes: “The paradox is that I have tried so hard to get major groups to record material of the older bluesmen to provide them (or their heirs) with royalties. The Cream may have

Skipp James, lut Kool (Eddy, BGM)

I DON'T KNOW WHY
Steve Wonder, United Artists (Lucas, BMG)

ALMOST PERSUASED
Vita Series, United Artists (Lucas, BMG)

SING A SIMPLE SONG
Stic A New Family Shire, Epic 5-10465 (Shane, BMG)

CLOUD NINE
Mango, Sampharala, Columbia 444784 (Shane, BMG)

FOOLISH FOOL
Glen Bari, United Artists 77880 (Chasen, ASCAP)

TWENTY FIVE MILES
Zephyr, United Artists (Lucas, BMG)

LIGHT MY FIRE
Warre Hughes, Capitol 1513 (Kaper, BMG)

AM I THE SAME GIRL
Bob & Dickie, United Artists 55399

HE CALLS ME BABY
EVA Washington, Sound Stage 7 2621 (Eve/Spinney, BMG)

I DON'T KNOW HOW TO SAY I LOVE YOU (Don't Take Away)
Superhitwest, Westwood 154 (Eve/Spinney, BMG)

WHEN HE TOUCHES ME (Nothing Else Matters)
Pathtone & Herb, Date 2-1307 (Pathe/Armando, BMG)

MY DECEIVING HEART
Imagery, Capitol 7970 (Cahol, BMG)

I REALLY LOVE YOU
Ambassador, Amite 547 (Bair/Spring, BMG)

GOLDEN FEVER
PIONPopulation, Capitol 2-2241 (Bair/Spring, BMG)

E A S Y W I T H O U T W O R R Y
Peaches & Herb, Date 2-1633 (Bair/Spring, BMG)

W H A T H E R E S I S T —
Notting Hill, Regent 115 (Bair/Spring, BMG)

N L Y T H E W H E N H E T O U C H E S M E
Notting Hill, Regent 115 (Bair/Spring, BMG)

A I N ' T W H Y
Pathtone & Herb, Date 2-1307 (Pathe/Armando, BMG)

O N L Y T H E W H E N H E T O U C H E S M E
(Dick Smith, EMI)

I ' M G U Y L L E N (AMOR)
(Lamp Records, BMI)

B L U E M E O S T A T I C
James Brown, King 6213 (Brown & Sons, BMI)

W H A T ' S A L O S E D
James Brown, King 6213 (Brown & Sons, BMI)

T H E R E ' L L C O M E A T I M E
Bobby Womack, United Artists 77880 (Chasen, ASCAP)

Y O U R B I L L B O A R D
Bobby Womack, United Artists 77880 (Chasen, ASCAP)

I D O N ' T W A N T T O C R Y
Marvin Gaye & Tammi Terrell, Tarnla 54179 (Jobete, BMI)

I ' M G U Y L L E N (AMOR)
(Lamp Records, BMI)

B L U E M E O S T A T I C
James Brown, King 6213 (Brown & Sons, BMI)

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I D O N ' T W A N T T O C R Y
Marvin Gaye & Tammi Terrell, Tarnla 54179 (Jobete, BMI)

I ' M G U Y L L E N (AMOR)
(Lamp Records, BMI)
ATTENTION!
Recording Artists
A & R Producers
Musicians
Singers
Conductors
Engineers
Salesmen and Merchandisers
Publicists
Manufacturers
Record Enthusiasts and Others
THE NEW YORK CHAPTER OF THE RECORD ACADEMY (NARAS) and
NEW YORK UNIVERSITY

offer a stimulating and enlightening 13-week course on
THE PHONOGRAPH RECORD & SOUND RECORDING PERSPECTIVES ON TECHNOLOGY, PERFORMERS AND COMMERCE

with David Hall as principal lecturer and covering a wide variety of topics that set into proper perspective the complete evolution of the phonograph record of today . . . from the years of Thomas A. Edison and Oliver Berliner . . . through the first, one-sided 78's . . . the birth of electronic recording . . . the first high-fidelity sounds . . . the discovery of the LP . . . the switch to magnetic tape . . . the great stereo revolution . . .

and also covering the early battles of the patents . . . the impact of radio and television . . . the jukebox revival . . . composite vs. complete performances . . . the World Village market . . . and many other topics that will astound, entertain and enlighten each of you!

THE CLASS WILL MEET EVERY TUESDAY EVENING, STARTING MARCH THE FOURTH, AT THE NOLA STUDIOS, 111 WEST 57 STREET, IN NEW YORK CITY. FEE: $105.00 FOR THE COURSE, PLUS $10.00 REGISTRATION.

For immediate registration as an individual or on a company-sponsored basis, phone either the New York NARAS Chapter (212 — PL 5-1535) or NYU (212 — 598-2138) right now.

Rhythm & Blues

BEST SELLING
Rhythm & Blues LP's

<table>
<thead>
<tr>
<th>Title, Artist, Label, No. &amp; Pub.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>STONE SOUL</td>
<td>1</td>
</tr>
<tr>
<td>STONE SOUL</td>
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<tr>
<td>STONE SOUL</td>
<td>2</td>
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<tr>
<td>STONE SOUL</td>
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<td>STONE SOUL</td>
<td>1</td>
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<td>STONE SOUL</td>
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<td>STONE SOUL</td>
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<td>STONE SOUL</td>
<td>2</td>
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<tr>
<td>STONE SOUL</td>
<td>1</td>
</tr>
<tr>
<td>STONE SOUL</td>
<td>2</td>
</tr>
</tbody>
</table>

Billboard SPECIAL SURVEY For Week Ending 3/8/69

The charts tell the story — Billboard has THE CHARTS

Jack Walker, WBII disk jockey, accepts a silver loving cup from Jubilee Records board chairman Jerry Blaine and his father, Harry Black, at a testimonial dinner recently at the New York Hilton. Sponsored by the New York Record Men, the affair celebrated Walker's 20th anniversary in radio. Smiling his approval, left, is Tommy Smalls, vice-president of Jubilee.

Say You Saw It in Billboard

MARCH 8, 1969, BILLBOARD
DYNAMO

DYNAMITE

OVER 250,000 SOLD R&B

"ONE EYE OPEN"
THE MASK MAN
AND THE AGENTS

NOW BREAKING POP.
A ROCKING, SOULFUL, HILARIOUS SMASH!

OUT 2 WEEKS - 50,000 SOLD

THE DIPLOMATS
"ACCEPT ME"

Produced by HAROLD THOMAS of GUARDIAN PROD.

DYNAMO 129

BREAKING IN WASHINGTON
INEZ & CHARLIE FOXX
"BABY GIVE IT TO ME"

DYNAMO 127

DYNAMO RECORDS - A DIVISION OF TALMADGE PRODUCTIONS - 240 W. 55TH ST., NEW YORK, N.Y.
Country Music

Scoggins Will Establish 8-Track Studio in W. Va.

NASHVILLE — Johnny Scoggins, president of Pro Sound studios here, announced that he will establish an 8-track recording studio in Wheeling, W. Va., and set up a production company in conjunction with WSHA.

The production company will be operated by two members of the Four Guys, a recording team regularly heard on the "Grand Ole Opry." The Four Guys have recorded for Stop Records.

Scoggins, a onetime entertainer who went into the construction business and then became a songwriter, built his own studio in Nashvilie and may do the same in Wheeling. He is expanding his studio here to include 8-track.

BIGGER OFFICE IN NASHVILLE

NASHVILLE — Billboard’s office here moves to its new enlarged quarters Saturday (1). The new facility, approximately doubling the present office space, is located at 1905 Broadway, directly in the music area. Billboard will occupy half of the second floor.

Phone, Area Code (615) 244-1836.

Originally the head of Exit Studios, Scoggins eight months ago built his compact recording studio on 17th Avenue and hired Billy Graves from Capitol Records to head a newly established label, Brigade. Under an arrangement just reached, Brigade will be distributed by Shellby Singleton.

Artists signed by the label include Roscoe Shelton, Jackie Burns and Bobby Dyson. He signed Dean Mathis, a member of the Newbeats, to handle some production. The firm, in addition to circulating the works of its own artists, also will cut masters and lease to other companies. A recent example is Pattie Johnson, who was signed by Scoggins’ production company and leased to MGM.

In his most recent action, Scoggins has hired Gary Walker from Screen Gems-Columbia to head his publishing company, and has leased new office space in a 16th Avenue building formerly occupied by the Gaiser Brothers. They, in turn, have moved to expanded quarters.

Scoggins is so convinced of the superiority of the sound of his studio that he has sent out invitations to all producers and engineers to do a session "on the house." The first session in the studio will be free, just to prove his point. Bob Stearns, an engineer brought in from Columbus, Ohio, heads that department and the studio will operate 24 hours a day. Gary Parker is the studio manager.

Scoggins, who has a lot of faith in the possibilities in Wheeling, said there would be some major news out of that area in the near future. He also said he plans to open a New York office.

(Continued on page 48)

Col.’s Studio Move Spurs Building Spurt

NASHVILLE — The announcement by Columbia Studios that it is shutting its doors to outsiders (Billboard, Feb. 22) has spurred the construction of new studios.

Fanta Sound, largest studio supplier here and one of the largest in the world, has received orders for enough equipment in the past few weeks to fully equip more than four major studios.

Johnny Rowen, young president of Fanta, said independent producer Jack Clement, who long has talked of building a studio, has ordered a complete studio layout including 16-track equipment and the most expensive console ever brought into Nashville. "It’s obvious he plans a major studio," Rowen said.

Fanta just finished supplying Athena Studio, owned by Dee Kilpatrick and Rick Powell, and it is recognized as one of the fine sound studios in the area. It is located in Brentwood, a Nashville suburb. Fanta also will equip the 4-track Shelby Singleton studio here, and one under construction in Florida.

In addition to making much of the equipment himself, Rowen is the distributor for Ampex, Langen’s, Universal Audio, Electrodyne, Altec-Lansing and others. He now is Langen’s largest distributor in America.

Outside of Nashville, Fanta has equipped the Artist Recording Co. in Cincinnati, a complete "one-stop" plant which includes a recording studio, printing, record pressing, a photo lab, and everything that goes into recording and production. "A man can enter the front door and leave the back with his finished product," Rowen said.

Rowen said he could not list all of his Nashville clients, although it pro-

(Continued on page 48)
Billboard Special Survey for Week Ending 3/8/69

Hot Country Singles

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title, Artist, Label</th>
<th>Number &amp; Publisher</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>WHO ART THOSE THINGS (With Big Wings)</td>
<td>J.J. Cale, United Artists</td>
<td>12</td>
</tr>
<tr>
<td>39</td>
<td>YOURS LOVE</td>
<td>Ray Price, RCA Victor</td>
<td>17</td>
</tr>
<tr>
<td>40</td>
<td>WHILE YOUR LOVER SLEEPS</td>
<td>Lou Ayres, RCA Victor</td>
<td>9</td>
</tr>
<tr>
<td>40</td>
<td>IF I HAD LAST NIGHT TO LIVE OVER</td>
<td>Webb Pierce, Decca</td>
<td>3</td>
</tr>
<tr>
<td>41</td>
<td>YOURS LOVE</td>
<td>Don Potter &amp; Porter Wagoner, RCA</td>
<td>1</td>
</tr>
<tr>
<td>42</td>
<td>THE THINGS THAT MATTER</td>
<td>Tom T. Hall, American 300 (Sumer, SESAC)</td>
<td>6</td>
</tr>
<tr>
<td>44</td>
<td>PLEASE TAKE ME BACK</td>
<td>Jim Glover, RCA</td>
<td>10</td>
</tr>
<tr>
<td>45</td>
<td>RIBBON OF DARKNESS</td>
<td>Comedy Smith, RCA 7446 (Hilmun, ASCAP)</td>
<td>2</td>
</tr>
<tr>
<td>46</td>
<td>STAND BY YOU</td>
<td>Tommy Hyatt, Epic</td>
<td>14</td>
</tr>
<tr>
<td>49</td>
<td>YESTERDAY'S LETTERS</td>
<td>Bobby Bare, RCA</td>
<td>4</td>
</tr>
<tr>
<td>49</td>
<td>YOUR SWEET LOVE LIFTED ME</td>
<td>Johnny Cash, Capitol</td>
<td>10</td>
</tr>
<tr>
<td>50</td>
<td>I HAD A HAMMER</td>
<td>Wanda Jackson, Capitol</td>
<td>5</td>
</tr>
<tr>
<td>54</td>
<td>SET ME FREE</td>
<td>Ray Price, RCA</td>
<td>2</td>
</tr>
<tr>
<td>52</td>
<td>I REMEMBER LOVING YOU</td>
<td>Bob Montgomery, HMG</td>
<td>9</td>
</tr>
<tr>
<td>53</td>
<td>A FUNNY THING HAPPENED (On the Way to Miami)</td>
<td>Reba McEntire, Capitol</td>
<td>5</td>
</tr>
<tr>
<td>54</td>
<td>WHEN WE THOUGHT</td>
<td>Jan Howard, Decca</td>
<td>1</td>
</tr>
<tr>
<td>54</td>
<td>WHEN YOU'RE SEVENTEEN</td>
<td>Jimmy Dickens, Decca</td>
<td>7</td>
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<tr>
<td>56</td>
<td>TOO HARD TO SAY I'M SORRY</td>
<td>Don White, HMG</td>
<td>10</td>
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<tr>
<td>56</td>
<td>SONG FOR KENNY</td>
<td>Art Bracchi, Monument</td>
<td>10</td>
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<tr>
<td>59</td>
<td>BIG BLACK BIRD</td>
<td>Bob Blackburn &amp; Wally Morgan, Miyoko</td>
<td>32</td>
</tr>
<tr>
<td>67</td>
<td>MY LIFE</td>
<td>Billy Anderson, Decca</td>
<td>2</td>
</tr>
<tr>
<td>67</td>
<td>SWEET LOVE ON MY MIND</td>
<td>Claude King, Columbia</td>
<td>2</td>
</tr>
<tr>
<td>72</td>
<td>I'VE GOT PRECIOUS MEMORIES</td>
<td>Gene Young, Capiol</td>
<td>2</td>
</tr>
<tr>
<td>74</td>
<td>SOMEBODY'S ALWAYS LEAVING</td>
<td>Charlie Rich, Elek</td>
<td>2</td>
</tr>
<tr>
<td>75</td>
<td>WEDDING CAKE</td>
<td>Conway Twitty, MGM</td>
<td>2</td>
</tr>
<tr>
<td>76</td>
<td>HONKY TONK SEASON</td>
<td>Charlie Walker, Epic</td>
<td>2</td>
</tr>
<tr>
<td>66</td>
<td>CARLIE</td>
<td>Billy Scott, Elek</td>
<td>2</td>
</tr>
<tr>
<td>70</td>
<td>JONNY ONE-TIME</td>
<td>Brenda Lee, Decca</td>
<td>1</td>
</tr>
<tr>
<td>71</td>
<td>SOMETHING'S WRONG IN CALIFORNIA</td>
<td>Brenda Lee, RCA</td>
<td>1</td>
</tr>
<tr>
<td>72</td>
<td>WICHITA LINEMAN</td>
<td>Glen Campbell, Capitol</td>
<td>2</td>
</tr>
<tr>
<td>74</td>
<td>SWEETHEART OF THE YEAR</td>
<td>Key Price, Columbia</td>
<td>1</td>
</tr>
<tr>
<td>75</td>
<td>WHAT KIND OF MAGIC</td>
<td>Les Sowers, Decca</td>
<td>1</td>
</tr>
<tr>
<td>76</td>
<td>I SEE THEM EVERYWHERE</td>
<td>Max Thompson, Mercury</td>
<td>1</td>
</tr>
<tr>
<td>77</td>
<td>THE CONSPIRACY OF HOMER JONES</td>
<td>Dallas Frasier, Capitol</td>
<td>1</td>
</tr>
</tbody>
</table>

Bobbie Boles' newest release on NUGGET is definitely a potential hit from all indications received from our radio market survey.
Country Music

Flock of NARAS Entries Reflect Boom by Nashville as Music City

NASHVILLE — For the first time in its musical history, this city has an opportunity to justify its "Music City" title through finalist representation in many of the NARAS categories. Branching out from the country field, Nashville has nominations (two) in the Record of the Year category with songs written and/or recorded here; a nomination for Best New Artist; two songs in the Best Contemporary-pop male vocalist performance; one in the best performance by a contemporary pop vocal duo or group; best performance by a chorus; best R&B male Vocal Performance; Best Performance by an R&B Duo or Group; Best Rhythm & Blues Song; all of the country, sacred and gospel categories, including the Best Soul Gospel Performance.

Two of the Best Folk Performance nominees were recorded in Nashville. Only in classical music is this city completely shut out. However, even that may change.

The broadening of the categories is reflected, too, in the entertainment, which is no longer solely country. Scheduled for the show Wednesday (12) here are Jerry Lee Lewis, one time rock-singer who made the transition to country; Jeannie C. Riley, whose "Harper Valley PTA" branched over from country into the pop field, and Sam & Dave, the "dynamic duo" from Memphis, who have become leaders in rhythm and blues. Last year's show included Joe Tex, another top R&B performer.

Sam & Dave were tentatively slated (the contract had not yet been approved) to bring their 15-piece band, flying in from New York State, to be on the show.

Miss Riley, who just concluded a series of shows on the strip at Las Vegas, will perform a part of her over-all act at the NARAS show at the National Guard Armory. And Lewis, long recognized as one of the top showmen in the business, will do his complete act.

One of the surprises in the Best Soul Gospel Performance category is the nomination of Dottie Rambo, whose album "The Soul of Me" was the first completely integrated gospel work ever done in the South. Although white, she utilized an all-black chorus to sing with her, an idea she conceived while attending a Negro church service in Birmingham (Billboard, Oct. 12, 1968). The LP was a success in both the Gospel and Soul Gospel fields.

Three of the Song of the Year nominations were written here, two of them by Bobby

(Continued on page 48)

Taylor Adds Three Acts

NASHVILLE — The Joe Taylor Artist Agency has added three acts to its roster, and has moved back to its original location.

Royal American Records will move into the offices vacated by Taylor in the Hubert Long Building.

Wilma Burgess and the Misty Blues, Decca; Archie Campbell, RCA Victor, and Jim & Jesse, Epic, all have been added to the Taylor roster, joining Ray Pillow, Lorene Mann, Van Trevor, Linda K. Lance, Sandy Rucker, Earl Richards and La-wanda Lindsey. Taylor also books Gary Bush and Mac Curtin on occasion.

Taylor returns to his original office in the Penhouse, at 1717 West End.

(Continued on page 48)

CURTIS WILLIS
SINGS A HIT

"SHE JUST LAY'S THERE"
b/w "The Whole Town's Looking Down on You"

ON
HIGH COUNTRY RECORDS

#69005

MARCH 8, 1969, BILLBOARD
BILLY RAY CRYSTAL

egment music director Gene Ferguson hands Johnny Cash a gold record, symbolic of his top-selling "Folsom Prison" album and the Billboard Awards designating his No. 1 position in the country charts.
Building Sport
- Continued from page 44
864-8596
The song "Woman, Woman," nominated in the Best Performance by a contemporary-Pop Vocal Duo or Group, was written by Epic artist Jimmy Payne, a "pure" country singer. Joe Simon, Peggy Scott and Jo Jo Benson did all their r&b recording in Nashville, Folk recordings done here include those by Bob Dylan and Gordon Lightfoot.
Any doubt as to Nashville's ability to record all kinds of music has been dispelled by this showing.

Country Carnival
- Continued from page 46
The show currently is syndicated in 45 markets.
AFRTS spokesman said Country Carnival is "most representative of TV shows on the current country music scene to bring to servicemen overseas."
It also was announced during the week that the Bill Anderson Show also will be seen on this network. Appearing on this show regularly are Jan Howard, Don Bowman and Jimmy Gateley.

8-Track Studio
- Continued from page 44
The company president said he will take less of an active part in the operation of the companies, leaving himself more time for writing songs, which is first love. The best known of his tunes to date has been "A Time to Sing," the theme song for the Hank Williams Jr. movie of that name.
In October 1967, the new offices and factory buildings of the company were dedicated at Quickborn, Germany. The manufacturing daughter firm, De Ge Ha Plastik, was developed under its Technical Director, Harro H. Michna. Mr. Michna has developed an integrated plant facility with one of the highest production per worker outputs in the world.

Twenty dual station single operator LP presses are fed through extruders from a dry-blend compounding room over the air-conditioned press room. The presses are supported by master cutting lathes, plating equipment and PVC compounding units in the buildings. All product is conveyed through inspection to automatic film wrap machines.

The plant has a present capacity (used now 100%) of over 8 million LP's per year. In January 1969, new buildings for warehousing were completed to enable stocking for an output of a contemplated additional ten presses. Automated warehousing is now up to a storage capacity of 3 million LP's, thereby eliminating any seasonal interruption of full pressing capacity.

A custom-designed computer has recently been installed to streamline bookkeeping in billing, royalty and inventory controls. The company policy is—tomorrow's tools to handle tomorrow's growth.

MILLER INTERNATIONAL
SCHALLPLATTEN GMBH

Industry Service Message Sponsored by Miller International Schallplatten GMBH
Miller met Dr. Ilseumann and Wille in Hamburg in 1955 while the latter served as Sound Engineers and contractors for the famous "101 String" series that Miller produced in Germany. The trio was convinced in the mid fifties that Europe was ready for quality budget records. In late 1961, they founded the firm and finally got four presses operating in a small building in Hamburg. Harald Kirsten joined the firm in 1963 as Managing Director.

Dr. Ilseumann and Wille are responsible for over 90 percent of the production of the company’s product, including graphics, copyright analysis, etc. Mr. Kirsten is responsible for direction of all departments. Miller is the American director of the firm and on frequent visits to Germany, develops overall policy with his co-directors. Working in concert on all aspects of the operation, the four directors take a deep personal pride in the achievements of the company.

A Concept That Changed An Industry

In late 1961 Miller International Schallplatten was founded in Hamburg, Germany by David L. Miller, Dr. Eric Ilseumann and Dr. Wilhelm Wille. The basic premise was simply "a better record at a lower retail price." Miller, a veteran international producer and merchandiser of budget product, was convinced the German and European record buyer was no different in many respects than his U. S. counterpart. In spite of stiffl industry resistance, at all levels, the firm progressed to the point of being a very important factor in the European markets today. In fact, every label of any consequence on the Continent has now joined in the competition of budget-priced long plays.

The Miller sales force, which presently numbers twenty men, constantly introduces new merchandising innovations never before used on the Continent.

New stereo program for local markets was recorded and the constant liaison between Sales and the A and R Staff gave the firm a market acceptance and growth that in percentages eclipses any European competitor. A radical departure in co-op advertising schemes and point of sale display made the buying public aware that the product is unique and at a price that is pegged to local consumer incomes. Eventually the leading retail outlets in Germany recognized the "new era" in record merchandising was at hand. The entire industry has now benefited by a higher consumer exposure to long playing records.

Miller presently services on a direct basis approximately 6,000 accounts. Considering that active catalogs comprise less than 300 LP’s, this is indicative of the quality and selectivity of program that generates those high sales figures per record. (Individual items have exceeded 350,000 units.)

While the bulk of sales are still in West Germany, the firm, since June of 1968, is enjoying ever increasing export business.

The central sales, creative, manufacturing and administrative offices are located at Quickborn, Germany near Hamburg. The company also operates branches in West Berlin, Munich and Frankfurt.

In a quality conscious market with conservative trade attitudes, Miller International’s steady growth is a tribute to the imagination and energy of its personnel.

A COMMON OBJECTIVE—
TEAMWORK, FOR END RESULTS

The executives and department heads at Miller International Schallplatten are in average the youngest in the industry on the continent.

Working under the co-ordination of Harald Kirsten, each has proven his unique ability. Each has a complete understanding of the other's divisional problems and "meshes" his department to the common gear of company endeavor. This esprit de corps eliminates much red tape, although the job is accomplished within the framework of accounting procedure and company policy.

A competitor once asked "what is the company's number one asset?"—he was shown the above photos.
MILLER INTERNATIONAL SCHALLPLATTEN GMBH

The Fastest Growing Record Company
In Europe—The Company That
Changed an Industry on a Continent

The Fastest Growing Record Company
In Europe—The Company That
Changed an Industry on a Continent

THIS CHART DOCUMENTS THE ACTUAL GROWTH CURVE OF SALES OF THE SOMERSET AND EUROPA LABELS IN THE GERMAN AND WESTERN EUROPEAN MARKETS FROM JAN., 1962. SINCE 1961 A 4400% INCREASE IN SEVEN YEARS. MILLER INTERNATIONAL SCHALLPLATTEN IS THE MOST REVOLUTIONARY AND DYNAMIC MUSIC MERCHANDISING ORGANIZATION TO ENTER THE EUROPEAN MARKET IN THE PAST TEN YEARS.

CREATIVITY—EFFICIENCY—PROGRESS
RECORDED PRODUCT IN EVERY CATEGORY—CREATED FOR A QUALITY CONSCIOUS MARKET.

MILLER INTERNATIONAL SCHALLPLATTPEN GMBH
2085 Quickborn bei Hamburg, Justus von Liebig-Ring, West Germany

Industry Service Message Sponsored by Miller International Schallplatten GMBH
Angel's 4-LP 'Passion' Pkg.

LOS ANGELES — Angel Records is issuing a four-LP package of Bach's "St. Matthew Passion" in time for Easter sales. The set features soprano Teresa Zylinska, tenor Heinz Freda and baritone Hermann Prey with the South German Madrigal Choir and Consortium Musium under Wolfgang Gorenstein.

Three albums of highlights from complete operatic packages are being released, including Verdi's "Aida" with Birgit Nilsson, Grace Bumbry, Franco Corelli, Mario Sereni and Bonaldo Giaucchi with the chorus and orchestra of Rome Opera and chorus, Sir John Barbirolli conducting, and Borodin's "Prince Igor" with Boris Christoff.

The other set gives the Puccini's "Madama Butterfly" with soprano Renata Scotto and tenor Giorgio Tozzi with the Rome Opera Orchestra and chorus, Sir John Barbirolli conducting, and Borodin's "Prince Igor" with Boris Christoff.

Rafael Frunisbeck de Burgos conducts the New Philharmonia Orchestra in an LP of Respighi and Stravinsky, while baritone Dietrich Fischer-Dieskau sings early Richard Strauss songs accompanied by pianist Gerald Moore. Completing the Angel set is a pressing of Palestrina and Victoria with the Roger Wagner Chorale.

Melodiya/Angel has two new LP sets of Rachmaninoff piano concertos with Sviatoslav Richter and Vasily Deveti and the Moscow Chamber Orchestra under Rudolf Barshai. The concertos are followed by Stravinsky's La vina and his quartet performance with pianists Lyudmila Divilova and the Borodin Quartet.

Included in the releases of the low-price Seraphim line is a conductor's score of "Carmina Burana," a two-LP set of Puccini's "La Boheme" with sopranos Luciana Angiuli and Tatiana Menolo, tenor Benjamin Gigli and tenors Luciano Pavarotti, with the La Scala Orchestra and chorus and Umberto Bertorinetti conducting.

At Capitol Records it is releasing a 20-page score of Schumann's "Manfred" with a recording by Gerald Moore, with The Bach Choir and the English Chamber Orchestra conducted by Walter Goehr.

Angela Gheorghiu is singing arias and duets at the Metropolitan Opera in a sonata for piano and orchestra by Mozart's "Jupiter" with English conductor Sir Neville Marriner and the London Symphony. Also first on records is Mozart's "Concerto No. 9" with Igor Kipnis as soloist on harpsichord instead of piano. A Haydn concerto completes the set, which also features Neville Marriner and the London Strings.

A second volume of Edward R. Murrow's "A Reporter's Notebook," covering 1948-1961 is being issued on two LPS. Completing the Columbia titles is a Mozart concerto with pianist Robert Casadesus and the Cleveland Orchestra and George Szell. The low-price Odyssey line spotlights the '40s at the Metropolitan Opera with such artists as Rise Stevens, Salvador Bacallao, Jennie Tourel, Ezio Pinza, Lily Pons, Berta fishing, Helen Traubel and Lauritz Melchior.

5 Avant-Garde Albums Kick Off Angel Series

NEW YORK — Angel's Mu sic Today series is off to a promising start with five contemporary albums, which should draw heavy interest from avant-garde fans and college campuses. Set of Olivier Messiaen and Xenakis Xenakis are especially potent.

But there also is an impressive collection of Karl-Birger Blomdahl, which includes the inventive "Game for 8 (Chorographic Game)" ably performed by Ulf Bjorin and the Stockholm Philharmonic, who also do well with the "Prelude and Allegro for Strings." "Five Italian Songs" complete the disk as performed by mezzo-soprano Sofi Rosenberg and pianist Hans Langsel.

Tadashi Mori and the Tokyo Symphony have an excellent lyrical album which contains Toshiro Mayuzumi's "Bachiana" and "Phonologic Symphonie" and Yoko Akagawa's "Music for Symphony Orchestra" and "Tripique for String Orchestra." The Messiaen LP can stand with other notable compositions of contemporary French composers. The performances by Serge Baudou and the Orchestra de I Musici are excellent and the Les Ondes Musicales, the "Catastrophe" and the "Amen Star Quartet" are also fine.

The Electrical LPs from the Riga Radio and the "Black Roses of the Electric Orchestra" are not quite as successful, but the Other Sound LPs are more successful, including the "Electric Symphony" and the "Electric Symphony Orchestra." The "Eccentric" LP is also fine and the "Electric Symphony Orchestra" is also quite successful.

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CHICAGO—Kent Beauchamp and Ed Yalowitz recently showed a camera dealer who had tried cases that he could sell reel-to-reel and 8-track CARticles, too. In another instance, an electronics handling only tape, was advised to put in a stock of 300-500 LP's. Such examples of total diversification in retailing pre-recorded music is reflected by the philosophy of the two young wholesalers who think distributing pre-recorded music is at the Tudor of an evolution.

Asked which segment of their business was most important, Yalowitz said, "Last year all Tapes grew 300 per cent. So did all 8-tracks. Rapid One Stop grew 200 per cent. But maybe tomorrow Rapid One Stop will grow 400 per cent."

"'Picket' Wis. Record Fims In Promotion" By BENOLL MAN

The so-called demonstrators—a busload of 30 students from suburban Monomone Falls high school, were recruited by Columbia Records distributor, Morley-Murphy Co. They were bright, well-dressed, with well-cut sweaters, slogans buttons and carried picket signs with such messages as "Make Out With Mozart," "Columbia Records Has Soul," and "Bob Dylan—The Holy Hour.""

Dubbed "The Revolutionaries Are Coming," the promotion was handled by Morley-Murphy Co.'s record division sales manager, Ralph Knapp, with Kenneth Harvey as national accounts, Bill Brice and Al Ripley. The students were dressed as picket line marshals and carrying signs throughout the afternoon.

The students were carefully screened by high school authorities before being selected, and advised to dress warm. Participants were all rewarded with free sweatshirts, slacks, button records, and an afternoon of fun.

The "demonstrators" were careful not to interrupt the normal flow of traffic in front of the stores, but did set up pickets. Downtown Radio Doctors, Bay Music and Brookfield Music Center.

The sign a rocker jobbing contract with a 2-store chain, so how can we say which of our three companies is the fair-haired one?"

Beau shim, president, and Yalowitz, executive vice-president, are both 34. Both attended the same schools as boys and neither would carry on the business without the other, although they often disagree.

Such "disagreements," one suspect, is not fundamental (for example, Yalowitz is convinced 7½ i.p.s. is the best speed for reel-to-reel. Beauchamp champions 3½ i.p.s.).

The total philosophy of selling all forms of pre-recorded music is second nature, since they both initially formed All Tapes as a reel-to-reel distributing firm.

In terms of tape, our volume comes out right now at one-third cassette, one-third reel-to-reel and one-third reel-to-reel,' Beauchamp said. At one time the company carried 4-track but has discontinued it. Beauchamp's advice to dealers is to "carry a variety of records and tape configurations." He further adds to dealers, "You should turn your stock from four to six times a year. If you're turning it more than six times you're doing too much business and getting too many too many (i.e.) customers away by not having items in depth.

While the company employs a few representatives, its basic philosophy is "We sell high-quality". Beauchamp explained, "A rep tends to oversell. We have employed him with the idea of keeping dealers' stock clean. We want the dealers to move merchandise or get it back to us."

Right now, all merchandise is ticketed and Beauchamp expects to add IBM data processing equipment. He sold another 5,000 square feet of space is being added to the new factory on his block. Beauchamp's new factory building.

Such use of advanced electronic data processing is part of the evolution the two men speak about. "As wholesalers, we have to be a lot more efficient for our dealers. This involves developing merchandising programs, analyzing retail outlets, setting up in-store promotion, maintaining inventory control and servicing a rapid demand for fast-moving items."

Retailing is evolving, too, according to both men. The bulk of our business is still in the large department stores. But music stores, record stores, electronic and computer stores are becoming important outlets, too.

In the case of the camera store, Beauchamp said, "At first, we tried cassette. This went over so well and so many customers were asking for reel-to-reel that we put in a rack of this, too. Now the store's added 8-track and a new tape outlet exists that never existed before. "We're inching our way into a lot of departments. Four feet here and four feet there," he said. "An electronic and a reel, and the thought we could move records out in between 300-500 titles and now they're moving records for the first time."

If interest in the addition to the orchestra's high caliber, was the conducting of Eugene Jochum, one of Europe's outstanding conductors and a Bruckner specialist.

The massive work is a test for orchestra and conductor, not only is it about 80 minutes long, but it requires impeccable technique and sound. Jochum, remarkably conducting the lengthy work with out score, was in complete control throughout. The strings were lustrous and the brasses rich. The winds and percussion also joined in the unified effort.

Jochum has conducted the work for two record companies: as part of his complete Bruckner symphonic cycle on Decca Records, and for Philips, with the Concertgebouw Orchestra of Amsterdam on Philips. The program included with Schubert's "Symphony No. 8 (Unfinished)" and the warhorse also sounded fresh under the masterful conductor. FRED KIRBY
HOWARD ELLIS

Vendors' Music Route Acquisitions Won't Force MOA/NAMA Merger

By EARL PAIGE

CHICAGO—The continued acquisitions of music routes by large, national operating firms primarily involved in vending will not result in the merger of Music Operators of America (MOA) and the National Automatic Merchandising Association (NAMA), according to M.O.A. President John Trucano.

The Omaha operator and owner of Coin-A-Matic Music Co., said, "The big vendors are primarily involved in street routes in the larger metropolitan areas. They want to combine as many as six or eight routes into one. Instead of six telephones they want one.

"There are thousands of small routes located away from the large metropolitan cities that the large vendors are not interested in and the operators of these routes will continue to need MOA," he said. Ellis, here visiting MOA's headquarters, said he also thinks that the larger music vending firms will continue to look to MOA for leadership and guidance, even though many of these being acquired by large vendors.

"Without exception, the large vending firm retains the management of the acquired business," he said. "Generally, one of the requirements of purchase is that the current owner stays on in a management capacity."

Asked why he thought large national firms were increasingly interested in street operating businesses when so much of the vendor's attention seems focused on industrial and institutional operating and food service, Ellis said, "I think the large vendors need to increase their equipment buying position. By pointing to

"(Continued on page 57)

Seeburg Eyes Billiard Mfg.;
Studying Audio-Visual Field

CHICAGO—Seeburg Corp., division, Commonwealth United Corp. (CUC), in hope of acquiring a pool table manufacturing firm, is re-evaluating the market feasibility of its coin-operated audio-visual unit and may acquire a record company, according to Louis Nicastro, CUC president and chief operating officer.

"We're looking at several pool table manufacturers and think it may work. We'd like to see a distribution for marketing this type of leisure equipment," Nicastro said.

Regarding a rumor Seeburg might be interested in a pin game and bowler manufacturing firm, he said, "There is no truth to this. Our Williams (Electronics, Inc.) division has achieved a dominant position in this field and the antitrust laws wouldn't permit us to acquire another similar firm."

Nicastro said he could not comment at this time on plans to acquire a record manufacturing firm.

In regard to Seeburg's audio-visual units, he said, "It's no secret that we have had an engineered and tested model for some time. The unit will work on the principle of bringing the visual to the patron, rather than being centrally located."

"We have deliberately held

On the Street

By RON SCHLACHTER

Rowe president Jack Harper is back at Whippany, N.J., headquarters after a fast-paced trip that took him to Honolulu, Tokyo, Hong Kong, Singapore, Australia and back again to Honolulu. Harper began his journey by attending the NAMA meeting in Honolulu and then devoted the rest of his time visiting Rowe distributors and foreign licensees.

Jim Newlander reports that Rowe has been in contact with MOA's Fred Granger, to give compliments and make a few suggestions concerning the organization's new public relations program. Elsewhere at Rowe, general sales manager Joe Burton is back in good shape after a hospital stay for surgery and marks his 50th birthday. Rowe president Ralph Taler is anticipating a few days of vacation in Puerto Rico.

Bill Ray of Peach State Distributing Co. reports that "business is good and the weather is beautiful." Ray and partner, Dickie Bufford, are just

Set German Trade Show

WEST BERLIN—Germany's first international coin machine fair will be held in the Congress Hall, Hauptstrasse 29, Berlin, Sept. 16-19.

The fair will coincide with the 75th anniversary of the first coin machine exhibition held in Berlin in 1894 and will provide an excellent窗口 for the coin machine industry, which will not be represented this year.

The coin machine fair will occupy an area of about 10,000 square feet and a number of small conference halls will be available for companies wishing to use them for demonstration purposes.

MARCH 8, 1969, BILLBOARD 55
GROWING IMPORTANCE OF 25-CENT
See 25c Capsules as Way To Offset Profit Squeeze
KANSAS CITY, Mo.—The growing importance of 25-cent capsules will hopefully offset the
BIG PROFITS COME IN SMALL PACKAGES
Northwestern's Model 60 produces more profit per dollar of investment
Whether it's in a supermarket or service station, the Model 60 is an operator's profit package. Simple changes of the brush housing and merchandising wheel allow you to dispense all types of popular items. The Model 60 has the most foolproof coin mechanism in its field. Extra-wide chute and interchangeable globe accommodates all sizes 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.

W. M. CRAMER
Manufacturers Representative Acorn Amco Distributor
3700 W. Lake St., Chicago, Ill. 60631

THE NATIONAL VENDORS ASSOCIATION will have this meeting room in its annual convention next month at the Hollywood Beach Hotel, Hollywood, Fla.

SCHOOLBACH CO.
Manufacturers Representative Acorn Amco Distributor
3700 W. Lake St., Chicago, Ill. 60631

New VICTOR 77 GUM & CAPSULE VENDORS

For a Real Sales Stimulator in a Prime Location

A beautiful, eye-catching design. Makes a great first impression. A convenient, interchangeable mechanism designed to give your customers the best in change. Vends 100 count gum, V-1 and V-2 capsules, with or without the optional V-2 changer. Available with V-1 or V-2 changer. Ask for complete literature. Model 100 always in stock.

BARGAINS from KING'S One Stop

Save Space

The typical prize vending installation incorporates from two to four types of units but ranges up to 16 machines. The new wrapped bubble gum, which the company has vended for about four years, is a brisk seller. With location prospects, Lichterman says, he has acquired interest when he discusses the space-conserving ingredients of multiple-unit machines with small, compact boxes. He demonstrated one that can team up four units in the same amount of space formerly occupied by six single machines. Lichterman feels a certain old cleanliness out of machines. A clean, front filled jar with a new head goes in each time a location is serviced. He maintains a stock of jar heads for all types of units. Jars are washed, air-dried and filled ready for the truck.
ordered five records from Billboard's easy Listening chart and received only one of them.

"The one-stop keeps telling me that the records won't go over out here and maybe he's right. But we have more than cowboys out here. Ellisworth Air Base is located here in Rapid City and we can use 'em.

"However, our biggest category is c&w. This is a big tourist area and even the people who come out here on vacation expect to find c&w. They figure this is where it should be played. But I say try to find me a good western in August."

Mrs. Burns also receives numerous requests since all locations are supplied with requests cards. To meet these requests more efficiently, Black Hills Novely is in the process of setting up a record catalog and will soon build a warehouse to keep records. As for stereo singles, Mrs. Burns said:

"We use them, but not enough of them. We would like to use more at certain locations. However, to appreciate stereo singles, you have to be able to listen to them. You can't have a location where the clatter of dishes drown out the sound."

Mrs. Burns moved to Rapid City two years ago after living in Los Angeles for 15 years. The only things she misses are an FM station and the Dodgers.

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On the Street

Continued from page 55

back from Houston where they attended the sporting goods show. Meanwhile, recent visitor to Peach State was Quinn Jacobson of Reed Electrotext in Rockford, Ill. Jacobson made the rounds with Peach State to vending accounts in the Atlanta area. Max Hurwich of Birmingham Vending Co. is happy to announce that his son-in-law, Al Toronto, is now a full partner with the firm. Meanwhile, the company is planning to celebrate its 38th anniversary on April 1. However, there won't be a big celebration since Hurwich is sticking to his policy of a party every five years.

Birmingham route man William Sher and his wife are in Israel for two weeks.

Art Deddie of United Billiards reports that "everything is hum-ming" and that everyone is working 22 hours a week over-
time. Deddie just returned from a business trip to Miami where he found the weather about equal to that of New Jersey. Ed Zorinsky of H.Z. Vending in Omaha is a man with many hats to wear. Zorinsky, who was recently elected secretary of the board of directors of the Omaha Public Power District, has been appointed chairman of the National Intercolligate Wrestling Tournament, which will be held in Omaha March 6-8. Meanwhile, Zorinsky's father, Hymie, just arrived home from a Rock-

ville trip to Acapulco.

With the Illinois Legislature in session, Fred Gain, executive di-

rector of the Illinois Coin Machine Operators Association, is on the alert for any legislation that may be introduced. At home, Gain is also on the alert since a new Sammyd puppy, named "Jelly," has been intro-
duced to the household Else-

where on the ICMAO scene, president Harry Schaffner re-

ports "nothing but work." Les Mintoitou is enjoying a few days off from the Coast. Lance Hulindle is back at his desk at Nutting Associates in Mountain View, Calif., after representing the firm at the Arnold Palmer Enterprises Na-
tional Putting and Driving Range Convention in Miami. On his way home, Hulindle visited distributors and operators in San Antonio, Houston and Gal-

veston. A promotion at Nut-
ing finds Rod Geiman assuming the duties of executive vice-

president.

Archbishop Cooke Lauds N. Y. Firm

NEW YORK — Meyer Park-
of-residence of the National New York Corp. here, received a very complimentary letter from Archbishop Cooke thanking him for servicing a background music system Seeburg Corp. installed in the Archbishop's residence.

Parkoff, in relaying that the service involved changing records, said the unit was originally installed by Atlantic for Seeburg at the request of Cardinal Spell-

man.

INCREASE VENDING SALES

IN ANY LOCATION

Proven Profit Maker!

CHICAGO COIN'S NEW 1-PLAYER PIRATE GOLD

— New Super Scoring CENTER PIRATE CAVE

— PIRATES CHEST Bonus Build Up

CHICAGO DYNAMIC INDUSTRIES, INC.

INCORPORATED CHICAGO, ILLINOIS

INCREASE VENDING SALES

IN ANY LOCATION


dervision against other approaches which amounted to pictures of nearly nude dancing girls.

"We think the correct approach is quality visual material, as opposed to other approaches which amounted to pictures of nearly nude dancing girls."

Jumbo Buys

3

NEW CAN COLD DRINK VENDORS

for prestige and heavy volume locations

GIANT 360 can capacity—48 cans in pre-cool

LOOK TO ROCK-O-LA

for advanced products for profit!

Rock-Ola Manufacturing Company

RO North Kezie • Chicago, Illinois 60651

MARCH 8, 1969, BILLBOARD

Coin Machine News

What's Playing?

A weekly programming profile of current and older selections from locations around the country.

Aenses, Iowa, Location: Kid-Restaurant

ELENA DAVIS, programmer, K & D Music Co.

CAROL HUMES, programmer, Cannon Coin Machine Co.

Haddonfield, N. J., Location: Young Adult-Tavern

MEL EPESTIN, programmer, Blue Ribbon Vending Co.

Philadelphia Location: C&W

New Rowe Film

Continued from page 55 or "Friends of Mine," Date 1628

Revolutionist (2918S) paired with "Indian Giver," Baddish 91, or "Sooner Scream," Atlantic 2590. Masquerade (2918S) paired with "Soul Shaker." SS 761, or "Son of a Preacher Man," Atlantic 2580; Fashion Show (2918) paired with "By the Time I Get to Phoenix." Monument 1125, or "Buona Sera, Mrs. Campbell," United Artists 50476; One Too Many (2918C) paired with "Don't Double With Trouble," Alco 6643, or "Riot," Uni 55102.

Seeburg Eyes

Continued from page 55 back until we want will be a prospection time. Now that we have merged with CUC, which has a huge film library and a highly creative film making division, we are updating our thinking on introducing the units.

"We think the correct approach is quality visual material, as opposed to other approaches which amounted to pictures of nearly nude dancing girls." said E. P. (Pat) Lyons who has been made plant manager and W. H. Morrison has been brought in to head the home entertainment products. 

Other recently appointed executives were A. Bruce Roget, board chairman and chief executive officer; Oliver A. Unger, vice-

chairman of the board; Richard A. Sarazen, vice-president of corporate planning and development; Arnie Kahn, vice-presi-
dent of development, and Arthur Siegel, vice-president.
That's what you get with the new Rowe AMI Music Miracle. This 5-Year Warranty covers normal-use wear on all moving parts. It's an industry "first." And it's just one of the big break-through features of this dramatic new jukebox.

Here are some of the other great Music Miracle features. No lubrication required for 5 years. No preventive maintenance needed for 5 years. New "Wall-of-Sound" side speakers and patented Stereo Round for today's big you-are-there high fidelity sound. New, exciting RoweVue slides to attract more players. New Change-A-Scene front panels. Rowe alarm system as standard equipment. Two-wire systems for remote volume and cancel control. Three-in-one programming—change from 200 to 160 to 100 selections.

These are all Rowe AMI exclusives. And they help make the new Music Miracle jukebox the most sensational music salesman in the business.

See your Rowe AMI distributor for all the details.

Rowe international, inc.
A SUBSIDIARY OF TRIANGLE INDUSTRIES, INC.
75 TROY HILLS RD., WHIPpany, N.J. 07981
The most successful annual promotion in the history of the record industry

March is Montovani Month (45th consecutive year!)

NEW and EXCITING!

Those Were The Days; By The Time I Get To Phoenix; Love Is Blue; For Once In My Life; Chitty Chitty Bang Bang; A Man Without Love; Honey; If I Were A Rich Man; Delilah; Both Sides Now; Les Bicylettes de Belsize; Come September.

Stereo PS 548

MANTOVANI BEST SELLERS RE-PACKAGED... BY DEMAND

LONDON®

CONTINENTAL ENCORES stereo PS 147

AMERICAN WALTZES stereo PS 248
EXPLODES INTO THE RECORD BUSINESS

We are now recording and acquiring masters from the industry's top producers. Watch for our new releases soon.

NORTH AMERICAN LEISURE CORP.
1776 Broadway, New York 10019
A subsidiary of Omega Leisure Corporation

distributed by...
SPECIAL MERIT PICKS

JAZZ

THE WORLD'S GREATEST JAZZ BAND OF YESTERDAY
by Louis Armstrong—Prevue 3. PK 00335 (3)
Lester Young and his band are back. This album features Armstrong's trumpet, Louis Prima's clarinet, and an all-star lineup of the world's greatest jazz musicians.

GOSPEL

MARY MARY—Rescue Me, Doctor LP 15 (3)
A great album by one of the greatest gospel groups of all time. The songs are powerful and uplifting, and the message is one of hope and salvation.

Action Records

Alarms

NATIONAL BREAKOUTS

There are no national breakouts this week.

NEW LPs

JEANNIE C. RILEY—Try and Be True

Plantation PFL 2 (3)
A great collection of soulful, rhythm and blues tunes.

Singles

BLESSED IS THE RAIN

Brooks & Dunn—Brand New Day (RCA Victor, BMI)

APAA Strong Bid

Continued from page 28

Roger Myers

Continued from page 54

Jeffrey Brothers

Robert Stringer on Northland

Ann Whalen of Cleveland

ATD Accenting Cassette

Los Angeles—The emphasis in this company on electronic music is evident in its latest release.

ATD's first factory specializes in duplicating music for cassette tapes, although it also handles 8-track and reel-to-reel tapes.

Gray says he can sell classical at $4.98 because of the company's one-cover concept for cassette tapes. The concept is used on all merchandise and is priced at 50% to 60% of the public price.

KREN Stresses

Continued from page 32

Again, Wood said the format will feature basic musical selections from groups and companies close to middle-of-the-road as possible.

We will also cover drama, and I think that will be of interest to the ethnic group for the day and to the general listener, Wood said.

He predicted live appearances of ethnic music groups and the possibility of bilingual programming. The present staff has language skills in Salvadorean, opium, and speaks Italian, Steve Wray, afternoons station's producer.

For the past two years, the station offered mostly instrumental music, with an emphasis on big band sounds.
Yellow Payges Prepare for 3-Way Promo

LOS ANGELES — A gala party here last week at the Beverly Hills home of Marshall and Gary Bookasta launched a mass promotion linking the Yellow Payges with Mensen Musical Products Corp., American Telephone & Telegraph and Uni Records, a division of MCA.

The Yellow Payges have endorsed and will use exclusively Haggstrom Guitars and Marshall Amps, which are distributed by Mersen. According to Mersen national promotion director T. Warren Hampton, this will be the most extensive advertising campaign in the history of the company. Special mailings and displays are being sent to nearly 5,000 Mersen outlets and arrangements will be made for the group to appear at the larger dealerships.

Yellow Payges

Hansens Publications and Sheeet Music representatives of Hansens coordinating to a pre-arranged appointment. March 4. . Thursday Morning.

The WINSTON SPEAKER has been specially designed by Vox to be used with the Churchill public address amplifier. Model 1419 is a two-way system with 12-inch network incorporating two 15-inch, low-frequency James B. Tyler speakers. The suggested list is $1,765.

The Winston Speaker

CHICAGO—“The real challenge is that everyone wants something unique and there are only so many unique things available.”

With this comment, Paul Severson, of Dick Marx & Associates, Inc., summed up the demand for unusual musical instrument sounds in the radio-television commercial field. The Marx agency has a roster of more than 200 clients and is involved in between 400 and 600 sessions a year.

More often, however, an agency man asked if we hadn’t used the vibes for his commercial the previous year,” said Severson, a veteran musician. “I replied that we had and then he asked if we couldn’t use something different.”

As for what’s new, musical instrument-wise in the commercial field, Severson said:

“All the amplified sounds are reasonably new, especially now that everything can be amplified. Commercials usually follow hit records. The Beatles have influenced the entire popular field, even as far as the use of Flugelhorns and piccolo horns.

“In the last six to seven years, bass flutes, alto flutes and amplified flutes have come into use, as contra-bass clarinets. Starting with the percussion

Leighton Book

THE CHURCHILL, a public address system by Vox produces 120 RMS and up to 240 watts of peak power. A matching transformer permits matching speaker impedances of 2, 4, 8 and 16 ohms. Two constant voltage outputs supply either 24 or 72 volts for matching multiple speaker systems. The suggested list is $550.

Musical Instruments

Radio-TV Spots Search for ‘The Unique Sounds’

BY RON SCHLACTER

Ireland Set for Accordion Event

NEW YORK—Ireland has become the latest country to enter the 1969 “Coupe Mondiale,” the world accordion competition of the International Confederation of Accordionists which is set to take place here Aug. 6-9.

Pietro Deiro Jr., chairman of the event, received word of the entry from the city of Kerry.

Ireland has previously entered the world accordion competition comprised of music students and their associated organizations.

When you can’t get close to your listeners, you need the help of a good sound system. It’s hardly a new problem. Professional sound engineers in radio, TV, and the movies have been dealing with it for years.

Perhaps you’ve noticed that their overwhelming choice is Electro-Voice. Surveys consistently show more E-V microphones at major news events than all other U.S. brands combined, for instance.

You’ll also find E-V speakers wherever sound quality really counts. From huge stadiums to home high fidelity systems. In churches, auditoriums, schools and night clubs… wherever people listen critically.

And now Electro-Voice musical instrument loudspeakers have been created to add a new dimension to music. They are an integral part of your classic, electric, electronic, and the ubiquitous guitar. Carefully designed to add clarity and power wherever they are used.

Good music demands good sound. Insist on Electro-Voice microphones and loudspeakers and let your audience hear you at your best. We’ll let nothing stand in your way!

Like it or not, there’s something standing between you and your audience.

SPACE.

Guitar Study

BY W.M.I.

Evanston, Ill. — W.M.I. Corp. reports that it has completed a survey which shows that discount and chain stores continue to make guitar sales at music stores’ expense.

According to the company’s findings, 1968 was the best year ever for retail guitar sales. However, with only about one million guitars being sold yearly, the shift of a mere 10 per cent in sales from music stores to chain stores was enough to create severe strains on the latter.

In addition, W.M.I. reports that low year-end retail and wholesale inventories indicate a banner year for guitars in 1969, even though the trend of sales for music stores is likely to continue downward. W.M.I. findings are based on a combination of domestic guitar manufacturer reports and Commerce Department figures.

GOLD MARK ASSOCIATES

PUBLIC RELATIONS

New York—Beverly Hills—London

March 8, 1969, Billboard
The Best in Canada in Bubble Gum Music

BROOKLYN BRIDGE
"WORST THAT COULD HAPPEN"
BUDDAH 75

KASENETZ KATZ
"To You with Love"
BUDDAH 82

DOUBLE BUBBLE TRADING CARD CO.
"Bubble Gum Music"
BUDDAH 78

Manufactured and distributed in Canada by Quality RECORDS LIMITED
380 BIRCHMOUNT ROAD • SCARBOROUGH, ONT.
TELEPHONE 698-5511 2-3-4-5
M C A L I F . 90024 mh 8
FOR SALE: SWINGING RECORD SHOP.
cATALOG TERMS TO: JPL INTERNATIONAL, BURKELIS 7, SAN VICENTE, MANILA, PHIL.
WANTED: COVER SONG RECORD CO.
KING STREETS, BROOKLYN, N.
F.T. 11FNT. 11E. CORD OUT. S.
ST. LOUIS, MISSOURI 63130. mh 8
RECORD SERVICES
ST. CLLELIENTH ON, OHIO 44105. tfn
HARD-TO-FIND SINGLES
MASTER WANTED FOR RELIABLE
CENSER FOR THE FIRST-CLASS RADIO TELEPHONE LINES.
1336 MAIN ST., SARASOTA, FLORIDA 33577,
LARGEST SELECTION OF 8-TRACK
SINGLES, TO THE FINEST, NATION
CLASSIFIED ADVERTISING DEPARTMENT
BILLY JOE HOBBS, GENERAL OFFICE,
BILLY J. HOBBS, 107 W. 46th St., New York, N. Y. 10036

2. Check the heading under which you want your ad placed:

- BUSINESS OPPORTUNITIES
- PROMOTION SERVICES
- WANTED TO BUY
- PUBLISHING SERVICES
- PROFESSIONAL SERVICES
- INTERNATIONAL EXCHANGE

CLA ssified Advertising RATES
REGULAR CLASSIFIED AD: 3% a word. Minimum $7. First line sets all caps.
DISPLAY CLASSIFIED AD: 1 inch, $5. Each additional inch, in same id, $10.
FREQUENCY DISCOUNTS: Display classified ads only. 3 consecutive insertions, 5% discount; 6 consecutive insertions, 10%; 12 or more consecutive insertions, 15%.
CLOSING DATE: 3 p.m. Monday, 11 days prior to date of issue.
BOX NUMBER: 50¢ service charge per insertion, payable in advance; also allow
10 additional words (at 25¢ per word) for box number and address.

INTERNATIONAL EXCHANGE RATES
International Exchange is open to all advertisers of foreign countries only.
American advertisers whose service or sales message is specifically directed to
foreign countries only will be considered.
REGULAR CLASSIFIED AD: $1.50 per line, Minimum: 4 lines per insertion.
DISPLAY CLASSIFIED AD: $2.00 per line, Minimum: 1 inch, Some frequency
discounts as above apply.
107 W. 46th St., New York, N. Y. 10036, or Andre de Veysey, European Director, 7, Welbeck St., London W. 1.

NAME:
ADDRESS:
STATE & ZIP CODE
BILL AGE
CLASSIFIED MART
MARCH 8, 1969, BILLBOARD
BE PART OF THE BILLBOARD HORDE
MUSICAL INSTRUMENTS
Piano, Fretted Instruments, Instrumental & Band
(Alphabetically)
ALL TIME COUNTRY HITS (West Coast)
BACHARACH/DAVID SONGBOOK (Cimeno)
BEATLES—ELITE #1 (Hansen)
BEST OF POPULAR MUSIC (Hansen)
BEST OF SIMON & GARNERKEL—SONGS BY PAUL SIMON (Plymouth)
GLEN CAMPBELL DELUXE SOUVENIR ALBUM (Hansen)
COUNTRY SOUNDS OF THE NASHVILLE STARS (Hansen)
DOORS—WAITING FOR THE SUN (Music Sales)
GOD BLESS TINY TIM (Warner Bros.-7 Arts)
PETER, PAUL & MARY—DELUXE SONGBOOK (Warner Bros.-7 Arts)
PETER, PAUL & MARY—HERE'S HOW (Warner Bros.-7 Arts)
DIANA ROSS & SUPREME GREATEST HITS (Big 3)
DIANA ROSS & SUPREME JOIN THE TEMPTATIONS (Big 3)
SONGS OF SMOKY ROBINSON (Big 3)
SLY & THE FAMILY STONE (Hal Leonard)
TEMPTATIONS GREATEST HITS (Big 3)
TOP HITS OF '68 & '69 (Big 3)
WITH MY LOVE (Big 3)

GUILD'S QUANTUM AMP SERIES consists of three models, all boasting 200 watts and 15-inch speakers. Top of the line is Quantum X which is for guitar, bass and organ. It has a suggested list price of $195. Quantum Bass DeLuxe, with a more "chubby" sound, is for bass and organ exclusively and has a suggested list price of $525. Also for bass and organ, Quantum Bass Standard carries a suggested list price tag of $675.

THE VOX GRENADE SPOKER X provides a forward spread of sound with low rear radiation. Shipped with de luxe waterproof cover and chrome-plated stand, the unit boasts four 10-inch Vox heavy-duty loudspeakers and impedance matching switch. The suggested list is $196. Also available is the Vox Grenade XII Model 121 with four 12-inch speakers. Its suggested list is $269.

National Record Promotion
(You Read It—We'll Plug It)
Music Makers Promotional Network
20 Yrs. Experience Service Promotions
Covers All Major Cities, Nashville,
Chicago, Hollywood, Etc.
DISTRIBUTION AGREEMENTS
MAJOR RECORD LABEL CONTACTS
NATIONAL RADIO & TV COVERAGE
IN-HOUSE AD ADVICE & PUBLICITY
RECORD PROMOTIONS
200 Shamokin Rd., SHAMOOG, PA. 17047
Phone: (717) 929-2255.

WANTED TO BUY
SECONDHAND BASS AMP
BASS BAND, Send details of owner together with your details to R. W. ARTHUR, 20 JENKINSON ROAD, Elsternwick, Melbourne, Australia.
CAMP: JOEL BARNES (P.B., 107 W. 46th St., New York, N. Y. 10036).

WANTED RECORDS: 45s, USED OR NEW DW, LP RECORDS, ANY QUALITY, WITH LABELS TO: BILLBOARD, 335 W. 46th St., New York, N. Y. 10036.

WANTED: ALL THE TIME COUNTRY HITS (West Coast), BACHARACH/DAVID SONGBOOK (Cimeno), BEATLES—ELITE #1 (Hansen), BEST OF POPULAR MUSIC (Hansen), BEST OF SIMON & GARFUNKEL-SONGS BY PAUL SIMON (Plymouth), GLEN CAMPBELL DELUXE SOUVENIR ALBUM (Hansen), COUNTRY SOUNDS OF THE NASHVILLE STARS (Hansen), DOORS—WAITING FOR THE SUN (Music Sales), GOD BLESS TINY TIM (Warner Bros.-7 Arts), PETER, PAUL & MARY—DELUXE SONGBOOK (Warner Bros.-7 Arts), PETER, PAUL & MARY—HERE'S HOW (Warner Bros.-7 Arts), DIANA ROSS & SUPREME GREATEST HITS (Big 3), DIANA ROSS & SUPREME JOIN THE TEMPTATIONS (Big 3), SONGS OF SMOKY ROBINSON (Big 3), SLY & THE FAMILY STONE (Hal Leonard), TEMPTATIONS GREATEST HITS (Big 3), TOP HITS OF '68 & '69 (Big 3), WITH MY LOVE (Big 3).

THE VOX GRENADE SPOKER X provides a forward spread of sound with low rear radiation. Shipped with de luxe waterproof cover and chrome-plated stand, the unit boasts four 10-inch Vox heavy-duty loudspeakers and impedance matching switch. The suggested list is $196. Also available is the Vox Grenade XII Model 121 with four 12-inch speakers. Its suggested list is $269.

Be Part Of The Billboard Horde

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FRESH AS A NEWBORN BABY!

AN EXCITING NEW PROFIT MAKER
IN THE $2.00 RECORD MARKET
COMPLETELY NEW PACKAGING
IN SPARKLING COLOR, STEREO ONLY

PRICED UNDER $2.00

1605 W. CHICAGO AVENUE, CHICAGO, ILLINOIS 60622

MUSIC O disc
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<td>49</td>
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<td>DONOVAN</td>
<td>London, England 307,000 (S)</td>
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<td>50</td>
<td>37</td>
<td>ROLLING STONES</td>
<td>London, England 307,000 (S)</td>
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</tbody>
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Continued on Page 70
CAPITOL SERVES UP 5 GREAT NEW COUNTRY HOTCAKES.
The Bread Line from Capitol

You'll Need The Combination

Here It Is

ST 120
Happy Trails
Quicksilver

ST 208
Linda Ronstadt
Hand Sown... Home Grown

SKAO 207
THE SERFS
the early bird cafe

ST 192
Ohio Players
OBSERVATIONS
IN TUNE

ST 206
THE LAST RITUAL
The Billboard Bookshelf now offers 2 new editions...

**SOMETHING TO SING ABOUT!**
Collected and arranged by Milton Oken, noted musical arranger and instructor.
A unique collection of more than 70 favorite folk songs, complete with words and music, contributed by America's top 57 folk singers and groups. Songs range from mountain ballads to gospel...from political-tinged messages to lighter, whimsical tunes. Individual artist photos and personal bios accompany each selection and help in making this a rare composite of current Folk Americana for folk fans and all music buffs.

MAYNARD SOLOMON, President of Vanguard Recording Society, writes: "The book sums up the folk renaissance better than any previous collection, and if widely circulated could lay the groundwork for a new revival of traditional music."


**MANAGING TODAY'S RADIO STATION**
By Jay Hofer, Station Manager of KZOK, Sacramento, Calif.—one of today's most knowledgeable station executives.
Everyone involved with the broadcasting industry will find something of interest in this new 280-page business manual. A series of informative essays outline the major principles evolved by Mr. Hofer in his wide 20-year broadcasting career. The book is presented in three detailed sections: Part I—Management Thinking, Part II—Programming, and Part III—Sales. Covering every facet of broadcasting this book is ideal reading for broadcasters, media buyers and marketing personnel.


And Billboard recommends several additional reading musts for the musically minded...
booker T
and the MG's
double
feature
"uptight!"

1. Their first motion picture score.
2. Booker's singing debut with
   "Johnny, I Love You"
   also available now as a single.
   Stax 0028

Double history for
Booker T & the MG's on "Uptight".
Double sales power too!
The TAPE CARTRIDGE INDUSTRY HAS COME OF AGE!

The first annual supplement devoted entirely to the vast, growing tape industry is now being prepared. Pioneers in the field of Tape Cartridge development and reporting, Billboard is using all its extensive research facilities to bring you the most comprehensive data ever compiled on the complete tape market.

Tape is now an area of major importance influencing the whole music-recording industry's production. It's TAPE POWER — Tape USA — Tape International — 8-Track — 4-Track — Cassette — Reel-to-Reel — And Playtape...

Billboard's International Tape Cartridge Guide will contain complete listings of:

- Recording Companies with Tape Product
- Plastic Cartridge, Cassette and Reel Manufacturers
- Tape Cartridge, Cassette & Open Reel Manufacturers
- Cartridge, Cassette & Open Reel Licensed Distributors/Distributors
- Tape Playback Manufacturers
- Complete International Section

The International Tape Cartridge Guide will be distributed world-wide as Part II of the weekly Billboard to the largest audience in the music-recording field.

It's a market with optimum opportunity for your product. Year-long readership and global reference—make your sales message mean more in Billboard's new, all-industry influential International Tape Cartridge Guide.

Call Billboard today for further details.

New York • Chicago • Nashville • Los Angeles • London • Milan
The new 1969 Belle Wood sound is cartable.
Every Cartable

Sell one brand, one line to the "now" market . . . people on the go . . . the all new 1969 Cartable line from Belle Wood, Inc.

Whether the urge for entertainment hits at home, in the car, in the boat or anywhere else in the great outdoors, there's a Cartable unit to fit every whim and every wallet. And every Cartable unit carries a consumer guarantee, including free parts and service!

1 CARTABLE 2800 the jet set set for car, boat, home, or? Solid State woodgrained 8 Track Stereo. Under dash mounting with theft-proof locking. No wiring to disconnect. Complete with four 51/4" full range stereo speakers. Optional home-use accessories: #2840—Two walnut wood cabinets (14 1/2" x 4 1/2" x 9") each containing 6" round high response speakers. #2880—Walnut finish home AC adapter.

2 CARTABLE 3800 ultimate auto player for the beautiful people. Deluxe Solid State 8 Track Auto Stereo. Automatic Channel Changer with push button channel selector, illuminated channel indicator. Comes with two 51/4" round high response speakers enclosed in quick-mount Cycloc housings.

3 CARTABLE 4600 the "most" for today's youth on wheels. Exceptional value in
is cartable.

on 8 Track Stereo. Many of the features of Cartable deluxe models, including illuminated channel indicator, automatic channel changers and push button channel selector. Comes complete with two 5½” stereo speakers.

4 CARTABLE 5000 swingers’ complete portable stereo system. The versatile Cartable 8 Track Solid State AC Stereo Player System can be enjoyed either as a self-contained system or can be easily converted for use as a deck. Two high frequency 4” x 6” speakers in detachable cabinets. Speakers can be wall mounted with up to 17” separation. All deluxe Cartable features. Available in black or beige. Scuff resistant Cyclocol cabinet.

5 CARTABLE 6000 perfect beach companion. The latest in self-contained 8 Track battery portables. Operates anywhere on 6 D cell batteries or can be plugged into cigarette lighter or any 110 AC outlet. Comes with free lighter adapter. Unit weighs less than four pounds. Compact size—9” high x 6” wide x 3” deep.

6 CARTABLE 7000 playmate for the serious music lover. Play 8 Track stereo cartridges at home with the all new Cartable 7000 Solid State Stereo Deck. Beautiful walnut grained wood cabinet with champagne face. Jocks into existing home stereo system. All the unique features of deluxe Cartable players.
...and over 100,000,000 advertising calls will be made on your customers and prospects this spring ...pre-selling them on the Cartable line.

Star salesmen like Art Linkletter, Bill Cullen, Peter Marshall and Al Hamel will be showing and telling the Cartable story on all three major TV networks during April and May.

Hollywood Squares • Eye Guess • Let's Make A Deal • Funny You Should Ask • Newlywed Game
Dating Game • Dream House • House Party • Anniversary Game • Truth Or Consequences

See and hear the all new 1969 Cartable line now! For the name of the distributor in your area call 312-498-1030 collect, or write:
Vince Vecchione,

Belle Wood Inc.
2751 Lake Cook Road
Deerfield, Illinois 60015
When it's new, it's all whipped cream and roses.
Time flies, the flowers fade and so does the dream.
Sometimes you think you may not make it.
But the bond grows stronger, the dependence goes deeper.
And there's something to be said for the togetherness of it all...

The Wedding Cake K-14034
A slice of life in the great tradition
of "Honey" and "Little Green Apples" by
Connie Francis
Produced by Shelby S. Singleton, Jr.,
for Shelby Singleton Productions, Inc.
Danish Radio to Plug Local '10'

COPENHAGEN—Danish Radio has announced the presentation of its weekly Top Twenty international record sales chart to concentrate on local performers. The program, which compiles a weekly Top Ten of local product set against listeners' votes.

The last Top Twenty was produced by Medium and now record companies and music publishers, backed by another organization, possibly a daily newspaper, to take on compilation of an international record sales chart.

Danish Radio discontinued the Sunday afternoon Top Twenty program because the chart had become too similar to the Danish league chart, which is broadcast Sunday mornings.

U.K. Testing 5-Cent Disks

LONDON—The first British hit records to have their prices legally reduced—half a pence last week in three towns in England.

The records are being sold at cut price for two weeks in Exeter, Oxford and Perth in a special test operation mounted by the British Market Research Board. Half of the list price of the world's best selling satellite will cost by two pence. In addition, five musical directors will take part in the test. The five are: Patrick Driscoll, director of the Festival; Frank Pourcel will be musical director for Claude Lombard, Robert Cogis (Belgium), Mary Trini, Valen (Sayan), Anne Vanderlove, Jean-Claude Allor (France), Desiree, Ronny Russel (Italy), and Nina Varin (Antonio Calvira (Portugal)).

J. S. C. Marcon is musical director for Claudia, Norman Chacona Soto (Costa Rica), Alice Azurduy, Ernesto Avalos (Guatemala), Hermanita Nunez, Los Pianos Barros, Dones (Costa Rica), Danny Rivera (Puerto Rico), and Cecilia Garcia, Nini Calif (Dominican Republic).

Aldegoro Romero will be musical director for Marcella Miranda, Arteo Galicia (Chile), Leonardo, Los Graduales (Colombia), Falla, Hermanos Minou Naranjo (Ecuador), Anayos, Leroy Gintin (Panama) and Dionesio, Jose Luis (Venezuela).

Lucio Mena will conduct for Romantic Araya, Hugo Mace (Argentina), Norah Zapata, Los Sauces (Bolivia), Mina Agui (Pueb) and Pena, Gino Cesar (Peru), Aria Plans Dutch Entry

AMSTERDAM—Aria, the German record company, has terminated its contract with Nino Manno for the Benelux countries and is now planning to establish its own independent operation in Holland.

Following the departure of Aria, Berti Oegis, managing director of Nino-Manno, has resigned from the company over policy disagreements and will head a new Aria set-up in Holland.

Aria is the second foreign (Continued on page 84)

Test in American Fest Lures 50 Singers From 25 Countries

Mexico City—Fifty singers from 25 countries will take part in the World Latin American Song, to be held here, March 19-23. Each singer will perform two songs. In addition, five musical directors will take part in the test. The five are: Patrick Driscoll, director of the Festival; Frank Pourcel will be musical director for Claude Lombard, Robert Cogis (Belgium), Mary Trini, Valen (Sayan), Anne Vanderlove, Jean-Claude Allor (France), Desiree, Ronny Russel (Italy), and Nina Varin (Antonio Calvira (Portugal)).

The song is subpriblished in Scandinavia by Imudio of Copenhagen.

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'Jingles' Ross to Move to Pop Disks

TORONTO—Mort Ross, one of this city's and Canada's most successful young writers of advertising and TV jingles, has announced plans to branch into the pop records field.

In conjunction with two associates, Terry Brown and Doug Riley, he has formed Revolution Records, a Toronto based recording company which will enter the Canadian pop music market within the next few months. As well as Revolution Records, Ross has formed the Revolution Publishing and Recording Recording Studios, to be situated in Toronto and operated by Brown, a 21-year-old Englishman with an extensive engineering background in English pop music.

The first release on Revolution Phonodisc Distribut will feature Canadian singer Dianne Brooks doing "Walkin' My Mind" and "Need to Belong." Both songs were written by Riley, a 23-year-old composer-arranger, who has also been active in the world of Canadian advertising jingles. The record will be released in the U.S. via Ray Charles' Tangerine label. Charles also signed Miss Brooks for a series of concert appearances with himself to commence in early April. Charles also signed Doug Riley, who worked on Miss Brooks' disk to arrange and conduct Charles' next Tangerine LP.

London Prod. By Canadians

TORONTO—London Records has released three singles and three albums of Canadian content. The singles are: "Nine Till Five," the French Revolution (London M-17367); "There's Still Time," Wayne Faro's S-I'malz Band (London M-173-641) and "One Ring Jane," Mone Tucker's Yellow Duck (D-4002). The albums are: "Out Home With Hughie and Allan." H-white Had Allan (Liberty-LMS-401); "Guitar Great" for Wave (Liberty-LMS-900); "The Voice of the Stradivarius," Albert Pratt (London, Ace of Diamonds-SDD-2118).

From The Music Capitals of the World

TORONTO—Gary Kruel, Philips-Mercury group national sales manager with London Records attended a product conference at Mercury headquarters in Chicago, Feb. 24 and 25. St. Char Low, president of the Canadian Music Sales Corp., attended the International Record and Music Publishing Market Conference in Cannes and stopped off for talks in London, Glasgow and Dublin while in Europe. Sales on Engelbert Humperdinck's "Release Me" LP now past the 100,000 mark for Canada with total sales on all three Humperdinck LPs well over the quarter million point, making him one of Canada's all-time top sellers. Humperdinck duet in Toronto for a week at the O'Keefe Center March 26-28. The Doors return to Toronto (Continued on page 84)

Stone Launches All-Front Pitch

TORONTO—Terry Mann, vice-president of marketing for the Robert J. Stone Company of Canada, has launched a program of expansion which will encompass all areas of the company's operation over the forthcoming 12 months.

The program will involve three phases, the first of which has just been completed. This includes the enlarging of office and plant facilities in the Stone of Canada head office in Oshawa, Ontario which will enable Stone to begin direct distribution of records to dealers and also the distribution of cartridge tapes. Stone currently handles the distribution of Pickwick tapes and the ITT line of cartridge tapes.

Stone has entered the distribution of outside independent labels and has recently signed Pickwick International's new Sound Canada label as well as the Praine and Candle labels, producers of gospel records in western Canada.

Stone has also signed a licensing agreement with Brunswick Records for release of product by Jackie Davis in both the U.S. and Canada. The initial release in the U.S. of the album, The Sacred Side of Jackie Davis, is included in the February release of Brunswick Records.

Negotiations are under way with six independent British labels for manufacture and distribution in Canada. As announced earlier, Beatbox Records became the first British company to sign with Stone of Canada in the expansion program and three Beacon releases are currently on the market in Canada.

Step two in the expansion campaign includes the acquisition of further distribution rights for records and cartridge tapes. Planned too is the addition of stereo component equipment including cartridge machines, turntables, amplifiers, etc.

Finally, step three envisages a general widening of the company's holding interests and Stone has plans in both the broadcast and print media.

Bertelsmann Exports LP

GUETERSLOH—Exports in 1968 from the Bertelsmann group here increased by 10.6 per cent to reach the $150 million mark according to the group's annual report. The group's activities in the book and record club sphere accounted for 47 per cent of the turnover. While German subscribers to the clubs, now up to four million, showed no great (Continued on page 84)
From the Music Capital of the World

**International News Reports**

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**AMSTERDAM**

Nina Simone visits Amsterdam, Rotterdam and The Hague Friday and Saturday (14-15). The three concerts organized by Paul Acketh will be held at the Grote Kerk, starting at 8 p.m. Saturday.

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**Dutch Radio to Plug Local 10**

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**Buenos Aires**

A follow-up to the tour with Shihua Electric Co. (Toshiba), Thursday, June 20, in Buenos Aires.

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**Vanguard**

**NEW YORK**

Vanguard's Buffy Sainte-Marie and MGM's Ian & Sylvia play the Village Gate Friday (July 2). The Saturday (8) features Petit's album of Georges Boulez's 'Flower Vale,' an album of contemporary dance music.

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**Danish Radio**

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**AMSTERDAM**

The Web visited Belgium to appear in the program "Life Musical Portraits," which was broadcast one day later in the same country. Their other appearances were in the programs "L'Europe de la Musique," "Music in Motion" and "The World of Music." They also performed on the Flemish TV network, "Our Time." Featuring works of the South African composer Paul Acketh, the program was broadcast on Flemish Channel One.

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**Bertelsmann**

**Continued from page 83**

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**Romeo songs, "La Piggia" by Nino Ferrer and "O mio Babbino Caro" by Caterina Caselli.**

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**Dublin**

Dolores gave a press appearance at the Shelbourne Hotel in Dublin, where they performed at the annual summer concert. The other performers included "Lonely Woods of Utah" by Sean Doherty and the Dublin-based group, "The Baskets." The concert was broadcast on Radio Eireann.

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**Gibb of Atos Be Gees and Epic's Talbot were last month's highest charted artists in kerry's "Youth with a" promotion. The promotion is also a feature of this month's National Song Contest, where it has a bes-

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**The Voice of Stradivarius**

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**Dublin**

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EMI knows the record markets of the world...

And here's the proof. The above is just one page from "A TOUR OF THE WORLD RECORD MARKETS"—an intriguing and informative 80-page book produced by EMI, (the World's Greatest Recording Organisation). A limited number of copies are now offered free. If you would like a copy write to EMI Group Record Services, EMI House, Manchester Square, London, England, W1A 1ES.

MEET THE LEADERS OF THE GLOBAL MUSIC INDUSTRY at the

International Music Industry Conference
April 20-23, 1969
Paradise Island Hotel and Villas
Nassau in the Bahamas

Sponsored by Billboard and Record Retailer
Contact:
International Music Industry Conference
300 Madison Avenue — 9th Floor
New York, N. Y. 10017 (212) MU 7-5523
HITS OF THE WORLD

ARGENTINA

[Text not legible]

BRITAIN

[Text not legible]

HOLLAND

[Text not legible]

NEW ZEALAND

[Text not legible]

ITALY

[Text not legible]

DENMARK

[Text not legible]

JAPAN

[Text not legible]

SINGAPORE

[Text not legible]

SOUTH AFRICA

[Text not legible]

SWITZERLAND

[Text not legible]

Fabbri Magazine to be Launched in UK

LONDON—Fabbri of Milan will launch its Great Musicians partwork books in the U.K. on March 21 through its London office, Fabbri and Partners, headed by Ian Thomas.

Fabbri magazine, which will contain a 10-inch classic LP each week, will be distributed to bookshops by news trade wholesalers.

The first series of the magazine, which sells at £3 1s 5d ($1.56) will be devoted to Beethoven, and will include the Sixth Symphony played by the Royal Philharmonic Orchestra conducted by Charles Groves.

All recordings in the series are pressed in Milan and will be imported.

The Fabbri magazine will be substantially the same as those already in circulation in Italy and France, but the next of the English edition will be rewritten for the U.K., and the magazines will appear in a different sequence.

Said Thomas: "We shall de-vote each of the first five issues to a different composer and subsequently will publish series of two numbers devoted to the same composer.

The Fabbri partwork books, which are printed in Italy, were launched in France in conjunc-

WE MEAN BUSINESS

New York's leading one-stop and exporter of records and tapes.

Fast, Fast service on all foreign orders.

ALL EXPORT ORDERS ARE PROCESSED THE SAME DAY RECEIVED.

COAST TO COAST

Local dealers, please contact George Weiss for latest catalog and prices.

FOR ALL YOUR RECORD NEEDS.

WIN RECORDS, INC.

856 9th Ave, New York City • JU 2-0130

MARCH 8, 1969, BILLBOARD
"WHERE DO YOU GO TO MY LOVELY"

PETER SARSTEDT

#1 IN ENGLAND

DESTINED TO BE THE #1 SINGLE IN THE COUNTRY!
Today we have over thirty albums on the charts. No other label can make that statement.

The albums they're buying are on Columbia Records and Tapes.
NARM Meeting

NARM Accents Audio-Video Progress

NARM Executives

Executive voices seeking a fair conglomerate acquisition. Gortikov called that phrase more accurately a $45 million era net-proft-after-taxes for the billion-dollar era.

But this billion-dollar era rack, jobbers are not as “militated, opportunistic nor aggressive” as they have been, asserted Gortikov, who suggested that new faces and new ideas he filtered into their businesses.

Several Questions

In assessing the success of the rack, Gortikov posed several questions including: How much of their growth was traceable to their individual efforts? How much came from customers own expansion? Who was actually responsible for multiplying the number of outlets in their areas?

In assessing the growth of the rack, within the framework of conglomerate acquisitions, Gortikov said the emphasis was on bigger, with several perils inherent in this condition. Gortikov predicted that today’s “super rack” would phase into “super colossal.” With rack conglomerates already selling three out of every 10 records sold in the country and two out of every three records moved through rack locations. The future portends great opportunities for “discovering,” Gortikov continued, citing these areas: data processing, systems improvement, telecommunications, vending, tape marketing, incentives for employees, better utilization of existing facility space, air transportation, radio merchandising, promotion, returns reduction.

Hits or Returns

The thirsty subject of returns motivated Gortikov to suggest the NARM and the Record Industry Assn of America (RIAA) meet independently to develop objectives and methodology for reducing returns. Then these two bodies should meet and establish a working plan built on a combination of their ideas, possibly including hiring outside management consultants and analysts, hiring a college to study the problem, running industry-wide contests, running controlled pilot research projects.

Gortikov continued: “NARM should spring from being convention specialists to becoming experts in research and development. NARM could be the experimental and study department.”

N AR M M e e t i n g

Gortikov Urges ‘Soul Searching’

Continued from page 1

The country will run through Tuesday (4).

While this convention theologically is devoted primarily to records, the booming tape CAR

ridge market will command a major percentage of the con
ductor’s time. Of particular concern to many distributors is the changing distribution patterns spurred by record labels moving into their own cartridge duplication and distribution.

With some labels reverting their tape lines to their traditional record distributors, many distributors who had handled a particular label through a duplicator/marketer, will find their source of supply diminishing. This is especially true in regions having a great number of non-exclusive sub-distributors.

Regarding records, several record labels attending the NARM convention are expected to be chastised for their provocative cover illustrations. This is expected to flare up during the “New Sound” panel discussion, whose panelists include a host of record label presidents and musically creative industries.

Shade Tree Pub. of ‘Lead Me On’

NEW YORK—“Lead Me On,” the Capitol single by Bonnie Owens has been erroneously credited to ‘Noma (BMI)’ on Billboard’s “Hot Country Singles” chart. The publisher of the song is Shade Tree Music (BMI).

Continued from page 90

Billion Dollar Era

- Continued from page 1

- Continued from page 90

N AR M M e e t i n g

- Continued from page 1

Gortikov continued: “NARM should spring from being convention specialists to becoming experts in research and development. NARM could be the experi-

(Continued on page 90)

Stanley N. Gortikov
President, Capitol Records, Inc.
Feature Speaker

Dr. Peter C. Goldmark
President, CBS Laboratories
Feature Speaker

Joseph B. Smith
General Manager, Mercury, Grey, Records
“Radio Promotion” Speaker

Warren Beemstein
Advertising Director, Columbia Records
Speaker, “Radio, TV, and Merchandising Advertising”

Leonard H. Goldenson
President, American Broadcasting Co., Inc.
Speaker, MBA Scholarship Awards Luncheon

MARCH 8, 1969, BILLBOARD

89
NARM Meeting

Heilicher Bids For Price Hike

* Continued from page 1

The story of the record industry achieving a dollar volume of two billion by 1975. He added: "The manufacturers went from $4.79 to $4.98, thereby giving us the entire... all of us, to make the most of an industry that has been good to us, should take advantage of a rising market. The consumer is oriented to this kind of thinking."

It is known that many wholesalers agree with Heilicher's philosophy and plan to initiate price increases Saturday (1). Other wholesalers have already followed the Heilicher pattern and have increased their prices. One in the Metropolitan area here stated that he felt his current increases were not quite sufficient. "Our old price on albums listing at $4.98 was $2.50 to our customers, we have gone up to $2.60, but feel the price should be $2.62. Our price on albums listing at $5.98 was $3.00, we have gone up to $3.10, but feel the price should be pegged at $3.14.

'Soul Searching'

* Continued from page 89

department of each of your companies."

In explaining his concept of the NARM member, Gortikov did not call him a rack jobber in the record business. Instead he said: "Your business is to market pleasure, you create excitement, you promote customers, you expand business volume, and profits. That is the real posture of which you may be proud."

Entertainers Add Pleasure To Business

Each Luncheon, cocktail reception and dinner will be sponsored by an associate member record label or tape cartridge duplicator/marketer. The dinners' sponsors also will present an evening of entertainment featuring their top recording artists. In addition, special entertainment is planned for the Saturday ladies' brunch.

Dooto is selling better and growing bigger!

Records • Cartridges • Cassettes

Dooto Records

13440 South Central Avenue / Los Angeles, California 90059

5 + 1 "Stock-Up" Deal!

Ask your distributor for our expanded catalog!
MEMO FROM ED MICHEL

Sitting there on a Monday morning looking at the Charts? (*)
So were we,
Then we started counting.
Five out of the top five are available right now from Muntz on 4-track.
But then, so are six out of the top ten.
Not to mention 13 out of the top 25.
And 44 of the top 100, and 84 from the whole chart thing.
Okay?
Eighteen of those chart occupants carry the RIAA seal for having sold million dollars worth of product at the manufacturer level.
Twenty-four of them carry stars. That's the register of heavy upward movement.
The thing is, none of them carry N.A in the 4-track column.
What we're trying to say is that when you order from Muntz, you get filled. The hits are available. Right now.
Muntz rocks it to you.
Let us ask you a question.
Are you looking at the charts?
Now ask yourself this.
Are your studio N.A.s in the 4-track column?
Are your cartridges getting shipped?
Call Ed Michel (213) 989-5000 and he'll be happy to give you the names of lots of our record company friends who don't have to worry about that.

*Billboard TOP LP's for week ending February 8, 1969.*
FRIDAY, FEBRUARY 28

CONVENTION REGISTRATION

PRESIDENTIAL WELCOME COCKTAIL RECEPTION
Host CAPITOL RECORDS

DINNER AND ENTERTAINMENT
Host RCA RECORDS

SATURDAY, MARCH 1

7:45 AM - 8:45 AM
Santa Monica Room

BREAKFAST

BUSINESS SESSION

"BILLION DOLLAR ERA"

Chairman of the Day
Jack Grossman
Chairman

Invocation
Anton Heilicher
Past President, NARM

President's Welcome
Stanley M. Gorkiev
President, NARM

Keynote Address
Dr. Peter C. Goldenkorn
President, CBS Laboratories

Featured Speaker
Presentation of Presidential Award
Jack J. Geldarten
President, NARM

Panel Discussion
Moderator: Clive J. Davis, President, Columbia Records

"The Now Sound"

Panellists
Abner Eregun, President, Atlantic Records
Jac Holzman, President, Elektra Records

Burt Bacharach, Composer and Producer

Jimmy Bowen, President, Amos Productions

Hal David, Special and Producer

"CONSUMER COMMUNICATION: USING THE MASS MEDIA"

Westwood Room

Chairman
James Shipley
President, Book Love Cleveland

SPEAKERS

Radio Promotion
Joseph B. Smith
General Manager, Warner Bros Records

Radio, TV, and Newspaper Advertising
Morris Barmstein
Advertising Director, Columbia Records

In-Store Promotion
William Hall
Vice President, Transamerican Music Corp.

“GO PUBLIC, MERGE, OR STAY PRIVATE? HOW TO BE HAPPY — ANY WAY?”

Eaton Room

Conducted by
Marinver Boll
J. K. Lasser and Company

An overview of the pass and costs of going public, merging, or staying private
and a step-by-step explanation of how to:

* Increase and keep more executive take-home pay
* Use the stock of your Corporation to minimize the impact of taxes
* Convert the stock of your Corporation into cash at Capital Gain rates

Chairman
Earl W. Kintner
Arnold, Rea, Kinnon, Petker, and Kahn

“TAPE TALK”

Executive Suites — Mezzanine Floor

A series of round table discussions on the subjects relative to the tape and tape cartridge industry. Each session will be given twice.

“Control of Returns and Defective Product: Abuses At All Levels of Distribution”
Herbert Hersfield
Sales Manager, General Record Stores

“Plus Profits in Reel-To-Reel and Blank Tape”
J. A. Rubinson
National Sales Manager, Berne Amoeba, General Importer

“Effective In-Store Merchandising of Tapes”
E. O. Walker
Manager, Recorded Tape Merchandising, RCA Records

“The Credibility Gap: Purchase Order Through Delivery”
Roger Brown
Special Products Sales Manager, Capitol Records

“Before Equipment”
Earl Horwitz
General Manager, Liberty Stereo Tapes

12:15 PM

LUNCHEON

Santa Monica Room

REGULAR MEMBERS LUNCHEON - MEETING

PERSON TO PERSON CONFERENCES

TAPE PRODUCT DISPLAYS
EXHIBIT BOOTH AREA

COCKTAIL RECEPTION
Host: DECCA RECORDS

SUNDAY, MARCH 2

7:45 AM - 8:45 AM
Santa Monica Room

BREAKFAST

PERSON TO PERSON CONFERENCES

TAPE PRODUCT DISPLAYS
EXHIBIT BOOTH AREA

THIRD ANNUAL NARM SCHOLARSHIP AWARDS LUNCHEON
Host: A & M RECORDS

3:30 PM - 6:30 PM

PACIFIC PALISADES ROOM

PERSON TO PERSON CONFERENCES

TAPE PRODUCT DISPLAYS
EXHIBIT BOOTH AREA

COCKTAIL RECEPTION
Host: A & M RECORDS

DINNER AND ENTERTAINMENT
Host: TELEGRAMMATION RECORDS

MONDAY, MARCH 3

7:45 AM - 8:45 AM

BREAKFAST

WORKSHOPS

SESSION I: 9:00 AM - 10:30 AM
SESSION II: 10:35 AM - 12:05 PM

Each workshop session will be given twice.
Every tape duplicator is entitled to Audio Magnetics’ PRL-21, the Compact Cassette that is really made to the North American Philips specifications.

21" PRE-LEADERED COMPACT CASSETTE

It’s all there. In America’s finest Compact Cassette. Made to the specifications of North American Philips (after all, they spent many years and millions of dollars on research) and nothing is left out. Special felt from Italy for the pressure pads; high fatigue endurance beryllium copper pressure pad springs; highly permeable metal with low hysteresis loss for the recording head shield: anti-magnetic lubricants for the wafer pads; and many more.

Because we pay constant attention to the smallest details and maintain rigid quality control, we deliver to you a non-jamming, trouble-free cassette. And the price is still competitive.
**SPECIAL SPOTLIGHT**

Spotlighting new singles deserving special attention of performers and dealers.

**RED SKELETON—the Pledge of Allegiance (Valentino, ASCAP)—talon from his C Y G 19 program on Jan. 14, this new recording of the Scripture of the Pledge of Allegiance is deserving of attention at the top of the pop and easy listening charts. Much attention is focused on the use of the word “Eagle” in this present formulation.**

**PAUL MCIAS & HIS SONG—May Be (Valentino, ASCAP)—the newly created music of this song with detailed manner and with a change of pace item for the duo. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**RICHARD BARRON—Mr. Peter’s Miracle (Prod. Jimmy Webb) (VocalJA/ASCAP)—a new song with a change of pace item for the duo. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**BOBBY WOOG—Hitch a Ride (Prod. Glenn Corbin) (Willow, ASCAP)—the duet with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**EMILY PUCKETT—Eyes That Never Told Me Lies (Prod. Buddy Miller) (BPL, BMI)—a new song with a change of pace item for the duo. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**NOEL TEMPO & STEVE STEVE—Yesterday I Heard The Rain (Prod. Mike Zito) (VocalJA/ASCAP)—the duet with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**ISLEY BROTHERS—It’s Your Thing (Prod. R. Isley/Q. Isley/I. Isley) (Isley/Isley/Isley—Brothers Three, BMI)—a new song with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**BARRY-Twain T.T.C.—(Prod. Jordan Music) (Bobby Webb) (BPL, BMI)—a new song with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**SILVAH advertising HOT SINGLES—Come Sit With Me (Prod. Dan Dallin) (Salzberg, BMI)—a new song with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**

**GARY PUCKETT & UNION GAP—Don’t Give In to Him (Prod. Buddy Miller) (BPL, BMI)—a new song with a change of pace item. A non-adhesive rhythmic ballad that will sound just fine with the radio station.**
From Hit...To Hit...To Hit...To Hit...

Andy Kim
“Tricia Tell Your Daddy”
...he's everybody's Daddy for awhile...

Steeed 715
Produced by Jeff Barry
Call your local Dot Distributor for immediate stock!
2 Newman Songs Adapted for Movie Animation by W-7 Arts

LOS ANGELES—Two songs by Randy Newman are being adapted for an animated short for the film, "Shining Among the Troubles of Many." The utilization of the musical pieces appears to enhance the visual style of the film, which is currently in production.

One of the songs, "The Greatest Love," by Newman, is being adapted for use in the film. The adaptation is being done by screenwriter and director, Richard T. Casper, who is working on the film for Columbia Pictures. The adaptation is expected to be completed by the end of the month.

The other song, "The Greatest Love," is being adapted for use in the special "Shining Among the Troubles of Many." The adaptation is being done by screenwriter and director, Richard T. Casper, who is working on the film for Columbia Pictures. The adaptation is expected to be completed by the end of the month.

The utilization of the musical pieces appears to enhance the visual style of the film, which is currently in production.

Executive Turntable

Fred Ware to his staff for the Southern region and Harry Couoms for the East Coast region. Ware has been with ABC Records, Southern region; Couoms had been manager of the Ramsey Lewis office in Chicago. "Roulette Records has added Jon Mathews, former music director and assistant program director at KDWB in Minneapolis, as Southwest regional promotion manager; Mike Kelly, previously general program manager of Bozak Records, has also been named a regional promotion manager at Roulette."
Boone cannot live on bread alone.

To the tune of 50 million records, Pat Boone is one of the industry's all-time money-makers.

"But," he tells us, "I want to do the stuff they'd never let me do before."

We've heard it and we're coming with it. It's Big.

Another million records can't hurt Pat's record.
And, we can always use the bread. Can't you?

"July, You're A Woman" on Tetragrammaton.
How Many Racks Could a Rack Jobber Job
If a Rack Jobber Could Job Racks?

Ever think of how much valuable time you waste worrying about missing orders and late deliveries? At GRT, we work harder to make a rack jobber's job easier. Our Service Department makes sure rack jobbers get the hot tapes before they cool off. They'll even call a jobber when there's a tape that's just about to take off.

We take care of rack jobbers at GRT. And they take care of us. And that's a big part of what makes the Great Tapes great.

GRT

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