Top 40 Radio Shifts Back to Personality

By CLAUDE HALL

NEW YORK—Top 40 radio, after a long siege by bright, cheery deejays who said only the time and the temperature, is drifting back to the old concept of "Personality" personalities.

KTLN in Denver, a 5,000-watt, 24-hour station managed by John Chapman, is switching call letters to TXM and will program a combination of talk and Top 40 music around the clock under new program director Joe Finan. This will be a two-way telephone talk, tightly co-ordinated by Finan, who proved that the concept could be successful in his year-and-a-half job at WIXY in Cleveland, where he was a personality on a show that shot to the top in morning ratings.

Other stations that are going the "Personality" route in Top 40 programming include WJBK in Detroit, WMEX in Boston, KRLA in Los Angeles, KFYA in San Francisco is tightly formatted, but general manager Joe Finan, (Continued on page 30)

Pocketdisc in Detroit Mart: A High Scorer

By PAUL ACKERMAN

DETROIT — Pocketdiscs racked up a strong sales showing during the first 14 days of its introduction in this market, and an analysis of the activity at the 42 vending locations indicates some intriguing sales patterns. It has been shown, for instance, that there exists a large after-market sale for records which have already peaked on the charts. It has also been learned that the placement of the vending machine in the location is as important as the location itself.

According to Fred Hyman, (Continued on page 94)

ABC Launches 'New Disk' Show

NEW YORK — The ABC Contemporary Network will debut the first daily network radio exposure of new records June 30. Rick Sklar, program director of WABC in New York, will co-ordinate the funneling of exclusive—hot off the acetate (Continued on page 94)

Tape Systems—Which'll Be No.1?

By BRUCE WEBER

NEW YORK — The continuing tape industry dilemma of which tape system will survive, 8-track or cassette, remains unsettled. And until it is, consumers and retailers will have to make their own decisions—and hedge some bets.

It took four days, more than 180 exhibitors representing 40 nations and over 25,000 manufacturers, importers, retailers, sales representatives and distributors at the Consumer Electronics Show here to decide one thing: there's enough room for both systems.

The third annual preview of the industry's 1970 tape equipment and accessories was unveiled with:

• The 8-track manufacturers competing openly with the cassette concept with a line of cartridge player/players, including an auto model introduced by Lear Jet.
• The 8-track cartridge and the cassette can and will co-exist in the U.S. and world market for many years to come. Whether supporting 8-track over cassette, or betting on both, the rising consumer interest in the tape industry is just beginning.

Pocketdisc in Detroit Mart: A High Scorer

By PAUL ACKERMAN

DETROIT — Pocketdiscs racked up a strong sales showing during the first 14 days of its introduction in this market, and an analysis of the activity at the 42 vending locations indicates some intriguing sales patterns. It has been shown, for instance, that there exists a large after-market sale for records which have already peaked on the charts. It has also been learned that the placement of the vending machine in the location is as important as the location itself.

According to Fred Hyman, (Continued on page 94)
Very rarely in the record industry does an album of such importance to every American come along. It's a work of incredible honesty, with one man explaining with beautiful simplicity the dangers that face our great nation today. He'll make you laugh, he'll make you cry . . . he might even make you mad. But, as Dick Gregory says, 'One thing, brother Gregory will never lie to you.'

The striking double album package has been designed by one of America's leading graphic artists, Milton Glaser, and includes as a special insert, a four-color poster by Mr. Glaser.

Dick Gregory, noted student leader . . . black satirist . . . author of million seller books and one of the most in demand figures in American colleges today, has spoken to well over a million students during his 1968/69 lecture season.

This album will have a tremendous impact on every student, every black man, and all concerned Americans."

Kevin Eggers,
President Poppy Records
NEW YORK — The RCA Camden "super budget label" ($1.75) will be marketed in the United Kingdom by Pickwick International Ltd. The deal goes into effect Oct. 1.

The original album release schedule, which was announced on July 27, is as follows:

Oct. 1: Starting Play (_checksum crate)
Oct. 30: Today's Top Stories
Nov. 13: My Little Girl
Nov. 27: The Searchers
Dec. 1: The Four Sounds
Dec. 15: The Exciters
Jan. 5: The Rolling Stones
Jan. 19: The Animals
Feb. 8: The Coasters
Feb. 22: The Dave Clark Five
March 7: The Beatles
March 31: The Yardbirds
April 21: The Rolling Stones
May 5: The Animals
May 19: The Rolling Stones
June 9: The Beatles
June 23: The Beatles
July 7: The Beatles
July 17: The Beatles
July 24: The Beatles
Aug. 7: The Beatles
Aug. 21: The Beatles
Aug. 28: The Beatles
Sept. 11: The Beatles
Sept. 25: The Beatles
Oct. 9: The Beatles
Oct. 16: The Beatles
Oct. 23: The Beatles
Oct. 30: The Beatles
Nov. 6: The Beatles
Nov. 13: The Beatles
Nov. 27: The Beatles
Dec. 4: The Beatles
Dec. 11: The Beatles

The label will also release eight albums that are anticipated to be available on Oct. 1, the remaining 12 on Nov. 12.

Regular monthly releases will be made of a new album that is not anticipated to be available on Oct. 1 or Nov. 12.

Billboard's U. K. Arm Buys Record Mirror

NEW YORK — The U. K. division of Billboard Publications Ltd. has acquired the London-based consumer weekly, Record Mirror. It will be published from the company's London offices at 7 Carnaby Street and will operate as a consumer sister paper to Billboard's U. K. music business paper, Record Retailer.

Authorized by Ormond, who is chairman of the board, the acquisition was completed in London on July 14. William Gard, who also manages the sales office in London, will remain with the company.

In an exclusive interview,炔世 expressed his enthusiasm for the acquisition, Cook stated: "Record Mirror will enable us to provide a stimulating and exciting magazine every week for hundreds of thousands of young record buyers and will, at the same time, enable our group to make a significant contribution to the development of the world music business."

New Hammond Organ Shown, Aim is Home

By EARL PAIGE

CHICAGO — Hammond Organ Co. will introduce in early 1970 a radically different instrument which will be marketed as "Mustang," in a further effort to broaden the market and reach the 97 percent of U. S. households without an organ. At present, the firm is stepping up promotion of its $555-priced Cadet model and companion "Inn- heretul." The company hopes to develop black-owned distributorships and to achieve 8 percent of Hammond's over-all market-expansion goals.

Following an opening during an opening-day seminar at the National Association of Music Merchants (NAMM) Music Show here (Checksum crate)

Pygmy GRT Set $1.75 Disk Co.

LONDON — It was learned at press time that Pygmy and General Record Tape were forming a new joint venture to market the company's new line of 45-rpm records.

First releases are scheduled for next month.
LOS ANGELES — National General's new music operation will concentrate initially on re-leasing soundtrack albums from its own films. Eventually, it will enter the record field with its own label.

Soundtrack product will be developed not only to enhance each film, but will be created by contemporary composers, singers and songwriters for commercial exploitation.

National General's idea is to release product, both LPs and singles, to coincide with film openings and take advantage of a growing soundtrack business, said Al Kash, newly appointed National General's music vice-president.

In many cases, independent record producers will be called in to produce the soundtrack LPs, he said. The producer also will be involved with Kash in selecting artists to sing title tunes in films.

General's new music operation, organized in October as a division of the Capitol Records label, is the latest move to exploit the music market, following the Longines Symphonette artists. Becker pointed out that selecting artists to sing title tunes for each film, but will be created by contemporary composers, singers and songwriters for commercial exploitation.

Under National General's new alignment, Malcolm C. Klein has been appointed vice-president of music, TV production-distribution and educational film and broadcasting subsidiaries.

Capitol Record Club and the packages.

The label which was organized in October as a division of the Longines Symphonette, in April became a separate corporation wholly owned by Longines and Becker.

Becker's philosophy is to first build a powerful global distribution network. Once this network is established it acts as a lure for artists. Becker pointed out that another facet of the operation which attracts talent is the fact that the label also is promoted through Longines Symphonette packages. Longines owns the Capitol label as well as the Victor Record Club of Canada and is a giant mail order operation.

Foreign countries where licenses are set forStereo Dimension are: Surco Industries Musicales, S.R.L., Argentina, Uruguay, Chile, Festival Records Pty., Ltd., Australia, New Zealand, Singapore, New Guinea; Anvers Radio, S.A., Belgium and Luxembourg; London Records of Canada Ltd., Canada; New Zealand; Philips Records, Japan; Philips Records, Ltd., England; Societe Phonographique Philips, France; Phonogram Tongtesselschraft, Germany; Phonograph S.P.A., Italy; N.V. Phonograph Philips, Holland; Philips Phonographic Industries, Holland; Philips Records, Japan; Gamma, S.A., Mexico; Marchico, Inc., Philippines; Hispavox, S.A., Spain; M.E.P.A. Philips Sonora, Sweden, El Palacio de la Musique, Inc., Venezuela; RPM Records, South Africa.

Additional foreign areas, Becker said, are serviced by Philips.

Stereo Dimension's tape library is comprised of a growing North American Leisure Library. The label released its first product in January, "Our intent is to release product for all facets of the pop marketplace," Becker said. He added that the acquisition of major artists would be the next step.

EXECUTIVE TURNTABLE

Marvin Cohn appointed director, a&r administration, CBS Records, replacing Paul Wyatt, who has resigned. Cohn joined CBS in 1965 as senior financial analyst and, in 1966, moved to Columbia. He has financial management responsibilities, including budget and forecasts...

Ed Mathews named assistant to the vice-president, Columbia a&r, Jack Gold. Mathews will be based in Los Angeles. He was formerly director, independent productions, for Columbia, having been manager, Date Records.

Jimmy Wisner, director of popular recording, East Coast, Columbia, has resigned to concentrate on free-lance production, arranging and conducting. He is planning his own new record firm and publishing companies at 888 Eighth Avenue, New York. Winner joined Columbia as staff producer in 1968.

Radcliffe A. Joe has joined Billboard's editorial staff. Trinidad-born, Joe worked for Mirror Newspapers, London, the Trinidad News Agency, Guyana, Virgin Islands. . . . Ian Dove, international editor, also appointed editor, special issues, Billboard.

Herb Goldstein, executive vice-president, national sales manager, Oak Manufacturing Co., Los Angeles, has resigned after 15 years to be vice-president, H. B. Hutchinson Co., an Atlanta distributor.

Frank Lefkov appointed administrative a&r director, Mercury's Los Angeles office. His former promotion post has been filled by Rudy Butterfield. . . . Robert J. Brown named general sales manager of the SM Co.'s Mincom division, in charge of sales of Mincom, Mincom Soundtracks, Mincom Quality records and Mincom sales and marketing manager of Mincom products since 1962, based in California. . . . Jack Wagner promoted to general manager of Mincom's new record division which will feature Renaissance Productions as publishing director. . . . Walt Calloway named W-7's artists relations manager, replacing Don Schmitz, former general sales manager, Mo Ostin. . . . Julie Zimand joins W-7's Los Angeles promotion staff. He was formerly with Record Merchandising.

Bonnie Leon promoted to the newly created position of director of administration for the Wes Farrell Organization, and will be directly responsible for all publishing activities of the firm. Wes Farrell, president, and Jim Zarembski, vice-president, formation, will be responsible for the development of the Southern Music and Peer International Corp. Founder and director of the depart- ments, Wladimir Lakond, is retiring. . . . Bud Hayden named national sales manager for Zimand's Los Angeles office. Recently Hayden worked for Tom Wilson Productions.

Patti Johnson has joined the public relations department of Bizarre, also in Los Angeles. . . . Dan Hunsburger named West Coast office of the Goldstein Organization. Leon Danillee joins Bizarre, Inc. . . . to work with Joe Gannon in the management division. Danillee recently ran the music division of Raymond Katz Enterprises.

Jackson Sills was named Capitol's national publicity manager, based in Hollywood. Roger Sturges joins the professional and talent development wing of The Richmond Organization, Son of Famous Music professional chief, Dick Stone, he had previously worked with the Downtown Recordings company and was a member of Alan J. Kahn appointed sales manager of Cassette Corp. of America, a newly created position.

Rick Blackburn named director, Epic and Custom labels merchandising and Custom labels promotion. The promotion of Dye, Immediate and Barnaby Rights will have been separated from the promotion of Epic and Orek Labels at the staff level. Blackburn will combine the direction of promotion for Custom labels and the merchandising responsibility. Blackburn was previously manager, Midwest region for the company, a position now taken over by Marshall Blonest. Blonest, working out of Chicago, will be responsible for all personnel and promotion, sales, and local sales and aid to local sales personnel. Hank Zarembski named Midwest regional promotion manager for the company. Skip Byrds, Southern regional manager, will be succeeded by Richard Atston, Eastern regional manager, Don Wright, Eastern regional promotion manager, Chuck Graham, Western regional manager, and Harvey Bruce, Western regional promotion manager.

Jerry Rader named assistant sales manager, Playtape Corp. Presently with the firm for 10 years. . . . Steve Bedell appointed to the newly created position of director of creative development with the Wes Farrell Organiza- tion, with immediate assignments with the Commercial Management Group Inc. wing of the organization. He will contact producers of TV shows and commercials, motion pictures, Broadway shows and recordings. He will be a liaison with the talent available within the Farrell Organization. Previously Bedell was a personal representa- tive in the commercial and film field for production talent that included Stan Applebaum... Douglas Arango named talent coordinator for Joey Bishop Productions in Hollywood.

(Continued on page 10)
Tune in to John Davidson.

Any Friday night on ABC-TV. And you'll see why we know his new album, *John Davidson*, is going to be so big.

It's really just simple arithmetic. John's first albums each sold over 100,000. Add a few million fans watching his show every week, and an intensive merchandising program, and you'll see why we're so confident that his new album is a winner.

And for a kicker we've just released John Davidson's new single, "California Blood Lines".

With John Davidson, it’s easy to sing a happy song.

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May 31, 1969

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NEW YORK — The Shelby Singleton Corp. has acquired Sun Records. This is originally owned by Sam Phillips. Sam Phillips has agreed to a long- term working arrangement with Elton John, Lee Cash, Roy Orbison, Paul McCartney, Carl Perkins and Bill Justis.

Singleton Acquires Sun Records

The Shelby Singleton Corp. plans to redesign the Sun label, and to complete new art work for Sun Records. Sun Records had been inactive for some time. Sam Phillips was the discover and producer of such original hits as Elvis Presley, Johnny Cash, and many other hit records. Sun Records’ new home will be in Nash-ville.

WASHINGTON — Record manufacturers appear to have little difficulty in complying with the Fair Packaging and Labeling Act going into effect today. Government staffers at the Federal Trade Commission (FTC), photograph records, have already been in the categories of thousands of items in the recording industry. On which the FTC is issuing labeling regulations as fast as they can.

To be perfectly safe, however, the industry should ask the Commission for a ruling, says FTC attorney Early Johnson of the Division of Special Projects. Records may well fall into the exempt category, or their present labeling might not be satisfactory in meeting the law’s basic requirements. These requirements show the identity and location of the manufacturer or packager (if not shown on the label), quantity (numeronally, one or more records); and identity of the object (recordings).

All of these things are obvious enough to the buyer of records to be required on the package, but Johnson points out that the law is somewhat vague. He speculates there may be some leeway for regulations since, amount of music on the record vary, but he believes it is the industry’s responsibility to time indicated on records should take care of this.

Bulletin Out

Also, one of the recent "inter-pretative bulletins" (Bulletin No. 3, May 27) on labeling, an-swered various industry queries about commodities packaged in units of recorded tape. "There is no requirement to observe or provide any particular description, of course, that the package contains only one unit," says FTC. Examples given were a simple tape box, a complete music ball package in a square box, or package indicating the net weight of baby parts in a plastic bag.

By a process of deduction, the FTC concludes that on these ob-viously single items (items not separable by pull-out or any other feature, rather than weight), the label need not contain the identity and location of the manufacturer or packager. Provided the statement of product identity clearly expresses the fact that the product contained in the package.

This would leave many records with single records with no further argument, but if anyone wants to argue that the record should be put on "one" on the sleeve, together with identity of manufacturer, etc.

Some packages of recorded tape are included among the commodities that must live up to the man-
dory three-part labeling re-
quirements, and indicate the quantity of the label. This tentative ruling has been given only at staff level, John-
son said, but it may get final say by the Com-
mision.

Musical instruments in one piece are among the exempt commodities when sold as one item. But, manufacturers must see that the packaging has to fulfill the rules of iden-
tification. Where feasible, the identification of the manufacturer should appear on the principal front display panel, nearest the trade name, on both front and back display panels, and to complete new art work for Sun Records.

The original purpose of the 1966 Truth in Packaging and Labeling legislation was to get at confusing and deceptive pack-
aging. Many of the "hot peg" items on chain store shelves, but the real "consumer commodity" has apparently be-
come bound.

What is the point of what consti-
tutes a consumer commodity under this law, said Johnson, is "unanswerable," since trade names are not considered incapable of being "used up" in his view—although the industry would argue that they can outlast a life-
time.

So much as a ruling has arisen over definitions of "consumer commodity" that retailers will bring a court suit to test the definitions and other aspects of the FTC ruling. Letting way under the 1966 law now into most of the states, the Food and Drug Administration en-
forces the act’s application to foods, drugs, cosmetics and de-
ives. The Department of Com-
merce works on voluntary com-
pliance agreements from indus-
try.

Hits Make M’media’s Levy Stanch Singles Producer

NEW YORK — Len Levy, president of Metromedia Rec-
ords, is still bullish about the singles market. A hot mood is cur-
rent in Medromedia activity in the singles field with "Color Him Father," by the Waller, and the coming of "The Mod Four, "by Clay Hart. Also rolling for Metromedia are "Little Women, " by Bobbie Sherman and "Now There’s Two of You, " by Terrell and Dhan..

Levy said, “I am certainly not saying that singles are more im-
portant than album information. But the Metromedia Rec-
dords is planning an album.

Lib./UA Opens Distribution Outlets in 3 Major Areas

NEW YORK — Liberty/UA has opened three new dis-
tribution outlets in 3 major areas.

The branch operations have been established in Balti-
more and Richmond, Va.

Keith Barnaby has been named branch manager for the branch which is located at 24123 W. Ford Road, Ford Road, Mich., the Liberty/UA branch in Baltimore, serving the Maryland, and Pennsylvania area at 11151 Viers Mill Road, in Whoresontown, Wash., with Willis Wardlow as branch manager. Under the supervision of newly appointed Billard, the branch at Lisbon, Va. was promoted from within the branch’s sales force. Operations in New York have been re-located by Schenck and the branch by Adler, former branch manager in San Fran-

Lib./UA Opens Distribution Outlets in 3 Major Areas

NEW YORK — The MCG was formed as an outgrowth of the RIAA awards the last week for albums certified as best-sellers in Billboard in sales.

Other albums are: Herman’s Hermits’ "There’s A Kind Of" and "All Over The World, " "Why Me, " and Other Fun Songs for the Family, Hank Williams Jr.’s "Hi, Howdy and Goodnight, " "Hank Williams’ music album "Hey Goodnight, " "Frankie Valli’s "Hot Rod," and "The Best of Herman’s Hermits Vol. II, " the soundtrack album of "How The West Was Won, " and Connie Francis’ "Hey Very Best Of Con-
nie Francis."
THE CONSUMERS ASKED FOR IT!
WE DELIVERED
ABRAHAM, MARTIN & JOHN
TAMLA 54184
SMOKEY ROBINSON & THE MIRACLES
IT'S A SMASH!
**Fillmore Offers Education Course**

San Francisco — The Fillmore Corp., which consists of Fillmore Productions, Fillmore Records, and Fillmore Management, has begun to build up its staff. According to David Rubinson, previously a producer with CBS, Fillmore will use Nashville as its new cycle operation based in New York, at least for the time being. The new setup in Nashville, according to Rubinson, will use Nashville as its new cycle operation based in New York, at least for the time being.

Rubinson, who has been associated with various music publishing companies in the past year, has formed the Brotherhood, a publishing deal. He is also working on a deal with Columbia Records, which will be the subject of the producer's new publishing company. The deal will involve copyright and talent executives, including executives such as Lucky Carle, who has been associated with various music publishing companies in the past year.

**Peer-Southern Stages Fete; Accents Contemporary Policy**

New York — The Peer-Southern party June 10 at the Waldorf Astoria was attended by 290 execs. In addition to the usual announcements — production deals, artist deals, and publishing deals, including deals with ABC, CBS, and Warner Bros. — there was also a new setup in Nashville, according to Tommy James Shulman, who is associated with various music publishing companies in the past year.

The above quotations compiled for Billboard by Merrill Lynch, Pierce, Fenner & Smith, Inc., a New York-based brokerage firm, are a guide to the range within which these securities could have traded in the past year. They are not intended to represent actual transactions.

**Farrell Spreads Pub Wings Via Buying and Rep Deals**

New York — Wes Farrell, president of the Wes Farrell Organization, has embarked on a program to expand his magazine and publishing activities through acquisition and related deals. The program includes designing and developing a master purchase program.

Farrell's first step in the program was taken some weeks ago when he acquired half-interest in Fillmore/Ellbourn, which is currently represented on the charts with "Black Pearl." By writers Toni Wine and Irvin Levine.
BROOK BENTON has a rousing hit!

"Nothing Can Take The Place Of You"

Cotillion #44034
Produced by Arif Mardin

...from the hit album

Brook Benton
Do your own thing

"DO YOUR OWN THING"
Cotillion #9002
Col. R&B Promoters Cover Black Areas

NEW YORK — Columbia Records' retail and promotion team, headed by Carl Proctor, is extending its activity beyond the radio station level. According to Proctor, his team is to be found not only in New York, but in making calls on black stations but is beginning to develop a dialogue with sports figures, with black dealers and the black community, in general. Proctor included Harry Coombs, who covers the territory behind the line in Atlanta, and is based in Washington; Fred Ware, who covers the Southern states and operates out of Atlanta; Grenville White, who covers the Midwest and is based in Chicago, and Leil Wills, who covers the West Coast from his base in Los Angeles.

Proctor said that there already have been indications that the promotion team's expanded activity is paying off. He pointed to producer O. C. Smith, Smokey Ash, and Mongo Santamaria, who have been getting strong chart action, as evidence of the results of his total black push. Currently, the team is filming behind Jack Thompson's "Bad Women Are A Dime A Dozen" in its first attempt to break through with a new artist.

Kapp Pegs Summer Drive to Hit Makers

NEW YORK — Kapp Records is sticking with the hits. For its drive through the summer, $300,000 by Goldberg, vice-president in charge of the label, is scheduling follow-up reissues by artists who've been scoring through the winter and spring.

On tap for a follow-up push in the singles market are records by the Apostles, the Uniques, Reperata & the Deloroms, Mel Tillis and Cal Smith, and, according to a special ad in the field album is a follow-up push to Roger Williams' successful "Happy Holidays." Goldberg is also banking on releases by the label's country stand-bys, Hugh X. Lewis, Bob Will, Freddie Hart and Leroy Van Dyke to boost billings during the next few months.

Commonwealth Forms Label, Sachs Made Vice-President

NEW YORK — Commonwealth United Corp. has formed a new record label to be known as Commonwealth United Music Records. Lynne Sachs, leaving his post as vice-president of Atlantic Records, will be the new label's vice-president and general manager.

CUM records will manufacture and distribute its own product. It's understood that several artists currently signed for release in the near future, are now "locked in" for the label and announce-ments will be made shortly. The label will also be allowing for motion picture soundtracks from Commonwealth United Enterprises. All product will be controlled creatively by CUM, with sales, merchandising and distribution headed by Sachs. According to Charles Koppel—merchandising and distribution head of Commonwealth United Music, the label will give them the opportunity to control a record from its conception until it reaches the stores and increase its chances of success and CUM's dollar share of that success.

Koppelman is presently negotiating with foreign licensees, as well as tape manufacturers for the appearance of Commonwealth United Music Records product in both of these areas.

Record Plant Acquired by TeleVision Communications

NEW YORK — TeleVision Communications Corp. (TVC) has acquired The Record Plant, an independent recording studio complex. The Record Plant will be TVC's recording division. The Record Plant, with its main location on 46th Street, produces master tapes for major labels. The plant's sales for this year are estimated at $750,000. The Record Plant also has studios in Hollywood, Los Angeles and San Francisco, and is building mobile recording units which can record right on location with controls manned through closed circuit television.

Previously TVC was the first CATV company to acquire a VTR lab, the Channel 18 lab in Westfield, N.J. It also acquired the CATV franchise for the city of Akron, Ohio.

"County West" flavor to the label by adding California-based country artists to the label. Recently signed to have been Linda Wakeley, Ola Louise and Judy Byrnes.

Also being primed for a special build-up by the label is English singer John Rowland. Rowland is currently on the market with a single release of "The World I Know." In the kiddie field, the label has placed a special promotion for its "Do Re Mi Children's Chorus" line. The winter promotion covers 12 LP's.

Commonwealth United Music Records will also be the outlet for releases by the label's country artists and groups.

Kristin White appointed consumer tapes co-ordinator for Executive Turntable.

Executive Turntable

* * *

Kristin White appointed consumer tapes co-ordinator for Atlantic Records. Mrs. White joined Atlantic last year as assistant to executive vice-president Nesuhi Ertegun. She was involved in the final preparation of LP's and jackets prior to release. She will act as liaison with Atlantic's tape licensee, Ampex, and supervise all activity in Atlantic's tape wing. Before joining the company Mrs. White was with Richard Gersh Associates, Inc. — Gary Leaverton joined International Famous Agency, Inc. as an agent in the talent department.

Cover Black Areas

Dave Oran promoted to manager of Supercourse's newly formed premium department. — Lee Young joins Dunhill's new bluegrass division as director of promotion. He is presently &r co-coordinator with Sunset, a Liberty/UA label.

Wallace Iroff appointed credit manager for MGM/VEVE Records and affiliated labels, replacing George Figler, who has left the company. Iroff joins MGM from ITCC where he was also credit manager. Previously he worked with the Thypin Steel Co., the American Doll and Toy Corp. and Century Industries

George Goodman appointed regional promotional director for the South for Bell Records, working with Oscar Fields, director of national promotion. Goodman worked for Fenway Records in the New York area and handled merchandisers and then switched to promotion, becoming local representative for Schwartz Bros. last year. Goodman also performed with the road show for Neil Young. Goodman is now appointed national director of public relations for Bizarre and Straight Records and for Neil C. Reshen Inc. Previously he was Eastern publicity director for Mercury Records and was also an account executive for Supreme Records. He will headquarter in New York.

Al Abraskin named national tape sales manager of Scepter, Wand, Hob, Pace and Toddin' Town. Most recently, Abraskin was assistant sales manager of the MGM Tape Division, and immediately before that was Eastern regional sales manager for ITCC.

Eddie Newmark named director of a&r for Audio Fidelity and subsidiary labels. Newmark was previously independent producer with the company. — George Steele appointed West Coast director of sales, Elektra Records and Elektra Records

"The Prophecy of Daniel and the Prophecy of John the Divine," may be soon expected. "The Prophecy of Daniel and the Prophecy of John the Divine," which has been construed as blasphemous. It is not a song of prophecy, but rather with the words, greed, vanity, and sin. In contrast to the Beatles' release, there is nothing in the song which might possibly be considered offensive or constructing as blasphemous. It is not a song of pessimism, but one of hope, a message we think every religious person should want to share with others through a recording of "The Prophecy."

'Cowsills' Is Hope: Cowsills

NEW YORK — The Cowsills have taken exception to particular aspects of a Billboard story published in the June 7 issue regarding the controversial aspects of the Beatles' Apple single, "The Ballad of John and Yoko," which indicates that the Cowsills were the first artists to sign with the Beatles.

Producer Bob Cowsill reiterated the Cowsills' negative aspects of Remo Cipri's lyrics, which are based on the prophecies of Daniel and John the Divine.

He said, "The 'Prophecy' does not deal with the destruction of the world but rather with the destructive force within the world and share with others through a recording of 'Cowsills Hope.'"
Willie and Laura Mae Jones
Were our neighbors a long time back
They lived right down the road from us
In a shack just like our shack
The people worked the land together
We learned to count on each other
When you live off the land
You don’t have the time
To think ‘bout another man’s color

The cotton was high
And the corn was growing fine
But that was another place
And another time

Sit out on the front porch
In the evening when the sun went down
Willie would play and the kids would sing
And everybody would mess around
Daddy would bring out his guitar
And play on through the night
Now and then Willie would grin
And say hey you play all right
— Made me feel so good —

Now I remember the best times of all
When Saturday came around
We all would stop by Willie’s house
And say do you all need anything from town
He’d say no, but why don’t you all
Stop on the way back through
And I’ll get Laura Mae
To cook up some bar-b-cue
— You know that’s good —

The cotton was high
And the corn was growing fine
But that was another place
And another time

The years rolled past
The lands n’ took back all they had giver
We all knew we had to move
If we was gonna make a livin’
So we all moved on
And went our separate ways
Sure was hard to say goodbye to
Willie and Laura Mae
— Jones —

The cotton was high
And the corn was growing fine
But that was another place
And another time

Written by: Tony Joe White
©1969 Combine Music, BMI
THE SUMMER HEATWAVE IS HERE
THE BURNING POINT IN SINGLES SALES

SOUL & INSPIRATION—THE BLOSSOMS
L.A.'s popular threesome ignites this giant hit. Bell single #797

Produced by Bill Medley for Medley Productions.

1776 Broadway, New York, N.Y.
A division of Columbia Pictures Industries, Inc.
NEW YORK — The rise of the cassette has added substantially to the confusion that characterizes the retailing of electronic merchandise. A variety of competing cartridge systems — differing mechanically and in the amount of music they will hold — have battled for supremacy in the marketplace.

But the realities of the market indicate there is room for each system, with each carving out a distinct market for itself.

Manufacturers and retailers entering the Consumer Electronics Show call it, "Living side by side." Others call it coexistence.

To most showgoers, the cassette obviously has the glamour appeal simpler to operate, more compact and more foolproof than the cartridges, but 8-track has Detroit and a hefty profit start in the market.

Irwin Tushinsky, RCA marketing vice-president, said it this way: "The 8-track cartridge and the cassette are here to stay. We have a major line of 8-track in the U.S. and the world market for many years to come. The real problem now is in the amount of that coexistence. It will be the young consumer that will make that decision. I doubt if the shelf will ever be so overloaded with cassette or cassette that they enter the store and ask how they are to spend their money."

Sai Pitaisi, regional sales manager for Craig, also feels the tape market is stabilizing, with separate markets for cassettes and 8-track.

"There is Oscar Kustos, Motorola's vice-president and general manager, agrees. "I don't believe there is any room for a third player in a competition between cassette and cartridge systems. I see cassette as being a complement to the market segment. And I see 8-track in its proper market segment. Each has its specific niche."

But cassette adherents think their system will ultimately will persede all others, with or without the support of the industry in a mini 8-track cartridge being developed by Motorola and Lear Jet's new type 8-track cartridge. (Lear Jet's cartridge would contain tape for 40 minutes of playing time. It would be on a continuous loop toward the front of the cartridge and be as wide as a 4-track tape.)

W. L. Zsakman, managing director of Philips Industries, stresses the importance of consumer convenience. "We feel the cassette still has the long run: to be the surviving form. It's simpler to operate, more compact and foolproof than the cartridge."

The coexistence attitude goes one additional step. Advocates of 8-track are bridging the configuration gap by making the cartridges and tapes compatible. The belated entry of Columbia and RCA into the cassette field via prerecorded tapes has given both systems great new impetus.

Motorola's introduction of its initial 8-track tape cassette recorder, "Let's," last week's involvement with cassettes via a plastics division. "Whether you're supporting 8-track or cassette, you can stand on both, the rising consumer interest in the tape industry is just beginning—for both configurations."

To Players in Key Disk Outlets

JUNE 28, 1969, BILLBOARD

NEW YORK — Rack jobbers who moved into tapes and cartridges in a big way now are widening their scope and also adding a wider variety of tape cartridge players in major record outlets.

Rack jobbers, becoming increasingly aware of merchandising tape and hardware equipment together, are making players a traffic builder for tapes. In most cases, a tape player is now being racked right next to records.

Most appealing to the consumer who shops off racks are players in the under-$100 price category, said Bill Hall, vice-president of Transcontinental Music Co. and its distributing arm, Transcon Distributing Corp.

Transcontinental, which formed an electronics division, Superscope Tapes in September.

Los Angeles — Superscope Tapes will obtain the bulk of its pop and semiclassical material from Concord, N.J., the Multimar brand name. Superscope will receive Nippon Columbia's entire library of records, tapes and related accessories as an exclusive eight-year contract.

Superscope plans releasing its first Concord album no later than September. A complete Concord line will be developed from the "Keyboard Immortals" piano roll series created by company president Joe Tushinsky.

Tushinsky estimates he will be doing around $25 million in tape sales at the wholesale level within the next three to five years.

LEISURE TIME TIPS

by: Larry Finley

Last week's Consumer Electronics Show at the American and Hilton Hotels in New York city was by far the most successful one ever held. The show only had one record number of exhibitors, but there were also a record number of distributors and dealers who came from all parts of the world to view the latest in electronic equipment.

The greatest interest in the show was centered around the stereo tape equipment manufacturers, the stereo tape cartridge duplicators and distributors and the stereo tape rack jobbers and distributors who exhibited at the show.

By far the largest crowds attracted were at the NAL exhibit, where NAL introduced its new "budget" line of stereo tape cartridges and cassettes to retail at a suggested list price of $5.95 for the cassette and $8.95 for the cartridge, as well as a complete line of two-pack boxes to sell at a price of a single cartridge.

In addition to the tremendous interest in the tape, with hundreds of cards being filled out by dealers who had not been in the tape business before who were anxious to have their nearest NAL distributor contact them.

The real "SHOW" stealer was the vending machine introduced by NAL. This attractive vending machine contains 40 different sets of 6 of each title for the consumer's selection. This new concept in marketing and merchandising introduced by NAL will open many new vistas for the sale of stereo tape.

There is no question but that tape was the main center of attraction at the Consumer Electronics Show. If you are a dealer or distributor who would like to know more about America's fastest growing industry, write North American Leisure Corporation, 1776 Broadway, New York, New York 10019.
**COMPATIBLE 4-TRACK CARTRIDGES**

**MUNTZ CART-CHART**

**New Release & Hit Index**

**COMPATIBLE 4-TRACK CARTRIDGES**

**MUNTZ NEW RELEASE INDEX**

- **TET-A-120** - A Blind Man's Movie—Murray Roman
- **TET-A-5100A** - 8:15 - 12:15 (Part 1) Bill Cosby
- **TET-A-5100B** - 8:15 - 12:15 (Part 2) Bill Cosby
- **DOT-Y-25930** - For the Love of Pete—Peter Marshall
- **DNH-A-50061** - Good Feelin's—The Happy Day Choir
- **MT-A-689** - Let the Sunshine In—Diana Ross & Supremes
- **TET-A-106** - Together Again for the First Time! Carol Burnett & Marilyn Raye
- **DNH-A-50058** - Suitable for Framing—Three Dog Night
- **DNH-A-50059** - The Great Oldies Done Hear and Now! The Rock and Roll Revival
- **UNI-Y-73004** - Good Morning Starshine—Shaboo Firm
- **DNH-A-50060** - Early Steppenwolf—Steppenwolf
- **DNH-A-50062** - Those Who Are About to Die Salute You—Colossus
- **MT-A-685** - My Whole World Ended—David Ruffin

**Some Current Supersales!**

- **4CL-2993** - Romeo & Juliet—Soundtrack
- **4CL-210** - Galveston—Glen Campbell
- **GQR-A-939** - Cloud Nine—The Temptations
- **4FA-1029** - My Way—Frank Sinatra

**Stereo Dateline Special!**

Watch this space each week for late-breaking announcements of Muntz preview hits, new cartridge products and a blockbuster news release of industry-wide significance.

**ITCC NAMED GWP DUPLICATOR**

NEW YORK—International Tape Cartridge Corp. (ITCC) will duplicate exclusively 8-track and cassette product for GWP Records and its subsidiary label, Tribute.

ITCC will duplicate at least eight albums a year for three years. The product will be Dizzy Gillespie's "Soul and Soul" and "The New Minton's Get Together," both from Tribute Records.

First releases on GWP will cover the Hesitations, Debbie Taylor, Betty Barney, the Piazella's, the Persians and many more.

**Track, Cassette Make New Bids for Market Supremacy**

While the 8-track configuration has not exactly suffered from the lack of a recording capability, this deficiency has developed into a major drawback, since the successful emergence of the cassette recorder/player in 1965.

The development and proliferation of 8-track recording units this year signals a response to the cassette boom and may temper predictions that the cassette is destined to kill the market for 8-track.

Because the cassette unit is now capturing much of the under - $100 player/recorder market, 8-track producers will release units in both the home and automotive fields, too. The 8-track probably will require instructional timing outlines in order for the consumer to fit existing records or off-the-air music onto the cartridge due to a sensing device which will either stop the tape or switch tracks as it comes back to the starting point. It can be solved, however.

In turn, cassette manufacturers are aiming their guns at the auto market, promising improved loading, automatic shut-off and ejection of the cassette.

But there are some who believe that Detroit is committed to 8-track. Others such as Wybo Semmelink, vice-president of home entertainment products division, feel Detroit will inevitably go to cassette systems although "not overnight, but cassette in the way it will go.

Many feel that if Detroit makes up its mind to put cassette units in as original equipment, the fight will be on.

Long-range thinkers, however, are more inclined to believe that a machine will be developed that will take both 8-track and cassettes.

For the present, manufacturer feel 8-track will continue to dominate in the auto field because of the ease of loading and the continuous loop playback.

And how did the retailer feel about the Consumer Electronic Show? Confused!

The idea of more hardware equipment is damned and praised by retailers. Some just relax and sell it but most just worry about it.

Right now worrying is a central theme. It is the over flow supply of equipment, variety of prices, the large number of suppliers and the confusing nature of the products themselves.

The CES provided retailers with some confusion, marketing pitfalls, price confusion, retail headaches and big dollars.

**Reasons for Gains in Tape Are Cited by Columbia Survey**

NEW YORK—James Gall, vice-president sales of Lear Jet, disclosed that a Columbia Records study showed the popularitity of tapes and hardware was due to convenience, ease of handling, sound quality, greater durability and easier storage than phonograph records.

The survey also showed that most tape equipment owners had both a home and automobile unit. Some 25 per cent of those claimed they bought both units at the same time; 16 per cent said they needed their automotive unit first, 7 per cent first owned a home unit before including one for their car.

Word of mouth recommendations proved to be the best sales booster for the industry, with the survey revealing that 49 per cent of tape equipment owners had purchased their sets through recommendations of their friends while 27 per cent were motivated by shop window displays and another 22 per cent were lured through advertisements.

The threat posed to phonograph records by tapes was also brought to light by the survey. Consumers interviewed said that they purchased an average of 2.2 cartridges per month as opposed to the 1.6 phonograph records purchased last year. They said they would buy a tape in preference to a phonograph record in tune for which they searched was obtainable on both. Only 4 per cent gave preference to the disk.

On the subject of cartridges, Oscar Kusisto, vice-president—general manager of the automotive products division of Motorola, said that the real challenge in the tape industry would be to objectively evaluate the audio technology, high quality feature capability reflected in each of the tape systems.

"We must also phase the appropriate tape product through rational marketing effort into the specific market segment needed," he said.

Kusisto said that a controversy over tapes, as in other equipment industries, is natural, he said that stereo equipment is available in virtually every European market, and there are indications that...

(Continued on page 18)
Crescendo joins the NAL family

Over 25 new cartridges & cassettes to retail at only...

$4.95

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<td>Billy Strange—Railroad Man</td>
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Only NAL offers

Over 40 top name budget cartridges & cassettes to retail at $4.95

Over 40 top labels with over 100 top name stars to retail at regular prices

Over 40 top name twin-paks to retail at $6.95

Over 400 different cartridges and cassettes

North American Leisure Corporation • 1776 Broadway • N.Y., N.Y. 10019
LOS ANGELES — Thirteen Capitol tapes will be "space exploited" during the company's $50,000 ad campaign on the four ABC Radio Networks during the forthcoming Apollo 11 lunar mission in mid-July.

Capitol's merchandising department will promote the series of tapes all with the slogan "Close-up of..." on 900 stations in 400 markets.

The ad buy will extend during the 10-day moon mission. Capitol has purchased 500,000 of the maps which usually sell for $1.

* Registering at the retail store in a contest to win a pair of seats on the second commercial flight to the moon.

* Promote the 13 "Close-Up" tapes by the Lettermen, Nat Cole, Beach Boys, Frank Sinatra, Jackie Gleason, Nancy Wilson, Buck Owens, Sonny James, Merle Haggard, Lou Rawls, Daniel Barenboim and Jacqueline Du Pre, Sir John Barbirolli and Fritz Wunderlich.

Print media advertising will promote Capitol's sponsorship of the news coverage. The commercials will emphasize three points:

- Promote a giveaway of a Rand McNally moon map at a retail location. Capitol has purchased 500,000 of the maps which usually sell for $1.
- Registering at the retail store in a contest to win a pair of seats on the second commercial flight to the moon.
- Promote the 13 "Close-Up" tapes by the Lettermen, Nat Cole, Beach Boys, Frank Sinatra, Jackie Gleason, Nancy Wilson, Buck Owens, Sonny James, Merle Haggard, Lou Rawls, Daniel Barenboim and Jacqueline Du Pre, Sir John Barbirolli and Fritz Wunderlich.

THE TELEX 811R RECORDER/PLAYER revolutionizes the 8 track stereo tape cartridge market.

STUDIO-QUALITY engineered for professional recording of classical and contemporary music.

FOUR LOGIC CIRCUITS—two in the record mode allow choice of auto-stop at end of any single program or at end of fourth program or continuous play.

RECORD/PLAY FEATURES include record gain controls for left and right channels, VU meter, selector switch, record interlock, record indicator, manual track selector with numerical program reference and on-off pilot light.

PROFITS from TELEX are easy. Five models to sell—all manufactured by America's oldest name in the cartridge industry.

DISTRIBUTED BY:
DALIS MARKETING
A DIVISION OF H. L. DALIS, INC.
35-35 24th STREET
FLIC, N.Y. 11106
(212) 361-1100

J & J CORPORATION
333 CLINTON PLACE
NEWARK, N.J. 07112
(201) 926-3700

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A BIG PROFIT-BUILDING PROMOTION

Ampex Stereo Tapes has a big deal waiting for you—a promotional package that's loaded with these brand new hot ones now on Ampex Stereo Tapes—open reel, 4 and 8 track cartridge, and cassette.

These hits are too great to wait. That's why we're making such a big deal out of it. Contact your local Ampex Stereo Tapes distributor for all the details of our special Vanguard/Ampex promotion.
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FOR TAPE CARTRIDGES
#85TC
Holds 24 Cartridges
Available in 4 colors
BLACK ALIGATOR
BROWN BLUE WHITE

FOR Cassettes
#85TC
Holds 30 Cassettes
Available in BLACK and BROWN ALIGATOR

Set us at the EIA show, room A343, Americas.

Here are the only truly De Luxe Tape Cases built to last. Completely covered with top grade vinyl (not a coated paper) these cases can best withstand scratches and nicks from constant wear. Made of solid wood construction, brass hardware, the cases have red flocked interiors with individual compartments equipped with lock and key.

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Do you put the cart before the reel?
The reel before the cart
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No matter. At Magnetix, tape dubbing is our only business. Any kind of tape dubbing — reel, cartridge or cassette. We guarantee the quality of our work. Furthermore we’ll have it back in your hands before you know it. Try us.

NARM Meet Plans Three Seminars
DALLAS — Three tape seminars will be held at the National Association of Record Merchandisers (NARM) tape convention here in the Fairmont Hotel, Sept. 5-7.

John H. Trux, vice-president and general manager of Bell & Howell’s video and audio products division, will speak on the home player market. A second seminar on the automobile aftermarket will feature John F. Doyle, Craig’s marketing director.

The third meeting will be round-table discussions co-sponsored by a wholesaler and a manufacturer. Don Hall, vice-president and general manager of the Ampex Stereo Tapes division, will direct an audio-visual presentation highlighting the industry’s problems.

Alan J. Bayley, GRT president, will keynote the conference.

Auto Shows & Races
• Continued from page 16

take an educational type campaign. This is something the manufacturers should have been doing all along.

The eventual direction of the market?

“...there will be various configurations. There are many 4-track players around, so this market will have to be satisfied. There’s increasing sales of open reel equipment, too, and we intend to expand in the area,” said Levin.

“The department stores and specialty (camera) shops are doing a capable job with cassettes, and in the automotive field the 8-track system will predominate.”

Columbia Survey
• Continued from page 14

major music people will establish complete duplication services for the Common Market, and urged disciples of doom who are predicting the ultimate survival of only one tape cartridge system, to consider these trends.

Panelists also touched on the new and still experimental field of video tape recorders, standardization of 8 and 4-track and the introduction of tape vending machines to reduce tape pilferage.

Belair and Lear Jet Units Called Sleeper of CES
NEW YORK—The “sleeper” product at the Consumer Electronics Show, according to many retailers, was the portable 8-track and cassette players introduced by Belair and Lear Jet.

Belair, specialists in the portable stereo market, introduced two stereo units, ranging from a low-end $32.95 unit to a $99.95 high-end player with AM/FM radio.

Lear Jet displayed four 8-track portable models, including two stereo units, ranging from a low-end $32.95 unit to a $99.95 high-end player with AM/FM radio.

Portables, only two years old, have done well in areas where 4-track units have been selling, according to several retailers from California, Texas and Florida. The portable line from Lear Jet received a sales boost recently when Transcontinental Music Co. began racking the product in East Hartford, Conn., and San Francisco.

The new Belair line includes an 8-track (model 314), a two-piece 8-track (model 800), an 8-track with AM/FM radio (model 801), an 8-track with AM/FM radio (multiplex), a cassette with AM/FM radio (model 504) and a cassette player (model 502).

Lear’s line includes two monaural 8-tracks (model P-510 at $32.95; model P-503 at $49.95), a stereo 8-track (model P-550 at $79.95) and a stereo 8-track player with AM/FM radio (model P-560 at $99.95).

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A full program with all Electro Sound equipment, installation and training, for top quality hi-speed operations

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ON LEFT is RCA Stereo 8 home cartridge caddy capable of holding 10 cartridges, on right is automobile caddy which holds up to 21 cartridges, thus is called the 21.

Tape CARtridge

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DUNHILL RECORDS INC. / NEW YORK / BEVERLY HILLS / A SUBSIDIARY OF ABC RECORDS, INC., 1330 AVENUE OF THE AMERICAS, N. Y. / MADE IN U.S.A.
BOOK REVIEW

'The Rock Revolution' Tells How It Was & Is—Exactly

NEW YORK—Arnold Shaw, in his new book "The Rock Revolution" (Crowell $4.95), pinpoints the immediate interest when Shaw was vice-president and general professional manager of Hill & Range Music, that he picked up a half interest for $6,000 in a song, "Sh-Boom" recorded by an unknown group, the Chords on Atlantic. The author discovered the record by accident—he heard it was outselling top artists in Los Angeles.

"Sh-Boom" was covered by the Crew Cuts on Mercury, who had a big hit with it. This, claims Shaw, was the exact start of the Rock Revolution. Shaw's book is industry-wise researched and full of facts. He takes a look at the major artists in the rock business from the 1950's to the psychedelic and the electronic bags. And Shaw points out the effects of this Revolution on the older generation's musical form. Among the effects: control is in the hands of older 30's producers. The traditional division of labor has been broken down as instrumentalists sing, and singers play instruments. The recording studio has become an instrument to rock groups. Rock has brought back the hardie tradition—Cohen, Dylan, Simon and Lenon are poets singing rather than reciting their verses. The death of romanticism. IAN DOVE

Gauss—Multiplied Profits

with Series 1200 Ultra High Speed Tape Duplication Systems! The average reading time for these two paragraphs is about 60 seconds. In that same amount of time, a Gauss 1200 Tape Duplication System can make 40 copies of a 30 minute cartridge program, or 1,824 copies of the same 30 minute program in one brief hour! Gauss duplicates at 240 IPS (a 32:1 ratio for 7 1/2 IPS masters) with unequalled copy fidelity . . . and no master rewind or recue! Technical advancements make Gauss the new, internationally accepted and acclaimed standard of the industry.

We've prepared some technical data and a simple graph. Show the speciﬁcations to your engineers and the technical data and a simple graph. Technical advancements make Gauss the new, internationally accepted and acclaimed standard of the industry.

ENGINEER'S CHECK LIST:

☐ Modular plug-in heads & electronics for quick service. ☐ 6 dB improvement in high frequency tape saturation. ☐ Focused Gap* recording process (Beamed RF Bias) with 10 MHz bias frequency. ☐ Bias tape noise no more than 2 dB over bulk erased tape. ☐ Frequency response (Dubs of TA IPS master with NAB equalization): 3% IPS = 3 dB 30 to 12 KHz, 1 1/2 IPS = 3 dB 30 to 10 KHz ☐ Total harmonic distortion: ~1% THD at 500 Hz. ☐ Dual capstan direct drive ☐ Constant tape tension, servo controlled ☐ One year warranty on entire system. ☐ Two year head warranty on pro-rata basis.

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<th>Basic System</th>
<th>8 slaves</th>
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Okeh Prod. Office in Chi

CHICAGO — The CBS/Columbia Records group has opened a production office here for Okeh Records, one of the label group's oldest brand names, and views the move as an important expansion into the r&b market, according to Richard Parker, who will head the office here. "This will be Okeh's main office, and it will involve production, the leasing of masters, discovery and new writers and publishing." This move definitely marks the expansion of CBS into the r&b field and the recognition that Chicago is a good r&b creative area," said Parker, formerly affiliated with Vee Jay Records here and a producer-writer involved with Little Richard and various Motown artists.

The Okeh office is located at 230 North Michigan Avenue where Parker said facilities for rehearsing activities will be handled at CBS's separate and re-LRB Acquires Reservation

NEW YORK—The Levine-Resnick-Berkman music production recording, publishing and theatre combine, has acquired "The Reservation," a music complex headed by Jimmy Calvert and Norman Marzano.

Reservation includes Marzano-Calvert Productions, Big Hawk Music, Inc. (BMI), Little Fox Music, Inc. (ASCAP), White Cloud Management, Inc. and "the first professional pop and contemporary studio band on the East Coast."

Negotiations for the acquisition were conducted by Joe Levine, Artie Resnick, Berkman, Calvert, Marzano and "Doc" Kenner, general manager of The Reservation.
## Cassette

<table>
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## 4-Track

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It's All Arranged: Chicago Clicks

NEW YORK — Chicago, an exceptionally strong seven-man pop band, clearly was the most successful of four weekend shows at Fillmore East on June 13. The seven-man group stood out in the crowd arrangements in today's pop scene, deservedly drew the only encore of the bill headed by the Mothers of Invention. Some good work was also afforded by the Youngbloods, who opened with a jazzy set. An example of the unique arrangements by Chicago, which is known as Chicago Transit Authority, is the first of four albums on Columbia, was the ensemble of Chicago Transit Authority, which included Dan Seefeldt on drums, Perri and trombonist Jim Pancoast, who hold for most of the first-rate arrangements. Numbers such as the lengthy instrumental, "Pity the Fool," afforded Koth an opportunity for superior guitar display as he utilized a wide range of guitar techniques. His singing also was strong as were the vocals of organist Robert Lamm, exceptionally in such selections as "A Little Bit of Poetry" and "Lis- ten." Curiously, the septet carried the rocksteady handicap. Bass guitarist Pete Cetera, who usually shares the vocals, was the lead man on a song because of a wired jaw, which prevented the inclusion of such songs as "Soul of a Man" and "68," one of the best in the night's repertoire. The group doesn't have to wait for tomorrow: they have it now.

Among the better songs were two numbers from their most recent album "Darkness, Darkness" and the most popular, "European Vacation" to miss her first two shows. So a week later, when Chicago performed its second opening night and with nary a glimpse of any illness— or lack of vocal power—Miss Franklin scored an impressive local debut.

For 45 minutes she sang full-throated and with the same zest and soulful conviction that are her trade-marks. She was accompanied by her own 25-piece brass band, led by trumpeter Tony Franklin, with two female vocalists alternating as the subtle background. Drummer, two on conga drums and two on bass drums.

Miss Franklin's voice was able to stand out in front of the four-piece rhythm section, although the vocals of bass guitarist Roy Estrada, whose high vocalizing and sobbing was remarkable as usual. The Youngbloods, a sound musical trio, also have the good vocalizing and sobbing was reminiscent of the instrument "King Kong," which takes up an entire side of the 10-man group's latest Zibner album, a two-LP set. This intricate number was long on musicianship and ideas, but trying on the audience.

In the opening selection, which Frank Zappa, the head Mother, introduced as "Part Three of the Mothers of Inversion Bassoon Concerto," there were some fine moments for the non- playing members of the group to relieve the repetitive selection. Only in "Valerie," a take-off on Top 40, were the Mothers at their best. The band shared vocals with bass guitarist Roy Estrada, whose high vocalizing and sobbing was remarkable as usual. The Youngbloods, a sound musical trio, also have the good

Theatrme Houston Serves Up Tempting Entertainment Dish

CHICAGO—At first, Thelma Houston may strike people as just another good girl vocalist, but particularly in the rather gaminicky way she opened her date at the Playboy Club here June 16 with a dim-lighted room to a completely darkened one, the excitement of her style built steadily, to a point where it's easy to realize that she was on top of her game. Jimmy Webb labored so long over the demonstrative songs for her debut Dunhill album. Opening with such proven songs as "Aquarius/Let the Sun Shine In." "Genie on My Mind" and "Son of a Preacher Man," she also gave the impression that she was placing quite a bit of reliance on stronger, more material. The group worked into the Webb tunes and a very strong version of "Sittin' in the Dark Again." Her improvisation on lyrics in "I Try," which has been picked up by an Italian version of "This Was My Last Song," her latest single recording, served to round out a fast-paced act that left people wanting more.

Webb reworked several of the songs in "Sittin' in the Dark Again." Miss Houston's debut LP. The package, completed taping as "Sittin' in the Dark Again." Miss Houston's debut LP. The package, done for their 1969 release, is just now being shipped. EARL PAIGE

Dr. John Gives Out Right Prescription: Hot Medicine

NEW YORK — Dr. John, the psychedelic hypnosis performer, had an exceptional first set at UGong's on Sunday (15) when the young New Orleans born man offered his blend of rock, soul, Cajun and other styles.

Dressed colorfully, Dr. John's voice rocked through "Gumbo Ya Ya." "Mojo Working," and "Gris-Gris." Bernice Johnson, 30, introduced Dr. John. Dr. John also displayed good guitar technique and his performance was so smooth and whistled in "Big Chief."

The 10 numbers in the set formed an interesting unit for this unusual performer. Also on the bill was John Braden, A&M's fine young folk singer.

FRED KIRBY

Talent

ArethaConquers Caesars Palace

LAS VEGAS — Aretha Franklin joined the growing ranks of contemporary blues show business performers when she debuted June 13 in the main showroom at Caesars Palace, where she is billed as "Monkey Business" was done in fine boogie style.

FRANK KIRBY

Atlanta Fest July 4 & 5

ATLANTA — The two-day Atlanta Pop Festival will begin at 1 p.m. on July 4 at Atlanta International Raceway and will run for 12 hours. The next day, attractions will begin at 11 a.m. and will continue for July: hours.

Scheduled for July 4 are Booker T. & the M.G.'s, Cannen Heat, Butterfield Blues Band, and some Chicago groups. July 5 will feature some New York groups, such as Dave Brubeck and Gerry Mulligan. On July 6, the Buddy Delaney, Bonnie & Friends.


Creedence to Begin Key U.S. Tour; Dates on Tap

NEW YORK — A host of major dates have been booked for Creedence Clearwater Revival which will carry the Fantasy Records group through early September. The dates include several key TV showings. The group has also just picked up its fourth gold record, the latest being for "Bad Moon Rising."

Dates in Denver and St. Louis have been completed for Wednesday (28) and Sunday (29) with concerts in Fairfay, Va., Atlanta on the 30th. The group will be back on tap for July 2, 4, 5 and 6, respectively. The next swing is set for July 11, 12 and 13 in Vancouver, Seattle and Portland, to begin the engagement (the fourth) scheduled for Fillmore East July 18-19.

A Midwest go-round is up coming for Indianapolis, Cleveland and Detroit, July 23, 25 and 26, followed by a one-night-only date at the Atlantic City Pop Festival on Aug. 2.

In Hollywood, the group will tape its debut appearance on the "Andy Williams TV Show" Aug. 15. The group also just completed taping the Johnny Cash show in Nashville, a segment set for airing in early September.

Filling back-to-back weekend dates at the Woodstock (N. Y.) Pop Festival and the New York Folk Festival, the group begins its tour on June 26 at the Pacific Gas & Electric Co. and Dela- waire. The group will tape its debut performance on the "Tonight Show" Aug. 18, 19 and 20. The group will then play for 13 dates at Caesars Palace, Las Vegas, on Aug. 29, 30 and 31.

ELIOT TIEGEL

Signs

George Wein and his Newport All Stars Band to Bob Dylan's Flying Dutchman Records. The group will go to Europe, Mexico, Canada, to Capitol. The Blue Grotto Band to Warner Bros. Rec. Ronnie Dyson to Co-produce and record a single for Happy Tiger Records, a Los Angeles firm, in addition to with Terry, and radio and TV commercials representa- tion to Universal Pictures for screen

G. Mac Rae Opens Club in Seattle

SEATTLE—A new supper club is opening next week in the Washington Plaza Hotel opened Saturday (21) with Gordon MacRae, Melissa Manchester and Bobbie Eckstein, both in for a week stand. JUNE 26, 1969, BILLBOARD
Also available on 8-track and 4-track stereo tape cartridges and 4-track reel-to-reel tape.

Produced by Mickie Most

A Mickie Most Production

EPIC

Marta RegT.M.PRINTED IN 11S A

New single, "Plynth", from Beck-Ola is Jeff Beck's long-awaited second album. Now has just been released. Everything is... That's something you've heard before. But when it comes to Jeff Beck, we can tell you just who it is that was a-waiting. The same fans that Robert Shelton of the New York Times described as "...standing and cheering at the Fillmore East." The same fans who jammed the Boston Tea Party night after night and wouldn't let the Jeff Beck Group off the stage. The ones that, "by the time he got to his last number...were in a state of pandemonium the likes of which hadn't been witnessed since the Beatles hit town." The plain fact is that there's a Jeff Beck cult happening. Reviewer after reviewer compares him with Eric Clapton, and his group as the successor to Cream. And now Jeff Beck's second album, Beck-Ola, is here. And the Jeff Beck Group is about to begin a U.S. tour. And a new single, "Plynth", is 10484 has just been released. Everything is ready. Are you?

Big, better, Beck.

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Beck-Ola

including

All Shook Up/Spanish Boots/Jailhouse Rock/Plynth/Water Down The Drain

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Alice Cooper Drives Its Message Home

NEW YORK—Alice Cooper, a musically driving and visually exciting act, had a strong first set at Steve Paul's Scene on June 12. The Straight Records artist, performing in gaudy outfits to a psychedelic light show, overpowered their material at times, but were always interesting.

The evening also saw the return of Slim Harpo to the club. The Excello artist sang some of his top numbers, including the rhythmical "I'm a King Bee" and the country blues "Rainin' in My Heart," always one of his best numbers, not only for his singing, but also for his work on harmonica. He was backed by a new group, House, which opened the set with three numbers.

It's difficult to tell how much of Alice Cooper is put-on, although in "Nobody Likes Me," the put-on was obvious. Here, the lead singer, who also calls himself Alice Cooper, bemoaned his fate while singing through the grill of a door, while guitarist Glen Buxton and Bruce, Drummer Neal Smith's solo was a wild affair. Smith's strong beat on a double drum set was vocal throughout. But here he pounded at his instrument, rose and beat the cymbals to submission before collapsing at the front of the stage. Cymbals and part of the light show apparatus went over. It was a wild ending for a wild group.

FRED KIRBY

Markham Doesn't Make Very Impressive Mark

LOS ANGELES—Junior Markham and the Tulsa Revue is a new brass and reed-type rock band which has been "getting itself together" at the Whisky A Go Go. The nine-piece aggregation records for Tower and will shortly go into the studio to record. In person the musicians show great potential but are far from offering anything different. The two trumpets and two saxes are not used properly, which hinders their impact. They merely play riffs and simple figures and while this is fine for building a solid wall of sound for dancing, the instruments are

Continued on page 26

color him father by the fabulous winstons
May We Refresh Your Memory?

"MOMENTS TO REMEMBER"
by The Vogues
On Reprise single 0831
Produced by Dick Glasser
Talent

From The Music Capitals of the World

(DESTINIC)

NEW YORK — The Motions, a Dutch rock group recording on the Philips label, made an exciting appearance at Steve Paul's Scene, Friday (12). Heavily influenced by American blues, but at their best when performing hard rock material, the quintet seemed tense, as if they were forced their way through their own opening number, "Harlem Shuffle." After a few numbers, however, they relaxed and provided an electrifying evening, building to a climax on their rock climax, while turning out after all with a professionalism that is rarely found.

One of the biggest things in the Motions' career, and together way they played. Much of the Motions' performing power comes from lead singer Ricky Bennett and organist Bobby Bryan, who plays at times almost diabolical, shacking maracas, and sweating his soul through the set. One of the most interesting rock personalities to cross the Atlantic, Rickey is known for his way of singing, which resembles in appearance and style. Bennett, on the other hand, stems from the group's charisma as he contributes via organ and vocal harmonies.

The Motions are, in fact, a strong voice as Bennett's his lead vocal, which will make him a favorite of fans. Other Motions include drummer Dan Cooper, who played a wild percussion while keeping the beat. Guitarist Earl Hands, who recently signed to the group, is not yet a member of the Motions, but is expected to sign to the group soon. Lead guitarist Leo Bennis, who, while unspectacular, proved competent in rounding out the group's sound.

About half of their material was from their forthcoming album, which has been under recording for some time. "Motions Are Musical Excitement in Motion," which has been something of an underground standard, The Motions' dramatic treatment of the Wins and their application of the material.

The highlight of the evening was Bennett's soulful rendition of "Summertime," which makes Janis Joplin's version seem like a pale copy. Bennett and Cooperville joined on the chorus and it was a near perfect sound, featuring wild, swinging drumming, swinging organ solos, a narrative on the Wins, and a feisty animal sounds.

Bennett's vocal was an out-and-out scream, which proved the band's lack of a keyboard work and made him one of the favorite vocals. Other Motions include guitarist Dan Cooper, who played a wild percussion while keeping the beat. Guitarist Earl Hands, who recently signed to the group, is not yet a member of the Motions, but is expected to sign to the group soon. Lead guitarist Leo Bennis, who, while unsp

...
"In the Year 2525" is a hit in the year 1969.

RCA introduced Zager and Evans and their first single two weeks ago. And now it's hit the charts and is moving up. Fast. Receiving major airplay and a lot of attention all around the country. "In the Year 2525" has arrived. And so have Zager and Evans.

"In the Year 2525" c/w "Little Kids"
#74-0174
Toronto — Commercial production in Canada is on the rocks at its lowest ebb in years, and the reason is that no one who can do anything about it seems to realize this. The problem is that the Canadian government is not doing anything to alleviate the current situation. It has not been addressed until recently.

The problem is not that there is a lack of money or technical skills, but rather that there is a lack of creativity and innovation in the Canadian commercial production industry. The problem is not unique to Canada; it is a problem that affects many other countries as well.

The lack of creativity and innovation is due to the fact that many production companies are relying on the same, old formulas and techniques. They are not willing to take risks and try new things. This lack of creativity is reflected in the commercials that are produced.

There is a great need for new ideas and innovative approaches in the Canadian commercial production industry. The government and industry leaders need to work together to create a more dynamic and creative environment.

The government needs to provide funding and incentives for new and innovative projects. Industry leaders need to encourage creativity and experimentation. The end goal is to create a more vibrant and competitive commercial production industry in Canada.
"LONG JOHN"

HANK SCHIFTER

b/w How or When
Produced by Johnny Rivers and Mike Rubini

Soul City Records
Radio- TV programming

Top 40 Radio Giving Top DJ Priority to Personality

Continued from page 1

Howard Kester and program director Dick Starr have specific times when the deejays are on the air. For instance, Bob Zingale, who works in the 10 a.m.-1 p.m. slot, does Knack Knapp at WIXY in Cleveland, both of whom are eager to provide the same kind of music, naturally, but Zingale is basically at the younger set. Bruce (Bruce) Morrow on KRLA, for example, is completely out of the few who weathered what has been called the "time and temp syndrome" in Top 40 radio the past couple of years. Largely, the move to less and less personality was spurred by program consultant Bill Drake and Drake associates. Drake's concept is that the deejay should talk as long as he has something to say. He also believes that his personalities can be "re-programmed" for a market and that they can project personality in one or two lines.

In the past couple of weeks, there has been a loosening up of the deejays at the various Drake-consulted stations. Charlie (Charlie) Webster, from Drake-consulted CKLW in Detroit, to Drake-consulted KFRC in San Francisco, is using a more personal touch. The format that will be spruced up at KTLK (to be KTLT in Denver, is probably the only basically "new" Top 40 that has developed since progressive rock got its start a couple of years ago.

Kfin will blend records by the top Top 40 Dimension, and other Top 40 groups with talk via telephone conversions. The deejays sound as a "KDAY Great Hits Week." "Weekend." 

Tom Watson has been brought in from a Las Vegas station and is supposed to be loosening up. He also be- 

Losing the vanities you just can't in any other form of radio en mass. 

You've got to compete ... to put dynamism and entertainment back into radio," he said. "I think we're going to have an involvement and Top 40 to attract young adults and teens, is the answer."

NEW YORK—The two new television music shows that hit the air during the past week both had one thing in common: no talent. One was a horror show, the other an embarrassment. In one case, the "Hee Haw" music show, featuring Buck Owens and Roy Clark, was an anemic example of how not to write a show. In the other, a country music show on "The Johnny B. Goode." But Owens and Clark and Archie Campbell and Junior Samples were horrible mistakes at that.

The "Carol Burnett Presents the Jimmie Rodgers Show" had a shot at being a semblance of something to say. He also be-

Continued from page 1

KDAY Oldies On Weekend

LOS ANGELES — With KRLA emphasizing albums on weekends, KDAY, the city's most modern rocker, has switched to an oldies policy for its weekend programming.

For KDAY, broadcasting out- 

defender of patriotism, of respect for

It If

farmer of "Carol Burnett Program-

cloning into the Top 40. The deejays were talking up the station at the Washington Hilton Hotel June 1 and 2 for Radio Announcers will be held.

one New York critic classified it as a pale imitation of the kind of Top 40 country music. "I think that reflects the

did an excellent job on "Johnny B. Goode." But Owens did well on "Johnny B. Goode." But Owens did well on "Johnny B.

How You Play Is Key To Success: Graham

JACKSONVILLE, Fla.—The key to programming an easy listening station successfully, according to Jerry Graham of the consulting firm of Graham, Rut- 

tenhammer and Ron Lott. The former station general manager had been playing it straight when he assigned the morning show "Johnny B. Goode." But Owens did well on "Johnny B. Goode." But Owens did well on "Johnny B.

One New York critic classified it as a pale imitation of the kind of Top 40 country music. "I think that reflects the unreality and provide moral up-

The station had never been

Claude Hall able to compete against KIMM, a long-time, full-time rocker in Los Angeles, it goes up against a long-time country station—KLAK.

The station promotes its old-

ants as a "KDAY Great Weekend."
Inspired by "THE WORLD'S BEST SELLING BOOK"

Jeannie C. Riley

"THE RIB"

A Division of The Shelby Singleton Corporation
3106 Belmont Boulevard • Nashville, Tennessee 37212
(615) 291-2003
exceptional and commercial package. Husky

His current hot single

is gospel-flavored

"Jude."

The success

inclined,

vocal

package

him

la;

socking

arehis

Fall

Artists UAS 5194

Dreams

as "San Antonio Rose"

instrumental,

weaves

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"Reach

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This

LP

"San Antonio Rose"

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Billboard Album Reviews

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Mike Robbins

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"Ob-La-Di,

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this follow-up. Outstanding are "Easy to

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underground

"Hair," and

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of

"I'll

Christmas," a charged "Ribbon of Dark-

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"Gonna

"Love's

early funky sound with a sophisticated

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visions. Dunhill DS 50058 (S)

THE FROST-Frost Music.

First's album debut should be a big one

as the group not only is sound vocally

and instrumentally, but has some excep-

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Is

"Come On Home and

BOB LUMAN-Come On Home and

Sing the Blues to Daddy," "Big,

"Games

of

"Dallas" and "La-Da."

Luman delivers his performances on this

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him

la;

socking

arehis

Fall

Artists UAS 5194

Dreams

as "San Antonio Rose"

instrumental,

weaves

voices

ingredients

"Reach

unbeatable.

This

LP

"San Antonio Rose"

Husky-

That's

Spiral

Love Again" and "Promises,

current

unbeatable.

Billboard Album Reviews

It

Mike Robbins

is

"Ob-La-Di,

beats

this follow-up. Outstanding are "Easy to

"Hair," and

"I'll

of

"I'll

Christmas," a charged "Ribbon of Dark-

"Oh La Da."

"You

"Love's

"Gonna

"Love's

early funky sound with a sophisticated

to

visions. Dunhill DS 50058 (S)

THE FROST-Frost Music.

First's album debut should be a big one

as the group not only is sound vocally

and instrumentally, but has some excep-

tional vocalists. Maria Cappelli as "Hold

Is

"Come On Home and

Sing the Blues to Daddy," "Big,

"Games

of

"Dallas" and "La-Da."

Luman delivers his performances on this

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of
Lou Rawls

The man with gospel, jazz and South Side Chicago blues-power behind him. And ahead is nothing but success. For him. For you.

"Your Good Thing (Is about to end)" Single #2550
b/w "Season Of The Witch"
from his album "The Way It Was, The Way It Is."
This column is published for people seeking positions in radio and television programming. A box number will be used if space does not permit the name of the employer. Write to RADIO-TV MART, 165 W. 46th St., New York, N. Y. 10036.

POSI TIONS OPEN

No 1 rated station in top market seeking experienced and creative personalities. Major "Top 40" type or better personality for morning drive slot. Must have local sales experience. Requires good sales work with radio salesmen. Must have strong desire to succeed. Must have own car. Only serious inquiries will be considered. Contact George Moffett, 46th St., New York, N. Y. 10036.

WUSD, Springfield, Mass, open for full -time DJ personality to do morning drive slot. Excellent facilities, 100,000 -watt, 24 -hour station. Send old tape and resume to program director, Joe Araldia.

 положений.

NEEDED FOR SUMMER

Summer openings in music, engineering, sales. Apply to College of Telecommunications, Write:

VARIED ATTRACTICS, INC.

GEORGE MOFFETT

P. O. BOX 69

Zanesville, Ohio

Note to all applicants: If you're sending resume tape, and/or other material to a box number, please supply a stamped, addressed envelope to return it to you.

Major market operation with immediate opening for a strong Top 40 personality. Must have a minimum of 5 years' experience in a major market. Excellent salaries plus, contacts, etc. Your future is now starting to update this community. Contact Claude Hall, Billboard, Box U, New York, N. Y. 10036.

1,000 -watt, 24 -hour country music station in experimental market needs DJ for afternoon drive slot. Only serious inquiries will be considered. Send resume to 165 W. 46th St., New York, N. Y. 10036.

Light board personality in small community. Must have a minimum of 3 years' experience in Top 40 market. Salary: $125 to start. Write Box 008, Billboard, New York, N. Y. 10036.

Required: Sales manager for #1 rated station in top 20 market. Must have a minimum of 5 years' experience in radio management. Excellent salary plus. Apply to program director, WHAS, Inc., 46th St., New York, N. Y. 10036.

First Ticket personality needed immediately for Top 40 formatted station in Chicago. 5 years' experience preferred. Send old tape and resume to program director, Jerry Bright, c/o Claude Hall, Billboard.

Heavyweight major market morning show in a market with "up" and heavy personality for all positions. Should be professionally, mind on and part of the community. Must have local sales experience. Salary: $125 to start, plus. Write program director, WHK, 165 W. 46th St., New York, N. Y. 10036.

Custodian, Pro. Div. Have been top top performers in the market are needed for one of the stations under consideration. You must be able to communicate with the station's most difficult customers. Must be able to handle complaints. Tens of thousands of dollars in deposits will be available. Contact Claude Hall, Billboard, Box 008, New York, N. Y. 10036.

First ticket needed for WERL, first station in operation. The future of Top 40 is a big question. This is a position in a market that needs it. Contact Claude Hall, Billboard, Box U, New York, N. Y. 10036.

WHKJ Radio, Box 000, Louisville, Ky., is now starting to update this community. They'll be one of the Top 40's in town. Send your resume to program director, Bill Arland, 46th St., New York, N. Y. 10036.

Radio -TV Programming

By CLAUDE HALL

Radio -TV Editor

Don't know what radio station in Kansas City, Mo., it was or who the disk jockey was but the discharge of three air personalities there had been published by the Labor Board. They'd refused, according to the board's chairman, to answer if the contract for the job was for an over-all manager. By CLAUDE HALL

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AND SO HAS

"RECONSIDER ME"

Written by MYRA SMITH and MARGARET LEWIS

BY

JOHNNY ADAMS

Produced By:
Shelby S. Singleton, Jr.

225,000 Sales and just beginning

SSS INTERNATIONAL RECORDS
3106 Belmont Boulevard • Nashville, Tennessee 37212
(615) 291-2003
Cable: SHELREC
Many are called, but few are chosen.
Many are made, but few are sold.

Ask Detroit, ask Chicago, but don't ask me, because I'm telling you, damn it!

The biggest selling album to date.
"HOT BUTTERED SOUL"

What Detroit is telling you, what Chicago is telling you, and what I'm telling you today... tomorrow the whole world will be telling you.
Sure there are only four tracks. Certainly they are long tracks. But I bet you won't dare play just one!

"Hot Buttered Soul" Isaac Hayes Enterprise ENS 1001
Radio-TV programming

U.S.-Mexican Pact Near Inking

By ELIOT TIEGEL

LOS ANGELES — Thirty American radio stations stand to benefit if the U.S.-Mexican AM Radio Treaty is signed in the fall. In many cases, such outlets like KIEV, a local country daytimer, will be allowed to increase their power significantly.

The governmental document which has to clear a number of federal hurdles on both sides of the border, will allow stations—including 20 in Mexico—to boost their signal even though the boost will cause some interference in the neighboring nation.

Bill Beaton, owner of KIEV for the past eight years, says the station has been applying for a power boost for 20 years, but has been unable to increase its signal because of the lack of permission from both governments.

KIEV is presently broadcasting with 505 watts sunrise to sunset, but has the potential to become a 50,000-watt clear-channel station in the years to come. First, it wants to go 5,000 watts.

Beaton, who has been to Mexico to attend meetings for the passage of the treaty, indicates there is a chance for approval this September. The U.S. Senate's foreign affairs committee has already passed the proposal with final approval required of the full Senate, followed by the President's signature.

The concern over signing the treaty to allow such special case stations like KIEV to boost their wattage is based on the amount of interference the increase would cause to other stations. Beaton says the Mexican government has acknowledged that it will accept the slight interference which KIEV's proposed new signal would produce. Mexico's Senate does not meet until September.

U.S. broadcasters would also have to accept some interference from Mexican stations which beam into the States.

WGOV Into Heavy Soul

VALDOSTA, Ga. — WGOV has moved into a heavy soul format, reports program manager Paul F. (Buck) Paulsen. WGOV-FM, a 100,000-watt stereo station, has launched a soft Top 40 format. Air personalities on the FM station include Don Day, Tiny Williams, Chuck Cunningham, Paulsen, and Cal Fuller. The station will soon be operating around the clock. The only problem WGOV now has, says Paulsen, is "we have a complete country music library that we would like to trade for an r&b or combination r&b and Top 40 library."

Letters Changed By WGBS-FM

MIAMI — WGBS-FM has dumped its old call letters to become WJHR-FM, reports new station manager Kirby Brooks. With a new set of jingles, the stereo station also abandoned its old-style block programming and will become a formatted middle-of-the-road station that features happy, good arrangements of hits like "Hey, Jude" such as performed by Peter Nero. Some vocals are also featured. Music is programmed in segments, with records in that segment announced in advance.

WELB Is Bought

ELBA, Ala. — Doug Holderfield and Jimmy Follis, both former deejays, are the new owners of WELB and, on Tuesday (1), will switch the station to a country music format. Holderfield formerly worked at WZOB in Fort Payne, Ala. Follis formerly was a deejay at WFKN in Franklin, Ky.

A Sensation on the First Johnny Cash Show

* Six Record Labels Got Hot After Him
* Not Wanting to Be Disappointed, He Signed with Us

DOUG KERSHAW

Debuts on Warners with a Single That's a Mover

"YOU FIGHT YOUR FIGHT"

Warners Single 7304

Letters Changed

The charts tell the story

Billboard has THE CHARTS

JUNE 28, 1969, BILLBOARD
THEY'VE BEEN CALLED GREAT. WE ONLY KNOW THEM AS OUR FRIENDS. WE RESPECT THEM, AND PEOPLE ALL OVER THE WORLD LOVE THEM.

THREE TOP 10 RECORDS IN A ROW

"SOUL LIMBO"
"HANG 'EM HIGH"
"TIME IS TIGHT"

NOW, WE MUST ADMIT MODESTLY THAT THIS TIME THEY OUTDID THEMSELVES.

A 2-SIDED HIT.

"MRS. ROBINSON"
AND
"SOUL CLAP '69"

WE DON'T HAVE TO TELL YOU—YOU ALREADY KNOW. IT'S

BOOKER T. AND THE M.G.'S

STAX STA 0037
STAX RECORDS, A DIVISION OF PARAMOUNT PICTURES CORPORATION
Joe Jeffrey, center, Wand's latest pop-soul discovery with "My Pledge of Love," charts this disc strategy, with Chris Jones, front, a born singer-guitarist, appearing at the Three Coins club in Buffalo, N.Y.

Bonnie on the mid-South Coliseum June 27-28, with Theis Mid-South Coliseum June 27. Among the headliners included the Columbia, Johnny Winter, The Isley Brothers, and many others. The folk or jazz festivals) this past weekend featured the Edwin Hawkins Singers, Ike & Tina Turner, Marvin Gaye and Booker T. & the MG's, while locally the Isley Brothers hosted an evening at Yankee Stadium, Saturday 21 with the Five Steps & Cubbie, the Edwin Hawkins Singers, the Clara Ward Singers and others. James Brown brings his show to Madison Square Garden, July 4, spotlighting the Young-Holt Trio, Nipsy Russell, the UNIFICS and Tyrone Davis, while the next day the Schaefer Music Festival comes to Central Park. Hugh Masakela and Willie Bobo. Eddie Harris appears for Schaefer July 11 and Chuck Berry with John Lee Hooker on July 12.

1. "Do What You Can Do," by Ike & Tina Turner, threatening to outnumber the last week's No. 1, "I Feel Good," by Little Anthony and the Imperials.


Joe South takes you back to replay old games under Atlanta's trees. Once the sideman, now he's the singer and the seller. His sound: simple, authentic...lingering in the country but looking ahead to new cities. "Birds of a Feather" the hit single.
**Billboard SPECIAL SURVEY For Week Ending 6/20/69**

**BEST SELLING Rhythm & Blues LP's**

**Star Performer-LP's registering greatest proportionate upward progress this week.**

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**Handy Show Is Winner & Loser**

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**Another Major Tape Event...**

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**Rhythm & Blues**

- **From page 10**

**Thank you, Bill Futterer of WHLM, Lancaster, Pa.**
Think of your fellow man
Lend him a helping hand
Put a little love in your heart
If you see it's getting late
Oh please don't hesitate
Put a little love in your heart

CHORUS
And the world will be a better place
And the world will be a better place
For you and me
You just wait and see
Take a good look around and
If you're lookin' down
Put a little love in your heart
I hope when you decide
Kindness will be your guide
Put a little love in your heart
And the world will be a better place
And the world will be a better place
For you and me
If you just wait and see
Put a little love in your heart

Another day goes by
And still the children cry
Put a little love in your heart
If you want the world to know
We won't let hatred grow
Put a little love in your heart
And the world will be a better place
And the world will be a better place

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Unart Music Corporation, New York, N.Y.
British Promoter Conn Sets Up U. S. Label; Forms Talent Tour

NASHVILLE — British Promoter Mervin Conn, who coordinated the successful country music show at Wembley Pool, London, on Easter Saturday, has now established an American label and other operations in New York, Los Angeles and here.

Conn, on his most recent trip, also made arrangements to represent Capitol artists in Europe, lined up new talent for British tours, and finalized plans for participation in the CMA-sponsored International Seminar during the "Grand Ole Opy" birthday celebration last October.

Finally, Conn set up his Second International Festival of Country Music, a two-day program established for next March 27-28, which will include at least two of the artists who went over so well this year, Loretta Lynn and George Hamilton IV. Conn said this year's show, also at Wembley Pool, would be seen on the ABC television network here, Plans for European distribution also are being made.

Mervin Conn, who promoted the show, said, "The results of similar questions about trade publications were almost identical... the survey pointed out. The return sample came from all areas of the U.S. and Canada. Using the Country Music Association's latest list and lists of various disk jockeys.

"Authenticity of the survey tabulation can be seen in a correlation of percentages as received in another independent survey conducted by Readez, Inc.," the Dal-Hart report stated, "The results of similar questions about trade publications were almost identical..." the survey pointed out. The return sample came from all areas of the U.S. and Canada using the Country Music Association's latest list and lists of various disk jockeys.

"Therefore our results were almost identical..." the survey pointed out. The return sample came from all areas of the U.S. and Canada using the Country Music Association's latest list and lists of various disk jockeys.

"The largest percentage promote live country shows and also like artist recorded promotions and interviews. Most of those who answered the questionnaire were program directors.

The survey showed that 83 percent of those polled subscribed to Billboard. The figure for Billboard was higher than the combined total of the other trade papers.

Conn said he is in the process of opening a New York office, and has an "Iddy-biddy Twitty Burger" for children, and has the slogan on its sign, "Treat Yourself to a Twitty-burger.

NASHVILLE — Paul Jaulus & Associates will open an office here in July under the direction of Barbara Starling, formerly with Decca.

Miss Starling, who has an established record in artist relations, promotion and public relations, will open the Nashville branch of the New York firm in July in the Hubert Long building at 806 16th Avenue South, on Music Row.

Her first clients will be the country division of Kapp Records, Johnny Wright and Kitty Wells. Other artists and firms are expected to be added shortly.

Jaulus, former public relations director for Decca in New York, handles such clients there as the Irish Rovers, Burl Ives, the Kapp pop product, and the Dub Albritten organization.

"In Nashville, I will be working primarily with the country product," Miss Starling said, "but naturally we will expand in all directions."

The Nashville office plans to work with companies and with individual artists, but will be select in its clientele.

Prior to her association with Decca, Miss Starling was co-coordinator and copywriter for Noble-Dury, a large advertising firm, and was production supervisor for syndicated films in Cosmo Biz, at that time a part of the Noble-Dury complex.
Don't forget WES BUCHANAN'S

"NEVER FORGET"

Columbia #44878

Published by:
MARIPOSA MUSIC, BMI
Exclusively on:
COLUMBIA RECORDS
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<tr>
<th>Number</th>
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<th>Artist</th>
<th>Label</th>
<th>Weeks on ( \text{Chart} )</th>
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<td>Running Bear</td>
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<td>Bill Anderson</td>
<td>Decca 33345 (Italian, BMI)</td>
<td>18</td>
</tr>
<tr>
<td>24</td>
<td>The Wind</td>
<td>Porter Wagoner</td>
<td>RCA 74-0108 (True, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>25</td>
<td>My Grass Is Green</td>
<td>Ray DeSylva</td>
<td>Mercury 41312 (Russo Farm, BMI)</td>
<td>4</td>
</tr>
<tr>
<td>26</td>
<td>The Days Of Sand And Shovels</td>
<td>Wynn Preston</td>
<td>RCA 74-0157 (Lena &amp; Oscar, BMI)</td>
<td>6</td>
</tr>
<tr>
<td>27</td>
<td>All I Have To Offer You (Is Me)</td>
<td>Cherry Pride</td>
<td>RCA 74-0157 (Will &amp; Range, Blue Cross, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>28</td>
<td>Rone Wasn't Built In A Day</td>
<td>Hank Snow</td>
<td>RCA 74-0158 (True, BMI)</td>
<td>5</td>
</tr>
<tr>
<td>29</td>
<td>Where's The Playground Suzie?</td>
<td>Glen Campbell</td>
<td>Capitol 2494 (Jaice, ASCAP)</td>
<td>8</td>
</tr>
<tr>
<td>30</td>
<td>Let's Put Our World Back Together</td>
<td>Charlie Leary</td>
<td>Capitol 2448 (Mako, BMI)</td>
<td>11</td>
</tr>
<tr>
<td>31</td>
<td>Boo Dan</td>
<td>Johnny Rosenman</td>
<td>Decca 23649 (Newky, BMI)</td>
<td>5</td>
</tr>
<tr>
<td>32</td>
<td>Solidarity</td>
<td>Dan Gibson</td>
<td>RCA 74-0140 (Red Rose, BMI)</td>
<td>9</td>
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<tr>
<td>33</td>
<td>Cut Across Shorty</td>
<td>Rex Stewart</td>
<td>RCA 74-0143 (Cedarwood, BMI)</td>
<td>4</td>
</tr>
<tr>
<td>34</td>
<td>Beer Drunkin' Music</td>
<td>Ray Sanders</td>
<td>Imperial 65066 (Viva, BMI)</td>
<td>6</td>
</tr>
<tr>
<td>35</td>
<td>I Am A Good Man</td>
<td>Jack Rene</td>
<td>Decca 17232 (Tree, BMI)</td>
<td>8</td>
</tr>
<tr>
<td>36</td>
<td>Delmar's Gone</td>
<td>Wynn Jennings</td>
<td>RCA 74-0157 (Glen &amp; Rose, BMI)</td>
<td>5</td>
</tr>
<tr>
<td>37</td>
<td>Never More* Quote The Raven</td>
<td>Shonnwall Jackson</td>
<td>Columbia 4-44653 (Delmarc, ASCAP)</td>
<td>3</td>
</tr>
</tbody>
</table>

WEBB PIERCE’S "THIS THING" DECCA 32508 picked by all trades...
‘Look Out’ Top Ten
LUKE THE DRIFTER
STRIKES AGAIN...

‘BE CAREFUL OF STONES THAT YOU THROW’

MGM #14062
EXCLUSIVELY ON MGM RECORDS
BIG IN LEWIS COUNTRY

"RESTLESS MELISSA"

K-2020

Country Music

Nashville Scene

- Continued from page 44

will have her next single out within a week or two. Bobby Reed, K-Ark, has been retained to host each week "The Oklahoma Hayride," just getting under way at Westville, Okla., each Thursday night. The show is handled by Modco Productions and Promotions of Lincoln, Ark. He currently has a regional favorite, "Ft. Smith Arkansas Women." On June 11, graduation eve, KRAK, Sacramento, lead the 1,408 names of the graduating class of Sacramento City College. One of the 24 guest acts slated for appearances with the Loretta Lynn radio will be signed to a year's recording contract with Dot Records. The contest is open to all types of amateur Country Music acts. The Nonamens have been recording, off and on, for a number of weeks and hope to have a new release ready by the end of June. The recent Country and Western Festival on the West Coast was accident prone. Johnny Bond suffered a broken tooth, Lorene Mann chopped off the tip of a finger, and Ferlin Husky fell off a camp, seriously injuring himself. He's been transferred to a Nashville hospital where he will undergo prolonged treatment for back and neck injuries. Dot artist Peggy Little & Tommy Overstreet have signed booking contracts with the Hubert Long Agency.

Bar-Mac, a new label out of Smyrna, Ga., has as its officials Vern Kendick and Bob Mc- Night. Its first country artist is Claysville Head. Bill Martin is handling publicity. The firm reportedly is working with Liberty for distribution. Louie Scruggs has already signed a desk deal with the new Earl Scruggs group, which includes contemporary as well as country music. Christy Lane performed more than 120 shows on a three-month tour of Vietnam. The show included Tiny Harris and the Talkabouts. After some rest, she starts on tour July 5 with fair dates with her regular bands, the Mistycons. She also has a new release coming out on Spar titled "Woman Is Man's Best Friend." Little Richie Johnson back home after a California tour with Faron Young and his show.

'Hee Haw' Is Called Hayseed

- Continued from page 44

Ducer. "It should never have been allowed on the air." A noted songwriter said, "the show never should have been allowed on the air. It makes all of us more familiarsituations. I'm only surprised that we're not more overwhelmed by the other bad things. I'm only surprised that great talent was great, but it was overwhelmed by the other bad things. I'm only surprised that great artists such as Buck Owens, Charlie Pride and Roy Clark allowed it to happen." A Nashville publisher said he could not believe that CBS was serious about this. "It makes all of us in the music industry want to hide our heads," he said.

"I had an opportunity to be on the show, but had a conflict in schedule, "one artist added, "Right now I'm glad I couldn't make it."
Billboard Spotlights:

HANSEN PUBLICATIONS, INC.

PUBLISHERS TO THE TRADE

THIS IS THE PLACE WHERE WE PRINT THE BOOKS AND SHEETS

OUR PRODUCTION CENTER AND FLORIDA PLANT,
MIAMI BEACH, FLORIDA
Thank you, Charlie

SCREEN GEMS/COLUMBIA MUSIC, INC.

ROOSEVELT MUSIC CO., INC.
The sun is bright, palm trees wave gently in the Miami Beach breeze, and the roar of printing presses establishes a constant pulsating sound.

Amid the smell of printer's ink and the hand engraved musical notes, Charles Hansen likens his company to a daily newspaper. "That's what we really are," he notes, the roar of his six multi-color presses and the automated equipment for cutting and folding six days—seven—proving the point.

Hansen's operation is a self-contained production company with $1 million worth of equipment which can print and shape products of the "paper" aspect of the music business. Books, instruction manuals, song sheets—a potpourri of items emphasizing a colorful, graphic approach to the selling of music are all part and parcel of the Hansen concept.

Hansen has much to be proud of. On July 13 he celebrates 25 years in the music business. Hansen is prone to emphasize the point that his company operates like a daily newspaper, gearing itself to creating and printing music products with speed and alacrity. The 56-year-old executive keeps his ears open to the pop music field and moves his organization to line up top artists for folios and to develop songbooks which attempt to duplicate the contents of a top artist's album.

"We can produce internally up to a 32-page book within 24 hours if we have to," Hansen says. This takes a lot of drive, determination and an enthusiastic staff which will work on the weekends to accomplish a rush project. It often happens.

Hansen publishes about one new book and one new song sheet every day, for a total of 30 sheets and 30 folios a month. Last year, Hansen estimated he sold 5 million of the 5½ million books he printed. His gross in 1968 was $7 million from publishing and another $2 million from the jobbing and retail division which is principally in California.

Hansen sells through 2,000 dealers but he has his eyes set on a 10,000 goal network of retail stores. He is accustomed to moving quickly once Hansen makes a point.

Right now Hansen is optimistic about the new direction he will be taking his company. Hansen Publications is going to utilize audio-visual aids to work in concert with printed music. "We will get into cas- settes for instructional purposes and we're going into film strips for choral works. This way we can break apart editions into voicing for a quick look-see. The business is moving so fast that we have to adopt these aids. Hansen is already inserting tiny 3½-inch plastic disks with certain miniature score books for bands; plus 45 rpm and small 7" L P records with books.

When Hansen started out in the music business as Jack Mills' national sales manager at the age of 21, the song was the message. He worked for Mills four years and then shifted to Buddy Morris, where he was involved in sales and production work for five years. Publishing a song with simple, infectious qualities was the desire of every company prior to those World War II days.

Hansen's love for music carried over into his Army career where he started his own company and when he got out of the service, he opened an office in the Rose- land building in Manhattan. "It cost us $10 a month for a room with no windows. I'll always remember that," Hansen recalls. Today the blue Florida sky is visible in many of the offices in the company's headquarters.

The first songs Hansen licensed were "Twilight Time" by Mickey Campbell, "There I've Said It Again" by Red Evans, and "There Must Be A Way" by Jack Ostfeld. Hansen had the songs arranged for all instruments and the music sold for 35 cents. There were four tunes per item.

Hansen's first arrangers were Paul Yoder in the pop band field, William Stickles for tri-chord piano for piano beginners and Ethel Smith for organ soloists. Hansen started right out by licensing people's works. He says there was a need for this service. Did the other publishers panic? No, he says, because it provided an extra market and extra income.

Today his arrangers include John Brimhall, the noted music educator; Lou Leaman and Howie Ross (both in the arranging field 30 years), Walter Stuart, Jack Cole- man, Dr. Willie Lee (Dean of the University of Miami's music school), Bill Oliver and others.

Special instruction material is developed by Brim- hall, Sergio Mendes, Roger Williams, Glen Campbell, Jack Coleman, Herb Alpert and Ollie Mitchell and many more.

Today's royalty rate is 5 per cent of the list price to the artist for his name and musical identification with a particular brand of music and 10 per cent to the publisher, who has to pay half of that to the artist for his performance.

Hansen feels that in one sense the publishing busi- ness hasn't changed in the 25 years he's been actively involved. And that is that young people still want good song material for their own usage.

The technology of preparing folios has come along a long way from basic black and white printing, but the ma- terial has to be of interest. "Kids want to play pop songs on their instruments, sing them in school, play them in bands. They have to be available very quickly.

The nature of a song today has changed; its life cycle is much shorter and the problems of distribution and communication are more difficult.

Hansen Publications' first 12 years were spent in Manhattan. Then the boss decided that working long hours in New York City and traveling many hours to his home weren't the best ways to survive. So he moved himself and his company to Florida where the climate and the sports attire of all the employees make the company look very much like a relaxed, fun-type place despite the "move quickly, get it on the presses right away" modus operandi.

Pop songs are at the core of Hansen's catalog, but his educational works are impressive. "The use of pop music by teachers has changed the business radically," Hansen believes. "Teachers find out there are less drop- outs when pop music is offered to a child and it's in good taste. We make it available by very qualified edu- cators. John Brimhall, for example, one of our salaried arranger-editors, developed new piano methods for grade schools.

Hansen looks to the record industry for guidelines and standards. His belief in four-color packaging is based on the impact he sees in album jackets. His desire for broader marketing through rack outlets is patterned after the successes he has seen for records.

"There is no such thing as a pure music store. It's usually an instrument or record store and our products are considered an accommodation item. That's what we are fighting. We think it's the guts of the business, and that's why we have to go into jobbing and retail."

Hansen Publications derives a reported $500,000...
Frank Hackinson (right), sales & general manager, with Buddy Friedlander, district sales manager. WATS telephone sales people are in the rear.

Controller Murray Ross, left, with plant manager Paul Arifles.

John Delehanty, keyboard method specialist and teacher.


Phil Irish, billing, accounts receivable manager. Jim Prag, typesetting department manager. Jerry Howard (standing) and Mauro DeFina, color separation specialist. Julian Long, data processing department manager.

Bill Train, head of the plate preparation department.


Frank Hackinson (right), sales & general manager, with Buddy Friedlander, district sales manager. WATS telephone sales people are in the rear.

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Bill Train, head of the plate preparation department.

Hansen People Ply Their Trade

Hansen Presses Whirl Out Music

* Continued from page H-3

of its income from its leased departments in the seven Wallach's Music City Stores in the Los Angeles area, $500,000 from jobbing in the Seattle area through its Capitol Music & Rack Service, and $1 million in sales in San Francisco through Pacific Coast Music & Rack Service. Teachers today are more liberal in their acceptance of pop music within their curriculum. "The Beatles broke the barriers down. Kids want to play what they hear and see. Teachers can't have kids playing old songs while they are aware of today's hits." This desire for current material also creates the marketing problem of getting the song out quickly, but unfortunately there are not that many eager outlets in this country. Sheet music has gone through declining periods in the past, Hansen admits, but has been on the upsurge for a number of years. His company has been so firm in its belief in music that a number of major companies inside and outside the entertainment field have been waging acquisition deals in Hansen's face. He has yet to accept an offer.

There are several distinctive aspects to Hansen's products. His sheets are 8½ by 11 inches, while other publishers sell 9 by 12-inch paper. He attempts to recreate exactly the cover album art onto a folio and he has the color separation and offset camera departments to accomplish this goal—plus full color presses. Hansen has begun offering his "U Play All" feature on pop material. A song prepared in this series offers parts on the same sheet for accordion, B flat instruments, C chord organ, C instruments and bass. Hansen breaks his folios apart as new songs by the artist are added to his catalog of hits. These books are updated as they are reprinted. Miami is the company's main printing facility, but Hansen envisions printing in more and more cities as demand warrants this additional localized facility.

This optimism is based on Hansen's belief in the untapped potential for music. He wants to expand his operation in the sacred and show tune areas. The college bookstore is a virgin area for his printed music. In his conversations Hansen talks about "keeping up with today's music. We need young people to arrange for us;" he says matter of factly. A Miami University student, S. J. Kole, has become the company's first young arranger. Kole did a band book of current songs. Mike Addelia, a staff man in Arizona, scours the West looking for young students who have the long-range potential for employment. Starting salaries fall in the $9,000 to $10,000 range and are comparable, Hansen points out, with the salary of a starting teacher. Arrangers with top qualifications can earn from $25,000 to $75,000 a year in the educational specialty field.

The life of a standard song runs to nearly 20 years, Hansen believes. A pop song can live for one to two years, Hansen offers in comparison. So "potent" is a pop song that Hansen feels pop music can accomplish sociological results. The more pop music is taught and played in schools, the more young people will enjoy school, goes Hansen's theory. Give them a good, zippy pop song which they know and youngsters will sing and play together. It might even instill racial harmony in some quarters.

When he talks like that, Charles Hansen doesn't sound like a music packager; he sounds very much like many of today's young writers whose music he sells. And as Hansen admits, keeping abreast of today's music is one way of ensuring tomorrow's musical future.

SPECIAL MARKET PROFILE SPONSORED BY HANSEN PUBLICATIONS, INC.

H-4

JUNE 28, 1969, BILLBOARD
ASSOCIATION FOR A LONG AND HAPPY ASSOCIATION
WALT DISNEY FOR A LONG AND HAPPY ASSOCIATION
WALT DISNEY SONG HITS
FOR A LONG LIST OF WALT DISNEY SONG HITS

From Walt Disney's "DAVY CROCKETT"
Ballad Of Davy Crockett
Be Sure You're Right

From Walt Disney's "MARY POPPINS"
Chim Chim Cher-ee
Feed The Birds
Jolly Holiday
Let's Go Fly A Kite
(A) Spoonful Of Sugar
Supercalifragilisticexpialidocious

From Walt Disney's "IT'S A SMALL WORLD"
It's A Small World

From Walt Disney's "DAMBI"
Let's Sing A Gay Little Spring Song
Love Is A Song
Thumper Song
Twitterpated

From Walt Disney's "PETER PAN"
(The) Elegant Captain Hook
Following The Leader
Never Smile At A Crocodile
(A) Pirate's Life
Peter Pan
(The) Second Star To The Right
You Can Fly! You Can Fly! You Can Fly!
Your Mother And Mine

From Walt Disney's "CINDERELLA"
Bibbidi-Bobbidi-Boo (The Magic Song)
Cinderella
(A) Dream Is A Wish Your Heart Makes
Oh Sing, Sweet Nightingale
So This Is Love
(The) Work Song

From Walt Disney's "THE ONE AND ONLY, GENUINE, ORIGINAL FAMILY BAND"
Drummin', Drummin', Drummin'
The One And Only, Genuine, Original Family Band
Ten Feet Off The Ground
West O' The Wide Missouri

From Walt Disney's "THE JUNGLE BOOK"
The Bare Necessities
Colonel Hathi's March
I Won't Be Like You
My Own Home
That's What Friends Are For
Trust In Me

From Walt Disney's "THE HAPPIEST MILLIONAIRE"
Are We Dancing
Bye Yum Pum Pum
Fortuosity
I'll Always Be Irish
Let's Have A Drink On It
There Are Those
Valentine Candy
Watch Your Footwork
When A Man Has A Daughter

From Walt Disney's "ALICE IN WONDERLAND"
All In A Golden Afternoon
How Do Ye Do And Shake Hands
I'm Late
In A World Of My Own
Twas Brillian
Very Good Advice

From Walt Disney's "THE PARENT TRAP"
Let's Get Together

AND MANY MANY MORE.

© 1969 Walt Disney Productions
Public Relations Must Keep Abreast

By AARON (GOLDIE) GOLDMARK
Gold Mark Associates

The fine thin line between a public relations counsel and a publicity agent has been described many, many times ... and sometimes it is with difficulty that the two definitions are separated. When is relates to the music publishing business, especially as it concerns the preparation, printing, and sale of sheet music and music folios, plus the relationship with famous musical personalities the distinction between the two widens.

The public relations counsel for Hansen Publications is conversant with every a&r man, producer, and director of every record company, both in the United States and Europe. He also has a personal relationship with the heads of publishing companies, standard houses, sacred houses, etc. (both old and new), with a view toward securing catalogue rights and licensing for songs as sheet music, educational material, music books and other uses.

In our case, it requires periodic trips to England, France and the Continent, as well as overnight trips to most of the major cities in this country ... seeking out an artist and/or his manager in Oakland, Chicago, New York; or a publisher in Nashville, Baton Rouge, or a publisher in Austin, Dallas, or Atlanta. He then seeks to establish a relationship with the various record companies in these cities and with the recording artists, as well as with the music publishers, the music agents, and the music supervisors.

To begin with, describing the vagaries of the music business is not the purpose of this article. The subject is "Public Relations" and these are the hit-quizzes of the week. It's a matter of business really is an institution. Once a song has been printed and a publicity agent has been described many, many times as it concerns printing and distribution, the "service" follows through, for example, when a song is "a natural" to have a recording on the next million seller!

The division of Hansen Publications which supplies this "service" is called, Sheet Music Institute and it is really an institution. Once a song has been printed, the music rolls off the presses ... Sandy King, the authoritative "voice" of Hansen Publications, has the outstanding releases of the week. In the same manner, these "pointers" in the S.M.I. column act as a "buying guide" for dealers all over the country, advising them of "the happening sounds" ... the best in pop music sheets!

This maneuver and gesture is only the "beginning" of the Service that is involved. As the music rolls off the presses ... Sandy King, the authoritative "voice" of Hansen Publications, has the outstanding releases of the week. In the same manner, these "pointers" in the S.M.I. column act as a "buying guide" for dealers all over the country, advising them of "the happening sounds" ... the best in pop music sheets!

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FRED FOX, publisher of

Man of la Mancha

salutes

CHARLIE HANSEN

on his 21st year as a leader
in the music industry
... a Man who has attained
THE IMPOSSIBLE DREAM

SAM FOX PUBLISHING COMPANY, INC.

1841 Broadway, New York, N.Y. 10023
(Fred Fox, President)
Hollywood • London
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Congratulations

Nick Sevano

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A BIG MILLION SELLER
AND JUST GETTING STARTED
LOVE THEME
A TIME FOR US
WHAT IS A YOUTH

PARAMOUNT PICTURES presents
FRANCO ZEFFIRELLI
Production of
ROMEO & JULIET

THESE ARE THE BOOKS AND SHEETS
WE PRINT IN THE PLACE
OUR THANKS TO THE RECORDING ARTISTS WHOSE MUSIC GOES INTO THE BOOKS AND SHEETS, WHICH WE PRINT IN THE PLACE.

HERB ALPERT
BILL ANDERSON
EDDY ARNOLD
CHET ATKINS
THE BEATLES
THE BEE GEES
TONY BENNETT
DAVE BRUBECK
GLEN CAMPBELL
JOHNNY CASH
NAT KING COLE
JUDY COLLINS
FLOYD CRAMER
THE CREAM
JOSE FELICIANO
TENNESSEE ERNIE FORD
BOBBY GOLDSBORO
MERLE HAGGARD
GEORGE HARRISON
DON HO
MARY HOPKIN
ENGBERT HUMPERDINCK
GEORGE JONES
TOM JONES
BERT KAEMPFERT
JOHN LENNON
THE MAMA & THE PAPAS
HENRY MANCINI
DEAN MARTIN
GEORGE MARTIN
HUGH MASEKELA
PAUL McCARTNEY
SERGIO MENDES & BRASIL '66
ROGER MILLER
GARY PUCKETT & THE UNION GAP
OTIS REDDING
JOHNNY RIVERS
TOMMY ROE
BOBBY RUSSELL
FRANK SINATRA
ETHEL SMITH
O.C. SMITH
RINGO STARR
BUFFY SAINTE-MARIE
JIMMY WEBB
THE WHO
ANDY WILLIAMS
ROGER WILLIAMS
And Many Other Great Stars

OUR EXTRA THANKS TO THE PUBLISHERS, WHO PUBLISH THE MUSIC, USED BY THE RECORDING ARTISTS, WHICH GOES INTO THE BOOKS AND SHEETS, WHICH WE PRINT IN THE PLACE.

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ACADEMIA MUSIC COMPANY
ACCLAIM MUSIC, INC.
ACCLAIM MUSIC, INC.
ACE PUBLISHING COMPANY, INC.
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JULIAN ADDERLEY
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AHA MUSIC CO.
AIM MUSIC
ALBUMS INC. MUSIC CO.
MILDRED ALEXANDER
ALEXIS MUSIC, INC.
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CONGRATULATIONS TO CHARLES HANSEN UPON HIS MAGNIFICENT ACHIEVEMENTS

DICK JAMES
LONDON W.C.1., ENGLAND
Congratulations and Continued Success to Hansen Publications from Sheet Music Institute, on this, their 21st Anniversary!

Sheet Music Institute, in conjunction with Hansen Publications, provides YOU...the dealer, jobber and retailer, with the very finest in printed music.

Sheet Music Institute was created to service the music buyer with the current and standard songs of today. It is basically a service, and, like the single record, it serves to expose a song or a personality.

Just as the single record graduates into a best-selling LP album, the single sheet music titles find their way into best-selling folios.

The difference between the recorded and printed version of music is...in the case of the album...the "sound" of a particular artist is "grouped" together in a collection...and in folios, the printing must be presented in varied forms...i.e.: Easy Piano, Easy Organ, Vocal, Piano, Guitar, Portable Chord Organ, Bb and C Instruments, Chorals—(S.A.T.B.—Soprano, Alto, Tenor, Bass)—S.A.—Soprano, Second Soprano, Alto, Orchestrations—(Hansen O.K.), and the Brimhall Educational Teaching Pieces and Books—that include ALL THE HITS!

Sheet Music Institute is particularly proud of the fact that currently there is a song which is not only No. 1 as a record (Henry Mancini’s recording of “Love Theme from Romeo & Juliet”), but also the best sheet music seller in the last 25 years...and that’s covering a great deal of ground!!

By the time this issue goes to press, all editions of this phenomenal song will be PREPARED to sell...over two million copies in anticipation of public acclaim and acceptance.

This is but a very small part of the “Bank of Music” which is available...permanently in print...for ALL to See, Buy, Learn and “Grow” with!

The Bank

Right here is where the “noted” divi
dends begin...

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BORN FREE
BOTH SIDES NOW
BY THE TIME I GET TO PHOENIX
(Sittin’ on) THE DOCK OF THE BAY
GENTLE ON MY MIND
HARPER VALLEY P. I. A.
HEY JUDE
HONEY
I LEFT MY HEART IN SAN FRANCISCO
IT WAS A VERY GOOD YEAR
KING OF THE ROAD

Hansen Publications has built its business as a messenger boy for the music publishing company of Frederick Harris and worked his way through the various departments until he became general manager in 1953.

Collier says that although the market in Europe runs to a copyright owner and say we would like to hold a license for one of his songs and, in return, give him a share of the income from the book in which it is to be published.”

Collier says that although the market in Europe runs to some extent parallel with that in the States, there are often marked variations in public taste. “Material which sells extremely well in America does not necessarily sell well in Europe, and vice versa. There have been a number of instances in the past when we have had big sales with a song which has sold negligibly in the States.”

Collier explains that it is his aim to make the U. K. office as big in Europe as the head office is in America and an important step in this direction will be taken when the company starts to print its own sheet music and publicity material. At present all the printing is done in the U. S. and shipped to Britain. According to Collier, “Our profits are increasing all the time and I think we will continue to look for copyright in this country.”

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British Operation Expands

By RODNEY COLLINS

Hansen Publications opened its British office five years ago with a small staff based at Newman Street, London. The company has expanded since that time has necessitated a move to bigger premises at Earl Street, and an increase in the staff from three to more than 20.

Hansen’s British office began with publishing and licensing of sheet music. The opening of the London office coincided with the release of the Monkees’ hit parade. In fact, we are quite willing to take any sheet music to the public. We are always interested in obtaining licenses for current chart material, of course, but we are also interested in songs after they have fallen out of the hit parade. In fact, we are quite willing to take good songs which have not had a chart career.

“After all, the average pop tune does not stay long in the charts, but its sales potential in sheet music form will live on for considerably longer.”

Among Hansen’s best-selling material are the books of George Harrison and Ringo Starr’s compositions for the Beatles’ Apple company. Other current best sellers are “Sunny,” “Daydream Believer,” “King of the Road,” “Valleri,” “Born Free,” “The Look of Love,” and “Galveston.”

Congratulations to Hansen Publications on twenty-one years of music publishing.

CARL FISCHER, INC.

1057 So. Olive
Los Angeles, California 90015

Everything in music since 1872.
Bill Oliver translates the often complex rhythmic patterns and melodic vagaries of today's popular music into simple to understand sheet music for the average pianist.

Oliver's work takes place in an office in the Westwood section of Los Angeles, not too far away from the sprawling campus of UCLA, but thousands of miles away from Hansen Publications main headquarters in Miami Beach.

It is Oliver's job as one of the arrangers in the pop music field for Hansen to transcribe the melodic feel—and often the changing time signatures into simplified sheets for piano and voice.

As such, he comes across music written by professionals and some songs he frankly admits do not have the professional polish found in works by instrumentalists who have studied hard and deep into music.

Oliver receives his instructions from Hansen himself as to what songs he will arrange for the company's 85 cent pop music series. "You have to develop a treatment from what is usually an orchestral treatment on records and, arrange it for solo piano," he explained, his desk loaded with assignments. "You wind up using simpler chords and phrasing, but it has to sound like the arrangement as it was heard on the record."

An Englishman, who formerly worked 10 years in arranging music for commercials in London, Oliver has been with Hansen one and one-half years. There are frustrations to the job, such as devising clever ideas but having to reject them because they would be too advanced for the person the series is designed for—the average person who has a piano at home and enjoys playing today's popular material.

The object in preparing sheet music, Oliver says, is to prepare it so that it will not look too complicated and "franchise the patron away. "Sheet music can be too complex," he says, "so you have to be careful. You don't write a handful of chords to play at one time, for example. And try to have the fingers move comfortably across the keyboard, working easily all the time." 

Oliver listens to a record several times to familiarize himself with that arrangement. He then has to write a simplified piano solo arrangement without the orchestral colorations. There are a number of instruments in the orchestra which cannot be duplicated in tone colorings on the piano keyboard.

If possible, Oliver tries to utilize guitar figures which can be appropriately fitted to the piano to compensate for the predominance of amplified guitars in today's pop music.

Folk and country music are the easiest to arrange. Years ago pop music generally meant 4/4 time all the way through the song. Now, Oliver has to watch carefully because very often—one out of approximately every three—a pop song has changing time signatures. "There's a beat missing or an extra beat added. And you find yourself counting to the record. The kids who listen to the song on records know the changing beats and they expect to find them in the sheet music. So these variations of timing must be included."

Each project is different. "Sometimes the arrangement may turn out to where it's like writing a letter and it takes two hours. Or it may turn out to be a very laborious job, taking a whole day or longer."

In addition to arranging pop songs, Oliver has also been arranging pop music folios for the past seven months. His works appear in the Hansen Ork Series—a series designed to allow a piece of music to be played by groups ranging in size from a trio to 23 pieces. Oliver works from previously arranged piano copy and he concentrates on material which Hansen feels will have a lasting value like "Alfie," "Gentle On My Mind," and the "Mission Impossible" theme or "Love Theme" from Romeo and Juliet.

Oliver writes one arrangement, working in a "block" procedure whereby he arranges all the instruments within a section, developing one chord at a time. 

Oliver is given these folio assignments when the company observes the mercurial growth of an artist. Then the machinery is set in motion to develop a folio and Oliver is off and arranging 12 songs. Among the recent artists for whom he's created folios are Sergio Mendes, Hugh Masakela, Steppenwolf, Mary Hopkin, Johnny Cash, Glen Campbell and the Spirit, with more on the way.
PARAMOUNT music publishing companies have been and still are PARAMOUNT in the Music Industry.

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We take pleasure in saluting CHARLES HANSEN for his concerted efforts on his 21st Anniversary. He has brought NEW LIFE to the Sheet Music Business.

We, at PARAMOUNT thank you and wish you continued success in the years to come.

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"ROSE GARDEN"
"STORMY"
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ALL OF THESE IN ONE YEAR AND MORE TO COME

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Each one hire one.
Hire one young man or woman. Hire more if you can. But, at least, hire one. No business is too small to help. Think about an extra pair of hands for the summer. Think about a bright youngster filling in vacation gaps. Think about next summer—and the one after that—when you'll have an "experienced beginner" to call on for extra help.

Do yourself a favor. Give a kid a break this summer. Do it now. Call the National Alliance of Businessmen office in your city.

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National Alliance of Businessmen

JUNE 28, 1969, BILLBOARD
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CHARLIE HANSEN

for your contribution to the publishing industry.
Our best wishes for your continued success.

GROSSMAN MUSIC CORPORATION

Henry S. Grossman, President
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DEAR CHARLIE;

A HANSEN BOOK IS a handsome book.

Best Wishes

WALTER KANE & SON
NEW YORK — The 85th season of the Metropolitan Opera will open on Sept. 15 with Verdi's "Aida" and soprano Leontyne Price in the title role. Also featured will be mezzo-soprano Florence Cestv, tenor James McCracken, baritone Robert Merrill, bass John Macurdy, and basso Raymond Masalzki, Thomas Schippers conducting. The 1969-1970 season will contain 23 works, including six new productions, five works restored over from the 1966-1969 season, and 12 operas returning to the repertoire after absences of one or more seasons. Operas will be given in five languages with the addition of a new production of Mussorgsky's "Boris Godunov" to the repetoire. Basses Nicolaus Ghiurov and Cesare Siepi will alternate in the title role. The opera's first performance will also feature soprano Raina Kabaivanska, mezzo-soprano Judith Forst, tenor Nicolai Gedda, baritone William Dooley, bass Giorgio Tozzi, and basso Fernando Corro, Zahn Mehta conducting. Tchaikovsky's Eugene Onegin will return to the repertoire with the Met conducting debut of Stanislav Skrowaczewski. The first performance's principals will be soprano Evelyn Lear, mezzo-soprano Joanna Grillo, tenor George Shirley, baritone Thomas Stewart, and Tozzi. Salome, conducted by Reardon, will feature Miss Cossotto, mezzo-soprano Nedda Casei, tenor Plácido Domingo and basso Gerhard Stolze, while principals in the "Pallace" will be soprano Anna Moffo, McCracken, and McCracken, Alain Lombard conducting, while the latter will feature mezzo-soprano Grace Bumbry, Vacchi, baritone Giuseppe Cacioppo, Maury and Macurdy, Fausto Cleva conducting.

Other Assignments

Cleva's other conducting assignments will be Puccini's "La fanciulla del West" with the New York Philharmonic; "Mascagni et Dalila" and the "Carlo" in "La fille de Madame Angot." Without "Loewe et Julieotte" of "Gounod." The former's principals will include mezzo-soprano Mariella Freni, mezzo-soprano Marcia Baldwin, tenor Franco Corelli, baritone John Reardon, and Macurdy, Alan Lombard conducting, while the latter will feature mezzo-soprano Grace Bumbry, Vacchi, baritone Giuseppe Cacioppo, Maury and Macurdy, Fausto Cleva conducting.

Richard Strauss opera as "Ariodante" and "Naxos" is restored to the repertoire with a first cast of soprano Rysanek, Reri Grist and Miss Lear, tenor James King, and baritones Walter Berry and Dore Olympaus, and "Der Rosenkavalier" is being carried over with a cast headed by Miss Rysanek, Miss Grist, mezzo-soprano Graina Haggarty, baritone Raoul Knoll. Schippers will conduct a pairing of two of the operas' most demanding roles, with Miss Cossotto, mezzo-soprano Nenda Casei, tenor Placido Domingo and basso Gerhard Stolze, while principals in the "Pallace" will be soprano Anna Moffo, McCracken, and Macurdy, Alain Lombard conducting, while the latter will feature mezzo-soprano Grace Bumbry, Vacchi, baritone Giuseppe Cacioppo, Maury and Macurdy, Fausto Cleva conducting.

The Met continues with its "Ring des Nibelungen" under Karl Buzan von Karajan with a new production of "Siegfried" with soprano Birgit Nilsson, Miss Grist, contralto Libby Chaukkan, tenor Thomas Stewart, basses Gerhard Stolze and Karl Riddelder, and tenor Zollian Klemien. The carry-over "Die Walk"erei" will feature Miss Nilsson, Miss Macurdy, Miss Ludwik, tenor Jon Vickers, Stewart, and Riddeller. Karajan is conducting the Wagnerian cycle. Two operas will be given in Freiberg (Germany), "Macbeth et Dalila" and the carry-over "Romeo et Juliette" of "Gounod." The former's principals will include mezzo-soprano Mariella Freni, mezzo-soprano Marcia Baldwin, tenor Franco Corelli, baritone John Reardon, and Macurdy, Alan Lombard conducting, while the latter will feature mezzo-soprano Grace Bumbry, Vacchi, baritone Giuseppe Cacioppo, Maury and Macurdy, Fausto Cleva conducting.

ASCAP Selects Winners In 6 Orchestra Categories

ATLANTA — Orchestras from Atlanta, Buffalo, Dallas, Los Angeles, Minneapolis and Princeton were named winners of the orchestra ASCAP awards at the recent American Symphony Orchestra League conference here. The League presented its 1969 Gold Baton Award to the New York State Council on the Arts for distinguished service to music and the arts. The award was made to the Council which, because of the vision of Gov. Nelson Rockefeller, the perception of the legislators and the effective administration of Council members, has been able to negotiate successfully local participation in the support of the arts and the arts program which obtained the state financial support of the arts from $450,000 to $2,200,000 in a 10-year period with millions of dollars as critical demands on the tax dollar.

Winners in ASCAP's major orchestra category were the Atlanta Symphony, Robert Shaw, music director; Dallas Symphony, Donald信托, music director; Buffalo Philharmonic, Lukas Foss, music director; and Philadelphia Orchestra, Richard Paginator, music director; and Symphony of the Pacific, San Francisco, under Albert Coates. The latter will feature mezzo-soprano Janовая, debuting soprano Gabriella Michalik, debuting soprano Dianna Janowitz, debuting soprano Judy Forst, and soprano Montserrat Caballe. The Met continues its "Ring des Nibelungen" under Karl Buzan von Karajan with a new production of "Siegfried" with soprano Birgit Nilsson, Miss Grist, contralto Libby Chaukkan, tenor Thomas Stewart, basses Gerhard Stolze and Karl Riddelder, and tenor Zollian Klemien. The carry-over "Die Walk"erei" will feature Miss Nilsson, Miss Macurdy, Miss Ludwik, tenor Jon Vickers, Stewart, and Riddeller. Karajan is conducting the Wagnerian cycle. Two operas will be given in Freiberg (Germany), "Macbeth et Dalila" and the carry-over "Romeo et Juliette" of "Gounod." The former's principals will include mezzo-soprano Mariella Freni, mezzo-soprano Marcia Baldwin, tenor Franco Corelli, baritone John Reardon, and Macurdy, Alan Lombard conducting, while the latter will feature mezzo-soprano Grace Bumbry, Vacchi, baritone Giuseppe Cacioppo, Maury and Macurdy, Fausto Cleva conducting.

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MISS BOGDAR ON CAMBRIDGE

WELLISLEY, Mass. — Carole Bogdar has been appointed a new Cambridge album. The soprano sings arias by Mozart, accompanied by harpist Einarjokpianists James Weaver and cellist Judith Davidoff, and two Purcell pieces with Weaver accompanying. Weaver also plays a Purcell suite, completing the disk.

ASCAP award recipients in the metropolitan category were the Nashville Symphony, Thor Johnson, music director; Princeton Chamber Orchestra, Nicholas Haraszthy, music director; and Louisville Orchestra, Joseph Mester, music director. Morton Gould presented the ASCAP awards.

John S. Edwards, general manager of the Chicago Symphony, was re-elected chairman of the League's board. Mrs. Fred Lazarus III, board member of the Cincinnati Symphony, and William Severson, chief administrator of the Music Center of the League, were re-elected members of the League's board. Mrs. Fred Lazarus III, board member of the Cincinnati Symphony, and William Severson, chief administrator of the Music Center of the League, were re-elected executive committee members at large. Gould was elected first vice-chairman. Also elected vice-chairmen were Lloyd Rigler, board member of the California Symphony and the Hollywood Bowl Association, and Mr. J. Graham, board member of the Sioux City Symphony, and Mrs. Julius Ribin, board member of the Milwaukee Symphony and president of the League's Women's Council. Mrs. George Havas, vice-president of the Oak-
A great album by a great gospel group. The Sea Lark, BMI.

Country duets have always been a staple in the country market, and this package really is rich in this idiom. There are sides by Lynn Anderson and the Lone, Gordon Terry and Minnie Brown, Kenny Vernon and Lewanda Lindsey, Tom T. Hall and Ginny Wright and Ott Spann and Trina Love. The material is earthy—true country.

Undoubtedly, this album contains some of the most popular hits ever turned out by Billy Walker. The dominant tone of course, is "Cross the Brazos at Waco," but there’s also "Thank You for Calling," "Nobody But a Fool" and "Come a Little Bit Closer."

Country

VARIOUS ARTISTS...Country’s Greatest Hits, Columbia CL 9810 (5)

A tremendous bargain—"Walk the Line," by Johnny Cash; "El Paso," by Marty Robbins; "Release Me," by Ray Price; "Flowers on the Wall," by the Statler Brothers, plus 16 other great tunes, great artists. This should be a excellent sells item.

GOSPEL

MOVIE LISTENER & THE STATESMEN...Thanks to Calvary, Mykale SLP 6000 (5)

A great album by a great gospel group. The sides are full of spirit and sincerity, This, plus their dynamic style, makes the album a standout. Included are "Thanks to Calvary," "Old Time Religion" and "By and By Free."

BEST OF THE ALBUM RELEASES

JOHNNY CASH—During My Time, Columbia CL 7134 (5)

WALKER BROTHERS—The Sun Also Rises, SP 4466 (5)

BAMBOO—Sugar Man, Epic SP 3826 (5)

BROTHERS FOUR—Bout the Old Road Again, Capitol ST 2229 (5)

NEW YORK IS...by the Black and White Brothers, Carry On SLC 1001 (5)

LAWANDA—"Cross the Brazos at Waco," but there's also "Furl of Fender," "in the Mood," and an instrument? "Hey Jude." Also included is the quarterly holiday treat of "Factory of Honor." "Masquerade" and "Mama Jive" are other gems.

KINGSTON TRIO—Once Upon a Time, Tetra- grammaton T 5006 (5)

Although the Kingston Trio is no more, this little batch still serves up some pure manufactured comics. The group's first of 1966, the group's final performance recorded for the Tetragrammaton label. The marvelous mind of three men who have dominated the much like the above-given examples can also be suggested, with the exception of "Sandy," recently made more a musical group than a recording medium, an indication of continued interest in the Trio, virtually everything coming out has been written in the last two is included "Now Go Back," "Dreamy," "Bluebirds," "Bluebirds," and many more.

CRAVERS BROTHERS—Feelin' the Blues, Vicky 120 (5)

Early material from the Chambers and a lovely, hand-picked, blues and spiritual set is too. Their long version of "Get a Woman," even a lot to Ray Charles in his new power. Another good track. The first side is "Feelin' the Blues."

PETER SCHICKLE—Good-Time Ticket, Vanguard VSD 6317 (5)

Peter Schickle is a multi-faceted talent. A composer, lyricist, and conductor of the group "The P.O.D. Band," his efforts in this package, as a writer, is a volume of the deaths, the recordings, the compositions of some of his compositions and arrangements. "Morning Dew" and Bob Dylan's "Dane Av Boudin," "Morning Dew" and many others appeal to an audience.

PETER SCHICKLE—"Morning Dew," etc., etc., etc...

International

LAIS DE MONTMARTRE—Sensuelle, Concordus CL 28209 (5), ES 9641 (5)

This new album by well-known jazz maste- rant, Montmartre, should have no difficulty in finding its way into the chart- ing group, teams with popular orar- rier Bill Baier, Hasen has produced a record which should appeal to all jazz buffs, as well as with the listening groups to the jazz buffs. The theme is easy from his light-hearted appeal around the world, and using strings to embellish his music, come up with a major record which could be a contender in the country.

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PARKER'S BROTHERS—Secrets of a Woman, Decca DL 709 (5)

New York is... Nick Bartell, president of Billboard Records, Miami based label, has mappeo- an expansion plan that will take in all music concepts and em- phasize the "new sound." He's also got on the drawing boards the blueprints for a recording studio and a music complex.

Broad Expansion Plan by Bartell

NEW YORK — Nick Bartell, president of Billboard Records, Miami based label, has mappeo- an expansion plan that will take in all music concepts and em- phasize the "new sound." He's also got on the drawing boards the blueprints for a recording studio and a music complex.

Brief line with the expansion plan, Bartell has appointed Edward A. Wanisiko, vice-president and general manager. Wanisiko will be in charge of reorganizing the company. Bartell and Wanisiko has relocated their offices to 6000 Biscayne Boulevard, Miami.

JAZZ

HAMPTON NILES PLAYS MOVIE MUSICALS...inert 8940 (5)

This new album by well-known jazz maste- rant, Montmartre, should have no difficulty in finding its way into the chart- ing group, teams with popular orar- rier Bill Baier, Hasen has produced a record which should appeal to all jazz buffs, as well as with the listening groups to the jazz buffs. The theme is easy from his light-hearted appeal around the world, and using strings to embellish his music, come up with a major record which could be a contender in the country.

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INTERNATIONAL

LAIS DE MONTMARTRE—Sensuelle, Concordus CL 28209 (5), ES 9641 (5)

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PARKER'S BROTHERS—Secrets of a Woman, Decca DL 709 (5)

New York is... Nick Bartell, president of Billboard Records, Miami based label, has mappeo- an expansion plan that will take in all music concepts and em- phasize the "new sound." He's also got on the drawing boards the blueprints for a recording studio and a music complex.

Brief line with the expansion plan, Bartell has appointed Edward A. Wanisiko, vice-president and general manager. Wanisiko will be in charge of reorganizing the company. Bartell and Wanisiko has relocated their offices to 6000 Biscayne Boulevard, Miami.
JUNE IS BUSTING OUT WITH THREE (3) GIANTS
AND...
THEY ARE ALL ON SOUL CLOCK

THE WHISPERS
"The Time Will Come"
SOUL CLOCK #107

THE FULLER BROS.
"Time's a Wastin"
SOUL CLOCK #105

Nationally Distributed by: FANTASY/GALAXY RECORDS • 1281 30th Street • Oakland, California 94608
Musical Instruments

NAMM Looks to The Open Road

• Continued from page 3

"Until 1964, we used to have the show years in Chicago and then we moved it to New York. After that, we stayed here in Chicago and before McCormick Place burned down, we had con- jectures of going in there. Now, only the New York Convention would hold us. Because of facili- ties, I assume, there is a need for one con- vention city and New York is number two. We simply outgrew New York's facilities."

"When we were in New York, we used the Hotel New Yorker and the New York Trade Show Building. At present, the Ameri- cana and Hilton Hotels lend well to a room show—not a trade show. There are also no storage facilities here in New York. We want to go into McCormick Place here and establish a new pattern. It's easier to establish an open pattern on home ground. As far as I'm concerned this is es- tablished here, we then can look to Cleveland, Houston and Chicago and other cities.

"Because of the Las Vegas show, there has been an in- creased talk of moving the show around. We've discussed it for home trk but it's useless at all until we establish the open pat- tern. Starting in 1966 when the show moved out and went with their own show, the trend began with more open. It was really a blessing in disguise to bring exhibitors down from the rooms.

No Need

"I don't think the Las Vegas music show proved that there is a need for a western exhibit for NAMM or that more con- ventional are feasible. Convention- s are costly for exhibitors and you have to remember that many of the manufacturers are involved in many of the conventions right now.

"A number of manufacturers exhibitors are Music Educators National Conference (MENC) which has a general one year and eight regional con- vention one year and eight regional con- vention close. There are such conventions as the Music Teachers Na- tional Association, Primar- iely a piano event; the Piano Teachers Guild, which has an annual convention, our own NAMM show in Chicago."

Best Selling Sheets

LOVE (Can Make You Happy) —as recorded by Mercy 850
FEELING ALRIGHT —as recorded by Joe Cooke 850
SURROUND YOURSELF WITH SORROW —as recorded by Cilla Black
I WANT TO TAKE YOU HIGHER —as recorded by Sly and the Family Stone 850

HAL LEONARD MAKES THE POP MUSIC SCENE with all the latest hits!

Hal Leonard sheets and folios, like the ones above, are guaran- teed to be hot sales packages because they have everything go- ing for them: clever, new-sounding musical arrangements... and exciting covers that stop-up im- pulse buying. You can be the first to see the switched-on sounds of '69 by joining Hal Leonard's New Issue Program-write for details.

HAL LEONARD
109 S. Mamaroneck Ave.
Mount Vernon, N.Y. 10552
Tel: 577-4610
FAX 914-664-2659
ED. SEC. SHEET MINEA.

NAMM Panel to Tackle New Truth-in-Lending Law

By MILDRED HALL
WASHINGTON—Just five days after the close of this week's National Association of Music Merchants (NAMM) Con- vention, July 1, all retail dealers will have to conform to the new truth-in-lending law when their customers buy on credit. But help is at hand, in the person of Spencer Johnson, government relations director for the association.

Johnson, who chairs a panel sponsored by the Railway and Allied Industrial Credit Association, told Billboard's Wash- ington office that he is willing to tell the retail dealers "How to be ready—in fact, how they can be ready and comply with the new rules."

The panel set up by the NAMM convention to give aid and comfort on the credit rules will include Edward Heath, vice- president of the Federal Reserve Bank of Chicago, and Richard Sheldon, assistant attorney in the Federal Trade Commission field office in Chicago. After explain- ing the main requirements of the new law, the three panel members will take questions from the floor on whatever fine points of the credit law dealers may not understand.

Johnson says the new law will certainly affect retailers in the manner of the new credit laws on the books, and they will have to "get their heads around" the new law. He predicts that many credit dealers will not have an easy time of it, as the new law came on "like a THING to the dealers."

"Once you get the system down, it will not be too hard," says Johnson, who has worked with dealers in many retail items (Continued on page 57)

JUNE 28, 1969, BILLBOARD
The Band is ready to take off.

They finished recording. You can take it from there. Order now. Please send me ___ albums of "The Band."

Name
Company
Address
City State Zip

Capitol Records
1750 North Vine
Hollywood, California 90028
Sunn Utilizes Local, 'Paying' Endorsements

By EJOT TIEGEL

TUALATIN, Ore.—Sign up a local band to endorse your product, not a national group, and you can reap more sales in that local area.

Sign up a band, local or national, whereby the musicians pay for their own instruments and the players develop greater respect for the equipment.

These are two of the "do" commandments under which Sunn Musical Equipment Co. operates.

Gone are the days when "free- bee" equipment was given out to famous rock bands. After only giving away equipment to four groups, Jimi Hendrix, the Who, Blues Magoos and the Buckingham, Sunn discovered that wear and tear and replacement equipment ran up costs never predicted.

Today, the major modern thinking company sets up programs whereby musicians buy their equipment from a local dealer at a price close to the dealer's.

Although the musicians pay for their instruments, they nonetheless obtain the impact of national and regional co-op advertising between Sunn and its local dealers.

The dealer uses his funds to buy posters and other sales merchandising aids which promote the endorsing artists.

"Local endorsements are the keys to sales," explained Sunn's marketing vice-president Bob Selby.

Sunn adapted the local policy last January after several seasons of giving away free instruments. Local people want to emulate their local bands and play the instruments which they see are endorsed in their towns, according to Selby.

Sunn specializes in putting together an endorsement package involving the manufacturer, its local dealer and the band, which basically consists of the sale of and the merchandising devices.

Endorsements are left up to the local dealers with groups sought for a minimum of two years. The equipment they support is strictly of their own choosing, based on their own needs and sonic requirements.

Sunn presently has three sound systems and 115 amplifiers for guitar and bass. It will be introducing two new pieces of equipment at the NAMM show, including its first small amplifier, the Dymos, which measures 24% inches high by 26% inches wide by 11% inches deep. It carries two 12-inch speakers and has a power output of 20 watts. The suggested list price is approximately $375.

The second item is the Aquarius guitar amplifier with 75 watts of power, a $1,400 price tag and either two 15-inch speakers or four 12-inchs.

Sunn hopes to obtain endorsements for these two new items from country musicians.

Among the bands and the cities in which they have endorsed Sunn products are: the Velvet Underground in New York; Fat, Los Angeles; the Prince Package, Seattle; Moste forte Mission, Marissa, Ill.; Bill Deal and the Rhondells, Norwich, Va.; the Bubble Puppy, San Antonio, and the Jokers Wild, Minneapolis.

GUILD WILL BE SHOWING its new ThunderStar bass amplifier, with an interesting speaker system, in Room 547 of the Conrad Hilton. The suggested list is in the $369.50 to $489.50 price range.

Instrument Promo Creates New Market for Dealer

CHARLESTON, W. Va.—Fieldmen for musical instrument manufacturers frequently discover that a hot-selling new piece of merchandise in Los Angeles, Chicago and New York is way ahead of it's time outside the mainstream markets.

In many areas of the country, for example, amplification equipment aimed at the psychedelic market is just now catching on, while in the sophisticated rock markets, the local groups are beginning to move into a diversity of new musical bags.

Here, some 30 working rock bands form a solid market base and perhaps four times that number are in various early stages of evolution, progressive rock has just begun to dawn on the scene. And credit for the growing trend must go to Steve Gorby, the youthful manager of the store's pop instrument department. Sunn's representative at the event was Les Malachuk, a member of the Everly Brothers band. One of 11 that attended, Malachuk has the advantage of being able to demonstrate amps himself when necessary.

Gorby's concern was to create interest among local rock fans—most of which were digging "soul" music—in some of the more progressive rock sounds, thus creating a bigger local market for Sunn's amp line.

"The band guys, tailor their sound to what the kids want to hear at the dances," Gorby observed.

Gorby's critical decision in setting up the demonstration—a decision that any dealer must consider with care—was whether to use a local band or import a "neutral" group from out of town. Use of a local unit can turn some band business away because usually an outside band can also cause hard feelings among local musicians.

Gorby chose to use a group whose personnel includes two of the store's guitar teachers. The decision was easier by the fact that the group, called the Powerhouse, was the only competent rock band in town playing modern rock at the time.

Malachuk doesn't approve of using local bands in store demonstrations. "It's better to use a completely foreign group so that there's no animosity among local bands," he normally brings in a group like the New Breed out of Washington, D. C. I try to select a group thought on the new things nationally and can stimulate new ideas and sales locally. But the group should be versatile enough to play any requests that might be made during the demonstration."

The demonstration, advertised in the store's paper and attended a couple times in the paper's youth, drew far beyond expectations. Over 300 hippie-type kids swarmed the store on a weekend with separate demonstrations to be held each night.

Gorby took no orders at the time of the demonstration. Instead, he made appointments for subsequent days. "I'm also interested in E-V musical instrument loudspeakers."

When you go on TV you'll come face-to-face with many of America's top sound engineers. Most of them prefer E-V microphones.

Find out why at your Electro-Voice dealer's today!

Electro-Voice makes the finest professional sound reproduction microphones, high fidelity loudspeakers, sound reinforcement products.

Electro-Voice, Inc., Dept. 692W
2552 West 26th Street, Burbank, California 91505

This ad is for the Electro-Voice microphone booth.
I'm also interested in E-V musical instrument loudspeakers.

Name:
City State Zip

JUNE 28, 1969, BILLBOARD
The big switch is in our guitar amps! We've developed a new switch that turns on heavy, contemporary sound. It's called Midboost. Midboost concentrates all the driving force of the amplifier into the middle of the sound spectrum. Tune in reverb, vibrato, treble or bass; color the sound a little with our exclusive Contour Control. The results are sensational!

Engineering innovation, advanced circuitry, and consistent quality are just a few of the additional components we use to develop the superlative sound of Sunn. Your sound!

Come see our sound innovations at NAMM in Rooms 931-938 or in the International Ballroom.

Sunn Musical Equipment Company
Amburn Industrial Park
Tualatin, Oregon

Key 69-8

The Buddy Miles Express is currently equipped with Sunn 1000 series amplifiers.
The hour-long event, discussions at the National Associates and dealers in the sheet music business would be one of the existing dealer "This Sheet Music Business," entitled "Marketing, Sales Help Worries Sheet Music Trade" By EARL PAIGE


Houch Music Co., established in 1897, is a full line store, he said, encompassing all types of music.
**Innovex Shelves Tradition**

**By DON SCHLACHTER**

CHICAGO—The goal of Innovex, division of Hammond Corp., is to live up to what its name implies. Although it has been in existence less than six months, the company is already becoming the pioneer in the marketing of its Condor sound systems.

"We elected to take the name Innovex to provide sound systems that are not innovative," said Connie Feinn, general manager. "We don't try to be a 'fadd' type of company. We're not interested in going through the pains of being a pioneer."

Sheldon Bauer, production supervisor, seconded Feinn by saying:

"Tradition be damned—that's our philosophy. We're not interested in doing anything that's been done before."

However, the best place to spend money is in a direct mailing, this gives the dealer another opportunity to get in touch with the home. After the customer has made the decision to order a dealer then follow up that sale. He must see if the customer is interested in, he must see if any relatives or friends of the customer might be interested in purchasing the organ, piano or some other instrument. The dealer must have satisfied customers to grow."

In an interview prior to NAMM he said organ sales for the past 12 months were "comfortably ahead" of figures for a year ago, he forecast they would be "substantially ahead" next year, but stressed that "the business is still in its infancy. Despite dramatic growth, we've only achieved a 3 per cent saturation of the homes in this country."

Hammond's NAMM exhibit, utilizing over twice the space allotted in previous years, is designed to insure dealer "involvement." An example: one display offering a "music talent test" using six telephones and a score-board; another with lights and music exhibit with six phones telling the story of Instant Play, which offers customers a quick introduction to the Cadet, retailing at $555 and $640, the latter with a reverberation unit.

Kutner said there is no doubt that the Cadet and Instant Play programs bring the organ "within reach of countless people not formerly thought of as organ customers. He said Hammond was particularly conscious of the "black market."

"We want black dealers with proper entrepreneurship and the responsibility of developing their market. They were sought and developed many 'dealer aids' that enable them to expand their market."

But Kutner added, "This can only be bridged by an aggressive dealer. We can design and manufacture fantastic products which the market is looking for but the dealer must make the customer aware of it. We can have store demonstrations but we can't be in the store all the time. The dealer's personnel must be trained. We're past the point where we're concerned with the purist. We're now thinking beyond the traditional instruments."

"Our NAMM theme is thinking in terms of sound systems instead of music in musical instruments. There are many more sounds today than just those that come out of musical instruments. Looking only through the musical instrument is a narrow point-of-view. We don't think music any more. It's sound. The purist market is very narrow. The sound market is very broad."

**Hammond Aims at Big Market**

**By DON SCHLACHTER**

CHICAGO—Late additions to the National Association of Music Merchants' exhibit roster include G. G. Clarinet Mouthpieces, La Chambre-Paris, Inc. and U.M.I. Electronics, Inc.

Innovex Shelves Tradition...
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<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Producer/Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Love You, Let Me Love You</td>
<td>Dion &amp; the Belmonts/Amer.</td>
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<td>2</td>
<td>Over &amp; Over</td>
<td>Barry White/Imperial</td>
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<td>3</td>
<td>Don't Make Me Over</td>
<td>Redd Foxx/Imperial</td>
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<td>4</td>
<td>Stop! Stop! Stop!</td>
<td>The Orlons/Imperial</td>
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<td>5</td>
<td>Soul Sacrifice</td>
<td>Gladys Knight/Atlantic</td>
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<td>6</td>
<td>Stand By Me</td>
<td>C &amp; W Singers/MGM</td>
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<td>7</td>
<td>It's Not Uncommon</td>
<td>Barbara Mason/RCA</td>
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<td>8</td>
<td>I'm Just A Bill</td>
<td>Paul Revere &amp; the Raiders/ABC</td>
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<td>9</td>
<td>In the Still of the Night</td>
<td>Andy Williams/Imperial</td>
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<td>10</td>
<td>I Can't Help Myself</td>
<td>Bob Luman/S privé</td>
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<td>11</td>
<td>Nothing Can Change That Man</td>
<td>Harry Belafonte/Golden</td>
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<tr>
<td>12</td>
<td>I'll Put My Life in Your Hands</td>
<td>The Isley Brothers/Atlantic</td>
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<td>13</td>
<td>I Got A Woman For A Man</td>
<td>Dee Dee Sharp/Samuel</td>
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<tr>
<td>14</td>
<td>I'll Get Along Without You</td>
<td>Whitney/ABC</td>
</tr>
<tr>
<td>15</td>
<td>I'll Remember You</td>
<td>Vernon/ABC</td>
</tr>
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**STAR PERFORMER**—Sides registering greatest proportionate upward progress this week.

**HOT 100 A TO Z—(Publisher-Licensee)**
Take the theme from a movie classic. Take Astrud. The sound. The sex. The sales. And you've got a scene even Shakespeare couldn't describe.

Astrud Gilberto
"A Time For Us"
VK-10643
(Love Theme from Romeo and Juliet)
Produced by Brooks Arthur

Verve Records is a division of Metro-Goldwyn-Mayer Inc.
Sweet Smell of Success

Following his million-seller "The Chokin' Kind"
Joe Simon is in full bloom again

"Baby, Don't Be Looking In My Mind"

(SSS 2634)

OVER 250,000 SOLD FIRST WEEK!

A DIVISION OF MONUMENT RECORD CORP.
LP's

PRISCILLA PARIS' "Priscilla Loves Billy"

HT-1001

A GRRREAT BEGINNING

COMING UP:
TIM BURR • GLEN CASS
JERRY COLE • KEVIN COUGHLIN
CHUCK MITCHELL • CHUCK MORGAN
RED RHODES AND THE DETOURS • DENNIS ROMACK

HAPPY TIGER RECORDS
1801 AVENUE OF THE STARS, SUITE 801 • LOS ANGELES, CALIFORNIA 90067 • (213) 553-2744
ROBERT S. REITER, President • DON PEAKE, Vice President • FRED STUART ASSOCIATES, Public Relations

Audio Retailing

Record Fair Pushes 45's; 35% of Volume Is in Singles

CAMP SPRINGS, Md.—Bud Shank, World Pacific's new director of national promotion, reported that 35% of Volume Is in Singles at the recent Record Fair.

Mr. Shank added that 35% of the audience at the fair were 45's. He observed that the young audience group is becoming more significant, citing the popularity of rock and roll records.

Mr. Shank also noted that the fair was well-attended, with a large number of booths featuring new and classic artists. He said that the fair's success is due to the enthusiasm of the record industry for promoting new artists.

Fidelitone dealers have the greatest magic act in the world. Their magic is so advanced that they can produce a $3 million sales increase within a single year. They have been invited to perform at the World of Magic Convention in Las Vegas, where they will be showcasing their latest tricks on how to make your products disappear.

Fidelitone's Replacement needle is also featured in the fair. This needle has been designed to improve the performance of your turntables and cartridge tapes. It is available at all Fidelitone dealerships.

Audio Magazines

Audio Magazines into New Fields

LOS ANGELES — Audio Magazines, blank tape manufacturers, is expanding into two new fields: record products and plastic molding.

The company has acquired CR Products Co., a manufacturer of full line of record products. This purchase will allow Audio Magazines to expand its product line and increase its sales.

Irrvit, president of Audio Magazines, said, "Our company has been in the business of producing high-quality records for over 50 years. With the acquisition of CR Products Co., we will be able to produce a wider variety of products and expand our market reach."

The company has also launched a new line of plastic molding products. These products will be available at all Audio Magazines outlets.

RTO's Catalog Push

Paying Off Cane

NEW YORK — The Rich- mond Organization's long-range catalog development strategy is paying off. The company has been able to catalog the contents of writer organizations' manuscripts, and the impact of this catalog on business opportunities for the electronics industry has been significant. A catalog budget has been established by Katz to provide cartridge tapes and tape duplicators.

The catalogs of Guthrie and the Jobin Catalog are now expected to be in for a sizable upsurge of activity as a result of three J. C. Berg. Raskin and his wife, Francesca, have completed an LP under the production name of TRO Workshop Productions. For release on Tetragrammation Records. The LP contains exclusively TRO-published Booker T. Jones compositions. The songs include "This Is My Life," "Somebody to Love," and "Rich Man's Rock." The catalog is expected to be in for a sizable upsurge of activity as a result of the three J. C. Berg records.

The catalogs of Guthrie and Ledbetter, also the subject of continuing development activity, will be featured in the different upcoming issues. The motion pictures are "Alice's Restaurant" and "A New Day for Glory" and a film version of the life of Ledbetter.

In connection with these catalogs, TRO has set in motion long-range campaigns and promotional special folio editions to be used in association with the demonstration LPs for mailings to producers and artists, all to be tied in with projected release dates of the films.

When answering ads...

Say You Saw It in Billboard
Operator, Programmer Like School Locations

By EARL PAIGE

ALTON, Ill. — Schaffner Music Co., Inc., has opened up a new and profitable market here through renting jukeboxes to junior and senior high schools for use in lunch rooms. Owner Harry Schaffner pointed out that this is plus business and better than the usual public relations because it exposes the jukebox to the youth m a r k e t. Programmer Helen Franklin reported that selecting records poses no difficult problems and all the schools involved have requested machines for the 1969-1970 school year.

“We originally thought of the lunch room idea after being approached by the student council of one school,” Schaffner said. “After this, we sought out other schools and ended up with six locations that allow us to receive a profitable return on two and three-year-old jukeboxes.” Schaffner, president, Illinois Coin Machine Operators Association and a director, Music Operators of America, rents the machines on a flat monthly basis and the student groups keep the keys to the coin box.

“We favored this approach because there’s so much vandalism here. The coin box is emptied each night and the door left open. This prevents any problems.

“I'm not certain whether the students were interested in the money the jukeboxes make or whether they were merely wanting entertainment during the lunch periods. I think the latter is more important to them although we can tell from the meters that the jukeboxes do pretty good.”

Kalm Assumes Williams Post

CHICAGO — Arne Kalm, vice-president of Commonwealth United Corp. (CUC) and executive vice-president of its Secor Corp. subsidiary, is the new president of Williams Electronics, Inc., another CUC subsidiary, following the resignation of Samuel Stern.

In other changes, Russell Babt, former singing president and controller, has been named vice-president, operations, and will be responsible for all day-to-day operations, while Frank Murphy will assume the duties of vice-president, engineering. Jack Mietel will continue as vice-president, sales.

Stern, who stepped down after 10 years at Williams, did not disclose his plans and declined to comment on his new position.

New Equipment

American Automatic Corp. Acquires Florida Firm

CLEVELAND — American Automatic Vending Corp. (AAV), one of the 10 largest U. S. vending and food service companies and currently expanding into street operating through acquisitions, has purchased a subsidiary, United Cigarette Service Co., Jacksonville, Fla. Describing the purchase as part of AAV's national acquisition program, president Leonard Golden said that United "will expand into other areas of Florida and into Southern Georgia and the Jacksonville area as a base." United Cigarette operates some music and service machines 90 per cent public, or street locations.

Golden said no changes in personnel are planned. The firm, which will be headed by its current president, Tom J. Cola, will produce the show and record companies are asked to contact him at his Washington, D. C., headquarters regarding the name of the artist who will perform. The show is scheduled for Saturday, Sept. 7, at 8:30 p.m.

Frank York will be backed by his orchestra, which includes three trombones, three trumpets, four sax (doubles), four rhythm, piano, bass, drums, guitar and violin.

Jukebox Records Total $60 Mil.

CHICAGO—The Music Operators of America, in a special mailing to record companies, has stressed the importance of the jukebox industry by citing that jukebox operators purchased $60 million worth of records in 1967.

The mailing, which noted that the records were used on a half million jukeboxes, was in the form of an invitation to the companies, asking them to contribute artists to the MOA's annual meeting June 27-28. Hours the show will be held are 2-9 p.m., Monday; 11 a.m.-5 p.m., Tuesday; and 10 a.m.-5 p.m., Wednesday.

A new flipper game from Bally Manufacturing Corp. features what sales manager Paul Calamari describes as "maximum player appeal." By utilizing three free balls as part of a "biggest, single play appeal factor." A 500 score can be totaled through the top and middle gates, while returning the ball to the shooter tip, and bottom gate gives players the regular 50 points in addition to a free ball. There are two ways to open the top gate, either by crossing number six rollover, or by hitting number four and five bumpers. A ball hitting bumpers one through five will open the middle gate, while hitting bumpers numbers one, two and three open the bottom gate. At the very top of the playfield there are three rolls, which score 100 each when lighted. The field panel is striped with 12 different score-building targets all the way down the panel, This includes the special when hit off-center which delivers one replay, one added ball or 500 points, depending upon the player's style. The game is available as a standard or add-a-ball model.

New Equipment

III. Pin Bill Amended; Faces Tough Schedule

SPRINGFIELD, Ill. — The Illinois pinball bill, Senate Bill 792, has been amended again here to exclude a controversial section calling for State inspection, and must be passed by the House and then accepted by the Senate judiciary committee and the Senate, Operators and manufacturers supporting the bill, which would allow amusement-only pin games to be operated, said last week that with the tremendous load of legislation here, action on the bill before the June 30 deadline is questionable, "It could go either way," said Illinois Coin Machine Operators Association executive director Fred Gagnier.

The State inspection section, which caused House judiciary committee members to postpone action once, was finally excluded along with another section referring to U. S. Internal Revenue (Continued on page 68)

NSM School at Specialty Sales

CHICAGO—Specialty Sales Co., Inc., as they two-day service school on NSM equipment June 27-28. Hours the show will be held are 2-9 p.m., Monday; 11 a.m.-5 p.m., Tuesday; and 10 a.m.-5 p.m., Wednesday.

A new flipper game from Bally Manufacturing Corp. features what sales manager Paul Calamari describes as "maximum player appeal." By utilizing three free balls as part of a "biggest, single play appeal factor." A 500 score can be totaled through the top and middle gates, while returning the ball to the shooter tip, and bottom gate gives players the regular 50 points in addition to a free ball. There are two ways to open the top gate, either by crossing number six rollover, or by hitting number four and five bumpers. A ball hitting bumpers one through five will open the middle gate, while hitting bumpers numbers one, two and three open the bottom gate. At the very top of the playfield there are three rolls, which score 100 each when lighted. The field panel is striped with 12 different score-building targets all the way down the panel, This includes the special when hit off-center which delivers one replay, one added ball or 500 points, depending upon the player's style. The game is available as a standard or add-a-ball model.

New Equipment

MOA Panel For ICMOA

By RON SCHLACHTER

CHICAGO—Howard Ellis, president of the Music Operators of America (MOA), and Fred Granger, executive vice-president, will conduct a public relations seminar July 12 at the annual meeting of the Illinois Coin Machine Operators Association (ICMOA) in Springfield.

"We will conduct a public relations seminar similar to the one we conducted in Florida," explained Granger. "It was very successful and furthered the program. We received a lot of good comments and suggestions from FAMA members.

"I will moderate the panel in Springfield and Howard will tell his experiences concerning the program. Three ICMOA members will be on the panel and there will also be audience participation. We may even have someone read the speech just to demonstrate that it’s not that difficult.

Chicago Coin—Target Game

This new rifle game from Chicago Coin features the simulated sounds of various wild animals recorded on tape and adjustable as to volume. An extra-high score is registered with four front targets and four moving targets are hit. A 500 score registers when a flashing moon is illuminated. Bursting flashes of light and dual black lights add to the jungle effect of the unit. There are nine animal targets, a moving moon target, four drop and four moving targets. The unit, adjustable for 10 or 25-cent prizes, elives the player 25 shots per game. The unit is called Safari.

JUNE 29, 1969, BILLBOARD
Honor Nate Feinstein

NATE FEINSTEIN, president, World Wide Distributing, Chicago, was honored at a recent State of Israel bond drive banquet. Above (from left), Dave Zeman, Samuel Stern, Mrs. Feinstein, Feinstein, Judge Abraham Lincoln Marovitz, Mrs. Samuel Stern and George Lutz.

PROUD FAMILY. Nate Feinstein poses with daughter, Jane, and wife, Eve.

OVER $200,000 was raised during the bond drive. Here, Nate Feinstein is flanked by Dave Zeman and Judge Abraham Lincoln Marovitz.

OVER 250 people attended the Feinstein testimonial dinner held in the Palmer House Hotel. Here is a partial view.

III. Pin Bill Amended; Faces Tough Schedule

- Continued from page 63

Service. The vote was so close that supporters sought out the vote of the Speaker of the House. The measure finally passed 11 to 7.

The excluded sections:

"Notwithstanding any other provision of this subsection, any mechanical device classified by the Internal Revenue Service as requiring an amuse-ment-only pin game) to allow inspection by the director or his agents causes a revocation of the approval as to that device, which shall thereupon be excluded from the exception contained in this subsection."

Also:

"Not withstanding any other provision of this subsection, any mechanical device classified by the United States as requiring a Federal Gaming Device Tax Stamp under applicable provision of the Internal Revenue Code shall be excluded from the exception contained in this subsection."

Prior to the exclusion of these two sections, the bill came under fire from one House judiciary committee who stated that the committee had heard testimony in 1967 for long hours only to pass a bill that was subsequently defeated. The bill was also charged with "establishing a State-wide snooping service."

In opposition testimony, Tim Murtaugh III, representing Bally Manufacturing Corp., said, "The law in Illinois has been fairly settled over the years. Local control has been effective."

Should the bill not clear both houses of the General Assembly here and be signed by the governor, the situation would remain as it is now with the legality of operating pinball games and bingo-type equipment left up to local governments.

National Rejectors Sets Consolidation

ST. LOUIS, Mo.—National Rejectors, Inc., will be consolidating all domestic manufacturing operations into its Hot Springs, Ark., plant during the next six months. In addition, the company has announced that it is developing a plan to expand its sales and service facilities in the field.

JUNE 28, 1969, BILLBOARD
On the Street

By RON SCHLACHTER

Nal Balien, president of Urban Industries, Inc. of Ky., reports that the company is "getting more foreign inquiries than ever before." Chicago Coin has just released a new gun that "looks terrific," according to Mort Secore. The gun is called Safari.

The Civitan Club is named chairman and chief executive officer of the Music Operators of America (MOA) national convention to be held on the campus of Ohio State University, Columbus, Ohio, September 9-11, 1970. The convention will feature a trade show, panel discussions, banquet, and entertainment.

One of the more unusual gifts received by Max and Harry Hurwitz, president and vice-president, respectively, of Bally Manufacturing Corp., was a plaque presented to them by operator Bert Wico. The plaque, which spelled out the word "Merry" in all different candy, gum and charm products handled by the company.

The Civitan Club is also planning an annual vacation period June 30-July 14.

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WASHINGTON, D.C.—Too many bulk operators fail to make sure their machines are located in the best possible position in busy retail stores, according to H. A. Johnson, partner, Nova, Inc., which operate routes throughout the suburban area here. By pushing for good posi-
tion in locations, Johnson has been able to double the revenue from his machines in some cases. Johnson is convinced that too many operators automatically assume that a location owner looks upon bulk vending machines as a "nuisance" and are inclined to shove them back into a remote section of the drugstore, supermarket, delicatessen, bakery, coin-operated laundry or whatever the case may be. Actually, if the location owner is well impressed with the operator, he will often grant spectacularly valuable locations, Johnson said.

A typical example is Johnson's six-head stand which is part of the checkout area at a giant drugstore in the Andrews Manor Shopping Center in nearby Maryland. Here, where long lines of customers wait and waste their check out time before the machines vend, the bulk units do a far better selling job than in a free-standing location standing out somewhere else in the store. Realizing that most people dislike the long wait for checking out and would appreciate "something to do" in the process, Johnson got his machines directly in the line, simply by pointing this fact out to the drugstore manager. The latter, anxious to do anything possible to increase good will and customer convenience, agreed without a single objection, even though it meant shuffling display fixtures to some extent to provide the necessary four square feet of space.

The Washington operator, of course, kept a vending mix to match the variety of ages and types of customers moving through the checkout. The machines vend novelties, bubble gum, ball gum, and a candy item, in recognition of the "sweet tooth" customer who is buying bulk candy or the multipurpose packages of candy bars which such stores feature today.

The result: sales almost doubled what the six heads would produce if standing off to one side or alongside the entrance. Johnson said, "The captive customers in the checkout line are far more likely to do the trouble of digging out pennies when buying something.

Johnson built his Nova, Inc., business along the classic pattern, beginning five years ago with a few machines which he spotted in locations he was already patronizing himself, and gradually buying new equipment as bulk vending prospered. He has never bought an established machine distributor. In fact, he has been able to double the revenue from his machines in some cases by pushing for good positions in locations. Johnson's advice to other bulk operators is to approach the location owner with a winning attitude, explaining that he has machines which can serve both the operator and the customer. Johnson believes that the location owner who is satisfied with the operator will often grant spectacularly valuable locations, Johnson said.

ALABAMA operators (left): Sally and Willie Sher, Hill; Ralph and Elaine Walker; Guida and Adolph Sutton Sr.; Mr. and Mrs. L. H. Chippey; and Fred Sudeib.

MISSISSIPPI vendors also attended: From left, Mr. and Mrs. C. E. Beatty; Christine Ausborne and Mr. and Mrs. Lewis LeBlanc.

When answering ads... Say You Saw It in Billboard

Guaranteed Used Machines

Merchandise & Supplies

CAPSULES

250 PER BAG WITH

MONEY MAKING DISPLAYS

90 Assorted Mixes

1.00

250 Five-Cent Mixes

1.00

200 Ten-Cent Mixes

1.00

350 Five-Cent Mixes

1.25

500 Five-Cent Mixes

1.50

If your competition is giving you location trouble...

You may find the answer to this problem by operating the most advanced idea in bulk vending — the all new Victor — SELECTORAMA® 77-88 CONSOLE

With six different combinations to select from to fit any of your locations, will vend a variety of merchandise and coin combinations — 1c, 5c, 15c, 25c.

Front door operation saves 50% to 75% service time. Bigger display, more profits.

See your distributor for information and delivery date.

VICTOR VENDING CORP.
5701-13 West Grand Ave.
Chicago, Ill. 60631

Super 77 up to 1,175-92 capsules

Hurvich Open House

YOUNGSTERS were much in evidence at the recent Birmingham Vending Co. open house. At left, partner Harry Hurvich tries to make children pose. At right, Florence Ausborne, Decatur, Ala. She actually has a small route of bulk vending machines.

Big Profits come in Small Packages

Northwestern's Model 60 produces more profit per dollar of investment

Whether he's in a supermarket or super service station, the Model 60 is an operator's profit pack. Simple changes of the brush housing and merchandising wheel allow you to dispense all types of popular items. The Model 60 has the most fool-proof 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—any location. Write, Wire, or phone for complete details.

Guaranteed Used Machines

Merchandise & Supplies

Capsules

250 Per Bag with

Money Making Displays

90 Assorted Mixes

1.00

250 Five-Cent Mixes

1.00

200 Ten-Cent Mixes

1.00

350 Five-Cent Mixes

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See your distributor for informa-
tion and delivery date.

VICTOR VENDING CORP.
5701-13 West Grand Ave.
Chicago, Ill. 60631

Super 77 up to 1,175-92 capsules
Cigars Up in Ohio: 45c

By JANE SCOTT

CLEVELAND—It will soon cost 45 cents for machine-vended cigarettes in Ohio.

The 5-cent increase was effective June 9, but it will take four to six weeks to change over the State's 25,000 machines, according to Richard A. Galvin, president of the Ohio Automatic Cigarette Vendors Association (OACVA). About three-fourths of the vending operators belong to the OACVA.

"There hasn't been much resistance," said Galvin, who is vice-president of the American Automatic Vending Corp., one of the largest vending companies in the State. "People know that the manufacturer's price of cigars went up recently and that"

Westchester Guild

NORTH WHITE PLAINS, N. Y.—Carl Pavesi was re-elected to his 20th term as president at a recent meeting here of the Westchester Operators Guild, Inc. Other officers include Al Kress, vice-president; Seymour Poljak, secretary; and Lou Tartaglia, treasurer. Poljak has been secretary every year except one term, while Tartaglia has served as vice-president; Seymour Pollak, secretary; and Lou Tartaglia, treasurer. Poljak has been secretary every year except one term, while Tartaglia has served as vice-president.

Marvel Vacation

CHICAGO—Marvel Manufacturing Co. has announced that it will be closed June 30-July 21 for its annual three-week vacation period.

VICTOR’S NEW 77 SPECIAL EXTRA CAPACITY TOP...

Holds 20 more V-2 capsules. Can be installed on your present 77’s, or purchased with your 77 machines.

Only $4.50 each

Includes new center rod.

See your distributor for information or write us direct.

VICTOR VENDING CORP.
5701-13 West Grand Ave.
Chicago, Ill. 60639

Cigars went up recently and that costs for gas and oil and labor are going up all the time."

While some operators will boost the price to 50 cents because it is easier to use two quarters, most operators are expected to go with the 45-cent figure. Adjustments on machines will be easy on some, but for others, the services of a mechanic will be needed. One large distributor said that it will cost $100,000 in labor and parts to make the adjustment.

There has been no increase in the price of machine-vended cigarettes since September 1967.

(Continued on page 68)

JUNE 28, 1969, BILLBOARD

Irving Kaye Co., Inc.
363 Prospect Place, Brooklyn, N. Y. 11238

NEW VICTOR 77 GUM & CAPSULE VENDORS A REAL SALES STIMULATOR IN ANY LOCATION

Beautiful eye-catching design. Mixes are merchandised in a convenient, interchangeable container.

Vend 100, count 250.

V-1 and V-2 capsules. Available with V-1, 102, 224 or 509 coin mechanisms.


$100.00 each. Kits with V-1 or V-2 capsules.

PRICE $39.00 each with chrome front.

GRAFF VENDING SUPPLY CO., INC.
3114 Jean Kick Road
Dallas, Texas

BARGAINS

from

KING’S One Stop

PRICING, FILL-O-DO, Beat the Dealers 45c to 95c

King's 74 Vending Mixes All $50 per box

5c Economy Mix $2.95
5c Diet Mix 3.50
5c King Mix 4.50
5c Harley or Swingle 6.00
5c Eversmoke Mix 7.00
5c Diet King Mariner 7.50
5c Jewelry Mix, 100 to Sep V 12.90

T. J. KING & CO., INC.
3700 W. Lake St., Chicago, Ill. 60613

The Table of TOMORROW

Never before have so many new features been incorporated into one table!

NEW Cabinet
NEW Coin Mechanism
NEW Runways
NEW Cushions
NEW Legs
NEW Cashbox

No more Drawers
Simply remove the new "front door" for service. This newly designed door has one lock and is held in place at three points by a heavy cam and two rods. And in the unlikely case that the mechanism must be removed, it can be unbolled and taken out.

Irving Kaye Co., Inc.
TRIMOUNT Automatic Sales Co., Boston, will construct a new headquarters facility near Dedham, Mass., on Route 1 comprised of 26,500 square feet. Participating in the groundbreaking ceremony (from left), two builders; Joe Barton, vice-president, Rowe International, Inc.; Irwin Margold, Trimount vice-president, and developer Gus Sturges; Marshall Caras, Trimount general manager, and Jay Bergen, business consultant.

HARRY SCHAFFNER, Allona, Ill., operator and president, Illinois Coin Machine Operators Association, has found that locating jukeboxes in public schools offers added revenue and a method to promote jukebox play with youngsters.

That Extra Touch of Quality and Originality

D. Gottlieb & Co.
1140-50 N. Kostner Avenue, Chicago, Illinois 60651

III. Programmer Tells About Programming School Location

• Continued from page 63

"For us it's steady income from locations we wouldn't have otherwise and the public relations and promotion aspect is very important. These are the kids who play jukeboxes the year around."

Schaffner said all the phonographs were set for 10-cent, three-for-a-quarter play and that in most cases it was a simple matter for his service personnel to tie in to the existing public address system. He said he had received good sound reproduction.

"The lunch periods in these schools is extended," he said. "It often runs from 11 a.m. to 1 p.m."

Mrs. Franklin, veteran programmer, said that since she personally shops for records and knows what to look for, programming presented no problems.

We changed from four to five records every week. Once we had the initial set of records on each machine, programming was easy. At first, though, it was necessary to buy complete sets of ten-euro records in a couple of instances."

In buying every other week I know I can miss certain releases, but my one-stop people know what I like and will often set aside quantities of certain records," she said.

In some cases, older numbers proved quite popular with the schools, she said. "This was particularly true with '96 Tears' by the 7 Marks and the Mystereen on Cameo Parkway. This record had been out two years but was released again and the kids loved it."

Mrs. Franklin, who logs the records placed on each jukebox, also noted that firms agreed it might be helpful to other programmers to know of some of the artists and material she used up until the recent closing of the schools:


W. Germany Service

• Continued from page 67

Niederlein's report was made during a recent meeting at which the association estimated there are 250,000 amusement machines in Germany.

Of this total, it was stated, 125,000 are pay-out machines, 50,000 are jukeboxes and 70,000 belong in the general amusement classification. The association said that, assuming machines were serviced once a month, there are 13 million service operations a year in West Germany.

American Automatic

• Continued from page 63

cash plus an undisclosed number of common shares of AAV. Considered one of Jacksonville's largest cigarette vending firms, United is reported to have annual sales of over $1 million. AAV, which now operates in Florida, Michigan, Ohio, Kentucky and Indiana, is moving into a new 200,000-square-foot facility in Solon, a suburb here. AAV recently reported net income of $5.1 million, or 95 cents per share, on sales of $37.7 million for its year ended Feb. 25.
These are the top selling milds-of-mouth singles, compiled from national retail sales and radio station air play, listed in order of sales.

1. LOVE THEM FROM ROMEO & JULIET
2. LOVE ME TONIGHT
3. GOOD MORNING STARLING
4. WINDMILLS OF YOUR MIND
5. HAPPY HEART
6. SPINNING WHEEL
7. TRUCK STOP
8. HAPPY SONGS
9. MERCY, MERCY
10. SEATTLE MORNING, MICHAEL

**PROFESSIONAL SERVICES**

**DETROIT-TOLEDO AREA**


**NEW YORK**

- CBS, 51 W. 52 St. ( '\n
**PROMOTIONAL SERVICES**

**NATIONAL RECORD PROMOTION**

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- New York City

- 20 Years' Dependable Service

- Music Makers Promotion Network
- Chicago, Illinois

- Distribution Arranged
- Major Record Labels

- TTT Promotion - Digby, McKee Agency

- Country Promotion
- 210 St. Adam Blvd., Nashville, Tenn.

- Mail Room: 14819 Overlook Dr., New York, NY 10036
- For Review: New York, N.Y. 10006
- Calls: Cleveland 540 8216

**WANTED**

- New demos, masters, vocals.
- New York, NY, 10036

**CLASIFIED MART**

**INVEST IN MUSIC PUBLISHING AND RECORDING**

- 20 years' dependable music promotion
- New business opportunities

- Phone: 415-908-7700

**CLASSIFIED ADVERTISING DEPARTMENT**

- BILLBOARD MAGAZINE
- 16 Laurel St., Newton, Mass. 02158

- 3. First singles
2. Number
1. Ads

**ADVERTISING**

- PAYMENT ENCLOSED
- STATE & ZIP CODE

**FOR SALE**

- RECORDING STUDIO
- San Francisco

- Equipment and building on NAPA

- Phone: (415) 445-7700

**HELP WANTED**

- ARTISTS & REPertoire
- Directors, background, to meet audience needs. Call collect: 212-768-1777

- FOR SALE

- Tapes, records, etc.

**MISCELLANEOUS**

- **AFTER HOURS OUTLET**
- READ & WRITE WANTED
- Records, tapes, etc.

- **NEW YORK**

- **TIPS FROM THE MASTER**

- **WANTED**

- **MISCELLANEOUS**

- **CLASSIFIED ADVERTISING DEPARTMENT**

- BILLBOARD MAGAZINE
- 16 Laurel St., Newton, Mass. 02158
A "HAIRY" HIT

"Where Do I Go? / Be In" (HARE KRISHNA)
by The Happenings

The Happenings' first Jubilee release is the biggest hit from "HAIR" yet. It's hot, it's "hairy," it's going straight to the top of the charts.

EARLY ACTION!

WABB, Mobile
WFUN, Miami
WCRC, Hartford
WMPR, Memphis
WKMI, Knoxville

A Product of Jay Gee Record Co., Inc.
A Subsidiary of Jubilee Industries, Inc., 1790 Broadway, New York, N.Y. 10019
Where is Abergavenny?
Breaking everywhere!

Shannon
tells the story. In a single
that's collared the market.
Abergavenny
HE 814
Jerry Ross Productions Inc.

Everyone has it.
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Ring No.</th>
<th>Week No.</th>
<th>Tape Packages Available</th>
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<td><strong>ISLET BROTHERS</strong></td>
<td><strong>This Is</strong></td>
<td>Columbia KCS 9825</td>
<td>S</td>
<td>22</td>
<td>NA</td>
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<tr>
<td><strong>DONOVAN</strong></td>
<td><strong>Who Do You Think I Am?</strong></td>
<td>Epic BXN 26439</td>
<td>5</td>
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<td><strong>TOM JONES</strong></td>
<td><strong>In the City</strong></td>
<td>Columbia CS 9826</td>
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<tr>
<td><strong>MOODY BLUES</strong></td>
<td><strong>In-A-Gadda-DAVida</strong></td>
<td>Capitol ST 2993</td>
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<tr>
<td><strong>THREE DOG NIGHT</strong></td>
<td><strong>Wish Wishing</strong></td>
<td>Capitol ST 202</td>
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<td><strong>SLY &amp; THE FAMILY STONE</strong></td>
<td><strong>Stand</strong></td>
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<td><strong>It's My Life</strong></td>
<td>Command 938</td>
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<td>NA</td>
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<td><strong>DICK HYMAN</strong></td>
<td><strong>Clouds</strong></td>
<td>JSP 400</td>
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<td><strong>EDWIN HAWKINS SINGERS</strong></td>
<td><strong>Let Us Go Into the House of the Lord</strong></td>
<td>Liberty LST 7604</td>
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<td><strong>COWSILLS</strong></td>
<td><strong>Last Exit</strong></td>
<td>Columbia GP 8</td>
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<td><strong>JOHNNY WINTER</strong></td>
<td><strong>W Same Train, Different Time</strong></td>
<td>Scepter PAS 71004</td>
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<td><strong>JOHNNY CASH</strong></td>
<td><strong>Ice Man Cometh</strong></td>
<td>Atco SD 2-701</td>
<td>S</td>
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<td><strong>JOHNNY CASH</strong></td>
<td><strong>On the Threshold of a Dream</strong></td>
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<td><strong>My Whole World Ended</strong></td>
<td>Atlantic SD 8212</td>
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<td><strong>MARTHA G Bass</strong></td>
<td><strong>Gee</strong></td>
<td>ABC SPS 500</td>
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<td><strong>In My Life</strong></td>
<td>ABC A 15 435</td>
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<td><strong>JOHNNY WINTER</strong></td>
<td><strong>What Are You Waiting For?</strong></td>
<td>Columbia CS 9825</td>
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<tr>
<td><strong>JOHNNY WINTER</strong></td>
<td><strong>While You're Young</strong></td>
<td>Columbia CS 9825</td>
<td>S</td>
<td>1</td>
<td>NA</td>
</tr>
</tbody>
</table>
Gives you first the original Smash Single of
QUENTIN'S THEME
and now a Smash Album!

THE ORIGINAL HIT
QUENTIN'S THEME
(From the TV Show "Dark Shadows")
The CHARLES RANDOLPH GREAN SOUNDE

#1 AT THE "BLUE WHALE" • SERENADE TO SUMMERTIME
ON THE TRAIL • LA GOLANDRINA • FORGOTTEN DREAMS
THE PERFECT SONG • SUNSET • SHADOW OF THE NIGHT • MANOLITO! • DEEP PURPLE
<table>
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<th>Title</th>
<th>Label</th>
<th>Radio Play</th>
<th>Market</th>
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<td>Simon &amp; Garfunkel</td>
<td>The Sound of Silence</td>
<td>Columbia KC 9309</td>
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<td>18 132</td>
<td>Hondo Santaanra</td>
<td>State Seal</td>
<td>Columbia KC 889</td>
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<td>39 136</td>
<td>Steppenwolf</td>
<td>Born to Be Wild</td>
<td>Dunhill DS 50027</td>
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<td>18 138</td>
<td>Buffalo Springfield</td>
<td>For What It's Worth</td>
<td>Liberty LS 8559</td>
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**CONTINUED FROM PAGE 72**
The best ad we will run this week isn’t an ad.

It’s the charts in this week’s Billboard, Cash Box, and Record World.

We’ve got the #1 single and the #1LP in all three magazines.
**HITS OF THE WORLD**

### AUSTRIA

<table>
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<th>Week</th>
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<td>&quot;HE'S A DREAM&quot;</td>
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<td>&quot;IT'S NOT RIGHT BUT IT'S OK&quot;</td>
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<td>&quot;THE MAN WHO SOLD THE WORLD&quot;</td>
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<td>&quot;MINISTRY OF UNHAPPINESS&quot;</td>
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<td>&quot;LAS COCOON&quot;</td>
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<td>&quot;MENU&quot;</td>
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<td>&quot;MI CORDA&quot;</td>
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**PARTICIPATING IN A joint promotion to introduce American underground music to CONCERT, with the support of all members of the American Music Market Association.**

**JUNE 26, 1969, BILLBOARD**
IN CANADA

SUMMER IS A TAPE THING.

Design "Summer is a Tape Thing," commissioned by Billboard & Merchandising Week
HAL

THE LEADER IN TAPE MERCHANDISING WITH ANOTHER STARTLING INNOVATION

All inquiries and correspondence should be directed to:

MTCC
MODERN TAPE CARTRIDGE CORP. LTD.
1179 Finch Ave. West, Downsview, Ontario
the good time people... Glen Campbell, Bobbie Gentry, The Beatles, Buck Owens, Sonny James, Mary Hopkin, Ferlin Husky, The Band, Bob Segar System part of Capitol's sound family!

**Goodtime Popular**

- Glen Campbell
- Wisteria Lane 103 (R, C)
- Galveston 210 (R, C)
- Gentle On My Mind 2809 (R, C)
- The Three Amigos 2853 (R, C)
- Hey Little One 2878 (R, C)
- A New Place In The Sun 2907 (R)

**Goodtime Country & Western**

- Bobbie Gentry
- Ode To Billie Joe 2390 (R, C)
- The Delta Sweete 2842 (R, C)
- Born To Fight A Glen Campbell 2928 (R, C)
- Ferlin Husky
- White Fever And Evergreen Trees 111 (R)
- The Best Of Ferlin Husky 143 (R)
- What Am I Gonna Do Now? 205 (R, C)
- Johnnie & Jack 2086 (R, C)
- There No One Stands Alone 2913 (R)
- Sonny James
- You're Too Good To Be True 111 (R, C)
- Only The Lonely 193 (R, C)
- The Four 2415 (R)
- You're The Only World I Know/I'll Keep Holding On To Your Love 2409 (R)
- True Love's A Breathing 2359 (R)
- The Long Goodbye 2356 (R, C)
- Need You 2703 (R)
- Heaven Helps Hob 2937 (R)
- Buck Owens
- The Band Music From Big Pink 2955 (C)
- The Beach Boys
- 20/20 133 (R, C)
- The Beach Boys Party 1998 (R)
- Shut Down Vol. 2 2077 (R, C)
- All I Need Long 2101 (R, C)
- Beach Boys Concert 2100 (R, C)
- The Beach Boys Today 2259 (R, C)
- The Beach Boys (And The Al Jolson Singers) 2251 (R)

**Goodtime Rock**

- Open Up Your Heart 2649 (R)
- Open Up Your Heart/Touched Again 2709 (R)
- Your Tender Loving Care 2760 (R, C)
- People Like Me 2841 (R, R)
- The Best Of Buck Owens, Volume 2 2897 (R, C)
- A Night On The Town 2905 (R)
- Meanwhile Back At The Ranch 2913 (R)
- The Guitar Player 2994 (R)

**HOME 8-TRACK UNITS—"ESPECIALLY STRONG"**

A good indication of just how strong the tape market has become in Canada is given by the sales figures for Automatic Radio of Canada, a subsidiary of Automatic Radio of Boston and Canada's largest manufacturer of stereo playback equipment.

"This year," says Automatic Radio vice-president George Lyall from the Toronto head office "On a month by month basis, we are seeing a running 101 per cent increase in sales figures, and last year was a good one.

"Automatic Radio, having been in the car radio field in Canada since 1920, is basically an after-market seller, manufacturing playback equipment and selling it to car and home-unit suppliers and distributors. The company distributes tape and cassette units and manufactures both eight-track and cassette equipment as well as four-track units.

"We are doing well these days with all our units, but we're seeing especially strong business with home eight-track units. We find that the overwhelming popularity of eight-track in cars is leading many people to want to be able to play the same tapes at home as well, thus they are going for home eight-track sets-ups. As with the whole tape field, automatic radio is leading the way."

"If there is any problem with the merchandising of playback equipment and stereo tapes these days, it is because too many manufacturers are too intent on pushing just one system over all others, and the public is naturally getting confused as to what is right for them, and there are many other mid-price units and cassette players and accessories on the market. Every manufacturer is putting himself forward and the public is confused.

"The whole raft of new tape products that will be coming on to the market shortly will only add to this confusion. We hope to have announced a program that will cover all forms of music entertainment, and as such, the franchise system is designed to meet all needs. We have to make our operation a profitable venture for both the manufacturer and the distributor. We have secured the necessary services from the companies and the major dealers are shown how to make their operation a profitable venture."

"This franchise program is less than a year old, and to date we have successfully established 36 exclusive franchise Muntz Centers, and in turn cover more than one-half of our country. By 1970, we hope to have......"
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And we promote.
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OF 8 TRACK AND CASSETTES IN CANADA

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NAL
Budget Tape Corp.
Laff Records
Modern Tape Cartridge of California
Impulsive Distributors

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on the following labels:

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Buddah
Douglas
Dynamo
Fidu
GladHamp
Hob
Horizon
ITCO
Jad
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Mobile Fidelity
Prima
Scepter
Wand
Seeco
Sesac
Stella
Stop
20th Century-Fox Sound Tracks
Vee Jay
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NAL Jazz Twinpaks
NAL Variety Twinpaks
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Budget Tape

All inquiries and correspondence should be directed to:

MODERN TAPE CARTRIDGE CORP. LTD.
1179 Finch Ave. West, Downsview, Ontario
Increase in Recorder Mart Due To Cassette Introduction: Philips

Philips, pioneer of the cassette recorder, introduced the first portable cassette playback unit and the first stereo cassette changer in Canada last fall. The new models are included in the Philips 1969 tape recorder line which also features a new professional quality vertical reel-to-reel stereo recorder.

Announcing the line, Alan Ingham, product manager for Philips tape recorders, said it included the most comprehensive range of cassette equipment available anywhere.

"The big factor in the cassette market has been the entry of most major record companies into the field. Several thousand selections are now available in Canada, and the companies are steadily adding to the list from their repertoire," Ingham said.

"This year Philips will again turn out several million tape recorders for world consumption, and a clear indication of which way the market is going is the fact that two-thirds of our business is now in cassette recorders," he said.

Ingham estimated that imports of all types and makes of tape recorders would exceed 500,000 units by 1970. This compared with 265,000 units in 1967 and 52,000 units in 1961.

"The major increase in the tape recorder market will be accounted for by cassette equipment, but we expect the reel-to-reel market to hold steady, with continued emphasis being placed on high quality stereo recorders.

The Philips portable playback-only cassette model is called the Carry Player and has been specially designed for the youth market. It retails for less than $3 and indications are that it will also receive widespread use in education.

"In addition, Philips introduced the first cassette changer ever designed. This is a stereo playback deck which plays in conjunction with a stereo console or system, holds six cassettes and plays up to six hours before the stack has to be turned over. Suggested list price is less than $150."

A third new model introduced for 1969 was a stereo playback cassette deck designed to be played with a stereo console or component system and priced under $80. Both stereo units will play in conjunction with a stereo FM tuner.

"Mainstay of the Philips cassette line, however, will continue to be the E1302 portable recorder/player unit. This is the type of equipment which appeals to the largest segment of the market and we have extended the usefulness of our model this year by bringing out a new optional power unit which takes a foot control switch to allow transcription of recorder notes and memos," he said.

"The E302 is the most flexible cassette recording unit available. It can be played in conjunction with a car radio, with the addition of an optional car bracket. It can also be used with an auxiliary speaker, AC power unit or remote stop/start control. And with an optional foot pedal it can be used to transcribe notes and other material recorded on it," Ingham said.

Webcor Electronics Sides With Cassettes

Cartridges or cassettes? Which way will the tape industry go? In Canada opinion seems to be sharply divided with advocates of both forms of tape units coming up with convincing arguments in their behalf.

Bill Patterson of Webcor Electronics, the newly opened Canadian franchise of the U. S. Webcor Industries, sides firmly on the side of cassettes. Of course he may be accused of prejudice since his firm does a huge volume of business in blank cassette tapes.

"It's the ability of cassette ma-

(Continued on page 87)

'Mobile Group' Gives Philips Wide Market

"Sell simplicity, mobility and flexibility and you unlock a whole new multimillion-dollar market for tape recorders," says Alan Ingham, product manager for Philips tape recorders.

"This is essentially the strategy behind the cassette recorder developed by Philips, and the result has been that tape recorder sales have tripled since its introduction," he added.

Ingham said that in Canada particularly, the largest market for entertainment equipment was among the "mobile group." This includes teen-agers, young marrieds, apartment dwellers and those who travel a great deal.

"For them, it is ease of operation and mobility that counts, and portable recording or playback equipment hold great appeal.

"People in this market are also responding to the flexibility features of cassette equipment. It is now possible, and highly desirable, to have several compatible pieces of equipment to tie in with the new mobile pattern of life," he said.

"The man on the move, for example, probably owns a battery-operated portable cassette recorder. He can take it with him on a beach picnic or use it in his car with an adaptor bracket. At the office his secretary can transcribe notes he has made on it and at home he can play the same music cassettes in stereo through his stereo system."

"His total investment for the portable recorder, adaptor equipment and stereo playback unit can be as low as $200—less than the cost of a good quality reel-to-reel recorder."

"This doesn't mean that the reel-to-reel recorder is dead, but the two markets are entirely different and complement one another. Reel-to-reel will always have a market among people who want the ultimate in recording features and high fidelity. But two thirds of the total tape recorder market is now accounted for by cassette recorders," Ingham said.

Toronto Gets Tape Forum

There is an old saying in the Canadian music business that you are nobody until you hold a convention. One of the biggest music conventions of the year takes place in Toronto next week, presumably proving that the Modern Tape Cartridge Corp., Ltd., has really arrived.

Simply called the Music Conference, it will be held at the Inn on the Park from Thursday to Saturday (26-28). Almost 100 people—tape manufacturers, U. S. label representatives, press—have been invited.

Important issues involving the Canadian music market will be discussed at length by a panel of experts.

Modern Tape is the exclusive Canadian distributor for the International Tape Cartridge of Canada.

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DIVISION OF RKO GENERAL

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Nearly 40 Per Cent of WB-7's Canadian Sales From Tape

Few Canadian record companies have been able to do the job in the tape field that Warner Bros. has. In the last one year, 40 per cent of our total sales this year will be accounted for by tape products, says Mike Doyle from W-7's Montreal Head Office. "And of that, 70 to 80 per cent is due to the fact that we manufacture product here. The tape industry is going so well that this is the area of exploitation?" Doyle claims.

"And of that we do approximate 30 per cent of all of our W-7's will be accounted for by tape products," he adds. "In order to get the biggest part of that, we manufacture product here. We have a very good distribution system that covers the whole of Canada. The tape industry is doing so well that we are going to have to increase our production capacity." Doyle concludes.

Gary Salter, vice-president of International Tape Cartridge of Canada, may have tipped the balance of power between record and tape companies in this country, with a statement he made this week. In announcing that he had signed Little Darling Records of Nashville (previously handled by Phonodisc) for both tape and record distribution in Canada, Salter said: "To protect ourselves, we're going into the record business. We are negotiating with several major companies, and expect to make further announcements shortly.

"In addition, we're going into the Canadian talent scene. We've signed several Canadian groups, which will record and promote internationally. We're going all out and we're determined to come up with results."

Considering that the company was launched in January this year, Salter has made remarkable strides in the tape industry.

But why records? "I think a unique situation exists in Canada. In the future," Salter feels that the industry is going to be dominated by tapes. "We are negotiating with several major companies, and expect to make further announcements shortly.

"In addition, we're going into the Canadian talent scene. We've signed several Canadian groups, which will record and promote internationally. We're going all out and we're determined to come up with results."
The hip thing from Philips started a whole new idea in sound. So now, just as easily as your camera takes a snapshot, you can capture sound. Anywhere. With a Philips cassette recorder.

The smallest Philips cassette recorder weighs less than four pounds, including batteries. So you can take it to the beach, with the recorder slung nonchalantly over one shoulder. Or even make a party-tape of your favourite performers.

The recording tape is in a snap-in, snap-out cassette, (three fit into a hip pocket). So tapes never snap or snarl or unwind. And one cassette will record up to 120 minutes of whatever you like.

When you’re ready to record, you just snap in a cassette. And if you keep the recorder in the ‘Record’ position, you can switch it on and off with the microphone switch. It’s as simple as that.

You can also use a Philips cassette recorder to record or play back through your stereo or car radio. And it records directly through your car radio without going through the mike.

Pardon our pride, but Philips invented the whole cassette concept. So naturally we’re way ahead on new cassette ideas. That’s why you get more to choose from.

There are battery portables. Plug-in mono and stereo. A playback deck for your stereo. The world’s only automatic cassette changer — for up to six hours of uninterrupted sound. Portable radios with built-in cassettes. Nine models, in all.

As for prices, well, they begin at less than $40 for the lightweight, portable playback model. And less than $80 for a playback and record model.

You hip? 

PHILIPS

 Philips new stacked cassette stereo player/recorder, the first in the world. Fully automatic. Handles 6 cassettes at one time — changes them automatically at end of playback.
In Canada, 'Tape Is a Summer Thing

**Education and Communication**

*The Problem in Home Products*

It is a more or less established fact that the growth of the tape industry in North America has gone hand in hand with its association with the automobile industry. The acceptance of the 8-track cartridge unit as a standard auto accessory has been the chief marketing stimulus to the phenomenal tape boom now in progress.

But what about home units? From all evidence there has been a considerable lag in sales and merchandising tapes and playback equipment in this crucial area.

In Canada, Ray Perini, president of All-Record Supply, one of the country’s largest rack jobbers handling all the major 8-track and cassette accounts for home consumption, believes that the problem is basically one of education and communication.

“The trade has been talking in a big way for over a year now, but not enough of it reaches the consumers. People don’t know as much about tapes and tape playback equipment as they should. And if they do know, they get the impression that they can’t afford it.”

“This does not refer to our unit price move, which are thoroughly merchandised. But in the case of home units, people aren’t aware, for instance, how cheaply they can install a cassette unit by simply attaching it to their home stereo set-up. It’s extremely important to get the word out. We’ve been doing it, but not the right way. We’ve been advertising the tail, not the dog. Tapes and not the units.”

The solution, says Perini, is the creation of specific consumer ad campaigns to educate people in the benefits of home tape units.

All Record, with head office in Toronto and branches in Calgary and Vancouver, is a subsidiary of CBS in the U.S. They have been handling tapes since their inception, in the Canadian market, approximately a year and a half ago.

“Tapes accounted for about 10 per cent of our business in the first week in April,” says Perini, “made up of both 8-track and cassette product. We still feel there is excellent potential in part of record retailers and chain stores that we supply, to stock and sell both.”

“Now the turnover is just not as good on tapes as on records and they can’t afford to get stuck with a large non-selling inventory. It all boils down to more and better advertising on the part of the industry to fully acquaint the populace just what’s going on in the tape field and why they should be involved. The product is there. All it needs is selling.

Some Canadian tape companies are now supplying new cassettes and cartridges to key press reviewers, disk jockeys, underground papers. Companies are aiming their advertising straight at the kids. The program for the Toronto Pop Festival, for example, includes several tape advertisements.

At the forefront of this new awareness of a need for promotion is Ampex of Canada Ltd. The company has a full-time, in-house public relations director in Joan Mesha. One of her most important tasks has been to persuade the media to give tape a chance not to talk just about records but music in general.

“Records and tapes are only a mechanical method of entertaining oneself with music,” Miss Mesha said. “We should both be promoting our music. Our aim has been to introduce impropers into the media to the advantages which tape has to offer.”

“The company’s efforts have been highly successful.

Most of Canada’s tape companies agree completely with the Ampex philosophy. Several are known to be promoting public relations representatives to spread the word.

In an industry as young and virile as tape, there is a great need for constantly exposing the product to the people. One of the best ways of doing this is through the important public relations influence the thinking of the public, such as disk jockeys and music columnists.

**Muntz—Exception to the General Rule**

*Continued from page 79*

completed our franchise program and have 100 Muntz Centers in operation.

Muntz also provided market information on development of the consumer demand for four or five years. While the tape players had already happened overnight. From four to eight track equipment in Canada happened overnight. From four to eight track equipment in Canada, eight-track models being introduced in 1965 to the mushrooming giant industry grow from its infancy in 1965 to the present.

“More than 20 per cent of the major Canadian music-making companies, and some of them, are engaged in the tapes business. It’s a matter of overhead and the fact that they can’t afford it. They know, they get the impression that tapes are too expensive. They aren’t aware, for instance, how numerous new releases are and how many cartridges they sell. They’re selling 100,000 cartridges a week, and that’s a conservative estimate.”

“We are still in the process of introducing the Muntz cassette player. But this is not the main thrust. We are concentrating on introducing the Muntz Center. We have seven Muntz Centers in Hamilton and Toronto. It is at these locations that many of our programs and techniques are launched and developed. We are constantly striving to develop new ways to merchandise and promote the automobile and home stereo cartridge player concept.

“It must be recognized that the Canadian car stereo market has not reached its potential yet. There is still a great deal of promotion left to do. The potential market hasn’t begun to be tapped. Many companies are still thinking in terms of record players. Most of the product even exists. Considerable national advertising and exposure has been given to radio, television and movies. The problem is to get our product up front and out in the public eye. We are now able to provide a 24 hour shipping service for 8-track cartridges. We can send a tape order the same day and it reaches the consumers the next day. That’s why we can expect our market to open up and produce anywhere near its potential.”

**Webcom Electronics Sides with Cassettes**

*Continued from page 83*

machines to both record and playback that will make the consumer side with cassettes,” he says. “We are doing it. We have done it. Our companies, RCA and Columbia etc. steered clear of cassettes because of their recording potential.

“They saw them as a threat to their own products. It’s a matter of overhead and they don’t want to be in it. But now those companies have given their full endorsement to cassettes and I think you’ll see them gradually taking over the 8-track market.”

“The argument against cassettes up to now was their inferior playback quality when compared to the conventional product. But with the technological advances that are being made now, this quality gap will soon disappear. Already cassette units outnumber cartridge units by a ratio of something like 4 to 1 in Canadian homes. Of course in cars, cartridges are still out in front.

“But just check up on what’s currently happening in Japan where cassette playback equipment is manufactured. They’re swamping the cassettes in a big way, and that’s all the proof I need.”

Webcom, with head office in Toronto, a branch in Winnipeg, and sub-distributors across Canada, is making heavy investment in cassettes and playback equipment and is predicting that the potential in Canada justifies it.

**Appealing to the Music Business**

*Continued from page 71*

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JUNE 28, 1969, BILLBOARD 87
provide an unprecedented exposure medium for domestic talent, was devised by CHUM program director John Wood, temporary chairman of the plan. It was unveiled at a meeting of Canadian record companies.

The plan comes when the Canadian Radio Television Commission has reportedly discussed the possibility of setting aside a percentage of Canadian content on local airwaves.

This situation was said by an almost total lack of domestic product being aired by top 40 stations.

Even "These Eyes" by the Guess Who, which subsequently sold over one million copies in the U.S., had difficulty in gaining airtime.

The decision by stations to start programming Canadian talent on a regular basis was interpreted by most observers as a move to placate upcoming Canadian rulings of the CRTC in its consideration of legislation.

The plans included for a weekly telephone hookup of the music directors of the top 12 stations, which will decide what titles will be played during the following week. This will not prevent individual stations from playing other local records not selected by the group.

A minimum of three Canadian records will be aired, although Wood made clear that the view of the group that if more records deserved airplay they would get it.

Initially nine disks are being considered for national exposure. They are "Hands of the Clock" (The Life), "Oh Deed I Do" (Elyne Weinberg), "Early Morning" (The Collectors), "When I Die" (Motherlode), "Puck It In" (Buttonstone Hardware), "Lovin' Sound" (Five Man Electrical Band), "Good Morning" (The Sceptres), "I Want You" (Soundbox) and "Laughing Song" (B.J. Bird).

The group has not yet decided what qualifications are needed for a Canadian disk, but Wood stated that residence would play a key role. Each member station will preview the available singles prior to the phone meeting, and rate them on a points scale. If there are nine disks under consideration, the most favored one should receive nine points, the second eight, and so on.

Record companies generally felt that the move would only be beneficial for the long-featured local production scene. Wood said that the group were most interested in the number of stations involved. He also felt it would give smaller stations a chance to be heard in a national context, and what disks to go with.

The decision by the CRTC to supply local records as quickly as possible, along with complete information on artists and graphical material, the group, through Torres's Tocororo, hopes to land Canadian disks of higher quality and greater quantity.

For the second Canadian campaign will be the nationwide�行it of a Canadian artist Don Messer with a package built around his long-running and successful CBC network TV show. His tour of 20 one-nighters which will extend as far west and north.

(Continued on page 90)

From The
Music Capitals of the World

TORONTO

Liner notes to new RCA General Manager Edward Wood, who is set to be self-penned by Hamilton. "Canadian Pacific," is written by Ray Griffin, from LP looking very strong here. Professor Peter Schickele also P.D.O.R., added his voice to the October concert date at Massey Hall by Toronto promoter Ward Poole.

Peter Nardo added to concert lineup for upcoming Winter Music Festival for a July 27 date. James Brown's soul package booked into Maple Leaf Gardens June 20, one night before opening the two-day Toronto Pop Festival. Capital seeing good early reaction to latest entry from Canadian group Five Man Electrical Band, "Lovin' Look". W7 released new Neil Young set, "Everybody Knows This Is Nowhere" featuring new back up band Crazy Horse. Young will be in for Mariposa Folk Festival in July.

Pierrot's Sceptres for a good week at Le Coq d'Or. Their latest single is "Good Morinng New Day." Blood, Sweat and Tears singer David Clayton Thomas back home for a visit prior to his brand's Toronto Pop Festival appearance. Still in hot pursuit of extensive press coverage. The Auerbe from Valium, top rock club in Quebec City burned down early this month. Booted at the time were Bell Records Interpretations. Canadian single "Early Morning" from Vancouver's Collectors seeing some action for W7... The Colonial Tavern featuring two-week blues Festival with Muddy Waters Band followed by Albert King. Singer Nital in for two-week stand at Royal York... Compo's

TREND PACT WITH QUALITY

TORONTO—Trend Records, independent Toronto-based record label headed up by president Mike Bengston, has published a nationwide distribution pact with Quality Records of Canada. Trend has already independently released several single by Canadian artists, including such groups as Terry and the Pyramids, Unintimate Image, Valhalla, Unchosen. A T.P. release is due shortly from another Toronto band, Cargo, followed by a completed album by various Trend artists.

(Continued on page 89)

Arc Sales
Hit 4 Mil.

TORONTO—Arc Records, Toronto-based Canadian independent, ended its 1968-1969 fiscal year April 30 with a net sales figure of more than $4 million and, according to Anson, "the under-$2 L.P. contributing a major proportion to this sales volume.

Artists like the Golden Ring, Kenneth Beaumier, and Harry Hibs spearheaded the Arc budget lines over this past year and this year, sales are expected to increase by 25 per cent.

In addition to Arc's own budget line, it distributes the Al Sherman line in Canada and does extensive label sign-on the entire category including the 101 Strings.

RCA's Pazer in Talent Search

TORONTO—John Pazer, RCA's newly appointed executive assistant to the company's Canadian Record Manager, has embarked on a series of nation-wide talent hunts.

Just back from a 10-day excur- sion to the Winnipeg and Ontario Lakeside areas, Pazer completed album selections and production plans for a forthcoming L.P. by recently signed rock group, the Noblemen, featuring Liam Matthews off a Western promotion tour with distribution and station stops in Winnipeg, Re- gina, Saskatoon, Edmonton, Cal- gary and Vancouver.

Liam Matthews, a member of Quality Records, now with CKGM in

(Continued on page 90)
ST. VINCENT, Italy—“Pen- sando a Te” (Thinking of You), published by Vico del Padrone, has been recorded by EMI (EMI-ITALIA), won Italy’s sixth annual Disco per L’Estate (Record contest for summer radio-and TV-contest with 144 votes.

The big annual event, spon- sored by AFI (Italy’s radio and TV company in col- laboration with AFI’s (Italy’s radio and TV company in col- laboration with AFI’s) record. It was considered Italy’s second most important pop music event after the Eurovision Contest.

In second place, with 134 votes, was “Lia Dagli Occhi Blu” (Blue of the Blue Eyes), published by Tiber Music and performed by newcomer Mario Tesuto (CDG).

Third-place winner was “L’Al- talan” (See-Saw), co-published by Phonogram’s Orietta Berti (EMI) also winner last year), by Phonogram’s Orietta Berti (EMI) also winner last year), received labor contest were: The Mar-

**Pickwick to Sell Camden**

Monty Lewis, managing di- rector of Pickwick International Inc. Ltd.

Amos Heilicher, president of Pickwick International, said that as part of this major expansion program in the U. K. Pickwick International Ltd., has discussed its van and sales service force in anticipation of providing the widest and most thorough coverage of the U. K. through its record as well as traditional record retailers. He added, “The same experience which we have had for three years in the U. S. under the leadership of Peter Mendes in the UK. We intend to become among the leading dis- tribution entities in the UK.”

Headed by Monte Lewis, Pickwick International Inc. Ltd. re-signed a three-year agreement to market CBS Records of Eng- land. It has since made similar agreements with United Artists Records.

**EMI Picks 2 In Germany**

LONDON—Dr. G. Hundstef- mark and W. Jung have been ap- pointed joint general man-agers of the EMI companies in West Germany. The appoint- ment takes effect on July 1 when they will succeed the present general manager Dr. L. Veder of day-to-day operating respon- sibilities and thus make him available to assist M. O. Hamil- ton, general manager, Europe, in special duties related to the further co-ordination of EMI activities on the continent of Europe and particularly within the Common Market.

Dr. G. Hundstef-mark and W. Jung have been ap- pointed joint general man-agers of the EMI companies in West Germany. The appoint- ment takes effect on July 1 when they will succeed the present general manager Dr. L. Veder of day-to-day operating respon- sibilities and thus make him available to assist M. O. Hamil- ton, general manager, Europe, in special duties related to the further co-ordination of EMI activities on the continent of Europe and particularly within the Common Market.

Gary Ross named sales representative for the Maritime Provinces, for the EMI Canada group. He will be based in Dartmouth, Nova Scotia. Don Ullman named sales representative for Manitoba and the Lakehead, for Polydor, working out of Winnipeg.

**Executive Tumblable**

Gilles Marchand, classical repertoire chief at Polydor Records, Canada, will move to Decca Records, Germany. He will fly to Hamburg in August following Polydor’s first national con- vention. Marchand has worked with Polydor since the company started in Canada 18 months ago. Before that he was with Capitol, Canada. Replacing him is Van Pollakis.

**Record for Summer To ‘Thinking of You’**

ST. VINCENT, Italy—“Pen- sando a Te” (Thinking of You), published by Vico del Padrone, has been recorded by EMI (EMI-ITALIA), won Italy’s sixth annual Disco per L’Estate (Record contest for summer radio-and TV-contest with 144 votes.

The big annual event, spon- sored by AFI (Italy’s radio and TV company in col- laboration with AFI’s (Italy’s radio and TV company in col- laboration with AFI’s) record. It was considered Italy’s second most important pop music event after the Eurovision Contest.

In second place, with 134 votes, was “Lia Dagli Occhi Blu” (Blue of the Blue Eyes), published by Tiber Music and performed by newcomer Mario Tesuto (CDG).

Third-place winner was “L’Al- talan” (See-Saw), co-published by Phonogram’s Orietta Berti (EMI) also winner last year), received labor contest were: The Mar-

**Pickwick to Sell Camden**

Monty Lewis, managing di- rector of Pickwick International Inc. Ltd. re-signed a three-year agreement to market CBS Records of Eng- land. It has since made similar agreements with United Artists Records.

**EMI Picks 2 In Germany**

LONDON—Dr. G. Hundstef- mark and W. Jung have been ap- pointed joint general man-agers of the EMI companies in West Germany. The appoint- ment takes effect on July 1 when they will succeed the present general manager Dr. L. Veder of day-to-day operating respon- sibilities and thus make him available to assist M. O. Hamil- ton, general manager, Europe, in special duties related to the further co-ordination of EMI activities on the continent of Europe and particularly within the Common Market.

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Gary Ross named sales representative for the Maritime Provinces, for the EMI Canada group. He will be based in Dartmouth, Nova Scotia. Don Ullman named sales representative for Manitoba and the Lakehead, for Polydor, working out of Winnipeg.

**Executive Tumblable**

Gilles Marchand, classical repertoire chief at Polydor Records, Canada, will move to Decca Records, Germany. He will fly to Hamburg in August following Polydor’s first national con- vention. Marchand has worked with Polydor since the company started in Canada 18 months ago. Before that he was with Capitol, Canada. Replacing him is Van Pollakis.

**Record for Summer To ‘Thinking of You’**

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JOHANNESBURG — A new company, Top Bill Set, has been formed to organize entertainment and to promote popular music in South African cities.

"We feel that the actual commercial field in South Africa has not yet been exploited, and that there is a definite need for this kind of entertainment business," said Colon Froneman, president of Top Bill Set, in Johannesburg this week.

"In-store promotions in retail outlets, not only boost record sales, but can help turn over by capturing-passing traffic," he added.

Top Bill Promotions also intend entering the fields of show promotion and management. They have already signed up Min Shaw, Peter Loits and Quinton EI. Klopper, three of South Africa's most consistent record sellers. Concert bookings, featuring these artists have also been organized.

They are signing only the very top local recording artists, and the directors of Top Bill Promotions are Colon Froneman, promotion director, and Mitko Sonja, troller for a leading South African group of companies, and Norman Isserow, Johannesburg businessman.

**Flamingo Gets 'Stiffkey' Rights**

**LONDON** — Flamingo Music has acquired publishing rights to the song "Stiffkey Scandals of 1932," which opened June 12 at the Queen's Theatre. Copyright in Britain will be channeled through Flamingo's Stock, Music, Theatre and Management. "Scandals" has music and lyrics by David Wood, one of the leading writers in the field. The song, according to Flamingo and Philips one of the top sellers during the summer, has been distributed by "Sanctus," by Troubadors du Roi Basdevant, which has been repeated many times, which is one of the three for more than three months.

The musical stars Charles Lewsen, Anne Rios and newcomer Terri Stevens, a Philips artist, managed by Jimmy Grafon, a director of Stockhouse Mu- sico, will be expanded from a six-week business trip to its first West End musical, "Stiffkey Scandals of 1932," which opened June 12 at the Queen's Theatre. Copyright in Britain will be channeled through Flamingo's Stock, Music, Theatre and Management. "Scandals" has music and lyrics by David Wood, one of the leading writers in the field. The song, according to Flamingo and Philips one of the top sellers during the summer, has been distributed by "Sanctus," by Troubadors du Roi Basdevant, which has been repeated many times, which is one of the three for more than three months.

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Top Hits of mid-1969:

**SOLOMON BURKE—THAT LUCKY OLD SUN**


**ZOMBIES—IF IT DONT WORK OUT**

*Song:* R. Arnett & E. White. Writer: Arnett. Northern SKA. Burke loads a teen appeal. Dance beat is in the groove of Burke’s “Time of the Season” which was packed with the same potential. Flip: “Don’t Cry for Me” (BMI). RCA 2-14645

**JOHNNY MATHIS—A TIME FOR US**

*Song:* John Richter. Writers: Richter, Ed Embree. BMI. A smooth commercial version of the “Love Theme From ‘Romeo and Juliet,’” now No. 1 hit. This ballad beauty will bring both Mathis and the song back to the charts, Hot 100 item. (No Information Available.) Columbia 4-45973

**PASTORS—HEATHER**

*Song:* Joe King. Writer: King. Northern Philips. Three young vocals from the California sound. The three young vocals offer much potential. Folk-rock flair will hit the charts on Hot 100 and Easy Listening. Strong vocal on the flip, “Where Were You When I Needed You?” (Dial, BMI). Dial 4-0931

**WILSON PICKETT—HEY JOE**

*Song:* Dick Hall. Writer: Roberts. Northern BMD. A soul blackboard driven to be Pickett’s strongest entry of all time, and will signal him to the top of the chart in short order. A sure-fire flip for his “Born To Be Wild.” Flip: “Night Out” (Columbia, BMI). Atlantic 4648

**GEORGE JONES—IF NOT FOR YOU**

*Song:* (Fred) Peters. Writer: Peters. Northern BMG. MGM K-14065

**TOMPAI&GLASER BROTHERS—WICKER CALIFORNIA**

*Song:* (Fred) Clement. Writer: Clement. BMI. MGM K-14065

**JIM ED BROWN—THE THREE BILLS**

*Song:* Darin Janis. Writer: Janis. ASCAP. MGM K-14065

**CHART**

*Song:* (Eddie) Holland. Writer: Holland. ASCAP. MGM K-14065

**R&B**

*Song:* (Terry) Austin. Writer: Austin. BMI. MGM K-14065

**CHART**

*Song:* (Terry) Austin. Writer: Austin. BMI. MGM K-14065

**R&B**

*Song:* (Terry) Austin. Writer: Austin. BMI. MGM K-14065
An Open Letter from a Committee of Concerned Record Executives.

Is Warner/Reprise Mortgaging Its Future?

Beginning 9 a.m. Monday, June 23, Warner/Reprise Records has announced a "special" campaign selling the absolute cream of its catalogue. This sales program strikes us of the Committee as inordinate and reckless.

The program concerns the company's Greatest Hits albums. Other record companies, notably Columbia, also have a Greatest Hits sales program. We can hardly criticize them for it. In fact, we applaud them. But no other company is approaching its sales program like Warner/Reprise.

HERE ARE SOME FACTS:

FIRST, Warners includes in their program the company's ten best-selling Greatest Hits albums. Surely these ten albums—if Warners sells enough of them—could conceivably create havoc at pressing plants manufacturing albums for other artists unable to get their records pressed.

SECOND, Warner/Reprise is adding three new albums as "leaders!" These three are also included in all benefits of this danger-laden Greatest Hits program.

THIRD, Warner/Reprise has set up a distributor advertising program so reckless in bounty that retailers may suddenly find consumers suffocating in the press to get at these 13 albums.

FOURTH, Warners sales executives have incautiously included in this sales program all thirteen albums in tape form, too. As they say on the used car lots, "everything goes!"

FIFTH, Warners is giving its associates, the record retailers, until August 15, 1969, to realize abnormal profits on these cream albums. We hold this move to be dangerously inflationary, even to the point of imbalancing the economy of the whole business.

SIXTH, Warners' blithe attitude toward its sales after August 15 is of concern. What then will be left to sell? Warners' executives attempt to assure us that all this will be "forgotten" when the company reveals its unprecedented, 35-album Fall release.

But, have you ever known Warner/Reprise to be right?

Mo Ostin  
Mike SMith  
Edward West  
Joe Smith

- THE COMMITTEE OF CONCERNED STOCKHOLDERS
PockeTdisc in Detroit Market: High Scorer

* Continued from page 1

PockeTdisc chief, sales for the 14 day period in the area totaled 16,416. This represents an average sale of 390 units per outlet for the 42 participating outlets, or 28 units per outlet per day. Some stores sold as much as 80 per cent, others as little as 50 per cent, with full markups.

Some of the 42 outlets were concurrently selling 45’s at the discounters at 39 cents and losing money.

PockeTdisc services its machines from three main plants; two from 154 labels with which it has agreements, plus a third plant near Paris. The machines are loaded with 50 records of top potential and 25 of secondary sales potential. The product is updated continually, with five new records per week, and these are available on a roll-by-roll basis.

Tapes of the new disks are ordered as soon as the titles appear on the "Bubbling Chart" or appear on the "Hot 100" with high Power Status.

Double Shot Marks 3d Yr.

LOS ANGELES — Double Shot celebrates its third birthday this month. The firm has completed its third Successful Operation Sell-Bration.

Donald Ziegler, who has worked with Double Shot since the beginning, is now the owner of Double Shot, Inc. Ziegler is also the owner of Clouds.

Artists covered by the company include Bobby Freeman, Brentwood Wood, Count Five, Georgia Prophets and Bagdads, all on the Roulette label.

While Ziegler's current product is from Senior Soul, an instrumental group and "The Kids," a rock group. The Vanguard's single "Something Special," which was produced from L&M Productions of Indianap-

Illegal Copying, Sales Help Worry Sheet Music Trade

* Continued from page 56

Illegal copying and pirated sheet music have been a serious problem for publishers since the late 1960s. The problem has worsened in recent years due to the increased availability of illegal copies. Publishers have been forced to develop new strategies to combat this problem, including the use of copy protection technologies and legal actions. However, despite these efforts, copyright infringement remains a major concern in the sheet music industry.

Continued from page 1

"Legal copying and piracy are a huge problem in the sheet music industry," said Jane Smith, President of the American Society of Authors, Composers, and Lyricists (ASCAP). "We must continue to fight against this illegal activity to protect the rights of our members and ensure fair compensation for their work."
It's blues, folk-rock, hip-rock, country & western and guts on a guitar, poetry phrased in a timeless idiom—all this and a lot more, is the music of Roulette

DON COOPER
Heavy: The sound of a record hitting your head.

Hot: A heavy record that's made the charts.

When a heavy record turns into a hot record, GRT is the company that puts it on tape. Instantly. While it's still warming up. And then fires that tape to the distributors. While it's still hot enough to handle. And heavy enough to last.

GRT turns them out. Hot and heavy.