DEDICATED TO THE NEEDS OF THE MUSIC/RECORD INDUSTRY

$1.25

RECORD WORLD

OCTOBER 13, 1973

WHO IN THE WORLD:

BLUE THUMB RECORDS

Blue Thumb Records' Building Plans Include The Construction Of A New Office Building As Well As Helping Build The Careers Of Such Talent As The Pointer Sisters, Dan Hicks, The National Lampoon And The Crusaders. Story And Photo Identification On Page 20.

HITS OF THE WEEK

SINGLES

NEIL DIAMOND, "BE" (prod. by Tom Catalano) (Stone Bridge, ASCAP). Long-awaited first single for Columbia from singer/songwriter supreme is from his original score of "Jonathan Livingston Seagull" flick. Film should be a huge success; ditto for disc. Should fly to the top. Columbia 4-45942.

CAROLE KING, "CORAZON" (prod. by Lou Adler) (Colgems, ASCAP). Culled from her "Fantasy" album, selection is mostly instrumental and highly Latin flavored. Outstanding rhythm track will help disc garner across-the-board attention and hearty sales. Ode 66039 (A&M).

FOUR TOPS, "SWEET UNDERSTANDING LOVE" (prod. by Barri/Lambert/Potter) (ABC/Dunhill & Rall, BMI). From their new lp "Main Street People" comes this sweet soul chugger that should be another monster for these veteran chartbreakers. Should spin to chart heights. Dunhill 4366.

BARRY WHITE, "NEVER, NEVER GONNA GIVE YA UP" (prod. by Barry White) (Sa-Vette/January, BMI). "I'm Gonna Love You Just A Little More" shocked the music world and became one of the top records of the year. From his forthcoming lp "Stone Gon'." More White gold! 20th Century 2058.

SLEEPERS

RAY CHARLES, "COME LIVE WITH ME" (prod. by Ray Charlels) (House of Bryant, BMI). Boudleux and Felice Bryant wrote this beautiful tune which marks Charles' first record for his new label. Disc should give perennial hitster one of his biggest singles in years. Crossover 973.

PAUL ANKA, "FLASHBACK" (prod. by Rick Hall) (E. H. Morris/Zapata / Warner - Tamerlane, BMI). Fans won't flashback to the late '50s (when Anka was hot) when they hear this number. Alan O'Day-Artie Wayne song is an entirely new direction for artist and could be a giant. Fame XW-345-W (UA).

BARNABY BYE, "I THINK I'M GONNA LIKE IT" (prod. by Barnaby Bye and Ahmet Ertegun) (Ploopy/Cotillion, BMI). President Ahmet left his office and went into the studio to help this new group on their first release. Refreshing sound that should help to make them stars. Atlantic 2984.

MONKEY MEEKS, "TAKE ME TO YOUR HEART" (prod. by Gilmer, Crews, Browder) (Press, BMI). Wes Farrell kicks off his new label with a powerhouse item that features a catchy hook and a top notch performance by group. Lotsa 'Monkey' business here! Roxbury BRB0-0133 (RCA).

ALBUMS

ELTON JOHN, "GOODBYE YELLOW BRICK ROAD." Elton and his fabulous band, Davey Johnstone, Dee Murray and Nigel Olsson, have made a superb double album set that will be one of the year's biggest hits. Absolutely all of the John/Bernie Taupin songs are great. Gus Dudgeon's production is typically brilliant, and the show soars. MCA2-10003. (11.98).

THREE DOG NIGHT, "CYAN." The smash hit "Shambala" heads up Three Dog Night's new album, but there are plenty of other songs just as great. "Singer Man" is a rousing tune, "Into My Life" is a dramatic spiritual, "Happy Song" is a tough rocker and Jimmy Seals' "Ridin' Thumb" gets a sensational treatment. Dunhill DSX-50158 (5.98).

DAVID GATES, "FIRST." Gates' gorgeous voice was the lead instrument in Bread's string of successful singles and albums, and his first solo lp is full of the same kind of lovely melodies, silky vocals and solid production that made so much bread before. "Suite: Clouds, Rain" is simply exquisite. Get set to open the Gates! Elektra EKS-75066. (5.98)

STEVE MILLER BAND, "THE JOKER." Fabled San Francisco guitarist has released his long-awaited album, and "The Joker" will thrill his old fans and the legions of new ones he should attract with his melodic, boogyin' rock and roll. Miller's guitar is wonderfully tasty, particularly on the title tune. A top-20 album, no joke! Capitol SMAS-11235 (5.98).

Manufacturers See Sales Boom | **RCA Names Beltran VP, Gen. Mgr.** | **Col's 'Seagull' Push** | **Kirshner/Stones Concert Scores in Ratings** | **VIDCA News** | **College Report Resumes** | **Shepherd Named GM of Starday-King** | **Dialogue: Capricorn's Frank Fenter**

BERLIN
A FILM FOR THE EAR

"...BERLIN will be the SGT. PEPPER of the seventies."
(Sloman, Rolling Stone)
9/27/73

BERLIN

Written and performed by LOU REED

Produced by BOB EZRIN
A Members 9 Production

APL1-0207 / APS1-0207 / APK1-0207

RCA
Records and Tapes

Dedicated to the Needs
Of the Music/Record Industry

RECORD WORLD

OCTOBER 13, 1973

RCA Names Gil Beltran VP and General Manager

■ NEW YORK—The appointment of Gil Beltran as Division Vice President and general manager of RCA Records has been announced by Rocco M. Laginestra, President, RCA Records, to whom he will report. The appointment is effective October 15.

In announcing the appointment Laginestra said, "Gil Beltran is one of RCA's most dynamic International executives. His total knowledge of and expertise in all facets of the record business make his selection an ideal choice."

Beltran will have responsibility for all a&r activities and marketing sales and distribuition functions for RCA Records commercial product. In addition he will have responsibility for all studio operations and the Sunbury-Dunbar publishing companies.

Beltran leaves the position of general manager and managing director of RCA Records, Brazil, a post he held from September of 1971. Previously he held the

Gil Beltran

same position at RCA Spain from January 1967 to September 1971.

Through his leadership the RCA subsidiaries in both Spain and Brazil dramatically increased their sales and profits. In both countries they became significant factors in the recording industry.

In Spain, Beltran helped to design, constructed and made operational, the recording studios now in use there.

In Brazil, he revitalized the company's operations and updated the studio in Sao Paulo to 16 track facilities. Beltran further directed the expansion of RCA Records Brazilian operations with the establishment of the company's modern offices and recording facilities in Rio. These facilities include a 16 track studio which was designed under his supervision.

In 1972, as head of RCA Records, Brazil, Beltran guided the company to a 126 percent increase in sales of domestic product over the prior year. This growth has been largely accomplished through the tight working inter-relationships that he established within the various departments of the company.

Throughout his career with RCA Records, Beltran has continued to work behind the board as a sound recording engineer and as a producer.

As head of RCA Records Brazil and Spain, Beltran was instrumental in creating and executing concepts in a&r, sales, distribution, merchandisng and marketing. The success he has had with these programs is evidenced by the growth of these two subsidiaries under his direction.

Beltran (37) has a Ph.D. in Math and Physics. He started his career

(Continued on page 50)

Col Sets Massive Push for 'Seagull'

■ NEW YORK — Neil Diamond's first album for Columbia Records —the Original Soundtrack Album of the film, "Jonathan Livingston Seagull" — will be given one of the most comprehensive merchandising campaigns ever conducted by Columbia, according to the label. The album will be released next week.

As directed by Bruce Lundvall, Vice President, Marketing, for Columbia Records, the massive campaign will make maximum use of radio and television spots, posters, print ads and a host of retail displays. The drive will be two-pronged, focusing on the album itself as the first Neil Diamond lp release on Columbia, and on the record as a soundtrack album coinciding with openings of the film across the country.

Al Teller, Vice President, Merchandising for Columbia said: "Neil Diamond has spent more than a year creating this extraordinary work. We feel that the combination of one of today's foremost recording artists and a film based on a book of such

(Continued on page 50)

Labels Report Business Boom, Forecast Strong Fall Season

By GARY COHEN

(The following is the first of two articles on record sales as the industry approaches Christmas.)

■ NEW YORK—A survey of the nation's leading record manufacturers and retailers show that record and tape sales are increasing, and should continue to grow throughout the fall and Christmas selling season. Most indicated that consumer demand for recorded music has shown no signs of slackening and that records are no longer a luxury item, but a necessity.

Even in periods of economic uncertainty, business has been good. And the forecasts of doom —not just for the record industry but for all business — are now giving way to forecasts of increased sales with no downturn in the total economic picture. One Wall Street analyst explained his new feeling that " . . . there's a growing feeling on Wall Street that not only will there not be a recession in 1974, but there possibly may not even be a business slowdown."

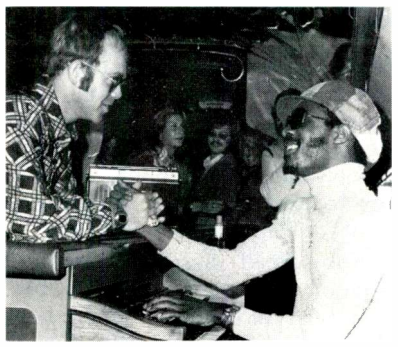
Strong Product

The primary reason for the continued growth, according to record industry spokesmen, is the continued release of strong, quality product. Other reasons given were the success of television programs and the exceptional number of artists making personal appearances.

"Business is great—that's all I can tell you," is the way Atlantic Records Senior Vice President and general manager Jerry Greenberg put it. And Bob Rolontz, Vice President for the label, elaborated. "Business is great because of the constant flow of product throughout the fall season. We're looking forward to a tremendous Christmas." Rolontz sees artist exposure, by way of TV and concerts, as a valuable sales tool. "We have most of our talent out there working. Man-

(Continued on page 50)

Super-Starship!



Elton John got a pleasant surprise when he discovered to his great pleasure that Stevie Wonder was a surprise guest on the "Starship Jet" that is carrying John and his band on their American tour. Stevie, in his first public appearance since his near fatal accident in North Carolina several weeks ago, greeted Elton with a medley of Elton John hits aboard the plane, which landed in Boston for a rollicking rock concert at the Boston Garden.

Shepherd King GM

■ NEW YORK — Starday-King Records has announced that Mike Shepherd, formerly director of national promotion for the company has been appointed general manager of Starday-King. Shepherd, formerly with Barnaby Records and Monument Records, will operate out of Nashville.

Kirshner 'Concert' Scores in Ratings

■ NEW YORK — "Don Kirshner's Rock Concert," starring the Rolling Stones in the premiere 90-minute show, debuted last Saturday to excellent numbers in the New York and Los Angeles markets, according to Nielsen overnights.

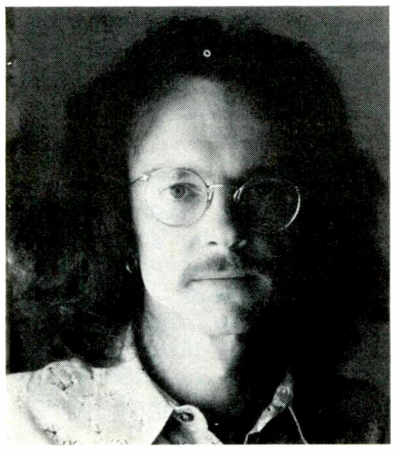
Airing on WNEW-TV in New York and KHJ-TV in Los Angeles, the pop-rock show, a co-production venture between Don Kirshner Productions and Viacom, scored a 6.9 rating and a 20 share in New York at 11:30 pm and an 8.2 rating and a 14 share in Los Angeles at 8:30 pm.

The second show, titled "Saturday Night In Macon, Georgia" and starring the Allman Brothers Band, the Marshall Tucker Band, Wet Willie and Martin Mull, will air next weekend across the country in more than 115 markets.

Yaryan to Head MCA Artist Devel.

■ LOS ANGELES—Bill Yaryan has been appointed to the newly-created position of director of artist development for MCA Records, announced Rick Frio, Vice President, Marketing.

Yaryan's department will incorporate existing departments of publicity and artist relations and he will be responsible for utilizing established techniques and developing new methods of presenting MCA's recording artists to the press and public.



Bill Yaryan

Reporting to Yaryan will be Michele DiGrazia, director of publicity; Karen Shearer, associate director of publicity; Jeff Dengrove, director of artist relations and Tammy Owens, MCA's east coast publicity and artist relations director. Yaryan will work closely with George Osaki, Director of Creative Services.

Before coming to MCA, Yaryan was West Coast artist relations director for Atlantic Records. He has also been West Coast publicity director for Atlantic, director of creative services for Fantasy Records, and account executive for the publicity firms of Gibson & Stromberg, Solters & Sabinson, and McFadden, Strauss, Eddy & Irwin.

Herscher GM At Warners

■ NEW YORK—Joe Smith, President, has announced that David Herscher has joined Clyde Bakkemo and Don Schmitzerle as a general manager, in coordinating production, release and support of album product with the Warners and Reprise artists and their management.

Herscher joined Warner Bros. in 1969 as a writer and producer of radio spots for the creative services department. He soon became more involved in the entire advertising area for the label as a media buyer. In 1971, he became assistant general manager for Warners and Reprise, working closely with the general managers and on several special projects for the label.

New Hampshire Gets Anti-Piracy Law

■ CONCORD, N. H.—A new state law making it unlawful to manufacture or sell pirated sound recordings has been enacted by the Legislature here to take effect on November 1.

The statute provides for injunctive relief, for the seizure of the offending sound recordings and the equipment used to produce them, as well as treble damages to the companies whose recordings were unlawfully duplicated.

New Hampshire is the seventeenth state to have enacted an anti-piracy statute.

Famous-Tara Deal

■ NEW YORK — Famous Music has signed a distribution agreement with newly-created Tara Records, a label designed to bring top ten European hits to this country. The announcement of the recent Tara contract was made by Tony Martell, President of Famous Music, and Dick Broderick, Tara International President.

Tara Records, an offshoot of Tara International, is releasing European chart hit singles as recorded by the original artists. The company's first single "Eres Tu" is recorded by Spain's six-member group. Mocedades; the tune is a winner in this year's Eurovision song contest held in Luxemburg.

A&M Promotes Love

■ LOS ANGELES—Jerry Love has been named east coast director of promotion and artist relations for A&M Records, announced Harold Childs, national director of promotion for A&M Records.

Love, who is situated in A&M's New York office, will co-ordinate tours and promotional activities on the east coast for the company.

Anti to Head Playboy Promo

■ LOS ANGELES—Don Anti has been named director of national promotion for Playboy Records, effective immediately. He will work closely with Playboy Records' director of marketing Tom Takayoshi, reporting to Executive Vice President Larry Cohn.

Anti comes to Playboy Records from recent positions as national promotion director for Anthem Records and national singles promotion manager for MCA Records.

Clarke Rejoins Hollies, New Single Released

■ NEW YORK—With Allan Clarke back in the fold, the Hollies are releasing a new single, "The Day That Curly Billy Shot Down Crazy Sam McGee," on the heels of their "Hollies' Greatest Hits" album, which was shipped last week.

London Realigns Communications

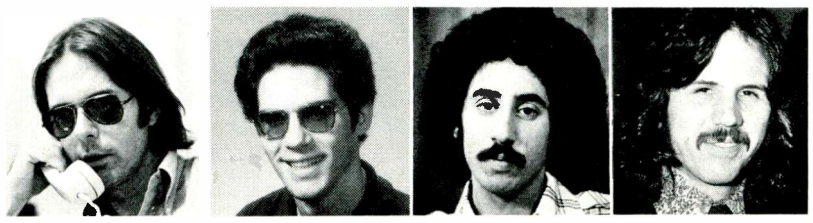
■ NEW YORK — In a move to strengthen communication and overall artist development London Records has made several realignments and appointments, according to Herb Goldfarb, Vice President of Sales and Marketing.

Bob Small has been named director of advertising and public relations. He will now head a new department that is responsible for advertising, public relations, publicity, press relations, college promotion and special projects for all artists and product on the label except classical. Small joined London in 1970 as advertising manager.

Ray Caviano has been named national publicity director. He has been with the label for two years as press liaison and has been responsible for developing London's successful college promotion program. In his new post Caviano will continue to administer the college program but will be primarily involved in the direction of all publicity and press relations for the label.

To complete the new department two new employees have joined London, David Gest as West Coast press liaison and Andy McKaie as publicity writer. Gest, who will be working out of London's new Hollywood office, was formerly associated with major music publications as a free lance writer and was involved in public relations with several oldies acts, including the late Clyde McPhatter.

(Continued on page 43)



Pictured above (from left) are Bob Small, Ray Caviano, David Gest and Andy McKaie.

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Led Zeppelin's Hit Single, "D'YER MAK'ER"

#2986

From their album, "HOUSES OF THE HOLY"

SD 7255

ATLANTIC