

# Fudge To Concertize 'Beat Goes On' LP

NEW YORK—"The Beat Goes On," by the Vanilla Fudge, currently number 18 on the LP charts, will be rendered in concert version by the Atco group. The program will utilize a battery of film and slide projectors, tape recorders, and lighting effects, programmed on IBM punch cards, and synchronized through an electronic scanner. A concave screen, about 40" wide by 30" high, will be placed behind the Fudge. During the concert, images will be flashed on this miniature cinerama screen.

The result, according to the group's manager, Phil Basile, "will be in-person performances with the impact of the record itself."

Break-in date for the mixed media technique, utilizing electronic gear developed for Expo '67, will be the Fudge's April 7th Rochester concert, under the auspices of that city's Civic Music Association.

Basile admitted that the Vanilla Fudge took a "tremendous gamble" in releasing "The Beat Goes On" as a quick successor to its first LP which sold more than 300,000 copies. The new release mixes such diverse elements as Beethoven's "Moonlight Sonata," a satiric rendition of Glenn Miller's "In The Mood," and the voices of Neville Chamberlain, FDR and Hitler, in a rock-bounding setting.

"We might have played it safe, by putting out an album similar to the first one," he explained. "But there were some things the boys wanted to

say; and they felt this was the time to say them."

According to organist Mark Stein, the album "points to popular music, as a steady beat underscoring one era of history after another . . . basically honest in contrast with the words of politicians and demagogues."

Bass player Tim Bogert is quick to add: "That's just one aspect of what the album is about. You may read another meaning into it—which is fine with us."

Basile admits that the Fudge knew, when they came to Atlantic with the project, that two problems would develop. It is difficult, in the case of a "concept" LP such as this one, for a deejay to single out one number for repeated play. Equally thorny is how to satisfy fans who expect to encounter a group's latest release when they attend a live performance.

"There's not much we can do to solve the first problem, except to hope that stations will throw away the rule book and play a 'cut' that runs eight to ten minutes long," said Basile.

The answer to the second question came more easily. Audiences at upcoming Fudge concerts "will be totally immersed in both sight and sound," Basile continued. "They may see images on as many as eight or ten different screens at the same time. Every concert will be a 'happening,' a kind of mod Time Marches On.

"The only thing that can stop us from getting to the top now," predicted Basile happily, "is a blown fuse."

## LHI Pacts Honey Ltd.

BEVERLY HILLS—An all-girl quartet from Detroit named Honey Ltd. has been signed by Lee Hazlewood to his LHI record label, which is distributed by ABC Records.

The feminine foursome's first release will be "Come Down" b/w "Tomorrow Your Heart," two originals. The group's tunes are written by Laura Polkinghorne and Marcia Jo Temmer. Vocals are done by these misses and Alexandra Sliwin and sister Joan Sliwin.

All four studied at Wayne State University outside Detroit and decided to form a group in their sophomore year. Last December, after a year's experience, they took a leave of absence from school, flew to Los Angeles on their savings and walked into Hazlewood's office one Monday morning unannounced. By Tuesday afternoon, they had signed a contract with LHI and cut their first single by Thursday. Hazlewood is supporting their maiden effort with what LHI calls the largest advertising and promotional campaign in the label's history.

Marcia (21) writes movie shorts, Laura (21) writes poetry, 21-year-old Alexandra (Wayne State's Homecoming Queen) sews all her own clothes and Joan (20) paints, draws and does caricatures.

## Monro To Record All-Spanish LP

LOS ANGELES—Matt Monro, Capitol Records recording artist, prior to his concert and TV tour of South America this spring (beginning May 15), will record a special all-Spanish album containing translations of his songs. The disk is scheduled for release in South America. Included in the LP will be Spanish renditions of "Born Free," "Walk Away," "My Kind Of Girl," "From Russia With Love," "Portrait Of My Love," "Softly As I Leave You," "As Long As I'm Singing," and others.

## Lundberg, Liberty Honored By Freedoms Foundation

LOS ANGELES—The Freedom Foundation has presented Liberty Records and Victor Lundberg with the George Washington Honor Medal Award.

Lundberg's Liberty Records single, "An Open Letter To My Son," was cited for "An outstanding accomplishment in helping to achieve a better understanding of the American Way of Life."

Lundberg was also nominated for a Grammy for "An Open Letter" in the "Best Spoken Word, Documentary or Drama Recording" category.

The Freedom Foundation award winners are selected by an independent National Awards Jury which is composed of state Supreme Court justices and leaders of national organizations and business.

## Linda Carr, Life Pacted By Chancellor Records

LOS ANGELES—Chancellor Records, a recently reactivated label, has signed two new acts, a move which president Bob Marcucci feels ties in with the diskery's theme: "The Happening Sound of The Young World."

Chancellor is aiming recently-signed singer Linda Carr's product at the Top 40 and R&B markets. The lark has been working on material and arrangements with her producers, Marcucci, John D'Andrea, and Bob Finiz. She began recording several weeks ago.

The newest group to be inked by Chancellor is Life. The act is composed of four young musicians that Marcucci has been trying to bring together for some time.

Chancellor's first release is "Girl With The Flower Smile," by chanter Ray Chayfin.

## Tangerine Inks Griffith

LOS ANGELES—Ex-middleweight boxing champion Emile Griffith has been signed to a recording contract by Tangerine Records, according to Ray Charles, president of the label. Griffith's first vocal release is "Going, Going, Gone."

## S-G Pubbery Appoints Maresca General Mgr.

NEW YORK—Schwartz-Greenberg Publishers has named Ernie Maresca general manager of the company. Schwartz-Greenberg has just completed a successful year, with such chart-makers as "Child of Clay," Jimmy Rodgers; "Love Me Forever," Roger Williams; "See You In September," by the Happenings; and "Beg, Borrow And Steal," by the Ohio Express. Maresca said, "Continued growth is our aim with great care given to the development of copyrights via national and international recordings of songs and properties entrusted to us by the writer." Maresca is planning a major promotion push on current and future releases which include: "Artificial Rose," by Lost Souls, Liberty; "Love Me Forever" by Kate Smith on RCA; "How Do You Do It," Dick and Deede on Warner Brothers; "Child Of Clay," Pat Boone on Dot; "Dream, Dream, Dream," Chiffons on Laurie; "Don't Go Away, Baby," Frank Lyndon, Capitol; and "Cardboard Zeppelin," Ten Story Building, Laurie.

## Traffic Moving Briskly Through American Tour

NEW YORK—United Artists Records' British group, Traffic, sets out on its first tour of the United States with a three-day (14-16) engagement at the Fillmore Auditorium in San Francisco. Already receiving favorable response to its first American album, "Mr. Fantasy," Traffic has been booked for appearances across the country through the end of April, with confirmation of additional dates coming in almost daily.

Traffic will fly directly to San Francisco for the Fillmore date, and for another the next weekend (21-23) in the same venue. Subsequent west coast engagements include the Shrine Exposition Hall in Los Angeles, 29-30; the Cheetah Club in Venice, California, April 5; the Showgrounds, Santa Barbara, April 6; and a headline appearance at Hollywood's Whiskey A Go Go, April 7-11. In the midwest, the group will appear at the Grande Ballroom in Detroit, April 12-13; and at the Cheetah Club in Chicago, April 19-21. Traffic arrives in the East for a weekend stint at New York's Action House (April 26-28) and for additional dates in the area, these to be announced shortly.

Traffic—a trio composed of Stevie Winwood, Jim Capaldi, and Chris Wood—has recently attracted a considerable following on the strength of their "Mr. Fantasy" album on United Artists. Originally scheduled for release in mid-March, "Mr. Fantasy" was rushed out by UA in response to the unusually heavy demand brought about by widespread exposure of the group's British album on the west coast. Instant nation-wide reaction to "Mr. Fantasy" led, in turn, to the advance release last week of the UA soundtrack from the new film, "Here We Go 'Round The Mulberry Bush." Traffic collaborated in writing and performing the music for the film, which opened recently to favorable reviews.

Traffic's manager, Christopher Blackwell announced that Jimmy Miller, producer of the "Mr. Fantasy" album, has been asked by the Rolling Stones to produce their next single and LP. Miller is a contract artist with UA Records.

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LOOKING FOR IT—Mercury Records' latest addition, the Pleasure Seekers, along with the group's manager Leo Fenn (pen in hand) signed their initial recording contract with Mercury, represented by producer Dick Corby (seated center) who discovered the self-contained quintet in a disk. The Pleasure Seekers are (standing from the left): Pattie Quatro, Pammy Benford, Suzi Soul, and Arlene Fenn. The seated Pleasure Seeker is Darline Arnone.

## Upcoming Events

A Schedule of Major Industry Events in the Coming Months

EVENT	DATE	PLACE
NARM CONVENTION	MAR. 17-22, 1968	HOLLYWOOD, FLA. DIPLOMAT HOTEL
NAB CONVENTION	MAR. 31-APR. 3, 1968	CHICAGO: CONRAD HILTON
COUNTRY MUSIC WEEK	OCT. 17-19, 1968	NASHVILLE, TENN.