

**FRONT COVER:
Monument Parlays
\$500 Into Millions**



When Monument Records was founded some ten years ago by Fred Foster, expansion was the byword. It's with an eye toward expansion and growth in the music industry that the Monument label keys its record presentations.

Foster founded the Monument label with \$500 cash, talent, and determination. Today, Monument, and its subsidiaries, total assets in the millions of dollars.

"We attempt to present," says President Foster, "a complete recording, a complete entertainer—a record package which is made with all the finesse with which we are capable of attaining."

Steve Poncio, Monument vice president and sales director, credits much of Monument's success to its wide range of products. "At Monument," Poncio says, "we continuously strive to present artistry which we feel will maintain the recording standards that we have set as guidelines for the label."

At home in many music industry areas, Monument, and its subsidiaries, Sound Stage 7 and Rising Sons, present record labels which cover the recording spectrum. Mike Shepherd, Monument's national promotional director, thinks that "much of the corporation's success has been generated by our attempt to offer a diversity of product to meet all musical tastes."

Sound Stage 7, Monument's R & B label, is steered by Allen Orange, its national promotion director. The label continually seeks the new sound, the new performer. The label also boasts R & B standout Joe Simon, one of the fastest rising entertainers in America today. Orange feels the label has a number of other artists who are ready to "happen" in the near future. Most of the R & B product is produced by John Richbourg, long recognized as a leading figure in R & B music.

Tex Davis, C & W promotional director at Monument, sees Monument's recording position in much the same way as Orange. "With Billy Walker and Henson Cargill currently setting the pace for us we think that Monument is able to present C & W in the classical sense," Davis says. "Addi-

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King Sold To Starday; James Brown Part Of New Setup

NEW YORK — Starday Records has purchased King Records. Deal, indicated in last week's issue of *Cash Box*, ends lengthy negotiations between Madison, Tenn.-based Starday and Cincinnati-based King for the purchase, concluded through Jack Pearl, New York attorney who is trustee and executor for the late Syd Nathan. No purchase price was revealed.

Meanwhile, Don Pierce, president and owner of Starday, squashed rumors of Starday's sale to Omega Equities, declaring that merger discussions had terminated and would not be continued.

Starday has acquired all the King assets to include the publishing catalogs, recording studios, distribution, labels, pressing plant, master catalog, real estate, songwriter rosters and the artist roster including James Brown who is under a long term, exclusive recording and songwriting contract to King.

James Brown Stays

James Brown will continue his affiliation with the new complex, as an artist, songwriter, and producer. The James Brown Productions group will produce many of King's top artists, to include Hank Ballard, Marva Whitney, The Dapps, and others, as well as feeding a flow of new material and artists to the label. In addition, the Brown office, under Bud Hobgood, will be active in the promotional field for the overall

benefit of the King product line. James Brown, the headliner for the label, is unique in the industry in that he generally produces his own sessions, picks his own material, and operates his own independent promotional set up.

Don Pierce, said it was largely through Hal Neely's efforts that Starday was able to conclude the deal, and that Neely worked with the trustees and heirs of the estate to bring about the purchase. Neely was vice president and general manager of King before going to Nashville to join Starday, where he holds the same position. Starday people have been close to King for many years, both as personal friends and as customers since the King plant has pressed all the Starday album product and album covers since 1958.

The two companies will operate as separate entities, each with its own product lines and distribution. Neely will direct the King operation but will continue to headquarter in Nashville. Administration, finance, and marketing control will be transferred to the new complexes' main offices in Nashville.

Publishing Merger

The joining of the giant Lois publishing catalogs, which includes both BMI and ASCAP firms, with Starday's publishing group, will give the new combine one of the strongest song representations in the country

and R&B fields. Pierce will concentrate on the development and expansion of the publishing area and it is known he is currently in negotiations for other catalogs.

Col. Jim Wilson, a former King field supervisor and Detroit branch manager, has been vice president of Marketing for Starday for three years and will now head up all marketing and promotional activity for both companies. Wilson said he was in the process of expanding staff and would have some personnel announcements soon.

Johnny Miller, plant manager at (Continued on page 42)

Capitol Industries Ups 1st Qtr Sales, Income

LOS ANGELES—Net income of Capitol Industries, Inc. increased to \$903,000 or 22¢ per share in the first quarter of the current fiscal year, compared with \$847,000 or 21¢ per share in the first quarter of last year.

Glenn E. Wallich, Capitol Industries' chairman and president, said that sales in the quarter ended Sept. 30, 1968 increased to \$31,396,000 from \$26,094,000 in the same period a year before.

Earnings per share are based on the average of 4,162,188 shares outstanding in the first quarter of fiscal 1968, and 4,061,321 last year.

Capitol Industries was formed last Feb. following the merger of Capitol Records, and Audio Devices, New York based manufacturer of recording and computer tape.

Nerco Opens 9 New Leased Departments

MELVILLE, NEW YORK — Merco Enterprises Inc., has added nine new "leased" record departments. One of the nation's leading record service merchandisers, Merco's new leased departments bring their current total to 43.

Merco is now operating as licensee in three Modell's "Shopper's World" (Commack and East Meadow in Long Island and Lodi, New Jersey), Henry Modell & Co. at 280 Broadway in Manhattan, Sabre's in Milford, Connecticut, the new Billy Blake's discount store in Islip, Long Island and the three Great Eastern stores (Elmont, L. I. and Route 46 and Route 22 in New Jersey).

The new leased departments figure to add substantially to Merco's volume with a commensurate increase in profits. In addition to its leased departments, Merco supplies recording and related merchandise to approximately 400 college bookstores from coast-to-coast, 107 retail record departments and 65 "junior" sized departments.

Merco recently revealed that for the six months ended June 30, 1968, net sales hit an all-time high of \$5,718,136. Net income was \$65,728 or 19 cents per share based on 353,000 shares outstanding and after allowing for extraordinary items amounting to \$13,000, net after taxes.

Lady Lewis Dies

LONDON—Lady Lewis, wife of Sir Edward Lewis, chairman of the board of British Decca, died last week. She was a board member of the company, and a senior stockholder.

SEE CHESS SALE TO GRT

NEW YORK — Strong rumors have reached the *Cash Box* offices as to the impending sale of Chess Records, and all its affiliated labels, to General Recorded Tape of Sunnyvale, Calif. Although CB was unable to contact Chess execs in Chicago prior to press time for confirmation, it is believed that negotiations have already been completed and that an official announcement is imminent.

Snuff Garrett Productions Swinging W/Label, Publishing, Productions

HOLLYWOOD—The label, publishing and production units of Snuff Garrett Productions are completing their second year with lots to shout about.

On the label end, Viva Records and its sister company, Bravo, have developed a "concept" album line that provides a continuous flow of catalog-type sales. Viva opened shop with the Midnight Strings LP, "Rhapsody for Young Lovers," a hit album that started the company on a sales pattern that has reached 1½ million albums over the 24 month period. The MS has since enlarged its Viva catalog with "Spanish Rhapsody for Young Lovers" and the current chart item, "Look of Love." Building from the instrumental concept, the company came up with the Midnight Voices for its Bravo affiliate registering success with "This Guy's in Love with You." Viva's act stable also boasts sales strength from the Lonely Harpsichord, Jonathan Knight and Sonny Curtis.

In addition to retailer sales of Viva product, there's continuous activity from non-exclusive deals with the major record clubs, including RCA, Columbia and Capitol. Viva has had featured selections in the RCA and Capitol clubs, the latter utilizing cuts from several albums to form a single

LP for club-only consumption.

Jan.: First LP Program

Viva and Bravo will be represented in the company's first major LP program in Jan., when five albums will be marketed along with a strong promo effort, according to Ed Silvers, exec vp of Snuff Garrett Productions.

Steady chart success also stems from the music publishing set-up. The writing staff is chart productive, and is composed of Jerry ("Young Girl") Fuller, Jimmy Griffin and Mike Gordon ("Main Street" & "Apologize"), Jimmy ("My Special Angel") Duncan, Sonny ("The Straight Life") Curtis, Mark Sharron, Christopher Quinn & Michael Lawrence. Sharron's first song for the firm is a "Vogues" session, "Woman Helping Man." Copyrights go through four companies, Viva, Zapata, Stone Canyon and Baby Monica.

Meanwhile, Snuff Garrett, president, is busily engaged in production activities. They include Gary Lewis ("Sealed with a Kiss" and "Main Street"), Lorne Greene for Columbia, Trini Lopez for Warner Bros./Seven Arts and the Lennon Sisters (Mercury). For his own company, Garrett will produce the five albums in the Jan. program.

Carlton Sets Command/Probe Direction

NEW YORK—Where tomorrow contemporary sound will be is today's theme at the Command/Probe operation.

This is the ABC Records' affiliate's present thinking under Joe Carlton, the vet A&R exec who took charge of the two labels several months ago.

The Probe unit is, in fact, a speedy outgrowth of Carlton's philosophy. It

is strictly a progressive rock, entirely contemporary entity, retailing in the LP area at \$4.79 (a dollar less than Command). However, Carlton makes it plain that something of the Probe look is to enhance the make-up of Command, too. Like Probe, Command will begin releasing singles product on their own merit, rather than being promo device to sell albums. Carlton feels that Command's heritage of "sound" packages is no longer sufficient to sustain the label. While the label will, of course, maintain a high level of sound reproduction, Carlton intends to offer "hit thinking, immediate impact and theatricality."

Anticipate Sounds

Carlton, who finds himself devoutly immersed in the contemporary music scene, believes that Probe must anticipate new sounds, making the correct choices as where the rock bag will be months from now. He believes he has such a sound in the Soft Machine.

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More NY Promo Shifts

NEW YORK — Latest in the series of promotion men changes which have recently hit the New York area sees Dave Knight exiting Dot-World Wide Distributors to join the staff of the indie Alpha outfit. Knight, a former disk jockey and music director at WGLI-Long Island and WMOH-Hamilton, Ohio, joins Moe Schulman, who also recently left Dot's local branch. No replacement for the Dot post has been set. Knight assumes his new post today (28).