

From Apple To Zapple: Low-Priced Talk LP's

NEW YORK — Apple Records has formed a new label with a paperback concept for the spoken-word market. The Beatles-owned company, celebrating its first year of operation on May 1, is calling the label Zapple. Which, while emphasizing the spoken-word, will also offer some music releases. A lower-priced "Flexible" price structure will be a feature of the label's pricing policy.

Zapple will be administered by Ron Cass, who is also the chief executive for all Apple music activities. Supervising the Zapple program will be Barry Miles, a British writer-intellectual in his late 20s.

First three releases on the Zapple label are now being pressed and include:

1) A new John Lennon-Yoko Ono album titled "Unfinished Music # 2 — Life With The Lions."

2) A George Harrison composed-produced electronic music album which was recorded with a Moog synthesizer; and,

3) A spoken-word album recorded by poet Richard Brautigan.

Other well-known writers-poets already committed to Zapple releases include: Laurence Ferlinghetti — America's bestselling "serious" poet; poet-playwright Michael McClure, veteran literary leaders Kenneth Patchen and Charles Olson and poet-essayist Allen Ginsberg. Additionally, Zapple will release one of the late

(Con't on Page 24)

ATV In Takeover Bid For Northern Songs; E.C. Silver, Dick James Exchange Shares

LONDON — Northern Songs, publishers of the bonanza Beatle ballads, is the target of a takeover bid by the Associated TeleVision Corporation.

ATV is making overtures from the strong bargaining position of already owning almost a third of Northern Songs' equity. This results from Northern chairman E. C. Silver and managing director Dick James accepting an exchange of their 1,604,750 Ordinary shares for a package of ATV Ordinary shares, unsecured loan stock and cash. The same offer is being extended to other Northern shareholders.

At one stage, it looked as though

Northern would become the focal point of a takeover tussle between ATV and EMI, which has The Beatles under exclusive recording contract until well into 1970s. But EMI managing director John Read has discounted this.

"I'm not sure we would want to step up our investment," he said. "We want a carefully balanced investment policy, and we already have a significant interest in The Beatles."

Northern's main assets, Beatle songwriters John Lennon and Paul McCartney, are believed to control about 25% of Northern's equity. It is thought unlikely that they will sell,

and reports indicate that they are unenthusiastic about the big business maneuvers centered on Northern, especially the esoteric Lennon.

Other assets of Northern Songs include the recently acquired Lawrence Wright Music catalog, for which ATV bid unsuccessfully.

TMC Consolidates 9 Distrib Units

NEW YORK — Transcontinental Music Corp. has consolidated nine subsidiary record and tape distributing companies it owns into one national distribution company. Name of the division is Transcontinental Distributing Corp.

Howard Weingrow, president of Transcontinental Music Corporation, said that consolidating these separate distributing companies will "substantially strengthen the capabilities of the distribution arms of the company."

The new TMC subsidiary employs approximately 250 people in warehouses and executive offices strategically strung across the country.

Execs are: Richard Godlewski, executive vice president; Earl Woolf, senior vice president; Howard Ring, vice president; Frank Holland, vice president; Robert Ellis, asst. vice president; Ross Burdick, asst. vice president; Edward Hacker, asst. treasurer; Irwin Goldstein, asst. treasurer.

Transcontinental Music Corp. is a wholly owned subsidiary of Transcontinental Investing Corp.

Epic Switching To Col. Branches

NEW YORK — Epic Records notified its distributors last week that effective May 2, all Epic products would be distributed through Columbia Records Branches. The label is presently handled by a network of indie distributors. The following statement was issued: "Effective May 2, Epic Records will be distributed through Columbia Records Branches. The decision to make this move comes after careful analysis of the growing needs of the company for total involvement in sales and merchandising all the way to the local level. Epic's high regard for independ-

ent distributors and the role they have played in the growth of the label made this a difficult decision. However, today more than at any other time, the close involvement of the artist with company personnel, the total coordination required from recording and cover concept to local promotion highlights the need for specialized coverage in the broadest sense. It is with the Columbia Records Branches, and the direction, that Epic will be best able to fulfill the needs of a growing roster of new artists and continue to build and flourish as a label."

Mamas & Papas Form Warlock Label, Distribution Is Through Dunhill

HOLLYWOOD — A new label, Warlock Records, has been born as a result of a new arrangement between Dunhill Records and John and Michelle Phillips and Denny Doherty of the Mamas and Papas.

According to the deal, arranged with Jay Lasker, vp of Dunhill, the Mamas and Papas will serve as artists, record producers and owners of the new label, with distribution through Dunhill. Mama Cass (Elliot) left the group sometime ago to start a solo career as a Dunhill Artist.

In addition, all future Mamas and Papas recordings will be produced by Lou Adler, who has supervised the group since its appearance on the disk scene with "California Dreamin'" in 1966.

Phillips said that Warlock would exclusively produce material for distribution by Dunhill. Product will involve the Mamas and Papas as well as new musical acts due to be inked by the label in the near future. Also, composing and record production talent is being sought.

The flow of Warlock product will be given an "extensive national promotion campaign" under the direction of Marv Helfer, Dunhill's director of sales, and Barry Gross, director of national promotion. Also, Phillips revealed that the Mamas and Papas are planning to construct a \$500,000 recording

studio-complex for Warlock, the home offices of which will be located in Hollywood. Phillips also noted that Warlock is in the process of forming Warlock Engineering, with personnel for this unit to be announced soon.

Success Story

The Mamas and Papas, discovered by Dunhill Records, originally signed a recording and writers agreement with the label in September, 1965. Their first release for Dunhill was the hit million seller, "California Dreamin'" written by John and Michelle Phillips. John Phillips followed this song with other singles for the group which included "Monday, Monday," "Words of Love," "12:30" and "San Francisco (Be Sure To Wear Flowers in Your Hair)" — which he wrote for Scott McKenzie and this also became a gold record. John and Michelle Phillips also wrote the hit singles "Creek Alley" and "Hey Girl" for

(Con't. on Page 24)

FRONT COVER



Paraphrasing "Oliver's!" opening number, "Food, Glorious, Food," its "Sales, Glorious, Sales" for the film adaptation and Colgems soundtrack LP of the Lionel Bart stage musical. The film, a Romulus Production thru Columbia Pictures, is a box-office bonanza, with nominations in 11 categories for this year's Oscar awards. The soundtrack, released on Colgems thru RCA, is over the \$100,000 mark in sales according to RCA. The front cover photo depicts a scene from the film, with Mark Lester, who plays Oliver, asking for the classic second-helping in the orphanage.

Index

Album Reviews.....	41, 42
Basic Album Inventory.....	38
Bios for D.J.'s.....	30
Coin Machine Section.....	55
Country Music Section.....	44-47
Insights & Sounds.....	40
International Section.....	48-54
Looking Ahead (Singles).....	32
New Additions To Radio Playlists.....	12
Producers Profile.....	26
R&B Top 50.....	34
Radio Active.....	19
Radio News Report.....	30
Singles Reviews.....	20, 22
Talent On Stage.....	26
Tape News Report.....	43
Top 100 Albums.....	37
Tuning In On.....	30
Vital Statistics.....	14, 16

MCA Extends Wasserman Post

UNIVERSAL CITY, CALIF. — Lew Wasserman has been reaffirmed as president and chief executive officer of MCA, Inc. for the full term of an additional year. Action of MCA's board of directors, according to Jules Stein, chairman of MCA, is unprecedented, since elections are normally determined by the Board following the annual stockholders meeting in June. Move was designed to dispel the unfounded and unjustified rumors regarding Wasserman leaving the company, an announcement said. All other directors as well as top echelon officers and management remain unchanged.



Lasker & Phillips

Cash Box Changes Names Of Features

NEW YORK — There have been name changes for three Cash Box features. Best Bets in the singles review section is now called Choice Programming; Platter Spinner Patter is now Radio News Report; and Record Rambblings is now Insights & Sounds.

Reno Heads Merc's East Prod. Devel.

NEW YORK — Bob Reno has been named director of recorded product in the east for Mercury Records and its family of labels. Reno's appointment, following his stint as general professional manager of Mercury's MRC music publishing unit, was described by Irving Green, president of the label, as part of a concentration in product development. "This is the first in a number of planned appointments relating to the area of product development," Green noted.

Reno will be responsible for the acquisition and development of product and talent for all labels including Mercury, Philips, Smash, Fontana, Blue Rock, Limelight.

He will be immediately involved in the direction of current roster artists and in adding to the available product. His initial concentration in the Top 40 market, will be in the area of master acquisition and setting production schedules for current roster artists through independent producers. New talent will be continuously auditioned with an eye

(Con't on Page 24)

ITT Is Acquiring Brit. Decca Unit

NEW YORK — Decca Systems, Inc., a division of English Decca, is being acquired by the International Telephone & Telegraph Corp. Also, ITT is purchasing 50% of Decca Radar, Inc. Transactions cost about \$7 million, part in cash and the rest in cash or ITT stock.

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