

TV Gives Funds, Chambers' Audience For A Free Southern Concert Series

HOLLYWOOD — The Chambers Brothers have turned to television to subsidize a series of free concerts throughout the South, as well as other areas that lack regular live entertainment. The new venture, an off-shoot of major corporation funding of college shows, is being handled by Lawrence-LaMarr Productions, a newly formed firm headed by Chambers Brothers manager Charles LaMarr and TV producer Tony Lawrence.

Initial show of the projected irregular series was held and taped in Fayette, Mississippi last month, before an audience of local people. Although the Chambers Brothers worked free, local acts who were used on the show were paid, because, according to LaMarr "those kids down there need the money."

Although the Brothers have been involved with other televised free concerts, all produced by Lawrence, the new series is specifically designed to "bring the music to the people that helped create it, and now need it most." Additional dates in the series include Bermuda (Mar. 21), Memphis (May 10) and Atlanta (Sept. 7). The

Mayhew Named To Head Certron's Music Firm

NASHVILLE — Vet music man Aubrey Mayhew has been named to head the newly-established music division of the Certron Corp., a California firm whose primary involvement has been in the blank tape field. Under the new setup, all existing Certron music activities will come under Mayhew's direction and be headquartered in Nashville.

Commenting on the move, Certron president Edwin Gamson said "As general manager, Mr. Mayhew will organize, then administer the new division. It will be a totally integrated music complex ranging from production through manufacture, distribution, racks and one stops, and music publishing."

Mayhew's first move is the establishment of Certron Records, which with various subsids, will be a full-range label, the first major full-range operation to headquarter in Nashville. Already signed to the new label is country star Bobby Helms. Rene & Rene, who have scored with several pop sides, have been moved from one of Certron's Mexican labels (which leased their most recent disks to White Whale) to Certron itself.

Production Deals

Mayhew is currently in discussions with several producers to provide product, with one, Jack Clement already signed. The firm's publishing subsids, Certron (ASCAP) and Aldrich (BMI) are under the direction of James Klein, former manager of Connie Smith and George Jones. The Companies will function independently of the disk firm, to serve the music business as a whole.

Certron entered the music field in Sept. 1968, with Vivid Sounds, an economy tape line, and followed with the Falcon, Sunglow and Bronco labels, all in the Mexican field, in July 1969. In Sept. of last year, the firm bought Recordland, U.S.A., the San Antonio rack service and distributor (now known as Certron) and also operates a rack and distributorship in Los Angeles. Mayhew will be directly involved in the distribution operation, and will use independent distributors to augment Certron's own facilities.

"We're actively seeking new artists and new writers," Mayhew said. "Since we will be involved in all kinds of music—country, pop, jazz, classical, gospel, R&B, Latin—artists and writers in all fields will be given every opportunity to come with us."

No Lorber Lawsuit

NEW YORK — There has been no lawsuit commenced against Alan Lorber Productions Inc. by Ian Bruce Douglas as reported last week in **Cash Box**. Alan Lorber Productions Inc. is the producer of *Ultimate Spinach* and has all recording rights to that group.

Brothers will also return to Harlem for shows on June 28, July 12 and July 26.

The Rolling Stones and B.B. King were originally scheduled to do the Fayette show, but rain-caused delays forced the groups to bow out due to previous commitments. Expenses for all acts, including the Staples Singers, were picked up by the Brothers via the projected TV sale. Lawrence is currently negotiating for a network date in late February.

The new project is an extension of the Harlem Cultural Festival, put together by Lawrence's Uganda Productions in cooperation with the city of New York last summer. Coincidentally, at the same time that LaMarr suggested applying the same principles to Mississippi (the Brothers' home state), Mayor Everett of Fayette requested the Brothers, thru Lawrence, for a local show.

"This is more to me than just a TV show, more than just a concert," said LaMarr, "if you were there, seeing black and whites getting together for the first time, you'd know what I felt." Fayette proved the ideal choice, since Mayor Everett was the first black mayor of the city.

Chappell Reps Sherman Bros. Co.'s

NEW YORK — Chappell & Co. has signed an exclusive long-term agreement with Richard and Robert Sherman to represent the brother songwriting team's Sherbro Music, Goldilocks Music and Mirabelle Music.

Included in the agreement, reports Norm Weiser, vp and general manager of Chappell, is the music for the team's upcoming NBC special, "Goldilocks," starring Bing Crosby. It'll air Tuesday, March 31, with a repeat performance scheduled for Sept.

Weiser said that the association with the Shermans would eventually encompass Broadway, films and the general area of pop music.

The Shermans have penned the music for over 100 Walt Disney musicals, including "Mary Poppins," from which came an Academy Award winning song, "Chim Chim Cheree." They also did UA's "Chitty Chitty Bang Bang." On their agenda is a

Memphis Banquet To Salute Stax' Al Bell

MEMPHIS — A banquet saluting Al Bell, exec vp of Stax Records, will be held this Sat. (31) at the Albert Pick Motel, this city. Jesse Turner and Harold Whalum are co-chairmen of the event, which is headquartered through Al Bell Salute, Suite 208, 280 Hernando St. in Memphis.



THE SONG IS MIGHTIER THAN THE SWORD — and Michael J. Brody Jr. wields his pen at his RCA recording contract. The flamboyant oleo-heir cut his single, "The War Is Over," immediately after the signing. Present were his wife, Renee; Ernie Altschuler (RCA's division vp and executive producer, popular artists and repertoire—second from right); and Dick Etlinger (manager, RCA's business affairs).

During the past several days, the singer-heir has given away thousands of dollars and has captured the intrigued attention of the nation with his pronouncements for peace, his promises of cures for humanity's diseases and his general flambouyance. He has promised to give all the proceeds from the record to peace.

Kapp Contemporary Look Stressed In Realignment; Musso Named GM

Johnny Musso has been named general manager of Kapp Records, reports Harry Garfield, MCA Music vice president, and the label's executive VP. Musso joins the MCA division following a tenure as general manager of Atlantic Records west coast operation. It's understood that Syd Goldberg, who previously ran Kapp, is leaving the MCA organization.

The move adds additional emphasis to Kapp's plans for the overall construction of virtually a new label, one with a contemporary look, evidenced by the new executive's background in the industry, and further enhanced by firm's newly designed logo.

Musso, who joins Kapp this Monday (26) will operate from new headquarters in the Hollywood area "for easier access" and to encourage an "open door" policy. He will coordinate his activities with Garfield and VP Gil Rodin, both of whom are based in the MCA Tower on the Universal lot, where Musso will be temporarily housed.

"For some time Kapp has been identified with a continuing flow of

prestige recordings, primarily in the area of country and middle-of-the-road," said Garfield. "The record industry of today is chameleon like in nature, thriving best with an abundance of product diversification."

Born in Cleveland, Musso entered the record field with another MCA division, Decca Records, following his discharge from the U.S. Army in 1957. For the next two years he served the firm's branch as a promotion and sales employee.

In late 1959, he accepted an offer from Benart and Concord Distributors in the same city, where he labored feverishly as a local promotion man for three years. During his stay there, he earned an enviable reputation representing such labels as ABC-Paramount, Liberty, and ironically, Atco and Kapp, culminating in his elevation as Sales Manager for the distributorship.

Musso's next move was the establishment of his own independent promotion firm, which blanketed the entire midwest and included many of the leading labels of the day as clients.

In January of 1966, he accepted a lucrative offer from Imperial Records, to move to the West Coast as National Promotion Director. A number of major performers broke through for Imperial due, in part, to Musso's promotional prowess. They included The Hollies, Cher, Johnny Rivers and Jackie DeShannon.

Atlantic retained him in February, 1968, to helm their west coast operation as General Manager. His responsibilities included the coordination of local and regional promotion. At last month's Gavin convention, Musso was named west coast promotion Man Of The Year, resulting from his efforts in behalf of the Atlantic labels.



and Gil Rodin with new logo.

Epic Singles Score In Pop & Country

NEW YORK — Epic Records is offering a varied bill-of-fare in chart singles. Sly & the Family Stone are in the top 10 with "Thank You," while the Hollies are back in the chart swing of things with "He Ain't Heavy, He's My Brother," which started off slowly in this country, but has come on strong thanks to Epic's faith in the disk. Bobby Vinton continues his chart sounds with a revival of the country-pop hit, "My Elusive Dreams." In the country area, Epic is strong with newcomer Tommy Cash's "Six White Horses" and David Houston's "Baby Baby." Tommy is the brother of Johnny Cash.

One way in which Epic hopes to build for the future is its recent signings spree under the direction of A&R director Larry Cohn, who toured the nation, Canada and Europe to uncover artists, writers and indie producers.