

Harlem Festival Theme Distributed by Calla on Lo Lo

"Self Help Through Self Pride" is the theme of the Third Annual Harlem Cultural Festival, and a number of music business execs have put this ideal into practice.

Nate McCalla, President of Calla Records, announces that the Harlem Festival musical theme, an instrumental, will be released as a commercial single record on the Lo Lo label, distributed by Calla Records, coordinating a strong promotional campaign in conjunction with the Maxwell House Coffee sponsors of the Festival and the New York City administration, involved with the series of events.

Festival host and guiding light Tony Lawrence has joined with Lloyd Coward, a young businessman, President of the Wardo Realty Corp. and owner of Lo Lo Records, and Teddy Vann, co-producer and writer, to produce the single, "Harlem Cultural Festival." Artist is Tony Lawrence and the Cultural Festival. Lawrence, born in the West Indies, has studied



Tony Lawrence, Teddy Vann, Lloyd Coward.

music at Morgan State College and enjoyed a track career before entering the theater and sparking the Festival from inception.

All three principals and Nate McCalla stressed that the Harlem Cultural Festival theme will be promoted nationally as a commercial single, with its locked-in promotional values to the Festival evident. It was also indicated that the talent search of the Festival might unearth new names that could also be recorded by Lo Lo and distributed by Calla as follow-ups to the Festival theme single.

Criner Coordinates NATRA Show

NEW YORK — NATRA announces of the appointment of John Criner as Talent Coordinator and Producer of NATRA's "Public Show" (entitled "Soul Together" Festival), one of the major events scheduled for their forthcoming Annual Convention to be held from Aug. 13-17 in Washington, D.C.

"John is one of the truly great veterans of show business," said Del Shields, Executive Secretary of NATRA, "and based on his tremendous experience and know-how, we

know we will have a beautiful show on Aug. 15. It will be held at the Civic Center Auditorium, Baltimore, Md. at 8:30 p.m. The tickets are \$3.00, \$4.00 and \$5.00."

Criner is currently rounding up talent for the show. To date the following attractions have been confirmed: Stevie Wonder, Motown; the Emotions, Volt; C and Shells, Cotillion; Clarence Carter, Atlantic; Brook Benton, Cotillion; the Persians, G.W.P.; Archie Bell and the Drells, Atlantic; Lea Roberts, Minit; Candi Staton, Fame; and Ruby Andrews, Zodiac.

Blues Promo Society Planned

BEVERLY HILLS — Don Graham and Bob Krasnow of Blue Thumb Records are attempting to organize a society for the promotion of blues.

They have asked Jim Stewart of Stax to head the proposed foundation. The men hope to elicit support from recording companies deriving income from blues artists.

Congress Signs Soul Band

NEW YORK — The Greatest Little Soul Band in the Land, featuring the vocals and arrangements of J. J. Jackson, have been packed to Congress Records. Announcement of the exclusive Congress pact was made by Pete Garris, Sales and Promotion topper for the label. Group hails from England.

(Continued on page 40)

record world **R & B** BEAT WHERE IT'S AT

Smash of the Week: "Reconsider Me," Johnny Adams.
Immediate Hit: New Unifics. "Toshisumasu."

Moms Mabley continues to sell a ton of records. Miracles is in there getting heavy airplay and strong sales. The battle rages on the pop scene with key stations split up about evenly . . . Brook Benton is a smash in Phila. and spreading.

Giant From Phila.: "In A Moment," Intrigues, You. Big pop WIBG.

James Brown is #1. Right behind: Jr. Walker; Jerry Butler; Winstons; Isley Bros.; Stevie Wonder; Impressions; Emotions; Sonny Charles; Candi Staton; B. B. King; Miracles; O'Jays; Honey Cone.

Dyke & Blazers has flipped over to the B side, at WOL.

Fantastic: "Great Big Liar," Bunny Sigler, Neptune.

Stax album cuts are strong: "I Thank You," Mavis & William.

Al Perkins cut "Yes My Goodness" on Atco. Selling Detroit.

Top Pick of the Week: "Gang War," Corner Boys, Neptune. Gamble-Huff have really done it. Pick WJLB, Detroit . . . Instrumental Pick of the Week: "Blue On Green," Touch, Atlantic did over 12,000 in Newark, WNJR . . . "You Made A Believer," Ruby Andrews big Atlanta, Wash., Chicago, Balt. etc. . . Eddie Floyd broke big pop and R&B in Atlanta . . . New David Ruffin is "I've Lost Everything I've Ever Lost" . . . Powerful Joe Tex: "That's The Way" . . . Smash From Chicago: "Let Me Be the Man," Chilites.

Candi Staton has become very large . . . Swordsmen very big in Cleveland . . . Willie Hightower is a sureshot "It's Wonderful" . . . Great New Meters: "Ease Back" . . . Breakout From Chicago: "Tell Mama," Martha Velez . . . Breakout sales in Phila.: "I'm A Loser," Jackie Moore, Scepter . . . Sunny & Sunliners is #2 WJMO, Cleveland . . . Mad Lads a smash in Phila., spreading to other markets . . . Johnny Nash has a strong one: "Love & Peace" . . . Howard Tate is a giant in Detroit, now it broke in N. Orleans, Balt., Atlanta.

Both Ike & Tina Turners are getting good play . . . Powerhouse Buddy Ace is "She's My Baby" . . . Esther Phillips is getting good reaction.

Good play on "I'll Make It Up To You," Oliver Bush, Gamble . . . Good action on "Funky," Lee Dorsey . . . WOL is breaking "Till You Get Enough," 103 Watts Band . . . Gigantic airplay on "Six Pack," Apostles. Going pop at KLIF & KNUZ (Dallas and Houston) . . . Great reaction to the Erma Franklin "Savin' My Love" . . . Colossus all out on "Hate Yourself," Charlie McClendon . . . Action in Chicago on "Don't Give It Away," Syl Johnson . . . Memphis on Short Kuts . . . "Indian Giver," Chuck Bernard is on 22 stations . . . Good play on Debbie Taylor . . . "I Do," Moments is a smash in Phila. . . "Folsom Prison Blues," Slim Harpo re-orders in S.F., Chicago, Baltimore, Memphis, N. Orleans, Shreveport, Nashville . . . Scepter has a powerhouse "Ain't That Peculiar," George Tinley.

Giant sales on Young Holt album. The new single is "California Montage," from the film "The Winning."

Much interest in the new Lou Rawls: "Your Good Thing" . . . action in Balt. on "I Don't Know How," Persians . . . Deluxe pushing "Funky Lady," Soul East . . . Phil-LA pushing "Down Silent Streets," Buster Jones . . . New Little Milton is "Let's Get Together."

WJLB, Det. right on "In the Ghetto," Marlena Shaw . . . Minit has many stations on "Prove It," Lee Roberts . . . Many picks on "Only Your Love," Lorraine Ellison and "Chains," Sugar Cakes . . . Good NYC sales on Billy Mitchell group . . . Darrell Banks getting good play.

KATZ, St. Louis (Doug Eason & Donnie Brooks), Pics: Eddie Floyd; Moms Mabley . . . WHAT, Phila.: Impressions; Little Anthony.

Address all records for WJMO, Cleveland to P.D. Rudy Green.

WAOK, pics: Mitty Collier; Moms Mabley; Otis Clay; Eddie Bo . . . KDIA: Whispers; Francine Barker; Chuck Bernard; Brook Benton; Little Milton. On Impressions; Moms Mabley; Slim Harpo . . . KSOL, S.F.: #1—BB King; #13—Clarence Reid; Bobby Hutton; Buddy Ace; Debbie Taylor; "Time Will Come," Whispers . . . KATZ: #7—Intruders; #8—Major Lance; #16—

(Continued on page 40)