

Musical Instruments

Instrumentals Hit Big On the Charts

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Muddy Waters school. I like the criss-cross of moods."

Post said he "used cellos to create a Fender bass sound, used the string section to get a guitar sound and achieved a drum feeling from horns."

The instruments used on the Warner Bros.-Seven Arts' record were 10 violins, four cellos, one baritone sax, two tubin horns, two trombones, two pianos, one percussion, one drum, three guitars and a bass.

Inspiration

Post said the inspiration for the song came from Mason Williams who approached Post "with a little guitar thing he had written. I took four days to write the chart for the song."

Post, who arranged for a year before joining Jimmy Bowen at Amos Productions, said his background was that of a studio guitar man. "I was amazed at the fine musicians I knew in college that scoffed at anything that wasn't heavy jazz or heavy classical. I was willing to learn classical music but they weren't willing to learn the funky stuff."

James mentioned funky, too, but not in a direct sense, when talking about his record for Phil-L.A. of Soul. "I think the record is unique because of a combination of, and I hate to say, funky, rhythm. It's a communication. When you hear 'The Horse,' you want to move with it."

The instruments include two bass guitars, drums, piano, baritone sax, trombone, tenor sax and three trumpets. "This is the first thing I've done for Cliff Nobles & Co.," said James, who wrote "Booga-loo Down Broadway" and produced "Hitch It to the Horse," by Fantastic

Johnny C, now working its way up the charts.

New Dance

James said a new dance is being fashioned around "The Horse" and that the record is being played on all types of stations. "I really can hear the sound of a horse prancing when I listen to the record with my eyes closed," James said.

Hou seems rather perplexed at the popularity of his song. "It's geared to the mood of our times, I think. It's new here, but this is what they're playing in Africa," said Hou, a native of Johannesburg, South Africa. "The song is both sad and happy."

Only six instruments were used on the UNI record: trumpet, alto sax, bass, drums, piano and cowbells. Hou said that although it may sound like more than one trumpet on the record the sound was achieved by overdubbing in the engineering process.

Ernie Altschuler, vice-president, executive producer of pop & R at RCA, said the unusual effects achieved in the Hugo Montenegro records were actually performed by humans—a grunt and a man whistling.

"There is the lone trumpet figure in the background that creates a kind of lonely feeling. Actually, these records are a well-staged scene. The arrangers have made the charts very exciting."

"It took a long time for 'The Good, the Bad and the Ugly' to build," Altschuler said. "The record was released Jan. 2, 1968. This is a whole new bag that actually started with 'Fist Full of Dollars.'"

"We had another song, 'For a Few Dollars More,' that got tremendous air play but no rec-

AAA CHAMP WINS AGAIN

CHICAGO — Connecticut's Julie Ann Kasprzyk won her second consecutive U. S. accordion championship in the recent national competitions held here by the American Accordionist Association (AAA). The 20-year-old Ansonia girl won her 1968 championship over 50 other State and regional titlists. First runner-up was 20-year-old Joseph Robusto, of Batavia, N. Y., and second runner-up was 18-year-old Pam Parker, of Grandview, Mo. Miss Kasprzyk's triumph brings her a \$500 cash prize and a trip to Leicester, England, in September to play against champions from other countries.

ord sales. The disk jockeys thought we were kidding at first, but then this new Montenegro sound began catching on.

"I wish I could say this would have happened independently of the Italian westerns, but this sound is tied in with the whole thing Clint Eastwood has been doing in these pictures. They're now camp. The college kids dig these pictures and the music is part of the scene."

AMS Maps Plans for 64th Store

DETROIT—American Music Stores, Inc., which is scheduled to open its 63d store near Denver Oct. 11, has set April, 1969, as the target date for opening its 64th store in Toledo. In keeping with the chain's merchandising philosophy, the new stores will offer records, tapes and audio products, as well as musical instruments.

"We have a few more stores on the drawing board," said president Jack Wainger, who is serving his second term as president of the National Association of Music Merchants (NAMM). "The music business is great."

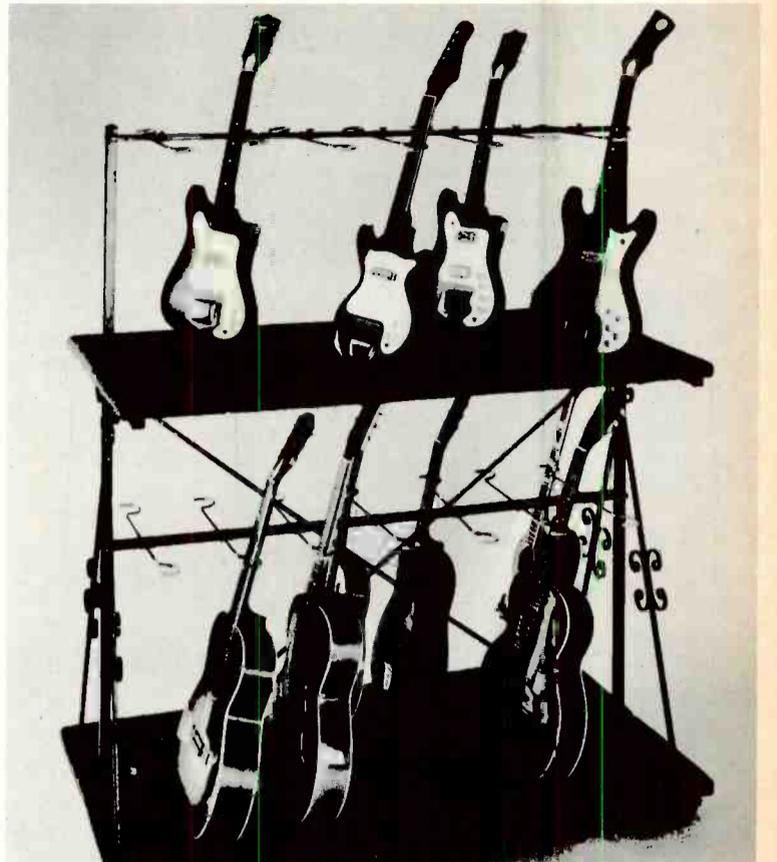
While musical instrument sales were down last year, American Music continued to register gains. For the nine-month period ending April 30, 1968, the chain achieved a net sales record of approximately \$22 million.

The Denver area store, which is retaining the name of the original Wells Music Co., will occupy more than 6,000 square feet in the giant shopping complex of Cinderella City in Englewood. The number of employees will be increased from 50 to 70.

Prior to opening the Denver area store, American Music will open stores in Troy, Southfield and Flint, Mich., and Rock Hill, N. C. The chain recently opened a store in Grand Rapids, Mich.

"A typical store of ours," said Wainger, "will have a volume breakdown of 40 per cent pianos and organs, 30 per cent audio products, 15 per cent instruments and 15 per cent records and sheet music. Our Denver store should be close to this."

"A lot of music stores don't have records. In fact, Wells



TARG & DINNER, INC., and its Maxwell Meyers, Inc., division have introduced this new mobile display unit for merchandising guitars and other instruments. The display consists of two carpeted plywood shelves with cushioned holders, mounted on casters. The unit, which is in effect a fretted instrument department, can accommodate 28 instruments and measures three feet in depth, five feet in width and five feet in height.

Job Corps Receives Guitars From Baldwin

WASHINGTON, D. C.—D. H. Baldwin Co. has awarded more than \$90,000 worth of guitar instructional units to 27 Job Corps centers across the nation as part of its Community Service program.

At a special ceremony here in the office of Congressman Robert Taft Jr. (R., Ohio) a guitar case containing 27 keys—one for each center—was presented to William Kelly, director of the Job Corps, by Lucien Wulsin, president of Baldwin, to symbolize the formal transfer of the instructional units.

Taft, who assisted in arrangements between Baldwin and the Office of Economic Opportunity, was presented with

a Baldwin guitar in recognition of his interest in the company's Community Service program, which got under way shortly after the Cincinnati race riots last year.

It was at the height of that city's riots that Wulsin suggested to Taft and local officials that "we should encourage youngsters to pick a guitar instead of a fight." Wulsin's "cool-it" philosophy sparked off the Community Service program whereby gifts of Baldwin guitars and instructional units are made to recognized youth organizations and agencies in disadvantaged areas in various parts of the country. At the present time, Baldwin has 73 such programs in operation.

Thomas Music Book Used as Selling Aid

LOS ANGELES—A music book, "The Magic of Music with Color-Glo," is being packaged with all new Thomas Organs as a selling aid to dealers.

The 64-page music book, written and developed by Joseph Buzzelli, general product manager for the Thomas Organ division, is designed to lead the consumer through Thomas' Color-Glo and into the Lawrence Welk-Thomas Organ music program.

"The Magic of Music" is divided into 10 chapters, ranging from an introductory music survey to notes and rests, four-quarter time and three-quarter time. The book retails for \$2.95 and is sold to Thomas dealers from the publisher, Belwin, Inc., of New York.

"The Thomas Organ program is a new concept in music instruction," explains Buzzelli. "Its approach to music provides instant musical enjoyment."



GLOBAL MUSICAL INSTRUMENT CO., INC., was one of several musical instrument companies to exhibit at the recent Navy Pier Housewares and Variety Show in Chicago. Global's exhibit included a wide range of Sorrento guitars. Shown on the left is Model 540N, a concert-size classic guitar with nylon strings, classic bridge, open head and two-inch neck. Model 439HB, shown on the right, is a two-pickup F-hole electric guitar, featuring thin line double cutaway body, steel reinforced adjustable neck, rosewood fingerboard and adjustable bridge.



JACK WAINGER, president of American Music Stores, Inc.

didn't have records. I would imagine it's about 50-50.

"I personally feel there isn't enough money in the record business. It's not profitable. I would advise a record dealer to diversify—go into instruments and audio products."