Musical Instruments

Instrumentals Hit Big On the Charts

* Continued from page 54

Muddy Water school. I like the cross-crisp 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 feel-

ing from horns.

The instruments used on the Warner Bros.-Seven Arts' record were 10 violins, four cellos, one baritone sax, one tuba, 11 trumpets, 15 baritones, two trombones, two pianos, one

pett, 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
taken. He took four days to write the chart for the song.

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

James mentioned funky, too, but not in a direct sense, when talking about the record for Phil-L.A. of Soul. "I think the
classical was the only background. I think the music is

of Johannesburg, South Africa. "The kind of music that 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: trum-

let, alto sax, bass, drums, piano and cowbells. Hou said that

though it may sound like more than one trumpet on the record the sound was achieved by over-
dubbing in the engineering proc-

Ernie Altschuler, vice-presi-

dent, executive producer of pop-

instruments and measures three feet in depth, five feet in width and

five feet in height.

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 5400, a concert-size classical guitar with nylon strings, classic bridge, open head and two

inch neck. Model 439H/B, shown on the right, is a two pickup F-hole electric guitar, featuring thin line double cutaway body, reinforced adjustable neck, rosewood fingerboard and adjustable bridge.

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 sta-
tions. "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 by the popularity of his song. "I thought we were kidding at first, but this is what they're playing in Africa."

"The music is from the horse." and that the record

In the store should be close to this.

AMS Maps Plans for 64th Store

The Denver area store, which

entry and is sold to Thomas dealers

and is not included in the 10.

was down last quarter time and three-quarter

time gains. For the nine-month peri-

With the Denver area store, the American Music Stores, Inc., which is

opened its 63rd store near Den-

ver Dec. 15, 1968, has set April, 1969, as the target date for opening its 64th store in Toledo. In keeping with the Baldwin's merchandising philosophy, the new store 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 Waiinger, who is

president of the National Association of Music Merchants (NAMM).

The music business is great.

While musical instrument sales

were down last year, Ameri-

can Music continued to register

'players. For the nine-month peri-

dec. 30, 1968, the chain achieved a net sales record of

approx-imately $22 million.

The Thomas Organ program

was expanded to include 10 additional areas in various parts of the country. At the present time, Baldwin has 73 such programs in operation.

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 fitted instrument department, can accommodate 28 instruments and measures three feet in depth, five feet in width and

five feet in height.

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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 pre-

sented 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 ar-

rangement 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 sug-

gested to Taft and local of-

ficials that "we should encour-
gage 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 were made to recognized youth organiza-

tions and agencies in disadvan-
taged 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 pack-

aged with all new Thomas Or-
gans as a selling aid to dealers.

The 64-page music book, written and developed by Joseph Buzzelli, general prod-

uct manager for the Thomas Organ division, is designed to teach "color-Glo," through Thomas' Color-Glo and into the Dance-Wells Thomas Organ music program.

"The Magic of Music" is in-
duced into 10 chapters, ranging from an introductory music sur-

vey to notes and rests, four-

quarter time and three-quarter

quarter time. The book retails for $2.95 and is sold to Thomas dealers from the publisher, Belwin, Inc.

"The Thomas Organ program is a new concept in music in-

struction," explains Buzzelli. "It's approach to music provides in-

stant musical enjoyment."