

BILOTTA BACKS STEREO SINGLES FOR JUKEBOXES

NEWARK—Johnny Bilotta, chief of Bilotta Enterprises, jukebox distributor, announced last week that he's willing to produce special stereo singles tailored for jukeboxes. "The timing is right," said the jukebox distributor. "There are more than 400,000 jukeboxes that will use stereo records."

Bilotta recently announced at a Music Operators of America seminar on programming that he'd lined up Roberta Quinlan to record product for jukebox play. At that time, he stated that jukeboxes automatically played the best sellers, but that jukeboxes needed easy listening tunes above and beyond these hits.

He said that if "the record manufacturers will make a small percentage of their productions in stereo—tailored for jukeboxes—I won't need to get into the recording business."

"I know that operators can make 10 to 15 per cent more money if they had a stereo product tailored for them," he said.

Although Bilotta pointed out that hit singles do most of the business on jukeboxes, he felt also that it's necessary for "all facets of the industry—manufacturer, distributor, and operator—to keep on open mind as to what the public will spend. In other words, everyone, including the location, will be better off if we give the public the type of equipment they deserve." Bilotta feels that upgrading the stereo will not only bring a greater flow of income, but please listeners more.

Col. Bows Catalog, Yule Drive

NEW YORK — Columbia Records has kicked off a two-month advertising, merchandising and promotion campaign on its best-selling album catalog, as well as on its new and standard Christmas LP's. The Columbia Christmas campaign, themed on "These gifts are alive!" is geared to reach more than 120,000,000.

Full-color rotogravure spreads will appear in 31 key-major-market

newspapers and will feature the label's best-selling product, as well as new and standard Christmas LP's. Although these spreads will be the backbone of the campaign, they will be supplemented by ads in national trade and consumer magazines and "tuned-in" coverage in underground publications. The Columbia series of ads will highlight product which will appeal to the audience of each of the

MGM Racks Up \$4 Mil. in Orders at 3 Sales Meets

NEW YORK — Capitalizing on a series of regional sales meetings here, Los Angeles and New Orleans, MGM Records racked up more than \$4 million in orders, reports label president Arnold Maxin.

Maxin, also head of the Pig 3 publishing firms, feels that this is the first indication of new vitality and drive in the record label. Together with Lenny

Scheer, director of marketing; Sol Greenberg, LP sales manager, and Art Denish, Verve and Verve/Forecast sales manager, Maxin visited with distributors in the three cities.

The new product shown to distributors included albums by such artists as Luke the Drifter Jr., Connie Francis, Animal, Wayne Newton, Ben Colder, Stonemans, Cowsills, Hugh Maskela, John Sebastian, Lovin' Spoonful, Mothers of Invention, Rare Earth, Ella Fitzgerald, Danny Schless, the Blues Project, Richie Havens, Tim Hardin, and Street.

The releases also include two soundtrack albums—"The Shoes of the Fisherman" and "Ice Station Zebra," as well as seven repackaged albums by Hank Williams.

Disneyland to Hold Parleys

LOS ANGELES — Disneyland Records will have a series of distributor-dealer meetings to present new product from the studio's new "Winnie the Pooh and the Blustery Day" featurette.

The meetings in eight cities are also unveiling new albums in the Anta sound series, consisting of music from stage and screen properties.

The film is being shown to tradesmen at meetings here, St. Louis, Chicago, Philadelphia, Cincinnati, San Francisco, Cleveland and Miami. It opens Christmas around the country.

A troupe of costumed actors is making the rounds to promote the film, stopping at children's hospitals to give copies of "Pooh" albums.

Lin B'casting Buys Starday-King For \$5 Mil; Execs, Policy Retained

By BILL WILKINSON

NASHVILLE — Lin Broadcasting Corp., owner of communication outlets, has purchased Starday and King Records and their affiliated companies for \$5 million.

Fred Gregg Jr., Lin's chairman of the board and president, said this would mean a great expansion program here. "It will mean an additional \$6 million to \$8 million in gross income to the Nashville music economy," he said.

The corporate structure of Starday-King will remain the same, with Don Pierce, president; Hal Neely, vice-president; Jim Wilson, vice-president for marketing; Johnny Miller in charge of the Cincinnati office, Henry Glover, manager of the

New York office; and Marlan Dodson, general counsel.

"Nashville now will be a complete operation in the rhythm and blues field," Pierce said.

Pierce said James Brown now would record here, and would bring in the "right musicians for the r&b sound." Just having Brown record here, he said, would give tremendous impetus in this direction. "Now that we are working under a huge corporate structure," Pierce said, "we can effect economies, efficiencies, acquisitions and total expansion. We can compete for larger acts, go after great catalogs." He made it clear, though, that the sale in no way affects the operation of the business or its past policies.

Both Gregg and Pierce said they plan new overseas music companies in England, Germany and France at first, and eventually in other nations. Pierce said the firm would expand its overseas distribution and exploit its various companies around the world.

The Starday president said he was obtaining a record club contract for King with Columbia, RCA and Capitol, the same ones with which Starday now has an arrangement. He said the club membership would include James Brown.

Pierce, one of the founders of the Country Music Association, was Billboard's Country Man of the Year in 1962, and is vice-president of RIAA. Starday was founded in 1952 in Los Angeles, and moved here in 1957.

Recently (Billboard, Oct. 26) Starday acquired the King Records operation. Those holdings

included the record and distribution operation and masters, Lois Music and its publishing subsidiaries, the Royal Plastics Pressing operation, and the long-term contract of Brown. Starday holdings include Hollywood, Look and Nashville Records, and Starday, Tarheel and Kamar Music.

Miami Festival Popping Out at Ticket Seams

MIAMI—Tickets sales for the Miami Pop Festival have already soared above 5,000 and are coming in from all parts of the nation, reports festival president Tom Rounds. Already, 23 major Top 40 radio stations are promoting the festival and sponsoring contests to send listeners to the event. More radio stations just added to the promotion include KNOE in New Orleans, WXCL in Tampa, WAKY in Louisville, WIXY in Cleveland, and WFLI in Chattanooga.

Gov. Claude Kirk of Florida has just given his official endorsement of the festival as a cultural event. It will feature between 30 and 40 of the world's major groups and artists Dec. 28-30 at Gulf Stream Park in nearby Hallandale. Rounds said last week that he was now negotiating for TV rights to the event with Talent Associates through Steve Binder and Dan Melnick.

Levine & Resnick Prod. Is Formed as K-K Subsidiary

NEW YORK — Levine & Resnick Productions has been formed as a subsidiary of Kasenetz-Katz Associates by Jerry Kasenetz and Jeffrey Katz, who will administrate the new firm for producers Artie and Kris Resnick and Joey Levine.

Kasenetz-Katz Associates also has signed the Resnicks as artists. Artie Resnick's first single, "Balloon Man," written by Joey Levine and Resnick, is being released on White Whale Records, who plan a follow-up album. Resnick's writing credits include "Good Lovin'," a million-seller for the Rascals, and the Drifters' hit "Under the Boardwalk," both on Atlantic; "One Kiss for Old Times' Sake," a Ronnie Dove hit on Diamond, and "Little Bit of Heaven."

Studio sessions for a Kris Resnick LP and single are slated for this week. With Levine, she has written "Shake," "Down at Lulu's," "You Got the Love," and "Chewy Chewy," a current Ohio Express hit on Bud-dah.

Artie Resnick and Levine have collaborated on "Quick Joey Small," a Kasenetz-Katz Super Circus single, and Ohio Express' million-selling "Yummy Yummy, Yummy," both on Bud-dah.

As producers, the Resnicks and Levine have had 10 chart singles in 10 tries, including "Yummy, Yummy, Yummy," "Down at Lulu's" and "Quick Joey Small," which they co-

produced with Kasenetz and Katz. They also produced "Chewy Chewy" and "Shake" for Kasenetz-Katz Associates.

W-7 to Distribute The Dome Label

LOS ANGELES — Dome Records, a new label owned by Hal Landers and Bobby Roberts, will be distributed by Warner Bros.-Seven Arts. All products will be issued on Reprise with joint label identity.

First product spotlights comedian Richard Pryor, but the new label also plans releasing contemporary music groups.

Roberts and Landers are active in film production, having recently completed their first film for MGM, "The Gypsy Moths" with Burt Lancaster.

Peer Intl. Publishes Scruggs Guidebook

NEW YORK—"Earl Scruggs and the 5-string Banjo" is being published by Peer International Corp., the first book ever published by the firm. The book is available in both soft-cover for \$10.95 and hard-cover for \$12.95 and is being sold through regular channels. Flatt and Scruggs will appear on the CBS-TV Beverly Hillbillies on Wednesday (20), when Scruggs will plug the book.

Rule for Ops In Tax Case

ALBANY, N. Y.—A sales tax case that could have far-reaching effects in the coin machine industry ended here last week with a victory for New York operators. The State's highest court unanimously ruled that New York's sales tax cannot apply to the gross receipts from jukeboxes and amusement games.

Widely publicized as the Bathrick Case, the litigation dated back to Aug. 1, 1965, the date the sales tax went into effect. From that time on, most New York operators have been submitting their tax forms under

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Sears Recording in Expansion Moves

OMAHA — Sears Recording, an eight-year old studio here, has expanded its facilities in a drive to "lure" artists from Chicago, Kansas City and St. Louis.

The company at present is working with 4-track equipment and plans offering 8-track next year. Sears' 4-track rates are \$35 an hour weekdays and \$45 weekends.

UNICEF NAMES OFFICIAL SONG

NEW YORK—"There's a Baby," by Alan Bernstein and Victor Millrose, has been selected by the United Nations as the official song for the United Nations Children's Emergency Fund (UNICEF). The song, published by Emarcy Music (ASCAP), has been recorded by Jerry Vale for Columbia.

The song, which will be translated into several languages, will be used in UNICEF drives throughout the world. "There's a Baby" will be introduced on a 22-country TV special for UNICEF. The record is being programmed on Radio Free Europe.