

Country Music

Cash Firm Formed —Mrs. John Named

NASHVILLE—Formation of Johnny Cash, Inc., a firm concerned with the promotion and public relations aspects of the country artist, has been formed here headed by Mrs. Barbara John.

Mrs. John will supervise all news releases and other activities dealing with Cash. She currently is traveling with the Cash show.

Temporary headquarters, until Cash can acquire his own building, will be at 201 Liberty Circle, Madison. Mrs. John's daughter, Becky John, will man the office.

Mrs. John spent several years with Artists Consultants in Los Angeles, booking all of the country acts for that firm, and was promotion manager for KGBS. She, with Dick Clark, created the "Swinging Country"

concept, and she spent 15 years in television.

It was revealed through this office that ABC has picked up the option on the "Johnny Cash Show" for next year, and it is up to the artist to make the decision as to whether it will continue in January.

The company also announced that the 100,000 who watched the Johnny Cash show at the Wisconsin fair in Milwaukee last week was the largest crowd ever to see a show in the state of Wisconsin.

Cash also has shows schedule for the Hollywood Bowl, a tentative appearance at Madison Square Garden, and six television shows planned for the coming months. He will be home only 15 days between now and the first of the year.

Reeves Replaces Walker As 'Country Carnival' Host

NASHVILLE — Del Reeves has replaced Billy Walker as host of "Country Carnival," the Show Biz syndicated version of country music's big top, now entering its second season.

The show, now in some 50 coast-to-coast markets, already was successful, and is expected to pick up impetus with Reeves playing the part of ringmaster. Backing up the United Artists singer will be Chase Webster and Jamey Ryan, both new talents on the Show Biz Records label.

Reeves brings to the "Country Carnival" a reputation for showmanship and record sales. Nineteen of his last 20 singles

have been on the Billboard charts. He also has played eight Hollywood movie parts and has had scores of network appearances.

Webster, best known in music circles for his writing and recording of "Moody River," recently returned here after three years in Hollywood working with Michael Landon. "Reuben James," his first release on Show Biz Records, is moving toward the charts. Miss Ryan, a former Texas beauty queen, is about to have her first record released on Show Biz. She formerly was with Columbia.

Stringer Clamps Down on Use of Countryopolitan

NASHVILLE — Musician-singer Lou Stringer has notified some 20 radio stations, through his attorney, of his ownership of the copyrighted and registered mark "Countryopolitan," and advised them they must be licensed to use it.

The action again stirs a controversy in the use of a trademark. Connie B. Gay, radio station owner, Country Music Association director and philanthropist, long has owned the copyright to the name "Town and Country," but has allowed widespread use of the same.

Use of the name "Opry," a portion of the registered "Grand Ole Opry" recently was argued in litigation here, and the Federal court ruled in favor of WSM, the copyright owner.

Stringer said he invented the "countryopolitan" name while enrolled at David Lipscomb College here where he was working on a degree in music. The name appeared in an essay, and he used it to refer to the music of Cliff Parham who, he said, was the first Nashville arranger to utilize violins in recording sessions of country music. Stringer at the time was a copyist for Parham.

Registers Name

Later the musician registered the name in Washington, and used it as the title of a publication he circulated. His "Countryopolitan" newspaper, disbanded a few months ago, will be revitalized in time for the coming country events of October, he said.

"I'm not trying to make a lot of money on this," Stringer ex-

plained. "A license will cost only a moderate amount. Yet the name belongs to me, and my lawyer feels I am entitled to license its use." The lawyer, F. Clay Bailey, has sent out the letters and "will continue to do so" wherever discoveries are made of the name being used.

Stringer says this is for the good of the station involved as well as for himself. "For one thing I'm offering exclusivity," he said. "If one station in any market is using the name 'I'll license that station so that no one else may use it." He cited New Orleans as an example. "In that city now two stations are calling themselves 'Countryopolitan,' so I'll simply have to decide which of the two can continue to use it. It will be the station which does the better job of programming, and generally upgrades country music."

Stringer points out that, although he did not get his copyright until 1966, he had the term in general use prior to that time. "Some stations," he

said, "discovered long ago that I held the rights. WSIX here at first called itself 'countryopolitan' but later changed that to Metropolitan Country."

Refusing to name a price for a license, he said it would be up to his attorney to make that decision. "But it won't be outrageous," he commented. WSM has never allowed the term "Opry" to be used legally away from the radio station's broadcast. A copyrighted name, it refers only to the program broadcast on WSM on Saturday night, and not to any touring show, regardless of who the artists may be. Lawsuits have cleared the air on this matter.

Gay, who has used his "Town and Country" since 1946, and got his registered service mark a few years later, polices the use of the term (as it relates to country music) in many ways.

Gay said he usually asks a station to send him a dollar, and a letter acknowledging that the service mark is being policed. "That not only protects my mark, but makes me a lot of friends," Gay stated.

Spot-Less 'Opry' To Be Syndicated

NASHVILLE—The authentic tapings of the "Grand Ole Opry," done originally for the National Life and Accident Insurance Co., have been stripped of their commercials and are being syndicated in 50 markets.

Elmer Alley, producer of the show, said the program has been renamed "That Good Ole Nashville Music," and is sponsored for the most part by Purina Dog Chow.

"Most of these markets are in the Southeast and Southwest," Alley said, "and most of them are being seen for the first time in the market."

Alley said Purina flew in a team from the West Coast and filmed new commercials for the 30-minute programs, done by Roy Drusky, George Hamilton IV and Bobby Lord. They were

all outside shots, taped on location in Tennessee. The programs, sponsored by National Life, were originally shown in about 12 select metropolitan markets.

Once the word was out concerning the Purina sponsorship, an Indianapolis station approached WSM-TV, which owns the tapes, and asked that they be sold on an open-end basis as well to be used in markets not shown by Purina. Brad Crandall, operations manager, said the Indianapolis market will be the first to receive it on this basis. He plans similar sales to additional stations.

There are 26 of the shows on videotape in color. The Purina shows are scheduled to begin in mid-month in most of the markets.

Nashville Scene

By BILL WILLIAMS

Russ Carlyle, of big band fame, came in and cut a country song at the Woodland Studios here. Independent producer Troy Shondell produced. Shondell also wrote the tune. Carlyle will appear on the "Joey Bishop Show" Sept. 16 and will sing the Nashville recording "River of Time." . . . Shondell is now recording on the International Tape Cartridge label, ITCO.

Diane McCall, a fine artist in her own right, now has joined the Charley Louvin group as part of the act. Charley, by the way, is staying with his L&O Agency, and has just signed a long-term contract. . . . Jack Barlowe, in great demand, played the "Grand Ole Opry" in all three performances Saturday, Aug. 23. That includes the matinee. His new single, "Pauline," is breaking well, along with his new LP "Son of the South." . . . Doug Kershaw, who is booked into nearly every festival in the country, also plays the "Joey Bishop Show" in early September.

The Nashville Scene was brightened by an appearance from Leon McAuliff, an infrequent visitor, who is marking his 35th year in country music. Here from his Rogers, Ark., home where he owns radio station KAMO, he reports that he still is on the road with his band about three days a month (he books himself), and all members of the group have regular daytime jobs. Leon started his career with Bob Wills on the Texas Quality Network. He hopes to record again, playing instrumental music. . . . Secret Service agents

confiscated photographs from Southern Graphic Industries depicting a pretty model wrapped in a U.S. currency bikini and sitting in a haystack of dollar bills. The photos were to be used for an album cover by Little Darlin' Records. . . . A few weeks earlier, some "funny money" matters had to be cleared up on the West Coast by another artist. . . . Lawrence Welk was quoted while passing through as saying that Clay Hart, who sings country, is topping every show he puts on. . . . Screen Gems is scoring quickly, with new releases in one week with Eddy Arnold and Bobby Lewis. . . . Neil Merritt points out that Frank Hognson is on the Stop Label, and is breaking strong with his first release. . . . The Apple Sisters, Donna and Nancy, report from Florida that their reception has been a great one. . . . Bobby Lee into Nashville Sept. 19 for a session with Musicor, produced by Eddie Noack. He is booked through Bill Wilhite at Big Star Talent.

Executives Dick Blake and Jerry Rivers have formed Star Photo Service, having purchased the complete facilities of the Cullen Felts Photographic Service. This company long had served the entertainment community with mass volume release print photographs, mostly for advertising and promotional purposes. . . . Peter Goddard, writer for the Toronto Telegram, calls the Stoneman Family "The soul of country music." He refers to their new act as "elo-

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Jerry Rivers shows Dot recording artist Jack Barlow the terms of the contract Barlow has signed with the agency.

2 New Hosts Of WSM Show

NASHVILLE—In a major shuffling of talent, Ed Bruce, Monument artist and Pete Sayers, MTA recording performer, have been named co-hosts of WSM-TV's full-hour live country program, "The Morning Show."

Boyce Hawkins, RCA, who formerly hosted the program moves to "The Afternoon Show," a show similarly formatted. Ted Bart, Dot artist who had hosted this show, moves away from television and into a radio program of his own which he will co-host with various artists. The first week co-host was Tupper Saussy, composer of the Neon Philharmonic, and producer of that group's recordings.

Brite Star's Pick Hits . . . Brite Star's Pick Hits . . .

- Muddy Mississippi Line—Bobby Goldsboro (United Artists)
 - Yesterday, When I was Young—Roy Clark (Dot)
 - Salvation Army Lassie—R. McPlastens (Alley)
 - Steppin' Down—Frederick Knight (Maxine)
 - Birds and the Bees—Rosalie Long (RO-Ark)
 - Ladder of Love—Jack Nelson (Kajac)
 - I'll Save the Last Dance for You—Damita Joe (Ranwood)
 - Thing of the Past—The Unwanted Children (Murbo)
 - A Time for Us—Lon Ritchie (Riparia-D-Oro)
 - Gonna Have to Put You Down—Oscar Bishop (Maxine)
 - Friendship and Comfort—Lee Wilson (Rich-R-Tone)
 - Installment by the Bottle—Ray Crowder (Camaro)
 - Hands—Ronie Barth (Cherylaine)
 - Growin' Up—Tex Ritter (Capitol)
 - Hey Girl—Tilis (Reco)
 - I Can Remember—Peter & Gordon (Capitol)
 - You Gotta Have Love—Geraldine Altmyer (Gerry)
 - Individual of Society—Basis of the Thing (Chi-Line)
- For Promotion, Distribution, Deejay Coverage, Press Release Service, Major Label Contacts, Movie Promotion see Brite-Star's Ad in Billboard's Class. Mart Today; SEND YOUR RECORDS FOR REVIEW TO: Brite Star Promotions, 209 Stahlman Bldg., Nashville, Tenn.

Brite Star's Pick Hits . . . Brite Star's Pick Hits . . .