**Stereo Rattles Stations—Mtrs. Strangle Monaural Phasing Out To Choke Supply**

**SOUND PULLS A 'HOUDINI'**

NEW YORK — There is a definite "sound disappearance" when a stereo album is broadcast in an AM station, according to Vai Valentin, chief engineer for MGM Records. "Not every information can be broadcast from a stereo album on a monaural machine," he said, "but added that we were working on the problem."

**East Germany Bans U. S. Acts**

BY OME R ANDERSON

EAST BERLIN — The State Ministry of Culture of East Germany, which approves the programs of all radio and TV stations in the country, has decided to bar American music stars and recording companies from the GDR. The ministry has said that currently only Communist ideologists are invited to perform in the country. Americans are still allowed to perform in East Germany as part of a "workers' culture" tour, but American artists will not be allowed to perform as solo acts. This is likely to revolutionize the music scene in East Germany.

**Computer Cable Cue Marketing Revolution**

BY MILDRED HALL

WASHINGTON — The key factor in the marketing of music in home entertainment in 1968 and beyond will be the communications and distribution revolution that is already underway. Each industry and government communications planners predict that everyone from the manufacturer to the consumer will be affected. The new tools of that revolution will be cables and computers.

When the publishers speak of cable, it is in the new multi-channel cable that will revolutionize the American entertainment and shopping services by two-way telecommunications in the home. When they speak of computers, it is in the new sense of computer networking that will revolutionize the ordering, inventory, and sales pattern for all products. It will be particularly vital in such areas as publishing, where the computer centers with "lightning processing capabilities."
This one means action!

KEEP THE BALL ROLLIN'

C/w Manhattan Safari #9417

AL HIRT

RCA VICTOR

www.americanradiohistory.com
Epic Take Hits New Peak 6th Yr. in Row

NEW YORK — Epic-Okeh Records reflected off another banner sales year in 1967. According to Leonard S. Levy, the label's vice-president for sales and distribution, this is the sixth consecutive year Epic-Okeh has topped the previous year's take.

The end of the year highlighted to this successful sales pattern has been the new Donovan LP release, "A Gift From a Flower to a Garden" (the twelfth set), "We Wear Your Love Like Heaven" and "For Little Ones." Levy reports heavy sales response across the country with special emphasis going to the latter title.

Other artists figuring in the company's sales spurt have been Lee Hazlewood, the Hollies, the Dave Clark Five, the Staple Singers, the Kaleidoscope and the Prague National Theater's recording of Janacek's opera "The Makropulos Case.

Lulu clicked with the million-plus-seller "To Sir, With Love" and is currently riding high with the single, "Best of Both Worlds." As the film, "To Sir, With Love," in which Lulu appears and sings, continues in popularity around the country, Epic is now back on a two-week "hit parade" list.

Levy also reports that Vinton's new album, "Please Love Me Forever," which includes his hit single of the same name and his current single, "Just As Much As Evey," is picking up top sales reaction, which indicates a resurgence of popularity for Vinton which has been building through 1967.

Circulation, scope

Hollies Ride High

The Hollies are riding high with their current LP, "Darling/ King Midas in Reverse," featuring their two hit singles of the same title. The Dave Clark Five is scoring once again with their latest single, "Everybody," and the Staple Singers are riding both the pop and rhythm & blues charts with their single, "For What It's Worth."

Other recent Epic albums in 1967 include "Side Trips" and "Beacon From Mars" by the Kaleidoscope.

The singing duties of producer Larry Williams and Johnny Watson had one of the big R&B singles of the year with their vocal version of "Mercy, Mercy, Mercy" on the Okeh label. Currently their recording of "Nobody," done with the Kaleidoscope, is picking up top sales. Walter Jackson, another mainstay of the Epic-Okeh labels, was a consistent high-seller and his current single, "Everyday," is gaining momentum.

(Continued on page 6)

Pate Sees Migration To Chicago Mounting

CHICAGO — "More of the larger companies are going to do what ABC, Brunswick, Decca and other labels have been doing," said Chicago's top arranger-singer Johnny Pate, "and start setting up permanent recording operations in Chicago.

"In a Billboard interview last week during which he disclosed his plans to resign as ABC Midwest division director which he's held for nearly five years, Pate explained: "The exodus from Chicago by recording people who saw in the sixties that the industry was becoming the mid-west recording center for the industry. It's a great concern to the downtowns, which means a lot of tax money is lost through. Today you've got to record artists where you find them. And frequently you find them on the road."

Atlantic Sales Doubled in 1967; 8 Singles Hit Gold; Albums Spurt

NEW YORK — Atlantic-Atco Records wound up its sales take for 1967 at 100 per cent over the previous year's total. The company celebrated the third year in a row that the company doubled its sales over the previous year.

Stax-Volt Records, Jim Stewart's commercial label distributed by Atlantic, also had a 100 per cent increase for the year. The Memphis sound of Stax-Volt scored oversells as well as critical acclaim and the company consolidated its position among the leaders in the rhythm & blues field.

The Atlantic-Atco combination was especially effective in the single market over the past year, scoring with more than 100 singles on the Billboard charts. During one week in the summer of 1967, Atlantic set an all-time high for the record industry with 18 singles on the Billboard charts. The company also moved to the forefront of the album business with 40 charted LPs, including eight singles albums recorded by Atlantic. The company sold for sales of 1 million during the year and the gold records began to roll with sales of over $1 million.

This year's first gold record certification from the RIAA (Recording Industry Association of America) was presented to Atlantic's "Never Love a Man (The Way I Love You)." Respectfully, "Baby, Baby, Baby," Bill Withers and Aretha Franklin "Groovin'" with the Young Rascals, "Stranger on the Shore" with Mr. Acker Bik, "Sweet Soul Music," "Green Onions" with the Mark E. Johnson Band and "In The Land of Sam & Dave on Stax. The two albums that received gold awards were Aretha Franklin's "I Never Loved a Man The Way I Love You," and Bikl and Johnny's "Shangri-La Dies."" (Continued on page 6)

Decca Distribut in Milwaukee

NEW YORK — Decca Distributing Corp. has opened a branch in Milwaukee, Wis., the company's 22nd company-owned branch. The opening was announced by Sidney N. Goldberg, Decca's vice-president and general manager, in a letter to the Editor of Billboard.

In moving into the Top 40 singles market, the company has signed the Georgia Regents and the Boston-based rock group, The Johnstones. The singles will be issued under the label Decca and will not form a subsidiary label, said Command president Lorne Becker, because we want to develop the label as a complete music-record entity. Command consists, as Bill Graczyk, a former owner of Top 40 hits, began issuing classical product in 1961. This marks the label's first foray into the Top 40 market since that time. The Crome Syrens' first single "I Crie for the Cry," b/w "Crystals," is set for immediate release. Their first album, "Shake," was released Jan. 25.

Pate Sees Chicago Mounting

Decca's Milwaukee branch will service most of Wisconsin, along with Michigan, Upper Maine, Illinois, Iowa and Nebraska. It began its career in January as a part of Decca's central office, Milwaukee branch, in 1955, it was shifted to Milwaukee and has served as that city's sales manager ever since.

Paul Whiteman Dies at Age 77

NEW YORK — Paul Whiteman, the legendary "King Of Polkas," who died of a heart attack in Doylestown, Pa., Whiteman, who was 77 years old, was a part of the nation's consciousness for some time at his home in Bucks County, Pennsylvania.

Whiteman was known for introducing jazz to orchestras. He was one of the first to perform George Gershwin's "Rhapsody in Blue." His orchestra was also the starting off point for many such names as Jimmy Dorsey and Roger Williams.

A&M Contest To Merit Man

LOS ANGELES — Gene Silverman of Merit Music Distributors, Los Angeles Baja Marimar Band Mountie, has announced that a contest is being sponsored by A&M Records for the best recording of a composition for the contest. The contest was announced by Silverman, who is also the starting off point for the composition. The contest was sponsored by A&M Records.

Concerts were being Silverman in the judging were Will Hbert, Consulatting Director, Distribution, A&M Records, and merman, Baja Marimar Band Mountie, who was announced in the judging. Silverman announced that a contest was being sponsored by A&M Records for the best recording of a composition for the contest.

A&M Contest To Merit Man

The label is whipping up a contest for the best recording of a composition for the contest. The contest was announced by Silverman, who is also the starting off point for the contest.
ELVIS PRESLEY's custom built gold Cadillac is being shipped to Australia where it will be put on display in key cities with all viewers' donations going to Australian charities through the National Benevolent Society. The car is filled with hundreds of toys which are Presley's personal gift to various children's organizations in Australia.

Music of '30s Marks Epic's Encore Debut

NEW YORK — Epic Records is introducing an Encore Series of jazz and swing music from the 1930's. The first release includes material by Johnny Hodges and his orchestra featuring Cootie Williams, tap dancer, Duke Ellington; Battery Hackett and his orchestra, the Duke's Men with Barney Bigard and his Jazzzappers, Rez Stewart and his orchestra, Two Tones, Johnny Hodges, and Cootie Williams, which includes six songs — "Cherry Berry," "Red Nurse" and All Star Narrative and featuring Clarist (man) Taylor, "Brownies" and Mickey (Clarinet) Baker, Ernie Perley and Bud Johnson.

The albums, available in monaural and rechanneled stereo, were produced by Frank Drake. Each is in a de luxe open-fold package with photographs of the featured artists.
A January First!

Here it is. The strongest album list that Columbia's ever started off any year—or any month—with. Great stars. Great sounds. Great sales. And there's a lot more coming next week.

On COLUMBIA RECORDS
Lou Levy exited MCA Monday (1) to set up his own publishing interest, as yet unnamed, at Levis, Music, which he sold several years ago to MCA for $3 million. He then became head of MCA-Levis Music, the publishing division.

John Billinis and Lou Klayman have been named vice-presidents of the realigned Consolidated Distributors, Inc. Stan Jaffe, Stan Solomon, Herb Rosen and Al Feuerberg continue in their present positions. Named to the board of directors of the A.B.C. Records subsidiary were Samuel H. Clark, Larry Newton, Lou Lavinthal, Howard Stark and Klayman.

Boyd Parker is the new national sales director. He previously was national sales director for Uni Records.

Richard Schwartz has been named national sales manager of Roulette Records. His new duties are in addition to his work as national promotion director of the label. He takes over for the resignation of Louis Cohen, effective this week, who was named to the post of promotion director of Roulette the past one and a half years. This is his second stint with Roulette. He worked there for 5 years from 1950 to 1955 as Personnel Manager.

Vince Jeffers has been promoted to marketing director for Walt Disney Productions, where he will also work on record distribution. Jeffers has been with the company since 1951.

Nicholas Gerynski has been appointed purchasing agent at Liberty Records. He will report to Sy Zamos, manager of the internal audio division.

Joe Alpert, formerly with Custom Record Manufacturing Co., has joined the Senset division of Liberty Records as national sales manager.

Lee Lebowitz has been appointed production supervisor of both Billboard and Merchandising Week.

Lee Lebowitz has been named creative director of Billboard, working with both the East Coast and West Coast sales departments on a new creative sales concept. Lebowitz joined Billboard in 1951 and was appointed art director in 1965.

Bryan Millman is now the new press representative for Elektra Records. She reports directly to Danny Fields, Elektra's director of public relations.

Ted Fulmer, formerly with Western One-Stop, has been appointed national sales manager.

Tom Wilson to Induce Produce ABC Records

NEW YORK — Tom Wilson will produce a second independent- basis dependent for ABC Records. Wilson's firm is Rasputin Productions, a label he has started with the legendary label, and he will appear on all products he produces for ABC.

The label's name, Wilson announced, is that arranged by the Bagatelle, a new group, and by the Fraternity of Man. Groups will have albums in March.

Wilson, who resigned his adm at ABC Records this week, on to form his own company, has produced Bob Dylan, Simon & Garfunkel, the Mothers of Invention, the Velvet Underground and the Animals.

He entered the music industry after his graduation from Harvard by founding Tradition Records, the label that discovered Odetta and recorded Donahue and a number of non-commercial artists. Wilson is also an aide to the ad staff of United Artists Records and Sevcon Records and was recording director for Audio-Fidelity.

In addition to independent production, Wilson will also be involved in publishing and management.

Cap's Lawyers Know Industry From A (Artist) to Z (Zither)

LOS ANGELES — Robert E. Carp, a Capitol vice-president and legal counsel, expects his staff of six to keep Capitol companies legally informed and be industry-informed themselves.

After explaining that Capitol practices "corporate preventive law," to "snuff out small fires before they erupt into major blazes," Carp's vocabulary also changed from jargon-prudence juror brought in for courtroom language most used in record-sting situations.

Carp likes his staff to be "industry-informed" by reading trade publications, being hip to the "charts" and to be familiar with Top 40 radio stations and Capitol material "bubbling under" the Hot 100.

"Lawyers just can't negotiate contracts with artists or give advice to management unless they are aware of trends, merchandizing techniques, retail outlets and news of the industry."

"Industry-informed" is the attitude that all legal affairs, including Capitol's holdings in the non-entertainment market. Carp's legal crew involves itself in artist-composer-negotiator contracts, copyright laws, suits and financial agreements.

Carp's reports from Carp's executive offices range from legal technicalities concerning the firm's investment holdings in Bakerfield, to financial contracts in support of new motion pictures and Broadway shows. "Our function is not only corporate," he says, "but also law of speculations, including legal knowledge in non-entertainment."

Carp's staff has been involved in all phases of corporate management, from contracts and general practice law.

Mr. de Chir | Continued from page 3

Carlo Davis, Pat is regarded here as one of the creators of what became known as the "すると." "Basically," he said, "this was the first use of a concept that was used first with Major Lance, the Impressions, Gene Chandler and Ben E. King. On Chandler's "Just Be True" we used violins and french horns with rhythm."
START THE NEW YEAR BRIGHT!

Stone Smash!
KING CURTIS
I WAS MADE TO LOVE HER
Atco 6547
Produced by TOM DOWD & TOMMY COGBILL

Break Out!
SOUL BROTHERS SIX
WHAT CAN YOU DO WHEN YOU AIN'T GOT NOBODY
Atlantic 2456
Produced by WAYNE PRODUCTIONS

Solid Hit!
BILLY VERA & JUDY CLAY
STORYBOOK CHILDREN
Atlantic 2445
Produced by CHIP TAYLOR & TED DARYLL for BLACKWOOD MUSIC, Inc.

Blazing!
THE FIREBALLS
BOTTLE OF WINE
Atco 6491
Produced by NORMAN PETTY
Computers and Cables Are Seen
Spurring a Marketing Revolution

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E. German Bans U.S. Acts

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Lifton Sees Record Industry
A Challenge for the Pioneer

---

Monaural to Be Choked Off

---

Bell to Distribute Tooth 'Sunshine'

---

Copyrighted material
LESLEY UNGAMS
(Star of the Hit Broadway Musical "Hallelujah Baby")
has a winner!
"A HOUSE BUILT ON SAND"
Atlantic 2469
Produced by: BONES HOWE
Published by: TROUSDALE MUSIC, BMI
Management:
MORT CURTIS-AL WILDE
William Morris
### Best Selling Jazz LP's

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label &amp; Number</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td><strong>A Day in the Life</strong></td>
<td>Nat King Cole, AAR 3001</td>
<td>14</td>
</tr>
<tr>
<td><strong>I Remember You</strong></td>
<td>Frank Sinatra, COLUMBIA</td>
<td>13</td>
</tr>
<tr>
<td><strong>The Man I Love</strong></td>
<td>Lena Horne, Decca 3013</td>
<td>13</td>
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<tr>
<td><strong>Goodnight</strong></td>
<td>Ella Fitzgerald, VEU 777</td>
<td>5</td>
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<tr>
<td><strong>My One and Only Angel</strong></td>
<td>Ray Charles, Columbia 107</td>
<td>11</td>
</tr>
<tr>
<td><strong>What a Wonderful World</strong></td>
<td>Louis Armstrong, VEU 778</td>
<td>11</td>
</tr>
<tr>
<td><strong>Body and Soul</strong></td>
<td>Harry Belafonte, RCA 779</td>
<td>10</td>
</tr>
<tr>
<td><strong>Green on Blue</strong></td>
<td>Chet Baker, VEU 780</td>
<td>6</td>
</tr>
<tr>
<td><strong>California Dreamin'</strong></td>
<td>The Byrds, CAPITOL 781</td>
<td>6</td>
</tr>
<tr>
<td><strong>Take Five</strong></td>
<td>The Dave Brubeck Quartet, Columbia 782</td>
<td>6</td>
</tr>
<tr>
<td><strong>Misty</strong></td>
<td>Eydie Gorme, CAPITOL 783</td>
<td>5</td>
</tr>
<tr>
<td><strong>Take the 'A' Train</strong></td>
<td>Dizzy Gillespie, VEU 784</td>
<td>5</td>
</tr>
<tr>
<td><strong>The Thrill Is Gone</strong></td>
<td>John Coltrane, VEU 785</td>
<td>5</td>
</tr>
<tr>
<td><strong>A Night at the Opera</strong></td>
<td>Ella Fitzgerald, Decca 786</td>
<td>4</td>
</tr>
<tr>
<td><strong>Round Midnight</strong></td>
<td>Thelonious Monk, VEU 787</td>
<td>4</td>
</tr>
<tr>
<td><strong>The Blues and the Night</strong></td>
<td>John Lee Hooker, VEU 788</td>
<td>4</td>
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### Drops out' Drub Angels

- **Continued from page 1**

ABC is reported to have had a $207,000 stake in "Henry, Sweet Henry," which closed Sunday (1) after a Broadway run of 80 performances. Victor never got around to an original cast album of "Mata Hari" but ABC is out on the market with its "Henry, Sweet Henry.

An indication of the financial drubbing hitting the record manufacturers investing in Broadway musicals was recently revealed by Larry Newton, president of ABC Records. He said, "We have so far invested about $1 million in musicals which include 'Fosse Out, Fade In', 'Something More' and 'High Spirits.' We lost money on all except 'High Spirits,' which broke even.

Newton is now moving off-Broadway with an investment in the musical, "Have I Got One for You." Off-Broadway, in fact, has been attracting record company money. RCA Victor has a stake in "Hair"; United Artists, parent firm of United Artists Records, has an investment in the revival of the Truman Capote - Harold Arlen musical "House of Flowers," and MGM is already showing a profit with its investment in "You're a Good Man Charlie Brown." Another off-Broadway musical to make the original cast album grade was "Now Is the Time for All Good Men," which was recorded by Columbia.

### Executive Turntable

- **Continued from page 6**

appointed manager of the tape department at Calectron. Other Calectron appointments are Art Kay as sales manager of the record division and Guy Haines as promotion manager.

Arnold Cornine has been appointed treasurer of Dubbing Electronics, Inc., of Copiague, N. Y. He also will serve as Dubbing's controller. Cornine formerly was a member of the controller's staff at Consolidated Electronics Industries Corp. and is a certified public accountant.

Raymond L. Kelly has been named to the executive staff of Share Brothers, Inc., Evanston, Ill., manufacturer of high fidelity components, microphones and related products.

David A. Keklikian has joined Key Voice, Inc., as vice-president in charge of marketing. He will head the firm's international marketing program and its new sacred music division, and will be responsible for marketing product on record, tape, tape CARtridges and cassettes.

Ronald Willman has been promoted to advertising manager of Billboard. A Billboard ad salesman for four years, Willman previously was employed by Variety and Downbeat in space sales posts. He also has been client service manager and office manager.

### Billboard

The International Music-Record Newsweekly

Now in its 73rd year of industry service

Subscribe Now

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<th>Company name:</th>
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January 6, 1968, BILLBOARD
"The parochial occidental cast of popular music is changing. And the man who is making it change is a diminutive, 47 year-old Indian sitar player named Ravi Shankar"

Ravi Shankar
BILLBOARD
RECORD ARTIST OF THE YEAR
exclusively on world pacific records

Detroit - "Sales are booming—and I think business is going to get even better," was the optimistic report from Dick Forbes, buyer in the musical instrument department at Grinnell Brothers, major Detroit-based music house. Grinnell's is operated as a full-line music firm with a chain of branches in the metropolitan area and other Michigan cities as well as affiliates in other States.

The downtown headquarters store, occupying some 10 floors, has the instrument department on the third floor, surrounded on three sides by three elevators. Here abundant display of merchandise draws the music-minded, and here they can find a large assortment to choose from. Grinnell's is the recognized music center in the Detroit market dating back to the turn of the century. This leadership lends credence to Forbes' optimism about market conditions.

"One of the biggest reasons for business going up is the introduction of music to young people in the schools," Forbes said. "As the population grows, shopping centers and new schools, too, spread out. The purchase of instruments for youngsters and grade schools is fantastic. Where a school would have had a 30-piece band only a few years ago, it will now be 100 pieces. This means a new instrument explosion."

The market is wide-ranging today, and more solid—the unit of sales tends to be larger. Forbes says. The leader by a wide margin in sales is the higher priced electronic guitar. While this may be lower sales made than formerly, but the sales registered today are for a different quality of instruments intended for serious musicians.

"There is a new breed of musician today," he said. "Individually they do not meet the older standards, but when they get together in a balanced group, they do all right and sound good. This means that they must have better instruments."

The natural result is that customers today are investing more money in their instruments. A public address system alone may cost $1,000, while other amplified equipment "even to amplified saxophones" runs the total up. Forbes explains the relation between musicianship and the better market. "I feel that even in cases where a musician may have a lot of studying back of him but may not be able to make it financially— he may be able to join one of these four-man groups and be a lot better off by playing beneath his ability—that is, playing four-chord."

"The call is for a new breed of instruments—something old that is new now. When a group arrives, they have to get higher priced and strange instruments that will provide a new sound."

"Good examples of this new variety are sitars, tablas, and even balalaiks. While the writer was on the floor, a pair of young men came in to search for "something new, something strange" in instruments for their group.

Varieties

New types of guitars are eagerly sought. Typical is the demand for the double-faced guitar, having six strings on one side and four string (bas) on the other. However, Forbes said, a phenomenon buy a very subtle novelty like this and yet use them for an entire evening's playing.

The call for instruments like this is creating problems for the manufacturers. Forbes notes. "Our manufacturers, who normally would normally be processed through the custom department by the maker. But these youngsters want the instrument for the entire day of course."

A solid new trend is the use of the conventional types of instruments-trumpets, cornets, and other brass, rock and roll groups or their equivalent. Forbes calls it "Dixieland" or long-wind—12 to 18 months— for delivery. "But these youngsters want the instrument for the entire day of course."

An important part of the appeal for both the player and the manufacturer is that these new groups are made up of both four and five string variety are moving well in some areas. Combo organ and amplifier combos are in.

"It is exciting to see that a manufacturer is making them largely for entries and fill-ins."

This has a natural derivation. For instance, the new instruments now appear to have some recorder players. Forbes points out the growth that the college students who used to play the recorder, the taste for the lower-priced variety.

There is a strong feeling for recorders among the rock 'n roll groups. They are interested in them largely for entries and fill-ins."

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National Accordion Week attracted 1,000 musicians to the Hotel Bellevue-Stratford.

The convention, sponsored by the American Accordionists' Association, presented master classes and the world's leading artists and groups, exhibits from accordion makers around the world and included championship competition.

Among the top artists on hand were Arv Van Damme, Charles Magnante, Joe Sopp, Wytan Barrie, Tony Joppollo, Mario Taccia, Vic De Angelis, Joe Biviso, Carmen Cardozas (1965 U. S. champ), Beverly Roberts (1967, 1970), Jesse A. Kasprzak, and former world champ Stephen Dzomko.

Making its first U. S. appearance was the gehto Harcum (Bosnian) and Frank Berezko. Both were first world champ in the 1970 contest.

The National Accordion Week took place at the Hotel Bellevue-Stratford.

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The National Accordion Week took place at the Hotel Bellevue-Stratford.
WE CAN FLY

What comes after "The Rain, The Park & Other Things?"
Their second fantastic flight—and next number one hit
—introduced Christmas Eve on The Ed Sullivan Show.

THE COWSILLS

A Product of Gregg Yale, Inc./Produced by Bill and Bob Cowsill/Personal Management, Leonard Stogel and Associates, Ltd.
The Sound of The Now Generation is on MGM
**Four Tops Spin Soul With a Smooth Beat**

NEW YORK — Motown’s Four Tops, with their popular soul sound, stirred up an opening night gathering at the Copacabana Thursday (21) like guest speakers at a revival meeting.

Staked to a thumping beat, the Tops spun through their slick act with military precision, spicing their disk successes with versions of “Still of the Night,” “Impossible Dream,” “Mack the Knife” and a medley of 1967’s top movie themes.

Song after song, their music carried to a rapt audience in constant motion, clapping, stamping, exercising and mouthing to the music. “Baby, I Need Your Love” rambled on through several repeats again and again like a half-learned lesson by the crowd. The Tops hit including “Same Old Song,” “Reach Out” and “Can’t Stand Myself” were given the same soul treatment as “Look of Love” and “This Old Man.”

The group, well-schooled in Motown dance drills matched flawlessly to the songs, dropped the flashy routines and finished with “The Christmas Song,” a musical toast to the holidays.

ED OCHS

**Sensers Delight Britshers With Latin Delights**

LONDON—Dorita and Pepe Senser, British specialists in Latin American folk music, starred in two concerts at the Purcell Room of the Royal Festival Hall Dec. 8 and 14.

Dorita’s rich, commanding contralto and Pepe’s consummate ability on the guitar and its South American relatives such as the cuatro, jarana, charango and tiple, scored in programs of folk songs from Venezuela, Chile, Mexico, Columbia, Paraguay, Peru and Argentina.

The duo’s understanding and obvious affection for their material made their unique style of approach and atmosphere which evoked no one inside or outside Latin America has put them on a pinnacle of achievement.

Their awards from the Mexican Government and their national invitation to the Argentine folk festivals at Sula and Conquin testify to their current status.

The Senser pair introduced their programs in a manner both informal and informative, establishing a swift and easy rapport with their audiences. Apart from her vocal prowess, Dorita played powerful rhythm guitar, while Pepe, a Paraguayan harp effectively in “El Ashualu” from Mexico and the Paraguayan “Pajaro Campano.”

**Pro Musica, Maximus OK—Electronics a Short Circuit**

NEW YORK — The merging of various music, rock, electronic music and psychodelic lighting fell short of the mark on Tuesday (20) at Carnegie Hall despite good efforts by the New York Pro Musica and the Circus Maximus.

The uninterrupted 80-minute program was at its best when the two disparate groups were performing separately, the rock blending into each other. Projections of patterns, color and photographs on the stage, ceiling and walls of the old hall were only mildly effective.

The main drawback was the electronic music of Morton Subotnick’s “Tupperware,” which appeared on Nonesuch. While his sounds worked in sections bridging the medieval music of the Pro Musica, who record for Decca, and the Circus Maximus, Vanguard artists, other sections were too loud for the full house.

One of the best yet most irritating efforts was Mendel’s late in the program entitled “An Electric Christmas.” Subotnick’s music intensified relentlessly as rapid light fluctuations perforated the stage. When the wave of sound reached its climax, the electronic atmosphere enveloped the audience regardless, but far more palliative sounds were “Circus Maximus.” One of the segments for that group, “Hello, Baby,” was accompanied by pictures of a doctor attempting to cut a baby’s umbilical cord.

The group’s efforts ranged from vocal in madrigals with electronic wind instruments of the earlier period. While the program was not a complete success, it did point up a similarity, at least rhythmically, among the three musical styles. This doubtless will not be the last of such programs.

FRED KIRBY

**Campus Dates**

The Serendipity Singers, United Artists’ new release, will start a concert at Knox College, Galena, III., Jan. 24.

Sergio Mendes and Brazil ’66 also start a hit tour in February, and will appear on campus at Indiana University Dec. 8.

Plans for the Seventh Annual Folk Music Festival are underway at San Francisco State College. The campus event will be held during the last weekend of April. Details will be announced.

The University of San Francisco, the Associated Students organization, has announced an informal event for April 5. Arrangements for the date were handled by Red Blom, student body foreman.

On Feb. 21, the Special Events Committee of the University of San Francisco is sponsoring a campus appearance of the Sensers, with guest soprano chorus in the gymnasium. Curt Kremel is chairman of the Special Events Committee for the 1967-1968 term.

LIZA MINELLI AND RANGER GORDON JENKINGS analyze a take during the recording of “Show,” one of the tunes in her debut A&M album, set for release this month.

**Talent**

EDDY ARNOLD, at podium, salutes Steve Sholes, seated, at a recent luncheon sponsored by MANS. Sholes, vice-president of pop, rock and repertoire at RCA Victor, was an important force in establishing Nashville as a record center.

**Signs**

Lorne Greene switched from Colombo to a new series in which he will be produced by Jack Gold. "The New Madonna," which stars Green in the title role, will be filmed next year.

**Rascals Gross 65G at Garden**

NEW YORK — The Young Rascals grossed $65,000 for an afternoon concert Saturday (23) at Madison Square Garden, according to the group’s manager Sid Bernstein who also produced the show. The concert drew 16,000 fans, topping a drawing of 14,000 in September for the group at Singer Bowl in Queens.

The first appearance of the Atlantic Records quartet supported by a No. 1 album was Arif Mardin, Atlantic Records producer who worked on the group’s next album—"Once Upon a Dream." The LP will be titled, ‘The I Love You.”

The Rascals, featuring Gabe Cazaret, reach the top of the charts with "People Get Ready" and "Good Lovin’" appearing on the show included Chico Freeman, the Royal Guardsmen, Erma Franklin, and the Beatniks. WMCA decayed as envoys for the concert.

JANUARY 6, 1968, BILLBOARD
BORN FREE IS A HIT!
This time by THE HESITATIONS.

And, as usual, on Kapp Records.
Stereo LP Service Runs Into Static From Stations

Continued from page 1

in Providence, R. I., said it was not a matter of a stereo head but the tuneability. "It's a problem of distortion. If you're not broadcasting in FM stereo, a stereo record defaults, losing a track or something. You're getting a thinner sound. Plus the fact that, for broadcasting, a stereo head on a turntable is a fragile thing. You know how delicate a turntable can be."

The problem can't be worse," he said, adding that he had talked to record men from Capitol Records and George Ryan with Columbia Records in Boston. "Ryan said he'd heard this complaint from other stations and he wanted me to drop him a letter about it." 

Stereo Head

WJB has stereo heads on its turntables. It will play cuts from stereo albums if it can't get the monaural versions. Other stations have indicated they plan to continue playing stereo albums if they can get the monaural versions. Phasing out monaural records makes sense, but there must be some way record companies and artists can work out technical problems or come up with a compatible record. He hoped that record companies would continue to supply monaural albums for radio stations. An industry-wide solution for solving problems like this, if fortuitous, will allow the stereo versions, but it offends my ears. I'm not a technical expert, but I've been in the radio business long enough to know that sounds right and what doesn't.

Some record companies have indicated they'll continue to press monaural versions of albums, and in a recent conversation with Mr. Levy, head of Epic Records, he said he would do this. Others have said they do it, or could, if the demand was strong enough.

WJFK's Stereo

Jim Hilliard, program director of Hot 100 format WJFK in Washington, D.C., said that though his station had stereo heads on its turntables, "I can't play stereo albums. They just don't come across the air right." He said that the station had received a stereo version of the Beatles' "Magical Mystery Tour" album, and after phasing it in, the air didn't sound right. Hillard got in touch with the local Capitol Records distributor and they sent over a monaural copy. WJFK had the same problem with "Albatross," "Sister of the Moon," and "Dreams" by the Monkees and a recent Rolling Stones album.

In the case of the Rolling Stones stereo album, the station transferred it over to cartridge in an attempt to pull the background noise. "I hope it never comes down to the question of not playing a stereo album because we can't get a monaural version. Record companies do pressings of deejay copies of singles... why can't they do deejay copies of albums?" He said he felt it wasn't uncommon for deejay copies of singles to be produced better quality than the singles turned out for the public.

Engineers Diagnose

At WIXY, in Cleveland, program director George Brewer said that even his engineers disagreed about whether there was a difference in quality between the mono broadcast and stereo albums. Hillard got in touch with the latest Beatles album on cartridge. With a Decca album, the question was whether to play it right away so as to keep up with the competition or wait until the album came in on cartridge. WJFK had a monaural copy over. Like other program directors, Brewer felt the situation could snowball into a big problem, especially with smaller stations not equipped to play stereo versions of albums. He brought up the question that if radio engineers attempted to change a stereo album to a mono version via cartridge there would be additional losses or changes in sound that the public might raise a hue and cry. And if the record was played on the air it sounded nothing like the way it was purchased in the store.

WCMF, No Problem

Ken Fowler, program director of WCMF in Chicago, reported no problem. His Hot 100 format station changes all records to cartridges. Brent Hill, program director of easy Listening WSB in Atlanta, said his engineers had solved the problem by phasing in the new album sound on monaural broadcasts of albums. If the engineers have their equipment hooked up right. WSB has stereo heads on its turntables, as does WBFS-FM.

At WLEE in Richmond, Va., program director Randy Scott said that he does not have stereo heads, stereo albums, or stereo turntables. He said he didn't have trouble with a stereo version of the latest Beatles albums. But Philip Records even sent him a stereo single of the new Frankie Valli release.

Bill Vermillion, music director of WLOF in Orlando, Fla., said he wasn't equipped to use a stereo album at the moment, but "we aren't playing as many album cuts as most people."

The Hot 100 format station has a pick album of the week and, in the past weeks, these have ranged from albums (the best copy), only by the Cream, the Who, and Big Brother and the Holding Company.

Bob Belz, program director of WOR in New York, said his station had a little problem about albums, but "we're not really getting many, period." He especially complained of total service from Atlantic Records.

Allan Hottas, program director of WEP, the easy listening powerhouse in Philadelphia, said he was still getting monaural copies of everything he needed. The station does not have stereo heads on its turntables, but he said, when a problem does come up, the station can switch to a monaural version. This is until the monaural version cuh a stereo problem quickly if it developed there. He didn't see stereo albums as big a problem as easy listening stations, but he said, if it came up, stereo recordings could get dirty nationwide — radio engineers could and would.

OPEN LETTER

Closer Broadcast, Trade Tie: Prichard

EDITOR'S NOTE: This is such a special letter we think it deserves a closer look. Prichard, assistant vice-president, programming, of Country Radio magazine, is well respected by everyone in the record-radio industries.

Your special Billboard survey on record company service in top and secondary markets, and the programming effort, but unfair to record manufac-

turers and promotion people, generally speaking, and I would appreciate equal time to speak in the record company behalf.

I have been broadcasting since 1951 and have never published any article or claim that any record released I feel was necessary to the programing side of the industry, for which I worked.

If there is one thing in radio that I have never written about, and it's a pity, I'm doing you-a-favor by playing your record. Broadcasting who sit around and com-plain that they did not receive this or that.

If you live close enough to the distributor, get on the phone and call him and ask for a copy of a release. Or, you can use a record catalog, write for what you want and you'll get it! . . . I might add that I am not so sure about the record company or distributor who has to stop it sending you the record, but in you taking time to drop him a line and let them know how the release is doing.

Record company officials and promotion men are the most important people in the lives of radio stations who make their living playing music, and program directors, management, and others act like they are doing the record company and/or promotion man a favor by even calling them, let alone playing their product.

My experiences has ranged from Big Stone Gap, Va., to Miami, Fla., as program director for years as vice-president of programming at WDVE in Pittsburgh and WLCAM-FM, Nashville, Tenn. I mention this only to show that as a programmer I have held or how large or small the market, the record company official will respond to your request if you will be his friend, as well as handle the many requests when, and I might add, as soon as you snap your fingers! In these 16 years in radio I have a long list of record company people that I consider among my best friends—names like: Walt Rhymer, Woodrow, S. Allen, Pat St. Hubert, Morty Weiner, D.K. Wallace, Martin Segal, Sam Waxman, Ed Komisar, along with relative newcomers like Don Graham, and this is just a small sampling of them! These men have helped me to whatever success I have today by supplying me with the music material necessary for the formats in which I carry them. I didn't play everything they sent me and to this day they do not send me every release as they release it. But rather it is my job to review them and select those records that represent the sales of the record company as listed in Billboard or other trade publications and believe this the release would fit within my format. If not, I then have the right to mail the record company a release-to-be to be sent to me for screening. After all, every record released is not meant for every radio station and every record they release they sell.

But let me promise you this: If you take the time to show an interest in the record company, they will show you they are successful, not by seeing it to that no one gets the new re-

leases. On the other hand, they don't know everything you are doing when it comes to knowing and establish close contacts with the radio stations, with the format, method of screening material, and general type material.

The only thing a record com-
pay individual wants from you is help to promote his product, and if possible, sell it. In some cases, radio people take home records, play them on the air and in some cases, take one thing that should be played on the air! Record company sales can really hurt your play." "I'm more than happy to help, but I can't do it all, and I don't have the time, I can't do it for you."

(Continued on page 18)

KBMS-FM Goes To Foreground

LOS ANGELES — KBMS-FM, Pasadena, has switched from Top 40 to foreground country music. The Century Broadcast-

ing outlet is being programmed by Dave Shayer, pistols-in-plan-
ning to go stereo in 1968.

KBKG Moves to Country Format

WESLACO, Tex. — Five major courses of study services the South Texas cities of Brownsville, Harlingen, and Brownsville. The station, which is currently a country music format, announced its move to Country Format.

KAKR is the call sign of the station, and the studio and engineers of the station were welcomed by the station, which is located at 91.7 FM.

AL COLLINS, of KSFO, San Francisco, is willing to take a flyer on "Radio Design on Project 3 Records," he tells the label's local promotion man, Marty Darby, right.

Compass W. Jingles

MIAMI — Compass West Productions has booked a new radio jingle package designed and priced for small and medium market easy listening format stations. Firm President Stephen Clooney said this effort will be followed by jingles packages for country, rock 'n' roll format sta-

tion.

KRBG Moves to Country Format

JANUARY 6, 1968, BILLBOARD
Porter Wagoner and Dolly Parton are teamed in a new album that features their current chart single, "The Last Thing on My Mind." LPM/LSP-3926

RCA VICTOR
The most trusted name in sound

They've got a good thing going.
OPEN LETTER
CLOSER BROADCAST, TRADE TIE: PRICHARD

You may get "everything" you ask for the first time you write but as you show the company your sincere desire to be of service, they will in turn see to it that you are never missing anything you need for air play...

I hope you will print this letter in full as I feel it needs to be said... for the record companies... by a broadcaster!

There is nothing wrong with the promotion efforts of the record company and the radio broadcaster over "who" is the most important!

It's pretty obvious to me that they are equally important to each other... I sincerely feel sorry for the broadcaster who doesn't see it that way, for his record manufacturer's radio station service will never improve.

Spot Television Pitches Rising

LOS ANGELES — Kama Sutra and Acta have joined other record companies in producing 16mm film shorts showcasing artists.

Acta just completed production on a 16mm color film on the American Brood, featuring the rock group singing "Blend Me, Shape Me," their current hit.

Prints of the film will be distributed to TV stations for spot promotions.

Kama Sutra, through Chalda Productions, will film Anders and Ponse's "So It Goes." Also involved in filming spot TV promotions are Capitol, Columbia, RCA, A&M and Warners-Seven Arts.

COLUMBIA DISTRIBUTION

Barry and old friends. Barry is still trying to teach Holliday the rudiments of the game.

** **

Nick Anthony, at KYNO, Fresno, Calif., is the new program director for WURK, Cincinnati. Other men now on the staff include Wayne Haynes from KMKY, Monterey, Calif., and Mike Stone from KBIV, Lancaster, Calif., who replaces Dusty Dunn in the midnight slot. Dunn is in the Army...

Roger Miller, formerly with WWYN, Erie, Pa., is now in the 6-midnight slot at WCIE, Akron, Ohio, and claims he's taking singing lessons to compete with the other Roger Miller. I can't understand why, the other Roger Miller never took singing lessons. But this brings up a good idea. If all deejays who are on record labels as performers will write me, I'll do an article on performing deejays. This includes country music deejays. I'd like to know all kinds of details... what stations you work on, how long you've been recording, what labels, what public performing you do, and where... Joe O'Brien of WYCA in New York may not be a recording star, but he has his name bigger than life on a new United Artists Records album titled "Greatest Italian Hits." The LP features artists like Barney Roselli, Al Martino with big Italian hits.

Newest member of the KVRC...
EXPLOSIVE ALBUM & SINGLE BREAKOUT BRING YOU YOUR NOW ORCHESTRA IMAGE...

PAUL MAURIAT

HERE'S THE PROOF—MINNEAPOLIS HAS SOLD 28,000 SINGLES AND 15,000 ALBUMS. SPECTACULAR SALES ARE SPREADING NATIONALLY RIGHT NOW!

Here's a sampling of top 40 play we have on "Love Is Blue". Virtually, every good music station is on "Love Is Blue".

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<th>WPGC</th>
<th>WCAO</th>
<th>WWDC</th>
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<th>WBZ</th>
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Philips Records/A Division of Mercury Record Productions, Inc.
Bonnie's Sister Fires Away in Recording 'Answer' to Picture

NASHVILLE — Perhaps the most unusual album ever recorded, an “answer” to a movie, has been cut in Nashville under the direction of RCA Victor's Felton Jarvis.

The voice on the album is that of Mrs. Billie Jean Parker Moon of Mosquite, Tex., sister of the late Bonnie Parker, who was one of the subjects featured in the Warner Bros. movie, "Bonnie and Clyde."

Mrs. Moon, who has sued Warner Bros. and Warren Beaty for more than $1 million, cut the session to "put the record straight." The 53-year-old woman contends that the film blacked the memory of her sister and exposed her to hatred and ridicule. She says the film is "pure fiction" because Miss Parker was never arrested, nor was it ever proved that she actually took part in crime.

After getting the approval of Chet Atkins and Steve Sholes, Jarvis contacted Mrs. Moon and her lawyer, and arrangements were made to cut the session. The 40-minute LP is primarily a question-and-answer affair, with the questions provided by long-time TV personality Art Collins, who hosts the National Life videotaped "Grand Ole Opry."

In it she relates what she says is the "true story" of Bonnie Parker. The album jacket will include original photos taken when Bonnie and Clyde were in their prime, plus a poem written by Bonnie for Clyde. The LP is scheduled for release about mid-month.

A special instrumental version of "Foggy Mountain Breakdown" will be played in the background. This is the same music used throughout the movie, renamed the "Bonnie and Clyde Theme." It was written by Earl Scruggs.

Mrs. Moon said the recording would not affect the status of the lawsuit.

All Billboard Articles Are Available as Reprints

MTA Adds 5 Acts In Expansion Plan

NASHVILLE — MTA Records has undertaken a big move in Nashville with five artists already under contract and further expansion promised.

Roy Drusky, Mercury artist, is handling production in Nashville, working with Bob Thompson in New York. Already signed and recorded are Bill Goodwin, Jo Ann Bono, the Coquettes, Frankie Roberts and Donna Crawford.

Drusky has just completed a session with Miss Roberts, with other sessions planned for the near future.


And this year, if you have a song, you can join too.

Applicants for membership in the American Society of Composers, Authors & Publishers who meet the following requirements will be accepted as members:

WRITERS: Any composer or author of a copyrighted musical composition who shall have had at least one work of his composition or writing regularly published or commercially recorded.

PUBLISHERS: Any person, firm, corporation or partnership actively engaged in the music publishing business whose musical compositions have been used, copied or distributed on a commercial scale, and who assumes the financial risk involved in the normal publication of musical works.

American Society of Composers, Authors & Publishers

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JANUARY 6, 1968, BILLBOARD
### HOT COUNTRY SINGLES

**Billboard SPECIAL SURVEY for Week Ending 1/4/68**

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<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE</th>
<th>Artist, Label, &amp; Publisher</th>
<th>Weeks on Chart</th>
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<tr>
<td>43</td>
<td>49</td>
<td>I'M YOUR DARLING</td>
<td>George Jones, Columbia</td>
<td>5</td>
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<tr>
<td>44</td>
<td>47</td>
<td>MY DADDY</td>
<td>A.R. Harris, RCA Victor</td>
<td>3</td>
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<td>45</td>
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<td>FRED'S FAVORITE</td>
<td>Sonny James, Capitol</td>
<td>4</td>
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<tr>
<td>46</td>
<td>55</td>
<td>IT'S A LONG WAY FROM LOVE</td>
<td>Larry Gatlin, Decca</td>
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<td>47</td>
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<td>SONG OF THE SOUTHERN CROSS</td>
<td>Slim Whitman, Columbia</td>
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<td>48</td>
<td>38</td>
<td>SHE'S A LITTLE BIT OF SUGAR</td>
<td>Melba Montgomery, Capitol</td>
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<td>49</td>
<td>30</td>
<td>THE RING ON HER FINGER</td>
<td>Pat Boone, Dot</td>
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<td>COME A LITTLE BIT CLOSER</td>
<td>Porter Wagoner, Capitol</td>
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### HOT COUNTRY ALBUMS

**Billboard SPECIAL SURVEY for Week Ending 1/4/68**

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<th>This Week</th>
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<td>TURN THE WORLD AROUND</td>
<td>George Jones, RCA Victor LPM 1906 (Ms), LSP 3860 (Ms)</td>
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<td>BRAND NEW</td>
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<td>YOU NEVER CAN MAKE IT WITH THE COUNTRY</td>
<td>Roger Miller, Decca LPM 2772 (Ms), RCA Victor 3028 (Ms)</td>
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<td>4</td>
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<td>SINGIN' WITH FEELIN'</td>
<td>Melba Montgomery, Decca LPM 2772 (Ms), RCA Victor 3028 (Ms)</td>
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<td>5</td>
<td>5</td>
<td>QUEEN OF HONKY TONK STREET</td>
<td>Kitty Wells, Decca LPM 2920 (Ms), LSP 3920 (Ms)</td>
<td>10</td>
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<td>ALWAYS ON MY MIND</td>
<td>Tennessee Ernie Ford, Capitol LPM 2851</td>
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<td>I'M YOUR DARLING</td>
<td>George Jones, Columbia LPM 1906</td>
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<tr>
<td>8</td>
<td>8</td>
<td>YOUR Tender LIVING CARE</td>
<td>Bob Wills &amp; His Texas Playboys, Capitol LPM 2920 (Ms), ST 3750 (Ms)</td>
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**Billboard Special Surveys Week Ending 1/4/68**

**Country Music**
Lookout for James' biggest yet

'A WORLD OF OUR OWN'
Nashville Scene

- Continued from page 25

the drawing power of country shows in Utah, Valley Music Hall and KJKR Radio in Salt Lake City will present a country show at least once a month during 1968. The year ended with a show by Red Foley, Glenn Campbell and Lynn Anderson.

Charlie Lamb has formed Josie Music, Inc., a SESAC affiliate. Lamb recently acquired Bill James, formerly with WNX, Nashville, to serve in the capacity of executive assistant for all his enterprises. Columbia's David Rogers spent the holiday season at Atlanta's Egyptian Ballroom putting on Christmas parties...

Teenie Chennault, as appeared at more than 46 major fairs in 1967, now resides in his home town of Richmond.

Sunday artist Kevin Roberts flew to Toronto to film another guest appearance on the Carl Smith TV show. It was his fourth such appearance in two years...

A country music show at LeMoore, Calif., provided toys for youngsters during the session just ended. Headliners were Lynn Anderson, Liz Anderson, Billy Sive...

INTEREST in this type production. The shows are five and 15 minutes in length, and usually have multiple-play in each day.

Deaton said that only leading Nashville musicians would take part in his jingle sessions, including Fred Carter and Junior Huskey. While all the jingle sessions will be cut at the RCA studios, the Faron Young tapes will be done at Starday. Young is a Mercury artist.

It's the new frontier in old Back Bay.

T'raveling A rists? 5 service
Exclusive for Artists. A service for you so new, different, and unique, it's like taking a trip to the Moon. When coming to the West Coast to entertain or just "play," let us at T'raveling A rists handle your every need and want so many things of your own will be included.

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Welcome to RENO'S PONDEROSA! Reno's first one hotel in a decade.


PONDEROSA!

January 6, 1968, Billboard

Country Music

Nashville Enterprises, Deaton Into Country Jingle Field

NASHVILLE—Billy Deaton, San Antonio booker and promoter, has gone into the country music jingle business in conjunction with Jim Deaton Enterprises.

Glaser Publ. Ends Up 1967 On Happy Note

NASHVILLE — The move onto the charts by Liz Anderson with "Thanks a Lot for Tryin' Anyway" signaled the climax of a year in which Glaser Publications tripled its number of recorded tunes, both in the country and pop fields.

The firm, operated by Tompall, Chuck and Jim Glaser, also operates in the field of management and instructional training. Its greatest success of the year has been "Woman, Woman," written by Jim Glaser and Jimmy Payne, which went strong on the country charts first, then in pop with the version by the Union Gap. The brothers also have an ASCAP firm, GB Music.

The most recent addition to their stable is a young man named only Hoover, who will be built for the pop market, and has signed a contract with

ARTIFACTS CONTINUE to come in to the Country Music Hall of Fame and Museum. Bradley Kingdoff fingers his original guitar, which he donated, as Bill Carlisle watches. Original banjo purchased by Paul Cohen and Paul Cohen holds the banjo of her husband Scotty. Mrs. Dorothy Gable, museum director, accepts the artifacts.

Reeves Enterprises, Deaton Into Country Jingle Field

NASHVILLE—Billy Deaton, San Antonio booker and promoter, has gone into the country music jingle business in conjunction with Jim Deaton Enterprises.

Deaton, who will record his jingles at RCA Victor in Nashville, is using the Marijohn Sisters exclusively to provide the "Nashville Sound" in introductions to weather, news and the pick list of the week.

Production is handled jointly by Billy Deaton Enterprises and Jim Reeves Enterprises.

The first jingle sessions were cut for KBER, San Antonio, and the two Buck Owens stations, KUZU and WTUF. Deaton said he planned to contact every radio station programming country music.

He also made an agency swing through New York, seeking to expand the Faron Young Radio Show, which he handles in 30 markets in four southern States, all sponsored by Pearl Beer. Deaton said the Young show had the potential to go nationwide, and that New York agencies are expressing more interest in this type production. The shows are five and 15 minutes in length, and usually have multiple-play in each day.

Deaton said that only leading Nashville musicians would take part in his jingle sessions, including Fred Carter and Junior Huskey. While all the jingle sessions will be cut at the RCA studios, the Faron Young tapes will be done at Starday. Young is a Mercury artist.

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PONDEROSA!

January 6, 1968, Billboard

Country Music

Nashville Scene

- Continued from page 25

the drawing power of country shows in Utah, Valley Music Hall and KJKR Radio in Salt Lake City will present a country show at least once a month during 1968. The year ended with a show by Red Foley, Glenn Campbell and Lynn Anderson.

Charlie Lamb has formed Josie Music, Inc., a SESAC affiliate. Lamb recently acquired Bill James, formerly with WNX, Nashville, to serve in the capacity of executive assistant for all his enterprises. Columbia's David Rogers spent the holiday season at Atlanta's Egyptian Ballroom putting on Christmas parties...

Teenie Chennault, as appeared at more than 46 major fairs in 1967, now resides in his home town of Richmond.

Sunday artist Kevin Roberts flew to Toronto to film another guest appearance on the Carl Smith TV show. It was his fourth such appearance in two years...

A country music show at LeMoore, Calif., provided toys for youngsters during the session just ended. Headliners were Lynn Anderson, Liz Anderson, Billy Sive...

INTEREST in this type production. The shows are five and 15 minutes in length, and usually have multiple-play in each day.

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Sunday Mornin'

PRODUCED & DIRECTED BY: STUART SCHARF AND BOB DOROUGH
NEW YORK — London Recordings has its big vocal and orchestral guns primed for early 1968 with major recordings by Renata Tebaldi, Joan Sutherland, Elena Sultani, Gwyneth Jones, Ernest Ansermet, Josef Suk, and Donald Mitchell. The full program will be introduced at London’s sales meeting Friday (Sept. 8) at the Kinemacord Motel.

Three Sutherland packages are on tap, including Donizetti’s “La Favorite” (Andante), Griselda and Grimaud’s “Montezuma,” and Vivaldi’s “Griselda” and Grimaud’s “Montezuma.” A new recording of Richard Bonynge, her husband, will be conducted. These packages are for west coast, London, and the year’s annual Bel Canto Beatriz of Tenda. Rossini’s Semiramide,” released late in 1966, was Sutherland’s chart entry early in 1967.

Tebaldi was also involved in this year’s new recording of Verdi’s “Don Carlo” will be issued. That recording features Gianna Giangiulio, Arturo Vannini, and Otho Dominguez, Lamber Gardello conducting.

Miss Sultani’s third operatic recording, the first of which she recently performed with the American Opera Substitutes, is “L’Incoronazione di Poppea,” will be released later this year. The cast is directed by Juliette March and is conducted by the New York Metropolitan Opera Orchestra.

Miss Ansermet, a former pupil of Verdi, will conduct the Glasgow Philharmonic Orchestra in a performance of Verdi’s “La Forza del Destino.” The performance will be released in early 1968.

Other releases include Smetana’s “From the Old Country,” a condensation of the composer’s complete orchestral works, conducted by Leonard Bernstein, and Verdi’s “Don Carlo,” conducted by Otto Klemperer.

PARIS — Warner Bros. Records, the European arm of Warner Bros. Records, has announced the signing of two new artists to its roster. The first is the Canadian pianist Oscar Levant, and the second is the American conductor and pianist Dario Ghiuselev.

The recording is scheduled for early 1968, and will be released on the Warner Bros. label, with an accompanying concert tour in Europe.

Other releases include Smetana’s “From the Old Country,” a condensation of the composer’s complete orchestral works, conducted by Leonard Bernstein, and Verdi’s “Don Carlo,” conducted by Otto Klemperer.

The recording is scheduled for early 1968, and will be released on the Warner Bros. label, with an accompanying concert tour in Europe.

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London Primes Big Guns

Also included on this week's best-selling classical LPs list are recordings by the London Philharmonic Orchestra conducted by André Previn, the London Symphony Orchestra conducted by Sir John Barbirolli, and the London Festival Orchestra conducted by Charles Mackerras.

**Schreier Impressions**

*Continued from page 30*

Walter Trampler and the London Symphony, Stell is pianist in their Mozartean recital in an album with violinist Ralph D'Agostino. Hearing the label, the New York Times, noted that the album.

**Vivaldi Flute Works in Col. 3-LP Package**

*Continued from page 30*

Collette Boky, who debuted earlier this season as the Queen of the Night, handled her tricky second act aria well after some tentative spots in her first act solo. Appearing with Conover and Montserrat Caballé are the New York Philharmonic under Lorin Maazel, and the New York Philharmonic under James Levine.

**London Festival Orchestra**

*Continued from page 30*

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Videotape Concerts to Blanket Nation in 50-State Syndication

MIAMI — A 52-week series of videotaped Gospel music concerts will be carried either on network TV or by 159 TV stations in a massive 50-state syndication, according to Larry Gray of Gospel Music, Inc., Miami.

Gray said the series, to be titled "Skyway to Glory" will star himself, and will include J. D. Sumner and the Stamps Quartet on every show. Among the featured guests who will appear from time to time will be Jessi Hens, the Statemans, the Blackwood Brothers, the Imperials, the Cathedral Quartet of Akron, Ohio, Gospel Music, Inc.

Gray said, has purchased its own videotape unit, with cameras, and will travel throughout the United States taping the concerts. The first of these will be done in the Cathedral of Tomorrow at Akron Jan. 18. Other specific taping are set for such places as Memphis, New York, Hollywood and several cities of the deep south.

In addition to the regular 52 shows, Gospel Music also plans in August to tape a 90-minute special titled "The Anthology of Gospel Music" which Gray said would be an in-depth study of gospel music and its people of all races.

Woodie Kepner and Associates, Miami, will handle promotion of the series, while talent co-ordination will be carried out by Action Talent, New York, under the direction of Betty Sporer.

Gray said the series had been a year in the planning stage. The decision to go live-audience videotaping was prompted by what he called "the need to do something exciting in Gospel music."

"There has been a tendency to suppress the excitement, by taping shows in studio. These programs will be staged, produce and directed, but will have all of the advantages of a live appearance. It will give viewers in all the 50 states a chance to see a Gospel concert as it really is."

Gray said a large national corporation may handle the network sponsorship, but, failing this, the show will be ready to go to in the 150 markets. The traveling unit will tape all the shows except those in California. Four shows are scheduled for taping in the Los Angeles area May 16-19, and they will be handled by California crews. One show each will be held in a concert in the Hollywood Bowl.

Gray is a former quartet singer who eventually became a soloist and attained a strong following in the Florida area. He said that Gospel Music, Inc., owned by Mike Klein and "several silent partners." It is believed they are associated with a major record label.

Membership in GMA Hits 350

NASHVILLE — Membership in the Gospel Music Association grew to 350 in 1967, with 45 new applicants to be acted upon by the board of directors at a meeting this month.

The GMA also reported a near sell-out of all albums pressed specifically for the association in a fund-raising project. Pressed by Heartwarming and Word, the LP's were distributed through the various vocal groups and sold to consumers.

The next regularly scheduled meeting of the GMA board of directors and officers will be Monday (8) at the Third National Bank in Nashville, beginning at 10 a.m. Committee chairmen reports will be given by Don Fryst, Bob Benson, Bill Williams and Paul Marks.

Heartwarming: Gospel DJ Is Most Snubbed in Trade

NASHVILLE — The Gospel music disk jockey is among the most neglected in the industry, according to Bob Benson of Heartwarming Records.

Benson said that he is being asked to do something about it.

"Nobody, I think, in the music business services the dj," Benson said. "Not only are records mailed, but promotion of some artists is virtually nonexistent."

Benson reported that he has just installed a Watts (Wide Area Téléphone Service) line, and will be calling all personalities who program Gospel music.

Benson also said that he has consulted with about 300 of these, Benson says.

Artists on the label also will be able to use the line for personal conversations with the disk jockey. This has not been done to any degree before the Gospel field.

"A good example of what the disk jockey can do for Gospel music is illustrated by Tilly Lowery of Nashville," Benson added. He said the recently played a new album by the Singing Ramboes. The following morning, a retail outlet had called the station to determine how to obtain the album. By that same afternoon, a distributor had called Heartwarming in Nashville with an order.

"I think if we let our mailings go without a more direct contact we can break some of our records much stronger," Benson pointed out. "We've been from a little remiss in this field, but it's going to change now."

Shaped Notes

The Rebels Quartet into Nashville for a January album with Skylite... The Willa Family "Inspirational Time" TV show is moving its shooting sites from Dallas to Nashville. The show, beginning this month, will no longer be taped in Texas... The "Gospel Jamboree" will be planned. "We will have from 20 to 30 musicians... SESAC will devote its January show to gospel quartets... "The Gospel Waltz" will be planned... Gospel music is moving among the various vocal groups and sold to consumers.

SACRAMENTO — The Gospel Music Association announced the release of a new album by Don Griffin, "A Time to Rejoice," which has been approved by the GMA as the association's official album of the year. The album features the talents of several well-known gospel artists, including the Gospel Statemans, the Gospel Statemans, and the Gospel Statemans. The album is available at most record stores and is priced at $9.95.

Thrasher Bros., D. Light in Pact

NASHVILLE — The Thrasher Brothers from Birmingham, who have been involved in the music industry for several years, have signed a long-term management and booking contract with Don Light Talent, Inc.

The show, "America Sings," is sponsored by Ameastin and is seen in virtually every state on TV throughout the year. The group also manufactures and presents its own show, which is taped at WAGA-TV, Atlanta. The Thrasher Brothers consist of Jim Thrasher, Joe Thrasher, Clyde Thrasher, Jerry Goff, Gerald Ashby, and Ray Herron, pianist. They recently purchased a customized bus in which to make their personal appearance dates.

JIM THRASHER, seated, signs exclusive booking agreement with Don Light Talent, Inc. Looking on, left to right, are, left to right, Clyde Thrasher, Jerry Goff and Don Light, president of the agency.

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SAN REMO, Italy—Twenty-four Italian songs have been selected to compete in the 18th San Remo Festival, Feb. 1-3. Non-Italian singers participating in the festival include:

Wilson Pickett (Atlantic-Ruf); Bobbie Gentry (Capitol/EMI-Italiana); the Sandpipers (A&M-CGD); Loris Armstrong and Sarah Vaughan (CDE). Still participating are: Scott McKenzie (CBS); Dionne Warwick (Scepter-CGD); Four Seasons (Philips); Yvonne Fair (Liberty-Bellidis); and Paul Anka (RCA Victor).

Other international performers who will appear are: Antonio Vignal (Vogue-Saar) and Nina Ferrer (Riviera), France; Tom Jones (Decca) and 1 Rokes (RCA), England; Udo Jurgens, Austria.

Performers and their publishers appearing officially thus far are:

"Gli Occhi Miei" (My Eyes), published by Ricordi, to be performed by Wilma Goich (Ricordi) and probably by Bobby Vee (Liberty-Bellidis); "Canzone" (Song), Foh, Clan, by Adriano Celentano (Ciaa) and Milva (Ricordi); "Deborah" (Ruf), by Wilson Pickett (Atlantic-Ruf) and Fanato Leali (Ruf); "Da Barbara" (My Childhood Hood), Campi, by I Giganti (Ruf) and Massimo Ranieri (CDE); "Per Vive" (To Live), co-produced by Ariston/Ruf, by Jva Zanichelli (Ruf) and Udo Jurgens (Duniani); "Le Signe" (The Sign), by the Hedgel, Voce Del Padrone, by Al Bano (RCA), and probably Paul Anka (RCA). "Che Vale Per Me" (What Means Me), C. A. Ross, by Sarah Vaughan (CDE); "Il Re D'Oltretorrente" (The King of Great Britain), Leonardio, by Nino Ferrer (Riviera).

Canzone (The Usual Things), Curci, by Pino Donaggio (EMI-Italiana); "Stanzette Sentimentale Canzone" (Teen-

"Canzone"

ight You'll Hear a Song), Abbe-

by Annetta Spinacchi (EMI-Italiana); "La Voce Del Silenzio" (The Voice Of Silence) Southern, by Tony Del Monaco (CDE) and probably Dionne Warwick (Scepter-CGD); "Uno Honore Frango Solo Per Amore" (A Man Only Cares For Love), Ariston/Durium, by Little Tony (Durium) and Maria Guerra (Ariston); "Casa Bianca" (White Home), Clan, probably by Ornela Vannoli (Ariston) and possibly Scott McKenzie (CBS); "Le Opere di Bartolomeo" (Bartolomeo's Works), by the Roxes (RCA-Italiana); "Il Velino Mio" (My Placca), by RCA, Tony Renis (RCA-Italiana); "La Tramontana" (The Bear Comes), by Antonio (Vogue-Saar); "Mi Va Di Contare" (I Am in a Mood To Count), Campi, by Johnny Dorril (CDE) and probably Paul Anka (RCA). "Che Vale Per Me" (What Means Me), C. A. Ross, by Sarah Vaughan (CDE); "Il Re D'Oltretorrente" (The King of Great Britain), Leonardio, by Nino Ferrer (Riviera).
ORY, BUCKNER TAKE PRIZE

PARIS — The Grand Prix of the Hot Club of France for 1967 was awarded to two albums, "Play Chords" by Mill Buckner (SABA-Irma) and "Do Re Mi" by Gene Goodieu (Good Time Jazz-Voix de Son Moderne). Other Hot Club awards were: Best Spiritual Album: Sister Rosetta Tharpe's "Bringing in the Sheaves"; Best Reissues: V.S.O.P. No. 8 by Louis Armstrong (CBS), and Tatun - Hampton - Rich Trio (Verve-Polydor).

UNICEF Gala Draws Celebs

PARIS — Richard Burton and Elizabeth Taylor, Marlon Brando, Lena Horne, Victor Borge, the Beach Boys, Serge Reggiani, exploring the world and the Red Army Choir starrer were all in the annual charity gala in aid of UNICEF. Also in attendance was French First Lady, the wife of President Valery Giscard d'Estaing. The three-hour gala kicked off with the film "La Machine Exotique," a new short film directed by Jean-Pierre Melville, and a special orchestra and audience which included an almost unrecognizable John Travolta. The evening was hosted by Jean-Pierre Leaud, George Harrison and Jack Nicholson.

The three-hour gala was filmed by the ORTF and is expected to be released in a Eurovision and Intervention.

Philips Changes Name of Its German Co. to Phonogram

HAMBURG — Philips has changed the name of its German phonographic subsidiary from Philips Ton Gesellschaft mbH to Phonogram Ton Gesellschaft mbH. The change has been driven up speculation in West Germany that it heralds the eventual merger of the Philips and Deutsche Grammophon record companies, in which a 50 per cent interest is held by the Philips Lamp Co. of Holland and Siemens of West Germany. The name "Philips" vanishes entirely from the new corporate title, which suggests more closely the Philips link with Deutsche Grammophon.

Philips has bought out Grammophon, which has retained its separate identities as operating companies, are drawing closer together in their worldwide operations, the power varying in different countries.

Philips said the restructuring of its German disc company is effective from Monday (1), and it is expecting an international trend of Philips record companies. Philips companies in Norway, Holland, Spain, Italy, Greece, Singapore and Australia for some time have been known as "Phonogram."

Capitol of Mexico Will Add 2 Labels to Its Catalog in 1968

MEXICO CITY — Capitol Records here will add two labels to its domestic lineup, including Tamla-Motown, as the record industry in Mexico looked ahead to the new year. CBS (Colombia) is expanding its Nazi party. The new office is expected to be moved into its new offices. CBS is also planning to open the Phonogram office.

The label will open the Frontier Hotel, which will become the Capitol. The hotel will be located near the Colosseum in Mexico City, which is scheduled to be opened in April, and it is expected to be completed in time for the start of the London, Hamburg and Paris shows.

A new addition to the CBS lineup is the "London Session" label, which will be launched in the United States in early 1968. The label will feature a number of CBS artists, including the "London" label, which will be launched in the United States. The plan is to open the Phonogram office, which will be located in the United States in early 1968. The label will feature a number of CBS artists, including the "London" label, which will be launched in the United States in early 1968. The label will feature a number of CBS artists, including the "London" label, which will be launched in the United States in early 1968. The label will feature a number of CBS artists, including the "London" label, which will be launched in the United States in early 1968.

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(Continued on page 39)

The Common folk are digging something besides slams.

IBM electronic data processor to analyze markets and sales, as well as statistical data.

Discos Universales (DUSA), distributor for Philips and Deutsche Grammophon, is planning a New York show in Europe this month to explore the market for Mexican recordings, with sales in Holland, Spain and France.

Guillermo Salas, president of Radio MX, will start Mexico City's second television station, Channel 7, in April. According to Salas, the station will emphasize local productions.

For the
Music Capitals of the World

Detroit

The Roentzel, Detroit's largest record shop, will celebrate its first anniversary this Saturday (1). The store will feature "On Fire," a new album by the Miracles, and a new record by the Four Tops, "Tears of a Clown." The store is located at 111111 Intervision.

Dublin

Pye records two of last year's Christmas releases and put them on the market. They are "Shy O'Hara" and "A New Year's Eve." Ireland's first rock album, "The Sound of Music," has been released.

London

Devaluation and economic blues have hit the British Christmas tree here. Record companies and distributors are under pressure to cut prices, even to 10 percent. The country report bumper bestseller matching last year's seasonal sales is "A Christmas Carol." It is mostly due to the boom in the used record market. (Continued on page 39)

Las Vegas

The Trammps, who recorded in the Sahara Lounge, will record a live album while they're there. The group is in Las Vegas for eight weeks. (Continued on page 39)
LOS ANGELES

Club Openings: Tristan Lopez for two weeks at the Waldorf Astoria, beginning December; at the Latin Pho Men (Decena), starring June 17; for three weeks at Hart's (Reno), opening Aug. 29.

John Ashmore for three weeks at the Frontier Hotel (Las Vegas), opening Dec. 22.

Wayne Newton for four weeks at Harrah's (Reno), beginning Jan. 18.

The Four Freshmen for two weeks at the Lila Baggs (Lake Tahoe), opening.


Soul Train - "Something Happening." 8.

Connie Harnick on the "Lazarette Winter Show," to be taped in January, which Germaine banjo to promote her next MGM album release here in New York.

Soul Train on the "Leigh-Lo" airing Jan. 22 on NBC.

Soul Train begins a 13-city tour with a Jan. 5 appearance in San Diego.

Trudie Lepke received the role for the next New York show "Leigh-Lo" airing Jan. 22 on NBC.

The Four Freshmen will appear on the "Leigh-Lo" airing Jan. 22 on NBC.

Soul Train on the "Leigh-Lo" airing Jan. 22 on NBC.

Soul Train on the "Leigh-Lo" airing Jan. 22 on NBC.

New York

Eddy Arnold, RCA Victor artist, tapes Mike Maneri's "TV Show" Friday (12).

Jerry Silver and Anne Murray have signed to promote their Columbia album, "Ed Sullivan's Naughty Nineties" in Selma and Murfreesboro, The Two Lost People in Music, Manhattan, Feb. 10.

Artie Hare's "TV Show" will be taped in New Orleans during March.

Herb Alpert's "Tina album," was "discovered" by Jerry Ushie.

Composer-at-Large, Dick Challen, has completed themes for three TV shows. "Tell the Truth" (CBS), "Blank Judgment" (NBC) and "Match Game" (NBS).

Leslie Miller completed vocal backgrounds for a new Brian flax album on Kapp and for the new New York Royal Crown Cola spots that were on NBC during the last TV special.

Joe Sapon in New York with his associates Howard Green and producer-publisher Paul Turner.


Clowes and Clowes bring the Undersea World of Jacques Cousteau to the Frogpond on ABC's "This is Television" on Jan. 18-20, at the Fillament Auditorium, San Francisco. The Blue Green (Alaska) made their first U.S. concert appearance Jan. 7 in Anaheim Concert Center, Calif. From there, they opened Feb. 2 at the Hilton (Miami Beach) Hotel, appearing for the 1st time in Florida, appearing for the 1st time in Florida, appearing for the 1st time in Florida.

New York City's Record World magazine to begin its 10th year, appearing for the 1st time in Florida, appearing for the 1st time in Florida.

New York City's Record World magazine to begin its 10th year, appearing for the 1st time in Florida, appearing for the 1st time in Florida.


Painting: "The Big Red," a painting by Poland's President Dr. Wladyslaw Gomulka, will be exhibited at the Museum of Modern Art, New York City, Feb. 1-25.

It's SRO at the DAR.

MILAN

MPP has started distribution of the British lyric catalog and the new Italian labels Grand Prix and La Zampa Del Leone, both backed by independent producers. "Let's Go to San Francisco."
ARGENTINA

(Courtesy of La Estrella): "Don Fauna"

BRAZIL

(Courtesy: Dos Comandantes da en): "Samba do Beco"

BRITAIN

(Courtesy Record Retailer): "Hello Goodbye"

[Continued from page 38]

acquired the local copyright of the Young Rascals' "I'm Wonder- ing" which is included in the Festival. Singer Mike Ferber escaped unharmed when the house he was visiting in the outskirts of Moscow was hit by a typhoon. The box office of the Rascals' concert was left unscathed by the wind... The questions about the promotion of the local group to support the January concert, as well as the upcoming tour by the Small Faces and Paul Jones... Three former members of the Playboys, Normie Rowe's old backing band, have formed a new combo called the Protocold. Their first record is "Amos" on which the boys use no instru- ments; it's purely vocal... New Zealand singer Fee conveyor is the new singer for the Castaways. Former singer Peter Nelson has gone to Hong Kong to join the Austral- ian group "People..."

JAPAN

(Courtesy Original Companies Co., Ltd.): "Hello Goodbye";

SINGAPORE

(Courtesy Radio Singapore): "Hello Goodbye";

VENEZUELA

(Courtesy Radio Venezuela): "Hello Goodbye";

From The Music Capitals of the World

Shaped Notes

[Continued from page 36]

high. After much bowing and handshaking, the torch was passed back to the slot machine.
**Tape CARtridge**

1.8 Mil. Units to Be Sold in '68: Levitus

BY RAY BRACK

CHICAGO—About 1.8 million tape players will be sold in 1968, bringing the total in use at the end of the year to 4 million units, predicts James Levitus, president of Car Tapes, Inc., here. He also forecast:

"Based on what data I can gather, I estimate that $120 million worth of prerecorded CARtridgesses will move at retail in 1968. The figure for 1967 was $70 million."

The tape cartridge business, Levitus said, "is still 90 percent automotive." Levitus who came from the West Coast and Muntz in 1967 to take over Harry Beckerman's Car Tapes, Inc., currently stocks 3,000 4 and 8-track cartridge titles. He moved to a new building recently and will add cassette and playback equipment in due course.

His distribution operation is now being computerized under the IBM, tear-off, punch tag system. The change-over is under the direction of warehouse manager Dan Haas, formerly with the Liberty distributor here.

"The system will be in effect Jan. 1," Haas said.

The strongest tape cartridge retailer during 1967 will be the automotive specialist," Levitus said.

Pickwick Bowing Six New Titles

LONG ISLAND CITY, N.Y. — Pickwick International, Inc. is releasing six new titles in 4-track and 8-track stereo tape CARtridgesses listing for $4.95 each. The new titles are "Came-


Audio Magnetics’ New Line Aims at ‘Under 25’

LOS ANGELES — Audio Magnetics Corp., involved in the cassette custom duplicating field, will tailor much of its new line of products at the "under 25" market.

Irving Katz, AMC president, and Eli Chezar, national sales manager, will introduce the firm's new products to national sales representatives in the Pick Congress Hotel, Chicago, Jan. 15.

Innovations in the compact cassette line will make up the backbone of the new product line. New products to be introduced at the sales meeting are the EP and LP lengths and a high performance cassette tape.

Other introductions will include a new line of rest-to-rest promotions. AMC recently created a separate operation to service the cassette market. It plans offering its facilities to domestic record companies who want to enter the cassette field by manufacturing the cassette packets and high-speed duplicating the re-recorded tape.

Muntz Overseas Sales Seen Topping $ Mil. Mark in '67

LOS ANGELES — Overseas sales for Muntz Stereco-Pak's playback equipment and stereo tape CARtridgesses will top $1 million in 1967, a significant gain over 1966.

Muntz, which has exclusive distributorships in 48 countries, estimates the minimum annual overseas sales before 1970 will reach $10 million, according to Ronald Gordon, director of Muntz International.

"Much more significant," says Gordon, "is that Muntz has negotiated exclusive arrangements in most foreign markets for locally record popular music onto our tape cartridges.”

Goals in 1968 for Muntz International include:

- Expanding its nationwide chain of exclusive distributors.
- Negotiating joint agreements to allow Muntz to manufacture, duplicate and supply cartridge players to major common market areas.

Making arrangements in foreign markets to record locally music onto Muntz tape.

next time you are in Belgium ...

... you can check on EMI's claims about global ramifications—about recording and manufacturing facilities in every part of the world—about sales organisations which get into every conceivable outlet—about unique connections with the most active retail establishments everywhere—and about the way EMI artists are promoted here, there and everywhere to give them a truly international stature.

The EMI Company in Belgium is:

S. A. Gramophone N.V. 171, Bd. Maurice Lemmonier Bruxelles 1, Belgium. Tel. Bruxelles 22-98-15

Adamo is one of the many EMI artists who enjoy good sales in Belgium.

JANUARY 6, 1968, BILLBOARD
JANUARY 6, 1968, BILLBOARD

SOUTH'S LARGEST TAPE ONE-STOP 4 & 8 TRACK STEREO CARTRIDGE TAPES

One day service. Complete inventory all lines. All orders shipped same day.
Write, Phone, Wire or Call Collect.

Tape CARtridge

SAN JUAN

Eddie Fisher played at the El San Juan Hotel... Los Chavales De España will be at the San Jeronimo Hilton until March 1.
Abraham Pena, president of the Puerto Rican Federation of Musicians, is promoting Puerto Rican folk music over radio, TV and print. With the last two weeks, two local firms (a banking institution and a distillery) have presented hour-long color spectacles over WAPA, Channel 4. These programs have been backed by half-page advertisements in local dailies both in English and Spanish. Most of the artists working on these programs are recording names.

Rafael, Spanish movie and recording artist, will make his first Puerto Rican appearance this month. His latest musical film, "Al Pastor El Sol" (When the Sun Sets), opened in 12 theaters throughout the capital, Thursday (23)...

The album with the songs of this film (United Artists International) has a semipositive cover and a number of typographical and grammatical errors in its Spanish back liner. UAI, like other labels before them, will find that more care should be taken with liner notes when presented in Spanish. Felipe Rodriguez (RCA Victor) and DaVilla (Ansonia), two veteran Puerto Rican recording artists, entertained at their own expense the inmates of the Vega Alta Women's Prison. They were invited by Augusto Cohen, local representative for ASCAP and veteran composer Pedro Flores, who has scored many of the TV shows and feature films of the country. The deejays of Puerto Rico are sponsoring a big show at Hilton Beach Stadium (20,000 capacity) featuring many local talent including recording artists: Chusco Avel-

Miami

Lisa Minnelli is substituting for Sammy & Cher for season's opening at the Acme Race Hotel. Bandleader, Peter Allen (Chris & Peter Allen), will be working at the Diplomat during the same period... Eddy Aragon and Fanny Flagg are in town to tape a "Jazzie Glessen" remake... Paul Bevers and the Raiders are appearing in Fort Lauderdale at the Miami Beach Hilton... Also appearing on the Jimmy Cigar (Chess) just back from a successful tour, are drawing large crowds at the Barn. Harry Reedman opens the show room at the Hilton. The contract calls for $160,000 for two week's work...

Frank Poynter, host of "Open Mike (WQAM)," was honored at a banquet meeting of Anti-Communist Association of Professional Cuban Journalists... Van Cliburn almost sold out at a Docie Concert... Vocal group of the week is the Tape Masters (Chet Atkins, Floyd Cramer, Al Dexter) who have just won big business at War Memorial in Fort Lauderdale over the past weekend... Hugh Masakula has signed for a spring tour at Miami-Dade Junior College... (Continued on page 45)

FOLLOW THE GENERAL TO PROFITS!

Artists of the Month for January

4 & 8 track stereo cartridges
Sign up today for the Artist of the Month Promotion
Get your free P.O.P. material from The HOT Line

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(310) 734-2700

FIDELIPAC® & TelePac
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16mm - 30 minute cartridges for Projectors

Inexpensive Importation Available For Every Player

U.S. MADE LOADED BLANK CASSETTES

16mm loaded with top quality Meyer Tape

4 & 8 TRACK LOADED BLANK CARTRIDGES

16mm loaded with high grade sound loaded with 3M 1534 tape

16mm loaded with 3M 1534 tape

AMPEX ARTIST AWARDS presented to Herb Alpert by Donald Hall (Phil), general manager of Ampex Stereo Tapes. The award is in the shape of a trophy, a rare art form portraying the Renaissance. The award has been named the "AmpeX Artist Award" annually for outstanding contributions to the field of recorded sound.

Cap. to Release 13 Packages

LOS ANGELES — Capitol will release seven 8-track stereo tape cartridge packages, all of which are twin-pack configurations, and six reel-to-reel stereo tape packages Tuesday (2)

Five of the tape packages are pop, with the operatic-classical tape completing the release for January.

All selections include product from Matt Monro, Guy Lombardo, Cannonball Adderley, Howard Roberts, Hank Thompson, Khyber Pass, and Verdi. It is the classical selection in this series.


SAN JUAN

San Juan Arts Council and the National Endowment for the Arts announce "Espectacles," a series of concerts to be held throughout the island during the month of January. The council has selected 10 professional groups to participate in the concerts. The first concert will be held January 7th at 8 p.m. at the Centro Cultural de Puerto Rico. The group will be the New York Chamber Ensemble, under the direction of Mstislav Rostropovich. The next concert will be held at the University of Puerto Rico on January 8th at 8 p.m.

The council has also announced a series of concerts to be held in the provinces of the island. The first concert will be held January 9th at 8 p.m. at the University of Puerto Rico in Arecibo. The group will be the New York Chamber Ensemble, under the direction of Mstislav Rostropovich. The next concert will be held at the University of Puerto Rico in Ponce on January 10th at 8 p.m.

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Dear Tape Cartridge Dealer:

We at Channel Marketing are so excited about our latest developments in tape cartridge products and accessories that we just can’t wait to tell you the news.

For the year 1968, Channel will provide you with a steady flow of market tested products geared for fast movement and big profits. You will soon receive all of our latest literature on both our well established and our new accessories — all with NEW competitive pricing.

If you are not on our mailing list but want to cash in on our profit makers for 1968, send us your name and address. We want to include your name on this valuable mailing.

Write to us now. Channel Marketing’s accessories will generate at least 15% extra sales volume in your cartridge department in ’68!

Happy New Year from the gang at

CHANNEL MARKETING INC.
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IMMEDIATE DELIVERY
World's largest catalog of stereo tapes, 8 and 4-track • Players, Car and Home • Cassettes • Filter-proof racks • Head Cleaners • Blank Tapes and all Allied Products

MAURICE ROSE President

Cash in on this booming industry!

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I am interested in details concerning your line of 8 and 4-track stereo tape cartridges.

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store
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zip

☐ Please send me my complete SENTRY tape cassette, tape cartridge and reel-to-reel salon kit so I can get my share of the new tape market quick.

☐ I want this free display for my store. Tell me how to get it.

Sentry
fastest growing name in tapes

Music Capitals Of The World

Continued from page 41
EM Annes and Jim Edward Brown are at the Spot in Fort Lauderdale.

JEFF TOFFLER

STOCKHOLM

American soul singer Kiki Dee

American singer King George Claxton has left the

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Congress Getting Tough In Response to Public Outcry

By MILRED HALL

WASHINGTON — Consumer complaints about warranties and service on home entertainment items and other merchandise have erupted into some far-reaching legislation.

Sen. Warren Magnuson (D., Wash.), chairman of the Senate Commerce Committee and its consumer affairs subcommittee, has introduced a sweeping disclosure bill to make all manufacturer-warranties live up to specified standards, make terms readable for consumers and omit any self-serving clauses.

Two other bills, co-sponsored by Senator Magnuson and Sen. Carl Hayden (D., Ariz.), spell out warranty and service requirements on cars and appliances. One will make auto manufacturers responsible for car-repair bills and tire changes during the warranty period. Senator Magnuson says hearings will be held on these bills early in the 1968 session.

Here are some of the things manufacturers would have to provide under the proposed bills: clear disclosure of terms of guarantees (or warranties); no exemptions written into contracts excluding the manufacturer from repair or replacement of a defective product, or any component thereof; and a manufacturer warranty, if supplied by an outside manufacturer. Warranty standards would be set up by the FTC and a "short-hand" version would be worked out by the Trade Department and the FTC to let the consumer see at a glance which type of warranty he is getting.

Manufacturers would have to franchise enough dealers or service locations to provide the consumer with "reasonably accessible" service. However, that provision would decide how numerous the franchisees would have to be. The same franchise network of dealers or representatives would be accessible as manufacturers or distributors. The consumer wants to bring legal action, over defective product not repaired or replaced.

Receipt

Warranties won't warn consumers to get a sales receipt from the retailer, and conduct all correspondence with the manufacturer regarding warranty items and other merchandise have erupted into some far-reaching legislation.

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HELP WANTED


WANTED: UNKNOWN COUNTRY AND AREA CODES. Please advise which are active, for both. Western Union Zone 1. Box 520. Los Angeles, Calif. 90011.

WANTED: UNCLAIMED MONEY. Write for new addresses, sample advertisements, etc. 180 Broadway, New York City, N.Y.

WANTED: TOP NOTCH SHOP MAN for record machines in Washington, D.C. area. State experience, references and where interview can be arranged. Top salary for highly-qualified man. Replies will be strictly confidential. Write PERSONNEL P.O. Box 2373 Washington, D.C. 20013


WANTED: TOP BROADCAST LEADERS WANTED. Send details to Box 296. New York, N.Y. 10013.

WANTED: TELEPHONE REVIEWS. Write for details to Box 769. New York, N.Y. 10013.


WANTED: PROMOTIONAL SERVICES

NATIONAL RECORD PROMOTION AND ADVERTISING

MAGNIFICENT
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INTRODUCTION

RECORD SERVICES

Radio Recording, Promotion & Publicity. Na at leat 5 yrs. on staff. Submit resume. Contact: Robert T. Nisbet, N.Y. 16.

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World class offer. All major manufacturers. Send for list.

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REGULAR ADVERTISER: $5.50 per line. Minimum 1 line. First five lines. Minimum 1 line. $5.50 per line. Minimum 1 line. $10.00 per line. Minimum 1 line. $25.00 per line. Minimum 1 line. $50.00 per line. Minimum 1 line. $100.00 per line. Minimum 1 line. $200.00 per line. Minimum 1 line. $400.00 per line. Minimum 1 line.

INTERNATIONAL EXCHANGE ADVERTISING RATES

International Exchange is open to all advertisers of foreign countries or American advertisers whose service or sales message is specifically directed toward international market.

REGULAR CLASSIFIED AD:

PAYMENT MUST ACCOMPANY ALL ADVERTISERS


Audio Retailing

Florida Shop Builds
A Service Reputation

Continued from page 43

ly, many large industrial plants.

He began with nothing more than a few dollars, and a na
tural flair for field machinery

Rishell set up Tap City in 1949, after getting in touch with all the major manufacturers and distributors of tape recorders in the country, explaining what he had in mind, and asking for commissions and their service agency. Many re
tioned by sending representa-
vatives to every store that had a shop. That he made an excellent im

pressed the tape recorder owner

but in many cases, the reason is that problem for him.

Rishell's best customer over the years has been the tape recorder owner who uses the machine in business in one way or another. "They are the people who record memos, reports, sales meetings, etc., and keep the recorder con

usively in use," he said. "They need recorders constantly, and since the machine is a business tool, they figure such repairs as a business expense. More and more businesses are using such machines to meet the demands of their work, and they make up the bulk of our customers. We don't encourage the music-lover who buys fantastically expensive equipment," Rishell feels. "Our experience has been that they like to come in on Saturdays and talk, I'd rather talk to them in discussing the sales benefits of our pre-standard or that, or giving advice on speaker systems." He feels.

Rishell is all for the ad

vent of tape recorder sales.

Rapidly, Rishell's business grew, and a man who had no

certainty of the sales, looking for ways to improve. He

helps keep postal costs down.

zip code helps keep postal costs down.

There were a lot more than a few people who were

America's only daily radio history

January 6, 1968, BILLBOARD

www.americanradiohistory.com
Hohner Shows New Clavinet

CHICAGO—M. Hohner, Inc., introduced a new electric clavinet and a new Electro-Melodica during the 21st annual Midwest National Band Clinic here recently.

The company’s first clavinet was introduced at the Music Show here last summer. The second model, said here, was a new cabinet and last at $495.

The new Electro-Melodica was described by a Hohner official as “excellent for rock groups because you can make it go all over the place. And it has fuzz tone.”

Hohner’s Echol freely speaker and amp line was also exhibited.

The Happenings

Endorse Vox

LOS ANGELES — An endorsement of - product contract with Vox has been signed by the Happenings, according to Vox national promotion director T. Warren Hampton III.

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STAR PERFORMERS-LPs on chart 13 wks or less: all albums not recharting this week.

**ANNA RINDEL** - "Tifta" & "Sash" (Bard, N 32814)

**THE MONKEES** - "More of the Monkees" (Colgems, C 9519)

**THE ROLLING STONES** - "Their Satanic Majesties Request" (A&M LSP 2533, VPS 9098)

**THE SUPREMES** - "Greatest Hits" (Motown, M6 5042, MS 5652)

**JOE BROWN** - "The Andy Williams Show" (United Artists, UAL 4147, VAS 5147)

**ARTIST** - "Tifta" & "Sash" (Bard, N 32814)

**BUFFALO SPRINGFIELD** - "Again" (Atco, 33-3225, SD 33-3225)

**MITCH RYDER** - "All Hits" (Atco, 33-3225, SD 33-3225)

**LENNY HOLMES & HIS ORK** - "For a Few Dollars More" (United Artists, UAL 4147, VAS 5147)

**ROLLING STONES** - "Their Satanic Majesties Request" (A&M LSP 2533, VPS 9098)

**DEAN MARTIN** - "At the Mantovani International Pop Festival" (MB LP 2142, WLP 2142)

**BILL COSBY** - "Front Page" (S 63, 65, 51)

**ED ANES** - "When the Snow Is on the Roses" (Columbia, LKR 9153, ELP 9153)

**ASSOCIATION** - "Insight Out" (Atco, 33-3225, SD 33-3225)

**HERB ALPERT & THE TIJUANA BRASS** - "S.R.O." (A&M LSP 2533, VPS 9098)

**WILSON PICKETT** - "My Way" (Atlantic, SD 13814)

**ELVIS PRESLEY** - "Clarksdale" (Stax, VLP 9599, LP 9599)

**ARLO GUTHRIE** - "Ala's Restaurant" (Reprise, R 6567, LP 9599)

**ARETHA FRANKLIN** - "I Never Loved a Man the Way I Love You" (Atlantic, SD 13814, SD 9599)

**ALF REDSTONE** - "The Andy Williams Show" (United Artists, UAL 4147, VAS 5147)

**CLAUDINE DIENG** - "The Sounds of Love" (A&M LSP 2533, VPS 9098)

**RAMSEY LEWIS** - "Living in My World" (Columbia, LSP 2533, LPS 7994)

**ARTHUR RUSSELL** - "Make It Happen" (Capitol, ST 998, ST 998)

**JOHN MAYALL'S BLUESbreakers** - "Again" (Atco, 33-3225, SD 33-3225)

**THE BEACH BOYS** - "Beach Boys Beach" ( Capitol, ST 998, ST 998)

**SAM & DAVE** - "Soul Man" (Fontana, LPS 7994)

**JIMMY SMITH** - "Mojo" (Reprise, R 6567, LP 9599)

**AL MARTINO** - "Money in the Morning" (Columbia, LSP 2533, VPS 9098)

**HERB ALPERT & THE TIJUANA BRASS** - "Spain" (A&M LSP 2533, VPS 9098)

**LETTUCE** - "Again" (Atco, 33-3225, SD 33-3225)

**ORIGINAL CAST** - "La Mancha" (S 63, 65, 51)

**SMOKY ROBINSON & THE MIRACLES** - "Make It Happen" (Tamla 274, 15, 57)

**DIONNE WILSON** - "Ways of the World" (Great Silver, SP 9583)

**TEMPATIONS** - "Let a Man Go" (Tamla 274, 15, 57)

**CLAUDENE LONGET** - "Candlelight (Country, C 9519)

**HERB ALPERT & THE TIJUANA BRASS** - "Their Satanic Majesties Request" (A&M LSP 2533, VPS 9098)

**TAPE PACKAGES AVAILABLE**

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Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.

JANUARY 6, 1968, BILLBOARD
No two ways about it.
HERMAN'S HERMITS' fantastic new single
I Can Take Or Leave Your Loving K-13885 is their 18th consecutive chart-breaker!
Produced by Mickie Most

The Sound of The New Generation is on

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
THERE'S A BLUES REVOLUTION!

ENGLAND'S GREATEST BLUES GROUP

JOHN MAYALL'S BLUES BREAKERS

1st AMERICAN APPEARANCE
Jan. 9th thru 21st Café A Go Go New York
Jan. 23rd Grande Ballroom Detroit
Jan. 25th thru 26th Whiskey A Go Go Los Angeles
Feb. 1st thru 3rd Fillmore Auditorium San Francisco
Feb. 8th thru 10th Fillmore Auditorium San Francisco

Just released

Oh, Pretty Woman
Stand Back Baby
My Time After A White Shoe
Snowy Wood
Man Of Stone
Tears In My Eyes
Driving Sideways
The Death Of J.B. Lenoir
I Can't Quit You Baby
Streamline
Me and My Woman
Checking On My Baby

LONDON®
GOLDEN YEARS- Archie Campbell- RCA Victor LPM 3989- $1.25

This is the best album Archie Campbell has ever done. Beautiful ballads that will blend into both easy listening and country music radio formats. "Tell Me Away" is heartbreaking. This tempo is a little faster on "I Love You Forever," but Campbell has come up with a surprisingly good LP.

COAL SOUL-SOUL OF COUNTRY MUSIC- Connie Smith, RCA Victor LPM 3997- $1.35

Except for one song, "My Lucky Stars for a Little While," the rest of the songs on this album sound as if Connie Smith wasn't interested in them when she recorded them. Perhaps one should blame the producer for demanding such efforts, but even a simple song like "I Love You So" has been lost by too much emphasis on the LP.

GREEN, GREEN GRASS OF HOME- Porter Wagoner, Columbia CLP 2091 (HL), CAS 2191 (SL)

Some excellent old hits approach to the world of country music. "Green, Green Grass of Home," "Fag, Dear and Be Merry," "Tell Me Away" and the rest are the best. Poor cover for such a good LP, and the price will improve it.

STRAUDINSKY, PETRUZHKA- Los Angeles Philharmonic and Orchestra, CAS 5010 ($1.35)

A brilliant reading of the Strawinsky work is on a program with the "Cirque Polaire," new from his London premiere. The Los Angeles Philharmonic has been enjoying considerable press attention lately which adds to this LP's wide appeal.

NEW YORK CONCERTS-Violette Hervieu, CBS FM 1402 (SL), FM 1408 (SL)

The music is the strong point of this effort, but the recording is not as good as expected. The jazz comes off well in "Green Grass of Home," which is a strong suit of the performers. The price is right.

JAZZ

NEWPORT UPDATE- Lionel Hampton, Prestige 6156 (SL), Prestige 6157 (SL)

Lionel Hampton, a leading senior citizen in the field of jazz, recording and producing the finest music imaginable.

ALBUM REVIEW RANKING

STAY SERIOUS-Excellent vocalist with a range of less than a 3/4 octave. His LP's LP "Serious" has released in its respective LP's and up.)

CHART SPOTLIGHTS-Albums which we are watching to have uncertain sales to check the LP's more or less sales.

SPECIAL MERIT- New 

CONTINUED ON PAGE 5
When Bruno Sings... you Listen!
1968: The year of Bruno: Dynamic New Song Stylist

Cited by critics, fellow-artists and industry executives as one of the most promising new talent discoveries in years, Tony Bruno's burgeoning career takes off in a blaze of glory this month with the release January 2 of the singer's first album for Capitol Records.

Those who have previewed the Bruno LP—and the Bruno talent—acclaim the sensual song stylist as "a unique singer combining vocal ability with a magnetic personality that breaks through the barriers of old-fashioned music, leaving young listeners in awe of the man's talent and success.

So far the facts speak for themselves and it seems that Bruno has opened a four-week engagement at Las Vegas' Frontier Hotel with a repertoire of Bruno-penned songs no one had ever heard before. The reception was sensational. He promises the same for his gig at the 'hungry i' set to open early this year. He has already completed this program.

HIT SONGWRITING

Bruno, whose voice is considered hard-bitten Las Vegas in the first night club appearance of his career, takes vocal success as a matter of course since he has found his niche in the music world. The first song he ever sold was the national Top 20 hit. His Frontier debut and subsequent album with Capitol is a big-money Capitol recording contract.

As Bruno has the world by the tail and a brilliant future both as a star-caliber entertainer and as a talented song writer. Says the new Capitol star, "I've never really failed at anything. Except my first 51 odd jobs!"

Until he was 22, the closest Bruno got to a musical career was singing in the clubs of various nightspots. While bandstand and trailer-rig he piloted around the steamy outskirts of Brooklyn. The chain of success started with Bruno's meeting singer Jack Jackson, who spotted young Tony's talent and asked Bruno to write a song for him. The song was 'Tell 'em I'm Not Home' and it was an immediate hit.

HIG SCHOOL DROPOUT

Who is Bruno? What is he like? Well, he's a high school dropout. For clammers, at the age of 27 he made his first stage appearance. At Las Vegas' Frontier Hotel, at $5,000 a week!

The soul of Bruno is a complex one, born in fire, tempered by trouble. He admits being a dropout for over 20 years. He couldn't stay in school. He couldn't stay in school. Not that he didn't want to but he has tried includeing plumbing, truck-driving, messenger running and painting overalls on doll's heads.

He has an obvious candidate for Hippisville. He didn't go "because that route is an escape for hollow people. The sincere hippies you can count on the fingers of one hand and you never see them in the papers. The rest are coat-tail waggers. Hippie-sim is nothing but a big excuse, a hang-up, a national cop-out. It wasn't for me. I love people too much!"

But Bruno also loves music. He is evident in his sensual singing style. And his honest feelings about life are clearly shown in the lyrics he pens.

PRODUCER

Bored with banal songs, Bruno eventually started writing his own. With no formal training or experience, he not only wrote songs but also produced them. With Maxine Brown making vocals.

Later, Bruno formed a company called Nomar Records, organized his own distribution setup and hit the market with his first recording by singer Maxine Brown. In eight months, the record grossed a quarter of a million dollars. To prove this was no mere fluke, Bruno's second Maxine Brown release, "Funny," sold 300,000 copies.

"I didn't know I couldn't do it" says Bruno, "so I did it."

Bruno didn't write his song for Jack Jones and Louis Armstrong either, not that he couldn't produce records or create television commercials for General Mills and Buffalini—so he did that, too. And with notable success.

Feeling the need for instrumental knowledge and, typically, not knowing he could learn the piano, Bruno mastered the piano, guitar, trombone and clarinet. He no longer plays all four instruments with amazing dexterity.

"I sleep all day and write all night" Bruno says. "I wake up about live in the afternoon, food around awhile, eat a little and go to work. I get my inspiration, if that's what you want to call it, watching television without sound. I watch the old flicks, and because I can't hear what they're about, I make up my own story and that's how I get my ideas!

Bruno never left New York City until he came west for the first time eight months ago. "It's better in New York where TV is on all the time. But I'm getting used to it in California."

Talent

By ARMY ARCHERD

An Original by Bruno
The Most Compelling Song Stylist of This Decade...

Bruno "HE-male"
...by ARMY ARCHERD

An Original by Bruno
"ST-2857"

This is one of the most visual recordings ever heard.

Tony Bruno is a new breed in performers—both on record and stage. He sells himself completely and confidently like no one else in the gravi- tational pull of the gramophone. His animal-like magnetism and emotionalism form a trademark that will distinguish him from any predecessors as well as from the ever-expanding crop of male singers. He is a HE-male singer.

Tony Bruno is in the tradition of the long line of Italian-descended singers. But, he is also self-consciously part of an era. He can handle anything from Dixieland to Soul with equal ease. Fearless in the appeal of Dean Martin with the flair of Sinatra, plus the humor of Louis Armstrong, the soul of Les Brown and the dry wit of Pat Boone.

Yet, he is none of these. Add all the similarities to these greats you have a captive great—Tony Bruno.

It figures that a guy who grew up in a one-room school house and sang songs in church could sell. Tony Bruno can sing. Tony Bruno is the singer who can sing. He can sing. He can sing. He doesn't even realize it! His single songs sell. His records sell. His appeal is overwhelming.

To Tony Bruno, he says: "You have to sell the record, not the singer. The singer is nothing but a vehicle for the song. As a result, the songs have to sell. You can appeal to the singer but it's better to appeal to the songs."

Bruno LP is scheduled to hit the market January 2. Seven of its songs were written by Bruno. Arrangements are by Artie Butler, also a hot new talent and long-time Bruno buddy. Long-time friend and producer Artie Ripp describes the LP as having "distinctive appeal with strong overtones of the teen scene."

An Original by Bruno

Bruno's frontier Hotel debut electricity appeared, led to star's Capitol recording contract.

BRUNO, NEW CAPITOL STAR, seals recording deal via four-way handshake with Capitol's VP Head A&R Artie Gillmore, Pres. Alan W. Livingston, and producer Artie Ripp.

CITIZEN LAUNCHES BRUNO INTO SURF-FIRE HIT ORBIT

Capitol Records, sighting straight up the charts, launch their mercurial new star, Bruno, this month with a giant promotional thrust. An ex-Brooklyn truck driver, who couldn't hold a job until he found himself in the music business, Bruno appears bound for an apotheosis in the big time.

Countdown on Capitol's push for the volatile singer's new album, "An Original by Bruno," begins with the star's engagement at San Francisco's new "hungry i" on a date soon to be set.

Bruno has launched with a Dixieland beat that is infectious—sexy as a Dean Martin song, with a swing. He can smooth over to a bopper with "Wherever There's Someone," showing from the stage, we ain't heard nothing yet. Bruno is a unique singer who combines great strength with a soft, melodic touch. He has a voice that is never questioned. He has accuracy of style, a sure sense of when to talk in a voice note—only the word. He sings with soul and with style. His new LP is titled "To Get a Thing Called Love." And we guarantee reactions when he sings "quiver" and "chiver" in "The Grass Will Sing For You, Soon."

Only a guy as obviously masculine as Brooklyn's Tony Bruno could also be as romantically convincing. He's afraid to sing the lyrics as they were originally created—he either in more personal emotions.

For a "tomorrow sound." This is Bruno's new LP, which is a powerful version we've ever heard. The songs that he sings in this contemporary standard will, for the first time, get the full impact of this classic. Last week or Tony—get too maudlin, following is an up-tempo's "What's Yesterday's Song to me and a surprise never before tried on record."

Only a gus, as well as talented guy could tackle a song like "That Lucky Old Sun" and give it his own, special brand of vocal stylings. With a Lenny first it's firing he revives "I'll Be Seeing You," and never knew. He gives a promise that we're seeing—and hearing you, Tony Bruno. So, enjoy it.
a mercury rainbow release

A Full Spectrum of Hit Albums in Every Groove

Mercury Classical

Where The Rainbow Ends

Mercury albums are available in Musicassette and 8 and 4 track stereo tape.