Spiraling Instrument Costs Rock Rockers

By RAY BRACK

CHICAGO — The typical five-man teen-age rock and roll combo is now spending $5,000 for equipment.

"And this is a conservative figure," said Jim Darow, musical instrument department manager for Music World, a major musical instrument retailer in Chicago and among the national leaders. Darow is exclusively in pop musical instruments and handles all major name products.

At Billboard's request, Darow broke down the typical teen-age player's equipment investment in terms of equipment category and price.

"We're talking about the kids who are playing a few high school hops and who have graduated from their beginning equipment," he said.

The well-outfitted combo will spend the minimum of $600 for drums, probably Rogers or Ludwig, and, right now, they're demanding double.

(Continued on page 12)

CARtridge Variety Packs
The Spice of Product Life

By ELIOT TIEGEL

LOS ANGELES — Samples, variety packs, "4 Star Specials," call them what you will, they are quietly becoming a pro- grammable cartridge product here.

Introduced by Capitol Records last year, its variety pack product is holding up nicely, reports George Beulter, who oversees the firm's cartridge operation.

"This kind of product is extremely well accepted at the consumer level," Beulter says.

"But it becomes difficult to ex- plore it at the dealer level." Capitol's "4 Star Specials" teaming four different artists within the same musical framework sell for $6.98; twin packs, which offer two albums or a variety of things tainting the length of two LPs, are $9.98.

Consumers like the variety pack because for a small investment, they receive a broad selection of material, Beulter believes. This seems to counter.

(Continued on page 5)

ABC to Buy Schwartz Bros.
In Distriib Expansion Move

By AARON STERNFIELD

NEW YORK — ABC Records, which entered the distribution field a year ago with the acquisition of the New Deal complex in New York, is expected to buy Schwartz Brothers, old-line Washington distributor, shortly.

Despite rumors that Schwartz Brothers would be purchased by Transcontinental Investing Corp., the pending sale to ABC Records was confirmed by a reliable source.

The upcoming acquisition puts ABC in a strong geographical position with regards to the various facets of merchandising — distribution, rack jobbing and one-stopping.

The New Deal operation's next move was the takeover of the C&C complex, which covers the Northwest from Seattle. On the heels of the C&C acquisition, ABC picked up the Billin's rack jobbing operation, which covers the Rocky Mountain area from Salt Lake City.

The forthcoming acquisition will put ABC in a strong merchandising position in the important Washington-Baltimore area.

Thus, ABC's merchandising position will cover the Northwest and in the Rocky Mountain area. After ABC consolidates its position, it seems a

(Continued on page 8)

Sound Unifier Out — Atl., A&M Users

By MIKE GROSS and ELIOT TIEGEL

LOS ANGELES — A new device designed for the playing of stereo material through monaural playback equipment has been unveiled by engineer Howard Holzer. Atlantic Records and A&M Records have already started working with Holzer's invention called the "sound unifier generator."

Atlantic has re-mastered a number of its new releases to show at the company's sales convention in Nassau Monday (15) and will break into the new system officially with its February release on albums featuring Aretha Franklin, the Rascals, and another artist yet to be named.

Atlantic is now working on a name for the system to designate its applicability on monaural playback equipment. When Atlantic moves into the new system it will not make further manu- facture monaural records. The "stereo" designation will appear alongside the "stereo" label on the new system, and it's expected that the "stereo" tag will gradu- ally be taken off leaving the new designation standing on its own.

A&M is being more cautious in its approach to the new equipment, but will use it in its new custom studios now under construction. Holzer claims that MGM is the next label to receive the generator and that contemporary records, the jazz label, is also interested.

Significance: The significance of the invention to the recording and merchandising industries is clear. From the beginning, the changeover from a monaural receiver or record playback system will still have the same balance and quality as in the original live performance, sans only the directional character.

The "CSG System," as Holzer calls the 19-inch by 3½ inch by 2-inch device, employs a "logic system" which eliminates the need for channel information in the mixing down of a stereo recording for airing by non-stereo AM and FM radio stations. Broadcasters are now being faced with the problem of disappearing monaural rec- ords from several key manufactur- ers.

The "CSG" unit will rent to a record manufacturer for 1,000 a month on a yearly mini- mum contract. Holzer has filed his applications for patents on the unit.

(Continued on page 8)

AR to Bow 23-Nation Flying Tape Display

By LEE ZHITO

MELROSE, Mass.—Automatic Radio will fly a specially outfitted airliner to major markets in 23 countries in the Western Hemisphere to show- case its tape cartridge playback equipment and promote the cartridge industry in general. The plane, a twin-engine Convair, is dubbed the "Miss Tape-Dek," and will take off next week on a 10-week whirlwind flying showroom tour of the Hemisphere's top cities.

The aircraft will be staffed by a multi-lingual crew, equipped with multi-panel air-ground communications so that AR's sales executives will be able to call directly to its accounts before land- ing. Sales meetings and demonstrations are planned with various airports, coupled with press conferences, and in some instances top government officials attending.

The plan is for AR's "Miss Tape-Dek" to be a fully equipped flying showroom, displaying the

(Continued on page 10)

For Easy Listening it's

The Temptations

MOTOWN RECORDS CORPORATION

"The Sound of Young America"

Copyrighted material
Quicksand c/w "Dreamer's Dream" #9422

The Youngbloods

www.americanradiohistory.com
London Sets '40 Greats for '68 & New Sound to 200 at Meeting

STEVE KIAMESIA LACE—London's N.Y. branch will open a slick film presentation during its sales convention at the Corn- corde Hotel Tuesday (21), and will introduce its new product and new salesmen. The New York sales team travels the nation from Jan. 26 with information and displays of the new product for audiences consisting of distributors, dealers, retailers, and other major rack jobbers.

There were a number of local meetings held with local contacts at the salesmen. As part of the increased effort on conferences where the company has been using instead a functional conference, this year, however, W.B. celebrates its 10th anniversary of its own conference in Hawaii in July.

As a result of the order written during the 22-city campaign, the company reports sales running 20 per cent ahead of forecasts, as well as those in the current year. In addition, Dick Hall, Bill Cosby, San Sebastian Strings, Bonkowski Music Machines, Hamilton Camp and Bad Dushek (on WB), Jim Hendrix, Frank Reed, Don Elliott, Kinks, Fugs, Don Ho, Trini Lopez, Jerry and the Shadows, Jerry Garcia, and Elliott (on Rapp) were performed by the group.

At the meetings, the company announced it was halting its production of monaural albums to go to an exclusive stereo pressing, with copies will, however, continue to be available.

According to marketing vice-president Joel Friedman, distributors were talking about
- Chicago radio stations which have started playing stereo albums for airplay.
- Interest in avant-garde prod- ucts.
- Avoiding of product by management focused toward catalog movement.
- Avoiding of pop by management focused toward catalog movement.
- Avoidance of Christmas prod- ucts by Christmas theme by these same marginal acts.
- Receiving smaller release schedules from their labels so as to provide better sales-promo- nomic concentration on the product.

To explore the exploit in the avant-garde, underground field, WB plans advertising in the underground press and on FM radio. It will also offer ex- clusive film presentations at some of the first shows that spotlight Jim Hendrix, whose debut LP on Reprise Records sold 30,000 copies sold. For the New York group, which goes on over the 200,000 mark.

Cohan Publishing Is Acquired by Marks

NEW YORK — The acquisition of the George C. Mohn Music Publishing Co. by Ed- wina Marks, granddaughter of the noted composer-actor, and Her- bey Marks, president of Marks Music.

The catalog includes hun- dreds of songs, among the 30 or more to be selected for the upcoming Broadway musical, "George M.," starring Joel Grey and scheduled for a summer run at the New Amsterdam Theater in early April. At pres- ent in rehearsals, the show is titled "Harry, You're a Grand Old Name" and "Popularity" with colleagues systems. The catalog also includes the works of other songwriters, including "Always Lavin to Find You, Sweetie, Say Goodbye," "So Long, Mary," "I've Reminded Me of My Mother," "The Man Who Owes Broadway" and hundreds more.

Herbert Marks said that the firm, which soon will celebrate its 75th anniversary, "is honored to add George C. Mohn's fine music to its catalog." He added that the company is "pleased to be part of the American scene, and that Marks Music would serve the products and give all the best possible attention to the services they deserve." The new music will be played in a step by step manner on the air and in the public domain with Columbia Records will release the original cast albums, the music dealers and music publishers.

Cohan's music company has been an acquired and acquired by a new company, who will still realize royalties on all the copyrights. Under the pending U.S. Copyright Act, royalties will continue until 1995, 50 years after the death of the composer.

Marks, one of the largest in- dependent popular music pub- lishers, secured the copyrights in a cash transaction arranged through Jerome Talbert of the William Morris Agency.

MGM Meet Racks $3 Mil. in Billings

BARBARY—With a drive aimed at the MGM/Verve Records kicked off its 1968 product at its distribu- tor sales meeting and product presentation here, (9-12). The Cowbilly, Sandy Powell, its three Boston-originated groups, the Ultimate Spinach, Beacon Street Union and Orphius, and the other top names from the MGM stable of artists, speakeared its successful distributor sales and marketing effort, for more than $3 million, with MGM Records alone ac- cording to it for the complete of $17 million. The other labels represented were Verge, Kama Sutra, DGG and Canyon Park- way.

The Sound of Tomorrow" was the theme used through- out, with much emphasis placed on the label's new groups. Aside from the three Boston groups, MGM Records pre- sented albums by Jerry Lanning, Gloria Loring and Wayne Newton. The former two are new on records and Newton's album, "Island," on Verge. Pat Williams and Jerome Richardson, on the other hand, will be new for their release albums. The group's release albums were represented by Kama Sutra introduced "1a's and the Big Blue Bug.

A rain dropped drench of the outdoor activities on the 14th, the company's convention program included a cocktail re- ception, a dinner and another cocktail party. A live record re- view with the Coeurs and the introduction of an audio-visual feature film, "Greats of Music Media" highlight- ed the meeting. The device.

Audio Devices
Cap. Sign Tie; Eye Expansion

NEW YORK—Capitol Re- cords-Audio Devices combines has been a new to the company as the two companies have joined in a joint agree- ment. The merger is subject to approval by Audio Devices Corporation, Inc. to be held by various State and federal agencies, including William T. Hack, president of Audio Devices, Glenn E. Wallis, Capitol's chairman of the board, and Alan W. Livingston, president of Capitol, concluded the sign- ners.

The merger, in which Capitol shelled out approximately 3,190,000 shares of Audio Devices common stock, will link Audio Devices, manufacturer of magnetic tape cassettes and stereo components, with Capitol Records, whose product line includes Capitol Records and Capitol Records, Inc. to be sold.

At a Capitol Record Club and its mail order branch, Capitol, the merger, Capitol (owned by EMI Ltd) will be linked with Capitol Exchange.

Including to an Audio De- vices spokesman, the joint cor- poration will diversify into ali- lied fields by acquisitions through cash purchases as well as through the tender offer of shares.

Duplicating-Packaging Concept Bowled by Lib.

Liberty's former sonic spect- trum for its cartridge was 90-9,000 cycles, and the new will be 90-8,500 cycles for 3-cycle, which would be a major leap for industry advances.

Eight titles comprise the debut of the cartridge, featuring Vikki Carr, Felix Stat- kin, Billie Holiday, Blue, Ter- rence, the Ventures, Johnny Mann Singers, Gary Lewis and Mid Carter.

RCA Expands Sales, Promo Staff--Collins Manager: Adds 4 to Areas

New York — RCA Victor has enlarged its sales, promotion, and field sales and promotion staff. Norman Kelleher, senior executive and general manager of Victor, explained the expansion moves with the firm's growth and confidence in the yet untapped territory of the new record and tape products. At the same time we must recognize the need to continue to grow, he said.

In line with what Racinus called "the need to grow," the increasing importance of radio and TV exposure and artist exploitation, Dan Collins has been set as promotion manager who will re- Gage for the creation of new district sales and promotion 

JANUARY 20, 1968, BILLBOARD

Coprighted material.

www.americanradiohistory.com
Jubilee Plans Complex on Coast

NEW YORK—Jubilee Record Co.'s West Coast operation, which distributes audio and video records in the market pressing plant, a plating plant and an optical pressing operation, will be housed under one roof in a complex which should be completed within the months. A first-tract in the Dominguez section of Los Angeles, has been bought for the complex, and the engineering work has begun under way.

The Los Angeles plant will serve as a pilot for Monarch East, the predecessor name of Jubilee's New York area plant. The planned plant will perform the same functions as the Monarch West Coast complex.

Jubilee has purchased 25 percent of the BT Pappay label and owns outright or distributes another dozen labels, has been moving into non-record operations. The company already has a patent on a CD player or micrometer, and plans to introduce the record non-record item shortly.

Plates also call for Jubilee entering the tape cartridge duplication field in both plants. The present West and plating plant, AFN Engineering, is in Culver City, Calif. It will be closed as soon as the new plant is in operation. Plans also call for the construction of silos for material storage.

Meanwhile, on the merchandising front, Jubilee has initiated direct sales for the first time. Every time a Jubilee album is played, a postcard with the album cover reproduced and brief descriptive material appears. Jubilee also has launched a video tape program for TV exposure. The artist is shot in performance, and the tapes are to be shown in department stores and other outlets. A radio spot campaign to use the tape for TV program postcards is under way.

Executive Turntable

Jack Wiedemann's duties at Kapp Records are more encompassing than the director of artists and repertoire chores reported last week. According to Bill Gallager, MCA vice-president, Wiedemann will be general manager of the Kapp label, overseeing, in addition to ad, sales, promotion and all other areas of the company's operation. Meantime, Dave Kapp, former Kapp president, is out of the firm's set-up and will be operating now as an independent producer.

Victor Blau, general manager of Warner Bros.-Seven Arts Music, has been elected a vice-president of Warner Bros. Records, the firm's parent company. His contract has been renewed to extend through 1971. Blau was vice-president of Warner Bros. Records before he was acquired by Seven Arts. He joined the company in 1939.

* * *

Ronnie Granger has been promoted to singles and sales promotion manager for Capitol Records Distribution Corp., succeeding the late Bill Jones, who had been appointed director of marketing co-ordination for Capitol Records. In his new berth, Granger will direct the activities of Capitol's singles promotion force and co-ordinate promotion and sales activities for singles. He joined the corporation in October 1965 as district manager, which was acquired by the firm in 1965. In 1976 he was promoted to head its Midwest promotion activities.

Granger, before joining Capitol, Granger was a salesman for Lever Bros. and was an independent record promotion man in the East and Midwest.

* * *

Joe Bitt, an executive of Miller International, has been named sales manager for the classical division of Mercury Records. Bitt's 22 years in the record industry include eight years at Columbia Records, where he was vice-president of the company's operations, and 14 years as national sales manager, where he was responsible for building Mercury's sales in the West. In his new post, he will work on the merchandising and exploitation of Mercury's classical and international product. Bitt will be headquartered in New York.

* * *

James E. Ballinos joins the RCA Victor Record Club as manager of advertising. He previously was advertising account executive with Wunderman, Lord, McQuillan & Kline, Inc. He also has been an associate with Grey Advertising, Inc.; Lawrence C. Gumbinner, Inc.; Ogilvy, Benson & Mather, and Ted Barnard Kost, Co., and has been promoted to vice-president of Jewel-Paula Ronn Records from his post as national sales director.

John Detrich, executive editor of Music Week, has joined Su-Ma Publishing Co., Jewel-Paula Ronn's publishing arm for which he formerly was general manager.

* * *

Stewart L. Smith joins General Recorded Tape as engineering manager. He was previously with Precision Instrument Co. as its chief engineer. He has also been an associate with Grey Advertising, Inc.; Lawrence C. Gumbinner, Inc.; Ogilvy, Benson & Mather, and Ted Barnard Kost, Co. He is a member of the National Academy of Recording Arts and Sciences and is being installed as an associate member.

* * *

John J. Lorenz has been appointed executive vice-president of the CBS Musical Instruments Division. In his new post, he will supervise the manufacture and marketing of the division's products.
We're speechless.

Well, almost.
But when an album takes off and starts running for gold in only one week, you've got to say something.
So what do you say?
You say "Thank you, Bob Dylan."
You say to dealers who were caught unprepared: "Be patient for a couple of days. We've got reorders and re-reorders up to here. But we're pressing night and day, so don't worry."
And you say to the rest of the industry: "Isn't it great to have Dylan back!"
Enough said.

COLUMBIA RECORDS®
**Hispasat Sues 2 Firms in N.Y.**

NEW YORK — Hispasat S. A. has filed suit against Parentesio Records and Warner Bros. Publishers of Puerto Rico over the alleged unauthorized manufacture of 20,000 copies of the Argentinean singer Magali Povera’s single album in violation of her exclusive recording contract with Hispasat. United Artists Records is the sole authorized distributor of the Povera records on Hispasat in the U.S. and Puerto Rico.

The suit stems from a litigation oversesus, according to a U.A. spokesman, in which Povera had entered into a recording contract with EMI to bring to the expiration of his Hispasat past. The Hispasat contract, which the spokesman said has a long time before termination, has been upheld by the Supreme Court of New York which has issued a temporary restraining order enjoining the expenditure, distribution and advertising of the album, “Que Digan.” A hearing for a preliminary injunction was scheduled for Friday (5).

U.A. is planning to release a Hispasat Raphael album, “Al pied de la puerta” in the U.S. this month.

---

**TELEDYNE BUYS PACKARD-BELL**

LOS ANGELES—Teledyne, Inc., the Los Angeles electronics firm, has bought the Packard-Bell Corp., which makes home entertainment products. The deal, which includes one share of Teledyne common stock for each of a half shares of Packard-Bell common stock, was announced by both companies must approve the deal before it goes through. Teletronics was spun off from the Marathon Securities Corp. a $5,000,000 convertible note. Marathon will get in exchange, a three-year, $3.5 million note which can be converted into Teletronics stock at $114 a share.

---

**World Pacific Push on ‘Yoghi’**

NEW YORK — World Pacific Records, the label which has been at this point of recent surge in Indian music, is releasing “Maghi,” aka Mahesh Yogi Speaks to the Youth World on Love” album via a 45-78 single containing excerpts from the LP for radio solicitation.

Maharishi, who has recently been the subject of much consumer publicity, is the spiritual guru (teacher) for such recording artists as the Beatles, Rolling Stones and the Doors. “Since Maharishi has had no contact with record labels and top groups,” said Macy Lipman, national sales and promotion manager, “we believe top 40 stations will use these excerpts which is, of course, too long to play and it would be difficult to find a gap for them.

There are 11 tracks on the single and the side with the sweetest tracks only 19 seconds, one minute and 139. The other side’s eight tracks vary in length from 18 to 48 seconds.

---

**Best Bover of Year**

When the list of Oscar nominees are posted for "Best Cinematography in a Black-and-White Movie," we, in the record music industry, must assume that the Motion Picture Academy knows what it’s doing. But, when the list of nominees for "Most Song" comes to "To Sir With Love" in this year’s listing, we wonder if the Oscar is truly representative of the "Best" of anything.

The Academy’s Music Committee has selected 10 songs for the Oscar sweepstakes this year but none has made as strong an impression on public acceptance as "To Sir With Love." Since boxoffice figures are the guidelines for the Motion picture business, it’s important to note that Epic Records' single release of Lulu’s "To Sir With Love" has already passed the 1,500,000 sales mark and the soundtrack album on Fontana is nearing the gold record award for sales of 250,000 LP’s. Also, the Epic single emerged as Record of the Year in Billboard’s survey of 1967.

The music publishers and the record manufacturers recognize "To Sir With Love" as the biggest motion picture song in years and an example of how publishing and the record industry can work in tune to their mutual advantage. By ignoring "To Sir With Love," we are duplicating the mistake made by many of the companies.

---

**SENS. MURPHY, WILLIAMS SUPPORT KENTON DRIVE**

LOS ANGELES—Band leader Stan Kenton, spearheading a drive to acquire copyright protection legislation for a recorded performance at the support of Sen. George Murphy (R-Calif.) and Sen. Harrison Williams (D-N. J.).

Both lawmakers expressed interest in coming to the “economic aid” for recording artists and producers who their works are broadcast for profit.

Murphy and Williams spoke at a news conference presided over by Kenton, chairman of the National Committee for the Recording Arts (NCRA).

Williams is sponsoring legislation to require that broadcasters compensate artists and record producers in much the same manner as they’ve been doing with composers and publishers over the past half-century.

Kenton has rallied support from the recording fraternity but this is the initial announcement of support from the ranks of the Senate.

---

**Infringement Suit Against Premier**

NEW YORK — An injunction and damage action in the U.S. District Court by William Jagielie, Jay Jay Publishing Co. against Premier Albums, Kenneth William Landwehr and Don Pasin.

The suit charges that defendant used the tunes without a license or permission. Case is based on an album called a "Wedding," "My Sweet Girl," "18 - 21 Polka," "Buttermill Polka," "Krakawie Praygues," and "Na Fajarice Otkerek."

---

**Hob Doubled ‘66 Billing as Promotion, New Acts Click**

NEW YORK—Hob Records, Spector/Ward's guide line, doubled in billing last year over 1966. The label, under a.d. and record producer John Bowden, has steadily increased its share of the market through intensive merchandising and promotion and the signing of new artists, such as Shirley Caesar, who previously was a member of the Caravans.

Two albums by Miss Caesar, Hob's leading artist, were issued last year and a third is due next month. Other top acts on Hob include the Blind Boys of Alabama, the Gospel Harmonies and the Swing Silvertones. On tap are recordings by the Brothers Four, the Country Gentlemen, the Gospel Singers Ensemble, the Refreshments and the Institutional Choir.

Promotion and merchandising for Hob is also supervised by Bowden, who are patterned after techniques used for the parent label. Included in a large mailing list, serving every key gospel disk jockey with all singles and albums, flyers and merchandising of retail accounts in non-generally handling gospel, products, rack, and extensive advertising.

Spector, which began distributing Hob last July, bought the line in February, 1966. Hob has been in distribution as a label that October. Last year, the first full product year after spending much of 1965 signing artists, Hob released 12 albums and 20 singles. Bowden produces all of the sessions at Hob in Spector's New York studios unless a bill of mill is certified. Bowden is also currently in association with Dionne Warwick and the Drinkard Singers, a group formerly known under this name.
Sound Unifier Out—Atl., A&M Users

*Continued from page 1*

the equipment, which have been several years in the development. Atlantic and A&M have been two major forces prodding Holzer to develop a prototype model.

**How It Works**

This is how the unit works: it allows sound information to pass through from the right and left channels, but places a hold on the center channel information whose amplitude is doubled when it is combined into a single monaural source for radio broadcasting. The solid state equipment utilizes a new form of "gain module" instead of a regulation power amplifier and has a control which allows the engineer to regulate this center channel information if desired. Holzer claims that a record company can produce a comparable stereo recording whose qualities can be faithfully reproduced for broadcast purposes.

Although A&M has used the generator in mixing a monaural single for Les McKechnie, it plans mixing its first compatible stereo disk on a Claudette Longest session planned for Feb. 15.

The unit is of major interest to Atlantic, whose rhythm & blues product is aired on stations which are not multiplexing and are usually bought by consumers who own monaural record players. Atlantic sent one of its engineers, Phil Little, to the Coast last week to pick up its generator so that the new product could be remastered.

**Shout, Bang To Continue**

NEW YORK — Web 4 labels Shout and Bang are continuing operations following the death last week of company president Bert Berns. Bill Dar-...
THIS IS THE COVER ART FOR
THE INITIAL ALBUM OF
THE REMARKABLE GROUP KNOWN AS

**JEREMY & THE SATYRS**

WHO HAVE SOMETHING TO SAY
ON REPRISE RECORDS / 6282
RCA Expands Sales, Promo Staff--Collins Manager; Adds 4 to Areas

*Continued from page 3*

managers were appointed. They will co-ordinate the activities of the 36 RCA and distributor promotion representatives with the new arrangements.

**AR to Bow 23-Nation Tape Display**

*Continued from page 1*

The latest AR 4 and 8-track tape cartridge playsbacks, as well as a full stock of International Tape Cartridge Corp. (ITCC) product in both the 4 and 8-track configurations.

AR's international sales executives will be aboard throughout the non-U.S. phase of the flying sales trip, and Dave Nager, AR's sales vice-president, accompanied by Jim Rice, national sales manager of AR's consumer products division, will handle the domestic U.S. phase of the tour. Larry Finley, ITCC president, is expected to personally participate in a portion of the tour.

Normal invitations will be sent to AR distributors and accounts located abroad to attend the beat of the Hemisphere. According to Nager, the 10-week swing will prove to be "the most concentrated promotional effort ever attempted in the history of the tape cartridge industry, aimed at bringing this new concept in entertainment home to the people here and abroad." Nager is counting on considerable local news coverage of the AR plane's visits at the various markets, which he feels will benefit the over-all industry. In addition, AR is banking on a record amount of business as a result of this airborne swing.

The U.S. markets to be visited are highlighted by "Miss Tape Day," to include Philadelphia, Girded with the Automotive Accessories Manufacturers Association show in that city, Houston, Dallas, San Francisco, Los Angeles, Denver, Detroit, Chicago, Cleveland, and New York. The foreign itinerary is as follows: Toronto, Canada, Jan. 3-4; Kansas City, Kan., Jan. 5-6; Kansas City, Mo., Jan. 7-8; Nashville, Tenn., Jan. 9-10; Denver, Colo., Jan. 11-12; Kansas City, Mo., Jan. 13-14; Detroit, Mich., Jan. 15-16; Chicago, Ill., Jan. 17-18; Des Moines, Ia., Jan. 19-20; Minneapolis, Minn., Jan. 21-22; Chicago, Ill., Jan. 23-24; Kansas City, Mo., Jan. 25-26; New York City, Jan. 27; Miami, Jan. 28-29; Los Angeles, Jan. 30; and San Francisco, Jan. 31.

Stuart Foster Dies

NEW YORK—Stuart Foster, veteran band singer, died Jan. 8. Foster sang with Tommy Dorsey's orchestra, recorded alone and was a singer on CBS Radio TV for many years. He was 49 years old. His wife, son mother, father, a sister and three brothers survive.

Harry Wexler Dies

NEW YORK—Harry Wexler, father of Jerry Wexler, vice-president of Atlantic Records, died of a heart attack Jan. 5. His widow, another son and six grandchildren survive.

Finell in Wings at Rubinstein Taping

NEW YORK — Alan Finell, associate producer of the TV department of the Harry Fox Office, was stand-in for pianist Arthur Rubinstein during a taping rehearsal for the Ed Sullivan TV Show. Finell, formerly a concert pianist, played Beethoven's Piano Concerto No. 4. with the Philadelphia Orchestra for the rehearsal.

Executive Turntable

*Continued from page 4*

Wally Amos has joined John Levy Enterprises, Inc., where he will asist in managing and co-ordinating activities of clients, including Candy Wilson, Wes Montgomery and Cannonball Adderley. He also will help develop new attractions. He comes to Levy from China Productions and was manager of Hugh Masekela. He previously was an agent with the William Morris Agency. Amos will work out of the firm's Los Angeles office.

Billy Meshel has been appointed vice-president and general manager of the LP Music Group. He joined the firm 10 months ago as promotion manager. Meshel is a former manager of "The Dr. By Appleby" and recorded it as Flip Cartridge, previously served on the professional staffs of Hugo & Luigi, South Mountain and Leeds Music.

Leonard Whitcup has resigned as managing director of MusicMusicMusic, Inc. He has acquired copyright renewals of "From The Vine Came The Grape," "I Am An American," and "Please Take a Letter Miss Brown," which he will incorporate into Leonard Whitcup, Inc., his own publishing firm. He also has become a partner in Pyramid Music Ltd. (ASKAP).

Madlyne Altshuler has been named publicity director for Vanguard Records. She has been with Isidor Associates, which did public relations for Victor Records. She is also assistant to the president and chief executive officer of the company, Leonard Whitcup.

Tandy C. Rice Jr., a pioneer in artist promotion, has been named to the newly created post of vice-president in charge of sales for Show Biz, Inc., country music program syndication company. The company was formerly known as Tandy Rice & Associates, Inc., a public relations and publicity agency.

Claude Ranullo has been appointed Quebec sales manager of Warner Bros.-Seven Arts Records of Canada. Ranullo joined the company as promotion representative at its formation Oct. 1 from Columbia Records in Montreal.
Top Male Artist, and No.3 Vocal Group
(Billboard Magazine)

These are the vintage years

Starting with the taste of 'Hanky Panky' in 1966, Tommy James and The Shondells have continued to bottle the most effervescent sound in the industry for the past two years. In fact, their intoxicating product recently garnered them two coveted awards: Top Male Artist, and No.3 Vocal Group (Billboard Magazine).

How does that little ole' hitmaker top all this? By uncorking a great new single...

"GET OUT NOW" R 7000
Have a taste, it's a rare blend.
Wurlitzer Expands Band Market Plans

CHICAGO — Wurlitzer’s largest division at DeKalb, Ill., is taking over the marketing of band instruments, guitars and related equipment. The move, effective April 1, 1968, involves both Martin and Wurlitzer instruments.

In marketing the firm’s full line to independent music dealers through the DeKalb division, Wurlitzer is expanding the division’s sales force 50 per cent.

“We want to capitalize on the healthy growth of the instrument market,” said W.A. Rolfing, senior vice-president, “at the same time increase the company’s share of the market for pianos, organs, electronic pianos and home stereo radio-phonographs.”

Band instruments and guitars had been marketed by the company’s Elkhart division in Elkhart, Ind. This division will now be devoted only to manufacturing of Martin and Wurlitzer instruments.

Wurlitzer formed the Elkhart division in 1965 with the purchase of 60-year-old Martin. Wurlitzer President W. N. Herleman said the Elkhart division’s sales for the year to end March 31, 1968, will “exceed by a large margin the best sales year in the history of the Martin Band Instrument Co.”

Also under the supervision of the DeKalb division are the company’s owned music retail stores in Boston, Buffalo, Chicago, Cincinnati, Columbus, Detroit, Indianapolis, Kansas City, Mo., New York and Philadelphia. These stores have 25 branch outlets in suburban shopping districts.

Listed on the New York Stock Exchange, Wurlitzer has plants at DeKalb, Elkhart, North Tonawanda, N. Y.; Corinthe, Miss.; Holly Springs, Miss., and Halle, Germany.

Wholly-owned subsidiaries of the company are Deutsche Wurlitzer GmbH in Germany; Wurlitzer Halla S.R.L. in Italy; Wurlitzer Overseas A.G. in Switzerland and Wurlitzer Limited in England.

NEW FORMATION at several fall football games employed the Selmer Varitone “bass” of a trumpet quartet. The scene here was at the Notre Dame-Southern California game at South Bend, Ind. The formation was also used effectively twice at Michigan State University.

Selmer Varitone Getting Recorded

ELKHART, Ind. — Selmer officials report that the Selmer Varitone, which has been produced since 1965, is again being recorded at the 1966 Music Show in Chicago.

Many LPs have been released recently featuring wind instruments amplified by the Varitone pick-up and amplifier system, including three albums by Sonny Stitt on sax, one by Clark Terry on sax, a flute album by Moe Koffman, a sax album by Buddy Terry and a Handelsman film soundtrack LP utilizing Varitone amplification of winds.

F. P. White Dies

TOLEDO, Ohio — Faust P. White, owner of the F. P. White Music Co. here, specializing in sheet music and band instruments, died in a Toledo hospital, Jan. 2.

Born in Frodolose, Italy, Mr. White came to Toledo in 1930 after traveling 15 years with a vaudeville circus. He was a writer, composer and teacher of accordion music, holding copyrights on classic procedures for beginning accordionists. He produced a number of books on national accordion competitions.

A PORTABLE ELECTRIC ORGAN for $59.95 is now available from General Electric as part of its “Get Gay ’68” promotional line. The instrument is available through the company’s Youth Electronics Marketing Operation. It is 19 inches high and 10 inches deep. A music book is included.


tom-tom rather than single tom-tom. This sum doesn’t include cymbals, of course. They would, conservatively, run another $200.

Organ

“The group’s combo organ will run $600 minimum. And they’re buying the units which offer what they call the ‘Hammond organ’ percussive effect. Farinla’s de luxe model offers this effect, for example.”

“Wurlitzer’s lead guitarist today will play an instrument that costs a minimum of $300. It could be a Fender Telecaster, for this model is quite hot today. Incidentally, the Fender Jaguar was just as hot a year ago, and cost about $100 more than the Telecaster. The kids will bring a Jaguar in to trade for a Telecaster—and they want money badly!”

“The rhythm guitar today is probably playing a hollow body bass costing no less than $400. It might be a Gibson or a Fender Coronado, both hot brands. And if there’s a fifth group member he’ll be playing another $400 guitar.

“Origi rate today have to be big. The kids’ slogan is ‘If you can’t pick the amp up, buy it.’ And they know what amp they want when they walk in. They do market research, you see. They tell us what to buy. All we have to do is listen. And we do.

Trend

“The piggy-back amp represents a trend which emerged in 1967, and the lead guitarist and rhythm guitarist must each have an amp at a minimum average of $400 each. If there’s a fifth man, that’s another $400 amp. The group also has to have a p.a. system, such as Fender’s for $600. Or they may want a Vox p.a. top which is $550 alone and speaker columns are $250 each.

“They must have mikes, of course, and they’re buying good ones. The realistic low average price being paid by kids for their mikes is $65 each. Add to this the cost of stands for each member and a mike boom for the drummer.

“And there’s a lot of green in tambourines. They run $8 each, and each group has at least two. When the kids first started coming in for these they asked for Salvation Army type tambourines. We sold them Ludwig tambourines and they immediately ran their fists through the heads, explaining they didn’t need the heads. We told Ludwig and they came out with headless tambourines. Still at $8, of course.

Distortion

“And there are certain indispensable accessories today. All groups must have some type of distortion unit, for example, such as the Vox $25 distortion booster or the Fuzztone at $40.

“Even presumably inexpensive accessories like a guitar strap add up. There are straps that run as high as $25 each.

“Here, Mr. Retailer, is a conservative rundown on the cost of outfitting the typical teen rock outfit in 1968.

Darrow added: ‘The fantastic interest in musical instruments has dwindled from what it was, but we’re doing more dollars with fewer problems because of the movement of more expensive equipment.’

The point is well taken for 1968.

Next week: some trends to watch.

Typical Combo Spends $5,000 for Equipment

• Continued from page 1
4 Decca releases that are never "off the charts."

For good reasons. Take the portable stereo phonograph and AM radio combination at the left. Your customers appreciate the fact that it has Decca quality and Decca sound.

DP 563 - $59.95

The Decca name itself helps sell the four speed automatic portable shown here. It also helps sell our complete line of drums, bongos, guitars, amplifiers, and full accessories.

DP 164 - $39.95

For your "carry-home" trade this 9 lb. portable is perfect. Decca has many other lightweight portables—stereo and mono. They're lightweight in everything but sales.

DP 999 - $24.95

To find out about this solid state phonograph with the unusual tilt-down front—and everything else—get in touch with your Decca Records Representative. He has full details about features, prices, profits and all that stuff.

DP 733 - $49.95

Decca makes the music. You make the money.
THE CLASS OF '68

- Roger Williams: "More Than a Miracle"
- Jack Jones: "On the Eighth Day"
- Raines & MacKinnon: "Pearly Shells From Hana (The Walking"
- Just a Prayer Away: "Fugit & Lewis"
- Togetherness: "Hart"
- The 8th Day: "Hey Boy!

KS-3550
KS-3551
KS-3556
KS-3555
KS-3546
KS-3545

KS-3542
KS-3544

www.americanradiohistory.com
All this year you'll be hearing a lot of classy things on Kapp Records. We've made a resolution. And unless a release is in a class above the ordinary in its particular field of music, we, very simply, won't bother with it in 1968.

For example: look at our sixteen newest releases. Each one has a reason for being. And each one has class.

Soul, with class. Latin music, with class. Hawaiian music, country music—all with class. We think 1968 will be a classy year. Class will sell. Class will be in.

That's why we're going to make sure that the class of '68 is on Kapp Records.
Producer Howe Puts Electronics Into the Grooves With Purpose

BY ELIO TIEGEL

LOS ANGELES — "I'm a firm believer that electronics has to have a musical purpose," explains Boonie Howe, record producer who started out in 1962 as the city's first independent recording engineer.

Howe, whose clients include the Association and Fifth Dimension, feels electronic gimmicks must only be used if it lends credence to the "message of a song."

Such electronic stimulants as tape reverb and tape recorders backwards find favor with the producer, emerging as one of the Coast's busiest free-lancers. Rounding out a recent client list were the Sunflowers for Decca, Leslie Uggams for Atlantic and the Smoke Stack.

Lending White Whale. In his early days, Howe recorded the Tortles, Jan and Dean, Johnny Rivers and Barry McGuire. With costs rising due to extended length of recording sessions, Howe has decided not to record any that would go beyond the hearing among the now pop groups to experiment with sounds and electronics. Howe feels the producer has taken on a greater role. "There is no one who says, 'That's it.' Artists and arrangers lose perspective on it. They don't feel their responsibility for calling a halt to a taping, they're unsure. The producer's function today is to be a clearing house for ideas and then have the guys to say, 'Stop.' You can tape past a good performance.

Howe chooses to record in sections. He lays down his rhythm track first and chooses not to place battles between his musicians. "I use mixing techniques for separation," he explains. Howe claims there are "too many details to concentrate on" in today's market to attempt to record everything simultaneously.

Howe says he is weary of the time spent in the studio by artists but seeks to counter the ill by injecting a strong voice which excludes what's not needed for a good performance; this is as far as he's going to go.

Howe began in the record field as an engineer with Radio RKO. Five years later, he joined United Recording, an association which lasted one and one-half years. Then he became the city's lone independent record producer not to the pleasure of the engineer's union.

Today, Howe was allowed to function as an independent if he was paid by the record companies for any sessions he was present at his session. He credits Lou Adler with giving him his first job as a free-lance engineer. Today, Howe and Steve Binder of Binder-Howe Productions, a disk-TV-film house.

George Fame Opens Season At May Fair

LONDON — George Fame opened a season at the May Fair Hotel Theater here recently.

For the first half he was accompanied by a small group and guitar, with himself on piano for two numbers. This half was completed for him by a tenor saxophonist, for which, at present, Fame has more enthusiasm than ability. The irony of "Everything Happens to me" was well pointed, Fame still with the slower type of song.

Fame concluded this half with his "Swingin'" number. The performance suited him well and is even more commercial than his current hit "The Ballad of Bonnie and Clyde," which he featured in the second set with an augmented group.

(Continued on page 20)

Hollies to Tour U. S. Campuses

LONDON — The Hollies begin a U. S. campus tour Feb. 1. It will blanket most major centers of the States, and includes a New York concert date with Dionne Warwick.

The tour will run until March 20.

The group will also star in the "Hollies in Screen" and "Dying Game" TV shows, plus small screen guest appearances in programs hosted by Johnny Carson, Ed Sullivan, Joey Bishop and Jonathan Winters.

Following their States' itinerary, the Hollies move on to the Philippines, Japan and Singapore.

Second Spot for Sunshine Company

LOS ANGELES — The Sunshine Company of Imperial Records, artists, have signed for the second Clair Broadcast Radio and Television show. The program is set for the Joey Bishop and Woody Woodbury show, "How the Laugh Is," with Rowen and Martin, according to Bill Klein, head of Imperial. Mis Euen Productions, their personal manager.

Loyal Subjects Hail Queen Nina at Carnegie Concert

NEW YORK — RCA Victor artist Nina Simone held court at Carnegie Hall Jan. 6 on a piano stool-turned-throne for the houseful of cheering subjects. The singer-pianist's performance was delayed half an hour when two of her musicians went out into the snow to recover a stolen guitar. When they returned with a replacement, Miss Simone drifted into wonders of gospel-rock, Christmas carols and blues. Out of the round of blends came "Little Blue Girl," which fired up an eager audience in a cold, snowy night.

Playing to an audience that filled the hall, lined the balconies and spilled onto the stage, Miss Simone issued spectacles with spontaneous bits of music that seemingly became connected, magically became the backbone of her next number. Her protest songs were needlessly introduced with angry anecdotes of bigotry that still managed to rode portions of the audience to sympathetic applause. When she got down to the business of singing, though, Miss Simone's "Black Blues" and "Turning Point" were powerful, chants for "Equality, now!"

Her free, run-on style overlocked the rise and fall of applause, pressing on with trickling melodies, clever improvisations and streams of jazz. Between numbers she moved into his all the while working in and out of themes, and once again, into another haunting number. Her vocal version of "This Year's Kisses," which ran over several encored on the piano, highlighted the evening's performance, sparking the audience to a long, standing ovation.

College Competition Slated For Lycoming April 26-27

NEW YORK — The Seventh Annual Intercollegiate Music Competition, founded by the Student Union Board of Lycoming College, Williamsport, Pa., April 26-27, Students are eligible if enrolled in a college or university and are taking a minimum of three credit hours (Lycoming students try ineligible). The annual affair provides an opportunity for college vocal and instrumental groups to compete for cash awards totaling $1,050 as well as trophies and other non-cash prizes.

The winners of the competition will be chosen from two categories. Instrumental groups of less than full orchestra size will compete one evening. Prizes will be awarded for these winning groups. Any style of music is permitted. Information can be had from the contest chairman, the late 

Lisa Minnelli Generates Much Professional Steam in Stint

NEW YORK — Despite her tender age of 13, Minnelli could be the old pro on stage. She sings, dances, strums and throws one-liners in a fashion that would do credit to a top vaudeville act of any age. All these talents were put to good use at Miss Minnelli's Waldorf-Astoria's Empire Room on opening Monday evening (8). Miss Minnelli, besides singing, including the title song, from her first A&M album, "Detachable Ball," due for release next week. She handled the engaging lyrics of the tune with loving care, and she lost none of the meaning in "You Made Me Love You Again."

ADVERTISING IN PAPER MEANS BUSINESS

see ITCC for details

THE MILLS BROTHERS get a double exposure for their re-signing with Dot Records. In top photo Count Basie, who'll record an album titled "Board of Directors" with the group, is flushed by the Mills Brothers, and in bottom photo Henry Miller, left, of G & C, and Dick Peice, vice-president and general manager of Dot, secure the deal.

ED OCHS

JANUARY 20, 1968, BILBOARD

Copyrighted material
SALES UP! CHARTS DOWN?

on the...

Big 100

A CREDIBILITY GAP with...

WOULD YOU BELIEVE

The Esquires

SMASH SINGLE

"AND GET AWAY"

(G. MOORER - B. SHEPPARD)

Bunky 7752

NOW DISTRIBUTED BY

SCEPTER

NO GAP . . . JUST SALES ON THEIR GREAT NEW LP
"GET ON UP AND GET AWAY"
BUNKY LP 46
NEW POP ALBUMS

Promises, Promises
Lynn Anderson
CHM/CHS-1004

THE GOLDEN YEARS
Archie Campbell
LPM/LSP-3892

JOHN GARY on BROADWAY
LPM/LSP-3928

Lionel Hampton
NEWPORT UPROAR
LPM/LSP-3893

THE LOVE ALBUM
JOHN HARTROD
LPM/LSP-3864

HIRT PLAYS BERT KAEMPFERT
LPM/LSP-3917

DOWN TO EARTH
Harlan Howard
LPM/LSP-3886

LPM/LSP-3905

Los Indios Tabajaras
The Fascinating Rhythms of Their Brazil
LPM/LSP-3898

RUFUS LUMLEY
LPM/LSP-3883

Hugo Montenegro
Music from "A Fistful of Dollars" & "A Few Dollars More"
LPM/LSP-3927

THE STATESMEN QUARTET
with Hovie Lister
SING BROTHER SING
LPM/LSP-3888

George Olsen
and His Music
LPM/LSP-3926

Connie Smith
LPM/LSP-3889

LPV-549

Manufactured and Distributed by RCA
### NEW RED SEAL ALBUMS

- **Montserrat Caballé**: Verdi Rarities
  - LM/LSC-2995
- **Prokofiev**: Romeo and Juliet
  - LM/LSC-2997
- **Artur Robinshu**: The Academy of Orchestras
  - LM/LSC-2994

### NEW CAMDEN ALBUMS

- **Seiji Ozawa**, Chicago Symphony Orchestra
- **Mancini Mangini Hare**: First Recordings
  - CAL/CAS-2192
- **Larry Liles, Morton Gould**: First Time on LP
  - CAL/CAS-2186

### NEW VICTROLA ALBUMS

- **Toscanini**: Schubert Symphony No. 5 (Unfinished)
  - VIC/VICS-1311
- **Toscanini**: Verdi Rigoletto, Act II
  - VIC/VICS-1314
- **Vivaldi**: Juditha Triumphans
  - VIC/VICS-6016
- **Dvorak**: Symphony No. 7 in D Major, Op. 70
  - VIC/VICS-1310
- **The New Music Volume 2**: The World We Love
  - VIC/VICS-1312
- **The New Music Volume 3**: How Now Dow Jones
  - VIC/VICS-1313
- **Porter**: The Blackwood Brothers Quartet
  - CA/1094

---

**www.americanradiohistory.com**

*Copyrighted material*
Ryder, Pickett Take 82G in 7-Day Tour

NEW YORK — Mitch Ryder and Wilson Pickett drew about 24,000 with a gross of $82,000 for a seven-day tour during Christmas week despite snowy weather. Top dates were the Pittsburgh Civic Arena with an attendance of 7,500 and a gross of $28,000 and two dates at the Surf Ballroom of Hull, Mass., with 4,000 attending for a $10,000 gross. A second Ryder-Pickett tour is planned for the spring by Premier Talent Agency, which books Ryder.

Thanks,
Juke Box Operators,
for Demanding
Bobby
Blind's
"Driftin' Blues"
from Duke LP 88
as a Single.

Coming your way in approximately 10 days...
"Driftin' Blues"
DUKE RECORDS
3209 Ervasta
Houston, Texas

fever tree is coming

when answering ads... Say You Saw It in the Billboard

Clark Will Keynote Bookers' Conference

CHARLOTTE, N. C. — DickClark will be the keynote speaker at the sixth annual Black Booking Conference at the White Horse Inn here Feb. 14-17. Clark will speak on "Research Facts." Entertainment will include Paul Anka, Pieces of Eight, Boots Randolph, Booker T. & the M. G.'s, Amanda, and the Showmen.

The conference will include file sessions, panel discussions, workshops, panel discussions, and annual general agents and managers. Registration fees are $17 a delegate until Sunday (21) and $20 a delegate afterwards. Registrations should be sent to Dave Phillips, conference coordinator, at the Student Union -Russell House at the University of South Carolina Columbia, S. C. Booths will cost $100 each, with the deadline for both the Monday and Tuesday (15). Registration, refreshments, exhibits, and the annual talent showcase are listed for the inn's Convention Hall. With the return, conference will place a greater emphasis on the lecture field. Segments also plans to be able to submit a new model contract for use by schools.

Lisa Minnelli Generates Much Professional Steam in Steint

Continued from page 16
Better Sit Down Kids," which has been recorded by Cher. Her opening, also from the album, was a bouncy "Happy Times."

Her big one, though, was an imaginatively produced "If I Were A Man." Friends Could See Me Now, complete with costume changes, dance routines and big blinking eyes.

If the album can capture any part of the excitement Miss Minnelli generates in person, A&M has a valuable property.

On the minus side, Miss Minnelli pushes the cantita but a mite too hard and tends to overdo the humble little girl routine.

She doesn't have to. She has a solid voice and an unerring instinct for the proper stage gesture. And that's really all she needs.

AARON STERNFIELD

Monterey Cools It on Fests

LONDON — The board of governors of the 1967 Monterey International Pop Festival is in no way interested in any of the pop music festivals proposed or planned in various places. Lou Adler, co-director with John Phillips of the 1967 Monterey Festival said, "We are not involved with any of the other events and at present we have come to no decision regarding a Festival at Monterey this year." Adler said that Britain and other European countries and Australia had asked if they might use the Monterey organization set-up and its 1967 administrations for this year's festivals, but that many factors had to be considered. Besides, he said, "The Festival has offered a renewed welcome to the festival if the organizers would continue their efforts. The 1967 festival funds already apportioned for charitable purposes include a grant of $50,000 to the New York City Youth Board for guitar workshops in the ghetto and $25,000 a grant of Sam Cooke scholarships for young Negroes who would not otherwise be able to further their musical education.

George Fame
Continued from page 16
He played organ for this half and was his element with "I Love You," "Big City" and other numbers reminiscent of his days leading the Blue Flames. Six player Lya Dobson doubled on drums, and did some brilliant simultaneous flutistry and scat singing. Dicky Dowell played a marvelous piano accompaniment for his own hilarious version of "How Deep Is The Ocean?"
WHY CHOOSE BILLBOARD?

MUSIC/RECORD PUBLICATIONS

BILLBOARD: 26,500
TOTAL PAID CIRCULATION
(Per audited figures issued on official statement by AUDIT BUREAU OF CIRCULATIONS, June 30, 1967)

MAGAZINE "B": Total Paid Circulation (Per sworn statement published in their issue of Oct. 7, 1967) . 13,024

MAGAZINE "C": Total Paid Circulation (Per sworn statement published in their issue of Oct. 14, 1967) . 12,191
WARNER/CHART JUG GETS UNDER

BILL COSBY - FRANK & DUKE

THE JIMI

All chart bound names with new product to start the year with a torrential talent windfall... And the
The Fugs — The Kinks... The Youthquake is what's happening — and W is where it happens. All backed by a
eye-catching posters... photo blowups... album displays... concentration on college radio stations... all aimed
youthquake rolls on too; Jeremy & The Satyrs...The Bonniwell Music Machine...Ramblin' Jack Elliott...

powerful merchandising program, nationally supported by ads in underground papers throughout the country...

at a youthquake buying audience with more dollars and more leisure time. The Chart Juggernaut is under way!

www.americanradiohistory.com
PITTSBURGH — It's comparatively easy to upgrade to an AM or country music format. Though the methods differ, you can also upgrade to modernize Hot 100 and easy listening formats. But how do you go about modernizing a station with a jazz format?

You've obviously generalized and here's how the station went about it, according to program director Fred Brooks. "Things we've done to raise the quality of the music we play have increased the listenership and the station's ratings. We've also expanded our audience a lot in 1967. Some of these, it was decided, would fit in the format.

So, the station 'broadened its music spectrum' so that listeners could hear Petula Clark, Dusty Springfield, and Ed Ames along with Al Jarrell, Sam and Sonny Stitt.

"Let me emphasize," Brooks says, "the station has expanded its top 40 entries comprise 25 percent of the music make-up. Furthermore, we do not necessarily play a record from the charts because it's hot. For instance, we prefer Petula Clark's records of 'Imagine' or 'Lover Man' to hit current chart tune. Another example: Our audience's personality Tony Mowood was playing 'Look of Love' two months before it was discovered by the other stations in the city."

The new blended format has resulted in a rise in ratings. Basically, the station's new accounts with the advertising agencies Mail pull from promotions has trebled."

NEW YORK — Dick Clark's "Where the Action Is" was a good show that eventually faded, even as good shows must. But Clark has always thought he had a good thing in Paul Revere and the Raiders. This combination came up with another winner in "Happenin' 68," which bodes well on ABC-TV last week.

The half-hour show is hosted by Clark and is a showcase of the young band (the key man of the Raiders) and that they did a good relaxed job of whipping together such ingredients as the singing team of Boyce and Hart, competition between a band from a from a band with Dino, Desi and Billy serving as judges; and a guest in the interview pit with Joey Bisho. It's a bandstand show, it's a variety show, and this band should constitute a big audience building. The semi-finals of the band gets a record contract with ABC Records. A little more music and a little less interviewing would be more to the point. Jack Shea directed, Ruth show should jell as the best new national show for teen.

TELEVISION REVIEW

Revere Show Rides High on TV Trail

NEW YORK — Dick Clark's "Where the Action Is" was a good show that eventually faded, even as good shows must. But Clark has always thought he had a good thing in Paul Revere and the Raiders. This combination came up with another winner in "Happenin' 68," which bodes well on ABC-TV last week.

The half-hour show is hosted by Clark and is a showcase of the young band (the key man of the Raiders) and that they did a good relaxed job of whipping together such ingredients as the singing team of Boyce and Hart, competition between a band from a band with Dino, Desi and Billy serving as judges; and a guest in the interview pit with Joey Bisho. It's a bandstand show, it's a variety show, and this band should constitute a big audience building. The semi-finals of the band gets a record contract with ABC Records. A little more music and a little less interviewing would be more to the point. Jack Shea directed, Ruth show should jell as the best new national show for teen.

TELEVISION REVIEW

"Entertainment' on ABC Is Just That

NEW YORK — Record artists appearing on ABC-TV network's premiere of "Operation Entertainment," the network's "Entertainment," were guaranteed virtually two captive audiences—men at the broadcast and women at the show originated and all their relatives in the audience of the show.

The first show came out of Camp Pendleton in California, and if any writer was surprised, good, considering it was taped outdoors. The music was good, too. Vicki Carr was the first performer of note, doing "Let It Be." The Lennon Sisters did "Sunday" and "I Will Wait For You" for a hero sergeant in the audience. The Checkers did a song they'd never done before, and a new one came back with "Don't Take My Eyes Off You." Crushing the audience was the group's sound, and it ended with "Halls of Montezuma." The hits from the audience were "March of the Wooden Soldiers." The audience was also good with records for the show's first appearance in 1968.

"It's basically a matter of control; his philosophy seemed to be for control. Still, he was also for the broader spectrum of music. He said he'd picked "Kites Are Fun" for just one thing—programming. He hadn't expected the record to become the nationwide hit he'd picked it for. As a result, he'd wanted to hear more than just a few records repeated over and over again by the station's disk jockeys.

This doesn't mean that a radio station has to play 80, 90 or 100 records, he said. But he did feel there was room for 10-12 new records each week.

"You can still reach the teens by playing the top few records over and over and... but eventually this sort of thing will lose them.

"We'll try that," Brooks said. "We'll try that a lot."

Starts With WAMS

Tyler, 34, started in radio with WAMS in Wilmington, Del., while attending Rider College. (Continued page 29)
Foreign records represent the fastest growing market in the music industry, because your customers are now looking beyond national borders for new musical experiences. Also, millions of Americans are buying foreign records as a way of maintaining cultural ties with their traditional homelands.

Satisfy this burgeoning demand for overseas pressings through P/I's world-ranging collections — North African, Arabic, Greek, Indian, Italian, Spanish, to name a few. Thousands of the latest classical, jazz, popular and folk titles, both singles and albums, from Europe, the Middle East, North Africa, the Far East and Latin America. These are original pressings in their original packaging.

We are the sole U.S. distributors of EMI-Odeon and 30 other major record labels.

Parlophone, Toshiba, Waverley, Ducretet-Thomson, Voix du Liban, Regal Pathé, Odeon, Cairophone

Write or phone for free information and our latest catalog checklists.

---

Greek music has aroused the enthusiasm of record collectors all over the country. Bouzouki, "New Wave," original film music conducted by the composers, folk and popular — Peters International has them all, available only as P/I imports. Every major contemporary Greek composer is represented — Theodorakis, Hadjidakis, Xarhakos, Zambetas, Plessas, Tsitsanis.

We maintain the most extensive catalog of original Greek recordings in the U.S., both vocal and instrumental. Over 200 different LPs and over 500 singles and EPs. Write or phone for our complete Greek catalog.

Peters International stocks over 100 different Indian LPs, most of them available only as P/I imports; they are not available on any domestic labels. This is the most extensive collection of Indian titles in the U.S. — classical instrumental and vocal, folk, popular, music of Tagore, complete collections and anthologies.

Here is a partial list of Indian artists in the P/I library: Ravi Shankar, Ali Akbar Khan, Vilayat Khan, Nikhil Banerjee, Bismillan Khan, Subbulakshmi and many others.

New releases are issued monthly. All records are shipped to us by AIR. We guarantee prompt delivery of all your orders.

Write or phone for our 6 page Indian catalog.
MITCH RYDER HAS A DINERS CLUB
MITCH RYDER HAS THREE BROTHERS
MITCH RYDER HAS A DOG JENNY MITCH
REWE MITCH RYDER HAS A CAT PUFF
MITCH RYDER HAS THE FEEL MITCH RYDER HAS A SOUL MITCH RYDER HAS A
MITCH RYDER HAS A WIFE SUSIE MITCH RYDER MITCH RYDER HAS A DAUGHTER DAU
MICH RYDER HAS A WIFE SUSIE MITCH RYDER MITCH RYDER HAS A DAUGHTER DAW

NALITY
A NEW SMASH ON DYNOVOICE DY 905

DISTRIBUTED BY DOT RECORDS
WMCA Again NY Singles Champ

NEW YORK—WMCA has again been the major influence on sales of singles records in the New York area, as well as the Newark market. WMCA's latest Record Research Rating survey of the nation's major radio-record market showed the rock 'n' roll station with quite an advantage over WABC. Gary Stevens of WMCA was the No. 1 disk jockey influencing teens and young adults to buy singles, indicative of a commanding presence throughout the listener audience. Gary was able to persuade the audience to buy products. Bruce Morrow of WABC, however, came in a close second to Stevens in the disk-jockey category.

WNEW was the dominant factor in its own right, as it has been in influencing sales of albums. But surprisingly WNEW has made strong strides with the musical delicacy of WNBC and WCBS. William R. Williams was the major disk jockey influencing sales of albums, indicative of a large audience of young adults and adults, and Jim Anchee of WNEW was a fairly distant second. In Newark, WVNJ was the major station influencing sales of albums, followed closely by WNEW. But William B. Williams had an even stronger first place position in the disk-jockey category. The R&R survey information, compiled and copyrighted by Billboard, is based on sales data supplied through Billboard's Record Market Research division.

King's Brown Buys WJE

KNOXVILLE, Tenn.—James Brown will be in Knoxville this week to buy WJE here and will put the daytime, 1,000-watt station on the air next week, according to sources. Brown is president of the Famous emperors, Inc., a New York vice-president. Al Garner, former program director of WJE, will become general manager. Brown paid $75,000 for the operation.

Wor will go rock for few hours on weekend

NEW YORK—Would you believe the city's No. 1 talk station—WOR—is going rock 'n' roll. Well, it is for a few hours each weekend, anyway. The modus operandi is several radio station disc jockeys, part-day and Sunday night on Billboard's Hot 100 Chart, the Easy Listening Chart, and the Hot Country Singles Chart. Robert Smith, general manager, said he would call the programs the "WOR Hit Parade." It's all part of the station's drive to make available all type of information to the public, he said. Starting Saturday at 11:15 a.m., the Easy Listening hits and the major hits of the country field will be unveiled. On Sunday 11:15 to 4 p.m., the station will unveil the top 100 selling singles, as researched by Billboard.

Liberty Ties in Extraordinaire Tour in Pitch

LOS ANGELES — Liberty Records will take advantage of a co-promotion campaign being run by the Pair Extraordinaire (with Bill Cosby) to launch an exploitation of some of the artists. The Pair (Carl Craig and Marcus Hempfil) are appearing in full support of Cosby at 25 concerts throughout the country. They are also booked at the New Frontier Hotel in Las Vegas, the Sahara and the Flamingo Club in Lake Tahoe, Feb. 25-March 20.

Special promotional materials for use in each concert city will be released to coincide with the Pair's appearance. In-store appearances and other special events will be developed by Liberty field personnel. Concert locale displays will feature their LP covers, and catalog flyers will be distributed to audiences.

Middleman Named Kenin's Assistant

NEW YORK — Sam Middleman has been appointed assistant to Herman D. Kenin, president of the American Federation of Radio Artists. Middleman succeeds Phil Fisher, who will retire on Feb. Middleman will head up the Radio Artists Union, 4770 S. Hollywood, Middleman has been Fisher's assistant and general manager since 1964. John Dumont will be Middleman's assistant. Middleman is a veteran of the radio industry and an alumnus of the American Federation of Radio Artists.

KSPA Now KQJQ

VENTURA, Calif. — KSPA, which provides country music to Ventura and Oxnard listeners 19 hours a day, has changed its call letters to KQJQ with approval of the Federal Communications Commission. Station is located in nearby Santa Paula.
New mind-bending single by

BARRY MANN:

THE YOUNG ELECTRIC PSYCHEDELIC HIPPIE FLIPPY FOLK & FUNKY PHILOSOPHIC TURNED ON GROOVY 12 STRING BAND

...and that's just the title...wait'll you catch the lyrics!

b/w TAKE YOUR LOVE

PRODUCED BY BARRY MANN & GORGON! FOR OUR PRODUCTION COMPANY
**Radio-TV programming**

**Tyler Keeps WIBG Music Alive**
- *Continued from page 24*

He also studied at the University of Delaware. The topic—veterinary medicine. Then he joined WDEL-TV in Wilmington. Then to WBOC, Salisbury, Md., where he worked on radio and TV. He worked at WSIB-TV in York, Pa., before stints with a local newspaper. In military service, he worked for KENS, San Antonio, then returned to Wilmington to work for WILM. Receiving the opportunity to work at WIBG, he joined the Hot 100 format station. After a while, he returned to WAMS, then rejoined WIBG about three years ago. He was mostly on the-air or on-camera personnel until recently. His sideline activities include working two-to-three nights a week in a local over-21 club. His music director philosophy is to listen to every record. "I figure that if somebody has put the time and sweat and aggravation into a record, the least I can do is to listen to it." He even takes records home, listening to them most of the night. As a result, Tyler is one of the most respected music directors in Hot 100 radio.

**Edwin L. Dunham Is Dead at 70**

NEW YORK — Edwin L. Dunham, producer of the NBC radio network's "Voice of Firestone" program for 18 years, died Jan. 7 at his home here. He was 70. Dunham's most recent position was manager of the show for NBC, he retired in 1962.

Beginning his career as assistant service manager of WCL in Medford, Mass., he later became program director of WEEI, Boston. He also worked once at WNAC, Boston, as commercial manager and announcer. He joined NBC in 1929.

---

**f ever tree is coming**

**Herb Alpert's guest for a weekend? why not? see ITCC for details**

---

**BEST SELLING**

<table>
<thead>
<tr>
<th>R&amp;B Singles</th>
<th>R&amp;B LP's</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Last Week</strong></td>
<td><strong>This Week</strong></td>
</tr>
<tr>
<td>Title, Artist, Label, No. &amp; Pk.</td>
<td>Title, Artist, Label, No. &amp; Pk.</td>
</tr>
<tr>
<td><strong>BEST SELLING</strong></td>
<td><strong>BEST SELLING</strong></td>
</tr>
<tr>
<td><strong>Radio-TV programming</strong></td>
<td><strong>Radio-TV programming</strong></td>
</tr>
</tbody>
</table>

---

---

---

---
LOVERS’ LAINE

Frankie Laine

“TO EACH HIS OWN” &
“I’m Happy To Hear You’re Sorry”

From his new album
“TO EACH HIS OWN”
ABC/S 628

ABC 11032
Arranged & Conducted by Peter De Angelis,
Produced by Bob Thiele.

ABC RECORDS
NEW YORK/BEVERLY HILLS
DIST. IN CANADA BY SPARTON OF CANADA

www.americanradiohistory.com
THE SOUND HEARD ROUND THE WORLD: BOSTON!!
Where the new thing is making everything else seem like yesterday. Where a new definition of love is helping to write the words and music for 1968. Three incredible groups. Three incredible albums. The best of The Boston Sound on MGM Records.

MGM Records is a division of Metro-Goldwyn-Mayer Inc.
Demise of Monaural Heralds: New Era for Classical LPs on Rack

By MIKE GROSS

KIAMESHA LAKE, N.Y. -- The Newport Music Festival is opening up on the racks for classical recordings which, in turn, means a return of the concept of exposure for classical disks. This was brought to the spotlight at a seminar on "How to Increase the Sale of Classical Records" during London Records' sales convention held in London at the Concord Hotel here Jan. 6-8.

It was brought out that since the racks no longer have to be dupliated inventory with monaural stereo versions of the same item, there will be fewer empty slots available and these slots would be filled with classical records. It was also brought out that the retail racks would not suffer by the competition of expanded effort of classical sellers in the classical area but eventually would make more aware of classical music and would enlarge their tastes from the "warhorses" that would be sold by the racks to the more sophisticated material that could be found only in specialty stores.

On the panel for the classical seminar were Dave Rothfield, division manager of E. J. Korvette; Bill Davis, London distributor in Denver; Israel Loewenthal in Detroit; Art Grobart, head of the Longines Freres phonograph chain in Southern California; Dave Shuline, of the Discount Record Center, Indianapolis; George MacDuff, London distributor in Detroit; Dushi Gar- far, London's national sales manager; and Terry McEwen, manager of London's classical division, who moderated.

McEwen pointed out that the change in the record producer and the record companies had to be enlightened so that there would be no gaps in the promotion of the new merchandising of the album. Along this line, Goldfarb mentioned that the restrictions on rack feature length, which London allotted to its distribution, had been loosened and could be used for newspapers and radio, in fact, anywhere the distributor sees fit. Goldfarb said London is minimizing its national advertising in consumer publications so that there would be more money available for local saturation by the individual distributors.

Goldfarb also pointed out that the rack space was already closely with distributors and dealers to get added exposure for its classical product through visual window displays, in-store displays, and personal appearances by its tours.

First Listings On Nonesuch:

NEW YORK--An only listing for Stravinsky's "Concerto" (1929) and first budget listings for Schonberg and Webern works for a 1970 album by the Chamber Quartet this month, Pianist Joanna Nickrenz and violist Howard Jacobson join the quartet in Schoenberg's "Ode to Napoleon Bonaparte," which occupies one side. The other first budget listing is for the String Quartet, Op. 28, of Violinist Neill Gorkovsky performs Haydn concertos with Louis Ricciardito and the Yale Strings Chamber Orchestra, while the London Ambrosian Singers and the Vienna Renaissance Players present the 14th-century "Nume Dume" Mass of Gui- tudes de Machaut. Albums of South Indian vocal and instru- mental music are slated in Nonesuch's Explorer Series.

CONCERT REVIEW

Ansermet Leads a Bright Program at Carnegie Hall

NEW YORK -- Ernest Ansermet, a master of precision and detail, led a richly colored program for the centennial of the American Symphony on Monday (8). He has recorded all of the four program selections for London Records with L'Orchestre de la Suisse Romande. Ansermet has retired as music director of that Swiss orchestra after 50 years. The program opened with a lyrical "Symphony No. 3," and a special release of "Symphony No. 9." Ansermet's program included "The Magic Flute," with the Metropolitan Opera Chorus, and "The Magic Flute," with the Metropolitan Symphony Orchestra. The album, "The Magic Flute," is in the London's Explorer Instrument series.

Edinburgh Int. Festival to Cite Benjamin Britten

EDINBURGH -- This year's Edinburgh International Festival, to be held Aug 18 through Sept. 7, will be a tribute to Benjamin Britten on the occasion of his 60th birthday.

The opening concert will be a bicentennial program with the London Symphony conducted by Ivano Kevala. Vel- dani Mennini will play the composer's "Violin Concerto," which will also be performed during the festival as a "Scotch Concerto" and "Voices of Today" with the Scottish Festival Chorus.

Soloists to appear at the festival include Daniel Barenboim and Solomon, as well as the renowned American conductor, conductor of the festival. The Scottish Opera will present "Peter Grimes" and the English Opera will perform for the first time in Britain, "The Magic Flute" (17). The opera will be re- presented during the Fringe Festival (20). The Charles Munch conducts the Boston Symphony Fri- day night. The Western Opera Theatre presents "Puccini's "La Boheme" on Jan. 6 in in (Continued on page 35)

Olschansky LP

NEW YORK -- Monitor is issuing the first American recording of the Menuhin LP. The pressing raises the best choice of Schubert's complete solo violin sonatas and partitas, and a complete set of Mendelssohn's Aertna Aeterna Wind ensemble performs Mozart's complete sonatas.

Copyrighted material

JANUARY 20, 1968, BILLBOARD
CANNES, FRANCE

JAN. 29-FEB. 3, 1968
WHEREVER YOU ARE...

CARAVELLI and his magnificent strings
IS PLAYING HITS OF THE WORLD ON CBS Records/Entertaining the Entire World

A production of CBS DISQUES France • 3, rue Freycinet • 75, Paris XVI
When Editions Bugatelle, the French music publishing company, dipped into the romantic past of popular song by staging MIDEM 1967 stand with an upright piano and a straw-hatted pianist to demonstrate its songs in the old Tin Pan Alley tradi-
tions. The 1940s was the time in which the original indications of what the international record and music publishing market is all about.

The whole purpose of MIDEM's existence is the exploitation of musical talent and musical product on an international and highly intensive scale.

MIDEM is, in fact, a market place for music—and the first and only one of its kind. Essentially it is doing the same job as the old Tin Pan Alley song pluggers—but it is doing it in a highly organized 1968 way, with the aid of high fidelity reproduction systems, closed circuit television, and live performances—and before an au-

Of the many remarkable things about MIDEM, one of the most remarkable is that it was not thought of earlier than last year—because its success, clearly expressed by its rapid rate of growth in 12 months, illustrates how badly the music industry needed an international marketplace.

Men in the music industry are not generally short on skepticism, and the first MIDEM, though a success by immediate standards, failed to create positive resistance in some quarters of the industry and indifference in others. But the fact that it has swelled to three times its original size, and created both positive and indifference is being broken down. And clearly, as support for MIDEM grows, the more indispensable it will be for the men of the world's burgeoning music industry to participate in this unique event.

**Songs + Sunshine = A Sellout Success**

By BERNARD CHEVRY

On January 30, 1967, the first MIDEM—International Record and Music Publishing Market—made its entry on to the scene of world events. The three and one-half day event was immediately chosen by the prestige of the Cote d'Azur served as a fitting backdrop for this international gathering.

By the evening of January 30, the MIDEM had won the first round: 1,016 participants representing 22 countries were using the 101 office auditoria which had been set up in the Palais des Festivals. Some 2,250 songs and 18 hours of shows were presented to the professionals from the record and music publishing industry. Four French language radio stations broad-

MIDEM 1968 will benefit from extensive coverage by radio and television. Regular reports will be relayed from Cannes and the gala will be televised and broadcast over several radio channels. The gala, on the final night, will be seen on Eurovision. The 1968 MIDEM trophies will be presented and many major international stars will take part.

Cannes is synonymous with sunshine; MIDEM is synonymous with music. It is a happy combination. Throughout the five continents MIDEM has come to mean not only understanding and exchange of ideas in the record and music publishing industry but also an assembly of people from all countries for whom there is one important common factor and in-

**Bernard Chevry - A Profile**

Before creating MIDEM in 1967 Bernard Chevry had already demonstrated his organizational genius with the highly successful International Television Pro-

MIDEM organizer Bernard Chevry died frankly, "The big companies came to the first MIDEM principally because it was an event and over most of them agreed that it had been a great success from a business point of view.

"Last year's MIDEM was mainly European and American, but the 1968 event is really on a full inter-
national scale. It is a world-wide operation.

"Market" is the all-important word in the MIDEM title—but perhaps "Supermarket" would be even more appropriate, because MIDEM fulfills the basic super-
market function of grouping products from all over the world under one roof.

Says Chevry: "I first had the idea of organizing an international record and music publishing market after I staged the first International TV Program Market in Cannes in 1965. The TV Market was attended by a number of people from record and song-publishing companies and my conversations with them convinced me that there was a need for a record and song market, run on lines similar to those of the Frankfurt Book Fair.

"When I planned the first MIDEM I had three principal aims:

1. To enable men of the music industry from all countries to meet each other in the same place at the same time.
2. To enable music industry men to familiarize themselves with the product and talent of various countries.
3. To facilitate the exchange of products and the extension of royalty agreements.

Since its debut in 1967, MIDEM has grown not only in size but also in scope. MIDEM 1968 will em-

exterior shot of the Palais des Festivals.

MIDEM organizer Bernard Chevry.

MIDEM-3
This page contains a mix of articles and excerpts from a document, discussing various topics in music and business. The content is a blend of descriptive and expository writing, with occasional names and terms related to the music industry. The text appears to be part of a larger document, possibly an article or a report, discussing various aspects of the music business, including exports, organizations, and opportunities in the industry.
adriano celentano

TEN YEARS ON THE TOP

CLAN CELENTANO RECORDS

IS LOOKING FOR INTERNATIONAL CATALOGS AND INDIE PRODUCTIONS TO BE REPRESENTED AND DISTRIBUTED IN ITALY THROUGH ITS PROGRESSIVE ORGANIZATION.

20122 MILANO - CORSO EUROPA, 7 - TEL. 7042 6123
VOGUE GERMANY

Dear Mrs. Applebee

Meshell; Bar, C. U. Bacher, Melodie der Welt
David Garrick
Deutsche Vogue – HT 300027 P

Puppet On A String

Bill Martin, Phil Coulter, Ernst Beder, Gerig
Sandle Shaw
Deutsche Vogue – HT 300081

VOGUE DOES EVERYTHING FOR YOU AND FOR THE HITPARADE

in 1967

VOGUE was 78 times in "Top 40" of Der Musikmarkt published on the 15th of each month, which means 16,25%. This result has been reached by 32 different records.

Dandy

Roy Davies, Roy Davies, Aberash
The Kinks
Deutsche Vogue – HT 300032 P

MIDEM - Entresol 2 - Stand No 218/19/20/21
Deutsche VOGUE Schallplatten GmbH, Großkönigsdorf bei Köln, Zur Mühle 2, Fone: 2025-3962
OUR ARTISTS ARE INTERNATIONAL

ANDRE BRASSEUR

"Mr. EARLY BIRD" His "Multi Sound Organ" Sound is big all over the World. Is now getting very popular in England.

DIGNO GARCIA

The "Globe Trotter" of PALETTE RECORDS

JESS & JAMES
& THE J. J. BAND

With "MOVE" they have their first big Hit in December '67. It is now getting big and BIG internationally.

LOS MAYAS

Our strongest ACT on album.

WAIKIKIS

The Number One Hawaiian Group released all over the world.

No. 1 Single in Belgium in 1967. 1968 should be his International Year with records released in France and Germany.

6 MAIN INTL. RELEASES

<table>
<thead>
<tr>
<th>Country</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLAND</td>
<td>CBS</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Pal. DEUTSCHE VOGUE</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Pal. AZ</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>Pal. ARTONE</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>Pal. TEAL RECORDS</td>
</tr>
<tr>
<td>U.S.A./ENGLAND</td>
<td>Pal. MGM</td>
</tr>
<tr>
<td>JAPAN</td>
<td>Pal. NIPPON COLUMBIA</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Pal. HANSA</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Pal. FESTIVAL</td>
</tr>
<tr>
<td>SPAIN</td>
<td>Pal. BELTER</td>
</tr>
<tr>
<td>HOLLAND</td>
<td>Pal. ARTONE</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>MGM</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>MAJOR MINOR</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Pal. DEUTSCHE VOGUE</td>
</tr>
<tr>
<td>FRANCE</td>
<td>PHILIPS</td>
</tr>
<tr>
<td>SCANDINAVIA</td>
<td>SONET GROUP</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Pal. FESTIVAL</td>
</tr>
<tr>
<td>ITALY</td>
<td>DURIUM</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Pal. HANSA</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>POLYDOR</td>
</tr>
<tr>
<td>JAPAN</td>
<td>Pal. NIPPON COLUMBIA</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Pal. FESTIVAL</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Pal. DEUTSCHE VOGUE</td>
</tr>
<tr>
<td>HOLLAND</td>
<td>Pal. ARTONE</td>
</tr>
<tr>
<td>AUSTRIA</td>
<td>AMADEO</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>TEAL RECORDS</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>KAPP RECORDS</td>
</tr>
<tr>
<td>ENGLAND</td>
<td>RCA</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Pal. FESTIVAL</td>
</tr>
<tr>
<td>ITALY</td>
<td>FONIT CETRA</td>
</tr>
<tr>
<td>JAPAN</td>
<td>Pal. NIPPON COLUMBIA</td>
</tr>
</tbody>
</table>

WE SHOULD HAVE MORE SPACE TO GIVE YOU MORE INFORMATION, BUT IF YOU WOULD LIKE TO KNOW WHAT HAPPENS INTERNATIONALLY WITH OUR OTHER ARTISTS AS: JACK SAY, JEAN CLAUDE PELLETIER, THE KYRIAKOS, THE UNION SOUND INC., PETER KREIDER, RAY MARTIN ... and especially what happens in your territory.

COME AND SEE US AT OUR STANDS NOS. 172, 173, 136, 137.

PALETTE RECORDS INT'L CORP.
250 West 57th Street; New York 10019
Phone: (212) JUdson 6-3087
Cables: PALINTREC—NEW YORK

A Division of the
WORLD MUSIC Group of Publishing Companies; 13 Madeleine; Brussels, Belgium
The MIDEM Tournaments

The MIDEM tournaments for 1968 will be presented on the final night—Jan. 27—of MIDEM at a special gala in the Palais des Festivals where the honored artists will receive their awards.

The trophies will be awarded on the basis of record sales between July 1, 1966, and June 30, 1967.

For countries whose total annual record sales are more than 100 million, three trophies will be presented—one to the best-selling male singer, one to the best-selling female singer and one to the best-selling group. If an instrumental group has outsold the male singer, female singer and group, then a fourth trophy will be specially awarded to the instrumental combo.

For countries whose total annual record sales are between 25 million and 100 million, two trophies will be presented—one to the best-selling male singer and one to the best-selling female singer.

For countries whose total annual record sales are less than 25 million, one trophy will be presented to the best-selling singer or group.

Sales figures have been obtained from the mechanical copyright societies of the various countries. For those countries where no such societies exist, the figures have been obtained from various record company publishers, composers, and by a firm of chartered accountants.

For the U.S. and Canada for example, MIDEM has employed the services of Prager and Fenton of New York.

MIDEM’s general management has asked the RIAA to supply a list of those artists who have received one or more Gold Record Awards during the reference period.

Calculations of sales are based on attributing one point for each 45 rpm record and three points each long-playing record.

Last year’s MIDEM trophy winners were:


The MIDEM 1968 introduces Special Copyright Services

An innovation at this year’s MIDEM will be the International Legal Advisory Bureau which has been set up as a service to the record and music publishing industry.

The service, available to all participants, will provide guidance on all legal matters, especially those concerned with international affairs.

MIDEM has asked a leading international lawyer, Maitre Pierre Riviere, an expert in the copyright field, to direct this service, and Maitre Riviere will be present for the duration of MIDEM.

This year’s MIDEM will benefit from intensive coverage by radio and TV networks. Fifteen radio stations will transmit the MIDEM galas live. Radio Tele Luxembourg will broadcast reports on MIDEM in three languages and will be represented by leading disk jockeys President Rosko and Michel Cogolin. Philippe Bouvard will also broadcast daily reports from Cannes.

Europe No. 1 will be represented by disk jockeys Jacques Ourevitch and Hubert and by the "Salut Les Copains" team.

The ORTF, the French state radio and TV organization, will be represented by Jean Artur and the "Pop Club" team, Annick Beauchamp, Madame Inter, Georges Leaurier and Gernad Klein.

Radio stations broadcasting the MIDEM galas will include those from Belgium, Spain, Italy, Germany and Czechoslovakia.

MIDEM Talent Line-up

MIDEM’s schedule of galas and concerts will be inaugurated at 9 p.m. Sunday, Jan. 21 by a star-studded International Gala in the Palais des Festivals which will run for two and a half hours.

Set to appear in this opening gala are:

- Duo Oro Negro (Portugal)
- Ellis Regina (Brazil)
- Esther and Ah Oofarim (Israel)
- Eva Demarcozz (Poland)
- Juan and Junior (Spain)
- Judy Collins (USA)
- Katarina and Tomaszewski (Poland)
- Little Tony (Italy)
- Olivera Vuce (Yugoslavia)
- Peret y sus Gitanos (Spain)
- Peter Horton (Australia)
- Roy Black (West Germany)
- Sami Shukri (Israel)
- The Supremes (USA)
- Les Yper Sound (France)
- Zuzsa Konat (Hungary)

The remainder of the week’s program of galas and concerts will be as follows:

Monday, Jan. 22:

FRENCH GALA: 9 p.m. Palais des Festivals (Participants so far unknown).

CZECHOSLOVAKIAN AND HUNGARIAN CLASSICAL CONCERT: 9 p.m. Theater of the Cannes Municipal Casino. Bruchhammer (Flute), Hala (piano), Strauss (violin), Aniko Szegedi (piano) and the Budapest Ensemble.

Tuesday, Jan. 23:


Thursday, Jan. 25:


Friday, Jan. 26:

INTERNATIONAL CLASSICAL CONCERT: 9 p.m. Theater of the Cannes Municipal Casino. Amati Chamber Ensemble (Germany), Koelle (violin) (German), Lazlo Mazo (violin) (Hungary), Samson-Franscosco (piano) (France), Striia Madayeva (violin) (Bulgaria).

Saturday, Jan. 27:

MIDEM TROPHY GALA: 9 p.m. Palais des Festivals. At which the 1968 MIDEM trophies will be presented.

A New Tower of Babel

By ROLF MARBOT

President of the French Music Publishers Association

Last year many people from the music industry attended MIDEM out of curiosity. At the end of MIDEM 1967, following the excellent results obtained and the importance of the business which was done, they left Cannes expressing the hope that MIDEM would become an annual event.

Bernard Chevy had won; it had been clearly shown that the music record industry needed a MIDEM.

Chevy had achieved five important results:

1. He had united for the first time representatives of record companies, music publishers, independent producers, composers, impresarios, representatives of radio, TV and artists who never before had had the opportunity to meet one another.

2. He enabled the smaller countries, seldom visited by representatives of the industry in major countries, to show their artists and their product.

3. He saved all participants a vast amount of time by enabling them to meet a tremendous number of people from different countries under one roof.

4. He enabled artists appearing in the galas to display their talents to a wide cross-section of international specialists.

5. He enabled personal contact to be made between people who had previously only known each other by letter and telephone.

Those who came out of curiosity to MIDEM in 1967 are now convinced of the importance to the profession of this unique international music market.

I am certain that the Hotel Maritimes, will see a considerable augmentation in the amount of business done compared with last year and will see a tremendous multiplication of personal contacts indispensable to the development of our thrilling profession—an atmosphere of collective enthusiasm.

JANUARY 20, 1968, BILLBOARD
WE PRESENT

the new SUPER FABEL TC
THE ONLY RECORD PRESS WITH ALL TRANSISTORIZED THERMOCONTROL BRAIN

the new FABELMIX 117
THE BEST PRE-PLASTIFIER EVER DESIGNED
MOUNTED AS ONE MONOBLOC MACHINE

SUPER FABEL TC

All automatic, 140 tons press.
Cycles controlled by three independent and adjustable temperatures.

NO REJECTED RECORDS
Double thermostat with plug-in system for easy maintenance, silicon transistors, printed circuits.
Patented 1 sec locking, Sinclair-Collins valves

ALL INTERCHANGEABLE PARTS

FABELMIX 117

Left, right or top mounted directly on any type of press.
Tubular construction entirely welded for longer life.
Screw and cylinder Tenifer processed.
Gives 45 grams in 12 seconds; accepts all kinds of materials.
Steam heated on the whole screw length, no temperature regulation problem.

MORE THAN FOUR RECORDS PER MINUTE FOR EACH PRESS
EVERY OTHER RECORD MANUFACTURING EQUIPMENTS

our equipments will be exposed at midem 68

30 YEARS RESEARCH BY OUR LEADING ENGINEERS TEAM

FABEL EQUIPMENTS

MAKE RECORDS EVERY DAY IN 5 CONTINENTS - MORE THAN 100 FACTORIES IN 40 COUNTRIES - MORE THAN 200 PRESSES IN THE UNITED STATES.

FABELDIS S.A. 4-10 rue Sainte Marie, Bruxelles 8 (Belgium) Tel. 25.65.01 - 26.83.17 Cable addr. FABELDIS Bxl.

JANUARY 20, 1968, BILLBOARD
ALL OVER THE WORLD

Petula Clark

the compositions of

PETULA CLARK

are published by

les éditions

vogue international
COME AND SEE US AT MIDEM

ARIOLA - EURODISC - AMALTHEA
Music Production B Munich 15 Sonnenstr. 19 Tel. 55 17 41

We look for contacts with foreign Record Companies to exploit their product in Germany and to lease our recordings for distribution in their territories.

LEASE OF PRODUCT BY:
Helgo Verleger
International Division of our Munich Office

PURCHASE OF MUSIC BY:
Nobby Varenholz
C. Bertelsmann Music Intl.
483 Guetersloh Eickhoffstr. 14-17

Looking forward to meeting our friends and associates at MIDEM

BOB KINGSTON (Managing Director)
T. H. WARD (European Director)
DENNIS BERRY (Southern Library Recorded Music)
FREDDIE POSER (Spark Records)

SOUTHERN MUSIC PUBLISHING CO., LTD.
8. Denmark Street.
LONDON, W.C.2.
WE WOULD LIKE TO REPRESENT YOU IN AMERICA!

We're Young... We're Aggressive... and we've got the talent to give your catalog maximum exploitation!

See You At Rooms 414-423

SUNBURY MUSIC, INC. (ASCAP)
DUNBAR MUSIC, INC. (BMI)
1650 Broadway, Suite 301
New York, N.Y. 10019
(212) 586-5380
GERARD E. TEIFER, President

RCA

HOTEL MARTINEZ
Fourth Floor
Offices 414/423

representing a repertory that provides SESAC Licensees a constant source of new writers, composers and publishers.

As one of the world's foremost music licensing organizations, SESAC endeavors to provide its publishers with increased access to new audiences, and to add new vitality to the changing trends of today's music.

SESAC continues to expand its resources for new composers and publishers seeking to showcase their works through performance and mechanical rights, programing and sales aids to the broadcaster and through its special projects department.

Both on the national and international scene, in every field of public performance, SESAC will continue to serve, to grow and to provide good music to the world's listening audience.

SESAC INC.

NEW YORK: 10 COLUMBUS CIRCLE • NEW YORK, NEW YORK 10019 • 212-586-3450
NASHVILLE: 806 16TH AVENUE, SOUTH • NASHVILLE, TENNESSEE 37203 • 615-256-5703

JANUARY 20, 1968, BILLBOARD
Don't be fooled by world package deals on your copyrights.

These days, each territory is worth considering independently.

And BENELUX (Belgium-Netherlands-Luxemburg) is the hottest territory on the continent for U.S. copyrights.

So, why not get in touch with:

UNIVERSAL SONGS
Brussels
20, rue de l'Hopital
Brussels 1, Belgium

Amsterdam
801 A. J. Ernststraat
Amsterdam Z. 2, Netherlands

- Your guarantee of best promotion
- Ample radio cover
- Outstanding printed material

JANUARY 20, 1968, BILLBOARD
THE BURLINGTON PALACE MUSIC GROUP AT MIDEM

cordially invite you to contact

JOHN NICE,
General Manager
on Stand 115/116

on the First Floor
Stand No. 427/428

SEE YOU THERE

THE DICK JAMES ORGANISATION

COME AND SEE US AT MIDEM

THE ROBERT STIGWOOD ORGANISATION
LONDON
STIGWOOD YASHKIEL INTERNATIONAL
HAMBURG
AT STANDS #303 & 304

ABIGAIL MUSIC (LONDON) LTD.
DRATLEAF LTD.
LONDON
RUDOLF SLEZAK MUSIKVERLAG
HAMBURG
ABIGAIL MUSIC (AUSTRALIA) PTY. LTD.
SYDNEY
AT STANDS #301 & 302

MEET PAUL BEUSCHER at the M. I. D. E. M.

Editions and Music Instruments
PAUL BEUSCHER—ARPEGE
25-27-29 Bd.
Beaumarchais—Paris

TERRY DORAN & his APPLE STAFF are waiting to welcome YOU at MIDEM
Office No. 539-540

LONDON OFFICE
94, BAKER STREET, W.1.
Cables: APPLESONG
Tel: 01-486-1922

CALIFORNIA ADDRESS
250, N. CANON DRIVE
BEVERLY HILLS
CALIFORNIA

warmly welcomes the world of music to MIDEM '68 and invites you to visit the Tutti bureaux.

Rooms 121 & 123.

Societe Nouvelle des Editions Musicales Tutti S.A.R.L.
15, rue Saussier Leroy,
Paris 17e, France.

General Manager: Mr. Jean Pierard
International Manager: Mr. Claude Pascal
MISS SAGA?

NOT LIKELY!!!

SAGA RECORDS LONDON
Suites 130-132 CARLTON HOTEL
CANNES 38-21-90

BRITAIN'S BIGGEST BUDGET LABEL

A GREAT NAME IN THE MUSIC PUBLISHING BUSINESS

MARCEL RODD

ABERBACH MUSIKVERLAGE

CURCI PUBLISHING GROUP
and its record division
CEMED-CAROSELLO
at the MIDEM
booth no. 205-206 2nd floor

S.E.M.I. MERIDIAN
HIT PARADE

ALICE
(C. Moine-Paradiamandis)

EDDY MITCHELL BARCLAY

IL EST MORT LE SOLEIL
(H. Giraud & Delanoe)

NICOLETTA RIVIERA

LOVE ME PLEASE LOVE ME
(M. Polnareff—Gerard-Polnareff)
and all other hits of

MICHEL POLNAREFF
Production Meridian Disc'az

ON S'AIME
(S. Beldone)
First record of a young French Star

ALAIN STEFAN I.A.F. Disc'az

LES ROSES BLANCHES
(H. Pothier Raiter)

LES SUNLIGHTS DISC'az

MIDEM OFFICE No. 326
Semi-Meridian 5, rue Lincoln, Paris

The exclusive exporter and importer of
• RECORDS
• PHONOGRAPH TAPES
• RECORDINGS
• SHEET MUSIC

will participate in the MIDEM,
the 2nd International Record and Music Publishing Market in Cannes.

Orders and enquiries to:
Foreign Trade Enterprise, Ars Polona, Warsaw, Poland

The representatives of ARS POLONA and of the Polish Music Industry will be proud to enter
into new business contact and to exchange ideas and information with representatives of
the World Music Industries.
Artists Appearing at Midem

Georgia Fame
Anita Harris
Long John Baldry
Sandie Shaw
David Garrick
Diana Ross and the Supremes
Roger Whittaker
Horst Jankowski
Esther and Abi Ofarim
Kiki Dee

SCREEN GEMS-COLUMBIA MUSIC
AND
COLGEMS RECORDS

WELCOME YOU TO THE MIDEM
AND CORDIALLY INVITE YOU TO VISIT
SUITES NO. 103 & 104
CAM IS A PUBLISHING COMPANY PRODUCING SOUND TRACKS OF THE MOST SUCCESSFUL INTERNATIONAL MOTION PICTURES

CAM HAS A RECORD COMPANY!

www.americanradiohistory.com
Nonesuch Cuts Price in Britain

LONDON — Nonesuch Records, the American low price classical label licensed here to Polydor, has reduced its list price from £3.04 to £2.54. This reduction is part of a special promotion launched by Philips to Release Colin Davis LP

LONDON — Scheduled for release here next month by Philips is the first LP by Colin Davis and the BBC Symphony Orchestra, an appointment as the orchestra’s chief conductor. The works, Mozart’s “Requiem,” features the John Aldis Choir, soprano Helen Donath, contralto Yvonne Thomas, tenor Brian Asawa, and baritone Mark Elder. The sampler record issued this month is called Treasures of the Baroque, and contains works by Vivaldi, Handel, Purcell, Bach, and Schubert.

List Audio Award Winners

LONDON — The first Audio Awards have been presented to recordings of exceptional merit originated and produced by British or British-based companies in 1967. The inaugural ceremony took place at the Royal Albert Hall on Thursday, June 22, in the presence of a large number of industry representatives, including performers, composers, and record company executives.

The awards reflect the high standards of audio production in Britain and abroad and are intended to encourage the development of excellence in this field.

Sokol Seeks Curb On Local at Date

SEATTLE — Viola Sokol, director of the Seattle Youth Symphony, has filed a Superior Court suit asking that Local 76 of the American Federation of Musicians be prevented from interfering with a concert on Saturday at the Seattle Center. The suit, filed in King County Superior Court, seeks an injunction to prevent the union from picketing or interfering with the concert.

The Seattle Youth Symphony, under the direction of Lisa Sokol, will perform a program of classical music, including works by Mozart, Beethoven, and Brahms, at the Benaroya Hall. The union has threatened to strike if the concert goes on as scheduled.

The Seattle Symphony Association, which operates the orchestra, has requested the court to grant a temporary restraining order to prevent the union from interfering with the concert.

The Seattle Youth Symphony is a community orchestra consisting of students from grades 7 to 12. The group has been performing for more than 50 years and is known for its high-quality performances and educational programs.
BENDIKSEN INKS CONTEST LASS

OSLO — Anne Bendiksen A/S has signed 17-year-old TV talent contest winner Margrethe Tornoe as their latest release. The single on the Triola label, Record will feature "Jarmage Farewell," a send-off which brought Miss Tornoe victory, and a local version of the Italian hit "La Ragazza del via Gluck" (Lykkegaard Gate). Another newcomer to the label is Elise Skagen who has recorded versions of "Just Like a Man" and "Messmer Gabel schiere Licht."

PRT Rules Against BBC

LONDON — The Performing Right Tribunal has ruled that the BBC should pay the Performing Right Society an additional $52,000 a year with effect from the date of the ruling.

The Tribunal adjudicated following lengthy dispute between the PRT and the BBC over the latter's claim for royalties based upon the result of a rise in the cost of living index in March 1966. The PRT's total payment to PRT after this award will be some $3,000,000 annually.

This is computed on the basis of the number of receiving licences issued and means that the BBC is now paying 21 cents per licence each year as opposed to the 18 cents previously paid before the Tribunal's judgment.

From April 1, 1969, the Corporation's payment to PRT will be subject to quarterly adjustment according to the retail prices index. The increased rate makes a rise in the cost of the corporation's licence from $1.50 to $1.00 virtually certain later this year.

Cemed Severs Ties With C&C

MILAN — Cemed-Carosello is severing its distribution ties with Capitol Records, under its own sales organization Feb. 1. Cemed-Carosello will retain the U. A. record catalog, licensed to them since October 1963.

300 Tradestores Attend Christie Year-End Party

BRUSSELS — Palette Records held its end-of-year party at the Brussels Hilton attended by 300 dealers, disc jockeys, press and executives.

Also present were Geoffrey Heath of Good Music, London, and Bill Crystal of the Speck Entertainment was provided by Palette artists, including the Kian, Dino Gomez and Will Tura. The party was hosted jointly by the Hilton and the Bel- gian distributors, Octore.

The party followed a visit by Palette President Felix Frenkel to London where he had talks with Geoffrey Heath to plan the 1968 policy of Good Music and Palele London.

Decca, EMI Lead British Labels On Record Retailer 1967 Charts

By NIGEL HUNTER

LONDON—Decca and EMI were the leaders on the Record Retailer's 1967/8 charts. Decca came first with its first album since "The Time Is Now" and EMI followed with 25 LP's appearing in the year's charts, notably "The Sound of Music" soundtrack and three label albums, including "The Purple Rose," the second with 12.7 per cent, representing 31 records getting placings during the year. Prominent amongst these were Tom Jones, "Green Green Grass of Home" and Engelbert Humperdinck's "Releases '67."

Third in the LP section was Columbia with 7.4 per cent and 22 records appearing, headed by "Come the Day," by the Boots.

Top individual label in the singles results was EMI's Columbia with 12.1 per cent and 53 record appearances, including Frank Sinatra, "My Way Must Be a Way" and Vince Hill's "Edelweiss." The label was second with 1.7 per cent and 41 records on the charts, led by Engelbert Humperdinck's "Release Me." "There Goes My Everything.

Pye finished third in the singles label ratings with 8 per cent from 28 disks, with strong figures for the Monkees, "My Friend," Ray Conniff and the String and Petula Clark and "This Is My Song."


discounts Are Way Of Retail Life In Korea

By HARRY KAYE

EDITORS' NOTE: This is the third in a series of articles by Harry Kaye, Billboard's South Korean correspondent. Kaye recently completed an extensive tour of the Far East. His impressions of Korea follow.

Souk, Korea, like Formosa, has little regard for copyright laws. The same process on all releases is in effect. They are all made in a printing plant in 250 Won (90¢ U.C.). Most shops have 25 per cent discount (200 Won, 70¢ U.S.). As one owner told me, "No one sells at list."

There are over 40 record manufacturers here using the same equipment. They are located in other key cities (Pusan, Inchon, Seoul, Gwangju) to cater to the retailers. Cost to shops is about 40 an LP.

Korean releases cost more (400 Won, $1.05 U.S.) because they have to actually be cut in local studios. The quality of imported and domestic LPs are invariable, unless very good equipment is used. I understand there is a very tight law against bootlegging American releases (not re-mastered) which limits prices ranging up to $10.

A successful merchandising technique here is to release new LPs and releasing them in volumes of "hits." One company just released two volumes under the heading of Great Vol. (Vol. 29) 'That's The Way To Believe,' Monkees, "It's You That Need," and New Model with other cuts, plus cuts from new fairly Bobby Darin, Levit Spoonfield and Slim Whit-

My hangout in Inchon was a combination record, radio, TV and circus shop run by an extraordinary young Korean who did not seem to be putting too much into his sales selling records. He also owned a small nightclub downtown the roof that featured a rock rock group that catered mostly to the American servicemen and local military.

They worked seven nights a week and charged the servicemen and their salary ran about $225 Won. (75¢ U.S.) per man for the hour. The prices varied from $1.50 to $2.

"New musicians, just out of school," who were told what to do but according to my information this is fairly standard throughout the country.

Further up the street was the Union Club, certainly the finest I have seen. It has a real concert atmosphere, where more "professional" musicians put in the same hour (30 on, 10 off), plus floor show for about $3 per man per night.

(Continued on page 40)

27 MILLION SEE BERNSTEIN

VIENNA — An estimated 27.5 million people saw the Dec. 24, 1967, program of the New York Philharmonic Orchestra under the baton of Leonard Bernstein in a concert dedicated to Austria and the Vienna Philharmonic on the occasion of the anniversary of both orchestras.

The program was in the USA, Canada and 27 other countries and was highlighted by the appearance of Christa Ludwig and Walter Berry. Bridge and Bernstein conducted from Gustav Mahler's "Das Knaben Wunderhorn." Gustav Mahler conducted both the Viennese and the New York Philharmonic, the program represented a valuable boost for Austrian classical music.

Vernon Records Mayall in N. Y.

NEW YORK — Blue Horizon label chief Mike Vernon is here to record leading British blues guitarist John Mayall and his bandbreakers live at the Cafe a Go Go in Greenwich Village. Mayall recently came to the States from England.

Vernon plans to stay on after the recording sessions and release a blues catalog material and possibly do some field recording in the States.

The first Blue Horizon single release will feature C.B. vinyl. The 45s will be released in the States and Europe. A new single will be released before the March 15th date. Vernon Records will release the album in the States for the first time on Blue Horizon. Vernon Records will be releasing the album in the States for the first time on Blue Horizon.

Vernon Records will release the album in the States for the first time on Blue Horizon.

Spark Formed By So. Music

LONDON — Spark, an independent label, has been formed by Southern Music in conjunction with Freddie Foster. The board of directors includes Southern's Bob Kingston and T. F. Ward and Foster and his wife Sylvia.

Spark will take repertoire from independent producers and handle foreign labels in the United Kingdom. Its pressing plant will be the new American Recorders, and Selecta will distribute.

Foster's present separate music publishing operation will be suspended. He will maintain the copyrights in his existing catalog, but will not seek or accept any further new material for these. Brio Music is being formed by Southern and will be wholly owned by that company to absorb available copyrights acquired for release on Spark.

The label's first single for February release is already completed and will be introduced to the music industry on the platform of the MIDEM meet in Cannes.
The Magnificence of MAKEBA distilled in a new, mighty singles presentation

“MALAYISHA”
A Global Tour For Chevalier

PARIS — Maurice Chevalier leaves Paris on Jan. 24 to start his round-the-world farewell tour. The first concert will be in Helsinki on Jan. 25.

Remaining dates of the tour are: 27-28, Stockholm; Jan. 31, Gothenburg; Feb. 2-3, Copenhagen; Feb. 5-6, Amsterdam; Feb. 10, Berlin; Feb. 11 to 28, Britain; April 10 to 15, Mexico; May 3-5, Hong Kong; Philippines, United States; May 11, Brazil, Argentine; May 16, beginning of September, Can-

The tour will end in Paris where Chevalier will give a series of recitals at the Theatre des Champs Elysees beginning on April 1.

Meanwhile CBS has released a new album by Chevalier, called "(A) (O) (P) (E) (R) (A)" and featuring songs in English and French. Featured are songs by Auray, Pierre Barouh and Francis Lai, Charles Trenet and Mimi Farres. The contents include "Laira's Theme," "Les Parapluies de Cherbourg" and "What Now My Love?"

CED to Handle Editions CMF

PARIS — La Compagnie European du Disque, a Barclay affiliate, has signed an exclusive distribution contract for Editions CMF, a London firm which works French Academian Marc Pagnol.

CED is releasing three two-record sets of the celebrated Pagnol films such as "The Man from Nowhere," "Fanny" and "Cesar," featuring the original soundtracks and such distinguished French cinema actors as Raime, Pierre Fresnay, and Charpin.

The albums contain the complete texts of the works plus commentary and background material. Each two-disc set will retail at 45 francs 80 centimes ($0.50).

Cassell 

Cassell Casson, London, has added, to their catalogue, a record album of the Pagnol film "La Femme du Boulangier" and its music directed by Francois Alphons Daudet, including "L'El-

The record ends with "Secret de Maire Corbiel," both with dialog and commentary by Marcel Pagnol.

Kirsti Sparboe to Debut in German

OSLO — Norwegian singer Kirsti Sparboe has been invited to Germany early this year following the concert between German-born tenor Dietrich Fischer-Dieskau and Arne Bendiksens A/S disk company.

The prima donna will go to Berlin at the beginning of February to record, with Karlheinz Rumpf on piano and supervised by Wolf Kalskies. Release of the records in March will be preceded by their television and radio appearances.

Arne Bendiksens will be present at the recordings attending the MDM in Canada.

Miss Sparboe's latest release in Norway features local versions of "L'Elia" by Verdi, "La Traviata" by Giuseppe Verdi, "Die Fledermaus" by Johann Strauss and "You and Me" (Da er min kross og suen) by Ole P. Larsen and Arne Bendiksens respectively.

Monkies Named Top Artists in Norway Poll

OSLO — RCA Victor group, the Monkies, were Norway's most popular artists in 1967 according to the year's weekly top 10 charts compiled by the newspaper Aften Post from information supplied by dealers throughout the country.

The group's six single hits "I'm A Believer," "Theme From the Monkies," "Alternate Tides," "Pleasant Valley Sunday" and "Dine Believer" propelled them well ahead of the Beatles (Paraphrase) and the Sven Ingv.

Iversen Gets Dot

OSLO — The Norwegian Broadcasting's Radio A/S have taken over distribution of the American label Dot Records, a British based concern, which was the first foreign label to be represented in Norway by Egil Monsen, Arne Bendiksens, and to become Arne Bendiksens. The Dot Records was included over the E. M. I., Voss, E. M. Voss Co. four years ago and since that time reports 100 per cent increase in Dot sales in Norway.

Barcelona

Discophon has filed a breach of contract claim in Labor Court here against Alfred Kuhn, who released a record on the Vergara label February 1967. The suit and the suit and the suit are pending in the Court until February 1971. MIDEM has invited Sony, a new

1st Rock Jobber Set in Holland

LOS ANGELES — The first rock job operation in Holland will be initiated by record importer Mindlin, manager of Audio Productions, Laren, a Dutch firm representing the Everest record group in Holland, Belgium and Luxembourg.

Mindlin, in the United States to buy album product, eventually will put American items, album artists, more than 600 neighborhood markets and 69 supermarkets in conjunction with Albert Heijn, the largest food market operation in Holland.

If the operation proves successful, Mindlin reports, his firm will expand itself in the tape field.

A great majority of the racks will be supplied from the company's stampa, Rotterdam, Helmond, and Utrecht, with the operation eventually to be extended to all Albert Heijn market locations through the United States.

Mindlin will expand his record territory by representing Everest in all European countries.

Harlan Named To AFN Birth

FRANKFURT — Robert J. Harlan has been named the new program director of the American Forces Network Europe, succeeding the late Frank T. House, who died suddenly of a heart attack last September.

Carrying on his predecessor's imprint, Harlan re-entered the U. S. Army during the Korean War and served as chief of network productions and program director for AFN in the Far East. He has directed affiliated stations in Kaiserlaub, Munich, and Orleans, France.

Since 1964 he has been APFNE's deputy program director and director of program services.

A resident of Gainesville, Fla., Harlan attended the University of Florida from 1945 to 1949.

Sylvie Vartan on TV to Pitch Album

PARIS — RCA's Sylvie Vartan made a 10-minute spot for "Trill" and "Dain Dam Dom" and "The Stars" from her TV album recently released album of 11 new French songs.

In a special Miss Vartan will embark on a tour of France followed by a 10-day tour of Italy where she had a big success recently with "2.35 de Bonheur." In June she will tour Africa, Japan, Canada, and South America and will make TV appearances in each country.

Spanish label, to attend the festival. At the February Music Expositions music publisher, has released a version of "I Used to Feel Like a Bird," by Marie Lafort for a French TV.
Congratulations, Bert Kaempfert on still another outstanding success on Decca with one of the great songs of all time...

"caravan"

blending the performing artistry of Bert Kaempfert with the composing genius of Duke Ellington. In a sultry, swinging single*...as well as in the newest, forthcoming Kaempfert album, which includes also his imaginative treatment of still another Mills perennial, THE SHEIK OF ARABY.

Aware A&R men, independent producers, music decision makers everywhere are devoting increasing attention to the production of new, swinging, selling mills perennials in today’s genre. Our Professional Department will help you show “where the action is” in your next recording session.

*CARAVAN, Decca Single 32241

MILLS MUSIC, INC.
1796 Broadway, N.Y. 10019 (212) 245-1100
WARNER BROS. RECORDS CAREER The number: 3974 is a strange code, but it can be a clue to the career of a musician or a song. The number is from the AMERICAN RECORDING company, which is known for its extensive catalog and diverse range of artists. The number may represent a specific release or a milestone in the career of a well-known artist or group.

---

Barry Class Starts Label

London—Dealer Barry Class, who manages Pye recording act, has launched his own label, Trend, to launch the artist's debut. Class will sell in a deal with London recently with Associated Recordings, a company with several budget labels under the Suga banner.

The label will operate from Class's own tie to the Record Hall, two bands that have been on the scene recently with their own releases, a new label to launch with Associated Recordings.

Class was here for a concert and TV show.

Barry Class is an important figure in the music industry, known for his work with artists such as The Who and The Rolling Stones. His label, Trend, is expected to be a major force in the British music scene, with Class bringing his expertise and connections to the new venture.

---

BACK BRITAIN DRIVES CHORD IN MUSIC FIELD

London—the nationwide BRITISH campaign sparked off by five young Ottersbury Lyons to aid the ailing economy has struck some反应 songs in the music business.

Independent disk producer Nickie Mont and hansa (Peter Jones) are donating their royalties from Hansa’s new single “I Can Take or Leave Your Loving,” to the Treasury to offset the national debt.

Most and Herman hope to persuade other artists to follow suit, and this was the message that theкаменоляты to handle the movement. They enlisted the help and show fee of Simon Dee when he interviewed them in his peak evening show Saturday night: BBC TV show. Tony Hatch and his wife Jackie Trent have penned a song called “I’m Backing Britain” which Bruce Forsyth has cut for Pye. The disk will sell at 70 cents above the normal 89 because all involved are accepting lower royalties.

Veteran songwriter Tommy Connor has written another song with the same title which a group called the Bulldogs has recorded. Malcolm Forrester of Getaway Songs is printing brass and military bands to give this song a special appeal.

---

Associated Recordings Changes Name, Execs

London—Associated Rec-

dings, a company operating several labels, has changed its name and its management.

The company is now called Saga Associated Records, and it’s managers are Avis and Marcel Rodol and will head the ex-

LONDON—Associated Rec-

dings, a company operating several labels, has changed its name and its management.

The company is now called Saga Associated Records, and its manager is Avis, who has become managing director of the company's executive, John Brit-

---

12,000 Teen-Agers Attend First Czech Rock Festival

By LUBOMIR DORUZKA

Prague—More than 12,000 teenagers visited the first Czechoslovak National Festival of Rock Music which included five concerts in the Prague Lucerna Hall from Dec. 29 to 22.

This was the first time in two years that a large hall had been made available for rock concerts; fears of riots had prevented similar concerts to the smaller.

One of the most impressive groups was the Primitives of Prague who presented a psychedelic show with lights, masks and fire and launched the evening with an extended fifteen-minute set.

Groups from 11 different towns participated, proving that rock music has a wide following in Czechoslovakia.

There was a mass attendance by the young people who surprised the audience by singing their own compositions with English lyrics.

The Festival is likely to become an annual event and this year may be open to rock groups from the West.
Al Martino sings the first vocal solo: LOVE IS BLUE the hottest love song of the year!
London

The late Brian Epstein, Beatles manager, left $481,560 of which death duties take $247,416. A large part of the estate was in real estate, much of which was tied up in his Nems Enterprise, a firm that controlled the Beatles. He was a highly successful manager, but his assets were not easily valued. The estate was divided among his two sons, David Dee, Denz, Becky, Mick and Tich, who have been living in the Netherlands, and at least one member of the Beatles, John Lennon, who should inherit a large portion of the estate. The final settlement is expected to take several months.

Canadian Premiere

The Canadian premiere of the film "The Wreck of the Mary Deare," directed by Robert Mulligan, will be held at the Royal Alex Theatre in Calgary. The film stars Jack Lemmon, who plays the role of a man who must return to his home in the midst of a storm. The premiere will be followed by a Q&A session with the film's cast and crew.

Tori Amos Announces Tour Dates

Tori Amos has announced a series of tour dates for her upcoming album "The Places You've Been." The tour will begin in February and include stops in major cities across the country, including Los Angeles, San Francisco, New York, and Chicago. Additional dates will be announced shortly.

Jill Scott Releases New Album

Singer/songwriter Jill Scott has released her new album, "The J's," which features a mix of soul, R&B, and jazz. The album includes tracks like "Golden," "Lullaby," and "Golden Child." The album has received positive reviews and is available for purchase on all major music platforms.

Fleetwood Mac Announces North American Tour

Fleetwood Mac has announced a 12-city North American tour, beginning in May 2023. The tour will feature the band's classic lineup and is expected to attract fans from across the country. Ticket information and dates will be released soon.

Netscapes National Tour

Netscapes, the popular web browser, is embarking on a national tour to promote their latest update. The tour will include stops in major cities, such as New York, Los Angeles, and San Francisco. Fans will have the opportunity to meet the developers and learn about the latest features of the updated browser.


t FROM THE MUSIC CAPITALS OF THE WORLD

*Continued from page 49*

LONDON

The late Brian Epstein, Beatles manager, left $481,560 of which death duties take $247,416. A large part of the estate was in real estate, much of which was tied up in his Nems Enterprise, a firm that controlled the Beatles. He was a highly successful manager, but his assets were not easily valued. The estate was divided among his two sons, David Dee, Denz, Becky, Mick and Tich, who have been living in the Netherlands, and at least one member of the Beatles, John Lennon, who should inherit a large portion of the estate. The final settlement is expected to take several months.

Canadian Premiere

The Canadian premiere of the film "The Wreck of the Mary Deare," directed by Robert Mulligan, will be held at the Royal Alex Theatre in Calgary. The film stars Jack Lemmon, who plays the role of a man who must return to his home in the midst of a storm. The premiere will be followed by a Q&A session with the film's cast and crew.

Tori Amos Announces Tour Dates

Tori Amos has announced a series of tour dates for her upcoming album "The Places You've Been." The tour will begin in February and include stops in major cities across the country, including Los Angeles, San Francisco, New York, and Chicago. Additional dates will be announced shortly.

Jill Scott Releases New Album

Singer/songwriter Jill Scott has released her new album, "The J's," which features a mix of soul, R&B, and jazz. The album includes tracks like "Golden," "Lullaby," and "Golden Child." The album has received positive reviews and is available for purchase on all major music platforms.

Fleetwood Mac Announces North American Tour

Fleetwood Mac has announced a 12-city North American tour, beginning in May 2023. The tour will feature the band's classic lineup and is expected to attract fans from across the country. Ticket information and dates will be released soon.

Netscapes National Tour

Netscapes, the popular web browser, is embarking on a national tour to promote their latest update. The tour will include stops in major cities, such as New York, Los Angeles, and San Francisco. Fans will have the opportunity to meet the developers and learn about the latest features of the updated browser.
Another live one from The Lettermen "Live"!

(ST)2758

The Lettermen!!!...
and "Live!"

Capitol
RECORDS
THE BLIMP wishes to congratulate you and the Turtles: The Turtles for being the Billboard #6 top single recording artists of 1967 and you, for listening.

LOVE

THE BLIMP

Offices: London Paris Fargo Cairo Yuma Nairobi Omaha
Songwriters Put Country Back On the Map, Asserts Promoter

NASHVILLE — Carton Haney, one of country music's most successful promoters, credits songwriters for the unprecedented acceptance of this style of music.

"Songwriters took country music out of a slump," Haney said, "and have created chemistry between singers and listeners." Haney said radio stations have been a great help, but said they are programming country music now primarily because the written songs are so much better.

Haney, who booked 104 country shows in 1967, already has 150 concerts rescheduled in 27 cities for the current year. These range from Philadelphia to Little Rock. His bookings of last year included repeated sellouts, including three at Nashville "where you couldn't half-fill in auditoriums a few years ago." In both Nashville and in Greenville, S.C., Haney had to rent additional space and put on simultaneous shows in two locations because of overflow crowds.

Strong Packages

Haney is a believer in strong, well-balanced packages. "I can put the right six people together and fill any auditorium," he said. "They have to compliment each other, yet each other charged up. If an artist pick one another up, the people in the audience (on it). This eliminates the distance between the audience and the performer, and this is what country music is doing now."

The Rooneys, Va., promoter does not believe this would have been possible, no matter how good the artist were, if he was not for writers such as Bill Anderson, Hank Cochran, John D. Loudermilk, Harlan Howard, Delio West, Dottie Parton, Curley Putman and others. "They are turning out fantastic material," he noted, "and the crowds are responding."

Haney selects his own talent, which always includes some "old and new, including Bluegrass, a female singer to compliment the male acts, and a good comic. A promoter is ridiculed to try to draw a crowd without all these components."

Haney, a one-time "sider," said certain artists respond to others, and he has made a study of this. "I try to talk to particular artist, for example, can get George Jones charged up, and I know how others work together. This is the way I build shows. They have to create some electricity themselves in order to carry the charge of the written song over that stage into the audience."

Haney said there is a strong possibility he will add to the 130 auditoriums he already has set for this year. "As long as I can get the acts and the places to book them, I can get the audiences," he said.

Bluegrass Fete

Set for June

NASHVILLE — The second annual Bill Monroe Bluegrass Festival has been set for June 21-23 at Belle Meade, Ind., with more than 10,000 expected. Last year's festival drew in excess of 2,000.

Monroe, who will be the featured performer, plans to have eight top groups including Don Reno, the McCormick Brothers, Jim and Jesse, the Osborne Brothers, Mac Wiseman, Ralph Stanley and the Clinch Mountain Boys.

'Opsy' Members Told Of Policy Changes

NASHVILLE — A letter has been mailed to all cast members of the "Grand Ole Opry" advising them of policy changes for the show, now in its 43rd year.

The letter, signed by "Opsy" manager Ot Donee, deals with dates, time designations, and encourages "Opsy" rules now require a member to make 20 Saturday night appearances a year. More artists are being credited with one-and-a-half appearances per show. A member who performs twice in those months receives credit for three of his 20 shows.

This is to encourage the artists to come home during the busy tourist months when booked throughout the road are busiest, and when the "Opsy" has been faced in the past with minimum personnel. Paradoxically there are more artists on stage at the "Opsy" during the winter months when audience attendance is low. In three years for example, so many "Opsy" members were in Nashville that the show had to be started 30 minutes early to accommodate them.

Only "legitimate" encore will be allowed in the future. In order to keep the show on schedule. Some artists have been known to take automatic encores whether audience reaction warrants it or not. The individual charged with running each specific show will make the determination as to whether there is audience demand for a repeat.

Each show in the future will end at its appointed time. Often, in the recent past, shows have been running as much as 10 and 20 minutes late, due to a great extent to the abuse of encores. The letter makes it abundantly clear that there will be "light" programming in the future, a radical departure from the past.

Goforth Named To 'Opsy' Post

NASHVILLE — Gene Goforth, long-time executive producer of the Stoneman Family show, has been hired by WSM, Inc., as road salesman of the "Grand Ole Opry," delayed network radio network. Goforth also will put the radio program on the Lord television show. In addition to his other duties, Goforth will be in his own advertising agency.

AGAC Sets Up a Nashville Beachhead to Ink Writers

NASHVILLE — The American Guild of Authors and Composers is gaining a bridgehead in Nashville.

AGAC has engaged Larry Lee of Barnouse Music to act as its agent in signing writers and publishers to membership.

AGAC is affiliated with the Writers Guild of America, East, and the Writers Guild of America, West. The move came partly to head off a threatened formation of another writers' guild in Nashville, under the group of newspaper organizations (Billboard, April 8, 1967).

"The Nashville Songwriters Association was beginning to make some headway," Lee explained. "Since "Hillbilly Fever" hit, I have been trying to start something. I felt that AGAC already had something going, and I contacted them. At the time there was only one AGAC writer in Nashville,所以 decided, now an exclusive writer for Acuff-Rose. But originally he was a writer on the East Coast."

Lee was brought to New York by AGAC and retained for the job.

"So far I have signed only four writers. Lee told me, "but I have laid the groundwork to sign dozens of them, and publishing, and I will publish all my name. The purpose is to protect the publisher as well as the writer. Once we get them signed, we will get all their writers under contract."

He said he felt it was of far more importance to have the writers affiliate themselves with AGAC than to try to "accomplish this on their own."
**Country Music**

**Nashville Scene**

*Continued from page 46*

Twisters put on a three-hour show at the Harbor Lights Center, San Francisco... WILY, Wilson, N. C., has switched to an all-country format. A new record... Jim Bryan is music director... Harlem-Dodd of WFCM, Winston-Salem, N. C., is running a column in The Southern Observer dedicated to country music... Don Low is cutting a new session with tomorrow's Henson Cargill... When John Harford visits the Main Point in Bryn Mawr, Pa., he will be the first combination folk-country artist. Up to now the place has featured outstanding artists in other fields, ranging from Jim Jan and Buffy Sainte-Marie to Bill Monroe and Doc Watson... ABC Records, in cooperation with Pamper Music, has released Dalle Kirk's first recording on that label. It's "Overmente," how "The Romany." The session was handled by Bill Lowery, Kirk now plans to move to Nashville from his New Mexico home... United Artists' Bobby Lewis is

**Bluegrass Fest**

*Continued from page 46*

Among those on hand will be from 60 to 70 artists who at one time or another played in Monroe's band and learned the true bluegrass style from him.

**when answering ads . . . Say You Saw It In Billboard**

---

**Taveling A rist's 5 service**

Exclusive for Artists only! A service for you so new, so different, and unique, it's like taking a trip to the West Coast to entertain or just (Quote) ...The service is ...brighten and enhance your stay with all kinds of goodies for you and your guests. Such as, the best:

- Accommodations
- Meals
- Dinner at airport
- Entertainment for the entertainer
- Club access
- Service customized designed for your specific needs

For further information, call or write:

**PONDEROSA!**

**Welcome to PONDEROSA!**

Ron's first new hotel in a decade... Less yourself in the lavish splendor of a Krissy-Crystal-Carson Nevada. Elegantly furnished rooms with color TV, 100% white linens, and all the amenities you expect. Dancing nightly, Swimming, Tennis, and the famous **Best Bar in the West Coast**. Get out and enjoy life! It's like being in a Many Splendered Thing!

**PONDEROSA!**

**Fever tree is coming**

---

**Billboard**

**Cold Country Singles**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE, Artist, Label</th>
<th>Number &amp; Publisher</th>
<th>Sales on Chart</th>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE, Artist, Label</th>
<th>Number &amp; Publisher</th>
<th>Sales on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SING ME BACK HOME</td>
<td>Marie Poppard, Capitol 299 (See Book, BMI)</td>
<td>10</td>
<td>2</td>
<td>BY THE TIME I GET TO PHOENIX</td>
<td>Doc Watson, Delta 151</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>THE BYRD FAMILY, Capitol 1215, (See Book, BMI)</td>
<td>19</td>
<td>3</td>
<td>FOR LOVING YOU</td>
<td>Jimmy Bryant, Delta 1217</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>4</td>
<td>CALL ME BABY</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>5</td>
<td>WHAT LOCKS THE DOOR</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>6</td>
<td>YOUR LONELY ROAD</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>7</td>
<td>CALL ME BABY AGAIN</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>8</td>
<td>WHAT LOCKS THE DOOR</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>7</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>9</td>
<td>AIN'T THAT THE THING</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>10</td>
<td>I'M A LONESOME FAMED MAN</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>9</td>
<td>THE BILL HARRIS BAND, Capitol 14</td>
<td>15</td>
<td>11</td>
<td>I'M A LONESOME FAMED MAN</td>
<td>Jimmy Bryant, Delta 1101</td>
<td>11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Billboard Special Preview For Week Ending 1/30/65**

---

**Nashville Scene**

off on his first trip of the West Coast after some Texas dates. He swings back through New Mexico and Oklahoma about the time his next single is released. Jerry Naylor and Tex Williams will be in the Nashville Club in New York... Mary Tyler plays Cactus Pete's at Jackson, N.C., late in the month and then moves to Portland, Ore. When Johnny Cash & His Party Tamers are playing Mr. Lucky's, Johnny is joined by Hank Thompson & the Brazos Valley Boys for the first time on the East Coast for the second time in less than a year... Liberty artist Jimmy Bryant played the KBOY Country Caravan Shows in Southern California... Ed Harwood Sr., president of Golden Records, has signed an exclusive foreign lease with Star Records... Nat King Cole, due to handle their catalog of artist and records. The first release will be the Carre Brothers, with "Too Old to Cry."

-Minnie Pearl appears on "Operation Entertainment" on ABC-TV, Jan. 26. Wanda Jackson will be on the "I'll Be Your Baby" show Feb. 6. BILLY WILLIAMS

---

**Tosca's Open**

*Continued from page 35*

with Placido Domingo, Beverly Sills, Elaine Bonazzi and Norma Treitl. Richard Strauss' "Der Rosenkavalier" on March 2 will feature Otto Eddelmann, Sigrid Branson, Patricia Brooks and Mildred Miller. Verdi's "La Traviata" with Anna Moffo, John Alexander and Shirley Miltenz closes the festival on March 10.
BOONE proudly presents

BUCK TRENT

The featured instrumentalist of the Porter Wagoner #1 Country Music Television show steps forward with a sensational hit LP

I believe you will be amazed, as I have always been, at the different sounds made possible on the electric five-string banjo in the hands of Buck Trent.

Porter Wagoner

There's a Boone distributor in your area. Contact him today.

Boone Record Co. Inc.
Phone (615) 859-1319
119 Two Mile Pike
Goodlettsville, Tenn. 37072

FARON YOUNG
GREATEST HITS VOL. 2
SR 61143/MG 21143

DAVE DUDLEY
GREATEST HITS VOL. 2
SR 61144/MG 21144

ROY DRUSKY
GREATEST HITS VOL. 2
SR 61145/MG 21145

MERCURY ALBUMS ARE AVAILABLE IN MUSICASSETTE AND 8 AND 4 TRACK STEREO TAPE

MERCURY RECORDS
A DIVISION OF MERCURY RECORD PRODUCTIONS, INC.
Audio Magnetics Woos Youth Market With Cassette Move

LOS ANGELES — Audio Magnetics Corp., which recently discontinued its 4 and 8-track cartridge duplicating operation, will introduce a budget line of EP and LP cassettes aimed at driving the "under 25" buyers into the cassette fold.

Heavily involved in manufacturing blank tape for reel-to-reel and now cassette units, Audio Magnetics Corp. (AMC) will concentrate on wooing teenagers and young adults with a 15-minute EP cassette to retail for 70 cents and a 36-minute LP cassette to retail for 98 cents.

The new cassette line, in addition to a compact cassette twin-pack, will put AMC into the consumer market-place, feels Irving Katz, Audio Magnetics president, who will introduce the firm's new products to national sales reps at meetings Monday (15) in Chicago.

AMC recently created a separate operation to service the cassette market, with plans to revamp its factory operation to a more cassette-oriented marketing firm.

The company will market its cassette innovations in 70 foreign countries, including Hungary and Yugoslavia. In the United States, Katz will gear his product to rack jobbers and several key retail chains, including Thrifty and Walgreens, both of which now purchase blank tape from AMC.

While the compact cassette line will make up the backbone of the new product story from AMC, Katz says the firm is also planning a line of reel-to-reel promotions.

To tailor its cassette line to the youth market, AMC plans to merchandise cassettes in unique ways, according to George L. Katz, a company spokesman. "Our EP and LP cassettes will be marketed in shocking pink, wild blue and passionate purple," he says. "Color is important in trying to reach the 'under 25' market."

Another innovation, still unhappily planned, is scented-cassettes.

Audio Magnetics also involved in manufacturing cassette tape for Admiral, will begin marketing its EP and LP cassette lines and twin-packs Feb. 1.
Variety Packs Are Becoming A Spice of Programming Life

*Continued from page 1*

Having to listen completely to one artist in the confinement of one's car. Capitol has found extraordinary success by developing special theme packs. A "Country Western Roundup of Stars" and a "Pop-Rock" pack moved well. Beauder said there is no set release pattern for variety packs, which he calls montages. "We try to release them when we have a strong idea."

Capitol plans increasing its programming of montages this year. Beauder and John Faladino of the ad department plan the montages, looking to establish a compatible mood or pairing acts which appeal to a given group of listeners. As a side operation. Capitol readily produces montages sampler packs for such manufacturers as Pontiac, American Motors, Lear Jet and Zenith.

For Liberty Stereo Tape, their "All Star Custom Series is an anti-montage. A preprogrammed pack is included with every monthly cartridge release. With 80 per cent of cartridge product released by the industry aimed at the auto owner, the future for variety packs is bright, believes Wally Peters, general manager of Liberty Stereo Tape. Preprogrammed tapes offer the hard-dweller a weapon against monotony which is the concept of the unique.

Sometimes a label can run into a problem of coupling an act with others because of contractual limitations, but the labels seem to be able to go around these limited situations. Liberty is able to place a "norm" of six or seven acts on a pack. "In a Sentimental Mood" offered 11 performers. The emphasis at Liberty is now for moods rather than for packages spotlighting a single performer. When Liberty began its series last year, it released nine twofarcs by single artists. Now, the emphasis is for an over-all theme. The company has thematic packs covering every facet of musical creativity save for the classics. It takes Peters one week to listen, select and program a variety pack.

Despite the enthusiasm from the music supplier level, Muntz Stereo-Pak as a distributor, offers a more cautious analysis of the variety pack. According to Sy Fralick, assistant to the president, varieties may be headed for a sales nose-dive unless geared for the home entertainment market. He believes there is limited financial reward in producing multi-packs for the auto market but great potential in manufacturing twofor quad-packs for home units.

Muntz recently developed a line of home component equipment which strengthens its representation in this area of home entertainment. In February, Muntz will introduce a new series of twin (one-hour packs) and quad (two-hour) cartridges aimed at the home market. Labeled "Jerry Colonna Presents," the new series is tailored to provide background music, sans vocalists, and programmed to enhance and strengthen the Muntz line.

Fralick feels mixing artists, for instance, in a variety-pack is "too much like radio programming, something we want to stay away from."

Muntz, head of the music department at Muntz, confirnms the new "Colonna series" will be promoted and packaged in such a way as to enhance the product for the home market. General Recordings Tape has not gone into variety programming for two reasons: (1) marketing man Tom Bonetti feels they have the congestion of a cheap sampler record and (2) too many artists on the same bill can dissuade a customer from a purchase. If, however, the public shows an interest in preprogrammed tapes, GRT will seek to comply with consumer appeal.

**We built a better tape cartridge.**

Introducing Dynapak, the world's first no-return cartridge.

Here he comes again. A disgruntled customer returning a defective cartridge with a yard or two of spilled-out tape. He returns it to the dealer he bought it from. Who returns it to the distributor. Who returns it to the music company. Who returns it to the duplicator.

This is the point at which Stereodyne used to come in. We got tired of duplicating great-sounding tapes for cartridges that fouled up. So we invented one that doesn't. Dynapak, the world's first no-return cartridge for 4 or 8-track stereo tapes. It's designed to eliminate the industry's biggest problem: loss of profits due to 100% exchange of defective cartridges. There is virtually nothing that can go wrong with a Dynapak cartridge in normal use. No jamming or spill-out. No distortion or cross-talk. And no returns. How else could we offer a one-year guarantee?

No one is more qualified to develop this unique cartridge than Stereodyne. As the nation's largest independent tape duplicator, we've turned out more than 2½ million stereo tape cartridges.

And now that we've built a better tape cartridge, will the whole music world beat a path to our door? It should. If it's easier, just phone or write.

Stereodyne Inc.
2810 Elliott-Troy, Mich. 48084
(313) 886-1440
TWX 810-382-1524
STEREODYNE LTD.
20 Beverley Road, Toronto 14, Ontario, Canada
(Area 416) 252-3178
TWX 610-492-2573
**Tape CARtridge**

**Ampex Simulreleasing on Cassettes & Disks in April**

CHICAGO — Ampex Stereo Tape will begin releasing new cassette product simul-simultaneously with the recorded disk counterpart in April. The company has been issuing cassette from the catalogs of its licensees. “We still have a catalog problem,” said AST manager Don Hall, “because we haven’t filled all pipeline yet. We can’t do both,” he continued. “But by April 1, we’ll have over 500 titles on the market and be in a position to move into simultaneous releasing.” Ampex initially had slated December as the month it would have its first 500 releases at the retail level, but production problems had forced it to lower that number to 300.

Ampex currently releases some of its 4- and 8-track product simultaneously with the record. “We’re simultaneous on the cream only,” Hall said.

**Dot Tape Shifts**

LOS ANGELES — Dot has realigned its tape affiliations after dropping International Tape Cartridge Corp., which had distributed its music in 4- and 8-track Dot is now contracted with Ampex for 8-track, Muntz for 4, Green Tree for reel-to-reel and cassette and Play Tape for 2-track.

**RCA-GME Pact To Be Signed**

LOS ANGELES — RCA will sign its agreement with General Mobile Electronics as its first automotive industry distributor for its Stereo Cartridge line.

The move by the major music supplier, which has previously handled its own cartridge distribution through its company-owned outlets and other tape CARtridge locations, is an indicator that Victor will be following the pattern established by a number of other distributors who have assigned their lines to specialists in the auto field.

General Mobile Electronics, in business since 1964, covers 1,000 new car dealers in California, Oregon, Washington, Nevada and Hawaii with music from other distributors. The firm is an offspring of AL and Ed’s, an auto radio repair firm which opened in the downtown Los Angeles area in 1954.

General Mobile will purchase its stock from RCA’s Indianapolis duplicating facility. Tapes will be sold by the firm’s five salesmen handling local dealers.

Out-of-stock items are solicited and serviced via the mail.

**Lear in Denver**

DENVER — Gates Rubber Co. here has opened a Lear Jet Stereo Center in its factory store at the Cherry Creek Shopping Center.

**8 TRACK CARTRIDGES**

<table>
<thead>
<tr>
<th>QTY.</th>
<th>CREX-2.203</th>
<th>THE SEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>QTY.</td>
<td>CREX-2.203</td>
<td>A WEB OF SOUND — The Seeds</td>
</tr>
<tr>
<td>QTY.</td>
<td>CREX-2.203</td>
<td>FUTURE — The Seeds</td>
</tr>
<tr>
<td>QTY.</td>
<td>HF-X-306</td>
<td>HI FI</td>
</tr>
<tr>
<td>QTY.</td>
<td>HF-X-1306</td>
<td>ARTHUR LYMAN AT THE PORT OF LOS ANGELES</td>
</tr>
<tr>
<td>QTY.</td>
<td>LIF-X-1004</td>
<td>LIFE</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-3000</td>
<td>MONUMENT</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-3000</td>
<td>ESPANA — The Knightriders Strings</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-3002</td>
<td>3 TIME — The Knightriders Strings</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-3002</td>
<td>CINEMA — The Knightriders Strings</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-3003</td>
<td>9 POP — The Knightriders Strings</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18000</td>
<td>ROY ORBISON’S GREATEST HITS</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18002</td>
<td>YAKETY SAX — Boots Randolph</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18008</td>
<td>MEXICO-Billy Moore</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18015</td>
<td>HIP BOOTS — Boots Randolph</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18024</td>
<td>MORE OF ROY ORBISON’S GREATEST HITS</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18027</td>
<td>BOOTS RANDOLPH PLAYS MORE YAKETY SAX</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18042</td>
<td>THE FANTASTIC BOOTS RANDOLPH</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18045</td>
<td>THE VERY BEST OF ROY ORBISON</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18047</td>
<td>A MILLION AND ONE — Billy Walker</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18052</td>
<td>THE VERY BEST OF CHARLES AZNAVOUR</td>
</tr>
<tr>
<td>QTY.</td>
<td>MNT-X-18057</td>
<td>THE SEELY STYLE — Sammy Seely</td>
</tr>
</tbody>
</table>

**NEW RELEASES FROM MUNTZ STEREO PAK!**

**8 TRACK CARTRIDGES**

| QTY. | MNT-X-18065 | IN THE AZNAVOUR MOOD — Henry Byrs |
| QTY. | MNT-X-18066 | BOOTS WITH STRINGS — Boots Randolph |
| QTY. | MNT-X-18067 | THIS IS FRAN JEFFRIES |
| QTY. | MNT-X-18071 | LE GRAND CHARLES AZNAVOUR |
| QTY. | MNT-X-18072 | THE WALKER MATT — Billy Walker |
| QTY. | MNT-X-18073 | THANKS, HARRY — Anna Lee Stone |
| QTY. | MNT-X-18075 | THERE GOES MY EVERYTHING — Don Cherry |
| QTY. | MNT-X-18077 | BITTERSWEET — The Manhattan Express |
| QTY. | MNT-X-18078 | THE ETHERAL SEA — Bill Audlin |
| QTY. | MNT-X-18079 | SAP-SATIONAL — Boots Randolph |
| QTY. | PHX-4.007 | YOU’VE LOST THAT LOVIN’ FEELIN’ — The Righteous Brothers |
| QTY. | PHX-4.009 | BACK TO BACK — The Righteous Brothers |
| QTY. | SUX-1038 | THE GREATEST HITS OF IKE & TINA TURNER |
| QTY. | VUL-111 | CHALLENGERS’ GREATEST HITS |
| QTY. | VUL-116 | THE LOCK OF LOVE — THE SOUND OF SORROW — Sam Fletcher |
| QTY. | VUL-117 | IT AIN’T ME BABE — The Turtles |
| QTY. | VUL-118 | HAPPY TOGETHER — The Turtles |
| QTY. | VUL-119 | YOU BABY — The Turtles |
| QTY. | VUL-121 | THE TURTLES’ GOLDEN HITS |

**8 TRACK CARTRIDGES**

| QTY. | MNT-X-3009 | IN THE AZNAVOUR MOOD — Henry Byrs |
| QTY. | MNT-X-3010 | BOOTS WITH STRINGS — Boots Randolph |
| QTY. | MNT-X-3011 | THIS IS FRAN JEFFRIES |
| QTY. | MNT-X-3012 | LE GRAND CHARLES AZNAVOUR |
| QTY. | MNT-X-3013 | THE WALKER MATT — Billy Walker |
| QTY. | MNT-X-3014 | THANKS, HARRY — Anna Lee Stone |
| QTY. | MNT-X-3015 | THERE GOES MY EVERYTHING — Don Cherry |
| QTY. | MNT-X-3017 | BITTERSWEET — The Manhattan Express |
| QTY. | MNT-X-3018 | THE ETHERAL SEA — Bill Audlin |
| QTY. | MNT-X-3019 | SAP-SATIONAL — Boots Randolph |

**NEW RELEASES FROM MUNTZ STEREO PAK!**

**8 TRACK CARTRIDGES**

| QTY. | MNT-X-3009 | IN THE AZNAVOUR MOOD — Henry Byrs |
| QTY. | MNT-X-3010 | BOOTS WITH STRINGS — Boots Randolph |
| QTY. | MNT-X-3011 | THIS IS FRAN JEFFRIES |
| QTY. | MNT-X-3012 | LE GRAND CHARLES AZNAVOUR |
| QTY. | MNT-X-3013 | THE WALKER MATT — Billy Walker |
| QTY. | MNT-X-3014 | THANKS, HARRY — Anna Lee Stone |
| QTY. | MNT-X-3015 | THERE GOES MY EVERYTHING — Don Cherry |
| QTY. | MNT-X-3017 | BITTERSWEET — The Manhattan Express |
| QTY. | MNT-X-3018 | THE ETHERAL SEA — Bill Audlin |
| QTY. | MNT-X-3019 | SAP-SATIONAL — Boots Randolph |
Duplicating-Packing Concept Bowed by Lib.

- Continued from page 3

Stan Nick, chief engineer at Liberty Tape Duplicators, is credited with helping to break the cartridge sound barriers, corporate marketing vice-president Lee Mendell explains now places stereo cartridges on an equal level with stereo disks.

Simultaneous with research into ways of expanding the scope of sound, the company has been experimenting with designs for cartridge housings. The new casing, as designed by Mike Elliot, former sales chief of the tape wing, Wally Peters, the current sales manager and Data Pack, the plastic case manufacturer, resembles a black camera housing imprinted at the top with the words "insert this side up." Ridges run across the bottom of the case to provide a hand grip and side finger slots are provided.

A gray dust cap extends over the open end of the case and covers the hole for the capstan mechanism.

The cartridge parts boast of smoother operation and longevity. A new center hub, for example, will prevent tape binding, a firm claim.

Sampler Cartridge

A sampler cartridge with narration expected to be one of the new sonic qualities is being prepared for release within a month. Its price will be around $4.95, much lower than regular cartridge merchandise.

Liberty is banking on the upgraded sound levels and new casing as enticements to hi-fi buffs, who heretofore have avoided cartridge product. The packaging complements the sound improvements, Lee Mendell asserts. An underlying hope is that the new sound will help strengthen the home market.

Liberty will offer dealers rotating plastic bubble display cases for "Sonic Spectrum 4-4" cartridges. Additional merchandise aiding will cover counter supplements and mobies. An information kit will be mailed to playback equipment manufacturers.

RCA a Leader In the Field

- Continued from page 50

The enthusiasm of RCA's products staff, coupled with the company's market research information, has resulted in the formation of a special ad staff for cartridge product. The three-man operation consists of Chuck Crumpacker, a veteran composer, arranger and producer for RCA; Graham Slater, former music director for WHN, New York; and Julian Ross, also music director and programmer for WHN and WINS, New York.

Because of RCA Victor's vast catalog, its ad staff is able to pick themes and use as many as 25 selections in a twin pack from different albums for one cartridge. "We are not limited to taking three songs from one performer, three from another, etc., and throwing together a "variety pack,"" Horne said.

One of the company's creative products, which Horne said has won wide acceptance, is its "Showtime" series. "We create a well-balanced complete night-club act on cartridge," Horne explained. The programs, complete with announcers and applause, feature some of RCA's top artists, both male and female vocalists and groups. In the "Country Showtime" cartridge, the show's billing includes The Browns, Homer and Jethro, Chet Atkins and Don Gibson.

RCA is currently releasing one or two variety packs per month.

Col. Accenting Easy Listening

NEW YORK—The emphasis on easy listening pop music this month in Columbia Rec- ords' January tape CARtridge release. The new Johnny Mathis record, "Up, Up and Away," "Simply Strissed" (Barbra Streisand), "Leve, Andy" (Andy Wil- liams), John Davidson's "A Kind of Hush" and Eydie Gorme's "Don't Go To Strangers" top the company's release on both 4- and 8-track cartridges. Four-teen 8-track and thirteen 4-track titles make up the entire month's issue, with other rec- ordings such as the "Times They Are A-Changin'" by Bob Dylan, "Pet Seeger's Greatest Hit," "Stonewall Jackson Country" and "Ray Price's Greatest Hits" also being released this month.

The original Broadway cast album of "Cameo C" is being issued on 4-track cartridge.

FIDELIPAC, TelePac Quality Tape Cartridges

4 & 8 Track Head Cleaning Cartridges - Hi-heat impact resistant styrene plastic • Deep signal • Pressure pad to insure steady traction.

FIDELIPAC, TelePac Quality Tape Cartridges

Imported Accessories For Every Player

U. S. MADE LOADED BLANK Cassettes Available lengths: C10-30-60-90-120. Loaded with top quality Mylar Tape

4 & 8 TRACK LOADABLE BLANK CARTRIDGES Available in all lengths. Loaded with 3M 1543 tape

Listen... has gone to press. Listen... for further details.

ever been to a bullfight?

Col. Accenting Easy Listening

NEW YORK—The emphasis on easy listening pop music this month in Columbia Rec- ords' January tape CARtridge release. The new Johnny Mathis record, "Up, Up and Away," "Simply Strissed" (Barbra Streisand), "Leve, Andy" (Andy Wil- liams), John Davidson's "A Kind of Hush" and Eydie Gorme's "Don't Go To Strangers" top the company's release on both 4- and 8-track cartridges. Four-teen 8-track and thirteen 4-track titles make up the entire month's issue, with other rec- ordings such as the "Times They Are A-Changin'" by Bob Dylan, "Pet Seeger's Greatest Hit," "Stonewall Jackson Country" and "Ray Price's Greatest Hits" also being released this month.

The original Broadway cast album of "Cameo C" is being issued on 4-track cartridge.

Col. Accenting Easy Listening

NEW YORK—The emphasis on easy listening pop music this month in Columbia Rec- ords' January tape CARtridge release. The new Johnny Mathis record, "Up, Up and Away," "Simply Strissed" (Barbra Streisand), "Leve, Andy" (Andy Wil- liams), John Davidson's "A Kind of Hush" and Eydie Gorme's "Don't Go To Strangers" top the company's release on both 4- and 8-track cartridges. Four-teen 8-track and thirteen 4-track titles make up the entire month's issue, with other rec- ordings such as the "Times They Are A-Changin'" by Bob Dylan, "Pet Seeger's Greatest Hit," "Stonewall Jackson Country" and "Ray Price's Greatest Hits" also being released this month.

The original Broadway cast album of "Cameo C" is being issued on 4-track cartridge.

Col. Accenting Easy Listening

NEW YORK—The emphasis on easy listening pop music this month in Columbia Rec- ords' January tape CARtridge release. The new Johnny Mathis record, "Up, Up and Away," "Simply Strissed" (Barbra Streisand), "Leve, Andy" (Andy Wil- liams), John Davidson's "A Kind of Hush" and Eydie Gorme's "Don't Go To Strangers" top the company's release on both 4- and 8-track cartridges. Four-teen 8-track and thirteen 4-track titles make up the entire month's issue, with other rec- ordings such as the "Times They Are A-Changin'" by Bob Dylan, "Pet Seeger's Greatest Hit," "Stonewall Jackson Country" and "Ray Price's Greatest Hits" also being released this month.

The original Broadway cast album of "Cameo C" is being issued on 4-track cartridge.

Col. Accenting Easy Listening

NEW YORK—The emphasis on easy listening pop music this month in Columbia Rec- ords' January tape CARtridge release. The new Johnny Mathis record, "Up, Up and Away," "Simply Strissed" (Barbra Streisand), "Leve, Andy" (Andy Wil- liams), John Davidson's "A Kind of Hush" and Eydie Gorme's "Don't Go To Strangers" top the company's release on both 4- and 8-track cartridges. Four-teen 8-track and thirteen 4-track titles make up the entire month's issue, with other rec- ordings such as the "Times They Are A-Changin'" by Bob Dylan, "Pet Seeger's Greatest Hit," "Stonewall Jackson Country" and "Ray Price's Greatest Hits" also being released this month.

The original Broadway cast album of "Cameo C" is being issued on 4-track cartridge.
DENVER — How can a record and sound equipment dealer sell a consistent volume of quality tape recorders and stereo phonographs at full list price? The answer is a long-term incentive program, based on previous purchases of records or tapes, according to Wayne Sabelman, owner of the Carousel Record Shop.

In the two years along, with an extremely healthy volume of record and pre-recorded tape sales, Sabelman has consistently had good turnover of better priced recorders and phonographs, at near full list price—even though he is located only a hop, skip and jump away from one of the city’s largest discount department stores. Sabelman has been able to consistently sell recorders up into the $350 class, simply because there is a tight link between store and customer which “keeps them coming back and accumulating points towards the eventual purchase.”

Mainspring

The mainspring of this highly successful incentive program is a punch-out card, issued to each customer at the time of the first purchase, which represents a $10 expenditure. Cards are punched out in keeping with the actual amount spent whenever the customer comes in for records, tapes, accessories, or service, until it is punched completely out. When a customer has spent accumulated 10 punched out cards, each of which identifies him as a member of the “Record Club,” he is then issued a gold card which is good for a 10 per cent discount on any item which he wishes to buy—including, of course, the most expensive phonographs or tape recorders.

Pointing this out to every customer, he comments “if he comes in the first time has had a strong effect in forming a permanent link between store and customer, Sabelman explained. Quite often, there have been instances in which a customer set his sights on a particular stereo phonograph in stock, as soon as the first card is issued to him, and never loses sight of its ultimate purchase as the goal towards which he is working. Invariably, he buys the phonograph, presents his card, which may or may not be worth a price lower than that of competition, depending upon individual circumstances. In any event he develops a familiarity with the Carousel Record Show which remains extremely valuable.

Teen

The Carousel uses a similar teen-age discount card, which like the “young adult version,” represents $10 in purchases, when completely punched out. Most teen-agers immediately cash the card in on $10 purchases, however, receiving $1 toward singles, or album purchases. While this helps to attract teen-age customers who are accustomed to finding something in record purchasing this category has nothing of the adult the adult club has developed.

It is plain that it is the eventual purchase of a top-flight phonograph or tape recorder which motivates a customer to keep buying from us until he has spent $100,” Mrs. Trudy Titman, store manager, pointed out.

Extra Sales From a Super Needle Chart

BOULDER, Colo.—Providing phonograph owners with a quick, reliable means of identifying the type of diamond needle and cartridge which their phonograph uses has resulted in significant sales increases for Music Showcase here.

The number of sales which any sound equipment dealer can lose because a customer comes in for a replacement needle or cartridge and cannot remember the name can easily be a serious problem, according to Quentin Kazaroff, president of the Phonograph, plus music and sound equipment store. This has happened so often, Kazaroff said, that after opening the store in 1963, he resolved to create some sort of solution.

The result was a chart adjacent to the cash register “at the front of the store. The copy points out the desirability of needle inspection, points out that the Music Showcase offers free inspection, and invites phonograph owners to come in every three months.

Evaporated

Some 90 cents of all brands of diamond needles and cartridges are evaporated. It is obvious that any customer who has inspected his phonograph closely and at his leisure is likely to recognize the equipment at once. The problem simply evaporated,” Kazaroff said. “Now, as soon as it appears that a customer has no idea of the brand involved in needle or cartridge replacement, the cashier on duty simply points out the chart, only a few feet away, and asks whether he would like a new needle or cartridge.”

The Electronic Industries Association (EIA) has worked with the U. S. Tariff Commission to obtain a more comprehensive breakdown under item 685.40, which includes “tape recorders and disc recording and transcribing machines, and parts thereof.” EIA’s Jack Wayman says the new additions will put the industry in a position to benefit from comprehensive total market studies on all major consumer electronic products.

Scanning the News

The two punch-out cards are used in Carousel’s incentive program, the young adult version, top, and a teen card.

IN SUBURBAN DENVER, Wayne Sabelman’s Carousel Record Shop has scored with incentives.

Scanning the News

The Electronic Industries Association (EIA) has worked with the U. S. Tariff Commission to obtain a more comprehensive breakdown under item 685.40, which includes “tape recorders and disc recording and transcribing machines, and parts thereof.” EIA’s Jack Wayman says the new additions will put the industry in a position to benefit from comprehensive total market studies on all major consumer electronic products.

Effectively Jan. 1, all consumer electronic product sales are classified as follows: 685.205 (monochrome TV, not over 10-inch screen size); 685.205 (monochrome TV, over 10-inch screen size); 685.206 (color TV, not over 10-inch screen size); 685.207 (color TV, over 10-inch screen size); 685.208 (radio-phonographs); 685.209 (radio-phonographs); 685.210 (audio-solid-state radio receivers); 685.211 (radio-solid-state radio receivers); 685.212 (radio-solid-state radio receivers)

The two punch-out cards are used in Carousel’s incentive program, the young adult version, top, and a teen card.

The Electronic Industries Association (EIA) has worked with the U. S. Tariff Commission to obtain a more comprehensive breakdown under item 685.40, which includes “tape recorders and disc recording and transcribing machines, and parts thereof.” EIA’s Jack Wayman says the new additions will put the industry in a position to benefit from comprehensive total market studies on all major consumer electronic products.

Effectively Jan. 1, all consumer electronic product sales are classified as follows: 685.205 (monochrome TV, not over 10-inch screen size); 685.205 (monochrome TV, over 10-inch screen size); 685.206 (color TV, not over 10-inch screen size); 685.207 (color TV, over 10-inch screen size); 685.208 (radio-phonographs); 685.209 (radio-phonographs); 685.210 (audio-solid-state radio receivers); 685.211 (radio-solid-state radio receivers); 685.212 (radio-solid-state radio receivers)
Philadelphia Show Sold Out

PHILADELPHIA — Virtually all of the space at the 1968 Philadelphia High Fidelity Music Show has been sold out, according to Teresa Rogers, show director. The show, which drew over 17,000 high-fidelity fans two years ago, is scheduled for the Benjamin Franklin Hotel, Feb. 16-18.

"This is a gratifying response," said Mrs. Rogers, the only woman to run high fidelity music shows in the nation. "We are far ahead of our last Philadelphia show, and we have many new exhibitors who will show audio equipment never before seen in the Philadelphia-South Jersey-Delaware area."

"Stereo Twins" who will act as the twin hostesses for the show are being selected by the Mothers of Twins Association. One local FM station already announced it will broadcast "live" directly from the Benjamin Franklin Hotel. This is the first time in more than 10 years that live broadcasts will be initiated from the exhibit area. Virtually all exhibitors in soundproof exhibit rooms will be "live," she stated.


FITTINGLY, the focal point of the LP display and browsing area at Carousel Record Store in Denver.

AT $39.95, this new Arvin AM/FM table radio is designed for home or office use. It uses a more integrated circuit and has nine transistors. It measures 8 inches wide by 9¾ inches high by 7½ inches deep.

MOBILE-TYPE DISPLAY of record cases stopped browsers in their tracks at Musicland in Bellevue, Wash., during the holiday buying season. "These are the ideas that bring people in on a casual basis," said store manager Gary Rosenbaum. Note that the cases are hung on the browser boxes with a stereo portable displayed at either end.

January 20, 1968, Billboard
SPECIAL MERIT SPOTLIGHT

Spotlighting new singles deserving special attention of programmers and dealers.

GEORGE FAME
THE BALLAD OF BONNIE AND CLYDE

LUIS ARMENIA
NO TIME TO BE A GOODBYE
(Producer: Mix Master Mike) (Writer: P. Kelly & James) (ASCAP). This pop-rock single features a catchy melody and a strong Beat Generation theme. It gained popularity for its upbeat and rebellious vibe.

FRANCIS FUGA
DO IT IN THE DANCE
(Producer: Mikey Japanese) (Writer: Fugafuegos & Francis) (BMI). This dance-oriented pop single features a groovy rhythm and an infectious hook. It became a hit on the dance charts due to its catchy beat.

LOUIS ARMENIA
NO TIME TO BE A GOODBYE
(Producer: Mix Master Mike) (Writer: P. Kelly & James) (ASCAP). This pop-rock single features a catchy melody and a strong Beat Generation theme. It gained popularity for its upbeat and rebellious vibe.

DONNA SUMMER IN THE MISTY MOONLIGHT
(Producer: Alphonse Mouzon) (Writer: Donna Summer & Alphonse Mouzon) (ASCAP). This soft rock ballad features Donna Summer's soulful vocals and a heartfelt message. It became a hit on the dance charts due to its emotional depth.

KATE MILLER
I'M NOT GONNA LET YOU BREAK MY HEART
(Producer: Billy Steinberg) (Writer: Billy Steinberg & Tom Hedley) (ASCAP). This pop-rock single features a strong female vocal and a powerful message. It became a hit on the dance charts due to its emotional resonance.

PERCEPTION
LEFT OUT
(Producer: Michael Jackson) (Writer: Michael Jackson & Bruce Swedien) (ASCAP). This dance-pop single features Michael Jackson's iconic vocals and a catchy rhythm. It became a hit on the dance charts due to its infectious beat.

ROD STARR
ANDY'S GONNA MISS ME
(Producer: Rod Star) (Writer: Rod Star) (ASCAP). This dance-pop single features Rod Star's soulful vocals and a heartfelt message. It became a hit on the dance charts due to its emotional depth.

DANIELS
I'M GONNA BE ME
(Producer: Phil Cordell) (Writer: Phil Cordell & Dan Seals) (ASCAP). This country-pop single features Dan Seals' warm vocals and a powerful message. It became a hit on the dance charts due to its emotional resonance.

All records submitted for review should be addressed to Record Review Department, Billboard, 165 W. 46th Street, New York, N. Y. 10036.
The Mantovani
Sound
HELLO DOLLY / BEAR HEART
WHAT KIND OF FOOL AM I?
CLIMB EVERY MOUNTAIN
FIDDLER ON THE ROOF
THE SWEETEST SOUNDS
I'VE DREAMED... PEOPLE
AS LONG AS HE NEEDS ME
WHO CAN I TURN TO
GROWN ACCUSTOMED
TO HER FACE / CHARADE
World's Great Love Songs

MANTOVANI / HOLLYWOOD
MAN THAT MAN!

MANTOVANI

47 LP's released to date...
Every one a chart breaker!

and now...
th his
f inest
ever!

the mantovani touch

LONDON RECORDS
<table>
<thead>
<tr>
<th>LP</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>BEATLES</td>
<td>The Beatles</td>
<td>Capitol</td>
<td>5</td>
</tr>
<tr>
<td>61</td>
<td>ROLLING STONES</td>
<td>The Rolling Stones</td>
<td>London</td>
<td>2</td>
</tr>
<tr>
<td>62</td>
<td>MONKEES -</td>
<td>The Monkees</td>
<td>Colgems</td>
<td>9</td>
</tr>
<tr>
<td>63</td>
<td>DIANA ROSS &amp; THE SUPREMES</td>
<td>Diana Ross &amp; The Supremes</td>
<td>Motown</td>
<td>14</td>
</tr>
<tr>
<td>64</td>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Herb Alpert &amp; The Tijuana Brass</td>
<td>Uni</td>
<td>31</td>
</tr>
<tr>
<td>65</td>
<td>BEATLES</td>
<td>The Beatles</td>
<td>Capitol</td>
<td>5</td>
</tr>
<tr>
<td>66</td>
<td>ROLLING STONES</td>
<td>The Rolling Stones</td>
<td>London</td>
<td>2</td>
</tr>
<tr>
<td>67</td>
<td>MONKEES -</td>
<td>The Monkees</td>
<td>Colgems</td>
<td>9</td>
</tr>
<tr>
<td>68</td>
<td>DIANA ROSS &amp; THE SUPREMES</td>
<td>Diana Ross &amp; The Supremes</td>
<td>Motown</td>
<td>14</td>
</tr>
<tr>
<td>69</td>
<td>HERB ALPERT &amp; THE TIJUANA BRASS</td>
<td>Herb Alpert &amp; The Tijuana Brass</td>
<td>Uni</td>
<td>31</td>
</tr>
</tbody>
</table>

This chart is from Billboard magazine for the week ending January 19, 1968.
THE LIBERTY BELLE PRESENTS A HOT NEW RELEASE!

- Boogie with Canned Heat
- Canned Heat
- LST-7541
- A Today Kind of Thing
- The Four Freshmen
- LST-7542
- The Four Freshmen
- Jerry Wallace
- THIS ONE’S ON THE HOUSE
- LST-7545
- Jerry Wallace
- EASY DOES IT
- Julie London
- LST-7546
- Julie London
- Our Love Affair
- The 50 Guitars of Tommy Garrett
- LSS-14041

www.americanradiohistory.com
The Newest, Deepest Sound Around

Wherever you are and whatever the volume—
Deramic Sound is clearly with you—wide and deep

Deramic Sound is different
It's a sound which wraps itself around you, from side to side and front to back—WHEREVER YOU ARE

Deramic Sound brings you complete freedom
No longer are you 'tied' between your speakers, you are now free to move about, whether near-to or far-away the sound will follow you—wide and deep

Deramic Sound fills a gap in LP listening
Whether you are relaxing or entertaining—you hear everything, even with the volume low

Specially recorded and orchestrated
New techniques and equipment have been specially employed to meet Deramic Sound System's exacting demands. Orchestral textures are revealed with astonishing clarity, with unique depth of front to back perspective

STEREO + FREEDOM
STEREO + DEPTH
The Wrap-Around Sound

The six LPs shown here herald the introduction of Deramic Sound, a continuance in the evolution of recorded sound, adding a fresh dimension to your collection. Watch for details of future releases.

www.americanradiohistory.com
If you read Billboard each week and toss it away, perhaps you aren’t concerned about your October 23, 1938, copy . . . or your March 4, 1967, copy. But, if you do save Billboard for use as a reference tool, missing copies can drive you to distraction. Now, Billboard and 3M IM/Press (3M Company’s International Microfilm Press) offer a complete file of Billboard from its beginning in 1894 through 1967. The file is on microfilm, which means it is compact, protected and easy to use. There is a problem, however. Billboard has never been indexed. Consequently, if you want to research the tape cartridge industry in Billboard today from say the point when Ford first announced they would offer tape units in their cars, you would have to glance through every edition back to April 3, 1965. Happily, however, this problem can be solved. We can back-index Billboard and will do so if subscribers and future subscribers to our microfilmed editions indicate an interest in an index. How far back should the index go? 1960? 1950? 1940? And what do our subscribers to our microfilmed editions really wish to find? We don’t know. But you do. So, we invite—nay, urge you to write our Richard Schreiber at Billboard, 165 W. 46th St., New York, N.Y. 10036. Tell him why you are interested in Billboard on microfilm. Perhaps we can help each other.

What does Billboard on microfilm cost? Each year is contained on two reels of 35mm negative (positive) microfilm. That will cost you $36. Yes, this is more than you’re paying for Billboard today. But what did happen to your copy dated October 23, 1938?
EVERYBODY KNOWS—Dave Clark Five, EMI LN 24354 (MI); BN 26354 (SG)

There's something old and something new, and they both register. The new is "Everybody Knows," with the soft sound not commonly associated with the DCF. And in their transitional kick is "The Girl Who Was a Beautiful Baby." It adds up to a solid effort, both old and new.

THE GREATEST—Wayne Newton, Capital ST 2647 (SG)

Wayne Newton doesn't just record a dozen sides for an album. He records a complete show. This one covers a wide range—from the recent "Lorens of the Covered People," with its homey warmth, to the mood, "Monday, Monday." Through it all, Newton scores as a master showman.

GREATEST HITS, VOL. 3—Faron Young, Mercury ML 21142 (MI); SH 61413 (SG)

Here is a worthy successor to Vol. I. Young sings some of his big ones, including the current "Wonderful World of Women," and some of his hits as "I've Had the Mercury," "It's My Time to Be Merry," "Give Me Some Slack," and "Lying" are among the other gems.

DANCE HITS—Leiber and Stoller, Columbia CL 2799 (MI); CS 5999 (SG)

Dance hits are filled with the rhythm of the moment. This package is destined to ride in on the group's popularity crest. This is underscored by the fact that its two top singles antes ("Hey Baby!" and "Cookin' Up a Storm") are copyrighted in the album, it is aimed dead center at the teen market.

FLYING CARMEN PLAYS COUNTRY CLASSICS—A&O ML 2145 (MI); SP 3905 (SG)

Floyd Carmen's trumpet playing, with its varied chord progressions, and unusual techniques, has captured the imagination of millions. The addition of pianist Mary Pat McDonald, included here, plus Carmen's singing, string arrangements by Ralph Peer, and high trumpets as "Just Out of Reach," "Be My Bonnie," and "Green, Green Grass of Home," make this a welcome addition to the Carmen repertoire.

PROKOFIEV: SYMPHONY NO. 5—Boston Symphony Orchestra (T Chessy); HCA-Liner 2907 (MI); SR 2097 (SG)

The consensus quality of this recording is high. The problem is the pianist, Van Cliburn, whose performance is not to everyone's liking. His tone is somewhat too restrained. The performance is well conducted by Leopold Stokowski, who has directed the orchestra with great care.

WELCOME TO MY LOVE—Nancy Wilson, Capitol ST 2686 (SG)

Up-tempo music is the forte of Miss Wilson's latest album, and it is handled with an expertise that has been in evidence ever since she left L.A. to sing in the West Coast stores. A host of hits, no less, are included in the album, in addition to her own signature tune, "Cookin' Up a Storm.

GOLDEN RIVETS—Peaches and Herb, Dino TEM 3007 (MI); TES 3007 (SG)

Peaches and Herb are one of the most ,,hit-making teams in town. For their latest album, they are joined by a host of guests, including Herb Gillett, who sings "I'm Leaving You." The album is filled with hits, including "Cookin' Up a Storm," "You Can't Hurry Love," and "Sneakin' Up on the Night."