CHICAGO—Low price cassette playback units were shown in quantity at last week's housewares shows here and in the minds of many importers and buyers, the availability of cassette players priced at retail as low as $19.95, will mean stiff competition for the 2-track PlayTape concept.

With the emergence of low-cost players here comes word that pre-recorded cassettes at under $2 will be available to dealers in March. One producer sold Billboards and 8mm cinema and added cassette cartridges at a prime cost of 7 cents.

Modem Imports showed a cassette playback with AM radio with a suggested retail price of $4.79. (Continued on page 44)

**Pickwick in $4.79 Field**

NEW YORK — Pickwick International, Inc. is moving into the full-price field with a new label, P i e c k w i c k International Production. In addition to new artists already signed for F. P. P. are Bing Crosby and Cab Calloway—with the latter's last known recording as a single and album set for release. The deal with Crosby was concluded last week.

Clyde Pickwick, Pickwick International president, has set up a separate division which includes the new label and the four Pickwick publishing firms (Barrington, Weiss & Barry, Mourbar and Southtown Music). This division is a separate pop entity with Joe Abend as president. P. I. P. product will have a suggested list price of $4.79. It is Cly. Leslie's intent that the product be extremely selective.

Abend, a 16-year Pickwick veteran, said: "There will be no fixed release schedule. We will sign only artists for whom we have a definite product and program. . . . our emphasis will be individual attention and careful thought on every album and single we issue."

Abend indicated that he will aim for middle of the road material, but that he is also open to any material "that has solid, commercial merit." The first (Continued on page 12)

NEW YORK — The extent of control over album product exercised by some of the newer rock groups—with regard not only to the actual recording session but also in such matters as album art, liner notes and advertising—has now reached controversial levels. Key industry figures are concerned because they feel that album sales are being adversely affected by this type of "artistic" control, which has resulted in albums of such unorthodox appearance that consumers can scarcely make out the titles, artists' names or logos. Dave Rothfeld, Korvette Division merchant manager, states that much of this type of product "loses the impulse sale and runs counter to basic merchandising principles."

Rothfeld added that a Korvette survey indicated that substantial quantities of teen and young adult material was purchased by older consumers. Sales to this type of buyer are heavily diminished as a result of this type of cover art, he said.

It is no secret that some key manufacturers are aware of the problems, as outlined by Rothfeld. The dilemma of the manufacturers, however, is a very real one. They seek to handle the new talents with care and sensitivity lest their inspiration be diminished.

An executive with a key independent label said, "The manufacturer's problem is a severe one. Years ago he controlled everything, but today he and his producers seek to work with these groups and keep them happy—while not losing too much control . . . but admittedly it is becoming tougher, and the latest wrinkle is that some of them are even demanding changes in advertising art."

Rothfeld said that in some cases, labels in album cover art could be minimized by the use of stickers. But admittedly this is not as effective as good, commercial art which has sound merchandising values.

The current trend is a far cry from the album art of the 1950's when the accent was on "cheesecakes" and Playboy magazine-type models.

**Valando Going B'way Via Israel**

By MIKE GOSS

NEW YORK—Tommy Valando has extended his action into Israel to bolster his music publishing company's writing stable which is geared for the Broadway musical market. With the purchase last week of stock in Vido Music, Ltd., by his Valando Music firm, the U. S. publisher now has the publishing rights to material written by Dow Seltzer, Israel's top theater and film composer. Vido Music is Seltzer's own publishing firm and to which he's signed exclusively as a writer. The stock purchases in Vido, for an undisclosed amount, marks the first time that Valando has bought another firm's catalog. He'll publish Seltzer's material around the world through his Valando, Ltd., firm, Valando Music in the U.S. is an ASCAP affiliate.

The first project on Valando's agenda in the new tie is to arrange for Vido to handle Broadway productions (Continued on page 12)
An everlovin' Victor album


Plus an everlovin' single.

"HERE COMES THE RAIN, BABY"

c/w "The World I Used to Know" #9437
Col. Keys Monaural Output To Stereo Usage Campaign

NEW YORK — Columbia Records has unveiled its new monaural records where the demand continues. That is the position of Dave J. Boies, president of CBS Records, who is advocating a program to inform the public that Columbia has a record on monaural machines but that Columbia will continue producing monaural records until such a campaign is launched.

In a statement centering on the theme, "An Informational Public Call Has Turned to One-Inventory Stereo Industry and Mainland Industry's Growth," Davis said, "Some perspective must be brought to the one-inventory stereo industry so close to reality. It is clear that the Columbia has been successful in maintaining the industry's growth rate and to eliminate any remaining public confusion it is up to the principle and to the national stereo industry to dispel the music of the changes." Davis said.

The company has also been successful in upholding the record for the maintenance of the industry's growth rate, which, according to Davis, has been a significant factor in the industry's success.

Shirley

The distributor that veiled its name in 1965 has unveiled its identity to the world. The distributor, whose name is Schwartz Bros., has been in the business for over 100 years and has been a major force in the recording industry.

Monaural records have been an important part of the company's history, with many artists appearing on the label during this time. The company has also been involved in the development of stereo technology, and has played a significant role in the success of the industry.

NASSAL, Bahamas — Atlantic Records and the family of labels it distributes concluded the firstrun of the company's 1967-1968 season with a series of concerts and appearances, including the annual Grammy Awards.

The company's lineup included a variety of artists, from established names like Paul Simon and Carole King to up-and-coming talents like John Lennon and Yoko Ono. The concerts were held in major cities across the country, drawing large audiences and generating widespread interest.

BB, WNEW Back Golf Tourney

NEW YORK — Billboard and radio station WNEW will join forces for the second annual golf tournament May 13 at the Westchester Country Club. Last year, WNEW was the sole sponsor of the invitational tournament.

Monarch Records was the sponsor of the tournament, which was open to the public and was attended by many industry professionals. The tournament was a success and provided a platform for the industry to come together and network.

Kama Sutra in Reorganization

NEW YORK — The operation of Kama Sutra Records has been reorganized under the direction of a five-man board. The board members are Arnie Krip, Ray Mistretta, Phil Steinberg, Art Kass, and Arnold Feldman.

Mistretta will be the president of Kama Sutra Music, while Kass will be the vice president. The remaining three members will serve as directors and will be responsible for overseeing the day-to-day operations.

Fleetwood Will Expand Facilities

BOSTON, Mass. — Fleetwood Recording Studios is expanding its facilities with the addition of new recording equipment. The expansion will add 8-track facilities and new mixing rooms.

New producer groups have been formed to work with Fleetwood, including the Rascals, a New York group, and the Bee Gees, a British group, who will be receiving a new record.

NARM Mails Out Awards Ballots

NEW YORK — Ballots for the 1967 NARM Awards were mailed this week to members of the National Association of Record Merchants. The awards will be presented at the NARM dinner-dance party, March 21, at the Diplomat Hotel, Hollywood, Fla.

Atlantic Racks Up $4 Mil. Billings In Record-Breaking Sales Meeting

By PAUL ACKERMANN

The company has been successful in increasing its billings for the year, which exceeded $4 million. The company's sales have been driven by a combination of strong product sales, effective marketing strategies, and a focus on providing customers with high-quality products.

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FCC Crackdown on Fake Stereo

BY MILDRED HALL

WASHINGTON — The Federal Trade Commission (FTC) says too many alterred monaural records are being sold as the public as genuine stereo. The Commission believes that such phrases as "Electrically Enhanced Stereo" and "Electronically Rechanneled (E/R) Effect" are currently in use, are deceptive. The Commission wants record companies to join in a voluntary pledge to use more specific language. It suggests the phrase "Electrically Enhanced Stereo" be changed (or re-recorded to Simulate Stereophonic Stereo). "Telephone" or "Recording" is strictly in line with the record industry's use of the word "stereo." The FTC thinks of the word "stereo" only when it refers to a system that has two distinctly separate modulation elements derived from an original live recording, and recording with two separate channels used. Exception is made for records with two channels of sound derived from an original live performance. A "clear and conspicuous disclosure" is made if the record has been altered. But the Commission suggests that "E/R" is not an acceptable category.

Geraldine Ackerman

Religious Line
Set up by FHS

NEW YORK — A new record is being released by the International Religious Center, a New York-based religious organization. The label, Reliqe Records, is the new name of the label. Walter Blumberg, is releasing its first release, "God Is For Real, Man!"

The album is based on the book of the same name, published by the YMCA's Association Press. It consists of interpretations of 25 Bible passages and 25 stories as told by children to the Reverend Carl F. Barke, chairman of the board. The children, who are giving their interpretations in their own vernacular, are, according to the album's liner notes, "some of God's best-talented angels with battle hands."

Blumberg will market its product through regular distribution chains and special markets. The country's record offices are located at 230 West 57th Street, Suite 2219.

Buddah Contest
Plugs Fruitgum
'Simon Says' Disk

NEW YORK — Buddha Records is backing a dance contest to promote the 1910 Fruitgum Co.'s new single, "Simon Says." Working with the label on the contest are Billboard magazine, Billboard Records, and a Famous article booking agent for the Hallmark Music Company. The contest passes out the pressed diamonds and each major chain. Details were worked out by Neil Bogart, Buddah's president and chief executive officer, and Betty Speck, Buddah's director of promotions. Each of the 87 Hallmark Clubs will pick the dance team from the first time they hear the song, and the winner will be flown to New York with Buddah paying all expenses. The winning team will demonstrate the winning song on the "Peter Martin Show" and also on WPIX-TV. Martin will run his own studio audience contest, matching his winners against the Hallmark Club winners for a national prize to be supplied by Buddah.

Other contests will receive free tickets to the Buddah and Buddha albums. Winners will be announced the week of Feb. 11.

NABORS 1ST LP
STRIKES GOLD

NEW YORK — Jim Nabors has been awarded a gold record for his first LP, "Jim Nabors Gold," for selling $1 million for his Columbia Records album and 500,000 for his "Jim Nabors: I Love You Already." Columbia Records has sold 10 million units of the album "Jim Nabors: I Love You Already." It was recorded live at the Royal Boat House in Los Angeles. Nabors' first, was recorded under the supervision of Edward Klein, producer of Columbia, and Alan Statten.

EXECUTIVE TURNABLE

Ted Daryll, a former independent producer and songwriter, has been appointed a pop ader for RCA Victor. His first assignment is to work with "Two Children," by Billy Vera and Jerry Clay. Daryl produced the Angels independently for Victor. His new assignment is to work with Don Burkheimer, Victor's pop A&R manager.

John Walsh has joined Kapp Records as director of independent productions. Walsh, who had been a producer of single records for independent labels, will be working with all outside producers and will be purchasing masters for the label. He will also be producing tapes for artists handled by the company. Walsh was an employee of Kapp. According to Jack Wiedemann, Kapp's general manager, Walsh will be concentrating on "the contemporary music scene."

KESSELL

Fred DeMann has resigned as national promotion director of RCA Victor Records, which he has been with for the past 11 months, will remain with the company until his contract expires in the middle of February.

Capitol Records has made the following management shifts: Charles V. Nuccio to division manager of the New York and Boston district offices; Ralph R. Schectman to New York city district sales manager, and James A. Doyle to Northeast sub-distributor sales manager in Boston.

Larry Page has been appointed national promotions director of the Turner Premium Division of Pacific Rock Co. Larry Page is the Morning Little Rock radio and TV executive who has been associated with Jewell-Paula Records a year, and is now in charge of promotions for the Turner Premium Division. Page, also a recording artist and songwriter, will shortly have a country release on Paula.

John Haeny has been appointed chief engineer of Elektra Records, for whom he will be active in recording and mixing sessions on both coasts, and will be responsible for equipment, operating personnel, and quality of recording. He is also involved in the construction of the firm's new Los Angeles studio, and expansion of the New York operation. Before joining Elektra, Haeny was a staff mixer at the United and Western Recording Studios in Hollywood after being a member of the mixing staff of Hollywood's RCA Victor Studios.

Guy Freedman has been named assistant to Wladimir Paskalak, international director of the Musical Education and Serious Music Department of Peer International Corp. Freedman has been with Southern Music Publishing Co., Inc. Freedman for six years.

(Continued on page 10)
THE "WOMAN, WOMAN" ALBUM IS HERE.

The top of the chart smash single is now a tremendous hit LP.
ON COLUMBIA RECORDS.
Stereo Retail Price Still Dipping
By HANK FOX

NEW YORK — The actual retail price of stereo records continued in an era of rising tabs placed on other forms of 33s. For the past year, the retail price of stereo product as the department considers stereo disks to be the highest volume sellers in the market. "We only check the product in any category," said a USL spokesman, "which makes our best seller." The index for stereo LPs is based on checks of over 170 department stores, specialty shops and discount houses across the nation.

Using 1969 as the base year (cost of product in that year equals 100 per cent), the average price index of stereo LPs for the first nine months of 1969 dropped to 98.0, or 2 per cent below its cost in 1963. This figure, which is used to project 1967, The following year, it slipped to 98.5. In 1964, the pattern continued, with the CFI at 98.4.

CONSUMER PRICE INDEX—Entertainment

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Compiled by the U. S. Bureau of Labor Statistics

Maitland to Succeed Kapp as RCA Chief

NEW YORK — J. K. (Mike) Maitland, president of the RCA Bros.-Seven Arts Records, has been elected president of the Record Industry Association of America. The Congress of David Kapp, who headed the Association for the past two years.

In H. Toller-Bond, president of London Records, was elected senior vice-president and assistant treasurer. Don Price, president of Starday Records, was elected vice-president, and John Stevenson, president of Young People’s Records, was treasurer.

New members elected to the RIAA include: Warren Lebeck, president of ABC Records; Jack M. Metz, of Profile Records; Bill Reilly, president of J&A; and Herbert E. M. Harris, president of London Records.

Lost in the shuffle are: John Hart, of the National Music Publishers' Association, which holds a meeting in New York, which is being held by the Association's 7th annual meeting in New York.

Lipton president, of Jimmie Records, which has been re-elected as the Association's counsel, and Henry Biery as its executive director.

Representatives elected to the board were: Jack H. Harvey, of the National Association of Records; Robert Reiner, of Diamond Records; Mort Naftal, president of MGM Records; Norman Renoe, vice-president and general manager of RCA Victor, and Leonard Schneider, executive vice-president of Decca Records.

The Association now includes 40 record manufacturers who account for 75 per cent of the phonograph records purchased and sold in the U. S. The elections were held at the Association's 7th annual meeting in New York.

NMPA Elects Chianti Its President; 10 Firms Added

NEW YORK — Sal Chianti, president of the National Music Publishers' Association, which holds its annual meeting in New York, has been re-elected as the Association's president at a meeting in New York.

AF Pushes Disk by Page Morton

NEW YORK — Audio Fidelity Records is putting on a major effort to promote Page Morton’s hit single "Shore." The label has hired Jack Fine to work on the promotion, Herb Rosen for Northeastern promotion, Rogers, Cowan & Bremer for west coast promotion, and International Communications in the New York area. The record has been heavily pushed by the AM and FM stations.

At the time, Audio Fidelity has sent three sisters out on the single "Shore." The sisters will be on the ballot this week. One of the sisters has been Miss Morton as a hit single. The label is also working with "Shore" in promoting the record.

Miss Morton also gets television exposure through the Chase Music, a hit single. Miss Morton, as she acts and sings,

Trade ‘Turning on’ to New Morality
By ELOI TIEGEL

LOS ANGELES — The recording industry is reaching new theater and motion picture in expressing the "new morality" in America.

A move in this direction has been made by Reprise with the release of "Fugs, a New York underground rock group which has been associated with the freedom-of-speech-four-letter-word movement. The group's first album, 'it's not obscene,' the four-letter word that John Wesley North," says Mo Odlin, Reprise's general manager, "is commenting on the sexless society that we are living in.

The switch to Reprise—with its well-sold sales and promotion force—has put in an avant-garde label, ESP, in New York, portends greater public awareness for the group and its highly controversial presentation.

The use of back-room slang expression, often used as being salacious on the group's songs for ESP—have been toned down and expressed in the initial Reprise LP, "Tenderly.

In Odlin's opinion, the total album is a legitimate artistic expression and will be well taken by the other areas of show business which are now proving such topics as homosexuality, lechery and intergalactic marriage.

Five years ago, he says, "There should be no censorship or repression in the arts," Odlin says.

The company reports that rock jobbers like the Handleman Co. are moving the LP and many of the country music stores which have a lot of the LP key display space. Several underground records are also being used as a gaining goal.

Oddly, Odlin says, "We can not allow any other label artist to use explosive expressions as a result of the Reprise album. We will not go for other acts shooting for shock value." he adds.

Col Heads for Peak January in Sales

NEW YORK — Columbia Records is on its way to scoring its biggest sales to date. Columbia reports that retail outlets are buying the new release of 35 albums across the board and featuring the LPs prominently in window displays. The label also reports that significant AM airplay in the last week has been secured for the entire release in every market.

The pressure for Columbia's "contemporary music" product is the result of its continuing promotion. The Rock Machine promotion is receiving impetus from the group and the LPs, which are being promoted by pop radio stations and local radio stations in every major market in the country. The various on-air promotions also contain rockers of the same LP, including songwriting and art competitions.

The highlight of the January release is Bob Dylan's new LP, "John Wesley Harding," which has been the biggest release in the company's history. The label has hired Jack Fine to work on the promotion, Herb Rosen for Northeastern promotion, Rogers, Cowan & Bremer for west coast promotion, and International Communications in the New York area. The record has been heavily pushed by the AM and FM stations.

At the time, Audio Fidelity has sent three sisters out on the single "Shore." The sisters will be on the ballot this week. One of the sisters has been Miss Morton as a hit single. The label is also working with "Shore" in promoting the record.

Miss Morton also gets television exposure through the Chase Music, a hit single. Miss Morton, as she acts and sings, a

London Distrib

Deals Tied Up

NEW YORK — London Records is concluding overseas distribution deals with John Tide, EMI, and the Canadian Broadcasting Corp., as well as with the American Broadcasting Co., which distributed the entire release throughout Europe and Canada.

The three-year agreement, which is a first for Bob Schwartz, is for distribution rights of that company's labels in the United Kingdom, Eire, Italy, Belgium, Netherlands, Scandinavia, Iceland, Greenland, the Repub- lic of South Africa, British Commonwealth, Eire, and Germany for Canada and Australia, Japan and New Zealand.

Joe Zerga, head of the interna-tional division of Stetter Records, which is affiliated, negotiated the three-year deal for Bob, which covers Australia, Britain, Eire, Germany, Italy, New Zealand, Portu-gal, Spain, South Africa, Spain, the United Kingdom, and the United States.

The seven records, which are distributed to a total of 350 dealers, sold in the first season, have been distributed to the American Broadcasting Co. in Boston, Chicago, Cleveland, Detroit, Philadelphia, and the national parent firm.

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#1 RECORD IN ENGLAND

Now released in the U.S. and... HEADED FOR THE TOP!!!

WALK AWAY RENEE

Motown 1119

The Four Tops

This great new single from their smash album REACH OUT
Motown, M-660, MS-660
London Drive
On 40 Albums

NEW ANGELES — Capitol has set March as Nat Cole Month with a newly created three-record set to spearhead the drive.

The new package, "The Nat Cole King Deluxe Set," will carry a $3.98 suggested list and is aimed to spark interest in the vocalist's 45 albums.

Capitol has sold more than four million of Cole's albums since his death in 1965, making it one of the label's top selling attractions.

Material selected by producer Dave Cavanaugh for the deluxe set has been previously released by the label. "The album will bring back on the market material not now available," explains Brown Meggs, the label's marketing director.

Capitol's last release of Cole material was launched last week in lower left. Tom White, left, MGM's director of business affairs, and Frank Mantin, label's director of public relations, sum up events in upper right, the Cowells perform with the MGM Music Module sound system, set up by 1452 Productions.

MORT NASATIR, upper left, president of MGM Records, тиги interventions in Barondes last week.

A&B Signs Margo Guryan

NEW YORK — April 1/Blackwood has made another step in the building of a self-contained staff with the signing of Margo Guryan as a writer and producer. She's been signed by Blackwood Music to an exclusive writing contract, and its production arm, Daylight Productions, Inc., has signed her to a recording and producing contract.

Miss Guryan is the writer of "Sunday Morning," which has been a chart disk for Sparky and Our Gang on Mercury. Another song of hers, "Think of the Rain," has been recorded by a number of artists including the Cyrkle, Claudine Longet, Jackie De Shannon and Nilsson.

The April/Blackwood policy of a self-contained staff, which is being pushed by Neil Anderson, firm's vice-president and general manager, and David Rosen, professional manager, hit the bull's-eye recently with the click of "Storybook Children," by Billy Vera and Judy Clay on Atlantic Records. The record was produced for the publishing company by Chip Taylor and Ted Dunia.

Burlington Gets Rights to Break

BURLINGTON—Burlington Music Corp., has signed and publishing rights to Break Music, Rich Shooter's American publishing firm. The deal, which includes world-wide rights except for the United States and Canada, was negotiated by Mike Trepdi, head of Break Music Corp., the American representative of the firm, and also Burlington Records publishing affiliate, Burlington, Ltd., is the owner licensing subsidiary of Britonic.

JANUARY 27, 1968, BILLBOARD
Thanks to all Radio & TV personalities for making "JUDY IN DISGUISE (with glasses)"

Paula 282

The Number 1 Song In The Nation

And here's the LP that started it all

"AGNES ENGLISH"

John Fred & His Playboy Band

Paula LP2197

Paula Records
728 Texas, Shreveport, LA.
A Division of Jewel Records Corporation
Feeling NO PAIN at the Atlantic sales meeting, left to right: Flip Wilson, Ahmet Ertegun and Joe Tex.

AT THE ATLANTIC SALES MEETING, left to right: Jerry Wexler, Len Ssha, Tom Dowd, Henry Allen, Bob Neuwirth and Ahmet Ertegun.

Schwartz Opens Triple-Front NY Communications Complex

NEW YORK — Hank Schwartz, former executive vice-president of the Delfonics Corp., is launching a three-pronged communication complex encompassing a film production company, an artist management firm and a music publishing outlet, all under the banner of The Hashberry Group.

The company, to be known as Hashberry Films, Hashberry Management and Hashberry Music, is to be given major emphasis to new artists, music videos, records and promotional films.

Schwartz said that Hashberry Films will be in the business of promoting of artists and writers through its facilities of producing film, music and a disk jockey TV show around the country. Ralph, the company's national account manager, will be responsible for producing and marketing the TV show.

Hashberry is presently producing a 12-minute, adult animated film entitled "The Night the Animals Told You About Christmas," and is aiming the product at disc jockeys and TV systems.

The company will be based at 993 East 57th Street in New York.

Worlds-Baker Consolidates Divisions Into Four Units

NEW YORK—Worlds-Baker Enterprise is consolidating its divisions into four major units, including one to handle label operations for Forest Green, International, Sounds of America and Worlds Records.

Johny Worlds will head the label operations unit along with Charles A. Watson, who has recently joined the company. Worlds, who will handle promotion and sales control, spent five years as West Coast promotion man for the Ron Bennett Enterprise in Hollywood and 15 years as that company’s national promotion director.

A. L. B. Music Service, another unit, will provide arrangement, transcription and staff services for other companies as well as Worlds-Baker Enterprise. Abbe Baker, the firm's president, and George Kelly, music conductor and arranger, will head this unit.

The production and signing of independent producers and writers for the company's label operations will be in a third unit.

David Oibir and Stan Price have been signed as producers for the new label.

Dottie Music, the company's publishing arm, will be another unit. Worlds-Baker Enterprises' Worlds-Baker plans to open another office in Los Angeles, San Francisco and Hollywood. Record masters and new material are being acquired and new offices will soon be opened.

Endico Opens

DENVER—Endico Distributing has opened here as the new distributor for Teen, Crescendo, MTA, Roulette, U.A. and M.C. Records. Owners are Bob Cowen and a "silent partner." The firm is located at 1700 Logan. Cowen was formerly a native of Beaverton, Ore.

Elektra Pitch on String Band's LP

NEW YORK—Elektra Records is planning a major campaign on the Incredible String Band's "The 5,000 Spirits or the Layers of the onion." The album will be timed with the British group's tour of the U.S. in March and April.

Advertising in the background and college press will start soon, with consumer and trade advertising to follow.

10

Executive Turntable

Continued from page 4

taught music in New York City high schools and served as assistant conductor of the All-City High School Band and as a member of the administrative board of the New York City Music Teachers' Association. In 10 years with Leeds Music Corp., Freedman became publications and sales director. He was an officer of the Alc Temple, Inc., for five years.

Harold Childs, former RCA Victor, has been named field co-ordinator for A&M Records. He will report to Bob Feud, A&M's national sales manager.

Tommy Floyd has joined Sure-Fire Music Co., Nashville, where he will review new materials and serve as one of the firm's contact men with artists, record companies and recording artists. Tommy has played bass for several country artists the last seven years and has associated with the Tex Ritter show since 1964. He also was Nashville representative for Victor Productions, California music firm of Ritter and Johnny Band. Floyd also has signed a songwriting contract with Sure-Fire.

Songwriter Ben Oakland has been designated a member of the music advisory committee for Mayor Sam Yorty of Los Angeles.

Barry A. Fiedel, formerly with WABC, New York, in radio news, has joined the Mort Wax office as account executive in the record promotion and publicity department. Fiedel will cover Philadelphia, Southern Connecticut, Long Island, Allen- town, Pa., and New York City. He also will co-ordinate national promotion direction for Wax's clients.

Roulette Execs in Europe Trip

LONDON—Normand Kurtz, director of international operations for Roulette Records; Al Peckover, general manager of Big 7 Music; and Neil Galligan, head of Big 7 Productions, begin a two-week European business trip.

Muzak Forms New Products Division

NEW YORK—Muzak Corp., has formed a new product division directed by general manager Joseph Lutz. Muzak, specialist in the mass application of music, will expand its line of sound equipment and develop new products for home and commercial markets.

Lutz formerly served as chief engineer for company operations.
ITCC HOLDS SALES MEETS IN AREAS ACROSS NATION

NEW YORK—International Tape Cartridge Corp.'s (ITCC) first-quarter (1968) program story was delivered in person to distributors and dealers by ITCC president Larry Fineley and national sales manager Jerry Geller in key markets during the past two weeks. Finley and Geller conducted sales meetings in Atlanta, San Francisco, Los Angeles, Chicago, Dallas and New York.

The sales presentation included a showing of an abbreviated version of the 20th Century-Fox film, "Dr. Dolittle." The meetings were attended by ITCC distributors and key retail accounts as well as top record company executives whose product is handled by ITCC.

In addition to the personal presentations, ITCC is making 15 prints of a 16mm sound film available to its field sales force and distributors for showings to key accounts who could not attend the sales meetings.

Valando Going B'way Via Israel

Seltzer, who writes in English, Greek, French, Italian, Spanish and Russian, in addition to Hebrew and Yiddish, is the husband of Israeli singer Geula Giff, who is released here on the English label. She has recorded many of Seltzer's songs as has Theodore Bikul's Electro-album of songs entitled "Songs From the Old Testament," features background music composed by Seltzer.

Valando continues as one of the top Broadway show score publishers, is represented by three musicals, "The Happy Time," with a score by Herb Ebb and John Kander, opened on Broadway Thursday (18) joining two other successful scores "Fiddler on the Roof," with a score by Jerry Bock and Sheldon Harnick, and "Cabinet," with a score by Alan Jay Kander and Charles Strouse. London, Feb. 28 and "Fiddler" now has about 20 composers around the world.

Valando also has stepped into the movie field with Peter Matz' score for "Bye, Bye Braverman." The film will be released soon by Warner Bros.-Seven Arts Pictures.

ITCC SETS LANDMARK DEALER-DISTRIB TORY

Illustrated dealer identification sign; a "Dr. Dolittle" mobile display, a "Dr. Dolittle" stand-up display, A&M window streamers, other in-store and window displays for radio, newspaper, and other point-of-purchase displays.

Cash awards are made to dealers who participate in another segment of the program, the 30-pack cartridge plan, which was packaged in ITCC's original form prior to the adoption of full-color labels, sleeves and shrink-wrapping. ITCC is selling this product into a traffic builder by offering it at the $2.99 suggested list rather than to go to the expense of repackaging the cartridge. The saved expense is being passed on in the reduced price, according to ITCC.

Retailers will get cash awards with the 30-cartridge pack plan by allowing them to take a 30-pack deal with each board 30-pack set they buy. The purchase will then be delivered to them from $1.50 with each try. For replenishing the stock of the merchandisers, ITCC will make available 30-cartridge packs at the $2.99 price. ITCC will limit the 30-pack plan product, based upon the availability of the sold-out cartridges. Once that product has been sold out, it will withdraw the offer.

Full-Price Label Is Added by Pickwick


For many years a budget line (under $1), Pickwick upgraded its product two and one-half years ago with the introduction of Pickwick '53, retailing for $1.89, and composed of selected material from such catalogs as Capitol, Mercury, Reprise, ABC, etc.

In 1957, Pickwick International's sales totaled $10,000, $361 and net income reached the figure of $407, or 13% per sales. This year, Leslie predicts Pickwick's gross sales will top $3,000,000, giving Pickwick's greatest proportionate rise in net income.

The new division headed by Abend will also emphasize publishing Pickwick, Pickwick publishing firms, whose highest emphasis is currently in the country field, had eight copyrights on the charts in 1967, "I'm a Clown" and "Me and Make It All Better," and so forth.

PRESLEY TO DO 1ST TV SPECIAL

NEW YORK — Elvis Presley has signed for his first TV special with NBC. Bob Finkel, executive producer of NBC's "Jerry Lewis Show," will produce the show.

Presley, whose movies have scored high on TV, will star in a musical-dramatic release in movies Thanksgiving 1969. The picture will be financed by NBC.

Dooto Comedy Records $elll!

5 + "STOCK-UP" DEAL

ENDS FEB. 15

Dooto Hits Available on 4 & 8 Track Stereo Tape Cartridge

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"ADULTS ONLY" REDD FOXX

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ORDER TODAY for early delivery and EXTRA PROFITS!

OTHER BEST SELLING HITS!


The D. L. Blair Corp., an independent judging firm, will select the winners on the basis of merchandising effectiveness, originality, and visual impact.

The first-prize winner will have his choice of any of the 30-pack sets or $46, and each succeeding winner will have his choice of any one of the remaining prizes.

The winning dealer will receive a merchandising kit to help him build the displays.

The kit includes a brightly colored, electrically featured Presley's latest TV project.

Its product two and one-half years ago with the introduction of Pickwick '53, retailing for $1.89, and composed of selected material from such catalogs as Capitol, Mercury, Reprise, ABC, etc.

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NEW YORK CITY

Between Broadway & 56th St.

8, 3, 4 and 2-track

CURRENT RATE SCHEDULE

Monaural 25.00 per hr.

2 Track 35.00

3 Track 35.00

8 Track 65.00

Rates increased moderately last fall.

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JANUARY 27, 1968, BILLBOARD

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presented and built
many giants
in the industry

now welcomes
and presents
yet another giant

one of the
hottest groups
in england
and other areas
of the world

daue de, dozy, beaky, mick and tich
with
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#2 in england
soon to be #1 in the u.s.

on imperial records...home of the giants

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Industry Ekes Out First $1 Billion Retail Year

Musical Instruments

Want FAR OUT Effects?

The only COMPLETE sight-sound package in the country--from ONE proven source...

Aztec, the renowned pioneer and leader in manufacture of precision sound systems now offers psychedelic light columns, pinball sound systems, and 50 new combos, all in matched decor throughout. Aztec's sight and sound system is built specifically for musical instruments. Handsome to see, incomparable in sound, solid state electronics throughout, Aztec offers many combinations in nine different models.

Priced FROM $139.50

Get with AZTEC in 1968!

Write for new literature with complete specifications and prices. Get with AZTEC...today!

Ampeg Office in Nashville

NASHVILLE — Uni Music has opened an Ampeg divisional office in Nashville to handle the dealer network for the amplifier company's bass instrument line. The opening is set for early February.

Wiggins said that although Ampeg has been in the past strictly intended for professional musicians, efforts will be made to widen the scope to include young groups using the amplified bass.

Vox Donates

LOS ANGELES — Vox Guitars and amplifiers has donated $3,000 in sound equipment to the Cathedral of Tomorrow in Carthage Falls, New York. The cathedral is intended to house the exclusive dealer network for all Ampeg products.

The Cathedral Quartet, gospel group, has signed an endorsement of product contract with Vox.

Them in Vox Vow

LOS ANGELES — The English group, Them, has signed an endorsement of product contract with Vox. The group, which is known for its use of Vox amplifiers and effects, now has a Vox amplifier and effects chain.

FENDER FILLS VIETNAM ORDER

PHU LOI, South Vietnam—The boys of the 21st Support Helicopter Company (Black Cats of Phu Loi) had a merrier Christmas thanks to Fender. Free of charge, Fender supplied the ASHC's rock combo a bunch of amp speakers and tubes destroyed in a mortar attack last July 29. The ASHC had just purchased Fender amps and guitars in Japan three weeks earlier. The unit appealed to the Fender office in the company and got the guys to the battle zone before Christmas. ASHC acting commander Major Glenn Carr wrote: "My guys were very pleased and had a party at Christmas with music supplied by the repaired amplifiers."

THE CYRKLE'S TOM DAWES, seated, discovered the Cuneo electric guitar recently and declared, "This is a groovy axe." Dawes and the group are using the instrument to do the background music in a new rock show, "Square Eye Play" and have written a tune, "2140 In 67," specifically for the instrument.

January 27, 1968, Billboard
HIT NO. 1 IN ENGLAND!

GEORGIE FAME
The Ballad of Bonnie and Clyde

THE ORIGINAL NOW ON IN THE U.S.
**Solo Drug Hits Hippie Groups**

LOS ANGELES — Today's hippie groups are following the pattern of the big band sidemen and splintering away to chart their own careers.

Within the past several months a personal change has occurred in the Byrds, Spencer Davis Group, Lovin' Spoonful and Ten Years After.

The lure of stardom has also affected Joe McDonald, the leader of San Francisco's Country Joe and the Fish, who records for Vanguard.

In addition, the growing drug problem among the groups is within the ranks of the record companies for whom the Byrds, Spencer Davis Group, Ten Years After, the New Riders of the Purple Sage, the Grateful Dead and others are being brought through the headlines as alleged drug users.

Two years ago when LSD became the chief rallying point for the Coast hippies, the rock groups were a significant source of the population was tied to the drug culture. Insiders freely talk about the number of pop groups which have experimented in the past, but all agree the subject has remained under wraps.

‘Suspenders’ to Snap in at 250G

NEW YORK — W. E. Baldwin, president of Tempe Productions Inc., and his production associate Edmund Glover, have scheduled a musical, "Red Suspenders," for Broadway next season. The production will be bolstered at $250,000.

"Red Suspenders" has a book, by Paul Zindorf, lyrics by Sally Elms, and music by Baldwin. Baldwin is owner of a sound recording studio near Cherry Hill, N.J. It has its own record company and musical publishing firm. Glover has been a producer for the Hollywood Bowl and Greek Theatre in Los Angeles.

**New Peggy March Puts on Performance Like a Pro**

CHICAGO — The audience at Mister Kelly's here discovered a new and mature Peggy March during a recent weekend stand. The RCA Victor artist, who broke into the business in 1964, has grown up with "Miss Peggy" March with clicks like "I Will Follow Him," is now a slim, 21-year-old platinum blonde woman who moves with assurance through a widely varied act.

Her maturity was especially evident on the sixth night of the run. An American Federation of Musicians' rule here only allows a house band to work five consecutive nights. A new trio tried to run away from her on her up-tempo number, "Cotton Fields." Arnie Harris, and Victor arranger Artie Alterbach, detected the tension.

Miss March was forced to walk through the act shortly. Initially, instead of her spirited "Feelin' Groove," most of the acts were cut. But on both slow numbers her voice was strong and warm, especially on the Red McCreary arranged combination of "Autumn Leaves" and "If You Go Away."

Her partner on the bill was Warner Bros. Records artist, Helen Ferguson.

**Bluebreakers Have Talent to Break Out**

NEW YORK — John Mayall's Bluesbreakers have talent to break out in America. They've got 20 full-time workers on their Stevie Ray unit—through several hit singles and albums, a heavy promotion campaign, and a strong cast spearheaded by London Records, here, a single appearance at the Apollo Rhythm and Blues Show has boosted the group's claims to be breaking out in parts of the country, and most recent entry into stage presence and substantial talent, which they will play at the Cafe Au Go Go Jan 10.

"Palmable blues" is the best way to describe the Bluebreakers' repertoire. There's not a gutty blues, it can be quite refined...the Bluebreakers are on top of the world.

**Good Music & Fine Cast in Own Thing**

NEW YORK — "Your Own Thing," an amusing, irreverent rock musical, bowed at the Broadway Orpheum Theatre Jan. 13 with good music and a first class cast. The plot is based loosely on Shakespeare's "Twelfth Night." Leland Palmer, a pert red head, plays Violin; Rusty Thacker, bass; and John M. Hester, replacement for the injured singer, plays his brother Sebastian. The rock duo are in a shipwreck and find themselves cast away on a desert island. The ship's doctor, an agent, played by Tom Ligon, joins them and the "island" is populated with disc jockey owner, played by Paul Mercer, as usual, a brilliant farce...

All four have good voices as do Danny Apollonio, John Kohler and Michael Valenti, who is part of a rock quartet whose fourth member has been drafted, "I'm Me (I'm Not Afraid)", their first big rock number, is a go on today's hip generation.

Among the other good numbers are "I Know I Don't Leave," "The New Generation," "As Long as You're Mine," "I Just Wanna Dance With You," "When You're Young and in Love," and "The Middle Years."

The mistakes identity plot of sister plays brother comes off, except for the bad acting of letters between Olivia and Orlando. The romps are exchanged by the cast and the rape scene is not mentioned in the script.

**Signings**

Jonna Gault, 21-year-old singer, has signed with ABC Records. Her debut single is "What If They Say You're a Fool," Miss Gault wrote the song, and it is being recorded with Ruby and the Romantics.

Allison Piccini, 17, is also signed with ABC Records. She wrote the songs for the trio called Reprise. He will use a new album in her recording of "Reprise."

**From the Front Lines**

John Mayall of the Bluesbreakers and his sidekick, Paul Butterfield, both said Mayall has scored as messenger. Lapses into Shakespearean verse also. It is possible to have a minor in the over-all effect, which includes interviews and the flashing of celebrities from Senator Dirksen to the Pope along with scat notation. Also, thoughts are cleverly projected in comic-stripe bubbles.

Apollonio and Hal Hester wrote the first-rate music and lyrics. Book was by Donald Driver, who has been the musical...

**Filmmaker Seeks Broader Scope**

SAN FRANCISCO — Jazz and rock historian Chris Strachwitz is seeking a broader scope of musical attractions this year at his Fillmore Auditorium. "It's time to step from the 'hanger' here. Starting out with a concert hall full of great rock bands, most hippie groups, Graham has been expanding into the rural blues band and avant-garde jazz fields."

Among the artists signed for performances in the next three months are: Big Brother and the Holding Company, Creedence Clearwater Revival, Electric Flag, Jimi Hendrix, John Mayall's Bluesbreakers and Stevie Ray Vaughan. Paul Butterfield Blues Band, James Cotton Blues Band, Tony Joe White, Cannonball Adderley Sextet, Big Black, Vagrants, Cream, Traffic, B.B. King and many others.

Settle Union Strike vs. S. F. Symphony

SAN FRANCISCO — A seven-week strike by the musicians of the San Francisco Symphony Association has been settled. The strike was called over auditing, hiring, seating of musicians. The necessary salary scale, according to a spokesperson for the Association, calls for $220 a week for a four and a half hour season and $235 a week for the season beginning in 1969.

January 27, 1968, Billboard
the music explosion has "WHAT YOU WANT"

It's Their Newest Release!
on LAURIE Records
#3429
Written by BUZZ CLIFFORD & DAVE MANI

A SUPER K PRODUCTION by JERRY KASENBEYZ & JEFF KATZ
with ROBBINS PRODUCTION COMPANY
Published by HASTINGS MUSIC CORPORATION
**Forum Books Name Acts**

LOS ANGELES — The Forum, a new $16 million sports and entertainment playpen, begins a policy of showcasing singers and "name" entertainment acts.

Aretha Franklin opens a pop 'n' rock series Monday (22) of five concerts in a house geared to 18,200 for concert attractions.

In addition to the pop-rock series, the arena will book regular concerts to feature Frank Sinatra-Audrey Williams type acts, according to Jack Blaneck, director of attractions for the Forum.

The Do I Now Foundation, a new community chest organization has booked three days at the facility, April 5-7, to present five pop music concerts featuring hippie groups. An expanded Easter Week series of pop music concerts is also being planned by the organization.

The Jimi Hendrix Experience will perform its only New York concerts at the Hunter College Playhouse March 2. Also on the bill will be John Hammond and his band.

The Beacon Street Union, recently signed with Premier Talent Associates, is being lined up for college dates.

Ravi Shankar plays concerts at UCLA Friday (26) and Sunday (28). Gabor Szabo Quintet is at UCLA Feb. 17 and Julian Bream is booked in for March 1.


Lou Rawls, Capitol artist, winds up a one-week tour of 12 West Coast colleges Saturday (17). Michael Cheechik, ad producer with Vanguard Records, will be among the judges at Hamilton College's National Contemporary Music Competition Feb. 1.

Martha Reeves and the Vandellas appear at Northwestern University (Ohio) Saturday (27).

The Four Tops, Motown group, will be at the University of Dayton (Ohio) Sunday (18).

Squire Robinson and the Miracles, Tamla group, play at Ohio University in Athens Feb. 17.

**Campus Dates**

**Heliodor in Major Push**

LONDON — Heliodor, Poly- dor's budget classical label, is to be given a major promotion push here during February.

A bulk release of 17 records will spearhead the campaign, which also will feature the initial issue of 50 releases that launched the label here last September.

Package deals are to be offered to dealers of 100 records or 300 records. On the 300-record package the dealer will be given a 10 per centbonus which means he will get 30 records free of charge. Polydor is to mount another major promotion of this kind during this year to take place in the fall.

The second promotion will also be backed by a release similar to the one in February.

**PABLO TURNED ON ED SULLIVAN LAST WEEK**

The psychedelic lights with the Vanilla Fudge was by PABLO.

PABLO also did lightshows for Chilkoot's SAGAULA, News Conventions, Fashion Shows, Rock Shows at the Village Theater, and designed the special set and lightshow for the Chubby Checker Revue.

**PABLO**

7 Bleecker St., N.Y.C.
924-5078

Ask for Peter Williams.

**BEATLE POSTERS!!**

Put wow on the wall and cash in your register!

**PSYCHEDELIC FULL-COLOR BEATLE POSTERS**

Cowles gives you the tremendous sell power of the Beatles in big full-color psychedelic posters—photographed for LOOK in Swinging London by photographer RICHARD AYEDON — in dazzling first-time colors that look like the sound that makes them the biggest rage in entertainment history. Plus the supersize 3½ foot-wide Beatleberman.

And to back up the built-in consumer demand—A massive promotion program aimed where the action is.

HERE'S WHAT YOU GET:

**LOOK PROMOTION**

LOOK 8-page cover story on the Beatles ... and a full page ad promoting Beatle Posters # LOOK full-page 4-color ad # LOOK insert Cards # plus FAMILY CIRCLE advertising

Combined circulation of over 14 million readers—totaling over 1.5 million copies each week. LOOK plus LOOK insert Cards and FAMILY CIRCLE advertising reaches 14 million people reading LOOK each week, and adds another 1.5 million to the total—over 16 million copies read each week.

PLUS . . . Millions more impressions with a nationwide advertising and promotion campaign in Teen Maga, College papers, "In" publications, "In" publications, radio, to hit every Beatles expext in the country. Where the action is, where the market is, that's where your selling message is!

MAKE YOUR MOVE NOW! Write for special details and you're in on one of the hottest sales-getting promotions ever with Cowles Beatle Posters

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**BEATLE POSTERS!!**

Full Color 22½ x 31 Inches

**LOOK**

**FULL COLOR**

**22½ x 31 Inches**

**PHOTO**

**JEROME**

**PAUL**

**BEATLE BANNERS!!**

BEATLEBANNER 3½ foot-wide, black-and-white portrait

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JANUARY 27, 1965, BILLBOARD
Last year we hit kids in their hip pockets.
This year we're grabbing them by their ears.

With a wild new national ad campaign for Hip Pocket Records. Offering a wild new self-liquidating premium: earrings that actually carry up to twenty Hip Pocket Records.
Just the thing to grab the fad-happy young gals who buy singles. And to grab you a healthy chunk of this fast-growing new branch of the record business.

All you need is our free window banner And our free self-selling counter card (it's like this ad, but with a real record-holding earring on it).
And, of course, you need a big supply of Philco Hip Pocket Records. Call them HP's for short when you talk to your Philco-Ford representative.

With a wild new national ad campaign for Hip Pocket Records. Offering a wild new self-liquidating premium: earrings that actually carry up to twenty Hip Pocket Records.

Just the thing to grab the fad-happy young gals who buy singles. And to grab you a healthy chunk of this fast-growing new branch of the record business.

All you need is our free window banner And our free self-selling counter card (it's like this ad, but with a real record-holding earring on it).
And, of course, you need a big supply of Philco Hip Pocket Records. Call them HP's for short when you talk to your Philco-Ford representative.
NEW YORK — The fans who listen to country music are being targeted by a new format change. Country music stations have claimed all day — little different from the average American who listens to radio. This is borne out by the recent Nielsen survey based on 30,469 interviews.

The survey — reported to be the largest of its kind — will soon be provided in booklet form to key advertising decision-makers by Alan Torbet Associates Inc., in cooperation with 33 leading country music radio stations. Alan L. Torbet, president of ATA, a radio station representative firm, points out that "The format of a station is not of great concern to us. We are more interested in how well they do in their market, and at what frequency they operate a good station and make themselves competitive in that market." Torbet said the survey was conducted because "the whole country radio is probably the least understood of all the important types of radio stations...including Hot, Top 40, easy listening, beautiful music, talk and news.

But one of the most important audiences is an adult audience, with less than half as many, but a much larger listening audience. As a result, country radio stations have the most listeners, according to the survey. Country music radio stations had a total audience of 48 percent between 18 and 34 years old. By comparison, the women's audience is about 20 percent, as such stations are geared to women and to their smaller audience.

The majority of country music listeners are in the 18-to-34 age group. Among the 25-34 age group, the country music audience was comprised of 66 percent; total radio was 41 percent.

The survey also showed that country radio is the most popular format among adults, with over 50 percent of country music listeners being over 45 years old. Total radio was 44 percent for this age group.

Country radio operates in all types of advertising, with the most popular stations in the 70s or 80s format. The country music audience is comprised of 70 percent of the total radio audience.

Country music is a popular format, with over 50 percent of the country music audience being over 45 years old. This is more than double the percentage of the total radio audience.

Cleveland Gets 1st Country Outlet

By JANE SCOTT

CLEVELAND — This city's first country station went on the air Jan. 15 at 6 a.m. as two-year-old classical station WWFM went WCFM-FM, "We feel the market is ready and interested for good country music," station president and general manager Charles Renwick said. Renwick is also program manager for WWFM but will be the first to have a country radio station in Cleveland, but WWFM was replaced in the studio with WSLR, Akron, after 35 miles away.

The music will be programmed first at WWFM and then slowly built up to country music. Country music has been added to the station for the past six months, but the station's format is now being changed to a country format.

KFWB in LA To All News

LOS ANGELES — Westinghouse Broadcasting has given it up to attempt to make KFWB a rating-contending country music station. As of early March, the station goes to an all-news format, which is to continue to that point at Westinghouse's WINS, New York, and KFWB, Los Angeles.

When KFWB makes it, it will be a second all-news format, XTRA, which transmits from Tijuana, Mexico, was closed after the concept of the station for the market. The station is now a country format and will be known as "the country station." The station is the only country format in the Los Angeles market.

Program Consulting Firm Is Kicked off by Rolnick

PHILADELPHIA — David Rolnick is the head of the programming consulting firm he has already had one major West Coast project. He has been named chairman of the station's programming department.

The executive officer of the radio division is Bill Cotter, who has been with the company for the past six years. Cotter is well known in the industry for his work with some of the top competitive programming stations.

The key element of this station will be its new programming personnel, who are experienced in all aspects of the industry. It is known that Rolnick has lined up some of the major names in programming.

WHEW Shifts To Hit Format

WEST PALM BEACH, Fla. — WHEW, 1,000-watt new hit format here, has switched to a format combining hit music with local news and talk. "The station is now a hit format and is going to be a hit," said station manager Jack Hauser.

Many record stars have graced the station, promoting current record release.

AA-TV EXITS 'SUMP' ELSE

DALLAS — "Sump's Eler," a local band show seen on WFAA-TV here for several years, has been cancelled. The show will be replaced by the Jan. 26 show. The Ron Chapman-hosted show, seen at 11:30 p.m. each weekday, is being replaced by a new show, a music video show, and to be announced.

JANUARY 27, 1968, BILLBOARD
WIZARD OF SOUND

Holzer: Master Engineer

LOS ANGELES — Howard Holzer, the 39-year-old audio design engineer whose patents are pending for his stereo generator system, is one of the record industry's little-known innovators. His accomplishments seldom make the headlines, but his technological advancements are heard in studios around the world.

After three years at UCLA studying electrical engineering, Holzer left school to support his family when his father died. The lack of a college degree in electronics has in no way affected Holzer's career and group of sound electronics. "He talks with a pencil in his hand," says Les Koenig, president of Contemporary Records, for whom Holzer worked as chief engineer eight years.

In 1972, Holzer left Contemporary and opened his own company, Holzer Audio Engineering. He began custom-building audio components. A 200-watt stereo amplifier he was working on was utilized by RCA Victor in the development of its "Dynagroove" process. Holzer next expanded into the development of audio components, finally designing complete disk mastering rooms. His product line bears the name of Haeacq, and it appears on equipment found all around the world. Among his customers include RCA, Capitol, MGM, Liberty, Kapp-Nicotie, Contemporary, P.F. King and Matsu- shita of Tokyo.

Holzer spent seven years with Capitol as an electrical maintenance man; eight with Contemporary and a short period "bouncing around" with a number of smaller recording studios. He is a fellow of the Audio Engineering Society of America.

'Sroses' to Decca

NEW YORK — Decca Records has dropped Cub dog Breug "If You're a Rose" from Ballboa Records for national distribution starting today. The song was written by Gladys Shelley and Larry Fortine.

Bank, Studio Founder, Retires

MINNEAPOLIS—A pioneer in Twin City recording circles has retired after two decades of operating his firm. Vern Bank has dissolved his firm in Kay Bank Recording Studios of Minneapolis, and plans to move to Albuquerque, N. M.

Bank has sold his 20 per cent interest in Kay to the late J. J. H. Haines, who already held 40 per cent. He also sold his one-third interest in Universal Audio Sales Corp. to Haines, Herb Philthor and Don McKelvie. The enterprise which "started from scratch" now has about 60 employees.

The founder of Kay Bank, a former Minneapolis newspaper copy reader, got into the recording business with the help of his wife Kay in 1946. They first bought a wire recorder to record wedding ceremonies. Then the wedding principals weren't interested in having their words recorded so they began recording church music.

OLLYWOOD — The West Coast committee of the American Guild of Authors and Com posers (AGAC) has set up a speakers' bureau of prominent composers and lyric writers to lecture at high schools and colleges.

The free speakers' service will explain the role of the song writer in today's society and his rights in the field of copyright and merchandising.

Schools interested may contact AGAC's West Coast office, 6331 Hollywood Boulevard.

SSS Debuts Unusual, Hit In 1st LP's

NEW YORK — A game, a hit single and "underground country" material make up the subjects for the Shelby Single ton SSS label's first album release.

"The Basic Principles of ESP" caps the initial release. The record is based on Kreskin's adult game which is marketed by the Milton Bradley Toy Co. Both products are being cross marketed, with a $3.50 million being channeled for public relations and television advertising, according to an SSS spokesman. Klis containing both the game and the album have been mailed to numerous disk jockeys along with ESP promotion spots. Extensive in-store merchandising with point-of-purchase displays have been included for the product.

The other two albums are "Shout Bamalama and Other Songs" by Mickey Murray and "Crowned Country Corn," recorded live at the Holiday Inn by Smokey and Danny. "Shout Bamalama..." is keyed to Murray's hit single of the same name and "Crowned Country Corn" is a "For adults only" collection of "witty and often risque songs and dialogues."

JAY-GEE RECORDS signs an agreement for Phonodisc, Ltd. of Toronto to distribute Jubilee and JNY records. John McIntyre from left, Hal Ross, Phonodisc sales manager; Don McKim, Phonodisc president; Woody Nichols, Holzer's director of international marketing, and Steve Blaine, Jay-Gee president.

Smash Tour by Techniques

CHICAGO — A $250,000 budgeted 14-city promotion tour has been organized for Jay and the Techniques, a subsidiary of Mercury Records. The promotion, which will include visits to dealers, record hop appearances, participation in jazz radio shows and stints on national TV programs, marks the second such venture by Mercury in recent months. Late last year the label used a similar promotion tour to launch Eelc Green Blues. This time, the promotion is built around an established act and the Techniques have been confirmed with two singles, "Apples, Peaches, Pumpkin Pie," and "Keep the Ball Rollin'" and have also had a best-selling album.

The 19-day tour will mark the release of the group's latest single, "Shoestring Strawtalker," and a new LP, "Love Lost and Found."

One of the key stops for the group is their performance at the Murray Singer, Laurie VP, Dead

NYACK, N. Y. — Murray Singer, Laurie Records' vice president for sales, died at a hospital here on Jan. 3. He was 51. Singer, the original sales manager and production chief of Pet Sounds, was a one-time executive with Laurie for six years. He is survived by his wife, Shirley, and sons, James, 13, and Howard, 8.

DAN DESMOND, promotion representative for Mulligan Bros., Midwest distributor, and advertising director Stu Kloner promote a Minneapolis concert dated by Billy Vaughn and the Supporting Indian costumes and playing Indian instrument—in chilly six degree weather.

COAST AGAC LECTURERS SET

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ABC RECORDS EXECUTIVES hosting the company's midwestern distributor convention at Chicago's Continental Plaza Hotel, Jan. 4, are, left to right: Roy Hopkins, vice-president of ABC's records division; David Berger, vice-president, International division; Martin Goldstein, vice-president of Westminster Records; Richard Bensman, ABC Records; Charlie Trellop, director of field sales representatives; Brook Becker, vice-president and general manager of Command Records; Barry Despenza, director of Midwestern A&R; Walt Borer, independent promotion; Fred Humphries, assistant, Chicago office; and Tom McCaffrey, field sales representative.
SONIC SPECTRUM + is a technological advancement by Liberty Stereo-Tape that represents a major breakthrough in recorded sound on 4 track and 8 track cartridge tapes! New duplication techniques, exclusive to Liberty, and a superior new tape, have resulted in a dynamic new sound with a range and quality never before attainable on pre-recorded cartridge tape!

The newly designed SONIC SPECTRUM + cartridge itself is engineered to more precise tolerances than ever before possible, resulting in a much smoother operation of the tape. Each cartridge has its own dust cap, assuring optimum playing quality for an extended period. Newly designed finger grips on both sides of the cartridge makes it easier to get it in and out of the player and specially designed ridges permit easier, non-spill stacking of cartridges.

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Even if you're in the back of the plane, you can have a front seat for the movie.

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So we've put 14 screens on every transcontinental plane. A screen every 3 rows in First Class, and one every 4 or 5 rows in Sky Club. And we've given each screen its own projector.

This makes the picture so clear we don't have to dim the lights, and the color so bright you don't have to close the shades.

And that makes it a better movie system, even if you don't watch the movie. (A real music fan might tune in our Astro-Stereo system.)

At any rate tickets are available through us or your Travel Agent.

And no one will be admitted once the feature has begun.

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The airline built for professional travellers. (You'll love it.)
SOME 4,000 fans turn out for the first annual WABC ‘Big Break’ contest held at the New York Hilton, New York, Jan. 13. Five finalists on stage include the Shambeles, the Dirty Birds Jug Band, the Stop, the Illusions, and the Rhythm Disciples.

COUSIN BRUCIE, who turned over $4,000 in profits from the show to the Police Athletic League, briefs judges before contest. From left: Judge Ed Bernstein, manager of the Young Fusiliers; Brucie (Bruce Morrow); WABC air personality and emcee of contest; Stan Johnson, program director of WABC-FM, who hosted the show; and T. P. West, Gene Pistilli, and Terry Ramsey of ABC Records. Pistilli and Cashman were also judges, along with Richard Goldstein, music critic for the Village Voice; Rick Sklar, program director of WABC; and Claude Hall, radio-TV editor of Billboard.

RICK SKLAR, PROGRAM DIRECTOR of WABC, oversees ABC engineers who are testing the contest. WABC will later release an album of the performances, with proceeds from the album going to PAL. Winners in the contest—the Stop, the Dirty Birds Jug Band, and the Illusions—receive record contracts from ABC Records and 50th-Century-Fox Records.

SOMEBODY OUT THERE LIKES YOU

NEW YORK--The course of one week, 95.2 percent of some 12 years old and older listen to radio—nearly 140 million. According to findings of the RADAR research project Radio’s All-Dimension Audience Research Project was supported by the four networks—ABC, CBS, Mutual, and NBC. On the average, quarter-hour, 19.1 million are tuned in. The average American listens to radio two hours and 28 minutes per day; adults, themselves, listen two hours and 31 minutes per day, RADAR showed that by the end of a day 77 percent of Americans have been exposed to radio. The affiliated stations of the four networks reach over 93 million during a week. In one day, the network stations reach 47 percent of all radio listeners.

JANUARY 27, 1968, BILLBOARD
LOOK HERE COMES THE SUN
b/w IT'S SUNDAY
#66260

LOOK HERE COMES
THE SUNSHINE COMPANY
WITH ANOTHER
CHART HIT!

www.americanradiohistory.com
NASHVILLE — In what was described as a "co-operative venture," Vanguard's Buffalo Saint-Marie has cut her first country-sound session in Nashville at RCA Victor under the guidance of Chet Atkins.

The Cree Indian folk singer-writer recorded her own material, utilizing leading Nashville musicians for background music, a departure from her normal self-accompanied style. Atkins did not produce the session. He offered advice and suggestions as "a personal favor to a good friend." Arrangement for the session was worked out on a mutual friendship basis. Herein is usually all of the folk singer's tunes have been recorded by herself; but recently RCA Victor's Bobby Bare cut her "Pony Wood's Hillside," which is in the folk-ethnic idiom.

The Vanguard artist said she did not intentionally write country music, and probably could not identify 5 per cent of the people in the Country Hall of Fame.

"I merely write what I feel, and this time it came out country. The harmony numbers she cut were "He's a Friend of Mine," "Lord Me," and "Sonful Shade of Blue."

"The people on the residence were Kay and Sue, two country music fans," she said. "To them I'm just another singer. But when they hear that I did my session with advice from Chet Atkins, they'll think I'm a queen."

Plans for the session were worked out by phone.

Happy Wilson Joining Tree

NASHVILLE — Representative Happy Wilson has left Central Songs to become director of Tree Publishing. Wilson will be succeeded at Central by Al Jester. Jester will take over WSM-TV personality, song-writer and finger. In his new post, Jester will be responsible for the various Tree activities, including publishing, Bird Records, Stereo Publishing, Dial Records, Job Records, Curry Publishing, Billboards and Tree Publishing.

Jack Stapp, president of Tree, said that Wilson will continue to handle all business of Tree in the South, but will take on the additional duties of Green, a native Texan, who was recently appointed to the post.

Billy Dean of San Antonio, Jim Ed Brown introduced his new record act, an all-girl band known as the "Hi-Dee-Jay," as an honorary citizen of Lafayette, La., by Mayor J. Rayburn Besset, who received congratulations from the mayor of New Orleans, and got a batch of telegrams from the girls on Bourbon Street. The Westwinds, led by Randy & Doug, "WYMT, Fort Worth, TX, is now programming five hours of modern country music, 900-1000 Western and 1000-1100 Canadian music. The station needs new. Write to Emil Faram, Fort Worth, Texas.

"The Legend of Johnny Cash" to be aired on NBC TV tonight. The show, "Tales of the Highwayman," is scheduled to be broadcast on NBC-TV tonight.

Ron Ehrlich will be joining the staff of WOR-AM, New York. He will handle the late-afternoon drive show.

Recordings of years with WSM, where he sang withsuch names as Red Foley, flaming red-haired Johnny Cash, and "The Legend of Johnny Cash." 

CON'S SON IN CASH NEW LP

VENTURA, Calif. — A live recording of the song "Grey Stone Chapel," written by an inmate of the institution, is being recorded by Johnny Cash. The song will be the opening number in the song's recording, "Grey Stone Chapel," written by Glenny Gray. The singer promised a song with a strong message.

Cash and the prison mates will record the songs in the session. The album will be produced by Columbia's Johnnie lonson.

IN THE NEWS

Rites for Coursey

NASHVILLE — Funeral services were held Monday (15) for Rev. Bell Mixon, one of Nashville's pioneer drummers, who had played on hundreds of recording sessions with various artists over the years. Coursey, 56, a member of the WSM rhythm section, was an integral part of the Opry cast. He had performed daily on the "Bobby Lord Show," WSM's "Waking Crew" and the "Nashville Scene."

With Chet Atkins playing drums, Van Dyke Parks reported to a Nashville RCA Victor studio on Thursday (11) for a session with Bobby Goldsboro. Parks was introduced to a Nashville audience last week through the "On the Air" program, and the session was arranged to coincide with the "On the Air" program. The session was arranged to coincide with the "On the Air" program.

Opryland in Full Swing

NASHVILLE — Opryland in full swing with "Back the Next Teardrop Fall."}

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Hank Williams, Jr.

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18 — Binghamton, N. Y.
23 — Spartanburg, S.C.
24 — Jacksonville, N. C.

MARCH
2 — Milwaukee, Wisc.
7 — Myrtle Beach, S. C.
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### Country Singles

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<td>JOHNNY'S GREATEST HITS</td>
<td>Capitol T 2353 (UltraVoice)</td>
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<td>24</td>
<td>THE PARTY'S OVER AND OTHER GREAT WILLIE NELSON SONGS</td>
<td>Willie Nelson, RCA Victor LPM 2353 (UltraVoice)</td>
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<td>A WOMAN NEEDS LOVE</td>
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BUCK OWENS
AND THE BUCKAROOS

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LATEST ALBUM

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BOSTON — Mozart was the most frequent recorded composer last year with 174 new listings in the Schwann catalog, 38 new listings in the Columbia catalog, and 29 in the RCA Victor catalog. There were 94 new recordings, including 36 by the New York Philharmonic, 21 for the Philadelphia Orchestra, 16 for the Chicago Symphony, and 29 for Beethoven symphonies. Complete sets of Mahler’s symphonies on Columbia and Wagner’s “Ring des Nibelungen” on London were among the year’s highlights. The year also saw many European recordings released on low-price American labels.

War Heroes
War works receiving only two new pressings each were Ravel’s “Bolero,” Rimsky-Korsakov’s “Sheherazade,” Saint-Saëns’ “Danse Macabre,” Sibelius’ “Finlandia,” Richard Strauss’ “Till Eulenspiegel,” and Tchaikovsky’s “Overture 1812.” Three performances each were issued of Schubert’s “Symphony No. 8 (Unfinished)” and Tchaikovsky’s “Symphony No. 4.”

A total of 203 new listings in living composers were added including 36 for Stravinsky and 21 for Schoenberg. Six of Stockhausen’s total of eight were added last year, while 26 were added in 1968.

Kryzstof Penderecki, who was added to the catalog by Philips, hit the classical charts on that label and RCA Victor with his “Pasion According to St. Luke,” while an electronic piece by Pierre Henry appeared on Columbia, while mobile were introduced on the listings by Victor, also appeared on Everest, Angel’s “East Meets West” album contained first listings for Ravi Shankar, while London restored Ildebrando Pizzetti to the list.

Odessey Leads
Odessey led labels with first composer listings as “Kodály: 2 Ballets No. 1 and 2” added Columbia’s all-contemporary release in November.

TEPPEY MCGEY, manager of London Records classical division, moderates a panel on “How to Increase the Sales of Classical Records” during London’s sales conference at the Conrad Hotel, New York. The panelists, from left, Harris Zadikoff, senior national sales manager; George MacDuff, London distributor in Chicago; John Ehring, manager of the Discount Record Center chain in Southern California; John Ehring, owner of a Seattle discount store; Bill Davis, London distributor in Denver; and Dave Rothfeld, division merchandise manager of E. J. Korvetts, New York, also includes, right, Lenny Melot, pop album promotion manager for London.

The second movement was completed, and in this performance, the conductor displayed a light touch even when acrobatically shadowing across the keyboard. The technical difficulties of the work, however, were no serious problems for the Silver Medal winner of the 1966 Tchaikovsky Piano Competition.

Dichter in Top Form at Concert

NEW YORK — Faniat Misha Dichter, who achieved success with the New York Philharmonic, will appear with the Cincinnati Symphony Orchestra, under the baton of Leonard Lechner, on Jan. 13, 1970. The program includes, right, Lenny Melot, pop album promotion manager for London.

TEPPEY MCGEY, manager of London Records classical division, moderates a panel on “How to Increase the Sales of Classical Records” during London’s sales conference at the Conrad Hotel, New York. The panelists, from left, Harris Zadikoff, senior national sales manager; George MacDuff, London distributor in Chicago; John Ehring, manager of the Discount Record Center chain in Southern California; John Ehring, owner of a Seattle discount store; Bill Davis, London distributor in Denver; and Dave Rothfeld, division merchandise manager of E. J. Korvetts, New York, also includes, right, Lenny Melot, pop album promotion manager for London.

The second movement was completed, and in this performance, the conductor displayed a light touch even when acrobatically shadowing across the keyboard. The technical difficulties of the work, however, were no serious problems for the Silver Medal winner of the 1966 Tchaikovsky Piano Competition.

Dichter has completed his first Victor recital album, which contains Stravinsky’s “Petrouchka” of arrangements of Brahms. In March he will record “Petrouchka,” No. 2” and the “Paganini Varia- tions” with Andre Previn and the London Symphony in London.

The Philharmonic, which records for Columbia, also was in top form throughout with the Philadelphia Orchestra, especially good in the familiar movement, Bernstein and the Philharmonic have recorded the concerto for Columbia; and rehearsal, Philippe Entremont as soloist.

The program’s unfamiliar work was Kodály’s “Chimes” (Zvonok), Concerto No. 2, commissioned by the Hungarian in its current celebration of the 150th anniversary, for concert piano; the orchestral work, including pupil shot, was performed in a loud. Well played by the orchestra, the work, in a loud. Well played by the orchestra, the work, was in a loud.

Of special interest for all the orchestra, as the album last year was issued an album at last by the important Soviet modern composer.

(Continued on page 57)

RICHARD HAYMAN, arranger and conductor for the Boston Pops, presents Jim Boge, left, of Waco, Tex., as a pick winner as part of the one-half, full-time music school of the Boston Symphony Orchestra. Scholarship for Young Composers. Looking on are Clifford I. Bibeau, Dean of Music and Director of Music, Columbia Pictures; and Donald X. Forbush, second from left, president of the National Federation of Music Clubs, which administered the competition; and Dr. Marion Richter, contest chairman. U. V. Musica, president of Musak, who sponsored the national competition, also spoke at presentations ceremonies at New York’s Overseas Press Club.

GEORGE SZELL, left, Cleveland Orchestra conductor, and Rafael Druian, center, the orchestra’s concertmaster, go over a score with Paul Myers, Columbia Masterworks’ GOES classical music manager, during a record session for an album of four Mozart piano and piano sonatas being issued this month. The pressing is Szell’s first as pianist in about 20 years.

COL. GOES STEREO-ONLY ON CLASSICAL PRODUCT

NEW YORK — All new Columbia, CBS and Odyssey classical product will be issued in stereo only beginning this month, except for historic recordings, which will be in mono only. The six-stereo only albums on Columbia this month include performances by the Mormon Tabernacle Choir, Eugene Ormandy and the Philadelphia Orchestra, flutist Jean-Pierre Rampal, violinist Isaac Stern, pianist George Szell and violinist Rafael Druian, the Juilliard Quartet.

Four of the low-price Odyssey albums are available only in mono, including performances by pianist Clifford Curzon and the Budapest String Quartet, pianist Oscar Levant with Dimitri Mitropoulos and the New York Philharmonic, pianists Dina Lipatti with the Philharmonic Orchestra, and narrators W. H. Auden with Noah Greenberg and the New York Pro Musica Antiqua. The stereo-only LP’s are by Max Goberman and the Vienna State Opera Orchestra, and pianist Karl Engel with the Frankfurt Chamber Orchestra under Hans Koppenberg. Product previously issued in both stereo and mono versions will continue to be available in both.

OPERA REVIEW

‘Martha’ at Met a Delight

NEW YORK — A well-balanced cast of performers who know how to sing English properly helped make Flootop’s “Martha” a delight at the Metropolitan Opera on Jan. 16.

The capable quartet of principals consisted of soprano Jean Fenn, tenor John Alexander, mezzo-soprano Rosalind Elias, and baritone John Donald Robb. Each had his moment of glory, but it was Virgil Thomson’s new English translation by George Zeitlin that made the show. Singing by Nathaniel Merrill helped raise the proceedings far above the level of good acting, as the members of the production several years back. Miss Fenn, attractive in voice and looks, was excellent in the title role. Her “Last Rose of Summer” and last act aria were both well sung as well her voice maintained its clarity throughout. Miss Elias, who has recorded extensively for RCA Victor, was the only one of the principals who had appeared in the opera at the old Met and acted completely unknown to her. The role was congenial for her flexible voice and she was able to be relied on for good acting.

Alexander, who has recorded for RCA Victor and has shown himself in one of his more convincing performances, including an effort (Continued on page 37)

JANUARY 27, 1968, BILLBOARD

www.americanradiohistory.com
A Total Commitment

By MEL A. PRICE

MGM Records continues its total commitment and belief in the dynamic future of the tape industry with the holding of its international tape conference in London, England. Key executives from Philips of Holland, the Ampex Corp., International Tape Cartridge Corp., DBX, Hamburg, and U. S. PlayTape, MGM Records Ltd. of London, & MGM Records will convene with major distributors and retailers of tape product in the U. S. to analyze and discuss the marketing of tape products as well as the future picture of the tape industry.

MGM and its affiliate labels—including Verve, Verve/Forecast & Kama Sutra—exist in all prerecorded tape configurations: 8-track, 4-track, PlayTape 2-track, cassette, and open reel. In addition, DBX material is being marketed in 8-track and cassette formats.

In the summer of 1966, MGM Records entered the distribution picture in the United States by marketing 8-track and 4-track cartridges to its MGM-branched record distributors, company-owned Metro branches, and major tape distributors. In the summer of 1967, with a successful distribution sales picture as history, MGM Record president Mort Nasatir, Ivie Stimler, Tom White, and myself negotiated new distribution and duplication contracts with ITCC & Ampex, our then-current tape firms with whom we had shared distribution. Exclusive contracts for duplication and distribution were awarded, respectively, to ITCC for 4-track cartridges, and Ampex for 8-track cartridges, cassettes and open reel tape product.

MGM Records also continues its highly successful marketing of MGM 2-track PlayTape product, begun in the summer of 1966 by strengthening its distribution program with a nationwide sales representative network, with expansion in the premium field, and with a total advertising and publicity program through all mass communication media.

Day-and-date release of cartridge tape product with newly released MGM disk product has been in effect since the fall of 1966. This simultaneous release pattern has served as a marketing guide for the entire tape industry. Distributors and retail outlets eagerly await the appearance of tapes for the current cycle by MGM, and its subsidiary labels will continue to provide music for the public. MGM Records will continue to hold discussion and analysis of the tape market, such as our London tape conference, and MGM will further attempt to inform, enlighten, and educate the buying public as to the most logical solutions of the world of prerecorded tape.
ITCC
The 4-Track Way

By LARRY FINLEY
President
International Tape Cartridge Corp.

1968 heralds in a new year that gives true meaning to ITCC's corporate name—International Tape Cartridge Corp.

The tape CARtridge business in both 4 and 8-track has truly become international with the pending formation of ITCC's own companies in many countries. The long hard tow that started in California several years ago has not only expanded across the United States, but has leaped both oceans and is truly taking roots in both the European and Asian markets. The insurance by MGM Records of an exclusive license to ITCC for the duplication and sale of both 4 and 8-track cartridge products in the United Kingdom is truly a great step forward in the tape cartridge business.

MGM Records, together with ITCC and Ampex, by holding a tape cartridge convention in London, truly recognizes the importance and worldwide aspects of the tape cartridge business.

From all parts of the United States and Canada, major distributors and retailers of tape cartridges will be together in London to discuss the marketing and merchandising of tape cartridges. Together with people from the United States and Canada, will be their counterparts in Europe who are now becoming fully cognizant of the advantages of this new industry.

This is truly a historical event, in that a meeting of this size and scope does bring together the real giants of the distributing and retailing world. In the years to follow, we, at ITCC, are looking forward with the utmost confidence to continue the growth and prosperity of this industry.

INTERNATIONAL TAPES CARTRIDGE Corp. looks up the 4-track rights to MGM Records. From left: Mel Price, manager of tape product for MGM; Leo Stimler, head of MGM's Metro group; Mort Nasatir, president of MGM Records, and Larry Finley, president of ITCC.

A great deal of credit is due Mort Nasatir, president of MGM Records, as well as Thomas White and Irving Stimler, for their confidence in the tape cartridge industry. Their confidence and enthusiasm has been borne out by their actions and their aggressiveness in helping develop this new industry.

A little over a year ago, Mort Nasatir's inspiring keynote address at the Billboard Tape Cartridge Seminar in Chicago greatly sparked this meeting which was of such importance to the cartridge industry. The move made by Nasatir in appointing Mel Price as director of tape sales was the first such move of its kind in the music industry. Since his appointment of Price, every record company has recognized the importance of such a move and many others have followed suit.

ITCC has been licensed, since its inception, by MGM. This contract gives ITCC the exclusive 4-track right to distribute and distribute all MGM, Verve, Yvette/Forecast, Kama Sutra and other MGM labels in the United States. In the United Kingdom, ITCC has the exclusive rights for both 4 and 8-track stereo tape cartridges. These contracts are one of the most valuable assets in the ITCC company.

In the United States, the labels controlled by MGM are labels whose roster of artists basically have maximum appeal to the teen-agers. Inasmuch as the teen-age market is a 4-track market, it is readily understood why this 4-track catalog is of such importance to ITCC.

Nasatir's action, in scheduling the first tape cartridge meeting held by a record company, marks a milestone in this industry. Holding this meeting in London likewise adds the prestige which this industry truly deserves.

ITCC is proud to be part of the MGM family and is truly appreciative of the co-operation given by MGM so that day-and-date releases of the cartridges with the albums are possible.

AMPEX
The 8-Track, Cassette Story

By DONALD V. HALL
General Manager
Ampex Stereo Tapes

Little did MGM Records and Ampex Corp. realize in 1959, when they signed their first prerecorded tape agreement, that the tape industry would one day be significant enough to warrant an international tape conference. But thanks to MGM, tape distributors have had the opportunity to preview new MGM tape product and review the progress of tape as an integral part of the music business in London, England.

The first years in the tape market were extremely shaky ones. Stereo prerecorded tape, available only in the open reel format, was ballyhooed out of proportion to existing stereo tape recorders and thus many dealers were burned with inventories which could not move. Many recorders were sold as recorders only, and the fact that they could be enjoyed as playback devices was never stressed by both manufacturers and retailers. The availability of a prerecorded music library was, of course, limited. Initial quality was also not necessarily satisfactory to the sound purist. Today the open reel market has stabilized to a great extent. Show tunes, classical pieces and great sound tapes lead the way in this vigorous market. MGM has been one of the most consistent providers of this type of music for the open reel buyers. "Born Free," "How a Week Was Won" and "Gigi" are consistent best sellers in this market and "Dr. Zhivago" was the best-selling individual open reel tape during 1967. There is no downward trend in the sale of 4-track stereo tape recorders. Likewise, prerecorded tape sales have remained constant. In fact, some dealers report growth as high as 20 per cent during 1967. While it is true that so-called "pop" music has leveled off in this format, all other types of music sold better and total sales of open reel product increased in 1967.

The current dynamic growth of tape is due to the increasing public acceptance of CARtridge stereo tape players. The convenience of the cartridge has won a large following to date. Ampex Stereo Tapes duplicates and distributes MGM product in the 8-track cartridge format. Sales in this format represent more closely the Top LP charts. Working closely with Mel A. Price, MGM's tape manager, Ampex aims to release new product as close to the record release date as possible. MGM's large and varied catalog has contributed to the acceptance of this format by the ultimate customer. The dominance of 8-track in the automobile will continue for many years. Constant improvement is being noted in the quality of playback equipment. There has been no let-up in sales of this format, now that pipelines have been filled. In fact, it may actually have a summer seasonal pattern, which would make it most welcome to tape distributors. These factors all point to continued leadership of 8-track for the automobile market.

MGM product is now available on the cassette format, again duplicated and distributed by Ampex Stereo Tape. It is too early to tell what type of music is selling best. Early album buyers, though, include both monaural and stereo set owners who point out one advantage of the cassette format—it's compatibility. It is our opinion at Ampex Stereo Tapes that the cassette format will be a significant factor in the home entertainment business in 1968. Christmas 1967 provided a great awareness of the cassette. This year will be the year to capitalize on this awareness.

Each format in the tape business will be subjected to closer analysis at the MGM conference in London. It is hoped that each distributor attending will leave with a greater understanding of tape and its relation to both the home entertainment and music industries.

JANUARY 27, 1968, BILLBOARD
TWO NEW ROUTES TO TAPE CARTRIDGE SALES THAT PUT YOUR STEREO PROFITS ON THE MAP.

INTRODUCING
DUAL DECK
Two complete LP records by today's foremost recording artists on an 8-Track stereo tape cartridge.

INTRODUCING
STAR DECK
For the first time, an all-star line-up of all-time hits, especially assembled on 4- and 8-track stereo tape cartridges.

ORIGINAL INSTRUMENTAL HITS
by the original artists including
MORE/KAI WINDING
THE STRIPPER/DAVID ROSE
SOMMER SAMBA/WALTER WANDERLEY
and 9 others

Catalog includes:
ORIGINAL INSTRUMENTAL HITS
by the original artists including
MORE/KAI WINDING
THE STRIPPER/DAVID ROSE
SOMMER SAMBA/WALTER WANDERLEY
and 9 others

MORE/KAI WINDING
THE STRIPPER/DAVID ROSE
SOMMER SAMBA/WALTER WANDERLEY
and 9 others

SOUNDTRACK SPECTACULAR
Music from the Original Sound Tracks of
GONE WITH THE WIND
DOCTOR ZHIVAGO
HOW THE WEST WAS WON
GIJO
and 7 other great MGM motion pictures

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1968'S MOST EXCITING NEW RELEASES

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4511 ALL IN THE FAMILY—THE STONEMANS
4523 WALKING ON NEW GRASS—WAYNE NEWTON
4526 LOOKING AT YOU—SANDY POSEY
4529 HANK WILLIAMS AND STRINGS, VOL. III
4532 THE BEST OF JOHNNY TILLOTSON
4534 WE CAN FLY—THE COWSILLS
4537 THE TWAIN SHALL MEET—ERIC BURDON AND THE ANIMALS
4504 EVERY MOTHER'S SON'S BACK

VERVE—PREFIXES: VCB8 (8-Track)/F14 (4-Track)
8719 THE BEST OF STAN GETZ
8721 THE BEST OF JIMMY SMITH
8730 HIP VIBRATIONS—CAL TJADER
8737 JOHNNY SMITH'S KALEIDOSCOPE
8740 NIGHT TRAIN, VOL. 2—OSCAR PETERSON TRIO

KAMA SUTRA—PREFIXES: KCBS (8-Track)/F72 (4-Track)
8061 EVERYTHING PLAYING—THE LOVIN' SPOONFUL

ON AMPEX STEREO TAPE CARTRIDGES

MGM, Verve and Verve/Forecast Records are divisions of Metro-Goldwyn-Mayer Inc.
Kama Sutra Records are exclusively distributed by MGM Records.
JOIN THESE CLASSIC BEST SELLERS...

MGM—PREFIXES: MCB (8-Track)/F13 (4-Track)
3018 HANK WILLIAMS' GREATEST HITS
4167 THE VERY BEST OF CONNIE FRANCIS
4315 THE BEST OF HERMAN'S HERMITS
4324 THE BEST OF THE ANIMALS
4416 THE BEST OF HERMAN'S HERMITS, VOL. 2
4454 THE BEST OF ERIC BURDON AND THE ANIMALS, VOL. 2
4506 THE BEST OF HERMAN'S HERMITS, VOL. 3
4498 THE COWSILLS

MGM ORIGINAL SOUND TRACKS: (8-Track)/(4-Track)
DOCTOR ZHIVAGO MCC-88/F13-110
GONE WITH THE WIND MCC-810/F13-110

VERVE—PREFIXES: VCB (8-Track)/F14 (4-Track)
5001 SOUL AND INSPIRATION—THE RIGHTEOUS BROTHERS

VERVE/FORECAST—PREFIXES: VCB (8-Track)/F75 (4-Track)
3008 PROJECTIONS—THE BLUES Project
3017 JANIS IAN

KAMA SUTRA—PREFIXES: KCB (8-Tracks)/F73 (4-Track)
8056 THE BEST OF THE LOVIN' SPOONFUL

5013 ABSOLUTELY FREE—THE MOTHERS OF INVENTION
5020 THE RIGHTEOUS BROTHERS GREATEST HITS
8546 GETZ/GILBERTO—STAN GETZ/JOÃO GILBERTO
8714 THE BEST OF WES MONTGOMERY
8672 CALIFORNIA DREAMING—WES MONTGOMERY
8678 THE DYNAMIC DUO—JIMMY SMITH AND WES MONTGOMERY
8705 RESPECT—JIMMY SMITH
8903 SWEET RAIN—STAN GETZ
8650 RAIN FOREST—WALTER WANDERLEY
8707 VOICES—STAN GETZ
8708 BEACH SAMBA—ASTRID GILBERTO
8725 THE BEST OF CAL TJADER

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All the MGM Music Machine needs is a little push.

All your customers have to do is push in a tape cartridge and out comes the music of their choice. Anytime, anywhere. Instantly and continuously, without rewinding.

All you have to do to push your sales to an all-time high is to give an extra little push to The MGM Music Machine. Display it. Demonstrate it. Take advantage of the instant appeal of instant music.

Over 500,000 were sold in the first six months on the market! $1.59 gives your customers four complete pop hits on one cartridge. Or they can get eight selections for $2.98 on the Long Play cartridge.

MGM PlayTape offers the world’s largest library of music exclusively on tape cartridges. Hundreds of releases on MGM, VERVE, CAPITOL, REFRISE, WARNER BROS., COMMAND, DUNHILL are now available—performed by such top stars as:

Connie Francis / The Animals / The Beatles / Ray Charles / Petula Clark / Bill Cosby / Nat “King” Cole / Herman’s Hermits / The Kinks / Trini Lopez / The Lovin’ Spoonful / The Mamas & The Papas / Dean Martin / Peter, Paul & Mary / The Righteous Brothers / The Sam The Sham Bevve / Frank Sinatra / Nancy Sinatra / The Supremes / The Temptations / and many, many others...

SPECIAL PREPACK AVAILABLE! 12 Music Machines with 144 cartridges on unique counter display. For the name of your nearest distributor, please contact by mail only: Mel Arnold Price MGM Records / 1350 Avenue of the Americas / New York, N.Y. 10019

(Suggested list price, $19.95)

PlayTape and music machines are trade-marks of PlayTane, Inc., New York
Wants A Share of The Whole Market

By EARL PAIDGE

Some people have a feeling for the tape cartridge business—a faith and an undying enthusiasm. This is true of Morris S. Price, Metro Distribution in Chicago. His bullish view is influencing many of Metro's accounts.

More than 80 per cent of the outlets serviced by Metro are now in the tape cartridge business in one way or another. Price is backing these outlets with cover page ads in the form of half-page advertisements, point-of-purchase displays, and racks for merchandise.

Price states that there is a need for more thorough consumer education. "We have plenty of blades, we just don't have enough razors," he said. "But at least the dealers are waking up to the potential of tape."

"Some dealers were slow to put in a decent inventory of tape product. But Rose Discount Record Stores, Polk Bros., E. J. Korvette, Allied Radio, Olin-these dealers aren't blinded by the petty problems of pilferage and different configurations. "They're stocking everywhere across the board, running advertisements, promoting, and doing a hell of a job. They aren't worried about 4-track, 8-track, cassette and Playtape; they want a share of the whole market."

Price said it is easy for his salesmen to furnish point-of-purchase display material, racks and easels for merchandising tape product. "Most of our tape uses the same art as the records. It's easy to work up attractive displays, corporate, etc."

"I would like to see a line in all our record advertisements pointing out that the product is also available in tape cartridges. I've tried to get our MGM people to do this in trade magazine advertising, too. We can't promote enough," Price said.

The veteran distributor isn't concerned about the multiple distribution that has characterized the tape cartridge business. He said, "This is not as confusing as it seems."

"If true that the tape cartridge got banged around and was treated like an orphan at first. Dealers and one-steps would call up and order two of this, two of that and no one wanted to jump in and really go with tape cartridges."

"Then guys like Kent Beauchamp and Ed Yalof came up in the picture. These were the smart boys, with a vision and a feeling for the business—guys like Jim Tiedjens, Paul Glass and some others. The tape cartridge one atop type of operation just naturally evolved."

"It's a business that went in a lot of directions, too. Look at the way automotive accounts have grabbed the ball. We have stores like Alman's Camera and Central Photo doing a hell of a job. Even little TV repair shops will carry $20 worth of tape cartridges and do a surprising amount of volume."

"We even have some Shell stations up in Wisconsin selling tape," Price added.

Price said that searching buying and buying information based on Metro's top 20 best-selling tapes and co-ordinated with the top LP's. "But inventories vary according to the territory," he said.

"In Indiana, outside of Indianapolis, artists such as Connie Francis and Hank Williams are more popular than anything else. Up in Wisconsin they're whoppin' polkas and a Hank Williams more than the Animals. But in Chicago's Loop it's the Animals and pop things."

"We're moving a lot of Deutsche Grammophon classical things on cassette with firms like Allied Radio. So what you stock does depend on the market you're catering to."

The Playtape is another item that is somewhat different," said Price, whose son, Mel, heads up MGM's Playtape division. "Here in Chicago it's been featured in the toy departments at stores like Marshall Field & Co. Now Marshall Field is moving it back into its regular record and tape departments. Rexall Drug is also doing a terrific job on Playtape."

Price isn't concerned about discount stores footballing tape cartridges. "This is happening and it's going on happening," he said. "But usually the discount store will say tape cartridges are available at 'our regular low prices' rather than hype a particular price. Generally they sell at $1 off the regular list."

"We might expect more price footballing when there's more store out. But right now there's still not enough razors."

Department Stores Shape Up!

By JANE SCOTT

Tape CARTRIDGES are a big part of the record business. "And it's about time that department stores and record outlets stopped ignoring them," said James J. Shipley, 37, president of Main Line, Inc., Cleveland. "Cleveland is one of the top 10 tape cartridge distributors in the country, pioneered in MGM 8-track product since its inception about three years ago."

"I don't know what our competition is, but we sell. We have stores that sell the customer demands an item, Shipley said.

In Cleveland, the friendly neighborhood dealer who doesn't even stock records is spinning off the tape cartridge business, Shipley said. Biggest cartridge pitcher? "Mr. S. Auto Seat Cover Co."

Philip M. ("Mr. T") Teplisky, 33, known as the "auto seat cover king," started selling MGM tape cartridges in April. He advertises on nine radio stations three times a week, advertising in daily papers and even spells it out in skywriting.

"Tape cartridges are a major item in this country," said Teplisky. "They're the biggest thing since seat belts," reported Teplisky.

Automotive tape cartridge buyers tend to fall into the 16-32-year-old category; home tape cartridge unit buyers in the 30 to 50-year-old bracket.

These are typical outlets slower in selling tape cartridges. "It's easier to go with what you have—the old 'bird in hand' philosophy," said Shipley, "even with an excellent line like MGM. MGM PlayTapes were different. Every outlet grabbed them."

"Now MGM tape cartridges are in 60 outlets. I feel that tape cartridges are the first thing that would take a definite share of the record-phonograph business," Shipley said.

The greatest growth in the tape cartridge business has been on a geographic basis, however, in California and Florida, he felt.

Shipley, with Main Line 11 years, is an Ohio State University alumnus. His brother, Eugene, heads the Main Line record service department. The firm, largest record distributor in Ohio, was founded by their father, William M. Shipley, 64, now of Boca Raton, Fla. Main Line also has the RCA Victor division, Whirlpool Accessory Dept., a rack line and its own Main Line record label.

The future of the tape cartridge business? Unlimited, with main reservation, Jim Shipley said.

"Tape cartridges take a great deal of creativity to sell. It's a low saturation product. They sell best where you have the units and the cartridges—you can't sell razor blades without razors."

"Furthermore, units are getting easier to install and more and more cars are coming off the line with the unit already in. I'd say in excess of 15 per cent of autos are being ordered with tape units."

"The business will go even greater when department stores and record outlets get into it with both feet," Shipley said.

JANUARY 27, 1968, BILLBOARD
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You'll never know how different an Audiopak is, until you re-open it.

The tape guides are molded right into the base. Their reliability doesn't depend on the fit between top and bottom sections.

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By putting the pressure pads in the lid, we get positive tape contact with fewer parts. You get fewer threading headaches.

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Specially lubricated Audiotape reproduces high-frequency sounds brilliantly (lows, too), even at the slow cartridge speeds, yet never abrades your heads. It figures. We're the only cartridge manufacturers who also make our own tape.

Even if tape loops back, it can still move freely in these specially designed accumulation chambers.

We've tried to make our Audiopak tape cartridges virtually impossible to jam.

And we've succeeded. Just ask any of our customers (24 major duplicators and the music companies that record under 77 different labels, at last count).

But nobody's perfect. It is possible for an overworked "run-in" machine to throw us a curve.

Yet even in the unlikely event that an Audiopak should stick, you're not stuck. Just re-open it (loosen one screw), re-load and re-pack.

Sound simple? It is. See for yourself. Send for a sample. We could make such beautiful music together.

CARtridges May Be Turning LP’s For a Flip

By CLAUDE HALL

MGM tape CARtridge sales have been so good in Dallas that Bill Burton, general manager of B&K Distributors, believes it is substantially adding business to album sales.

In April, May and June, he said, cartridges were more in demand than records. He attributed this to the fact that many students were out of college . . . and "it's the habit of your adults, especially those between 16 and 30 years of age, to spend a lot of time in their cars in this part of the country." During this summer period, B&K was booming.

A 4-track cartridge titled "Best of the Animals" on MGM Records has been the closest thing to a best seller B&K has had in cartridges. "It's a consistent seller.

But in the past three months, 8-track has come on strong. "Those college students went back to college," said Burton. "The Berg-Warner 8-track unit is gaining acceptance and 8-track cartridge sales are very strong.

"It's an adult status symbol; people are getting 8-track units installed when they buy new cars.

In November, tape cartridges accounted for 20-25 per cent of total business," Burton said. "We have several tape cartridge accounts that buy more in dollar volume than several of our record accounts," he said, pointing out that these cartridge accounts were operated as "departments." "You can hardly put cartridges in a drugstore, they'll get stolen. Cartridges sell best in a separate department where there's a clerk not only to answer questions about product but to prevent pilferage.

Burton said that B&K Distributing really got its first sales action in cartridges last spring and this was basically in automobile outlets. "You bet, the cartridge business is growing and it's already a pretty big business."

MGM Line Vital To Recordwagon

"I wouldn't be without the MGM line," says Fred Furfey, general manager of Recordwagon's (Woburn, Mass.) Eastern tape division. Recordwagon, rack jobbers and distributors for three-quarters of the nation's services New England with all tape lines except Columbia and Capitol, for which it acts as a sub-distributor.

"MGM product moves very fast," added Furfey. "We have about 180 titles in the MGM tape family.

Some of MGM's most prolific best-sellers for Recordwagon include: "Dr. Zhivago," "With the Wind," "Best of Connie Francis," "Grand Prix," "Best of Herman's Hermits," "Birth of the Luv'n Spoonful" and "Hank Williams," which is the most consistent seller, according to Furfey.

Recordwagon, which is 10 miles north of Boston, services Jordan Marsh stores among others, both locally and nationally.

Britain Has Big CARtridge Future

By REX OLDFIELD

The decision by MGM to hold its first annual tape CARtridge distributor meeting in London underlines two key points in the company's business philosophy.

First, the importance MGM attaches to energetic involvement in the mushrooming tape industry, and, second, the importance MGM attaches to its music and tape operations in Britain as well as in the U.S.A.

Just how deeply MGM is rooted in the tape cartridge business now can be gauged by its ever-increasing tape turn-over in America. During the three-month distributor incentive program which culminated in the sales meeting, the company estimated it sold tape in the varying configurations worth a total of $2 million—and that is at distributor, not retail, prices. This seven-figure distributor sales volume is ample testimony to the vigor with which MGM has swung into the tape cartridge market. Two years ago such a volume of business in a three-month period would have been totally unforeseeable. But now MGM already has its sights set even higher for its business in tape in each quarter of 1968.

But MGM's interest in tape is not confined to America. In its operations in various countries throughout the world MGM is looking to the possibilities of developing the local market for tape cartridges—and nowhere more so than in Britain.

For us in England perhaps one of the most important benefits that this conference will bring will be an increasing awareness of Britain in the potential and excitement of the tape cartridge business.

Since I and the other staff members set up MGM's independent British record company in July last year, we have been keen to develop the company on several fronts, notably tape cartridges.

In addition to our activities in releasing and promoting MGM and Verve single and album product, we have also entered other spheres of music activity. Thus, MGM was one of the first independent companies to enter the budget budget field via our deal with the leading budget label Music for Pleasure.

Now, in 1968, we shall see MGM and Verve product on tape cartridges for the first time in the U.K. In view of the tape potential in the U.K. MGM Records president Mort Nussir concluded a deal with International Tape Cartridge Corp. giving the company exclusive rights to all MGM and Verve repertoire in both 4 and 8-track configurations on the British market. ITCC chief Larry Finley will be setting up a fully active tape operation in Britain early this year and our material will be among his company's most important initial U.K. cartridge releases.

This shows the conviction that MGM holds that there is a big future in cartridges in Britain.
Hit LP’s Serve as Guideline

By ELIO TIEBEL

Cartridge sales are now comparable to hit albums, explain Jerry Eggart, buyer for the influential Tip Top Record Service chain of 24 branches in Western America.

Previously, sales of MGM product—like that of other labels—was pretty much a case of being tied to non-hit merchandise released in the scramble to get with the cartridge movement and land those early sales.

For a top MGM act like Herman’s Hermits or the Lovin’ Spoonful, Tip Top would order 500 copies. Eggart, who recently took over from Frank McAlister, handles the Southern segment of the country while the firm’s San Francisco office buyer, Nonya Baker, covers the Northern regions of the company’s sprawling territory.

San Francisco tends to be a better market for catalog tapes because department stores have larger tape sections. The Seattle and Portland areas are rich in their support for country music. Los Angeles, where small accounts proliferate, is mere of a Hot 100 chart-type of business.

MGM’s rich catalog of film soundtracks is finding acceptance, with “Dr. Zhivago” and “ Gone With The Wind” two principal examples.

West Montgomery, the jazz guitarist, is very much a salable commodity on Verve cartridges. “The problem with tape,” Eggart notes, “depends on where you buy it. We may drop from Metro (some six miles away from the Tip Top facility in Los Angeles) and the service is very good.”

Eggart sees a strength for 8-track sales, albeit he does stock MGM product on 4-track. When a rack client obligates himself to get into the cartridge business, he invariably buys all his product from one rack source, Eggart has found. Tip Top’s staff of 40 salesmen up and down the coast sell MGM—and other manufacturers—right along with others. The company supplies accounts with catalog lists, the racks are invented, orders placed, and merchandise trucked out to the locations.

Military installations—and there are a slew of them in California alone—tend to support Verve jazz artists. “They’ll get good accounts,” Eggart says, “because there are usually young people at military installations and they seem to be interested in tape. It seems to be a good place for cartridge sales.”

MGM RECORDS has driven forward with aggressive promotion in the tape CARtridge field. Here, Mel Price, manager of tape products, shows MGM Records artist Kai Winding a cartridge with his music on it. In his hand, Price holds an MGM PlayTape machine and cartridge for it.

Need For Consumer Education

A full stock of product, aggressive promotions and patient attention to customer’s inquiries form the basis of Roni Discount Record Stereo’s approach to the tape business at the twin downtown outlets here owned and managed by Merrill and Aaron Rose.

“I think there’s a great future in the tape business. We believe in it and we’re carrying everything. If we don’t have it, we go to the extra trouble of getting it,” said Merrill Rose, who admits the business is not without its problems.

“There should be more consumer education. Our advertisements could be more informative, I think. We should get some direction from the manufacturers. People are still asking too many basic questions.”

Rose is planning a complete tape department at both the older Washburn store and at a new outlet on Madison, next door to his original store opened in 1934. He’s staffing the departments with experts, such as Ray Cloud, and developing basic merchandising techniques.

“We find people who don’t even know if they have a 4 or 8-track player. We ask them if they have their unit installed. If this is the case, we recommend 4-track. If the unit was original with the car we suggest 8-track, but we tell them in any case that they can always bring back the tape and exchange it,” Rose said.

“They still ask us the difference between 4 and 8-track,” said Cloud. “We tell them 8-track has the pinch roller inside the CARtridge and is usually automatic, that 4-track has the roller outside and is usually manual.”

Rose’s stock is 80 per cent 8-track, 5 per cent 4-track, 10 per cent cassette and 5 per cent PlayTape. Of his total tape stock, cartridge product comprises 50 per cent. The remainder is devoted to reel-to-reel, a large and growing part of Rose’s tape merchandising picture.

“We don’t see reel-to-reel as directly competitive with cartridges,” Rose said. “It’s basically two different markets, each important in their own right.”

“If the fidelity of cartridges catches up to that of reel-to-reel, we’ll see a tremendous increase in cartridge sales,” said Cloud. “The quality of cartridges needs to improve, too; we’re still experiencing 30 per cent defect rates on new goods.”

Other factors mentioned by Rose included piferage.

“This is still somewhat of a problem, though not as great as we once thought. Our PlayTape, for instance, is right out on the counter in browser boxes. Our cassette is in a special rack on top of the counter, too.”

“Then we only have a 4-track player. We ask them if they have their unit installed. If this is the case, we recommend 4-track. If the unit was original with the car we suggest 8-track, but we tell them in any case that they can always bring back the tape and exchange it,” Rose said.

“They still ask us the difference between 4 and 8-track,” said Cloud. “We tell them 8-track has the pinch roller inside the CARtridge and is usually automatic, that 4-track has the roller outside and is usually manual.”

Reaped $70,000 In CARtridges Last Month

“The tape CARtridge business is becoming more like the record business everyday.” This is the opinion of Al Marks, manager of the Tip Top Tape in Miami, Fla. Marks is both a distributor and rack merchant.

Last month we sent out assortments of cartridges,” Marks said, “because product was scarce and dealers would take whatever was available. Now, these dealers are becoming more selective. Hit albums make for hit cartridges. MGM’s Dr. Zhivago is far and away our best-selling cartridge.” Marks, who had began stocking cartridges two years ago, now reports cartridge volume exceeding a half million dollars in 1967, with $70,000 worth of cartridges being sold during December.

New State’s cartridge inventory is currently at $15,000.

Another indication of the tape cartridge swing towards the record market is that in Miami the specialty store is not growing in dollar volume as are the record outlets.” Marks continued, “These who have had casettes and 8-track cartridges in their camera departments are moving them over to the record department.” Whenever Marks sets up racks in a new outlet he now places the cartridge product immediately with the records. He currently stocks all the major Miami department stores and discount outlets which carry cartridges.

New State has had much of its success with the 8-track configuration, Marks notes new patterns emerging. “Our cassette lines, which we began racking four months ago, are starting to take off,” he said. “For the past few months we have been filling a particular niche, so there was really no way to judge sales. But now things are starting to happen.” New State’s outlets, Marks estimated, sell between 80 and 80 cartridges per week (in all configurations).

Contributor to 2-Track

MGM Records was the first label available in the 2-track PlayTape system developed by Frank Stanton, when the 2-track tape CARtridge system was still in the test mode stage, demonstrated to Al Naasir, president of MGM Records and Naasir immediately saw the teen-market potential in the system.

A few months later, a sleek, stream-lined compact version of the PlayTape machine was displayed for the first time to the public. The occasion was a sales meeting of the MGM Records, which is in the Waldorf Astoria Hotel in New York. The unit met with total acceptance.

Since that time, MGM Records has been a staunch supporter—in fact, a major contributor to its development—of the 2-track tape cartridge system. For the company’s records, the total commitment to the tape CARtridge industry in all forms and all systems, whether it be 2, 4, 8-track or cassette.

The major value of the 2-track system of course, is its portability. The cartridges come in many forms—a single version soon to be launched, an EP with four tunes, an LP with eight tunes, language cartridges—such that and the prices are low. It’s a great mover in the teen field.

MGM Records has, of course, made a greater use of the versatile machine than just selling it. Through the marketing ingenuity of men like Irv Stimler and Mel Price, the machine has been used quite effectively as a premium item for many industries such as clothing stores, margarine, politics, Pillsbury Flour.

Its uses in promotion and the premium field are unlimited.

Best of all, MGM Records has reaped high rewards in the marketing of product for the PlayTape machine, handling, not only its own labels, but the labels of most of the other labels available in the system.

More will the more LIVE you GIVE HEART FUND

JANUARY 27, 1968, BILLBOARD
When you're in the business of duplicating great sound, you get a little tired of cartridges that foul up.

So we invented Dynapak, the no-return cartridge
(with a one year guarantee).

What happens when a tape is accidentally pulled out of a Dynapak cartridge? 
Our loop rewind feature with secondary spill chamber automatically re-winds the tape. One quick tug-and-release on the tape opposite the pinch roller and the loop returns undamaged to the cartridge, ready for re-play.

Dynapak eliminates distortion and extends play. Dynapak's design does away with fragile pressure pads, so it cuts out cross-talk and reduces head wear in players. Our unique tape tension system ensures superior high fidelity for the life of the cartridge. And the one-piece silicon pinch roller prevents tape sticking and resulting wow and flutter.

Dynapak's tape capacity offers up to 100 minutes of continuous stereo enjoyment on standard 1 mil Mylar base tape. This lets you offer longer programs, and cover a larger range of requirements with one standard cartridge.

Zero defects production line techniques. We treat quality control as though Stereodyne invented it. This is a continuous process with us. Precision dies and meticulous quality control during molding and packaging ensure cartridges with zero defects. Dynapak 4- and 8-track cartridges have 100% parts interchangeability. And simplified assembly and tape threading assure zero reject production.

Production savings of 25%. It's a fact. You can achieve this saving on your assembly line because Dynapak's design has fewer parts. They're pre-assembled and packaged for maximum production line efficiency. Most are reversible so they can be assembled blind-folded. There is no special assembly line equipment needed with Dynapak.

You require fewer assembly people; each can produce 20 to 24 cartridges per man hour. Fewer and more efficient parts reduce your incoming and outgoing shipping costs.

It took the people who know duplicating best to invent a no-return cartridge. Stereodyne can supply you with fool-proof Dynapak cartridges. Plus superior quality tape duplication. It makes sense to let us do both.

And we won't be competing with you for retail sales. Stereodyne has no existing or planned activities in the music business.

All we offer is the finest quality tapes, duplicated for the highest level of stereo appreciation. Plus advanced production techniques that considerably lower your costs. And Dynapak, the world's first no-return cartridge.

Why don't you call us on it? We're going to make Detroit famous for more than cars.

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JANUARY 27, 1968, BILLBOARD
Chancellor taped up a 250% increase in sales last year. Did you?

If your answer isn’t yes, it may be because you’re not dealing with us!

Chancellor is the total tape headquarters for Metropolitan New York and New Jersey.

- All Playtapes
- All 8-track cartridges
- All 4-track cartridges
- All Cassettes

FREE Displays for Cartridges, Cassettes and Playtapes!
Full line of MGM Playtape Music Machines, Concord Tape Recorders and Lear Jet Stereo Tape Players for the car and home.

If it plays tape—or is tape—we’ve got it!

Call us now for the complete tape profit story!
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CHANCELLOR ELECTRONICS, INC.
457 Chancellor Avenue, Newark, New Jersey 07112
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 search the tape cartridge industry in Billboard today from 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?
MGM Records of England welcomes all delegates to MGM's first tape convention in Britain for the week beginning January 22nd.

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8054 Hums Of The Lovin' Spoonful
8051 The Lovin' Spoonful/Daydream
8050 The Lovin' Spoonful/Do You Believe In Magic?

STEREO CASSETTES
Prefix: KGX5
8065 Anders 'n Poncia
8061 The Lovin' Spoonful/Everything Playing
8056 The Best Of The Lovin' Spoonful
8054 Hums Of The Lovin' Spoonful
8050 The Lovin' Spoonful/Do You Believe In Magic?
**KERTESZ EXITS THE LONDON**

LONDON—Istvan Kertesz, principal conductor of the London Symphony since 1964, has retired after a year about renewing his contract. Kertesz, who wields total control over the orchestra's artistic methods and repertoire, has rejected offers from other major orchestras. His name is not mentioned in the new personnel conductors, with Colin Davis joining the BBC Symphony and Rudolph Vieger taking the Royal Philharmonic.

**Classical Notes**

Soprano Evelyn Lear will sing the title role in Berg's "Lulu" with the Deutsche Oper Berlin this winter before recording the opera for Deutsche Grammophon. Stefania Resnik sings her first regular performance of "Carmen" with the Houston Opera Festival. Mary Ellen Fredriicks sings her first Michalak at the Met. Performance of the "Firebird" with the London Philharmonic, with the company as Amners in Verdi's "Requiem," is on Oct. 6. The first performance of the Met's new produc- tion with Elsa Linder is slated for Oct. 16 with Montserrat Caballè, Helene Seemann, and Ruth Miller. Giorgio Tozzi and Edoardo Malagori, both new conductors. James King sings his first Don Juan in "Carmen" at the Met Feb. 10.

**Martha's a Delight**

*Continued from page 38*

... "In My Dream (Malaparri)," Perhaps the best selection of the evening belonged to Gramm, who acquired the Columbia and Decca. His final duet with "The Eflat" a high spot. Other peaks were the major ensemble led by Alexander and the last duet between Alexander and Miss Fenn. The voices of Lorraine Fenske and Paul Plantek, debuting with the Met this season, also handled their roles well.

Franz Allers, who has recorded for Columbia, Victor and Vaghiya, conducted a bright, well-paced performance of the novelty. There are two good recordings of the operas. Urania offers it in the original Keri- sz with Elsa Berger, Peter Anders, Else Tegtloff and Jules Alder, a Master conductor. Everest's version is in Italian with Elena Rizzoli, Ferruccio Furlanetto, Pa Tassini and Carlo Tagliavini, Pa Tassini and Carlo Tagliavini, Francesco Molinari - Pradelli conducting.

FRED KIRBY

**Dichter Clicks**

*Continued from page 35*

Mozart's "Symphony No. 41 (Jupiter)," which opened the program, scenes, and long as Bernstein took all of the work's repeats. The last year's program included a version of Mozart's "Symphonies Nos. 39 and 40" with Bernstein and the Cleveland Orchestra. A new album has an album with Bernstein conducting the Vienna Philharmonic in Mozart's "Symphony No. 36 (Linney)" and "Piano Con- certo No. 15." Bernstein was also soloist in the concerto.

**JANUARY 27, 1968, BILLBOARD**

**Classical Music**

**BEST SELLING LP's**

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<th>Artist, Label &amp; Number</th>
<th>Title, Label &amp; Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>678</td>
<td>BERNSTEIN, LEONARD, Columbia (M)</td>
<td>&quot;Symphony No. 3&quot; (Columbia)</td>
</tr>
<tr>
<td>22</td>
<td>678</td>
<td>SAWYER, JIMMY, Liberty (M)</td>
<td>&quot;Mr. Blue&quot; (Liberty)</td>
</tr>
<tr>
<td>23</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;Revolver&quot; (Capitol)</td>
</tr>
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<td>24</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;Sgt. Pepper's Lonely Hearts Club Band&quot; (Capitol)</td>
</tr>
<tr>
<td>25</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;Help!&quot; (Capitol)</td>
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<td>26</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;The Beatles&quot; (Capitol)</td>
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<td>27</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;Magical Mystery Tour&quot; (Capitol)</td>
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<td>28</td>
<td>678</td>
<td>HARRISON, THE BEATLES, Capitol (M)</td>
<td>&quot;A Hard Day's Night&quot; (Capitol)</td>
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</tbody>
</table>

**NEW ACTION LP's**

RAGNAROFF, ISLE OF THE DEER/SCARAB—POEM—ISM Symphony Orchestra, Melodiya (M) | "Scandia" (Melodiya) | 15 |
| 21            | 678  | SOUSA, JOHN Philip, Decca (M) | "Washington, D.C." (Decca) | 14 |
| 22            | 678  | SAWYER, JIMMY, Liberty (M) | "Mr. Blue" (Liberty) | 14 |
| 23            | 678  | HARRISON, THE BEATLES, Capitol (M) | "Revolver" (Capitol) | 14 |
| 24            | 678  | HARRISON, THE BEATLES, Capitol (M) | "Sgt. Pepper's Lonely Hearts Club Band" (Capitol) | 14 |
| 25            | 678  | HARRISON, THE BEATLES, Capitol (M) | "Help!" (Capitol) | 14 |
| 26            | 678  | HARRISON, THE BEATLES, Capitol (M) | "The Beatles" (Capitol) | 14 |
Czechs to Bank Eurovision Contest Hopes on K Gott

PARIS—Czechoslovakia's contender Karel Gott (1967 MIDEM Trophy winner) will represent his country in the Eurovision Song Contest in London on April 6. Gott will sing a song written in 1965 by Eurovision winner Udy Jurgens.

The right to enter the Eurovision Contest is determined by international agreement. Gott's Jurgens to decide on a song for Eurovision. It will be recorded in German, English, French, Italian, Spanish, and Czech at the beginning of March in Vienna.

The German version will be recorded in Germany and Supraphon will release it with a new phonograph label on June 15. The release in other territories is under way.

German Disk Co. Boost Pop Prices

Bonn — West German record companies have boosted disk prices to reflect the new added-value tax which went into effect on Jan. 1.

But the German companies will gain an advantage with the tax on export sales. The added-value tax replaces the turnover tax, which is applied to exports, as was the turnover tax.

This means that German record companies will gain a substantial edge in export sales, making it harder for foreign competitors to gain a foothold. The bulk of German records sold abroad is pressed in Germany and shipped to foreign distribution centers.

German record companies are holding the price lines on export records, putting pressure on foreign companies, which are now asked for a 10 percent price increase. The government is tightening controls on the foreign market to protect it from competition.

Records sold throughout the country are subject to an additional 10 percent tax, which is applied to the price of the disk. Import records are subject to a 10 percent duty.

A strong sales promotion brought such artists as David Bowie, Elton John, and Jethro Tull; Van Morrison, Cat Stevens, the Rolling Stones, the Minutemen, the Quireboys, and the J. Geils Band.

A strong promotion of other artists included the recent release of Richard Strauss' "Elektra" with Eileen Farrell.

The year had also noted the introduction of Decca's Herb Alpert and Tijuana Brass' albums in November.

The label also issued the following albums:

- "The Incredible String Band" (Decca)
- "The Incredible String Band" (Galliard)
- "The Incredible String Band" (RCA)
- "The Incredible String Band" (Capitol)
- "The Incredible String Band" (Elektra)
- "The Incredible String Band" (United Artists)
- "The Incredible String Band" (Columbia)
- "The Incredible String Band" (Atlantic)
- "The Incredible String Band" (Polydor)
- "The Incredible String Band" (Coral)
- "The Incredible String Band" (Emex)
- "The Incredible String Band" (Reprise)
- "The Incredible String Band" (Elektra)
- "The Incredible String Band" (Columbia)
- "The Incredible String Band" (ATL)
- "The Incredible String Band" (EMI)
- "The Incredible String Band" (Sire)
- "The Incredible String Band" (Coral)
- "The Incredible String Band" (Capitol)
- "The Incredible String Band" (Elektra)
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Maris-Musik
Distribution
Set for Ariola

GUETERSLOH, W. Germany — Ariola-Eurodis record company will distribute all production of the new West German label Maris-Musik Production.

The label is beginning operations this month with the release of a single with the soundtrack from the CCC-Film film "Heister Sand auf Sylt." The Maris-Musik label will concentrate on signing young talent.

Herbert Maris, the label's chief, has signed a young Munich singer, Christopher York, and the Maris chief producer, Uli Roever, is preparing the first recording with York.

Maris-Musik also has scheduled production of the first record in its projected "Golden Series," featuring Clarissa May, Norman Assott, Pete and Tina Rainforth, and the Maris Singers.

Clarissa May took second place in the young talent contest held in Munich last fall by the German TV Second Program network.

The Second Program, meanwhile, will release it in the young talent contest in 1968 - in October. The 1968 competition will be shifted from Munich, where it was held last year, to Berlin.

Sales Down
In Denmark

COPENHAGEN — Record sales in Denmark dropped by 8 percent and 11 percent respectively in September and October, compared with the same two months in 1966, reported the Danish Film-Engelsk managing director, Preksky.

Reason for the decline in sales is attributed to the advent of the "golden value tax," a tax levied on the retailers' profit margin - which with the existing sales tax makes Danish record prices among the highest in western Europe.

Negotiations are in progress between the Danish record industry and the government in an effort to lessen the tax burden.

ESP to MIDEM

CANNES — ESP-Disk and its publishing subsidiary, United International Copyright Reprensentatives, Inc., announced additions to the list of exhibitors at MIDEM. At MIDEM, ESP president, will represent the firms.

Pye Is Reshaping Policy on Golden Guinea LP Series

LONDON — Pye is revamping its Golden Guinea LP series policy. Beginning Feb. 16, releases will encompass special regional interests and taste as well as continuing the classical Collector Series repertoire.

Pye's Moony Franky will supervise pop product for Golden Guinea release, and John Snaith and Brian Auger will concentrate on the Collector issues. GC 1103 costs £1.20 each, and will now be available in monaural and stereo.

The Feb. 16 release will include "Back to the Sounds of Wales" by the Rhos Male Voice Choir, an album covering various Welsh folk and classical songs and intended as a link to the choir's participation at the funeral service for Prince Charles at Caernarvon Castle July 1, 1969.

Other LPs in the release are two brass band albums, "The Champions," by the Black Dyke Mills Band, current holders of the British national brass band championship, and one by the Brighouse and Rastrick Band. There are also two Scottish LPs by the Shotts and Cadocia Pipe Band and Calum Kennedy.

The Band of the Coldstream Guards has been signed to record for Golden Guinea. Some of this band's LPs of marching and arranger-MD Bob Leaper.

Coke Using Canadian Talent On LP's in Special Promotions

TORONTO — An important vote of confidence in the drawing power of Canadian talent is registered with Coca-Cola's investment in two specially produced albums featuring Canadian talent. The albums, "A Wild Eye," with the Staccatos and the Guess Who for the English market and "Raisins" with Michel Louvain and Michele Richard for the French-Canadian markets, will be launched next month.

They will be promoted with points-of-sale displays illustrating the record jackets, banners and millions of bottle-neck ringer details with order form, radio commercials featuring material from the record and top teen days Brian Skinner of CHUM and "Big E" Walters of CKFH, Toronto, and radio station promotion kits.

From The
Music Capital of the World

AMSTERDAM

The Ten Years After were in Rotterdam for concert appearances. The Dave Clark Five visited Holland to tape a TV show featuring their current hit, "Everybody Knows," Paul Jones starred in the local TV show "Fenklup." The first performance of the Dutch version of the American musical "I Do, I Do" was staged in Rotterdam, Jan. 1. Boenema released the original soundtrack of the Dutch version on its imprinted label, featuring Annet Nieuwenhuyzen and Eric Schneider.

The Beatles' "Hello Goodbye" on Parlophone topped the 100,000 sales mark six weeks after release. Radio Veronica, voted the Dekeker radio station last year, sold over 8,000 copies of Ten Years After's single and "Playing the Fool," released in December.

Rome launches this week a television show, "I Am COCO." The two front-runners of the Italian pop scene will be Mario Venzi and Ennio Morricone.

MODUGNO INKS ON 2 FRONTS

ROME — Domenico Modugno has signed a five-year exclusive contract with RCA-Italiana, as author and composer. The agreement runs through the 18th San Remo Festival Feb. 1-3. He will sign "I Posto Minimo," produced by Italian Musical. RCA-Italiana. Also, Modugno has signed in the international gala, the opening night, Sunday (21).
Bridge Joins Pye's Board

LONDON—Godfrey Bridge, former chairman and managing director, joins the board of Pye Records (sales) on Jan. 29. He will hold the newly created post of international director.

In this new post, Bridge will be responsible for the exploitation of all Pye product overseas.

International manager Peter Elderton has been named managing director of Harry Catt and is also international manager Alex Everitt.

Bridge, who was at EMI for eight years, became managing director of the Gramophone Co. in July 1966. He became joint general manager of the company’s overseas division early last year and was succeeded as managing director until Dec. 3.

Bovema Had Big Share of Hits

AMSTERDAM — In a review of 1967, Bovema, the Dutch label, claims a major share of the year’s hits and underlines the importance of its discs in world rock recording.

Bovema artists visiting Holland for radio, TV and concert appearances included Roger Whittaker, Terje Lund, Lou Rawls, Paul Jones, Adam Faith, Keith West, Jeff Beck, the Hollies, the Procol Harum, P. P. Arnold, the Who, the Moody Blues, Dave Clark and the Five Mix.

Bovema also developed its own Imperial label production with substantial recording of the Cats and the Buffoons. During 1967, Bovema extended its repertoire with the acquisition of the Barclay (France), SABA (Germany), and Blue Note and ABC labels for distribution in Holland.

EMI Disks Hit Big in Denmark

COPENHAGEN — Nine of Denmark’s top 10 hits in 1967 were EMI recordings, reports managing editor Sjeto Johansen.

The company’s best seller of 1967 was the Beatles “Hello, Goodbye” on Parlophone, although it was not released until May.

Of albums in the 22 kroner (52.10) price bracket, EMI had the No. 1, No. 2, No. 3, No. 5, No. 6, and No. 9 spots. Top selling album was the Beatles “Sgt. Pepper’s Lonely Hearts Club Band.” Third, fourth, and fifth, and respectively, the Everly Brothers, the Red Squares, Keld and the Skippers, and Bjorn Tidemand.

In the low-price album bracket, the Beatles “A Hard Day’s Night,” another LP recording of “A Hard Day’s Night,” and an album of American country music, was 1967’s No. 1.

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WITH MORE COURAGE, LESS COMPROMISE
THAN ANY GROUP EVER TO TILT AT THE HYPOCRISY
OF A HIDE-BOUND STATUS QUO.
IMPROBALLY NAMED, IMPASSIONATELY PREMISED -
THE FUGS ARE READY FOR THE WORLD!
IS THE WORLD READY FOR THE FUGS?

"TENDERNESS JUNCTION"
ON REPRISE RECORDS R/RS 6280
The big summer beach dance scene in Melbourne has mysteri-
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some top groups are feeling the pressure of a financial squeeze. Some
top groups were even reported to have played for free to keep alive.
One result is that several top Sydney dance bands are being
recruited by new groups in the Melbourne area, and some of the
unknows, have been cut down to the bone. The bands that are
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TAPE CARTRIDGE TIPS

by Larry Finley

Here is what some of the leaders in the music industry say about the ITCC first quarter promotion.

Bill Lewis, V-P of Retail Sales Net-Bran Co., Birmingham

"It's the greatest promotion I have ever seen—unbelievable prizes. We had two new salesmen sell 14-100 packs in the first two days."

Merritt Kirk, Gen'l Mgr. Record & Tape Div. Catelectron, San Francisco

"Contests for dealers are difficult, but this one they understood right off the bat. They are very excited about it, as are our salesmen—their enthusiasm is just great!"

Sid Koenig, Pres. Chancellor Electronics, Newark

"Outstanding promotion which should generate a lot of business for dealer at the consumer level. Something much needed and wanted in this industry for a long time. Glad ITCC thought of it!"

Mort Ohren, Sales Mgr. Tape Distributors of America, Chicago

"This is the most exciting promotion I have seen in my life. It's the first time, to my knowledge, that the distributor, salesman and retailer can come out on top. All I can say: 'Keep up the good work, Larry!'"


"Schwartz Bros. hungry salesman flipped over ITCC's presentation. Our order on the 100 pack should reach 200 within the next week. Thank you for giving us the opportunity of being associated with a winner!"

Jack Baker, Division Sales Mgr. Craig Corp., Los Angeles

"The ITCC tape program is one of the best thought out sales programs that I have observed. It will create mounting interest in a new and expanding industry!"


"The old showman does it again; Larry Finley's fantastic presentation of ITCC's first quarter promotion is a sure-fire winner. A wonderful incentive for the tape cartridge industry!"

Larry Rosemarin, Pres. Record Distributing Co., Houston

"With this program, all are winners. ITCC's first quarter promotion is one of the most direct and most informative meetings that I have attended in some time!"

Steve Morris, Admin. Co-ordinator Twentieth Century-Fox Records, New York

"I think that the ITCC sales presentation, itself, is one of the most impressive of its kind that I have ever seen. The sales program should open up vast retail outlets for the marketing of stereo tape cartridges!"

Irving Rosenberg, President, Associated Records Trenton

"This is truly fantastic. The Music Industry has needed something like this for a long time. We're with you One Hundred Percent. Truthfully feel that this will bring the Cartridge Industry to the point that it truly deserves in our economy."

New Low Price Cassette Units Seen Threat to Two-Tracks

A number of exhibitors showed cassette playback units in the $24.95 range that would record and playback.

Meanwhile, Playtape units were being shown at all-time low prices. For example, Topp was running a housewares show special on a unit — the price $10. Playtapes themselves were being priced to retail at $1.

Using the time-warped expression, one buyer remarked, "They're giving away the razor to sell the blades." Some Playtape innovations were interesting. International Importers, Inc., showed its Ho Yo unit with $4 AM tuner built into a cartridge. The player itself was priced at $9.95.

awa is preparing a cassette playback for summer introduction that will carry a list price in the neighborhood of $16. Company spokesman Keith Johnson said, "And this will be a quality unit."

Fully Involved Several exhibitors also said the firm will be fully involved in the low-cost cassette playback field by the time of the Consumer Electronics Show.

Commodore's Mike Simon displayed a unit in the $24.95 range that records and plays cassettes.

Simon said, "One thing that has held back the portable cassette player is the lack of variety. By this, I mean you are limited to one cassette at a time. We hope to overcome this with our 'Rangaroo' unit which will have a pouch or saddle pouch all engineers to carry six cassettes with the unit."

Midland International Corp. of Kansas City, Mo., an automobile-oriented company, was talking mostly cassettes. A company spokesman said that by the time of the Consumer Electronics Show, Midland will have at least eight cassette models, including low-cost playbacks.

Many importers and buyers said that the shakeout in cassette equipment is imminent, the most imminent period being determined by the time necessary to have available low-cost precassettes.

As one buyer remarked, "A little ridiculous to offer a cassette player for $19.95 and still have to sell cassette cartridges at $5. Cassette cartridges have come down."

The Turtles

Artists of the Month for January

4 & 8 track stereo cartridges

Sign up today for the Artist of the Month Promotion

Get your free P.O.P. material from The HOT Line

GENERAL RECORDED TAPE INC.

1286 Lawrence Station Road
Sunris, California 90607
(408) 734-2910

January 27, 1968, Billboard
Norelco has the only cassette with a lifetime warranty.

The Compact Cassette started the cassette recording business. And Norelco started the Compact Cassette.

It took years and years of developing and redeveloping to make it like we wanted. So, unlike some manufacturers, we back our cassettes with a lifetime warranty. Which means, if any defect shows up at any time, we’ll replace the cassette. And that goes for all our cassettes—the C-60, C-90 and C-120. Norelco is the only cassette that has a lifetime warranty. And we go through a lot of trouble to back it. Precise engineering, checked by rigid performance testing. Testing for full fidelity reproduction. For frequency response. For signal-to-noise ratio. For alignment control. For friction level and strength.

We go through a lot of trouble. Our cassette machines are checked as thoroughly as our cassettes. But we figure it’s good business for both of us. After all, the cassette business wouldn’t be anywhere without the cassette.

Norelco is the only cassette that has a lifetime warranty. And we go through a lot of trouble.
LISTEN... the only complete, current consumer tape catalogue with listings for 4, 8 track, cassette and open reel, is now available!

LISTEN has more than 5900 tape titles indicating package availability and price. LISTEN is updated on a daily basis and published every other month...Every title is computerized for total accuracy.

Each issue of LISTEN contains a minimum of 32 pages of exciting editorial material. Our first issue contains interesting features on such artists as:

- ARETHA FRANKLIN: An Ocean of Soul
- RAVI SHANKAR: Artist of the Year
- THE MOTOWN STORY
- DOCTOR DOOLITTLE: A delightful review of the hit movie musical
- An informative review of the home equipment field.
- Plus much more

Listen Magazine is the only complete point of sale merchandiser and compact browser...it enables your consumer tape customer to conveniently know what is available in all music categories!

DEALER AND DISTRIBUTOR BULK PURCHASE PRICES AVAILABLE.

LISTEN Magazine is published Philadelphia. When attending the AAMA Show, please contact:

RON SOLOVITZ, PUBLISHER
LISTEN MAGAZINE
1008 RITTENHOUSE SQUARE
PHILADELPHIA, PA. 19103
(215) PENnypacker 5-9804

CASH IN on both Home and Auto Tape Markets with ROBERTS

Only ROBERTS gives you TWO outstanding combination CARTRIDGE and REEL RECORDERs that record 8 track cartridges for car stores from reel, FM stereo and LP records along your customers flexibility to produce their own cartridges for car stores.

Also... records from FM stereo, LP records and mine. Plays reel or cartridge through built-in speakers. Mikes, blank cartridges and other profitable accessories available.

With ROBERTS, you make more profit, more ways, more often! Write for particulars.

46
Certron Will Offer Low-Price Cassette

By BRUCE WEBER

LOS ANGELES—The drive to flood the tape cartridge market with budget line cassette product continues on a wide scale here with Certron Corp., Anaheim, planning to introduce a low-priced compact cassette.

Certron, a two-and-half-year-old tape manufacturer heavily involved in supplying private label blank tape in 4-, 8-track and reel-to-reel to major firms, will concentrate this year on developing its cassette image.

Herbert A. Gold, vice-president, said the company will introduce an EP and LP cassette line and to concentrate on mass merchandising blank cassettes through rack-jobbers, promotional programs, packaging and blister-packs, a three-cassette variety-type package.

To enhance its standing in the tape field, Certron will make several major acquisitions within 60-90 days in the home entertainment-tape cartridge field in a drive to go public, according to Gold, a former executive with Ampex.

By involving itself in the cassette market this year—Certron manufactures its own cassettes under the Certron-Audio, S. A., banner in Mexico—Gold sees a $3-4 million dollar increase in earnings is possible. "This is the year of consumer acceptance of the cassette," says Gold.

Although it plans a major drive in cassettes, Certron will continue to supply private label material, G.E., Allied, Mercury, Concertone, Capitol, Records of New York, and Team Electronics, a 40-store chain of electronic outlets in the Midwest.

Overseas commitments include a partnership with Olims—Certron—with Olims Consolidated, the largest music-electronic store chain in Australia.

Aiwa Bows Cassette Unit With Changer

CHICAGO—Aiwa showed a changer-equipped cassette player/recorder privately to buyers during the housewares shows here last week.

The changer accommodates six cassette tapes and was shown as part of the company's Model TP-1009 cassette player/recorder. The TP-1009 normally lists at $109.95 retail. With the changer the suggested list will be $158.

Amplex Gets Right to Issue All London Product on Tape

NEW YORK—London Records has signed a long-term licensing agreement giving Amplex the right to issue on tape all London product as well as that of London's subsidiary labels, including Parlo, Deram and H. The agreement covers all types of pre-recorded tape, and London's product will be issued by Amplex in open reel, cassette, and 8-track and 4-track cartridges.

The new agreement was negotiated by Marty Wargo, London's director of administration, and Edon Hall, general manager of Amplex Stereo Tapes. London has been associated with Amplex since the early days of pre-recorded tape and is one of the leading labels in London's stable of listeners.

London and Amplex now plan an even larger rate of tape releases than heretofore, with an aim toward product being issued on tape simultaneously with or as quickly as possible after release on LP.

Sony Will Offer Five Stereo Cassette Units in 5 Months

LOS ANGELES—Sony will offer five stereo cassette players within the next five months to complement its two monaural models and one 8-track recorder/player.

The forthcoming product release encompasses a deck, an attachable case model with enclosed speakers and a complete pre-amplifier center which can be connected with other components. One model will be a stereo counterpart to the monaural model 100. The price range for the new equipment will begin at $95.50 (for the deck) and escalate to $179.50 for the complete equipment center.

In addition to the monaural model 100, the line will also include the model 50, a pocket size cassette player retailing for $125. "Miniaturization," says Sony Superscope president Joseph Tsubinskiy, "does not mean cheapness."

The company's recorder/player (model TC-8) is its first combination-type cartridge machine. Sony has no plans for 4-track equipment, Tsubinskiy says, "because it's a declining market." The executive sees the cassette market as a major new area for tape—one which in no way affects the growth of the reel-to-reel business.

Kinematic 8-Track

• Continued from page 46

luxo model, the KK-1100, that lists for $229.95; a KK-1200 with built-in 4-speed phonograph and optional cassette deck, that lists for $299.95, and the KK-1770, a playback only unit, with a suggested list of $179.95.

...Mr. Dupli-Cator...

GET OUT FROM BEHIND THE '8' BALL

with the new Fidelipac "800" by TelePro, the almost in dependable 8-track cartridge performance.

OVERCOMES THE MAJOR PROBLEMS OF TAPE SPILLAGE • CROSS TALK • WOW AND FLUTTER

• WIDER PINCH ROLLER Provides excellent coupling to the capstan, withstands physical abuse and widely varying capstan force in different playback machines

• NEW WIDER, LONGER TEFLON-FACED FOAM PADS Eliminates mechanical noises and tape drag

• COMPLETE RE-DESIGN OF TAPE OPERATING PATH AND MOVING PARTS Assures dependable performance under the most severe cases of vibration, twisting and turning

• NEW FRONTAL SURFACE TREATMENT OF HUB & REEL Eliminates tape spearing and throwing

• NEWLY DESIGNED CORNER POST Provides tolerances tighter than those required by the Electronic Industries Association standard

• A NEW CONCEPT IN ENCLOSED DESIGN When cartridge is pressed firmly together; all working elements are held in optimum alignment

YOU OWE IT TO YOURSELF TO SEE AND TEST THE NEW FIDELIPAC '800'.

TelePro

industries incorporated

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Cherry Hill Industrial Center
Cherry Hill, N. J. 08034

we make tracks

That's our business and we know it! We can turn you on, in mono or stereo, and reproduce your master with brilliant sound fidelity. Fadeout, distortion? Never! So if you set the beat, we'll make tracks.

www.americanradiohistory.com
CHICAGO—The major news item this week is the massive reorganization of the audio record manufacturing industry, which has placed buyers and exhibitors here in the position of being forced to buy from two companies. The result is an increasing effort by Aiwa, Panasonic, and Pfanstiehl to join forces to present the prices on their audio lines.

The word was out from both of these major importers that dealers who cut Panasonic and Aiwa prices against the street and raised their prices will be in danger of having the lines pulled. Several buyers reported instances of this in the case of Panasonic. And Panasonic spokesman confirmed it off the record. Aiwa officials also, off the record, said they will be forced to react to the same tactics.

"We're definitely trying to achieve price maintenance," one Aiwa executive said. "But it is difficult to believe the line is about the only way we can achieve it."

This same official said that the firm has quite a problem with mass merchandisers cutting out the margin completely on lower-cost tape recorders while the independent dealer across the street tries to move the larger ticket items at list or close to it.

Minimum
"This bothers our independent dealer accounts," the official said.

Aiwa lists a "suggested" and a "minimum" retail price on its products. For example, on the new 7-inch tape recorder the firm introduced at the show here (an item Aiwa feels will create a sensation in the market because of its price), the "suggested" retail price is $169.95 while the "minimum" retail price is $169.80. The recorder carries an $80.00ationToken TP-1012, has 18 transistors, seven dials, five indicator lights, 4-track monaural, has 7-inch reeds, AC current, two VU meters. It is also equipped with a built-in microphone that can be controlled by a hand-held microphone. The recorder also has AC power connections and drive control, and a record speed of 1,350 RPM. In audio highlights the following items were presented at the show.

Highlights of the Masterwork Line

COMPLEMENTARY SYMMETRY series Model M-6001 with Garrard 11-inch studio turntable at $299.95.

MARTINWORK Model M-808 tape recorder at $129.95.

MARTINWORK Model M-730 Masterwork tape recorder at $199.95.

CONSOLE MODEL M-5125, a step-up unit at $259.95.
Audio Retailing

Highlights of the Masterwork Line

MASTERWORK MODEL M-2119, $69.95, is avocado and olive and has drop-a-matic changer.

RADIO/PMONO combination, Model M-2107A, at $79.95.

TEEN MARKET Model M-2118 stereo portable with drop-a-matic changer at $49.95.

NEW MONO ENTRY in the Masterwork line, Model M-2103, in zippered, black-alligator vinyl at $29.95.

CONSOLE MODEL M-5127 in 60-inch cabinet, a promotional leader at $199.95.

Fight them all

Heart Attack
Stroke
High Blood Pressure
Rheumatic Fever

Give Heart Fund

JANUARY 27, 1968, BILLBOARD
### HOT 100 - A TO Z (Publisher-Licensed)

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label &amp; Number</th>
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<tr>
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<td>Just as Much as Ever</td>
<td>Jeff Beck</td>
<td>A &amp; M 966</td>
</tr>
<tr>
<td>2</td>
<td>There is</td>
<td>Three Dog Night</td>
<td>Atlantic 8015</td>
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<td>3</td>
<td>I Can't Stand Myself</td>
<td>The Doors</td>
<td>Reprise 4001</td>
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<td>The Righteous Brothers</td>
<td>Imperial 10033</td>
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<td>5</td>
<td>Sweet Little Sixteen</td>
<td>The Nazz</td>
<td>Capitol 9005</td>
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<td>Get My Baby</td>
<td>The Four Preps</td>
<td>Epic 4224</td>
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<td>7</td>
<td>100 Bottles of Wine</td>
<td>The Mamas &amp; The Papas</td>
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<td>8</td>
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<td>10</td>
<td>Easy to Be Hard to Handle</td>
<td>The Righteous Brothers</td>
<td>Imperial 10033</td>
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### Billboard Hot 100 - January 31, 1964

**Star Performer:** Sides registering greatest proportionate upward progress this week.

**Record Industry of America seal of certification as million selling single.**

---

**_amount**

**Category**

**Attendance**

**Venue**

**Date**

---

**Chart Rankings**

- **Billboard Hot 100**
  - **Top 10**
    - **1.** Just as Much as Ever
    - **2.** There Is
    - **3.** I Can't Stand Myself
    - **4.** I'm Going Home
    - **5.** Sweet Little Sixteen
    - **6.** Get My Baby
    - **7.** 100 Bottles of Wine
    - **8.** I'm a Believer
    - **9.** The Other Side
    - **10.** Easy to Be Hard to Handle
  - **Remaining Song Titles**
    - **11.** The Other Side
    - **12.** Easy to Be Hard to Handle
    - **13.** I'm a Believer
    - **14.** 100 Bottles of Wine
    - **15.** I'm a Believer
  - **Bottom 10**
    - **91.** I Can't Stand Myself
    - **92.** I'm Going Home
    - **93.** Sweet Little Sixteen
    - **94.** Get My Baby
    - **95.** 100 Bottles of Wine
  - **Recording Industry of America seal of certification as million selling single.**

---

**Additional Information**

- **Record Industry of America seal of certification.**
- **Attendance**
- **Venue**
- **Date**

---

**compiled from national retail sales and radio station play by the Music Popularity Dept. of Record Market Research, Billboard.**

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**New Album Releases**

- **AVANT GARDE**
  - John YUHASZ - Earl (Jazz) / AP 10785

- **BELL**
  - ORIGINSOUNDtrack - La Guitare Est Parisi; 
  - 8632

- **DESTO**
  - JOHN ERIK ERIKSSON/WILLIAM MILLER - Songs by Two Americans, O.G. 8320

- **EPIC**
  - THE CITY BROADCASTERS - Film 1515; 
  - SBS 5028; 
  - 2549

- **IMPERIAL**
  - FLOSS Yip & Pam of LARRY BURSTEIN - In the Desert; 
  - F.C. 4107; 
  - 2790

- **LIBERTY**
  - JAC KLEBERG, 20th Century Fox - The World Needs Now Is Love; 
  - 1222

- **PHILIPS**
  - KARL ERIC- The Song Is Not Ended; 
  - PHIL 4405; 
  - 4405

- **PHILIPS WORLD SERIES**
  - OSCAR OURYN, SIMON CARTER - Symphony No. 2/Carl Narson - London Symphony (Boult); 
  - PHIL 5002

- **POLYDOR**
  - ROY BLACK - 274915; 
  - 274915

- **TITLES, Artiste, Label & Number**

**Album Reviews**

- **ALBUMS**
  - **STAR NATIONAL BREAKOUTS**
    - **NEW ACTION LP'S**
      - **WELCOME TO MY LOVE**
        - Nancy Wilson, Capitol 2491 (M); ST 2390 (S)
      - **WALT DISNEY PRESENTS THE STORY AND SONGS OF THE JINGLE BOOK**
        - Soundtrack, Disneyland 19474 (M); ST 2790 (S)
      - **GLORY OF LOVE**
        - Melba Montgomery, A&M LP 2003 (S); AP 3002 (S)
      - **DEAN BLOUS/NINO MIDAS IN REVERSE**
        - Dean Blous, LP 23444 (M); BN 23443 (S)
      - **THE CICHERNETHES LTD. LIVE AT CASSAPELL PALACE**
        - Capitol T 2840 (M); ST 2840 (S)
      - **ROBERT BANDONO WITH THE KNIGHT BRIDGE STRINGS & VOICES**
        - Unknown, LP 5009 (S); LPS 5093 (S)
      - **JOURNEY WITHIN THE CHARLES LLOYD QUINTET**
        - Atlantic 1493 (S); SD 1493

- **More Album Reviews on Pages 60 & 62**

**Recordings**

- **CARAVAN**
  - Bert Kaempfert (Decca)

- **COUNT THE WAVES**
  - Society Of Four (Mega)

- **LITTLE SUNSHINE**
  - Annie Coradell (Columbia)

- **RED ROSES FOR A BLUE LADY**
  - Vic Damone, RCA Victor (M; MCA, A&M; MCA)

- **LITTLE PEOPLE**
  - Send Us A Miracle (Epic)

- **WHO'S YOUR DADDY?**
  - Bobby Vinton ( Epic)

- **THE SHEIK OF ARABY**
  - Jim Swedengren (Wargorit)

- **HOW COME YOU DO ME LIKE YOU DO**
  - John Do (Columbia)

- **STAR STRUCK**
  - Stars Fell On Alabama (Green/21 Trombones)

- **SOULFIRE**
  - St. James Intermittent (Audio Fidelity)

- **FIDDLE FADDLE AND 14 OTHER LERRY ANDERSON FAVORITES**
  - Utah Symphony (Yuguard)

**Billboard**

- **TOP 40**
  - Only the following 25 albums are being sold in record stores.

**Easy Listening**

- **JANUARY 27, 1968, BILLBOARD**
<table>
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<th>WEEKS ON CHART</th>
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<td>The Miracles</td>
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<td>Otis Redding</td>
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**STAR PERFORMER: LP's on chart 15 or more weeks.**

**TAPES AVAILABLE:**

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<td>10</td>
<td>9</td>
</tr>
</tbody>
</table>
“MR. SHING-A-LING” by Lou Donaldson

A Hit Album Following In The Tracks of “Alligator Boogaloo”

More Great New Albums From Blue Note Records!

“A Taste for Everyone on Blue Note Records!”
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label &amp; Number</th>
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<tr>
<td>Jerry Buffalo</td>
<td>Boy: Bee Gees</td>
<td>Atco 76412 (US)</td>
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<tr>
<td>Edible</td>
<td>...40</td>
<td>RCA 1312 (M)</td>
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<td>Judy Collins</td>
<td>Wind Flowers</td>
<td>Elektra 43012 (US)</td>
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<td>Bobbie Gentry</td>
<td>-Ode to Billie Joe</td>
<td>Capitol 1006 (US)</td>
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<td>Paul Mannett &amp; Joe Morgan Hits</td>
<td>Phillips P NM 220-349 (US)</td>
<td>FHS 400-402 (5)</td>
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<td>Butterfield Blues Band</td>
<td>-The Resurrection of Paul Butterfield</td>
<td>Columbia EK 4615 (US)</td>
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<td>Johnny Cash</td>
<td>Sings from San Quentin</td>
<td>Columbia KCS 6045 (US)</td>
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<tr>
<td>Edwyn Arnold</td>
<td>-The Best of</td>
<td>RCA Victor EP 3920 (US)</td>
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<td>Sunny &amp; Cher</td>
<td>The Best of</td>
<td>Atco 33-219 (US)</td>
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<td>Paul Revere &amp; the Raiders</td>
<td>-Greatest Hits</td>
<td>Columbia KC 6046 (US)</td>
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<td>-With a Lot of Soul</td>
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<td>-The Lonely Bull</td>
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<td>-Camelot</td>
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<td>-This Is My Song</td>
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<td>-South of the Border</td>
<td>Atlantic ALP 116 (US)</td>
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<td>-Fiddler on the Roof</td>
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<td>-Equinox</td>
<td>Atlantic ALP 116 (US)</td>
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<td>Mama &amp; Papa</td>
<td>-Delivery</td>
<td>Babbit &amp; Ross 01004 (US)</td>
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<td>Beautiful Country</td>
<td>-Deliver</td>
<td>Liberty LPM 3552 (US)</td>
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<tr>
<td>Bill Cosby</td>
<td>-Why Is There Air?</td>
<td>Warner Bros. 2003 (US)</td>
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<td>Original Cast</td>
<td>-Barnaby Jones</td>
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<td>Tommy Bolin</td>
<td>-The Whole World's Watching</td>
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<td>-South of the Border</td>
<td>Atlantic ALP 116 (US)</td>
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<tr>
<th>Artist</th>
<th>Title</th>
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<td>-Down to the Valley</td>
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