Peer in Giant Rodgers Pitch
By PAUL ACKERMAN

NEW YORK — The Peer-Southern organization will launch a massive promotional campaign this April marking the 40th anniversary of the publishing firm and highlighting the career of the legendary Jimmie Rodgers. RCA Records, owner of Peer and Southern, and millers, will tie in with the Southern-Peer promotion and repackage and release various Rodgers albums to be selected by Brad McCuen, RCA Records executive archivist. The promotion will center around the release on April 2 of a 25-minute single, written and produced by Vaughn Horton, titled "Jimmie Rodgers Blues," sung by Elton Britt. The song tells the story of the singer's Brundage, with the lyric interpolating titles from the Rodgers songs. Disk jockey samples will be available late in March.

The project is of historical interest and is sure to cause a flurry of excitement among jockeys, radio programmers and record buffs. Rodgers, one of the (Continued on page 8)

Cap. Grammar Leader With 16
By MIKE CROSS

NEW YORK — The record business is on the verge of becoming a political force in South Africa. Many industries feel that the record business there has grown to such an extent, and has such a potential for continuous growth, that the giant South African companies will soon be stirring up a breakthrough in apartheid. (Apartheid is the Afrikaans word for separate development of the white, colored and black races.) The expected weakening of the apartheid position will be the result of economic pressures rather than show business liberalism. The country is emerging as an important factor in the global market for imports as well as exports and the business community believes that the record buying public can be greatly expanded if the apartheid policy is rescinded. It's estimated that there are 4 million record buyers already secured but that it makes up only a small percentage of South Africa's market potential.

Personal appearances by American recording artists have proved to be an important factor in stimulating the record business there, but the apartheid policy has been keeping the visits at a minimum, and American-Negro artists are choosing to avoid the scene completely because of the rigid segregationist attitude. But now that rhythm (Continued on page 12)

Gretsch Sets 7 'Parties'
By LEE ZHTO

BOSTON — The Fred Gretsch Co., manufacturer of musical instruments, will bow a Great Gretsch Party in at least seven U.S. cities beginning April 10, following the success of a symposium and concert here last Saturday (24) based on the "Gretsch Sound." Plans for the "parties" will be capitalized on the local rock group sound in each city, were announced by Barry Morrison, head of Marketing 720.

World Pacific, Shoe Co. Tie
By HANK FOX

NEW YORK — In one of the largest tie-ins involving a record company, World Pacific Records and the Thom McN shoe division of Melville Shoe Co., will kick off a $3.5 million promotion for its new Thom McN shoe, the "Raga Buckle," and its organizational structure in preparation for an accelerated expansion drive.

Capitol, as a wholly owned subsidiary of Britain's vast EMI had no traded stock under its own name on the U.S. market with which to deal. Capitol Industries, Inc. representing the combination of (Continued on page 13)

Stations Play Potpourri Pop
By CLAUDE HALL

NEW YORK — A format based on both rock 'n' roll and easy listening music is sweeping from station to station. It's the newest trend in radio and the curious thing is that at present the format doesn't have the ratings to go with it.

This has not deterred such stations as WHK, Cleveland, KDKA, Pittsburgh; WONE, Dayton; WTIX, Flint, Mich.; and KCBX, San Francisco. Other stations have been using this type of format for some time, including KPOL in Los Angeles, WMC in Memphis, WNEW in New York, WBBM in Chicago, WJZ in Baltimore and WHN in New York has been occasionally playing records that, in the past, it didn't program. WXIZ in Detroit is doing much the same thing.

MGM Records has just welcomed Connie Stevens, Hollywood-broadway-T.V. super, to the label. Her first MGM single, already showing strong sales action, also shows Connie with a new image. In the same top form material. Both hit sides, "I Wonder If I'll Ever Find Another You" (7-E-4039) and "Love Me" (K-13906) were produced by Richard Doty.
new Victor single

ELVIS
STAY AWAY
FROM THE M-G-M PICTURE "STAY AWAY, JOE"
U.S. MALE

#9465

METRO-GOLDWIN-MAYER
Presents
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in
STAY AWAY, JOE
Co-Starring
BURGESS MEREDITH
JOAN BLONDELL
KATY JURADO
THOMAS GOMEZ
HENRY JONES
Screen Play by
MICHAEL A. HOEY
Produced by
DOUGLAS LAURENCE
Directed by
PIERRE TREKSJURY
in B&W and Technicolor

NOW AVAILABLE ELVIS' VOL. 4 GOLD ALBUM
Executive Turntable

Lee Saner has been appointed national sales and promotion director for BMG America, Inc., which distributes Impulse, BluesWay and Riverside Records. Saner joins the record company's home office in New York after four years as a local New York City salesman with ABC Records Corp., ABC's distributing branch. In the newly created position, Saner will report to Howie Stone, ABC Records vice-president, and will work closely with Bob Thiele, who heads ad activities for Impulse, BluesWay and Riverside, in addition to the other labels.

George Goodwin has been named to the new position of promotion of the Eastern Region for Epic Records. Goodwin has had sales promotion positions with Atlantic, RCA, and Metromedia for the past year. Before joining Epic, he was with the Creative Services Department of Columbia Records. In his new post, Goodwin will work with Eastern district and regional promotion managers on merchandising and promoting Epic product. Goodwin will report to Richard Atkinson, Epic manager of sales and promotion for the Eastern Region.

Grenna Whitaker has been named vice-president of Invincible Recording Co. She also will be involved in production, writing and managing, with Leon Bazelton Jones, Invincible's president. Miss Whitaker also will handle the firm's New York office, slated to open in the fall. Her duties also will include overseas operations. Miss Whitaker is a columnist for Afro-American, has been appointed director of public relations for ESP and ORO DISK. She joined the firm in August 1967 as a publicity secretary.

Richard Colzani has joined MusiCor Records as a liaison man in the field for sales and promotion between Musicor's home office and distributors, radio, pop music stations and promotion men. In sales, Colzani will be responsible to Chris Spinco, vice-president and sales manager. In promotion, he will report to Irwin Rawitz.

Bert Fink has been named director of sales for Merco/ Collegiate Record Corp. Fink previously managed the book store at Sycuse University. Charles H. (Chiz) Schultz has joined Belafonte Enterprises as associate producer in charge of TV and motion picture projects. Schultz was executive producer of filmed dramas on "The Danny Thomas Hour." He was executive producer of "ABC-TV's program/1964 to early last year in both New York and Chicago. Schultz also served as director of programs for Channel 13, New York's Educational TV station.

Edward Kleban has resigned from Columbia Records and signed a three-year contract with Sunbeam Music (BMI). As a composer-harmonicist for the Broadway theater. As a top pop producer for Columbia on the West Coast, Kleban produced Percy Faith, Andre Previn, the Brothers Four, Jimmy Nabors and the sound tracks of "Doctor Doolittle." He is also executive producer of the hit TV show "Music." As head of the Broadway-soundtrack-spoken word division of Columbia in New York, he produced Herschel Bernardi's "Fiddler on the Roof," and the film "Cuarle Shulz," "Babv!" and albums with Cy Coleman and Joel Gray.

Larry Delaney is replacing Joe Price as West Coast press information manager for Capitol Records. Ralph Lew has been appointed to the sales and promotion department for Tico, Algro and Mardi Gras, the Latin labels of Roulette Records. Bob Shuler has been appointed aird producer in charge of independent production at Capitol Records. He will be responsible for coordinating outside masters and co-ordinating their production and release.

Paul R. Abbey, formerly vice-president and general manager of American Concerte, appointed manager of the newly created American Producing Distributors, a newly formed aird label. Bob Shuler has been appointed aird producer in charge of independent production at Capitol Records. He will be responsible for coordinating outside masters and co-ordinating their production and release.

Charles H. Huber named vice-president-sales of Magnetic Recorders Co. He continues as general sales manager. Len Shapum, who was recently appointed aird manager at World Wide Record Distributors, Dot Records' distributing arm. He'll also function as New York branch manager. Murray Kupan was promoted to marketing director in New York. Jim Rissmiller joins Webo Management & Concert Associates. He had been with William Morris Agency's record division.

Jim Gall has resigned as International Tape Cartridge Corp. vice-president in charge of operations, to rejoin Lear Jet as marketing vice-president. He is being replaced at ITCC by Harry Ringler.

(Continued on page 51)
HIGHLIGHTS OF THE WEEK IN

BILLBOARD

AUDI0 RETAILING

CONSUMER ELECTRONICS SHOW sponsors have released detailed bid on second annual event—and it looks at least 95 per cent bigger than last year.

CLASSICAL

MORMON PROMOTION. Columbia Records begins two-month promotion of Mormon Tabernacle Choir catalog, including dealer price incentives. Angel reissues "Ode to Edwina." 

COUNTRY MUSIC

DATE RECORDS is making double use of certain records.

INTERNATIONAL

FONNTANA SPECIALS. Philips inaugures first British major label budget plan.

MUSICAL INSTRUMENTS.

A PIONEER GUITAR MUSIC program is launched in New York City, but as yet it's only on tape.

RADIO-TV PROGRAMMING

BILLBOARD BOWS new Programming Aids chart as first feature of the radio section. Complete details on "The Good Life." 

TALENT

LULU, Epic Records, British import, makes her U.S. nightclub debut at Los Angeles' Coconut Grove.

TAPE CARTRIDGE

Can a dealer carry a full tape cartridge inventory at list price successfully compete with discounters?

FEATURES

Stock Market Quotations 29

CHARTS

Best-Selling Classical LP's 42

RECORD REVIEWS

New Releases 10

Classified Ads 67

Bar, Hear Moss & Adler

LOST ANGELES—Jerry Moss, president of A&M Records, and Los Angeles Auxiliary Records, will discuss the practical aspects of record negotiation at the Berklee Bar Association meeting Thursday.

The record executive will join Abraham Sosner of Mitchell, Silberknell & Knopp, a legal firm specialising in copyright law, in discussing record agreements.

Mayfield, Thomas

Set with the new label

CHICAGO—Sugarplum president set with the new label called Curto Records.

The chief source—virtually sole source in some cases—of advertising revenue for the undergrounds is from record and merchandise sales. The Berkeley Bar in two recent bills has carried full-page or page-fragmenting ads on Ramblin' Jack Elliott's "Young Blood" on Warner Bros.' Lorna label; "Axiem Bold as Love" by the Jimi Hendrix Experience on Reprise; Mother Tucker's "Children & Green Paper" on Columbia; Alton Watts' "OM: The Sound of HIndustan" on Warner Brothers and a one-third-page ad in "The Daily Telegram, Record City.

The same two issues carried concert ads on Rave Shankar, the Youngbloods, Ustad Ali Akbar Khan, Miriam Makeba, Country Joe and the Fish and the Quinsets.

The two most recent issues of the East Village Other have featured full-page posters of Brian Jones of Ravi Shankar, "Of Cabarets and Kings" by Chud and Jeremy, "The Time Has Come" by the Chambers Brothers, "The Lieutenant" by the Byrds, "The Peanut Conspiracy," by the Great Complicity, "The Electric Bath" by the Don Ellis Orchestra and "Events of Leonard Cohen," all Columbia LP's, and concert ads heralding performances by Country Joe and the Fish, and the Kicks, the Group, the Procul Harum.

LIBRARY RECORDS Press in its past two issues was buyout by full-page ads from Warner Bros., with Van Dyke Parks "Song Cycle"; Epic with Don (Continued on page 12)

ELECTRA RECORDS executives meet in company's New York offices to map out new campaigns. At the meeting are, left to right, Larry Ray, president, and regional general manager of West Coast operation; Mel Posey, vice-president in charge of promotions, advertising and publicity; and John Hay, to whom Ray reports concerning activities in sales and promotion.
What's Barbra up to now?

A brilliant new single, “Our Corner of the Night” On Columbia Records

www.americanradiohistory.com
Official Spanish translation of the document: 

**PAS**

**Clyde movie triggers oldie revival in France**

PARIS—The vogue for music and fashion of the 1920s and 1930s sparked off by the success of the "Bonnie and Clyde" movie, has spread to the French entertainment field. 

Since the "Clyde" movie was released in the U.S. in 1940, there have been numerous copies of famous songs from the era. In France, the vogue for old songs has become fashionable, with the result that many French film producers have decided to use original music from the period in their new films. This has led to a revival of interest in the music of the 1920s and 1930s.

**Dot to Release Product in Britain Under Own Logo**

LONDON—Dot Records will get its own identification next month. The company has decided to create its own logo, which will be used on all its releases under the label. The logo will feature a stylized letter "D" surrounded by a floral design.

Andy Williams’ Label in Gear

LOS ANGELES—Andy Williams’ new Barnaby Records swing label has been launched. The label aims to attract young listeners with the vocalistic and his general musical vision, and it will be seeking a professional record man to run the label. Williams’ first release includes the Osmund Brothers, former with Ming and Muni.

One of Williams’ first releases is a new album, "Serenade," which features the vocal talent of the late great music legend. The album has received critical acclaim and is expected to be a huge hit.

In The News

**Film of 'Bird' Out**

LOS ANGELES—The film version of "High Flying Bird," a Verve-Forecast single by Roberta Flack, will be distributed to more than 120 television stations in the U.S. and Canada by C. P. Eye, subsidiary of Warner Bros Productions.

Bill Grant-George Badonny’s "The Love Exchange and Short Story," a new product of the Los Angeles-based Love Records, has received critical acclaim. The album features ten original pieces and is available at many record stores.

**Tower Widens Production Vistas**

LOS ANGELES—Tower Records’ affiliation with production associations on a national basis with established producer and new companies.

Although the label has been a regular publisher of outside masters and has expanded rapidly in recent years, it is expected to continue to extend its contacts out of the West. Thirteen first records have been sold off by Tower Records, and the company plans to introduce new performers.

Three new productions include Timothy Covel, producer of the Jaspex’s Teapot Produc- tion (Boston), the main Attrac- tion from Bob Schwartz, owner of Schwartz Productions (New York); the Troy’s from R&B Traced In Atlantic 4 Album Set

NEW YORK—The growth of Atlantic Records into one of the industry's biggest companies can be traced by listening to some of its promising albums. Today's R&B-oriented pop music is right up Atlantic's alley and the company can be said to have a potential for the future.

The album released by Atlantic Records includes songs such as "The Clovers' "Don't You Know Who You Are?", "Chains of Love," by Joe Turner; Ray Charles’ "I Got a Woman," "Mama, He Treats Your Daugh- ter Mean," by Ruth Brown; "Two Women," by Etta Baker, plus other classics by such artists as the Drifters, the Coasters, Chuck Willis, Ivory Joe Hunter, and others. 

This year is expected to be a good year for Atlantic Records. 

**HANK FOK Matrix Club Into Record Production**

SAN FRANCISCO—The Matrix, a local record club, has begun producing masters for sale to labels. First sale by the club involved the writing of a song for the Great Society which Columbia has obtained. The LP is "Hitchin'" by the Abominations, which is an album of original material.

**Executive Turntable**

Tatiana Notzaki is the new manager of development of Japanese operations of the Infra Records Ltd., a joint venture of CBS International early this year, was New York representative of Nippon Columbia's Phonograph Record Division for six years. Notzaki, who was born in New York, will be in charge of international records for CBS.

**John Koss** has been elected president of the Institute of High Fidelity, Inc., New York, Koss, formerly vice-president of the In- fra Records Ltd., was appointed CBS International early this year, was New York representative of Nippon Columbia's Phonograph Record Division for six years. Notzaki, who was born in New York, will be in charge of international records for CBS.

**Leonard Marcus** has been appointed editor-in-chief of High Fidelity and High Fidelity/Musical America, Marcus, a musician and musicologist, has been managing editor of special projects editor. He has been managing editor since September, 1967. Marcus formerly wrote on both audio and music for High Fidelity, and was editor of High Fidelity from 1963, when it was published by the division. Before that, he was man- ager of information services at Columbia Records after being asso- ciated with NBC. Marcus has also been music critic for CBS Radio, and has written for the Saturday Review of Literature.

**Roland Gelati** will function in an expanded capacity as assistant to the publisher of High Fidelity. He will be the first member of the magazine’s editorial staff to be appointed editor.

**Jim Brown** has been named national L.P. promotion manager of Columbia Records. Brown was national L.P. promotion manager for United Artists Records for two years after working in New York promotion for Liberty Records. Previously, Brown was the main salesman and, most recently, national accounts manager with Columbia Records.

**David Margulies** has been named vice-president for marketing of the CBS Direct Marketing Services Division. Margulies will be re- placed by David Margulies, who formerly held the position of director of promotions and sales for the CBS Direct Marketing Services Division.

**Michael Michael** has been appointed head of the contract and copyright department of TelePrompTer Records and Manger Music. Michael has been with the contract department of Campbell, Silver, Cosby Corp., the parent company of Tele- prompTer, for a number of years.

**U.S. Opens Overseas Cultural Junkets to More Jazz Groups**

LOS ANGELES—The U.S. State Department’s cultural present- ations bureau, has appointed a new program director to develop plans sending more jazz groups overseas in the next year.

Already set for eight-week cultural junkets are the University of California’s jazz quintet, headed for Africa, starting March 23 in San Francisco; the groups play in five countries.

**Breed Single Cited**

LOS ANGELES—The Los Angeles' record company's gold record for their RIAA certified million seller single, "Bend Me, Shaping Me," on Acta Records.
SO HOT! A CHART TOPPER IN 2 WEEKS
IF YOU CAN WANT
SMOKEY ROBINSON & THE MIRACLES
Peel in Giant Rodgers Pitch

- Continued from page 1

WVVV, Wheeling, W. Va., starring Elton Britt and featuring Bob Finney, WVVV program manager, and Jamboree production chief, are working out the format. Myriad other stations and " formats are being set. These include appearances on national radio programs like the Franklin TV Show, the "Joey Bishop Show" and Lawrence Welk's TV program from HBM and "Hollywood Palace."... Details of the Peer-Southrom promotion on Rodgers are being set up by Ralph Vaughn and general professional manager of the publishing firm. At press time he had set up Jamboree Spectacular for Capitol, a lavish anniversary party. The Who's Who of country music as well as other industry executives, will be present.

The Capitol Records, Inc. and Audio Devices, Inc. new venture is to be called Peer Capitol. Rogers is expected to be a major hit. Ralph Vaughn and general professional manager of the publishing firm... Peoples Steel is a public utility company in Cincinnati, Ohio. It has a large fleet of trucks and equipment. The company was incorporated in Ohio in 1898 and has been in operation ever since. Its main business is the manufacture and sale of steel products. The company is also involved in the production of iron ore and coal.

Capitol Reshapes for New Era

- Continued from page 1

Capitol, Inc., and its affiliate, Audio Devices, Inc., now becomes a publicly held firm in this country, and is free to utilize its stock to foster diversification. The company can now consider new lines of business without the limitations that were previously imposed by its status as a private venture. The stockholders can be expected to be interested in the new opportunities that are now available to the company.

Capitol also expected to enter into the manufacture of television production field. EMI, which owns 25% of the British film firm, ABPC, and owns 30% of the major motion picture studios, a leading film distribution company and movie studios in Britain, is expected to help develop new films. It is likely that this will enter the film production field in the near future, as well as other areas of interest, including radio and television programming.

Capitol Industries, Inc. is structured to include the following three subsidiary corporations:

Capitol Records, Inc., which will focus on the manufacture and manufacture record product in the United States and Mexico for national distribution;

Capitol Direct Marketing Corporation, a subsidiary for direct mail order marketing, books, art prints, and other merchandise; and

Capitol Records Corporation, the following corporate entity.

Audio Devices, Inc., which will continue to manufacture and sell magnetic tape and film for consumer and industrial use, including computer data processing sound and video reproduction, and also the manufacture and sale of magnetic tape products.

Gorntkov, a recent graduate of the University of Michigan, was credited with introducing a number of innovative and forward-looking marketing strategies, as well as developing new and exciting packaging and advertising ideas, and implementing them throughout the company.

Robert Caro, new VP and general counsel, will be vice president and general counsel of the new firm. George J. Jonas, managing partner of the firm, will be the new executive vice president of Capitol Records, Inc., and will handle all the firm’s major business affairs.

Bob Yorke, former CRDC artist and repertoire specialty, will become a vice president and general manager of CRDC, the sales subsidiary firm of the record company. John Jowsey will be CRDC's vice president and national sales manager, and Neal M. Pyles will be CRDC's Midwest Division Manager.

Bill Tallant, former CRDC vice president and national sales manager, will become a vice president and general manager of CRDC, the sales subsidiary firm of the record company. John Jowsey will be CRDC's vice president and national sales manager, and Neal M. Pyles will be CRDC's Midwest Division Manager.

Brown Megs, CRDC's for- mer production manager, will be elected to CRDC's vice president in charge of merchandise and sales. This new position will allow the company to expand its operations in the retail and wholesale markets.

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His Biggest Since "When A Man Loves A Woman"

PERCY SLEDGE

TAKE TIME TO KNOW HER

Atlantic 2490

Produced by Quin Ivy & Martin Greene
Written by Steve Davis
Published by Al Gallico, BMI
Capitol Grammy Leader With 16 Awards

Best Performance by a Vocal Group, Best Contemporary Group Performance, and, in addition, the Johnny Mann Singers won a Grammy Award for Best Performance by a chorus. Liberty Records racked up six awards surrounding the song. Columbia Records came in second, though, in total, with 12 awards. But this included the prestigious Classical Album of the Year—"Berg: Wozzeck" and "Messiaen: 8 in E Flat Major"—and tying for Best Classical Choral Performance—Mahler: Symphony No. 8 in E Flat Major and "Orff: Catulli Carmina." All were Columbia products. RCA Victor, this year, scored eight awards.

SSS Int'l Revamping Label Design to Foil Bootleggers

NEW YORK — SSS International Records has revamped its label design to counter bootleggers. Shelby Singleton, head of the label, said he estimated a loss of at least 100,000 record sales on "Shoot Bismahula" because of bootlegging. At the same time, the Minaret Records label has been redesigned. Both are four-color.

"We also wanted to give the labels a more modern appearance," Singleton said. The label has launched a building campaign, sparked by the signing of Teresa Brewer. Johnny Cotton, who also produces for major labels, will release Miss Brewer on his own label. To promote her first release on SSS International—"Step to the Rear"—Miss Brewer is doing deeper phone interviews with deejays. She will also do a series of TV shows before launching a tour of Europe on April 20.

In Los Angeles

By ELIOT TIEGEL

LOS ANGELES—It was an evening for three recording artists — Bobbie Gentry, Harry Nilsson and the Fifth Dimension — to dominate West Coast music. The awards for the 10th Annual Grammy Awards presentation. An estimated 25,000 people turned out to attend a local Grammy Awards show that also honored the new performers at the Century Plaza as three songs "Up and Away," "Act Naturally" and "By the Time I Get to Phoenix," received key awards. It was the first time Campbell, composer Jimmy Webb, Johnny Mannie, arranger Jimmy Haskell, composer Bert Bauschir, and the Fifth Dimension received their awards in the smoothly run program.

Campbell and Miss Gentry performed their nominated songs, Campbell selected the preceding by singing two tunes, the second, "Gentle On My Mind" carried by the trio. Miss Gentry, Best Male Country Solo Award among his four trophies.

"I'm aptly supported artists performing nominated songs, including Bobbie Gentry," added the former host of "Hollywood Palace." Host Stan Freberg kept the audience in a humorous mood.

In Nashville

By BILL WILLIAMS

NASHVILLE — NARAS here had a near-perfect night, with songs shared by a winner and a loser.

The crowd obviously was waiting to see who would receive four awards. And, although Joe Tex lost out in his bid, he wrapped up the audience with his performance.

There was as much diversification in the show portion of the presentations as in the name of the group. The National Guard Armory got it right.

Tammy Wynette, a two-way vote, was captured by the audience by performing her most successful number. She was joined by her attractive daughter.

After Johnny Cash and June Carter Cash received the award for "Jackson," it was revealed that they would wed very soon. Fer- 11. Hisky, who did not attend the presenta tion, called it "the perfect wedding gift." Westbury Boy Dari doing a polished job as emcee, the evening moved rapidly. Following an orchestra by Owen Bock's orchestra, Booker T. and the M.G.'s, the Grammy Awards were presented. This was the first rgb group to perform at a Nashville awards show. Miss Wynette and Joe Tex then interchange their shows into the presentations, and the program was completed by Roger Miller, operating at his best. Faron Young had a quick turn (among other things, Tex did an imitation of Roger Miller), but the latter was equal to the occasion. He was working before his "brave," and got a standing ovation.

The turn was a far cry from years ago, when the first presentations were held in a club large enough for only 200 persons. Among the guests were Con gressman Robert Fulbright and Mayor Beverly Briley.

In Chicago

By EARLE PAIGE

CHICAGO — A sized-up but subdued crowd of record industry people were re signed to disappointment at the National Academy of Recording Arts and Sciences. ARS Grammy awards included only one Best Original Song—Senator Everett M. Dirksen, for the spoken-word entry, "Gallant Men."

George Gerken, head of Capi toe's Niles, Ill., branch, accepted the award. The most satisfying aspect of the night was the announcement of awards under the direction of radio and recording people. Former Senator Dirksen. The Ramsey Lewis Trio added a polished touch to the entertainment. Vocalist Arthur Prysock was a surprise addition on the program. Ramsey. Luci dienne Fannie Flagg added more political favor with her hit song, "The Ballad of President John-
The Monkees

After 5 straight million selling singles...their latest:

"VALLERI"*
c/w "TAPIOCA TUNDRA"
*1019

PRODUCED BY THE MONkees
*Arranged by Don McGinnis
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**WHERE THE RAINBOW ENDS**

Tony Hiller (Pop)

**ASK ANY WOMAN**

Carmen McRae (Atlantic)

**COUNT THE WAVES**

Sonny's Children (Maco)

**BEYOND THE SHADOW OF A DOUBT**

Billy Fury (Bell)

**Jazz Best**

Bert Kaempfert (Desco)

Les Paul (London)

Wes Montgomery (Verve)

**Serenetla**

Serge Franch (RCA Victor)

**TREND**

Blue Tango (Pepalene)

**ALL MY LOVE**

Billy Vaughn (Do)

**RED ROSSES FOR A BLUE LADY**

At Hi (RCA Victor)

Erie Freeman (DuMont)

**TALKING TO THE RAIN**

Jerry Shook (Philips)

**YOU'RE GROWING OLD**

Cab Callay (FIP)

**PLEASE SPEAK TO ME OF LOVE**

Earl Wilson Jr. (Mercury)

**DIFFERENCE OF OPINION**

Montana (Independence)

**BROWN EYES, WHAT ARE YOU BLUE?**

Rick Lucas (Accent)

**LITTLE PEOPLE**

Pony Sherrell (Pony)

**WHO'S SORRY NOW**

Booby Flowers (Epic)

**Guitar Underground**

Project 3

**ORGAN GRINDER'S SWING**

Johnny Smith (Verve)

**THE SHINE OF ARABY**

Mood Indigo

Jim Kwesik Jazz Band (Reprise)

---

**Wagner Dansant Jumping at 75 in S. Africa**

**PHILADELPHIA** — Wagner's Balletmeerkamp up the longest continuous operation of an American ballroom last week in marking its diamond jubilee. While never concerned with name bands, Wagner's success over the 75 years was based on the public's being put on a daily adult ballroom dancing with local and territorial favorites providing the music.

Joe Smith, general manager of the dance spot, received a citation from Mayor and from representatives of ASCAP, BMI, and Local 77, AFM. Wagner's present location at the northern end of the city in what used to be a movie house, yang serves as its main theater, is the mausoleum of the public's continuing its business.

---

**FRED** — This is all it's going to get.

**ONLY AS DONE BY**

DICK NOEL & THE ACADEMY BRASS

**PATTERN RECORDS**

408 S. Spring, Los Angeles, Calif.

723-455-3088

**PRONTO BY GEORGE JAY**

6290 Sunset, Hollywood, Calif.

**LABELS' PROMOTIONAL SPENDING BLANKETS UNDERGROUND PRESS**

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**Raspustin Cuts Bagatelle 'Live'**

**NEW YORK** — To start with, the Bags are merging into a theater concert. Raspustin also video-taped a film of the band's filmed history of the group, Wilson and Joseph followed the same. Their next move is the merchandising of Men. The Bagatelle appeared at the Boston Tea Party's resultado Friday (16) and Saturday (17) before preparing for a country-country promotion tour on the album.

Raspustin also will record the Ill Wind, which plays Colby College, Waterville, Me., on March 9; the Midnight Hour in New York, N. H. March 7; Boston's Bryant and Stratford College, March 19; and two more, one during the country's top group by Radio Sweden. The背包们 are expected to have an appearance on Saturday, May 31.

**Singers for Oscar Entries Named**

**LOS ANGELES** — Five singers of the Motion Picture Academy to interpret Oscar entries are: Merv Griffin, who appeared in the Academy Awards presentation. They are Angela Lansbury with "The Thoroughly Modern Millie," Leslie Caron with "The Bare Necessities," Sergio Mendes with "The Look of Love," Lainie Kazan with "Eyes of Love" and Sammy Davis Jr. with "Tails to the terial being run in the top 12 undergrounds.

In addition to labels, distributors' employees have begun utilizing the undergrounds for promotion of special material. Mercury producers, for example, have been running spot ads in key undergrounds for the Philips act, H. P. Lovecraft. Among the spot ads appear in the undergrounds' way-station classified sections. Chicago's Soul Poik, in co-operation with the firm which racks some of his stores, has scheduled a page ad in the Chicago Sun. Rates in the under- grounds have changed to a page ad of about $25 to $100, the latter rate charged by the local Philadelphia's. For an instance of visions of colour!

**THE Lollipop Shoppe**

**VERY SOON!**

---

**New Area**

Also, Arrow's virginity in that new broad commercial area will open up when TV comes to South Africa. The TV promoting for two months before the introduction of TV there, it will develop into another channel and offer still more ammunition against apartheid.

The United Nations, for many years, has asked South Africa to reach beyond apartheid. The controversy over apartheid has reached into the field of TV in Africa. The year has been a year of listening to TV commercials, and for the Olympic Games in Mexico in 1968, because of South Africa's stand. But now that the record business is beginning to feel the affect of apartheid—it's expected that something's got to give.

**MARCH 9, 1966, BILLBOARD**

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**Kent, Modern Step Up Pace In R&B Field**

**LOS ANGELES** — Rhythm and blues specialties labels, Kent Record/Moder Records, will seek a greater involvement in pop music this year. The 22-year-old company also plans a greater concentration on securing outside production deals. A dozen r&b acts are present on the Kent label now.

An 8-track recording machine will also be a key to the company's development. Kent will shortly begin a new independent distributorship in this area. Cenci has already contracted with Joe Derian, Chicago's "Black Label Distributor," for an "industry-wide," and "believer," for a "new, young blood" for the company, Saul Bihari said.

Cenci to Head New Distibut in Pittsburgh

**PITTSBURGH** — Nick Cenci has been named as the new independent distributor in this area. Cenci has already contracted with Sony Labels and Checker's, Motown's and Warner Bros. Records. The new distributor is based at 1623 Boulevard of the Allies.

**Recorded by King**

**NEW YORK** — The Billboard "Special Merit Spots" in last week's issue on the Capitol Record's act "She Wears My Ring." It was recorded during the coming months.

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VOLTAGE FROM LOMA

ROY REDMOND
"Good Day Sunshine"
b/w
"That Old Time Feeling"
#2071

LINDA JONES
"My Heart Needs a Break"
b/w
"The Things I've Been Through, Loving You"
#2091

www.americanradiohistory.com
Musical Instruments

Experimental Taped-Music Program in NYC Schools

By RAY BRACK

NEW YORK—A guitar-popularizing program utilizing taped folk music presentation has started at the fourth and fifth grade levels in the New York City public schools.

The program, described by its supervisor, C. Richard Hutch, as probably the first of its kind, is financed by a grant from the City Department of Education, with the backing of the federal government under Title IV. Hutch believes that the folk music of all the ethnic groups which have migrated to New York City, are being produced by Renny Sidon’s Guitar Workshop in Roslyn Heights, L. I. Guitar is being used exclusively for song accompaniment.

Manifold Uses

The “manifold uses of the guitar and folk music in public education is a frontier area which is ripe for imaginative development,” Sidon said.

Sidon, who has been working with State educational officials to establish a guitar-teaching curriculum for public schools, is hopeful that the taped-music program in New York City will be expanded to other grade levels and will be followed by useful instruction and performance programs.

Pave the Way

Dealers and distributors view guitar instruction in public schools as the key to revitalization of sales in this merchants category.

Said Hutch, “This experimental program may bring about similar programs, not only in New York, but throughout the rest of the country.”

Industry officials recognize that guitar instruction in public schools has been held back by lack of qualified teachers. Sidon and his Workshop are among the pioneers in addressing this problem. The program the Workshop will conduct a program especially designed for graduate students. The Workshop will offer 15-day program, it will offer 91 hours of instruction designed to train teachers in playing the guitar.

“We will stress the potential of folk music as an aid and supplement in motivating students and illuminating academic studies,” Sidon said.

Endorse in Instruments

“As new teacher training programs develop and proliferate, he said, “in addition to changing hitlhetto accepted norms in public education and affecting the thinking and social attitudes of hundreds of thousands of children, there will also be a direct positive effect on the sales of guitars, folk music books, methods and records throughout the country.”

Sidon requested a modest grant from the Guitar and Accessories Manufacturers Association (GAMA) to assist his teacher training programs, but the request was denied at a recent meeting of the GAMA board.

Wurlitzer Seeks New Corp. Home

CHICAGO — The Wurlitzer Co. has called a special meeting of shareholders for March 19 to consider moving its State of Incorporation to Delaware, where a large number of publicly-owned companies are incorporated.

When the firm was organized in corporate form in 1890, its operations were largely concentrated in the Chicago area, and it was organized under the laws of that State. But the company has since expanded its operations throughout the nation, and Ohio accounts for a small portion of operations.

CURRENT CONSTRUCTION is featuring cabinets for speakers. Danelo, which marks the Coral line, states that most of its cabinets are being re-equip with amplification systems comes from the voiced and back panel in standard construction, the speaker cabinet and front panel in standard construction.

Composed Dominic Fronteri and guitars, Bob Gibbons used Vox organ and guitar, respectively, on the soundtrack for the 1960 movie, "Hang Em High", The Strawberry, Alphonsoa Chuck and Richie Havens have been recording extensively with the Coral electric guitar, Bob Scott, local guitar and amplifier composer, and guitarist with the Clear Light, has also been using the Coral system. The Who, John Farnsworth, Peter Tork, and The Moon and Roger Daltrey are endorser of Semn equipment exclusively.

Joe Benaron

ENDORSEMENT

Joe Benaron, vice-president of Warwick Electronics, Inc. and president of Thomas Organ, resigned Friday (16).

Benaron, who guided Thomas Organ and its three divisions—Vox guitars and amplifiers, Savoy music and the organ department—will act as a consultant to Thomas Organ.

Robert Bloomberg, an executive with Warwick, president of the company of Warwick and Thomas Organ, replaces Benaron, founder of Thomas Organ in Chicago, in corporate meetings, will headquarter here.

MUSIC HAPPENINGS, advertised extensively in local newspapers, have been used during recent months to attract the attention of the Underground, an important New York City group. The Underground is a group of politically active individuals who use music to express their views. They have held concerts and rallies in support of various causes, including civil rights, peace in Vietnam, and anti-war. They have also distributed leaflets and pamphlets at concerts, rallies, and other events.

Oliver Offers 22 New Amps

NEW YORK—Brooklyn-based Oliver Sound has introduced a new guitar and bass amplifier line embracing 22 models.

All models, in the firm’s opinion, have been designed specifically to meet the needs of the guitarist. With the exception of a few brands, all are built with a view to matching the needs of the individual musician.

All models have an extra-transportable treble cord, edge-lighted front panel, 50-watt amplification system.

Eleven models are equipped with special treble and treble units with a choice of from one to four 12-inch or 15-inch speakers. Top name brand speakers are available.

Oliver President Jess Oliver said the new models are a result of the demand for new designs and better performance.

Donovan Song Folio Issued

NEW YORK—Peer Southern has published the first of two Donovan song folios.

The 22-selection folio, in its cover in full color, is entitled “A Guy Named Donovan: The Story of the Hound,” The first edition is already sold out.


New Wis. Store

MILWAUKEE — Brookfield Square Pianos & Organs, just opened in a suburban location here, held an open house Feb. 21. The store handles Wurlitzer, Baldwin and Hallett & Davis pianos and offers free delivery throughout the State.

New Cork Lube

ELKHART, Ind. — Linton Manufacturing Co. has introduced a new cork lubricant with a newly designed container affording the musician complete accessibility to the amount applied to corks.

MARCH 9, 1968, BILLBOARD
"SIT WITH THE GURU"

UNI 55055

STRAWBERRY
ALARM CLOCK'S
NEW POWER HOUSE SINGLE!

IT'S HAPPENING AT

UNIVERSAL CITY RECORDS
A DIVISION OF MCA, INC.
We’re putting our money where our Roger Williams is.
Here comes the biggest Roger Williams promotion ever. Two months of all-out merchandising to make America's best-selling pianist sell even better!
Lulu a Lulu in First U.S. Nightclub Debut

LOS ANGELES — Lulu, Epic Records artist, made her American nightclub debut at the Coconut Grove Tuesday (27). The 20-year-old vocalist ran into problems with the Frankie O'Keefe band—which is normally excellent. On several occasions the band and vocalist were beats apart, notably because they weren't watching Lulu, who tended to stretch out phrases. She worked diligently through 13 numbers and a Judy Garland tribute consisting of a medley of eight selections during a briskly paced 40-minute presentation.

Based on this first public appearance, Lulu is a competent performer. She is capable of gentle arias as in her old song, "Morning Dew," and gutsy on "Something Better Than This" (from "Sweet Charity"). "Hallelujah, I Love Him So," "Me the Peaceful Feet" (in new single), and "Day Tipper.

Her exuberant quality is a marked contrast to the serenity in her phrases which spell her interpretation of "Call Me" and the pleading in her voice in "I Will, Sir, With Love.

She moves constantly, offering sexy hip gyrations and bits of modern dances.

Cowsills Back on Swing of the U.S.

NEW YORK—The Cowsills, MGM Records group, are back in the U.S. after a date at the San Remo Festival for a series of concert dates. On Thursday (14) the Cowsills will perform at the Civic Auditorium in Grand Rapids, Mich. The folks will return Friday (15), the group will appear at the Henry Morrison Memorial Auditorium, Fort Worth, Texas, and then on Saturday (16) they will appear at the Morris Civic Auditorium, South Bend, Ind. From April 8-12, they'll appear at Disneyland, doing three shows a day, and then on to the New Haven Arena (April 19) and the CVO Auditorium, Scranton (April 27).

Bubblegum to Tour Hullabaloo Clubs

NEW YORK — The Bubblegum Machine, when their new Single LP is distributed by ABC Records, will be the main attraction in a number of Hulla- baloos Clubs throughout the country during this month and April.

The group appears in the New Orleans Club, Friday and Saturday (8-9) and then play the Hullabaloo clubs in Cleveland (March 29-31), Dayton (April 10), Lansing, Mich. (April 13-16), and Denver (April 19-21).

COLOUR EXCITEMENT!
Hip Pocket Records wouldn't be so hot if the artists on them weren't so hot.

Each of the two numbers we put on a Hip Pocket Record has made it big. Sold maybe a million copies or more. That leaves just forty-nine million kids to buy these hits on HP's. The numbers are still getting a big play on the air. Kids are still screaming for them. But, for the most part, just can't find them on 45's any more. That's where Philco Hip Pocket Records come in. And at only 69¢ (for two big hits) they may make selling the second million copies easier than selling the first million.

Tommy James (Roulette). Rated #1 male artist by Billboard.

Hip Pocket Records have him and The Shondells with these hits: "Mirage," "I Think We're Alone Now," "HankyPanky," and "Getting Together." Add the best sellers of The Buckinghams (U.S.A.), The Young Rascals (Atlantic), and Wilson Pickett (Atlantic). And you're beginning to see why Hip Pocket Records can put a lot of new profits in your pockets.

Aretha Franklin (Atlantic). Rated #1 female artist by Billboard.

She's getting Hip Pocket Records off to a flying start with these big ones! "Respect." And "Soul Serenade." Just try to name another label with that stable of talent and top sellers. As we said, Hip Pocket Records wouldn't be so hot if the artists on them weren't so hot.

Neil Diamond (Bang). Rated #1 male artist by Cashbox.

He's on HP's with "Cherry, Cherry," "Girl, You'll Be a Woman Soon," "You Got to Me," and "Solitary Man." We'll drop a few more names. Sonny and Cher (Atco), Otis Redding (Stax), Keith (Mercury), Jay and The Techniques (Smash), Lesley Gore (Mercury), Spanky and Our Gang (Mercury), Van Morrison (Bang).

The Doors (Elektra). Rated #2 new singles artist by Billboard.

HP's have them too. With "Light My Fire" and "Break on Through." Also in on the big starting push for HP's: The Happenings (B. T. Puppy), Mitch Ryder and The Detroit Wheels (Dyno Voice), The Five Americans (Abnakh), Arthur Conley (Atco).

*Manufacturer's Suggested List Price.
fever tree is coming

Talent

Campus Dates

Pete Seeger appears at Our Lady of the Lake College on Friday.

Rex Allen, the dynamic Western hero of television and motion pictures, will also perform at Our Lady of the Lake College.

ARNOLD AGENCY, INC.

THREE GREAT ATTRACTIONS REPRESENTED EXCLUSIVELY BY

ARNOLD AGENCY, INC.

THE BOX TOPS

Hear Their Latest & Greatest Release

"CRY LIKE A BABY"

Mala Records

1967's Best Seller—"THE LETTER"

And Their First Album "NEON RAINBOW"

The Fabulous Entertaining

PAT AND BARBARA

Currently Pat & Barbara's, Atlanta, Georgia

First Album—Chetwayd Records

"THERE IS A TIME"

Opening Cincinnati Playboy Club

March 4

ARNOLD AGENCY, INC.

1280 W. PEACHTREE BLVD.—SUITE 380

AC (404) 523-2521

ATLANTA, GA. 30309

when answering ads...

Say You Saw It in Billboard

Campus Dates

HARRY GUARDINO, center, co-star of Paramount Pictures' "Treasure of Sam Gannan," is flanked by Herbert E. Marks, left, president of E. B. Marks Music, which produces the score from the film, and Stanley Mills, firm's general professional manager. The soundtrack album is on the Buddha label.

Nashville Toasts Drink 'Bill' Clubs Spring Up

NASHVILLE — Less than six months after passage, enactment of a liquor-by-the-drink bill here is changing the entertainment face of the city.

Nashville is the only Tennessee city which now allows liquor to be served at restaurants and supper clubs. As a result, the following has taken place:

The Rainbow Room, long a "strip" club in Printer's Alley, series of screen tests with several major studios.

4 Jazzmen Put Neophonic Into a Swinging Groove

LOUISIANA—Four established jazzmen made jazz for Los Angeles Neophonic Orchestra swing as the orchestra began its third season of presenting symphonic arrangements. With drummer Kcomed on the helm, the 26-piece orchestra provided an outstanding outlet for specially commissioned works by Gerald Wilson and Jimmy Jones for the solo efforts of Julian (Cannonball) Adderley and Wes Montgomery in the music center Monday.

This quartet of veteran jazzmen provided an inspirational lift to the program of nine original compositions, including two repurposed from the orchestra's debut season.

The arrangements by Wilson and Jones bore a marked difference from the creations of Hugo Montenegro and Johnny Williams (whose works were repeated), plus the introduction of such new composers as Willie Maiden, Ray Sherman, Ken Miller, Alf Clausen and Dee Barton. The Wilson, Jones effort showed established rhythmic patterns in which Adderley (performing Wilson's "College") and Montgomery (performing Jones' "Flight") could work in a constant and convincing manner.

Montgomery's octave guitar style perked up the audience and he could have scored further with another selection. The appearance of the two name musicians proved that when a major solo force is installed within the framework of the orchestra's often brooding, somber sound (five French horns add unique mid-range tones), it is made more palatable.

Two additional concerts are scheduled for the Neophonic this year, with Duke Ellington mentioned as a possible conductor of one.

ELIOT TIEGEL

MARCH 9, 1968, BILLBOARD
NO ONE...

BUT NO

Produced by
LEE HAZLEWOOD
Their big new single...
"COME DOWN"
b/w "TOMORROW YOUR HEART"
LHI-1208

Exclusively on LHI RECORDS

distributed by abc

www.americanradiohistory.com
Radio-TV programming

Rock & Easy Listening Play Explode on Outlets

* Continued from page 1

In general, the programming on these potpourri stations ranges from Frank Sinatra in the Fifth Dimension, the Four Seasons, the Mamas and the Papas, the Association, the Supremes, the Cowsills, and even Johnny Cash and George Hamilton IV. Quite frankly, there's nothing that passes the formals down. The deejay pace is up-tempo, without yeuling. The production is tight. Jingles are bright.

Ken Gaines, program director of WHK in Cleveland, tags his format as the "Good Life." He said last week that the rejection to WHK's new programming had been excellent and that the station already doubled its adult male and female audience, as well as substantially increased its ratings that it had as a rock 'n roll station.

"In the whole entertainment society," he said, "longer are the good artists limiting themselves to appealing just to a ten-year-old audience. They're trying to reach everyone with their records that they can. It's the same with in; as a radio station we're not going to limit ourselves to a limited audience. Two records that he especially found acceptable to the WHK format were "Thou Swell" by the Supremes and "What the World Needs Now" by the 4 Seasons.

Compared to a rock 'n roll station, the WHK playlist is pretty long. Russ Knight, the manager of WHK, and Gaines listen to every record played. "Before, when we were playing rock, our records always kept moving -- they had a volume that was pretty good," he said. "Now we are playing a lot of records to play was very easy. We just looked at the Billboard charts, of course it's got to be close, not so easy. We have to listen for the sound, the melody, the information, the arrangement. We don't play everything by a Franks, Stivens, or the Supremes. Only their best."

Song Played

He pointed out that even an established group won't get played by WHK. "If their record was a hit, but that any good song you'd be getting played. WHK has a listening-text stack generally about 40-50 records. When the station's not bubbling in that stack for a second chance was 23," said Gaines. "If, for example, the song is Love Is Wine by the Seekers. Then the station's the second week and the song is starting to try again, to give as many records as possible a chance.

Generally, the stations in this type of format are still holding a record. And, one of these seem to be too careful about figuring that it's going to take a year to play. In other words, of course, such as WNEW in New York and WIP in Philadelphia and KMB in Chicago, the "McCo" are doing quite well in ratings, especially during the day.

Good Ratings

Station manager Johnny Nogaj of WTRX in Flint, Mich., said that the station's ratings with this type of format. He defined it as "bright middle of the road," that the station has graduated toning down from his easy listening days, and reached the level he wanted about two weeks ago. He's playing "Shelley" by Shelly Manne, "Carrigan" by the Association, and "Simon and Garfunkel," just to name a few, on the current playlist. Owner Bob Eastman sort of guides the station's program. Program director is Bill Castner, KDKA in Pittsburgh, under the general manager at Heacock, "broadcasted" its programming. He has a choice of about 200 singles and about the same number of albums. He said you couldn't put the station's program policy in a box. . . . that when the station was leaning away from easy listening, it did play a Lou Rawls. Many people in radio consider the "Good Life" type of format as done as soon as you can get to the roll, a few early days of rock 'n roll. One thing the "Good Life" type of station companies a greater opportunity to expose records that are not previously been prescribed. What the future of the format will be, who knows? It's still in the development stage and many of the stations are still "experimenting" the genre. The deejay is obviously an outgrowth of slapping ratings in the top 40 field. But the radio stations doing it seem to be doing something good.

WHAT A CRAZY WAY to receive Nancy Wilson's album only! Joe Marmone, Capitol Records' New York promotional man, left, delivers a copy of the new Nancy Wilson album, "Welcome To My Love," to Pat Fox, of WHN, in person.

FCC Chides WMCK On Deejay Holdings

WASHINGTON - The Federal Communications Commission has given the general manager of WMCK, McKensport, Pa., a scolding for not having kept track of the music programming on his station more carefully.

The Commission found last year that a deejay on the station said in program notes that the station had interests in a record company and a night club, and was associated with two local music groups, whose taped recordings were played over the air. The deejay, Terence Tronzo (a name Terry Lee) has since told the FCC he dropped the outside interests, and was disassociating from the two local musical groups. He said he had played tapes of the performances only to help the groups get a start. The FCC found his statement true, and made no conflict of interest charges. However, the Commission wrote the station last week that the general manager, Peter Stun- ton, had apparently not known of the playing of the tapes, although he later admitted he had been carefully monitoring all programming. The FCC warns the license to keep closer tabs on the programming, just in case deejay interests "might lead to conflict of interest. The station faces possible fine of $500 for violations that include failure to properly log programming and file time brokerage contracts.

FCC's Bill Ray, chief of the Commission's complaints and compliance section, said that cases of this type were "just trickling in occasionally at the

Continued on page 28"

HOT 100 RECORDS


WRCP Country Hits Sears Sales Builder

By CLAUDE HALL

PHILADELPHIA - WRCP, the country music station here, is providing a Join Sears, Rebook stores with a perfect store-traffic builder-country music record sales. Eugene McCurdy, general manager of WRCP, and John Mazer, program director, have been working closely with Hank Casper at Sears.

The profit margin is so low on country music singles that Sears finds it impossible to stock them at all. "Our pitch to them is that country music singles can serve extremely well to build in-store traffic. "As a result, the stores have WRCP's top 40 playlist records. The set-up was arranged with the aid of RKO and Sears, who are interested in doors for a five-block area, and faucet dealers. From here, the stores began to develop too much traffic for them."

The station switched to country music last Sept. 7. Its ef- fect on listeners was immediate. McCurdy said, "Country music is the greatest thing in the world because it's a way of life to the listeners. I don't think I've ever experienced this type of listener involvement in all my time in radio. We'll have 500 people turn out for a remote broadcast. Four hundred turned up for a remote broadcast we had at a transmission gallery."

To illustrate the impact of the station, RCA Victor Records and Raymonen Rosen distributors brought Eddy Arnold into Phila- delphia for a promotion at Sears' Nortorn store on Jan. 13. With the aid of the station, RCA Victor Records sold more than 6,000 fans and customers to the store. Paul Knowless, vice-presi- dent and general manager of WRCP, who has the record division of Raymonen Rosen, said he was delighted with the way Sears has parking facilities for 3,800 cars. The lot was completely full during the promotion. The stores for a five-block area, and faucet dealers. From here, the stores began to develop too much traffic for them."

What made this promotion even more exciting was the fact that the station had been kept ringer—particularly in the record department. By sold by Eddy Arnold mer- chandise and I was told by a Sears executive that they sold over 4,000 Eddy Arnold al-

Continued from page 28"
From the charts of the world-
David McWilliams is here!

**Belgium's Best Sellers**

<table>
<thead>
<tr>
<th>Position</th>
<th>Song Title</th>
<th>Artist/Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Days Of Pearly Spencer</td>
<td>David McWilliams/Major Minor</td>
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<tr>
<td>2</td>
<td>Judy In Disguise</td>
<td>John Fred/Stateside</td>
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<tr>
<td>3</td>
<td>Hush</td>
<td>Billy Joe Royal/CBS</td>
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<td>4</td>
<td>She's So Easy</td>
<td>Billy Joe Royal/Decca</td>
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<td>5</td>
<td>I Just Want To Be&quot;</td>
<td>Jacques Mercier/R.T.B.</td>
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<td>Judy In Disguise</td>
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<td>7</td>
<td>L'amour to Resemble</td>
<td>Engelbert Humperdick/Decca</td>
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<td>8</td>
<td>Am I That Easy To Forget?</td>
<td>Engelbert Humperdick/Decca</td>
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<tr>
<td>9</td>
<td>The Ballad Of Bonnie &amp; Clyde</td>
<td>Georgie Fame/CBS</td>
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<td>10</td>
<td>Nights in White Satin</td>
<td>The Moody Blues/Decca</td>
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<td>Le Roi Malicieux</td>
<td>Les Dominos/Ar. Meridian</td>
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<td>4</td>
<td>Comme Un Garçon</td>
<td>Sylvie Vartan/BCA; Euro France-Tilt</td>
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<tr>
<td>5</td>
<td>Dans Une Heure</td>
<td>Sheila Carrère; Carrère</td>
</tr>
<tr>
<td>6</td>
<td>J'ai tant de rêves dans mes bagages</td>
<td>Adamo/EMI; Pathé Marconi</td>
</tr>
<tr>
<td>7</td>
<td>Dans Une Heure</td>
<td>Sheila Carrère; Carrère</td>
</tr>
<tr>
<td>8</td>
<td>Dans Une Heure</td>
<td>Sheila Carrère; Carrère</td>
</tr>
<tr>
<td>9</td>
<td>Dans Une Heure</td>
<td>Sheila Carrère; Carrère</td>
</tr>
<tr>
<td>10</td>
<td>Nights in White Satin</td>
<td>The Moody Blues/Decca</td>
</tr>
</tbody>
</table>

**DAVID MCMILLIAMS**

**DAYS OF PEARLY SPENCER**

b/w **THERE'S NO LOCK UP MY DOOR**

Single K896

KAPP RECORDS
a division of Universal City Records Inc.
Mitch Michael, vice-president and program director of WKLO in Louisville, is stepping out of the job to become national program director of the Southern Broadcasting chain that includes Hot 100 stations WTOP in Washington-Salem, WKIX in Raleigh, and WSGN in Birmingham, easy listening station KTHF in Houston, and old-line KOY in Phoenix. He'll headquarter in Houston. Taking over his duties at WKLO is Carl Wighswoth, deputy in the 3:57 p.m. slot since 1966.

Joe Finn, former KKYW deejay eight years ago, has returned to Cleveland to take over the 6-10 a.m. show on WXY. He replaces Mike Reinelt, who returned to WPDO, Jacksonville, Fla., as operations manager, 6:00 a.m. deejay, and part owner. Finn has been general manager and morning personality at KTLP, Denver.

Jim Kelly, 7-midnight personality of WYSL in Buffalo, is joining the campaign to bring the Beatles back to the U.S. Don Rose, well known on WQX to Atlanta listeners, has shifted to WFR, in Philadelphia, both Hot 100 format operations. WQX's new birds, the Philadelphia salary, but Rose won the new experience.

We did an injustice to Arch Vanyar of KYW in Philadelphia, when we used to be with KNZU, the Heart's hot rod. Sorry, Yancey. My source was wrong. The nurse was right. West broadcasting has shuffled its executive line-up. New manager of KMPC, Los Angeles, is Stanley Spoto, formerly the sales vice-president. William D. Shaw, general manager of KSFO in San Francisco, becomes vice-president and general manager of the corporation's radio division.

Irving C. Waugh Jr., formerly general manager of WSM-FM, Nashville, has been named president of WSM Inc., succeeding John H. DeWitt Jr., who retired. Bob Cooper continues as vice-president and general manager of WSM in Atlanta, having been named president in charge of WSM radio and the "Grand Ole Opry," Tom Grissom Jr., is now general manager of WSM-TV, while several country music shows are videotaped. DeWitt is known for building Nashville's first radio station on the campus of the old Ward-Belmont College in 1922. He also helped install the original equipment for WSM, as well as directed construction of the first Nashville TV station.

Larry Heabrink of KWKY in Des Moines, Iowa, has joined country-formatted WCLU in Cincinnati as deejay. Joe Holiday, national radio program consultant for the Bonneville International Corp. radio stations that includes KMBC, Kansas City, Mo., has come up with a 23.5 for KMBC, 7 a.m.-noon, and a 23.6 noon-6 p.m., plus a 2.8 for a non-rocker.

WAVL, the new country music outlet in Dayton, Ohio, ran an interesting promotion. Give away a radio to the first truck driver to pull off the interstate and down to the station. Got three rigs within minutes.
THE NEW DANCE CRAZE THAT IS SWEEPING THE NATION
"THE HORSE"

HEART & SOUL
RECORDS

GET-E-UP (THE HORSE)
THE PREPARATIONS

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Metro Country Hits Sears Sales Builder  

Continued from page 24

bumps." Knowles also said that he had been feeling the impact of WRCP on country music sales for the past couple of months.

McCurdy has attended sales meetings at Sears to help them selling country music. We can break into country music records and give initial exposure in the area to Homest called "Ske's a Rope" and "By the Time I Get to Phoenix" by Glen Campbell. Sears has a record player installed in his car so he can review records even while driving to the office. "If I can find a hit, it's worthwhile." The station is also planning to get Stone Pones under the opinion that these records help balance their schedule. "You just can't rely entirely on a hard core country music audience in Philadelphia, but the people haven't been pre-conditioned to country music," Mazer said. But, with WRCP now on the scene, one day they will have the entire area conditioned to the country sound.

FCC Chides WMCK  

Continued from page 24

customary rate." He saw no signs of any widespread conflict of interest situations and didn't anticipate any "spate" of cases.

The manager said that he was against conflict of interest situations with station programming, "I've seen that with the Los Angeles people," he said. The FCC has pointed out that the individual station elections contain guidelines prohibiting "any insulating deejays from program choice.

WQDB-FM—studio station at Tenne River, New York, has just added Chuck. The program director is WOR, president of the American Federation of Commercial Musical Artists. He is host of "Philadelphia Showtime," at WOR, Philadelphia, and says: "Since we'll be dealing with clients in our endeavors, we naturally hope that you'll feel comfortable with what you have a personality or art in the field of music entertainment, warrants this kind of independence. Easy listening artists, of course.

Gene La Vigne, 15-year veteran of New Hampshire radio who was formerly with WEAF in Middletown, is host of 15-minute music show on WFMP-FM in Philadelphia. He'll be heard on the WFMP-FM airwaves nightly on the 7:00-11:00 on the 50,000-watt station and has a contract with the NBC network.

Michael McCormick has joined WOR as program director. He'll be program director with WCBS, New York, and is a former program director of WOR in New York.

I'd like to compliment WZIP in Cincinnati and WRCP in Philadelphia on their local industry support and promotion. They are great examples of how to go about it. I think there should be more of this type of promotion.

From the Land" NBC-TV show which explored exploited country music. We are using promotion on the rate of one; two and an hour promotion on TV and radio stations.

Fred Goldston

WQBQ-FM—studio station at Tenne River, New York, has just added Chuck. The program director is WOR, president of the American Federation of Commercial Musical Artists. He is host of "Philadelphia Showtime," at WOR, Philadelphia, and says: "Since we'll be dealing with clients in our endeavors, we naturally hope that you'll feel comfortable with what you have a personality or art in the field of music entertainment, warrants this kind of independence. Easy listening artists, of course.

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From the Land" NBC-TV show which explored exploited country music. We are using promotion on the rate of one; two and an hour promotion on TV and radio stations.

Fred Goldston
**the hello people: a cut above**

**the hello people** are just like everyone else only more so in fact they are so much like all of us that they feel the same things we feel only twice as hard. What's totally amazing however is that none of them finds what he may have experienced to be unique they each take it for granted that you must have felt the same. Things only they realize you may not like to talk about them.

That's what this LP is all about to articulate some very personal experiences that may have almost universal application to sing about life and love and hopes and dreams, and sadness and disappointment and sometimes a child smiles through a window although outside it's raining.

---

Presenting **the hello people** - a mime group

**smoothie** sings lead and background plays bass, saxophone and clarinet writes songs

**goodfellow** sings lead and background plays first guitar writes songs

**wry one** sings background plays flute, saxophone, clarinet

Tambourine finger cymbals and oboe

**much more** sings background plays organ and piano writes songs

**country** sings lead and background plays rhythm guitar, bass

Harmonica kazoo and comb with wax paper writes songs

**thump thump thump thumps**
Radio-TV programming

Vox Jox

* Continued from page 28 fans a couple of times a year to the WWVA "Jamboree" in Wheeling, W. Va., this year is also taking a plane load March 29 to Nashville to see the "Grand Ole Opry."

Johnny Patton is no longer at WCBM in Baltimore; in fact, he's now director of WHEN in Buffalo and one of the prizes in a recent contest was a rickshaw. It was won by a nine-year-old girl scout and Bill Masters, 1-4 p.m. air personality, took her for a ride at the Girl Scout Fair. We've been promoting a box of girl scout cookies if I'd run the picture and you know how hung up I am on Girl Scout cookies.

** **

A note from Sam Helman, music director of WHQ, Box 5035, Radio Park, Spartanburg, S. C., 2001, that sort of speaks for itself: "WHQ has a new sound—so—but if we ain't got 'em, we can't play 'em. We play most of the top 40 also. Our biggest problem is getting record service. Hi-L-FI! Our personality lineup is Steve Renon 6-10 a.m. Bill Snyder 10 a.m.-2 p.m. Sam Helman 2-7 p.m. Dave Wallach 6 midnight and Chris Lawrence midnight to 6 a.m."

BEST BETS FROM DUKE RECORDS, BACKBEAT RECORDS

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The LAMP Sisters Duke #427 Moving On All Charts

"DRIFTIN' BLUES"
Bobby Bland Duke #432

"A PIECE OF GOLD"
Bobby Bland Duke #433 Double Barrel Hits

"TO BE MY GIRL"
John Roberts & The Hurricanes Duke #429 No. One In Houston

"BE EVER WONDERFUL"
Joe Hinton Backbeat #589

"Jo" Does It Again

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DS 126

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is now atop all pop charts

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on cartridge tape
DST 4003 8003
and on compatible cassette
DSC 003

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Country Music

2 More Pilots Aim For Syndication

NASHVILLE—Two more "pilot" films for syndication shows have been videotaped, bringing to about 20 the number of country music shows either being viewed by prospective sponsors or actually in circulation.

Matt Renda, of the R Talent Agency, Charlotte, N. C., has produced a pilot called "Country Cavalcade of Stars." In the pilot, Webb Pierce is the featured performer, with George Riddle, Benny Martin, Kitty North, Baskil Brother Oswald and the Marjolyn Singers. ARR has, in the past, produced shows for local TV in Charlotte. This pilot was cut at WSIX-TV here.

In Hamnibal, Mo., a pilot, "Possum Holler RVD," has been taped for a projected color film series. The film features Rex Allen, Bobby Parrish, Donna Clay and Frances Ann (the James Sisters), Dave Finn, Toby Dick Ellt and Harvey Leonna Ellyn, Lynda Cassidy, Speedy Hayworth and the Jenny Jamison Show Band of KSTL Radio, St. Louis.

WSM-TV, here, recently completed a pilot for the "Martha Caruso Show," which now is being shown to prospective sponsors. The operation also has just begun, on a local basis for the time-being, a show titled "Gospel Country," featuring the Rev. Jimmy Rogers Snow, son of "Grand Ole Opry" artist Hank Snow. WSM-TV also tapes the Porter Wagoner Show, Flatt and Scruggs, Those Stonemans, the Bobby Lord show and the National Life Grand Ole Opry. WSIX-TV is doing the Bill Anderson Show, the Wilburn Brothers Show, the Ernest Tubb Show, Music City—USA, and a Wally Fowler Country Show, in addition to five gospel shows. A planned pilot for Leon Ashley and Margie Singleton has been delayed "indefinitely." However, the station is expected to begin taping a new series in the near future.

Other country television syndicated shows are being done in Houston and Chicago. Green Grass Productions of Los Angeles had two representatives here last week discussing the possibility of a country-music oriented replacement. Were Lee Karsian and Ray Harrell. Several specific plans were announced.

Artist Award To Jennings

ATLANTA — A two-show crowd of some 7,000 witnessed WPLO's "Shower of Stars" at the Atlanta auditorium, and saw Waylon Jennings--the "Artist of the Year" award.

With the biggest advance ticket sell-through in 10 years for any event in Atlanta, an afternoon matinee was held. A good turnout for the afternoon performances, more than 5,000 who turned out for the night show, followed by 2,500, which included the eventual winner. A second close and third were Merle Haggard and David Rogers. More than 5,000 cards were received in one day in the competition.

Sherill Will Oversee Cuts

NASHVILLE—Billy Sherill, newly named executive producer for Columbia and Epic here, said he would "oversight" the operation of artists and country artists of both rosters.

"I really haven't had time to make any plans or decisions yet," Sherill said. "There are about 40 people on the Columbia roster and I'll try to get the list to determine who I'll work with."

He said that Frank Jones and Glenn Sutton would continue producing their artists on the labels, and that Bob Johnston—who was named producer "at-large"—would work with many of the pop groups both in Nashville and in other cities.

Sherill currently has 10 artists on Epic, and plans to continue working with them.

Tucker Interim Chief of Boone

NASHVILLE—J. Hal Smith, owner of Boone Records, Inc., has named Tucker Carter manager of the company. Bobby Bobo's is on a temporary basis as vice-president and general manager of the label.

Bobo resigned last week due to his "difference of opinion" with opening actpered.

Tucker, who has been handling J. Hal Smith Enterprises in Houston, has moved to Nashville for the time being. "Tucker will take over until I can find a permanent replacement," Smith said.

ROY ACUFF IS HONORED on the 30th anniversary of his first appearance on WSM-"Grand Ole Opry." Nashville. Among those taking part in the observance were, left to right: Mayor Andrew Young, from former "Opry" manager Ot Devine. Rose, president of Acuff-Rose, also presented a separate plaque.

Chart & RCA Team to Wax Samples & Campbell Album

NASHVILLE—Chart Records president Slim Williamson and RCA producer Bob Ferguson have combined to produce a comedy album, featuring two of the best-selling country comedians in the business.

Chart's Junior Samples and RCA Victor's Archie Campbell have cut a set together, a confrontation at the "Bullhoga Country Club," which will be released on RCA.

Earlier, Chart had loaned Lyn Anderson to Victor to do a duet album with her mother, Liz Anderson, and as part of that arrangement, Campbell did the session with Samples.

"An invitation only" audience was in the studio for the session, among them Steve Sholes, who flew in from New York City to attend. Chet Atkins and Felton Jarvis also lent hands in the production.

Slated for June release, the tape had to undergo judicial editing, filling it down to nearly two hours of comedy.

2 Plead Guilty of Bilking The Confederates of $1,000

NASHVILLE—After three days of trial, two co-owners of Dino Productions here, a one-time music firm, pleaded guilty in Criminal Court Wednesday (28) to charges of fraud.

The two, Carl E. Friend and Kenny Roberts, agreed to make restitution of some $10,000 to 17 music groups throughout the country. The men also were sentenced to 22 days and 25 days in the workhouse, fined and ordered to pay court costs. The Mansfield, Mass., resident is not the artist of the same name who records for Stax Records.

According to the complaint, Friend and Roberts were charged with defrauding a Cleveland group known as the Confederates of $1,000, by promising to produce, distribute, and promote their records, and to secure personal appearances for them.

The Confederates, all aged 14 to 16, reportedly were promised a contract with London Records, promotion in 22 major cities, and a full-scale banquet in their home city.

District Attorney General Tom Shriver charged that the Dino Productions would go on to do business with such personalites as Louise Armstrong, the Righteous Brothers, Slim Whitman and Lillie Williams. Depositions have been obtained with statements.

According to the complaint, the Confederates—Joe Bissett, Ron Reaves, Johni Moore, Jeff Mack, Bruce Kowalski and Ed Ward—paid Roberts and Friend $1,000 for services promised but not delivered.

BLUE BOYS PAINT LOUNGE RED WITH SCORING STINT

NASHVILLE—During the era of the late Jim Reeves, he helped make a name for the Blue Boys. Since his death, they have made a name for themselves.

Appearing at the Black Poodle Lounge here, the four versatile singer-musicians showed why they have been consistent record sellers and crowd pleasers. They drew packed houses through the week, including some of their colleagues from record row.

Rod Logan, leader of the Blue Boys, has the finest voice around, and when it's supplemented by the harmony of Bunky Keels (piano) and Lee Jackson (lead guitar), it blends into a fine sound. They performed, instrumentally and vocally, a wide range of tunes, but stopped the show with a rendition of Stephen Foster's "Beautiful Dreamer." Others which drew rounds of applause were "It's Such a Pretty World Today," "You Win Again," "Waltz in Your Welfare Line" and "San Antonio Rose." Logan, who has great presence and an audience, also did several of the crowd requests, much to their pleasure.

Larry Handley on the drums completes the group, which not only has been with Reeves since Reeves' death, but is also securely measurable in stature.

BILL WILLIAMS

MARCH 9, 1968, BILLBOARD
Is Nothing Sacred?
THE HOT COUNTRY SINGLES

<table>
<thead>
<tr>
<th>No.</th>
<th>Title and Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>FOR LOVING YOU</td>
<td>B. Anderson &amp; Cassady, RCA Victor 44373</td>
<td>20</td>
</tr>
<tr>
<td>44</td>
<td>FIST CITY</td>
<td>Loretta Lynn, Capitol 32324 (Nor-Five, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>57</td>
<td>MOTHER, MAY I</td>
<td>Kitty Wells &amp; Don Gibson, RCA Victor 4425 (Green Back, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>40</td>
<td>THANKS A LOT FOR TRYIN' ANYWAY</td>
<td>Liz Anderson, RCA Victor 436 (Four Star, BMI)</td>
<td>12</td>
</tr>
<tr>
<td>41</td>
<td>LITTLE GREEN APPLES</td>
<td>Eddy Howard, RCA Victor 436 (Loretta-Lash, ASCAP)</td>
<td>1</td>
</tr>
<tr>
<td>42</td>
<td>ROCKY TOP</td>
<td>Dverter Brothers, Capitol 32324 (House of David, BMI)</td>
<td>6</td>
</tr>
<tr>
<td>48</td>
<td>EVERYBODY GOTA BE SOMEWHERE</td>
<td>Johnny Dailey, Decca 32325 (Hill &amp; Range, BMI)</td>
<td>12</td>
</tr>
<tr>
<td>50</td>
<td>NOTHING TAKES THE PLACE OF LOVING YOU</td>
<td>Stoney Jackson, Columbia 44210 (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>54</td>
<td>SMOKE, SMOKE, SMOKE—GO</td>
<td>Tex Williams, Decca 10291 (Hill &amp; Range, BMI)</td>
<td>6</td>
</tr>
<tr>
<td>63</td>
<td>THERE Ain'T NO EASY RUN</td>
<td>Jack Greene, Mercury 52799 (Newaxx, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>47</td>
<td>GREAT PRETENDER</td>
<td>Jean Shepard, Capitol 2033 (Monos, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>61</td>
<td>WELCOME HOME TO NOTHING</td>
<td>Janis Martin, Monument 1013 (Pamper, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>58</td>
<td>WHOSE GONNA BE</td>
<td>Sonny James, RCA Victor 47-941 (Foggy)</td>
<td>3</td>
</tr>
<tr>
<td>51</td>
<td>LET'S WAIT A LITTLE BIT LONGER</td>
<td>Connie Smith, Capitol 40105 (TNSB, BMI)</td>
<td>5</td>
</tr>
<tr>
<td>52</td>
<td>AN OLD BRIDGE</td>
<td>Jean Shepard, Capitol 2033 (Monos, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>59</td>
<td>HAVE A LITTLE FAITH</td>
<td>David Harewood, Capitol 10291 (Gallion, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>66</td>
<td>FIND OUT WHAT'S HAPPENING</td>
<td>Bobbi?, RCA Victor 47-940 (Champion, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>55</td>
<td>MRS. &amp; MRS. JOHN SMITH</td>
<td>Johnny &amp; Jack Mosby, Capitol 10291 (Central Song, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>A THING CALLED LOVE</td>
<td>Jimmy Dean, RCA Victor 47-9414 (Victor, BMI)</td>
<td>10</td>
</tr>
<tr>
<td>59</td>
<td>THE LEGEND OF BONNIE &amp; CLYDE</td>
<td>Eddy Howard, Capitol 2123 (Blue Book, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>59</td>
<td>I'M NOT READY YET</td>
<td>Blue Boys, RCA Victor 47-9418 (Hamilton, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>71</td>
<td>SUNDOWN MARY</td>
<td>Billy Walker, Monument 1055 (Cimline, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>70</td>
<td>ATLANTA GEORGIA STRAY</td>
<td>Sonny Cates Jr, RCA Victor 47-9419 (United, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>64</td>
<td>ALABAM</td>
<td>Joe Mitchell, Starday 928 (Starday, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>62</td>
<td>ONLY A FOOL</td>
<td>Bobbi?, Capitol 10291 (Central Song, BMI)</td>
<td>4</td>
</tr>
<tr>
<td>65</td>
<td>DESTINATION ATLANTA, GA</td>
<td>L. &amp; L. Smith, Capitol 40105 (Hill &amp; Range, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>67</td>
<td>I CAN SPOT A CHEATER</td>
<td>Johnny Tillotson, MGM 19988 (Gallion, BMI)</td>
<td>4</td>
</tr>
<tr>
<td>68</td>
<td>COUNT YOUR BLESSINGS, WOMAN</td>
<td>Jan Howard, Decca 32323 (Stallion, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>66</td>
<td>SET ME FREE</td>
<td>Charlie Rich, Epic 10291 (TNSB, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>67</td>
<td>STORYBOOK CHILDREN</td>
<td>Virginia Warren &amp; Sue Jaye Hokem, LHI 1204 (Blackwood, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>68</td>
<td>WILL YOU VISIT ME ON SUNDAYS?</td>
<td>Charlie Louvin, United Artists 1083 (Blue Coast, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>69</td>
<td>WHO WILL ANSWER</td>
<td>Hawk Snow, RCA Victor 47-9423 (Starday, BMI)</td>
<td>3</td>
</tr>
<tr>
<td>73</td>
<td>WANDERIN' MIND</td>
<td>Marjorie Singleton, Atlantic 2350 (Gallion, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>71</td>
<td>SHE WENT A LITTLE HAPPIER</td>
<td>Ferlin Young, Mercury 7277 (Gallion, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>72</td>
<td>CALIFORNIA SUNSHINE</td>
<td>Russ Stahler, Monument 1044 (Wildwood, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>75</td>
<td>I'VE BE YOUR FOOL AGAIN</td>
<td>David Ragsdale, Columbia 44425 (Window, BMI)</td>
<td>2</td>
</tr>
<tr>
<td>74</td>
<td>ANOTHER PLACE, ANOTHER TIME</td>
<td>Jack Greene, Decca 32324 (Monos, BMI)</td>
<td>1</td>
</tr>
<tr>
<td>75</td>
<td>I JUST WASTED THE REST</td>
<td>Del Reeves, Barber Records, United Artists 32324 (Hill &amp; Range, BMI)</td>
<td>1</td>
</tr>
</tbody>
</table>
Something very important is happening here. Nothing like it has ever happened before, yet it is going to happen again and again. Capitol Records, a conservative and cautious record company, paid the young man on the left this phenomenal advance on a recording contract even though he and his group are virtually unknown outside the city of San Francisco.

The news of that signing was carried in the November 31 issue of Rolling Stone, a new rock and roll publication based in San Francisco and distributed throughout the United States and Canada. Every other profession and art has a journal for its members, followers and fans, yet rock and roll—the most popular art of them all—until now has not had one.

Rolling Stone is a magazine-newspaper devoted to the activities and news of rock and roll: the artists, the music and those subjects the music embraces. There are record reviews but no sales charts. But what is most important about Rolling Stone is the intangible way in which it reflects—in fact, is a part of—the changes in rock and roll since the Beatles.

Rolling Stone is now over three months old. Jerry Wexler, the Gavin Report’s “Record Executive of the Year,” has subscribed since the second issue. Atlantic-Atco has advertised since the first issue. Why not you? It may be what’s happening.

Capitol Records paid him $50,000 and you probably don’t even know who he is.*

Take a chance...

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Address __________________________________________
City _______________________________________________
State _______ Zip _______

*If you want to know who he is, write to Mr. Alan Livingston, Capitol Records Distributing Corp., 1750 North Vine, Hollywood, California.
Country Music

Country Western Scene

John D. Loudermilk appears on ABC's "This Morning" show (8) and, among other things, will sing a duet with Eddy Gorme of the standard "I Really Don't Want to Know." Loudermilk also will sing some of his own songs. RCA Records national country promotion man Larry Page has cut his own release for that label. It's titled "I Let Her Get Lonely" and "Somebody Knows." The session was produced by Page's brother, Nick, who is Nue Stuckey's assistant. Paul Tammes reports that his Natsen-Ponti Music Farm has both sides of the new Columbia Paul Evans' release, "One Red Rose" and "Bound to Silence." Feb. 19 was declared Dick Davis Day in Amarillo. His record was delivered from the telephone plant there. Dick Davis has recovered his voice following a 10-day mono session. Bobby Bure plans the Nashville Room in New York (F-169). Moviemaker Orson Welles is cutting a new film utilizing country music traditions. Among the artists executing Cecil Schweif, Dewey Graham is a Nashville specialist. This week where Leon Rausch is recording at Columbia. Alan Glen, long-time songwriter, is back with a new film: Lloyd Gino will produce the Longhorn session. . . . Date artist Van Trevor announces his upcoming west coast tour. The couple will settle in Nashville after a tour of the United States. Lance was performing in Saigon when the Viet Cong attacked the city. The show went on. She records for Waycross Records. Paula exhaled and changed the plug on the side new Tony Douglas, who signs an insurance of disk jockeys. It is now "Mention Me Now." Rex Allen set a new attendance record at the San Antonio Stock Show and Rodeo. The show was booked by Billy Deaton. Dick Sheby, a newcomer on the music scene, got his start after 10 years in the Navy. His first session was cut on board ship. Happy Shahan played host at his Alamo Village to Princess Catherine de Croij of France. She was accompanied by Ted Messer of Henmi-Fair's International Relations, Division. Tony Sean, who has written songs recorded by Marty Robbins, Kay Starr, Carl Belov, Priceless Mitchell, Shorty Wagyar, Roy Drusky and others, has completed a session for Mitchell Bush of Diamecr Records. Long-time Iowa country decayer Larry Herbelin moves to WDCJ, Cincinnati, as air personality and promotion director. While in Iowa he had kept fans and others on top of things with a regular news letter. Buddy Emmons has been playing in the Country Music Radio stations in 14 States so far he has approved participation in the Miss Country Music, U.S.A. beauty pageant this Thursday at Henmi-Fair July 2-3. Claude Gray and the Graystones reportedly have a house record at the Golden Nugget in Las Vegas. Archie Campbell returns to host the summer meeting of the Georgia Association of Broadcasters at Calloway Gardens. Dick Mills, who brought a set of songs to a Copyright session last week as a hit on his hands. The music was composed on the spot by Kerlo Herbst, and "The Last Goodbye" has been a top song in Atlanta, Chicago, Knoxville, San Francisco, and Nashville. Capitol reports strong request from each market. . . . Frankie Starr's "Elevenor Baby" on Star-Win can be heard by tuning in to WINS in Nashville. . . . Bobbie Staff has cut four more sides in an RCA session. (Continued on page 50)

Change-of-place programming from your librarians' shelves, featuring the disks that were the hottest in the country field 2 years ago and 10 years ago this week. How's how they ranked in Billboard's charts that was in Billboard in 1953.

COUNTRY SINGLES--5 Years Ago

March 9, 1963

1. Don't Let Me Cross Over--Carl Bell (Brother Eye)
2. From a Jack to a King--Alvin Penzola (RCA Victor)
3. Ballad of Jed Gambett--Lester Fitt & Ernie Strongs (Columbia)
4. Someone Hand Rose--Roy Drusky (Dovoka)
5. End of the World--Skater Davis (RCA Victor)
6. Is This Me?--Jim Reeves (RCA Victor)
7. T for Texas--Grampas Jones (Columbia)
8. I Take the Chance--Ernest Ashworth (Williams)
9. Not What I Had in Mind--Jimmie Davis (United Artists)
10. I've Enjoyed as Much of This As I Can Stand--Parker Wagoner (RCA Victor)

COUNTRY SINGLES--10 Years Ago

March 10, 1958

1. Ballad of a Teenage Queen/Big Rain--Jerry Reed (Capitol)
2. Don't get a Goy of You--Elvis Presley (RCA Victor)
3. Story of My Life--Marty Robbins (Columbia)
4. This Little Girl of Mine--Will Tell Him--Evelyn Briss (Cadenese)
5. Great Balls of Fire/You Want Again--Jerry Lee Lewis (Cape)
6. Crispa Girl--Rank L occult (RCA Victor)
7. Oh, Lonesome Me/I Can't Stop Loving You--Gene Gibson (RCA Victor)
8. My Special Angel--Bobby Helms (Rest)
9. Oh, Oh, I'm Falling in Love Again--Jannine Rhodes (Rogers)
10. Anna Marie--Jim Reeves (RCA Victor)

Country Music

Harry Peebles Sets MS. Fair

SEDALIA, Mo.--Two nights of country music contests highlighted the 1968 Missouri State Fair, it was announced just last week by Wilbert Ackew, fair manager. The Harry Peebles Agency, Kansas City, has arranged for Marty Robbins, Hank Thompson, Loretta Lynn, Mary Taylor, for the opening line-up, Fred Houston, Curtis Potter, Don Winter, and Bobby Sykes, along with the Nashville Belles, to headline the August 18 performances.

The country show Aug. 25 will feature LeRoy Van Dyke, Faron Young, the Stonemont, Darrell McCall, George Morgan, Bun Wilson, Kathy Perry, Billy Thompson and the Melody Rambler and Linda Flanagan.

The Peebles Agency will pro-
cduce country shows at nearly 200 fairs this summer, including the Illinois, Oklahoma, Kansas, Nebraska and North Dakota State fairs.

Track Used by Date for Disk

NASHVILLE--Date Records, a Columbia subsidiary, has utilized single sound tracks for separate recordings.

Producers Stan Shulman and Dick Heard have taken the track from the Johnny Dollar song "Forever Is Over," with the Marionettes and the Nashville Strings, and used it to be background the same song by Eddie Rabbit on the same label.

The song is from Dollar's album, "The Wheels Fell Off the Wagons Again."

Then, utilizing a reverse process of the sound track. Rabbit's single "The Bed" was used to background the same song by Dayna Tenors recording was done at Columbia Studios here.

NEWDEST AND OLDESTI Reddy谛 RYO missions on WJNL, "Mid

western Hayride," Cincinnati, since 1938, reissues with the newest version of the vocal trio Jeanette Luntsford. The popular Western Swing show is produced by Audu Broadcasting and is distributed nationally by ABC affiliates.

COUNTRY WESTERN SINGLES--5 Years Ago

March 9, 1963

1. Don't Let Me Cross Over--Carl Bell (Brother Eye)
2. From a Jack to a King--Alvin Penzola (RCA Victor)
3. Ballad of Jed Gambett--Lester Fitt & Ernie Strongs (Columbia)
4. Someone Hand Rose--Roy Drusky (Dovoka)
5. End of the World--Skater Davis (RCA Victor)
6. Is This Me?--Jim Reeves (RCA Victor)
7. T for Texas--Grampas Jones (Columbia)
8. I Take the Chance--Ernest Ashworth (Williams)
9. Not What I Had in Mind--Jimmie Davis (United Artists)
10. I've Enjoyed as Much of This As I Can Stand--Parker Wagoner (RCA Victor)

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stereo as well as monaural
the lemon pipers
"rice is nice"
BDA-31

Green Tambourine
with
the Lemon Pipers

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sweet and
DOT'S got!

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Soul Proprietor
Ernie Andrews

Charlton Heston
Joan Hackett
Donald Pleasence
"Will Penny"

DIRK BOGARDE
SUSANNAH YORK
SEBASTIAN
LILLI PALMER
SIR JOHN GIELGUD

moods and madness...

LOVE RHAPSODIES

swinging...and

DOT’S GOT IT!

DOT RECORDS

www.americanradiohistory.com
NEW YORK — Columbia Records is running a large-scale promotion in conjunction with the 25th anniversary season of the Tabernacle Choir catalog.

ROMEO OPERA WILL OPEN LINCOLN CENTER TODAY

NEW YORK — The Romeo Opera will open Lincoln Center Festival, sponsored by the Metropolitan Opera company's season, which will run through July 6. The Romeo Opera will present Verdi's "I Due Foscari," Rossini's "Otello" and Mozart's "Le Nozze."

Three premieres are being issued by Leonard Bernstein and the New York Philharmonic in conjunction with the orchestra's 125th anniversary, including a special double bill of ''I Due Foscari" and "Le Nozze." The cast includes Verdi's light opera "Overtures of Offenbach," Rossini's "The March of the Lepers" and a third album with two Verdi symphonies.

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Sopranos Maria Caniglia and tenor Giacinto Prandelli are starred in two 20th-century operas, "Fedora" and "Francesca da Rimini." The latter, originally published in the late 1920s, will be presented in a new edition with the New York Philharmonic.

The Rankin and Ferri will be conducted by Leonard Bernstein and the New York Philharmonic, under the auspices of the Metropolitan Opera company. The concert will be held at the Philharmonic Hall.

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CBS ISSUES 1st 'BOMARZO'

NEW YORK — CBS Records is issuing the first recording of Alberto Ginastera's new opera "Bomarzo," which is receiving its New York premiere with the New York City Opera at the Philharmonic Hall on Thursday (14).

The three-record set of the Washington Metropolitan Orchestra's productions features most of the soloists, including the German tenor Rudi, who will be performing the work here.

Pianist Rudolf Serkin will be scheduled with Max Rudolf and the Cincinnati Symphony Orchestra (Friday) and Saturday (9). Princess France of Greece and Gaia Bachaer will be piano soloists with the orchestra in a Bach program next season.

Merc. Issues 1st Record by Henry

CHICAGO — Pierre Henry's "Le Voyage," an electronic music composition, has been issued by Mercury Records this month, the first recording for the composer. The work,adaptable for use in films, is featured on the album "Cantelli Groso, Op. 6" with Raymon Leppard and the English Chamber Orchestra.

New Italian Operas in Everest Set

NEW YORK — Six Italian operas, two by Verdi, are restored to the catalog in the latest album release of the Everest Opera Series and Verdi's "I Lombardi." The title role is played by Verdi's "I Lombardi alla Prima Crocetta," "La Forza," "La Traviata," and "Don Giovanni." The second album, "The Other Two Sets," features the "La Fanciulla del West" and "I Lombardi alla Prima Crocetta." The release is the first of three sets that are expected to be completed by the end of the year.

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**Electrola’s Stereo ‘Venice’**

**CONCERT REVIEW**

**Khachaturian at Carnegie**

**NEW YORK** — Armenian composer-conductor Aram Khachaturian ended his successful American conducting tour on Monday (27) at the American Symphony in a program of his works at Carnegie Hall. The highlight of the evening was his “Cello Concerto,” which featured Karen Georgiev, 1960 Tchaikovsky Competition winner, as soloist. Miss Georgiev, who made her New York debut the previous day, tackled the display piece with a high degree of virtuosity.

Khachaturian, a straightforward conductor, also led his “Symphony No. 1,” excerpts from his ballet “Gayane,” including the familiar “Saher Dance,” and an excerpt from his ballet “Artscenic,” all flashily with rich Armenian strains.

Khachaturian, who appears as conductor on Melodiya/Angel Period, Angel, Parliament, Monitor, Coliseum, Philips World, Sceptre, London, and EMI, mostly conducting his own works, is also represented as a composer on United Artists, RCA, Columbia, Everest, Vanguard, Urania, Capitol.

**Kasella**

**Composer**

**Leonard Bernstein** will conduct the concluding concert of a premier of Walter Piston’s “Introduction to the New York Philharmonic Thursday (7), in the conclusion of the program. Pianist Anna Deavere Smith will also perform "Malambo" and Villa-Lobos’ "Brazilian Concerto" at Carnegie Recital Hall Thursday (7). The new work by American composer violinist David Oistrakh and Bolshoi Ballet will be performed in CBS-TV’s "Presents Part II," a 90-minute special Tuesday (5). Alfred Wallenstein will be conducted for Rubinstein and Osiris.

**CABALLE, TUCKER, MILNES IN FINE ‘Luisa Miller’**

**Concert continued from page 41** with Milnes and Tucker. Miss Caballe, a RCA Victor release, is promoted in a full-page ad by the New York Times. Her recording included her latest recording, "Verdi Arias," An Angel issued a list of 80046, "Waide’s Traviata," and "Tristana," Milnes, especially in his Act 1 aria, is given an extremely high note and in his duet with Miss Caballe, clearly developed as a composer. The New York Times, around the best voice such as Don Zenone, since Warren. His first RCA recording is Verdi’s "La Traviata" with Miss Caballe. Flagello and Tosu, sung the same roles they sing on the RCA recording of the opera, which also features Anna Moffo, Carlo Bergonzi and Cornell Nell. And both made valuable contributions vocally and dramatically. It is hard to say it was not quite up to the role of Frederika, which is handled so well by Sherrill Milnes on the recording.

The RCA recording had much to do with creating a favorable climate for the revival, but the opera itself on the stage itself. That is the bridge between early Verdi operas like "Nabucco" and "Ernani," and the Verdi that came shortly after "La Traviata," "Tristana," "Il Trovatore," the work moves briskly with many rich melodies.

**Scharowsky Right**

And, "Luisa Miller" has the right conductor in Thomas Scharowsky, whose mastery of early Italian opera has been evident since his debut, which was as conductor of Donizetti’s "Don Pasquale." Schiopers has recorded on Columbia, RCA, CBS, London and Angel, which mentioned is a lot ad. Due this month on RCA is Verdi’s "Ernani," with Schiopres conducting. The package begins Leoncavallo, Mazzini, Serenissima.

Merrill Dunn has noted and "Luisa Miller" with this opera, but the sets, including stage boxes, was a bit overdone. Still, the opera starring Cecilia Lauri-Volpi and Luisa Miller's voice was available on Everest.

**FRED KIRBY**

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

**March 9, 1968, billboard**
**Electrola's Veder Calls Decline of German Tune Primary Problem**

By OMER ANDERSON

This is the second of two articles based on an exclusive Bill- board interview with Dr. Ladislas Veder, managing director of Electrola. In the following article, Dr. Veder analyzes the reasons for the weak positions of German hit tunes, discusses the development of classical production and surveys the German market outlook for 1968.

**COLOGNE —** Dr. Ladislas Veder, managing director of Electrola, calls the "ever-wucker" pop music, especially a "primary problem" for German music companies.

He noted that in recent months much has been said about the decline in German hit tunes, both at home and abroad. In Veder's opinion, there is a reason for the fact there is no real German "show business." This means that German composers and interpreters have little possibility to introduce German hit tunes to an audience in public performances.

Veder said "German show business" means the increase in public interest in German composer and interpreters, a realization of which, the few "(tb) products" of the 1960s. However, the future of the "show business" does not look too promising, and the only thing to do is to increase the number of "hit tunes" in the market.

**JOHNNIE CAMACHO, left, formerly with Decca and RCA, meets in New York with Morris Pancho Cruz, controller of Tico, Mardi Gras and Singer Records of New York, and Nestor Cadencia, president of Decca and Vanguard, at a meeting of the New York Chamber of Commerce, after Camacho's appointment as managing director of Disco Tico in Mexico.**

(Continued on page 45)
LONDON — United Artists is closing a deal with a major independent record company in this country following a new deal agreed to this week with Don Stewart and EMI Records, managing director Ken East. UA has previously had a licensing contract with EMI to release its product here which was due to expire in October. From the beginning, UA has emphasized it would have a pressing and distribution deal with EMI only.

United Artists plans to activate one of its American subsidiary labels in Solid State, later this year and the record outfit has had a new logo designed by the Royal College of Art in London for the UA label in readiness for its debut on the British market. United Artists is currently closing a deal for new money into the budget market where product from the company's back catalog and its American subsidiary line will be issued. UA will also introduce the True Action Adventure series and the Talespinners line for children which will be issued on United Artists.

United Artists is operating from its new premises in Mortimer Street, and the general manager Martin Davis.

From The Music Capitals of the World

BARCELONA

Following the success of French singer Sucha Disto's Spanish recording "Los Bigotes," Odeon is negotiating with the Spanish Royalty for a similar deal for Spain TV promotion. Odeon has released a new collection of "Wine" by the Fichells, "Love Love Love" for American promotion and "I, U Very Much" by the Scaffold and finally "Pata Pata" by Georgie Dunn. Little Tony (Vergara) (Madrid) is comprised of a group of former members of the "El Gran Musical" show. Conceived in the United States and with stops in Venezuela to appear in the Rep. Show (Washington, D.C.) and his orchestra were in the studio for 12 hours recording 14 songs in the San Remo finals. The album was released Feb. 12.

Juanto Valverde (Edisa) left for a tour of southern France. Joan Ramon Bonet (Edisa) appeared on the Catalun TV show "Muig Notícies." Southern Music reports four Spanish versions of "The Ballad of Bonnie and Clyde" by Los Mustang (Ole) "The Heart of Another" by Los Yerba Mate (Sonopla) and Rudy Vallee (Tiffany) "If Only." There are currently six different Spanish artists in the current San Remo finalist "La Tramontana." Bruno Lonou completed his last album for EMI-Sony. Tito Rodriguez (RCA-Espanola), Los Salvajes (Odeon), Ivanca (Colomba-Espanola) and Vampis (RCA-Espanola) are currently recording. There are still four Spanish versions of "Idols in Disguise With a Miracle" (EMI-Sony) and "The Early Days of the World" (EMI-Sony) on the market.

BUENOS AIRES

NURMEBERG'S JAZZ FEST HISTORY

Several important developments for Modern Art, will sponsor a jazz festival March 30-31.

The main concert, to be held in the Meistersingerhalle, will bring together the young rising stars of Karel Krautgartner (Czecho- slovakia), With the EMI label, and the London-based French and Italian groups (West Germany), together with the Focus-Jazz Quintet from Hilversum, Canada and Disco Goy- kevic (Bulgaria).

Other groups taking part will be the Tomasz Stanko Quintet (Poland), the Psychocyde Rock- ing (Switzerland), Los Chicos, Los Nuebres Jazz Collegium.

SGRERIO ENDRIGO, San Remo Song Festival winner, appears with soprano Anna Moffo on her Italian TV show taped recently in Rome.

$150 Mil in Sales By Bertelsmann

GUETERSLOH — The Bertelsmann Group, West Germany’s largest entertainment and communications complex, with books, phonograph records, motion picture and TV film production, and movie theaters, reported gross sales hitting the $150 million mark.

The Ariola-Eurodisc record division contributed the best year to date for Bertelsmann. Production of stereo records, priced at $150 million sales, despite the general downturn in the West German economy, which hurt sales especially in all areas of the music business.

Ariola-Eurodisc’s 30 cent profit sales rise, achieved within the generally stagnating German music market, was attributed to the Bertelsmann management to the label’s galaxy of recording artists and its distribution of classical material by Soviet artists, the Melodia-Eurodisc label. These releases were promoted with a series of German concerts by top Soviet artists such as Igor Oistrach, Leonid Kogan, the Bolshoi Bal- let, and the Philharmonia of the West Germany, the State Symphony Orchestra of the U.S.S.R.

Ariola’s best-selling pop artists were Udo Jurgens and Peter Alexander. Strong sales were posted by the recordings of Rex Gildo, Nino Rota, Peter Kreuder, Renato and Werner Leis- mann, Fred Bertelsmann, the Holies, the Trigos, the Equals and the Herd.

Ariola reported that it had strengthened its position as the leading German operetta label with additional releases during the year to bring to 60 LP’s its current operetta repertoire. Robert Stolz, Rudolf Schock and Max Steiner, whose scores were especially strong in Hol- land and Switzerland, as well as in Austria.

Bertelsmann reported that it strengthened its leadership in the book and record busi- ness, which accounted for 60 percent of the group’s total sales.

Bertelsmann’s publishing division produced 53 million books and the Constant-Film-GmbH (60 percent of Bertelsmann-owned) accounted for 50 percent of the German film production last year.

Greenop Heads

EMI Pub. Firm

LONDON — Phil Greenop has been named head of EMI’s music publishing company, Ardmore & Beechwood, in succession to Harry Lewin, who has left to concentrate on other entertainment industry interests.

Greenop’s responsibilities will include music rights in this country, copyrights and the auditing of tapes. Fred Marks has been ap- pointed administration manager for Ardmore & Beechwood.

Both men come to their posts from within the EMI organization.

U. K. NOVEMBER SALES UP 36%

LONDON— U.S. sales of records for November reached $916,800. Total disk production for the month of 11,953,000, was the highest ever.

Record sales and exports for the 11 months to November 1967 were both higher than the preceding year. Sales were up 31 percent to 27,356,000, and exports increased 25 percent to 10,655,000.

Endrigo Italian Eurovision Rep

TURIN, Italy — Sergio En- drigo (Fonit-Cetra), the San Remo Festival co-winner, will be the Italian representative at the Eurovision Song Contest. The announcement was made by the host at the Albert Hall, Lon- don, April 6.

Endrigo will sing "Marinara," a new song penned by him and provided by Fonet-Cetra’s music division Ungiome, it is to be broadcast by the State Radio-TV company which reserves the right to select the singer and approve the song.

(Continued on page 43)
From The Music Capitals of the World

ELECTROLA's Veder Calls Decline of German Turing Problem

Continued from page 43

for able artist agents, impresarios, and managers to work on behalf of the German show branch at home and abroad.

Polydor Sales Rush on James Last

HAMBURG — Polydor is conducting a mammoth sales drive on the instrumental records of the James Last Band. Polydor is plugging some 20 releases with the James Last Band under the slogan James Last—Rhythm a GoGo.

Polydor sales campaign is aimed at the American market. Last year, Polydor scored a hit with the 1969 release. The Polydor campaign is expected to result in sales with universal appeal. The campaign is especially aimed at the German and international pop music market.

Electrola’s Veder Calls Decline of German Turing Problem

Continued from page 43

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A growing library of MUSICASSETTES everywhere, featuring music by top-selling artists in a variety to suit all tastes and needs . . . .
the cassette is a sensation the world over...

THE CONCEPT
The right answer to what music lovers demand from a tape system: compactness, extreme ease of operation, and quality.
Stereo and mono fully compatible through ingenious track arrangement.
Cassettes interchangeable from home units to car units and vice versa. Locking system to exclude accidental erasure on recording units.
Easy selection with fast forward and rewind; 2-track permits easy indexing and spot finding.
Full possibilities for home and in-car recording on the blank cassettes (60 or 90 minutes).

THE QUALITY
Fine musical quality, according to the best traditions in the tape recording and record industry.
Full satisfaction for critical ears, even when classical music is played.
Dependability in cassette design and in every item of the Philips cassette equipment range.
Cassettes will work in recorders and players either horizontal, vertical, sideways... in any position.
Normal thin tapes used in cassette, give no dirt on heads or other breakdown problems.

THE "INTERNATIONALITY"
Philips is an international company and took care that dozens of the best manufacturers of equipment all over the world participated in launching the Compact Cassette system.
The Compact Cassette is now the only system comparable in international distribution to gramophone records!
Cassettes can now be played (and are played) by millions in any country in the world.

LAUNCHED BY PHILIPS
THIS IS THE ONLY ALBUM IN WHICH DIONNE WARWICK SINGS VALLEY of the DOLLS!

SCEPTER RECORDS

As performed by Miss Warwick in the 20th Century-Fox movie. 33,000,000 people will see Scepter's full-page advertisement on Dionne's Valley of the Dolls in the March 19, 1968, issue of LIFE MAGAZINE.

See you at NARM in sunny Florida.
where the conversation's at

the mind blowers

S/6104 THE AMBOY DUKE
S/6107 THE TANGERINE ZOO
S/6105 THE TIFFANY SHADE
Fidelipac® 880
"The Professional"

It took time, study, and an intimate knowledge of the industry to create a "Professional" 8 track cartridge. Who but TelePro could qualify so eminently. As the industry's leading supplier of cartridges for the duplicator and the broadcasting industry, TelePro has set the standard of design and quality for over a decade.

More than 50 million cartridges in use today bear the Fidelipac trademark of quality. PRODUCT DEPENDABILITY! The dependability of a Fidelipac Cartridge is known throughout the industry. Major record companies using Fidelipac Cartridges report that Fidelipac has the highest Q.C. acceptance rate.

GUIDE RING

Allows for smoother tape exit, separates tape mass from reserve storage area and allows smooth operation for any length, short or long.

DYNAMIC OPERATION

Tape path and moving parts design offer dependable performance under severe vibration, twisting, tilting, or shaking. Tape opening and throwing are virtually eliminated.

DIRECTING PIN

Encased in teflon, avoids friction, significantly lubricates the tape, adding life to tape player head, resulting in greater fidelity for the life of cartridge and player units.

NEW CORE DESIGN

 Maintains smooth permanent lock to fire, reducing wobble and flutter, extending tape life.

NEW PINCH ROLLER

Optimum width provides excellent coupling to the capstan, withstands temperature variations, physical abuse and tearables, offering capstan force in playback machines.

PRESSURE PADS

New wider longer teflon faced pads assure full width head contact. Affixed in permanent position, they assure proper alignment with low friction and excellent head wrap for high fidelity.

CORNER POST

Designed to guide tape at proper level with exacting tolerances required by S.T.A.

CLOSURE

A new concept in design—Three grip sockets and friction pins located in the front and on each side assure perfect alignment when cartridge is pressed firmly together. Can be opened without expensive jigs or drilling machines.

GUARANTEE? TelePro has a reputation for integrity. We back up every single cartridge we produce. The reputation of the company, its desire to indemnify its customers against loss is not an idle boast at TelePro. For years we have operated under this principle. You can judge the future by the past. TelePro stands behind its products. It always has, it always will.

The new Fidelipac 880 is by all tests, the most "Fail Safe" cartridge in the industry. Coming from the oldest and largest cartridge producer, this statement "means something".

You be the judge! Phone or write for free sample and information.

Fidelipac Division
Cherry Hill Industrial Center
Cherry Hill, New Jersey 08034
609-424-1234

TELEPRO
INDUSTRIES INCORPORATED

WORLD'S LARGEST MANUFACTURER OF TAPE CARTRIDGES
Mendel Battling Discounting
Via the 'Complete Inventory'...

By CLAUDE HALL

COLUMBUS, Ga.—One of the key methods of fighting discounting, believes Ed Mendel, who owns three record outlets here, is a complete stock. Mendel, one of the original Dr. Jives on radio several years ago, operates a store in a shopping mall here with at least three nationwide chains almost at his doorstep.

“They're discounting tapes around me—though not as much as records. But the one thing I've got that they don't have is a complete inventory. I've been stocking tape CARtridges since RCA Victor first began releasing them. People know that if they want a particular artist on tape cartridges, they're more likely to find it at my store than any place in town.”

Dr. Jives Record Shop at the mall is really in a retail-type store, as opposed to his other two outlets which deal primarily with singles (one is a 100 per cent r&b outlet). In the mall store, Mendel tries to maintain as complete an inventory in tape cartridges as he does in albums. He has two International Tape Cartridge Corp., racks plus all displays of other labels. Only the teen product is kept under lock and key, because pilferage is more liable to happen with teen material. Mendel has found “I really stop up on 4-track product because no one else is stocking it,” he said.

“On any Saturday, I'll sell 40-45 tape cartridges and to me it's just the coming thing. I'll know about what I'm going to take in record sales before I even enter the store. If it's a normal business Saturday, I'll know my cartridge sales were off. But if business over-all is up by the end of the day, 'I'll know it's because we've been doing good in tape cartridges.”

The two biggest sellers are "Temptations' Greatest Hits" and "Otto Live in Europe.” He said that the latter cartridge, since the death of Otis Redding, is difficult to keep in stock because it sells so fast.

Muntz Trains Reps as Musicmen

By EDO TIEGEL

LOS ANGELES—Muntz Stereo-Pak has initiated a campaign to make its automotive industry representatives more musically aware. Bob Deman, recently hired by the company's first field sales representative covering the Midwest, is charged with making the Muntz automotive reps better music men.” explains Gene Block, Muntz's national sales manager.

There are nine representative firms which handle Muntz cartridge product through automotive outlets. In Block's opinion, these firms have to understand the commerciality of music and recordings.

GRT to Release Roulette Product

LOS ANGELES—General Recording Tape will release cassette, reel-to-reel, 4 and 8-track product for Roulette Records. The first release is “Best of Tommy James and the Shondells.”

GRT also will release 40 other titles, including works by Boots Randolph, Donnie Warwick, the Impressions, Hugh Masekela, Ettas James and Donovon.

Lib. Opens Cassette Invasion in Europe

LOS ANGELES—Liberty is releasing its first cassettes in Europe, with corporate President Al Benet believing this configuration will be the sur-

miving tape CARtridge system. The executive, however, said that industry plans for the cassette to out perform the 4 and 8-

track cartridges may be out of his hands, which dominate the Continent.

The cassette field in Europe will have tremendous acceptance, Bennett feels, following an on-the-spot observation of Eu-

ropean market conditions. Liberty will parallel its European and domestic cassette releases, since the company believes cas-

ettes don't relate to the record market. "We're hitting a different market,” Bennett explains. Liberty's licenses pre-


sently receive cassettes from the U.S. and Germany. Ultimately, Bennett plans to establish cas-

ettes in the U.K. and France. Bennett called the cassette system the only major cartridge form in Europe. The 4 and 8-

track systems caught on in America, he says, because of the car market. But in Europe, where cars are compact, there hasn't been any room for the large 4 or 8-track players. A new small unit from Philips may elevate this situation, Bennett said.

The Muntz corporate thinking is that the days of merely duplicating a record company's product are gone. "We have to go further and help sell the product on the retail level," says Block. Deman, he points out, is in essence a district sales manager for each of the record companies, since his concern is helping a product from copy-

es suppliers.

Domino, formerly with Mira Productions, and Block, former-

ly with UNI, both spent one month at the Muntz Van Nys, Calif. headquarters in a familiar-

ization program designed to pro-

vide them with all facets of the cartridge business. "You have to know everything from how to install a unit in a car to how to tape winds, in order to talk knowledgeably to people new to the field,” Block emphasizes.

Head Cleaner CARtridges

4,8&CASETTE

ASK ABOUT OUR SPECIAL
PACKAGING PROGRAM.

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7550 Melrose Ave. • Los Angeles, Calif. 90046-Phone: (213) WE-1534

MARCH 9, 1968, BILLBOARD

53
He’ll like our loaded leaders. And the tape will go on smoothly, wear longer, play trouble-free. Because this cassette lives up to the original specifications for compact cassettes — no skimping inside. And because it is molded as precisely as the reels and cases we sell to the computer tape industry.

We grew up on such standards. We don’t know any other kind. But we have learned how to price cassettes for the trade.

Take us to your leader.

"Take me to your leader."

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 stereo, FM stereo and LP records ... allowing your customers flexibility to produce their own cartridges for car stereo.

Also ... records reels from FM stereo, LP records and mike. 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.

Data Packaging Corporation
205 Broadway, Cambridge, Massachusetts
TWX 710-300-5640

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Communication Electronics Sells Pilfer-Proof Display

By BILL WILLIAMS

OKLAHOMA CITY — Communication Electronics, a tape CARtridge wholesaler here, had begun marketing a "thief-proof" display case which allows customer free handling of the tape while guarding against pilfering.

Tommy Hoshall, president of the firm and inventor of the device, said he has patented displays in three models, capable of holding 60, 100 or 700 tapes.

"A retailer always had a problem," Hoshall said. "If tapes were kept out of a customer’s reach, he couldn’t look the tape over and examine it. When made accessible to him, there was always danger of theft. This solves both the problems."

The display extends forward 14 inches, with a Plexiglass front. In the front is a round hole, 3½ inches in diameter. This allows the customer to put his hand in the hole, pull the tape forward and examine it, but not remove it because the tape is four inches wide. He can easily get his hand out.

Hoshall said a customer always likes to examine a tape and this way can turn it completely around without removing it. The tape displays first were sold at Tape Town, a franchise retail operation here. Called Pickatape, the display case has been sold only in Oklahoma City. Hoshall plans to distribute it nationwide.

"We had to prove it first here. Now we’re getting demand from everywhere," he said.

Communication Electronics handles most lines of tape cartridges as a wholesaler, including GRT, Columbia, ITCC and Muntz. The firm now also is manufacturing displays for tape cartridge units, which also will be marketed. We are making them so that the tape displays can sit right on top," Hoshall said.

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Col. 1st Canada Firm to Make Cassette LP’s

By KIT MORGAN

TORONTO — Columbia Records of Canada is the first Canadian company to produce cassette product domestically, moving into the configurations ahead of its U. S. parent company. First release will be early this month with six cassettes of best selling albums.

The move was made "in view of the accelerating growth in sales of cassette playback equipment in Canada, and consequent consumer demand for the best repertoire in cassette form," said Fred Wilmut, vice-president, sales and manufacturing.

The initial release includes "Tony Bennett’s Greatest Hits; Volume 3; Andy Williams; ‘Born Free;’ ‘This Is My Song,’ by Ray Conniff and the Singers; ‘Johnny Cash’s Greatest Hits;’ Barbra Streisand’s ‘Simply Streisand,’ and ‘Themes for Young Lover’ by Percy Faith, his Orchestra and Chorus.

The cassette is marketed through Columbia’s record distributors, Columbia Records, Distributors of Canada in Toronto and Montreal; Canadian Electronics Ltd., in Edmonton; Van Horene Electric Supply Co. in Vancouver. Suggested retail is $6.95, same price as imported cassettes. At present, Columbia is still importing its 4 and 8-track cartridge product.

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All Sounds Sign Is Pointing Way to Bigger Tape Sales

By KEN BERGLEN

MINNEAPOLIS, Minn. — What’s the best way to draw downtown traffic to a suburban auto store? All Sound Center is attempting to broaden audio tape interest in the Twin City market.

"Frankly, it is difficult to bet dealers who will stock enough audio tapes to properly move the line," he points out. "Service is not returning on investment at a premium. We are not attempting to compete with dealers but we do need to expand the interest in auto tape players and equipment."

The Golden Valley installation houses a number of allied businesses including Heilicher Bros., Inc., J. L. Marsh, Inc.; Minneapolis Stores, Soma Recording Co. and All Records, Inc. The combination covers most phases of the selling and promotion of musical instruments, tape recorders, phonograph records and accessories.

MARCH 9, 1968, BILLBOARD
Coast Carton Brightens Mart

By BRUCE WEBER

LOS ANGELES — Rising interest among record companies in how to mass market tape CARtridges attractively and inexpensively is giving Coast Carton Corp., Montebello, an opportunity to develop new packaging ideas.

The firm is initiating new methods in packaging, using bright colors — for pack-jobbing operations and new techniques in carton plastic packaging, among others.

On the designing board, and being prepared for presentation to major record companies and tape manufacturers, are several innovations in merchandising, including a cassette package involving a folding carton with plastic casing and a "slip bubble pak" and a design for twin multi-variety packs.

"Record companies are beginning to realize that artists alone do not sell tape products," says James L. Yowell, sales director at Coast Plastic Packaging Co. and on the sales staff at Coast Carton. "Executing now feel tape product can sell with name artists but in conjunction with bright, modern packaging," he says.

Yowell sees the pack jobber as providing the key to the industry, because he comes into direct contact with the consumer. "It's time record companies

started mass merchandising tape production supermarkets, drugstores and independent retail outlets. And it can't be done," warns Yowell, "unless it is done with Coaston plastic packaging concepts."

Jack Franz, vice-president of Coast Carton, reports his company, which does more than $500,000 in sales each year in tape cartridge packaging, will present its new design concepts to Capitol, Muntz Stero Pak, the Warner Bros.-Seven Arts Family of labels and Cerrnconrcorp., a blank tape manufacturer in 4 and 8-track, reel to reel and cassettes.

Coast Carton manufacturers package for Capitol, Dot Records, Original Sound, Reprise, Muntz (4 and 8-track), Warner Bros. and Certron, which became the first company to order the "slip bubble pak" for its blister packs, a three-cassette variety type package.

"Pre-recorded tape product needs a marketing shot in the arm, and record companies now realize it must come from packaging, not artistic value alone," says Yowell. "Blank tape, of course, needs even superior packaging."

"Consumer attraction," he says, is the next step for increased tape sales if it can be accomplished inexpensively.

AMPEX STEREO TAPE OFFICIALS were shown their new cassette display unit for the first time last week by the design firm, Frank Mayer & Associates. Seen at the presentation were, from left, William Crawford, AST marketing manager; Don Jaroff, one of the design firm; AST general manager Donald Hall; Frank Mayer and Bob Morrissey, also of the design firm.

AMPEX STEREO TAPE cassettes are now being advertised on Dek Clark's American Bandstand on ABC-TV. AST general manager Don Hall said cassette spots will also appear on the "Treasure Isle" and "Happening 68" shows on ABC-TV. The shows are said to deliver a combined 250 million exposures.

THE Exciting Crest Portable Tape Console

- PUTS STEREO TAPES AT YOUR FINGERTIPS
- REMOVABLE DIVIDERS—HOLDS UP TO 12 CARTRIDGES
- ARM REST—IDEAL AUXILIARY STORAGE
- MOLDED IN HIGH IMPACT PLASTIC

DGG Testing Single Market Concept on Pop & Classical

By OMAR ANDERSON

HAMBURG — Deutsche Grammophon is experimenting with the elimination of barriers between sales promotion for pop and classical cassettes.

The label is proceeding on the premise that the cassette market is a single market with no sharp dividing lines. Accordingly, Polydor's latest list of cassette releases contains 21 titles — 11 pop and 10 classical.

Of the pop titles, three are on the A & M label (Herm Alpert & The Tijuana Brass in "Whipped Cream & Other Delights" and "Going Places" and the Baja Marimba Band's "Heads Up!).

Francois says, is FREDDY—Das Grosse Wunderkonzert," and the Don Cos-sack Choir of Serge Jaroff and the James East Band interpret music from "Dr. Zhivago" and Russian folk songs.

Illustrating Polydor's conception that there is only one cassette market, the Serge Jaroff choir is represented on the classical list with a Deutsche Grammophon recording of its most famous interpretations.

Classical titles also include Bach's Brandenburg Concertos with the Berlin Philharmonic and Herbert von Karajan; Karajan and the Philharmonic's recording of Mussorgsky's "Pictures at an Exhibition," and excerpts from Mozart's Magic Flute" recording by the Berlin Philharmonic under Karl Bohm.

Stiegelbied and the Berlin Philharmonic under Reinhart Peters have recorded virtuoso guitar concertos with works by Joaquin Rodrigo and Mario Castelnuovo-Tedesco.
NEW YORK — Details of a 50 per cent larger Consumer Electronics Show (CES) for 1968 were released last week by its sponsor, the consumer products group of the Electronic Industries Association (EIA).

The second annual CES, scheduled for June 23-26 here at the Americans and New York Hilton, will draw 150 exhibitors (compared with 120 last year) to 160,000 square feet of exhibit area (compared with 130,000 square feet last year) for display of wares to buyers numbering well over 20,000 (there were 19,876 last year).

Theme of the show, to be stressed in an unprecedented advertising campaign, will be the function of the event as the focal point for the entire consumer electronics industry.

The products to be exhibited include radio, television, phonographs, audio components, tape recorders and tape players. This year's Hilton Hotel will be drawn to include exhibits of accessories closely allied to the consumer products industry, including antennas, tape cartridges, phonograph cartridges, styles, magnetic tape, phonograph records, batteries, stands and record cabinets.

Exhibits in both hotels will be open noon to 6 p.m. on Sunday, June 23; 10 a.m. to 5 p.m. on Monday; 10 a.m. to 9 p.m. on June 24, and 10 a.m. to 9 a.m. on June 26. These exhibit hours have been extended to include two evening in order to provide additional hours and comfort to the convenience to Eastern Seaboard retailers who want to stay in New York for a look at the merchandise after business hours.

Trade Ads

EIA staff Vice-President Jack Vaynman reported that promotional backing for the 1968 show will include full-page advertisements in trade magazines, direct mailings to 35,000 retailers, provision of invitation tickets in unlimited quantities to all preparers, preparation of news articles on the show for distribution to the trade press. He said all concerned trade magazines are preparing pre-show and show issues.

All events scheduled during show time here are a government-industry symposium on June 23, consumer electronics merchandising seminars on June 24, the consumer electronics show, the final morning session of the Consumer Electronics Symposium, the opening ceremony, and the all-industry reception and banquet at the New York Hilton.

Fact Folder Is Solid Sales Aid for Phoenix Hi-Fi Shop

PHOENIX — A folder that fully explains the features of stereo equipment has been proven to be a solid sales tool for Audio Specialists here.

The folder is stock that Metz, in the French-fold style, using brown ink on a beige background. Included is a painting, including chair-side consoles, baritone consoles, basso trio models, wall consoles, all and bartone speakers, bassoon types of speakers, stereo desks and stereo benches. On the exterior cover there are still more samples, all neatly drawn, a commercial artist to Metz's specifications, resembling plans and specifications, with all measurements drawn in.

In laying out a stereo sound system, the customer and the salesperson start at the upper left hand corner, where under a large number one, it is suggested, "Check all the features you desire now and please list below what you already have that is different."

There are still more spaces for such entries. From that point, the prospect and salesperson simply go through 3 steps, each of them related to a series of blocks printed on the map, for sale of the system, at a desirable price.

If the customer is not using the folder the boxes identified by the same letters identify phonograph turntables at $40 to $95, radio tuners, and tape recorders, at similarly wide price ranges. The customer can simply check through these, match the blocks against the drawings of enclosures below, and come up with the basic prices for each.

Under Section 3, the system goes into speakers, pointing out that separate enclosures are needed, a pair for stereo, and suggests any combination. Speakers are likewise illustrated on the page, as well. Shown in the blocks in the center of the page, and closely correlated with the listings, are amplifiers of from $40 to $500, tape input system from $10 to $400, with sub-blocks from which the prospect can choose single systems, stereo pairs, with or without enclosures, remote systems, built-ins into existing woodworking or shelving, etc.

One by one, the items which the prospect has chosen are listed under "Components," followed by a code number or a letter. A final admonition suggests, "Open this folder and let's plan a music system for you, at a price for you with the terms.

Drawings

Inside the full fold, the entire space is taken up by a series of illustrations which show various types of enclosures, including chair-side consoles, baritone consoles, basso trio models, wall consoles, all and bartone speakers, bassoon types of speakers, stereo desks and stereo benches. On the exterior cover there are still more samples, all neatly drawn, a commercial artist to Metz's specifications, resembling plans and specifications, with all measurements drawn in.

In laying out a stereo sound system, the customer and the salesperson start at the upper left hand corner, where under a large number two, it is suggested, "Check all the features you desire now and please list below what you already have that is different."

There are still more spaces for such entries. From that point, the prospect and salesperson simply go through 3 steps, each of them related to a series of blocks printed on the map, for sale of the system, at a desirable price.

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Drawings
Audio Retailing

NEW ADMIRAL LINE

THE 1968 ADMIRAL line includes this new six-band FM/AM radio with shortwave, FM, marine, and TV sound. It also includes new selections. At $99.95, it is equipped with 18 transistors, 6 diodes, A/C, slide-rule tuning, dial light, tone control, and remote regular and fine tuning controls and a six by four-inch speaker. New models were introduced recently.

LIST PRICE on this new Admiral solid-state portable stereo phonograph is $119.95, including stand. The unit has two five-inch deep-profile speakers in detachable wood enclosures at watts of peak power, dual channel amplifier, four-speed record changer, separate bass, treble, and sound balance controls, and diamond stylus with lifetime warranty.

business opportunities

TWO ONE MUST KNOW YOUR HEART IS BEATING so you can use your mouth of truth to speak the truth. It is important not to be afraid to speak the truth, to be honest, and to be courageous. By understanding your own heart, you will be able to communicate effectively with others.

dipole
titions

the admiral phonograph line for 1968 includes this portable stereo model that has new selections. At $149.95, it offers 20 watt, solid-state chassis in a walnut-grained pyroxylin finish cabinets. 21 transistors, stereo with FM stereo, AC/side rule tuning, four-speed automatic record changer, four speakers, folded dipole antenna, ferrite rod AM antenna, four sound controls and diamond stylus with lifetime warranty.

schooI & supplies

20% FRENCH 30 SINGLE HANKY Hankerchiefs. $1.00 & up. Make up orders. Per 100, $17.50. Per 1,000, $175.00. (Inv. 41-3521).

employmEnt secTion

HELP WANTED

EXPERIENCED CAMPAIGN MAN OR WOMAN for our computer. Company paying at least $500.00 per week. Must have experience with computers and accounting. Send resume to 46th Street, Hollywood, Calif. 90028.

pUblishing services

HOW TO WRITE PUBLISH AND SELL YOUR RECORD TO THE PUBLIC. By Dr. Harold Beamer, M.D. 451 pp. $4.95. Printed in U.S.A. 11% x 8%.

classified mart

WANTED TO BUY

MASTER TAPES AND ImitATION TAPES. Contact Al Hober, 1720 Leatrice Lane, Los Angeles, Calif. 90028.

used equipment

RECORDING STUDIO EQUIPMENT FOR SALE

Space of facing page will sell complete recording studio equipment of all kinds, new or used. C.O.D. accepted. A. equipment purchased brand new and never used. B. equipment purchased brand new and has been used a short time, but is in excellent condition. C. equipment purchased brand new and has been used for a long time, not enough to get new every three or four years. D. equipment purchased used and has been used for a long time, not enough to get new. E. Apets 200 5 24, and Disk Compen staff.

radio

the London symphony and the royal philharmonic orchestra under sir john barbott and sir malcolm sargent, respectively and holst's "the planets" with the new philharmonia orchestra and chorus under sir adrian boult.

most of his prospects want to keep the folder, and to "work on it themselves" and eventually, they can tone down the amount of money which they want to spend, or revamp their budgets, to spend more money. almost every folder left with a prospect has realized a sale, even if months later, the arizona dealer said.

7 Tapes From Cap.

- continued from page 56

et with the London Symphony of the Royal Philharmonic orchestra under Sir John Barbirolli and Sir Malcolm Sargent, respectively and Holst's "The Planets" with the New Philharmonia Orchestra and Chorus under Sir Adrian Boult.

march 9, 1968, billboard
**Album Reviews**

**IRISH POLK SONGS—Robert Shaw Chorus, RCA Victor LK 2992 (5)**
A St. Patrick's Day fite with the familiar... and not so familiar, all backed by the excellent Robert Shaw Chorale. Here are "The Star of the Crown," "I Know Where I'm Going," "The Girl I Left Behind Me," "We May Dream Through This World" and 12 more. A green holiday delight.

**PULKA POLKA VARIETY—Frank Yankovic, RCA Victor LPM 3915 (5), LSP 3019 (5)**
Here's a polka feast for fans of Yankovic and good polka music. And there's a wide variety of material to make the accordion pull out all his instrumental stops. There are waltz, group singing and exciting polkas.

**JAZZ THE WATTS 1200 ST. BISTRO BAR—Henry Red Allen, W 1741 (M), WS 1741 (5)**
A combination of gobs and soul rocket this instrumental group up the charts. The group has a good soul sound and catchy melody and rhythmic lines. And with "Brown "Super" released as a single, the group has excellent chances. "Casino's Palace" and "A Little Class and a Little Trash" are top-notch numbers.

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**JAZZ AMERICA'S FAVORITES—Kate Smith, Victor LPM 25015 (5), Rca Victor LPM 2951 (5)**
Here's an impressive debut for Fiedler and Kate Smith as a team. Fiedler's swinging, flowing conducting, backed by Richard Hayman's fresh arrangements, are the perfect recipe for Smith's Miss America voice. Tunes include "Brazil," "Baccara" and "Kiss Me Again.

**PULKA THE BEST OF IAN & SYLVIA—VKS V920 (M), VSD 32018 (5)**
Ian and Sylvia are an exception. This album features material usually found in past and present pop music. Ian and Sylvia's voices are just as strong as ever, and their harmonizing is perfect. The album is a must for any fan of Ian and Sylvia.

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**FOLK POLKA VAIETY—Frank Yankovic, RCA Victor LPM 3915 (5), LSP 3019 (5)**
Here's a polka feast for fans of Yankovic and good polka music. And there's a wide variety of material to make the accordion pull out all his instrumental stops. There are waltz, group singing and exciting polkas.

**JAZZ AMERICA'S FAVORITES—Kate Smith, Victor LPM 25015 (5), Rca Victor LPM 2951 (5)**
Here's an impressive debut for Fiedler and Kate Smith as a team. Fiedler's swinging, flowing conducting, backed by Richard Hayman's fresh arrangements, are the perfect recipe for Smith's Miss America voice. Tunes include "Brazil," "Baccara" and "Kiss Me Again.

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Here's a full-scale promotion on the incomparable Nat King Cole and his timeless catalog of unforgettable music.

NEW! A Deluxe Stereo Set of His Most Memorable Performances. With a Special Commemorative Offer — 3 Records for the Price of 2!*

NEW! The Record-Matic
A revolutionary merchandising fixture! Handsome. Compact. Permanent! Yours FREE with the purchase of any 25 Nat King Cole albums! The Record-Matic holds 25 albums, flips product automatically, stops and starts at the flick of a finger! Gives customers a full view of each album cover. A Capitol exclusive! (This is a limited offer, so contact your CRDC rep right away!)

NOW! For your Record-Matic, choose from these unforgettable Nat King Cole best-sellers!

The Record-Matic will soon be available through your local CRDC Distributor as a regular accessory line product.

*Optional with dealer
MAHARISHI MAHESH YOGI... World Peace, WP 1446 (M); WPS 21446 (S)

SUNSHINE DAYS... Searchers, TCF 1200 (M); SCL 1200 (S)

LOVE CYCLE... Blue Jay, FS 1042 (M); FS 1042 (S)

THE GOOD, THE BAD & THE UGLY... Leonid Platen & His Orch., United Artists UAL 3565 (M); UAL 6535 (S)

DETA SWEET... Bobbie Gentry, Capitol (No M); ST 3045 (S)

HALF A SIXPENCE... Soundtrack, RCA Victor LCO 1146 (M); LSO 1146 (S)

JONATHAN WINTERS... Wings!! Columbia CL 9217 (M); CS 9217 (S)

INSTANT HAPPY... Don Ho, Reprise (No M); RS 6282 (S)

SING ME BACK HOME... Merle Haggard, Capitol T 2480 (M); ST 2480 (S)

THE ARBORS SING VALLEY OF THE DOLLS... Dana TEM 3011 (M); TES 4011 (S)

THE MESSELS... United Artists UAL 3631 (M); UAL 6631 (S)

VINCI... Vikki Carr, Liberty (No M); ERS 401 (S)

AS REQUESTED... Bill Evans, Del 3054 (M); Del 3841 (S)

SPRINGFIELD GROUP'S GREATEST HITS... United Artists, UAL 3641 (M); UAL 6641 (S)

CORE NAPULITANO... Jimmy Heath, United Artists UAL 3638 (M); UAL 6638 (S)

WAYNE COCHRANE... Classic LP 1519 (M); LPS 1519 (S)

FEELINGS... Oscar Peterson, Del 3002 (M); OS 50027 (S)

ROOTS RUNDOWN'S SUNDAY SAX... northern Memoir, NALP 1099 (M); SLP 1099 (S)

JERRY BUTLER'S GOLDEN HITS LIVE... Mercury LP 21513 (M); NA 11513 (S)

INTERNATIONAL SINGLES... Celia Graham, RCA 46126 (M); RCA 46126 (S)

Action Records

SPECIAL MERIT PICKS

SINGLES

VALIERS... Monkees, Galt 66-1019 (Screen Gems/Columbia, BMI)

REAL BREAKOUTS

CANN'T FIND THE TIME... Oxford, MCM 13882 (Interval, BMI) (Boston)

UP FROM THE SKIES... Jimmie Dickens Experience, Reprise 0645 (S) (L.A. Records, BMI) (Dallas/Ft. Worth)

YOU'VE GOT TO CHANGE YOUR VIEW... Bobby Byrd, St James Brown, King 6131 (GMO, Warner)

BABY MAMA... Donny Hathaway, Columbia (BMI)

LICKIN' STICK... George Tabori & the Paulinows, Shout 224 (BMI, Philadelphia)

BIG BIRD... Billie Holiday, RCA Victor S 346 (East, BMI)

COME TO ME... SOFTY... Stevie Wonder, Tamla M.G.M, MOTOWN (BMI) (Baltimore)

Al COLLECTIONS

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COME TO ME... SOFTY... Stevie Wonder, Tamla M.G.M, MOTOWN (BMI) (Baltimore)

ALBUMS

VALLEY OF THE DOLLS... Dinozor Warner, Scepter (No M), EPS 560 (S)

VINCEBUS BRITIUM... Blue Chryse, Philips PHM 200-264 (M); PHM 600-264 (S)

NEW ACTION LP'S

TO EACH HIS OWN... Frankie Laine, ARC (No M); ARC/5 678 (S)

YOU DON'T HAVE TO SAY YOU LOVE ME... Jerry Vale, Columbia CL 1744 (M); CS 1744 (S)

SLEEPIN'... Patti Page, RCA Victor LPM 1230 (M); LPM 1230 (S)

WHITE LIGHT/WHITE HEAT... Velvet Underground, Vee Vee 1204 (M); VEE 1204 (S)

BABY, HOW THAT I'VE FOUND OUT... John's Wonderland, Uni (No M); 70316 (S)

FORTUNOITY... Mike Broth, Del DLP 3009 (M); Del 2580 (S)

JAMEY JAMER BRIGHTENS HIS SHOW OF TOMORROW... Marvin Gaye, Tamla (No M); 1024 (S)

GREAT CONSPIRACY... Peanut Butter Compliment, Columbia C 2790 (M); C 9590 (S)
A New Jack Jones Victor Album Is a Major Musical Event.

This is what a major musical event looks like.

Features his current chart single If You Ever Leave Me and Pretty, along with Goin' Out of My Head, The Letter, By the Time I Get to Phoenix, Somewhere, I'm Falling in Love Again, I'm Getting Sentimental Over You and others.
IT GETS LONELY SOMETIMES.
EVEN AT THE TOP OF THE CHARTS.

THE COWSILLS
IN NEED OF A FRIEND

K-13909

A Product of Gregg Yale, Inc. / Produced by Bill and Bob Cowsill

MGM Records is a division of Metromedia Music Inc.
HOT BISCUIT DISC
No. 1453
CONTAINS
THE ENTIRE MAGIC FLEET-
MARY ELIZABETH STORY.

RELEASE DATE: MARCH 11th
MOA Roster Available As Service

NVA Preparing for Spring Convention

By EARL PAIGE

CHICAGO — The National Vendors Association (NVA) is preparing a brochure entitled "Dollars and Sensibility," to be used as an instrument in dramatizing how the profession builds versus takes profit for stores than when stores independently operate and service their own machines. The subject of store-ownership and operation of equipment, which enlightened the recent board of directors' meeting here, will undoubtedly be discussed during the convention.

(Continued on page CMW-4)

'IN-BETWEEN HILLBILLY'
Tenn Programmer Has His Own Ideas

CHATTANOOGA — Lloyd Smith, programmer at Chattanooga Coin Machine Co. here, is reporting exceptional profits and a big surge in business. Smith says the volume is more than he ever dreamed of. He has decided to go into the programming business full-time.

The NVA has a new recording program for the past 12 months. This is the first time in the history of the NVA that there has been a profit-making record from programming.

'Things as they are' is the first of the series of records to be released. The record is a 78 rpm record and sells for 75 cents.

'Things as they are' has been recorded in the past year by a number of well-known artists, including Ray Price and Lonnie Smith.

(Continued on page CMW-6)

Midway Makes Copter Game

SCHILLER PARK, Ill.—The Helicopter Trainer game, which has caught the attention of many operators, is now being produced by Midway Manufacturing Co. here.

The game is being marketed in the U.S. by Amusement Engineering, Inc., of Chicago. Patents for the game are owned by Lieut. Col. Richard F. Brown, on combat duty in Vietnam with the U.S. Air Force.

Variations in the agreement with Amusement Engineering, has obtained exclusive distribution of the game in dealers' and clubs in all markets outside the continental U.S.

The manufacturing firm reported a backlog of several hundred sets worth several thousands of dollars.

(Continued on page CMW-7)
Coin Machine News

MOA Roster Available As Service

- Continued from page CMW-1

Anyone Available Bottling Compacts - or Durable Parts at Shipping Companies Service To Out

ROBERT J. GRANGER, president, MOA, reports his organization has dues coming in from members. Each member pays the price of the membership. Of course, MOA does much more.

The list of members includes:

- New York: (74)
- Illinois: (74)
- California: (59)
- Wisconsin: (47)
- Virginia: (41)
- Ohio: (40)
- Missouri: (32)
- West Virginia: (30)
- New Jersey: (28)
- Pennsylvania: (27)

Exclusive Distributors

WORLD WIDE DISTRIBUTORS
2732 W. FULLERTON AVE., CHICAGO, ILL. 60647
EVERYDAY 4-2300 CABLE GAMES—CHICAGO

CHICAGO

One of a series of five regional service sessions for Rowe distributor personnel was held here recently under the direction of Jim Ahoto, director of service engineering. Others from Rowe International, Inc., were Tom Fenton, manager; vending field service regional service engineers John Pentecost, Hank Hovorenz and Gordon Winfield; and product engineer Dave Dykhuis.

Next, from J.B. Distributing, Cincinnati, and Indianapolis, were Ron Ditson, Don Wite and Roger Locker from K.C. Sales, St. Paul, Minneapolis; Jay Hanks from Deep South Music Co., Kansas City, Mo., Chem Eagle and Bill Mundie from Shafter Distributing, Detroit, Columbus and Cleveland, Ohio; Bob Malvesi, Harry Henderschedt and Chuck Stender.


PHILADELPHIA

Automatique New York, Inc., based in Maplewood, N.J., food vending and manual cafeteria service operation, set up shop here and applied for a charter in corporation to conduct its business in New Jersey. David Roden, who heads the Rowe AMI distributing bearing his name, was appointed associate chairman for the seventh annual meeting of the Solomon Schechter Day School to be held March 31 at the hotel. Newman of the eratic star Roberta Peters featured.

CHICAGO OR LOCAL DISTRICT SHOWING

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ORLANDO, Fla.—Diversification has been the mainspring for success in a highly "problematic market" for Pell Amusement Co. here.

A "family affair," Pell Amusement Co. runs jukeboxes and games, scales, postage stamps and kiddie rides, a multiple operation which keeps founder Frank M. Pell, his son Robert, daughter Shirley, and wife Theres hopping.

Pell, an active operator for 35 years, is easily the dean of Central Florida's jukebox industry. Pell has more than 300 pieces out on location, split almost evenly between jukeboxes and games, but has always suffered from a proscribed, limited market. "Bars in our area close at midnight with tight enforcement everywhere," Bob Pell indicated, "which means that the hours which are most profitable elsewhere simply don't exist in the Orlando market. So, of course, we have had to turn to other types of operations." Cigarettes

At one time, Pell Amusement included cigarette vending in its services, but sold out this past year, when it was found that this was too specialized a subject in a company which demands versatility and the ability to swing from one service to another with ease. The entire job is carried out by the Pells and one collector, assigned to the jukebox route, who also handles the programming chores. From day to day, the picture changes sharply, with the result that Pell may be repainting a phonograph on location, hauling two games to a new spot, shipping a scale, and ordering half a dozen new-stamp vending units, all in a day's work.

Scales

Probably the most unusual diversification story with the Pell family has been the decision to expand into scales several years ago. Pell Jr. and Sr. have felt that the disappearance of scale operators in general throughout the territory has meant plenty of room for a full-scale operator, with the result that from an original purchase of a dozen machines, the scale route has expanded to more than 350 units. Locations extend all the way from Orlando, across the South Coast of the country to Hot Springs, Ark.

Scale locations are serviced by Pell himself, on the average of one service call every six weeks in the more remote areas. Oddly enough, in using a station wagon to maintain the

(Continued on page CMW-8)

PHILADELPHIA—Joseph J. Levin, president of the Blue Ribbon Vending Co. and widely known for his many communal activities, was honored this week at the annual award dinner meeting of the Coin Machines Division of the 1968 Philadelphia Allied Jewish Appeal-Israel Emergency Fund.

At the dinner, held at the Locust Club, Levin was presented with the division's annual Humanitarian Award by Roland D. Kushmore in recognition of his service and dedication to Jewish causes. Levin, who has served the Jewish Appeal for many years both as a worker and contributor, was praised by Kushmore as a "man of action who backs his words with deeds." Kushmore, who is vice-president of the Continental Bank & Trust Co., has strong financial roots in the coin machine industry, has been a source of financial strength for the local industry for many years.

Joseph Silverman, executive secretary of the Amusement Machines Association of Greater Philadelphia, also presented Levin with the association's Man of the Year Award for his distinguished service to the industry and humanitarian feelings for his fellow man.

Silverman is chairman of the Coin Machine Division and was one of the co-sponsors of the dinner. Joining him in sponsorship of the dinner were David Rosen, local Rowe AMI distributor; Albert Rodstein, head of Mackey Variety Vending Corp.; Joseph Ash, head of Active Amusement Co., local Rock-Ola distributors; Marvin Stein, of Eastern Music Systems, Seeburg distributors, and Harry Stern, president.

(Continued on page CMW-8)

Approved for License

IN CHICAGO, NEW YORK

Bally WORLD CUP

World's Greatest Soccer Game

VISIBLE CONTROL

game, at commercially hastened beat, eliminates "hot and Summary" and payer-fatigue, permits players to keep their action in two levels without placing down to have limited control, stays to your alone.

ADJUSTABLE PLAY TIME

Play continues until one player scores multiple of goals or up po points. Standard 30 minute play for new, equal play on exact point. Immediately repeat play. Both play times are relatively up to 3 minutes in exact score. Operation can further the play and select payments of 25c, 50c, 1 dollar, or even.

OPTIONAL PLAY PRICING

Slot deposit permits two to play in conjunction. Buy only 2 tickets per game, 1 game per game, 1 player per 2 game, 100 per game, or even all natural.

A dozen words

see your distributor or write Bally CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 6519, 15 S. A.

March 9, 1968. BILLBOARD

SEEBURG FIELD ENGINEER HARRY JONES (holding credit unit) is pictured during a service school at World Wide Distributing, Chicago. More than 30 operators attended. The school was conducted in three sessions—an introduction of components in the new Seeburg Spectra line, seminars at three tables with operators going from one to another, and a question and answer session.

MARCH 9, 1968, BILLBOARD

Levin Honored in Philly

Levin Honored in Philly
LUXURIOUS LAYOUT AT PHEASANT RUN RESORT, St. Charles, IL, where the National Vendors Association will hold its annual Vendors Convention and trade exhibit May 2-6. The resort is 45 minutes from Chicago. Transportation from Chicago's O'Hare International Airport is available.

NVA MAY HOLD GOLF TOURNEY

CHICAGO — The National Vendors Association (NVA) has proposed its first association golf tourney as another event during the May 2-6 convention at Pheasant Run Resort here. Members are being asked to notify NVA's office here if they intend to participate and also give their preference as to whether the event should be held on the Wednesday prior to the convention, or Sunday, when the convention closes.

ONE STOP

service for all
BULK VENDING
MACHINE OPERATORS

MERCHANDISE — Last roll gum, wrapped gum, chews, filled cap-sules, colored candies, bulk & vacuum packed nuts, roll point gum, sprays. 1.5, 2, 3, 7 oz vending point candy bars.

SUPPLIES — Empty capsules V-1, V-2, coin weighing tubes, hoppers, scales, drives, parts, decals, maintenance, sprays, machine oil & lubricants, paper cups for hot nut vending, & belt bearings.

EQUIPMENT — All Northwestern bulk vendors, coin iron stands, wall brackets, sanitary & stamp ven- ders, new & reconditioned bulk vendors of all kinds, parts for all bulk vendors.

DEPENDABLE, FAST SERVICE, LOWEST PRICES, FROM LARGEST INVENTORY IN THE U.S.

Send for prices and illustrated literature.

LEE SMITH AND JACK THOMPSON (right), partners in Smith-Regal of the Carolinas, with Mrs. Bob Scott. The photograph was taken during a meeting at which Mrs. Scott's husband announced his candidacy for governor of North Carolina. Smith and Thompson are active in Scott's campaign.

Fire Destroys Operator's Office

NORTH MADISON, Ohio — "I look at those three jukeboxes and see $5,000 down the drain," said operator Ray Repinski as he poked through the fire-charred remains of his Towne Music Co. office on Hubbard Road here following a fire recently.

Four village fire department crews fought the blaze, but the building was destroyed.

NVA Preparing for Spring Convention

* Continued from page CMW-1

On the public relations front, NVA has received approval for the use of the name, "Damon Runyon Memorial Fund for Cancer Research, Inc.," in connection with the Damon Runyon Memorial Fund for Cancer Research. The fund has been established and can be used by members for memorials and other occasions.

French Games Firm Seeking Distributors

NEW YORK — Rene Pierre, the French manufacturer of Tam Tam, Billard Golf, Pet- teque, several models of coin-operated football games and other amusement devices, will be in the U.S. March 10-14 attempting to line up import distributors.

Pierre, who has appointed Charles Raymond & Co., New York, as a U.S. representative, will be at the 13th International Toy and Trade Fair at the New York Hilton.

Charles Steindecker, vice-president of Charles Raymond & Co., said Pierre wants to set up a distributor in each State and that these distributors will import directly from France.

BIG PROFITS COME IN SMALL PACKAGES

Northwestern's Model 60 produces more profit per dollar of investment

Whether it's in a supermarket or super service station, the Model 60 is an operator's profit pack. Simple changes of the brush housing and merchandising wheel allow you to dispense all types of popular items. The Model 60 has the most foolproof coin mechanism in its field. Each wide chute and interchangeable globe accommo-dates any coin. Model 60's attractive, modern design is sure to be a sales getter for you— at any location. Wire, write or phone for complete details.

Among speakers slated for the conventions in South Carolina, Rep. Snoed High, former State commissioner of revenue, NVA advised its members that hotel rooms are priced at $20-$524 for doubles, $16-$260 for singles and $44-$54 for parlors and one-bedroom suites. One night's deposit is required to hold reservations.

Delegates can address inquiries and applications to Pheasant Run Resort, Box 64, St. Charles, IL 60174. The telephone number is (312) 584-6300.
Vending News Digest

Stamp Vender Changeover Problem

CHICAGO—The first postal rate increase since 1963 has postage stamp vendors scrambling to make the changeover. The problem was complicated by the fact that the change became effective just three weeks after it became law.

Most operators were vending with machines which had two dice slots for a quarter slot. Most are converting at least one dice slot to a quarter slot. Conversion costs range from $25 to $50 per machine.

Shipman Manufacturing Co., Los Angeles, reported that in the first few days after the postal change was announced several thousand orders were received for key systems for the change of the new 6-cent first-class and 10-cent air-mail stamps. The company boosted production of the kits from 1,500 to 2,500 per week but could not fill the orders.

Cigaret Tax Volume Down 0.4 Per Cent

RICHLAND, Va.—For November, 1967, the cigarette tax volume in the U. S. was 0.4 per cent below the volume taxed in November of 1966. Cumulative figures on the volume of cigarettes taxed for the five-month period of July 1967 through November 1967 were down 0.5 per cent.

Vendo Net is Lower

KANSAS CITY, Mo.—Lower net profit shown by the Vendo Co. in 1967 compared to 1966 were attributed to increased manufacturing and marketing costs and a shift in customer demand to products with lower profit margins. According to board chairman E. F. Pierson, many Vendo customers from the shrinking profits caused here to limit or reduce the amount of equipment purchased for new locations as well as for replacement markets.

Vendo's 1967 net profit amounted to $5,015,782 ($1.88 per share) compared to $5,460,142 ($2.43 per share) in 1966. Sales dropped from 1966's $50,577,197 to $83,360,959.

The only major improvements showing improvement during 1967 were the carbonated beverage equipment manufacturing and sales and international operations.

Cigarette Industry Must Go: Prof.

LOS ANGELES—The cigarette vending industry must be curtailed and eventually phased out of existence, according to Dr. Lester Breslow, professor of public health at the University of California at Los Angeles (UCLA).

Dr. Breslow, former director of the California Department of Health, said recently: "The industry must be curtailed at two key levels. Production must be halted and cigarette vending machine operators should be phased out."

He said the U. S. government should take steps to provide financial compensation for capital investment in cigarette production and distribution and in development of alternative industries.

"Many major firms in the tobacco industry have already shown that it is healthy to diversify their interests and investments," Dr. Breslow said. "The signs are obvious. Cigarette machines are being removed from hospitals and from medical offices and public buildings, and many of the airlines have stopped handing cigarettes out to their passengers."

Profits Down at Automatique

KANSAS CITY, Mo.—For the first six months ended Nov. 30, Automatique, Inc., reported a 15 per cent increase in sales, with profits under the same period last year.

Combined sales for the six months were $16,000,000 compared to $10,091,000 a year ago. Net profits were $2,508,500 ($0.68 per share). Compared to $2,076,000 (4 cents a share).

President Arthur D. Stevens said earnings were measuredly affected by realignment of the operation and management in Dallas and New Orleans. This involved substantial non-recurring expenses.

"Are you getting the most for the money on coin machines?"

New in 1968

Billboard's Coin Machine World Special Edition for Coinmen Only

Now you can be sure. This expanded separate section gives you invaluable industry insight the Coin Machine Industry. Each weekly section is packed with profits ideas for coin operators of jukeboxes, soda, video machines, pool tables, cigarette and other vending machines.

Billboard's Bluebook

Billboard's Bluebook column gives a monthly price list of used and reconditioned coin machines. The listings are accurate and the best deals are in the hands of distributors around the country. This complete inventory list of jukeboxes and other coin machines is available for $10 a year to coin operators. It is available for $10 a year to coin operators.

Coin Machine Directory


Billboard's Coin Machine World will help you keep up to date on new items and let you find what's working for others across the country.

Of course, you get all the regular features of the weekly Billboard, the "bible" of the record industry. You get the inside scoops on events and personalities in the record industry and be able to ride the hi-fi on Billboard's weekly charts.

Simply mail the coupon today and we'll bill your office—only $20 for the full year. Do it today while the coupon is handy and it's on your mind.

Only three left at the old price for 1968.

Order today.


Bill will be sent for $24.00 for 1968.

For U. S. and Canada.

Europe: $40 by all other overseas sources on request.

NAME:

COMPANY:

ADDRESS:

STATE:

ZIP:

Billboard 2 East 4th St.
New York, N. Y. 10013.

INVENTORY ITEMS

Distributors: Standard Coin Machines, all types & used bulk coin machines.

Get and hold the best locations with Victor's Selectarama® Console

The VERY BEST IN USED MACHINES.

Completely reconditioned and re-painted: 4c cigarette, 10c candy machines, coffee, cigar & pastry machines.

Save big money with Logan's dependable like new machines.

WRITE—Phone for prices.

MERCHANDISE & SUPPLIES

5c CAPSULE MIXES—$50 Per Bag

2c Capsule Mixes—$30 Per Bag

Nickel Capsule Mixes—$40 Per Bag

5c & Nickel Capsule Mixes—$50 Per Bag

2c & 5c Capsule Mixes—$50 Per Bag

10c Capsule Mixes—$50 Per Bag

5c & 10c Capsule Mixes—$50 Per Bag

1c & 5c Capsule Mixes—$50 Per Bag

5c & 10c Capsule Mixes—$50 Per Bag

10c & 25c Capsule Mixes—$50 Per Bag

1c & 5c Capsule Mixes—$50 Per Bag

for many new

Simply mail the coupon today and we'll bill your office—only $20 for the full year. Do it today while the coupon is handy and it's on your mind.

Only three left at the old price for 1968.

Order today.


Bill will be sent for $24.00 for 1968.

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Europe: $40 by all other overseas sources on request.

NAME:

COMPANY:

ADDRESS:

STATE:

ZIP:

Billboard 2 East 4th St.
New York, N. Y. 10013.

LOGAN'S "PREP-UP" 
COLORFUL VENDOR DISPLAYS

Save 50% to 75% on your old machines. Unload your back door, front door to fill and collect.

LOGAN DISTRIBUTING, INC.

1852 W. Desert Inn Dr., Las Vegas, Nevada 89123. Phone: (702) 329-6709

CMW-5
Tenn. Programmer Has Ideas

[Continued from page CMW-1]

"When I personally like a record, I'll play it two or three times when I put it on the box. I always play the new ones at least once before I finish check- ing. It helps to play something more than this. A waitress will remember it, and it can catch on."

"I put on three new records each time I check, which is every two weeks. I try to group the new ones together. This helps call attention to them, too, but I do pull records strictly on the basis of the popularity meter."

"There are some records you never take off it seems. I have had 'Less of Me,' by the Oak Ridge Quartet, on all our boxes for two years. This has been an amazing record, and it shows you can never be certain about what record will play on a juke-box."

**Little LP's**

Smalley's greatest disappointment has been with Little LP's. "I've really tried them and I can't understand why they don't get play. I've changed them regularly and nothing seems to help."

"I will say they have improved Little LP's. It used to be that you would find only the culls in the Little LP. The worst six songs that the artist had. Now there's been a great improvement in albums."

"But I'm still puzzled about them. I just set a new location in a Holiday Inn and thought Little LP's would be exactly right. The manager didn't want rock and roll and he didn't want hillbilly. I put on 30 albums. Now I'm down to 10 because they just didn't play."

"The best Little LP lately has been Floyd Cramer's. This is the new, smoother kind of in-between hillbilly again."

Smalley has one suggestion for aspiring new labels: "Record companies should make an effort to design the labels as attractively as possible. I see so many records every week, that unless a label catches my eye, I may disregard it."

"The same holds true for the jackets on singles. I see these where I'm not programming albums. It's all part of merchandising the music and an attractive jacket will catch the eye and cause people to play the song."

**THE THEATRICAL DIVISION of the Philadelphia Allied Jewish Appeal is benefiting from the leadership of Leo P. Beresan, executive of parent Berio company ABC Consolidated, president. Theater owner Norman Silverman is at left.**

---

**SPECIALS! COMPLETE, AS IS**

| ROWE 14 AMBASSADOR, COINMASTER, 40L-45L | $ 40  |
| ROWE 14 AMBASSADOR, ALL COIN | 70  |
| ROWE 17 CANDY, COINMASTER | 75  |
| ROWE 77 CANDY, 25C CHANGER | 125  |
| STEELMADE S730 50 CENT VENDER | 400  |
| SEEBURG 6-2 CIGARETTE | 40  |
| CORSAIR 30 CIGARETTE | 40  |
| ROWE SK6 Single Cup COFFEE | 245  |
| ROWE SK9 Single Cup COFFEE | 395  |

Write for complete 1956 Catalog of Phonographs, Vending and Games.

Established 1934

---

**ROWE ENGINEERS GORDON WINDLE (left) and Hank Hoevenaar (center) show a distributor service manager a feature of the Rowe Music Master during a recent Chicago regional service meeting.**

---

**Coming April 6**

**JUKEBOX RECORD Popularity Charts**

Every week, six regional U. S. charts and one national Metro chart. All based on jukebox player meter readings.

MARCH 9, 1956, BILLBOARD
Operators at Omaha

JIM ABATO, director, service engineering, Rowe International, Inc. (right), chats with Sam Gersh (center) and Joe Kline, both of Atlas Music, Chicago, during a recent service meeting at Chicago's Imperial Inn. Distributors represented at the meeting were Atlas Music; W. B. Music; Kansas City, Mo.; J&J Distributing, Cincinnati; and Indianapolis; K. C. Sales, Minneapolis; Advance Distributing, St. Louis; Shafter Distributing, Columbus, Ohio; Cleveland, Ohio; and Detroit; Pioneer Sales, Milwaukee, and Southern Amusement, Memphis.

Civic Activities
MANCHESTER, N. H.—John T. Lazar, owner of the Lazar Music Co., Inc., which operates amusement machines throughout this area, was chosen by Moyer-Electric John C. Morgan to preside at his inaugural ceremonies in the West High School auditorium Jan. 2. Lazar has long been prominent in fraternal and civic activities here.

DENVER SCHOOL OWNERS Donald E. Miller, left, and Robert N. Cooper, stand for introduction to coin machine industry businessmen at the COIN meeting in Omaha, recently.

CHECKING IN AT OMAHA meeting of COIN in Kansas City, Mo., distributor executive Harry Silverberg, smiling a welcome are Mrs. Harlan Wingrave, left, and Mrs. Howard Ellis.

Japanese Take $750 Mil. a Yr.

TOKYO—An estimated $750 million annually is spent by Japanese in the nation's great variety and quantity of coin machines.

Synt Elwartari, director of the Japan Vending Machine Manufacturers' Association, estimated that the biggest share of vending income comes through railway ticket machines, followed by soft drink machines and then closely by jukeboxes.

The proliferation of types of vending machines has prompted Japanese marketing experts to term the phenomenon the "distribution revolution." Japanese machines offer the customer everything from $55.56 credit (20,000 yen) to 14 cents (50 yen) worth of oxygen. Vending machines also dispense — in addition to the customary commodities — whisky, beer, sake and foodstuffs normally found in groceries.

SUTHERLAND DISTRIBUTING COMPANY
1920 McGee St., Kansas City, Mo.
HA 1-7446

Get MORE with 4 from CHICAGO COIN!

ALL-STARS 2-PLAYER BASEBALL

SKY LINE 6-PLAYER PUCK BOWLER

FLEETWOOD 6-PLAYER AUTOMATIC BOWLING LANE

ACE Machine Gun with 2 Mirrors 3-Dimensional Targets

Get MORE with 4 from CHICAGO COIN!

Terms: ½ Dep., Balance Sight Draft or C.D.D.

Get MORE with 4 from CHICAGO COIN!

Get MORE with 4 from CHICAGO COIN!

Get MORE with 4 from CHICAGO COIN!

Get MORE with 4 from CHICAGO COIN!

Get MORE with 4 from CHICAGO COIN!
All Machines Ready for Location
CC Champion Rifle $150
Gott. Masquerade 460
Gott. Mayfair 305
Bally Dancing Biombo 245
AMV 100 & 200 Sel. Wallboxes 25. ea.
Texas Ranger 345
King of Diamonds 395
Central Park 925
C.C. Beutnik 395
Sing Along 395
Surf Side 495
Twinky 395
Bus Stop 195
Williams World Series 135
Sebring 200 Selection Wall Boxes 49
C.C. Festival 435
Sebring E2 Cigarette Mach. 75
Color: LEWJO, Call, Write or Cable.

Lew Jones Distributing Co.
Exclusive Wholesaler Distributor
1311 N. Coghul Ave.
Indianoplis, Ind.
Tel. MELrose 5-1593

FISCHER TABLES
Operators don't call them tops in performance for nothing

THE EMPRESS SERIES
Model 105-D 105"x68"
Model 92-D 91"x62"
Available in: Walnut-grained finish. Luxuriously styled and precision crafted throughout to please even the most serious players. Durability designed to provide many extra years of use.

THE REGENT SERIES
Model 101-D 101" x 57"
Model 91-D 91" x 52"
Model 86-D 84" x 48"
Compact companion to Empress line. Long-lived beauty of Walnut look and highlighted by chrome plated cast pocket fittings.

Fischer tables make ordinary locations look good—make good locations look fantastic. The reasons? Solid quality throughout, advanced features and service problems a thing of the past. That's why they rate so high with operators everywhere. They will with you, too. Try 'em!

See your Distributor or write for further information.

Fischer MANUFACTURING CO., TIPTON, MO. 65681

Coin Machine News

Coming Events
March 2—Illinois Coin Machine Operators Association, board meeting, Doncaster Hotel, Springfield.
March 9—Tennessee Automatic Merchandising Association, annual meeting, Murfreesboro Road Holiday Inn, Nashville.
March 19—Florida Amusement & Music Association, District 3 meeting, site to be announced, West Palm Beach.
March 16-17—Mississippi Automatic Merchandising Association annual meeting, Buena Vista Hotel, Biloxi.
March 22-23—Indiana Vending Council, Inc., annual meeting, Olympic Club, Fort Wayne.
March 22-24—National Automatic Merchandising Association Western Exhibit, Ambassador Hotel, Los Angeles.
April 2—Florida Amusement & Music Association, District 2 meeting, site to be announced, Jacksonville.
April 2—Missouri Coin Machine Council, Wades Inn, Mohawk.
April 5-6—National Automatic Merchandising Association regional management conference, Plaza Inn, Kansas City, Mo.
April 6—Wisconsin Automatic Merchandising Council, annual meeting, Holiday Inn, Central, Beloit.
April 6-7—Illinois Coin Machine Operators Association, spring conference, St. Nicholas Hotel, Springfield.
April 18-19—Illinois Automatic Merchandising Council, annual meeting, Lake Lawn Lodge, Delavan, Wis.
April 19-20—National Automatic Merchandising Association, regional management conference, Hotel America, Washington, D.C.
April 26-May 5—Hanover Trade Exposition, Hannover, West Germany.
April 27—Montana Music Operators Association, Missoula, site not announced.
May 2-5—National Vendors Association, annual convention, Pleasant Run Lodge, St. Charles.

"EVERYBODY GETS SOMETHING," said O. R. Trumpman, Bush International, Miami, in describing for Rowe distributors gathered at Louisville, a premium program set up by his firm. "If I find out an operator likes to hunt, I get him a $150 shotgun, or maybe we buy the wife a toaster." Felix Welty enthralled the audience by telling them of his experiences in calling on the Seminole Indians. In the photo from left are Felix Welty, Simon Chavaland, the Jacksonville, Fla., office, Ozie Trumpman, and Joe Barton of Rowe.

Pell Diversifies Into More Profit
• Continued from page CMW-3

far-flung scale route, Pell has never been put to the heavy work of carrying replacement scales along as cargo. Instead, through purchasing an existing scale route in Little Rock, Ark., where there was a predominance of fairly new machines, Pell simply moves machines from Little Rock to Hot Springs, as the need arises, and in this way has an operating warehouse of units which will eventually all find their way into the Hot Springs area.

Pell likewise operates 130 stamp vending machines, all in the Central Florida territory which, of course, require much more frequent servicing, but far less travel. With their present office near mid-town Orlando, and close to major highways which lead to all territories, Pell Amusement Co. can readily extend in any direction, and will cheerfully add whatever equipment is needed, in new brackets, if necessary.

NAMA Ladies' Events Set
LOS ANGELES—A tour of a famous winery, a Hawaiian party and a demonstration of Japanese floral arranging will highlight women's activities during the 1968 National Automatic Merchandising Association Western Show here March 22-24.

Levin Honored
• Continued from page CMW-3

dent of the Amusement Machine Association, Ralph W. Pries, executive vice-president of Berko Vending Co. and president of the Consolidated Corp., who is associate chairman of the AJA Trade Council, and Silverman both reported that many outstanding gifts were presented by leading members of the Coin Machines Division to both the regular AJA and the Israel Emergency Fund, and that a substantial over-all increase will be reflected in the through-put of the industry division. The guest speaker was Zvi Klobz, noted public relations picture and theatrical producer.

When answering ads... Say You Saw It in Billboard

MARCH 9, 1968, BILLBOARD
FLIGHTS OF FANTASY
#56019
THE VENTURES

HOT AS THE LIBERTY BELLE

FLASH: an all-out smash instrumental single....breaking in Dallas, Houston, San Antonio and New Orleans!!

A PRODUCT OF LIBERTY RECORDS
Mantovani sells great!
on AMPEX/LONDON STEREO TAPE

All the brilliant Mantovani hit albums on open reel, 4 track cartridge, 8 track cartridge and cassette.

When your customers ask for Mantovani on stereo tape (and they will) be sure you're ready!

Ask your distributor about the AMPEX/LONDON promotion.
### LP Sales

**National**

<table>
<thead>
<tr>
<th>week</th>
<th>Title</th>
<th>Label</th>
<th>Units</th>
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<tr>
<td>1</td>
<td>When the Levee Blows</td>
<td>Victor</td>
<td>25,651</td>
</tr>
<tr>
<td>2</td>
<td>The Sound of Music</td>
<td>Victor</td>
<td>26,800</td>
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<tr>
<td>3</td>
<td>The Man with the Golden Arm</td>
<td>Columbia</td>
<td>23,722</td>
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<tr>
<td>4</td>
<td>Million Dollar Quartet</td>
<td>Columbia</td>
<td>22,420</td>
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<tr>
<td>5</td>
<td>Viva Las Vegas</td>
<td>Columbia</td>
<td>21,920</td>
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**Regional**

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<tr>
<td>1</td>
<td>The Sound of Music</td>
<td>Columbia</td>
<td>28,450</td>
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<td>2</td>
<td>Viva Las Vegas</td>
<td>Columbia</td>
<td>27,940</td>
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<td>3</td>
<td>Million Dollar Quartet</td>
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<td>The Man with the Golden Arm</td>
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<td>5</td>
<td>Viva Las Vegas</td>
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### Tape Packages Available

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**CASSETTE**

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### TAPE PACKAGES AVAILABLE

**8-TRACK**

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### Artist—Title—Label & Number

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<th>Title</th>
<th>Label</th>
<th>Units</th>
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<tbody>
<tr>
<td>Vanilla Fudge</td>
<td>Fontana</td>
<td>35,224</td>
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<tr>
<td>Doors</td>
<td>Atlantic</td>
<td>33,746</td>
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<tr>
<td>Herb Alpert &amp; The TIJANA BRASS</td>
<td>Capitol</td>
<td>32,483</td>
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<tr>
<td>Billie Holiday</td>
<td>Columbia</td>
<td>31,298</td>
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<tr>
<td>Andy Williams</td>
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<td>29,117</td>
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<td>Vanilla Fudge</td>
<td>Fontana</td>
<td>27,945</td>
</tr>
<tr>
<td>Jimi Hendrix</td>
<td>Columbia</td>
<td>27,619</td>
</tr>
<tr>
<td>Billie Holiday</td>
<td>Columbia</td>
<td>25,891</td>
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<td>Vanilla Fudge</td>
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<td>Vanilla Fudge</td>
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<td>24,661</td>
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### Awarded RIAA Seal

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<td>Herb Alpert &amp; The TIJANA BRASS</td>
<td>Capitol</td>
<td>32,483</td>
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*Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.*

*Continued on page 68*
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<th>TOP LP's</th>
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FOCUS ON THE HITS

WILLIE MITCHELL LIVE...
HI NL 12042 (M); SHL 32042 (S)

HELLO DOLLY...
Original Cast/Pearl Bailey/Cab Calloway, RCA Victor LOC 1147 (M); LSO 1147 (S)

THE NEW ONE!
Buddy Rich Big Band, Pacific Jazz (No Mono) ST 20126 (S)

MORE MAURIAT...
Paul Mauriat Orch., Philips PHM 200-226 (M); PHS 600-226 (S)

FEELINGS...
Grassroots, Dunhill D 50027 (M); DS 50027 (S)

SPOOK
Ode Z12 44003 (M); Z12 44004 (S)

LOOK AROUND...
Sergio Mendes & Brasil '66, A&M LP 137 (M); SP 4137 (S)

ROTARY CONNECTION...
Cordet Concept LP 313 (M); LPS 312 (S)

EDEN'S CHILDREN...
ABC (No Mono); ABCS 624 (S)

TO EACH HIS OWN...
Frankie Laine, ABC (No Mono); ABCS 628 (S)

JAMES BROWN PRESENTS HIS SHOW
OF TOMORROW...
Various Artists, King (No Mono), 1024 (S)

NOBODY BUT ME...
Human Beings, Capitol (No Mono) ST 2906 (S)

Singles

STEPPENWOLF...
Dunhill D/S 50029

OM...
John Coltrane, Impulse A 9140 (M); AS 9140 (S)

TELL MAMA...
Etta James, Cadet LP 802 (S); LPS 802 (S)

BLUE CHEER...
Philip PHM 200-264 (M); PHS 600-264 (S)

ORPHEUS...
MGM E 4524 (M); SE 4524 (S)

HEAVY...
Iron Butterfly, Atco LP 33-217 (S); SD 33-227 (S)

UP POPS RAMEY LEWIS...
Codel LP 799 (M); LPS 799 (S)

BOOGALOO DOWN BROADWAY...
Fantastic Johnny C, Phil.-L.A. of Soul PH-LPS 4000 (M); PH-LPS 4000 (S)

BABY YOU GOT IT...
Brenton Wood, Double Shot DSM 1003 (M); DST 8005 (S)

JEREMY & THE SATYRS...
Reprise (No Mono) BS 6282 (S)

THE GRASSROOTS...
Dunhill D/S 50027

LITTLE GREEN APPLES...
2148 (R)

FRANKIE LAINE...
TO EACH HIS OWN...
ABC (No Mono); ABCS 624

A SPECIAL MENTION FOR ABC RECORDS

MARCH 2, 1968, BILLBOARD
next time you are in Denmark...

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

The EMI Company in Denmark is:

Electric & Musical Industries (Danske-Engelsk) A/S,
18, Højdingvej, Copenhagen-Valby, Denmark. Tel. Copenhagen 30 67 11.

Bjorn Tidemand is one of the many EMI artists who enjoy good sales in Denmark.
After hitting the top of the R&B charts this smash rhythm wailer is a cinch for top pop honors.

INEZ & CHARLIE FOXX
"COUNT THE DAYS"
DYNAMO 112
Produced by Charlie Foxx

BIG IN L.A. SAN FRANCISCO
TOMMY HUNT
"I NEED A WOMAN OF MY OWN"
DYNAMO 113
Produced by Stanley Kahn • Jerry Williams

SAM, ERV and TOM
"SOUL TEACHER"
(Prod. Charlie Foxx) (Writers: Foxx-Cully-Waters-Price)
(Catalogue/Cee & Eye, BMI) — Producer Charlie Foxx has a hot sales item in this funky blues number with groovy dance beat and wailing vocal workout by a strong trio. Flip: "Hard to Get" (Catalogue/Cee & Eye, BMI). Dynamo 116
ALBUM REVIEWS

(Continued on page 58)

- SPOKET — Carolee IV. Imperial LST 1073 (5)
With their third album in a row, The Carolee IV's show that they are in excellent form and that their vocals are given hard rock treatments in numbers like "The Letter" while "By the Time I Get to Phoenix" demonstrates the quartet's new direction. All 11 cuts are original and full of energy, and the band's musicianship is tight and concise. Overall, a solid effort.

- LOOK AROUND — Sergio Mendes & Brasil '66. ABBY SP 4137 (5)
The sound of Sergio Mendes is the breezy and relaxed vibe of a Latin carnival tied with melody and rhythm. Mendes' compositions are simple but effective, providing a great deal of excitement.

- VIVET — Vikki Carr. Liberty 37231 (5)
Including her Top 40 hit "The Lesson," which was very big in early listening this year, the LP is a veritable pep fest and varied 12-cut album here. And all the cuts, ranging from "Easy Heat" to "If a Man Is Nervous in My Life," are excellent. Among the other hits are "This Is the Song" and "The Real Me."

- LOVE IS BLUE — The Johnny Mann Singers. Liberty LST 7355 (5)
The Johnny Mann Singers stay right off on top of the current metalic routine. Not only does the group have an expert and delightful version of that much-recorded "She's a Blue," but also included are "I'm in Love," "Ain't Too Proud," and "The Other Man." Good, in fact, is always the rule. All are topnotch.

- DIMENSIONS IN SOUND — Dionne Warwick. London Festival ORCH. London Phase 4 SD 40141 (5)
The always imaginative, always interesting Black puts 16 tunes on a shining musical quartet. Riffs, shriks, stringing in a delightful blending of color and light. London Festival Orchestra displays brilliant musicianship.

- Country — Country Hall of Fame — Hank Locklin. RCA Victor LPM 2964 (5)
Hank Locklin, a noted writer, performer, and a master of the LP, has hit it big on "The Country Hall of Fame" and the result of the album is music made especially for performers headed for the Hall of Fame.

- Country — Country Select — Carl Rein. RCA Victor LPM 2964 (5)
A package of hits, as well as some re-records that have always scored well in the country field. "Home Away From Home" and "Boston Joe" are the bouncy "Possum Holler" is humorous. "Crystal Chandelier" is thought provoking.

- Country — Country Select — Carl Rein. RCA Victor LPM 2964 (5)
This one will sell off the charts. Brown's performances are intense and dramatic; they are complete and timely, and in the current best of "Can't Stand Me Myself When You Touch Me —James Brown. King KLP 100 (5)
Cuts like "Don't Be Cruel" are typical. Outstanding instrumental performances and arrangements, too.

- Classical — Carmina Burana. London Festival Orchestra. Columbia 635 067 (5)
In his liner notes to this performance, the conductor makes it clear that the orchestra has enhanced the symphony, which he had first done 12 years ago. It is the first solo performance, a Grand Master of the Great Conductors and the only symphony performance from this studio recording.

- SPOKET — Carolee IV. Imperial LST 1073 (5)
- LOOK AROUND — Sergio Mendes & Brasil '66. ABBY SP 4137 (5)
- VIVET — Vikki Carr. Liberty 37231 (5)
- LOVE IS BLUE — The Johnny Mann Singers. Liberty LST 7355 (5)
- DIMENSIONS IN SOUND — Dionne Warwick. London Festival ORCH. London Phase 4 SD 40141 (5)
- Country — Country Hall of Fame — Hank Locklin. RCA Victor LPM 2964 (5)
- Country — Country Select — Carl Rein. RCA Victor LPM 2964 (5)
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- Classical — Carmina Burana. London Festival Orchestra. Columbia 635 067 (5)
Now is the Time to Get On the Pop-Folk Single of the Year...

The Unicorn
The Irish Rovers

Now #1 in Canada!
and A Breakout in Detroit!
- A Breakout in Boston!
- A Breakout in Chicago!
- A Breakout in Dallas!
- and this is only the beginning!!!

This exciting new hit single is included in a brand new album by The Irish Rovers.
Sergio Mendes & Brasil '66
Look Around SP 4137

Lee Michaels
Carnival of Life SP 4140

Roger Nichols & The Small Circle of Friends
Small Circle of Friends SP 4139

Liza Minnelli
Liza Minnelli SP 4141