EMI Sets Up Racks—Move Follows Test
By GRAEME ANDREWS
LONDON—EMI has adopted rack-jobbing as a permanent part of its marketing policy. The decision, the first fulltime commitment to racks in Britain by a full price album and single-producing company follows an 18-month trial by EMI with racks in 100 carefully selected outlets throughout the U. K.
To enter the appeal of its racks, EMI has approached other British majors for rights to rack their product so that it can stock a cross-section of current and catalog material. Confirming the go-ahead, EMI Records managing director Ken Ast said that EMI's racking network will be expanded scientifically but he stressed, "We have found from our trial that our racks do not affect the trade of regular record dealers and we shall only expand where this will not be to the detriment of existing record traders."
He rebutted dealer fears that the smallest existing record outlets would be put out of business by the racks. Since installing its first racks in October 1966, EMI has found that greeting card (Continued on page 4)

BB's Radio Programming Forum
By CLAUDE HALL
NEW YORK—Billboard will present a special Radio Programming Forum June 7-9 at the New York Hilton Hotel. This will mark the first industry-wide radio meeting of its type. The Forum, which will cover all aspects of radio music programming, will be produced for Billboard by James O. Rice Associates, Inc., specialists in executive conferences and seminars. During the past six weeks more than 500 key broadcasters and program directors have been consulted on the agenda.
The Rice firm produced the Billboard's Tape Cartridge Conferences in 1966 and in 1967. Topics and speakers of the Radio Programming Forum will be announced at a later date. It is expected that the topics will cover all major formats—Hot 100, easy listening, country music.
(Continued on page 35)

NARM's Humming Parley
Racusin Gives Sweeping Talk
BY PAUL ACKERMAN
HOLLYWOOD, Fla. — An exhaustive analysis of the record industry's potential during the next decade, as well as the problems to be faced and overcome, was the focal point of the keynote address delivered at the NARM convention here Monday (18) by Norman Racusin, vice-president and general manager of the RCA Victor Record Division. Racusin touched virtually all the bases: wholesaling, retailing, manufacturing, engineering and sales, as well as the need for copyright and other legislative protection as new uses for music burgeon. He noted that many
(Continued on page 8)

Additional NARM Convention Coverage in Tape CARtridge Section

labels Start New Drive to Aid Down (But Not Out) Jazz
By MIKE GROSS
NEW YORK—Jazz has become the record business' "fabulous invalid." It's at a crisis again but although the jazz labels are confronted with new problems that have grown out of the race riots in the cities and the changing distribution patterns, they are not yet hanging out the black crepe.
Don Schlitzen, recording and art director for Prestige Records, admits that the jazz market has dwindled but he is optimistic about pulling it out of the doldrums if there will be a concerted effort to encourage new young musicians and to record them properly.
Jazz has been one of the victims of the strike in the cities. The summer riots of the past few years have taken their toll of neighborhood record shows that specialized in jazz line. Many of them suffered so much damage and looting that they never bothered to reopen. Also detrimental to the continuing flow of jazz product into the market has been the buying up of small independent distributors by conglomerate holding companies with many diversified interests. Jazz records, which usually don't make it into revenue, are getting a brush-off from the conglomerates emerging in the business.

The International Music-Record Newsweekly
MARCH 30, 1968 • SEVENTY-FOURTH YEAR • 75 CENTS

Copyrighted material
NEW SINGLE!
JEFFERSON AIRPLANE
SHARE A LITTLE JOY
BY MARTY GOLIN
GREASY HEART
GRACE SLICK
RCA Victor #9496
Atl. to Release Its First CSG LPs in April

NEW YORK — Atlantic Records has scheduled its first album to be released in the CSG Stereo process in April. They include albums by Phil Wisom, Percy Sledge, the String-A-Longs, Arthur Conley and the New York Rock & Roll Ensemble.

The new CSG Stereo Process, which was developed by Howard Holzer, is said to eliminate the need for mono stimuli to sell monaural LP's until it runs out of present stock, but when this stock is exhausted no more monaural product will be manufactured.

Atlantic has already released two CSG stereo singles which can be played either stereo or mono, and for that matter, both now under what they call "A Beautiful Morning," on Atlantic, and the Fireballs' "Goin' Away" on Atlantic.

Col. 'Machine' Promotion Hits

NEW YORK — Columbia Records has launched a promotion which still has a week to run that is designed as the climax of one of the label's most successful promotions. The Rock Machine promotion, which originated early in January, was designed to launch new artists and also to build up interest and spark further sales of Columbia L.P.'s.

The Rock Machine merchandising, advertising and publicity effort for the new albums and the label's rock catalog of best-selling L.P.'s. The campaign, which is geared to all segments of the record industry, generated enthusiastic response from retailers and consumers throughout the country.

"The Byrds' Greatest Hits," the latest of the company's best-selling titles, is available to the RIAA, and two other L.P.'s, Bob Dylan's "John Wesley Harding" and "Frank Zappa & the Mothers," are also available.

Additional albums with singles have reached key positions on the charts, and Columbia has already focused on the success of the promotion as a result of the promotion.

The center of the promotion is the "Machine," a three-story, 50-foot stadium, which is designed to focus on the aspects of contemporary music, according to Columbia Rock Machine concept received a merit award from the Society of Magazine Editors as the magazine and was the subject of the cover article in the Feb-

BB's. Premiere & NARAS Gatefold Get 20,000 Orders

NEW YORK — More than 20,000 preprints of the six-page gatefold that will be a highlight of Billboard's official NARAS convention program will be ordered by distributors and rock jobbers. The orders were taken at the NARAS convention in Hollywood, Fla.

The gatefold will be used by the rock jobbers and distributors as display pieces to herald the Third Annual Grammy Awards, held May 8 which will feature many of this year's Grammy Award winners.

Meanwhile, a campaign lighting the "NARAS Tree," which lists the names of Grammys, is continuing its 17th year, begins with an ad in the current issue of Billboard.

Harmony 3-Mth. Plan Puts Up

NEW YORK — Harmony Records, Inc., has launched a three-month promotion program with 10% LP releases. The new releases feature Stonewall Jackson, Steve Lawrence, Jimmy Gardee, Chet Atkins, Roy Drusky, J. Frank Dobie, and Kris Kristofferson, the Marble Borough Concert Band and Kent Evans.

The new LP's, available in prepacks of 60 albums, include material of Frank Sinatra, Bing Crosby, Day, Mitch Miller, Ray Price, Carl Smith and Liberman.

Integra Prod. Formed, First Releases Out

NEW YORK — Integra Productions, Inc., which includes the Integra Record label, a BMI publishing wing and production firm, has been formed in Allentown, Pa., to tap talent from the local Lehight Valley area. Bob Kratz, Integra president, has asked the company's management from the area.

Initial releases on the Integra label include music by Pennsylvania talent such as "Shimme," by the King's Ransom; "Magic Girl," by the Peach Street Impersonals, and "This Is My Woman," by Royal Taylor.

Principal officers of the new firm are vice-presidents Michael Craig and Neil Kinselong, secretary-treasurer, general manager and treasurer, Gary Samson. The Music Agency Ltd., headed by Jay Leotay of New York, is being formed by Integra to handle press, promotion and advertising services.

Pact With Cosdel Renewed by Dot

LOS ANGELES — Dot Records renewed its contract with Cosdel Records Ltd., Tokyo, to distribute Dot Records in the Far East, including Hong Kong, Singapore and the Philippines.

Kenneth L. Coal, president of Cosdel, signed the 3-year renewal during this week in Los Angeles last week. He was accompanied here by Atsukata Terio, Victor Company of Japan Ltd., manager of Dot Records in Japan.

Original Cosdel-Dot distribution contract began in 1957.

Gold Pins Are Given Members

Hollywood, Calif. — A gold pin was awarded to those NARM members who have been members of the organization since its inception 10 years ago. The winning members are eligible for membership in the National Association of Records Merchandisers, an affiliate organization of NARM since its inception, first as an associate member and now as NARM's executive committee member, but because of his present executive standing with NARM he is not eligible for the gold pin award.

BB'S. SUITE AT RADIO MEET

CHICAGO — The Billboard suite during the convention of the National Association of Broadcasters and the National Association of Broadcasters will be room 1018-19A at the Conrad Hilton Hotel.

Disks & CARtridges Hit as U.K. Raises Luxury Item Tax to 50%

LONDON — In Britain's tough budget-giving session, the Budget of Exchequer Roy Jenkins has singled out records and other "non-essentials" such as cameras and jewelry, for a 50% sales tax increase. At the same time, the tax on record players is being raised from 27½% to 33% and tape-recorders—not also previously—now carry 33% of tax on top of the 50% sales tax.

Additionally, a 50% increase in excise tax on hi-fi's and other manufactured industry on each member includes Lionel Liddell, president of record dealers. Hardest hit sector of the music business are Cassette and cassette industry. Cassettes have previously retained here for $4.80. The 50% tax on manufacturer and exporter of cassette tapes only to an uncompetitive $6.60, with higher prices for classical, show, and vocal, and the fact that most cassette—the latter new costing $1.10 and taxes will apply to cassette repertoire.

At Bad Time

The higher tax comes at a bad time for the cartridge manufacturer. University Record's owned by the British industry has locally manufactured 6-track cartridges of its own design, but the King Stereo is about to introduce its first 3-track cartridges manufactured here.

On records, the increases will raise the price of 45s to 959½ cents, budget albums, budget albums, and full-price pop albums up 48 cents to $4.38. Budget manu- facturers, in fact, absorbed 2 cents of the tax increase to pitch their records at an advantage. The higher 45 shillings and 11 pence because, with the higher tax, they can now try to pull in higher impulse pur- chasers than a price tag of 14 shillings.

Industry leaders here think that the tax increase may accelerate further the trend from single to album buying and the higher LP's companies even expect to increase their market penetration as the econ- omy of the 45's is widely a broadened draw during the two-year period of amnesty by the government.

New Impusion

The E.MI. sales and marketing di- rector, Ken East, commented "with the educational and col- lege market, it will have to go up, people have been used to picking up records at a lower rate in a box of 45's. But in the retail market, it's an elevated price, for it's the same price as a box of 45's. There's no difference in price between 14 shillings and 6 pence, and a 45's.

As for a potential runoff effect, East said: "We've seen this before when there was a TV license increase. It didn't hurt the business. In fact, the business went up and we expect it will continue to grow here. But there will be a pressure on the competition to try to reach the higher impulse buyers, which they haven't before with this tax increase."

Alkon Int'l Sets Up Orwaka Distributing

LOS ANGELES — Alkon Int'l, Inc., Seattle, Wash., parent company of Al- kon's Japanese subsidiary, which was in the northwest, has formed Orwaka Distributing Co., an inde- pendent manufacturer.

Orwaka sells to the smaller independent label and distribut- ing units in Washington, Oregon and Alaska. It represents 36 labels, including interior records, from bands and songwriters, and has already added Wayne, West and BonHo, Gary E. Si- ber is manager of Alkon Interna- tional and Bill Frederick is sales manager of Orwaka.

MARCH 30, 1968, BILLBOARD
HIGHLIGHTS OF THE WEEK IN Billboard

AUDIO RETAILING

**NO KNOW YOUR COMPETITION. He is that friendly hardware dealer next door.**

CLASSICAL

**APRIL 26**


INTERNATIONAL

**THE TREND toward stereo and transistorized audio systems continues**

MUSICAL INSTRUMENTS

**THE DIFFERENCE BETWEEN stereo and stereo**

RADIO-TV PROGRAMMING

**ANNOUNCES plans for Radio Programming Forum June 1-7 in New York. Plus full details on growing progressive rock scene.**

TAPE CARTRIDGE

**Tape Cartridge Workshop at NARM convention indicates mounting interest in new field.**

FEATURES

**AMERICAN CABLE COMPANY: (Continued from page 4)**

RACKERS SEEK SELLING AIDS

**AIDS.**

EXECUTIVE TURNTABLE

E. Taylor Campbell has been appointed to the newly created position of vice-president, marketing, Capitol Records (Canada), Ltd. He will be responsible for implementing a new marketing concept of total co-ordination of advertising, promotion, sales, distribution, warehousing and procurement. He will also be responsible for the integration of Capitol and the Columbia Records organization with Bell & Howell. Campbell joined Capitol in 1954 as a sales representative and has been vice-president of Canadian operations since 1961.

CAMPBELL is the former sales manager of London Records of Canada's Calgary branch, replacing John Toews. Toews has joined Laurent Record Distributors in Winnipeg.

H. Minott Francis has been promoted to vice-president of the Richmond Organization (TRO). Francis has been with TRO since 1967, at which time he was promoted to vice-president of the TRO Europe office. Before joining the firm, he served as assistant to the president of the Office of Planning & Development of the U.S. Post Office Department. Before that he was administrative assistant to Robert C. Weaver, U.S. Secretary of Housing and Urban Development.

LaRochelle, formerly with Columbia, has joined the college division of Premier Talent Associates. He will work with Mike Mattiace, who heads the division.

Jerry Armour has joined Sew City Records as national sales manager. Before joining Sew City, Armour was with London Records, Inc.

Donald S. Condon has been appointed vice-president of marketing for Stereodine, Inc., which will supervise marketing for duplicating music, the Dynapak cartridge, and other Sterodine products in the U.S., Canada and Europe. Condon previously was advertising manager and group products manager for the Owens-Corning Fiberglas Corp. prior to joining a Michigan home builder and developer.

Donald V. Hall, Ampex Stereo Tapes general manager, has been named president of Ampex Corporation. Hall is now a vice-president of Ampex and consumer and educational products division, a new level of administration that the company says reflects an increasing awareness of importance of Ampex Stereo Tapes to the corporation.

Roger Fred has joined Mills Music as controller. Fred, a Certified Public Accountant, previously was controller for General Electric, Hall Corp., David T. Schenfeld, who has been named in the publishing business for 23 years, has been named office developer for Mills Music. He is currently associated with the furs of Dutton, William Morrow and Random House.

Mervyn Harmon joins Uni Records as Western regional promotion man. He previously held similar positions with Jubilee and Chitam distributors and other related companies. He also has been named president of the CBS-EVR Division of the CBS/Comet Group. Brockway joins the firm from Sterling Information Services, Ltd., where he served as general manager of the Manhattan Cable Television Division. Brockway previously had been vice-president of marketing for Sylvania Electro Products' Commercial Electronics Division.

Donovan has been appointed head of Active Electronics & Tape Cartridge Co., new electronics division of Action Distribution. He was previously president of Dunlap Communications Corporation which was in the wholesale of records and tapes in Colorado market for RCA and Columbia distributors for 11 years. Active Electronics will distribute tape cartridges, home and car CD players, car radios and other electronic products to retailers in Denver and the Rocky Mountain area.

Radio Revenues in 67 Reach $825 Mil.

WASHINGTON — Radio broadcasting revenues totaled approximately $825 million during 1967, according to the 33rd annual report of the Federal Communications Commission. The report indicated that pre-tax profits of the industry were over $284 million. This represented an increase in revenues of 10 per cent over five years ago, 1962. In constant dollar terms, it was up 23 per cent over physical state of the industry. Revenues were up 9 per cent over 1965, and 24 per cent over the 1963 level. Radio profits were up 25 per cent to $97.3 million. The industry's gross income was $872.1 million, up 10 per cent over 1966.

The total number of radio stations authorized and operated as of the end of the fiscal year, 1967, was 1,982 AM stations and 518 FM stations and 344 noncommercial FM stations. This total has been increased to 1,971 AM stations and an increase of 207 FM stations and 294 non-commercial stations. The industry continues to increase rapidly, the report noted.

Radio revenues continued to increase rapidly, the FCC said. In 1966, the FCC reported that radio revenues were $723.3 million in 1966, up 7.6 per cent—1.5 per cent from last year. The 1967 report added that 1967 revenues continued to increase rapidly, reaching $872.1 million, up 10 per cent over 1966.

(Continued on page 6)
Stations are playing this album like it was a bunch of singles.

Which is why it's selling so well. Whatever else is happening these days, the brand of music in Percy Faith's For Those in Love album is happening too. Because it's for those in love or who would like to be. They're ballads — the current big ones and the beautiful ones. (Incidentally, one of them is also big as a Percy Faith single — "For Those in Love," 4-4446.)

So as long as there are boys and there are girls, you won't have any problem selling Percy Faith.

"The Look of Love"
"I Say a Little Prayer"
"Sunny"
"Brand New Morning"
"Waitin' ('Round the Bend)"
"Don't Sleep in the Subway"
"Never My Love"
"It Must Be Him"
"Goin' Out of My Head"
"Live for Life"
"For Those in Love"

There's more of the great Percy Faith appeal in these albums: "Born Free" CL 200/CS 440 and "Today's Themes for Young Lovers" CL 204/CS 454.

On Columbia Records®

www.americanradiohistory.com
Source Marking Issues Draw Pot-Shots, Praise

HOLLYWOOD, Fla.—The recording industry's need for source marking was again championed by Irwin Steinberg, executive vice-president of the National Association of Recording Merchandisers, at NARM's Tape Cartridge Workshop here.

Mr. Steinberg has been talking to merchants for a number of years. He urge them to use a system. He explained that a majority of the manufacturers have been using a system to help identify the products. Mr. Steinberg said the system is working to the advantage of all in the soft goods field, and that it will do the same for the recording industry.

As an example of members of an industry banding together for their mutual benefit, Steinberg mentioned the railroads who are using an agreement to get them out of the freight cars. Danny Heiliger brought this to his retort: Yes, but the RCA Victor Record Division vice-president Irwin Tartt said pre-ticketing would be difficult at the manufacturers' level since the sales prices varied from one outlet to another. Irving Green, Mercury's president, said this can be solved simply by following the manufacturers' suggested list price.

Still, other wholesalers saw the shadow as a threat of mergers and acquisitions. Some of them also saw the mergers and acquisitions as a threat to their industry.

In conclusion, Mr. Steinberg said that source marking is working to the advantage of all in the recording industry.
A smash follow-up to "Bottle Of Wine"!

The Fireballs

"GOIN' AWAY"

Atco #6569
Produced by Norman Petty

From their best selling album

Atco 33-239, SD33-239
Available on Ampex Open Reel Tape (ATX-239) and Ampex 8 Track Cartridge (ATX-8239)

www.americanradiohistory.com
RCA’s Racusin Spells Out Trade’s Problems, Potential

Continued from page 1

were affiliated with a pall of uncertainty in the face of today’s changing scene—in the face of mergers, acquisitions, and a new, more secure role for the industry manufacturer, stating that they are not headed for the scrap heap and that they are not unprepared to change in the changing environment of the record business. “All in this industry,” he said, “have a stake in their survival.”

The last decade, Racusin said, will see an unparalleled growth in retail opportunities, with chains reaching an annual volume of perhaps $3 billion. He foresaw, giant, strategically located depots, with orders arriving electronically, clerks interpreting orders, and deliveries made in a matter of hours rather than days.

Racusin noted the growth of population and the change in musical tastes. During the coming decade, he said, we will have to nurture the new music, which is bridging the gap between the older forms and the "new," and cautioned manufacturers not to use in-appropriate music to develop a creative output of the "new." And he noted that the tradition of the "major" groups, on top of other costs, has aggravated the profit squeeze of retailers.

As a result more independent labels become subsidiaries of larger companies, Racusin said, adding: “If the new management results in stricter competition, then we must be patient and ...” and you will be the one who is dependent on the salt and pepper for the total product mix.”

Racusin spoke of what he considers a serious problem: “No one could object to the sale, promotion and use of such equipment for home voice recording or the playback of home music. But consider what has been happening to the record retailers have offered such a device as a part of their offering, ... their advertising has made the purpose of these machines clear, and we have not paid enough to keep them away.”

Diversity today runs rambunctious in the area of recorded music, which may be the major growth factor of the decade, Racusin said. The largest segment today, he said, is opening new markets for the sale of recorded music. Racusin added that he has outlined some of the “rules” of this developing area, especially the unauthorized duplication and the sale of recorded music by a person who is competing with a legitimate business. These people are not only bypassing the manufacturers but also the buyers, the composer, the performer and the musicians’ union. The RIAA is making that a matter of top priority. We as a manufacturer should have the right to act in a number of cases.”

Racusin noted the failure of the copyright law to provide protection and added that the laws of the house of unfair competition have been more successful. He showed that some of the key facts in the copyright act and observed that every NARM member has a right to act in these matters.

Racusin spoke of what he considers a critical situation: “No one could object to the sale, promotion and use of such equipment for home voice recording or the playback of home music. But consider what has been happening to the record retailers have offered such a device as a part of their offering, ... their advertising has made the purpose of these machines clear, and we have not paid enough to keep them away.”

Diversity today runs rambunctious in the area of recorded music, which may be the major growth factor of the decade, Racusin said. Racusin observed: “The point is that the new distribution system has not been able to prove themselves. This may well do, but all of us should do every thing in our wisdom and responsibility to foster their new economic power.

In predicting the survival of the record business, Racusin said: “Records are not commodities in the traditional sense. They have been reduced to a simple formula and neither can their distribution nor their promotion be the same as the future health of this industry depends on it being made safe for diversity.”

18 Labels Share 24 Awards In Best Selling Categories

HOLLYWOOD, Fla.—There were 18 labels represented in the 24 best selling categories chosen by NARM’s regular members for the period ending January 18th, 1969. In full time music, Columbia’s Bob Dylan ranked No. 1; in comedy it was Everly Brothers, Bill & Bob, and in rock & roll, West Montgomery, who switched labels midway from Verve to Roulette for “I Got it.” That earned him the honors for the product over $1.

NARM members rated Disney Records the best-selling children’s line. For mercury, Capitol Records got the top award for its $300 million in sales.

Great Debate: Is Uniformity Boon or Blow to Industry?

HOLLYWOOD, Fla.—Is standardization the key to our future in the record and music industry? While this was not the topic of the President’s Press at the First NARM morning session, it dominated the business meeting.

Closer Disk, Radio Ties Explored

HOLLYWOOD, Fla.—A radio convention was conducted by Bill Gavin at the NARM convention here Tuesday (19). It was an opportunity for means of developing a closer and more meaningful relationship between the record and radio industries. Panelists included: Bill Gavin, chairman of the Conference; Guy Norwood, vice-president and general manager, WNEW, New York, and Larry O’Day, program director of WNEW, who was absent due to illness, but Gavin relayed O’Day’s thoughts to the panelists.

Noonan termed the record promotion man a “marketing consultant” responsible to the artist for what’s at stake. He urged that such a knowing and believable person be a "man who is a partner in the sales and promotion man." He is a "man who has a high level of integrity, who functions as a bridge between the manufacturer and the public, and who has a pulse on the market where it all starts. He’s the key. He communicates. Tune him in.

Glascock called for an improvement in communications between the record label and the radio station, and the promotion man. "The promotion manager is an important person, and the record manager is an important person," he said. He urged the importance of getting key promotion men to attend record company conventions and he pointed out significant developments in programming techniques which have been voided in the marketplace, he said.

And, added: "The record industry is not doing anything right without each other.”

Glascock emphasized the importance of media of the-road to the record industry. The exposure of such outlets give to records. He also noted such trends as underground groups, folk-rock, etc., said that a lot of the new music is on the second plane, outside the FM spectrum. Glascock added that a record can be sold if it is properly introduced to the product that can be sold on both FM and AM.

Glascock said that the average listener is at the station, "but call and let us know when you are coming through, if we need to be there, or with the stations and manufacturers and the press, "Noonan said. "But not too much where it all starts. He’s the key. He communicates. Tune him in.”

Luttal noted the importance of what he called "the one and a half hour" link in the chain to separate each other. "We can’t expect to have a successful year if we don’t spend the weekends with the stations and the stations and the stations. Once we acknowledge this, then it follows that each has the responsibility to make sure that each has," he said.

Eddy Arnold (RCA) was in the top five male country artists, while Loretta Lynn rated first in the top female country artists. In full time music, Columbia’s Bob Dylan ranked No. 1; in comedy it was Everly Brothers, Bill & Bob, and in rock & roll, West Montgomery, who switched labels midway from Verve to Roulette for “I Got it.” That earned him the honors for the product over $1.

Marks Catalog

NEW YORK—The Edward B. Marks Music Corp, has released a updated record catalog listing with information on more than 750 titles, the firm’s recording product for last year. Marks will also release "Yellow Days, "If You Ain’t Got Love," and "L."  I’ll Walker’s "I Taught Her Everything She Knows," and "Talk About Love," the latter was waxed more than 300 times.

Spiral Distribute

EAST HARTFORD, Conn.—A Spiral Distribute has been named Connecticut distributor for Spiral Records.

Geldhart, New NARM Head

HOLLYWOOD, Fla.—Jack Geldhart (L and F Record Service) has been appointed chairman of the National Association of Record Merchandisers here last January 18th.

Other offices include: Amo Molimolin (Heifer Brothers), first vice-president; Don Ayers (H. R. Bosford Co.), second vice-president; Tom Jaffe (District Records), treasurer; Jack Grossman (Mercury Enterprises). The executive slate was announced at the luncheon awards banquet Thursday night (21).

Drive for Jazz

Continued from page 1

Byard, Houston Person, Barry Rogers, and the rest of the jazz movement, is so well-known, as well as many as 78-r.p.m. catalogs.

In addition, Schillen sends the jazz message through his own label, WBL-FL, which he uses to market jazz in New York, called "The Scope of Jazz."
Highlights at the NARM Convention

BILL GALLAGHER moderates president's panel.

COMPLETING THE PRESIDENT'S PANEL are Irving Green (Mercury) and D. H. Toller-Bond (London Records).

CECIL STEEN, representing Harvey Novak, winner of the Jake Friedman Memorial Scholarship, John Billinis presents the award.

BILL GOETZ, president of Columbia, accepts the Grossman-Rossman Scholarship Award for Mary Ann Morris.

Left to right: Jules Malamud, NARM's executive director; President Stan Jaffe, Mrs. Jaffe, Lou Klayman and wife, Mr. and Mrs. James Schwartz, Jack Grossman and wife, and Dave Watson.

PRESIDENT'S PANEL. Left to right: Cy Leslie (Pickwick), Mort Nasatir (MGM), Jerry Moss (A&M).

LOU KUSTAS receives NARM scholarship on behalf of John Niessen. Niessen is the son of an employee of Toy House in New York's Hudson Valley.

OTHER MEMBERS of the president's panel, left to right: Al Bennett (Liberty), Stan Gortikov (Capitol), Norman Racusin (RCA Victor).

JIM LEVITUS, of Car Tapes, accepts Harry Schwartz Memorial Award for Leonard Lagusker.

NARM SCHOLARSHIP COMMITTEE. Left to right: Mrs. Mickey Malamud, Mrs. Owen, Dean W. G. Owen, NARM scholarship adviser; Mrs. Geldbart, Jack Geldbart, Mrs. Billinis, John Billinis, chairman of the committee; Mrs. Steinberg, and Irwin Steinberg, executive vice-president of Mercury Records and sponsor of the luncheon.

ALSO ON THE PRESIDENT'S PANEL, left to right: Clive Davis (Columbia), Larry Newton (ABC), with Cy Leslie and Mort Nasatir.

MARCH 30, 1968, BILLBOARD
Other Highlights at NARM Convention

AMOS HEILICHER, convention chairman, opens proceedings.

STAN JAFFEE welcomes largest gathering to ever assemble at NARM.

HARVEY GLASCOCK speaks in Bill Gavin's radio programming panel.

STAN GORTIKOV AND BUCK OWENS as latter receives award for his "greatest hits" album.

ATTORNEY JOHN SEXTON, associate of NARM counsel Earl Kirchner, at federal taxation and estate planning workshop.

TAPE CARTRIDGE WORKSHOP, left to right: Ken Beauchamp, Sach Rubinstein, Herb Hershfield and Russ Solomon.

STANLEY FOSTER REED talks on mergers and acquisitions.


SECURITY WORKSHOP, left to right: Chuck Murray and Charles Rudnitsky.
Yesteryear's Country Hits

Change-of-pace programming from your library's shelves, featuring the disks that were the hits in the country field 5 years ago and 10 years ago this week. Here's how they ranked on Billboard's charts at that time.

**COUNTRY SINGLES—5 Years Ago**
March 30, 1963

1. Don't Let Me Cross Over—Carl Butler (Columbia)
2. From a Jack to a King—Redd Stewart (Fiber)
3. End of the Wild—Skater Davis (RCA Victor)
4. Hey, Jim Reeves (RCA Victor)
5. Second Hand Rose—Roy Drusky (Scepter/RCA Victor)
6. Billie Jo Anderson (Decca)
7. Ballad of Jed Clampett—Flatt & Scruggs (Columbia)
8. Allegro—Tullow Young (Mercury)
9. Put It in My Mind—George Jones (United Artists)

**COUNTRY SINGLES—10 Years Ago**
March 31, 1958

1. Ballad of a Teenage Queen—Big Sandy (Starday)
2. Oh, I Can't Stop Loving You—Don Gibson (RCA Victor)
3. Don't Be Aglow—Tommy Powers (RCA Victor)
4. Breakin' Up—Les Lewis (Decca)
5. Oh-Oh—George Jones (United Artists/Decca)
6. This Little Girl of Mine—Maybe We'll Tell—Four Brothers (Columbia)
7. The Story of My Life—Marty Robbins (Columbia)
8. Sings Git-Hit Lacka—Billie Jo Anderson (RCA Victor)
9. Great Balls of Fire—Jerry Lee Lewis (Sun)
10. Just the Same—Bobby Helms (Dee)

Country Sparks Tycoon-Artists

NASHVILLE — The expansion of country music necessitated the expansion of the individual artist into many facets of the business, according to Decca artist Bill Anderson, whose business success has paralleled his recording rise.

In 10 years Anderson has risen from a country radio disk jockey to a small radio station in Georgia not only to be a leading businessman of the country music industry, but also to a leading businessman with a complete company under his direction.

The expansion of Bill Anderson Enterprises has followed a "master plan," carefully worked out by the artist. Anderson made his move to Nashville in the late 1950s following the success of "City Lights," an Anderson-written song recorded by Ray Price after signing with Decca and turning out hits himself. Anderson opened an office in the heart of music row and hired a personal secretary, Ms. Betty Carpenter. When Herbert Long completed his own building, Bill Anderson Enterprises bought the first floor.

Anderson established his own music publishing company, Stal-lib, formed a band, the Po-Boys, purchased a modern bus for travel, bought a syndicated television show, and accepted roles in Hollywood films. He acquired additional office space, set up a modern public department, and hired a personal manager, Bud Brown, a Canadian with 20 years of experience in radio, promotion and advertising.

While not alone in his moves, Anderson has been something of a pace-setter in this direction. Porter Wagner, RCA, is a man who has established an agency, has been successful in all forms of music row, and has an office staff, publishing company, etc.

Others have made partial moves in this direction. Most, however, still lack personal management and promotion, either from within or through an established individual or agency. Nonetheless, Anderson's achievements have spurred others to make similar moves, and the entire industry seems to be moving in that direction.

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**ANIMALS REVIEW**

**Burden and Animals In Powerful Display**

NEW YORK — Eric Burdon and the Animals, one of the blues rock groups, were in fine form at the Anderson Theater on March 16 with a varied program, ranging from their old hit "House of the Rising Sun," with lyric revisions, to "Sky Pilot," a powerful closing number.

**Campbell Shows He's a Winner**

NEW YORK — Glen Campbell, Capitol Records artist, playing unusual irony on his 12-string and six-string electric guitar for a capacity audience Wednesday (20) at his opening at the Nashville Room. The country music nightclub scored a coup in obtaining the Grand Ole Opry's major New York nightclub performance. Campbell, with one of the most harmonious vocal and instrumental shows to grace the room's stage, led off with a folk song, "There Many Roads Must a Man Walk Down," on his 12-string. He switched to electrical guitar for the rest of his show. The hit that launched him to fame, "Gentle on My Mind," was a next, then he shifted to Simon & Garfunkel's "Homeless.

His show had exceptional pacing and superlative production. In his encore for "For You Bound," he went to an emotion-packed "Crying," then into "Rhinestone Cowboy," which was a bit too much for the 2,700. Singing "If You Can't Say Something Nice, Don't Say Anything At All," he went to a song he performed with the Beach Boys, "We Can't Help But Fight." He added something different to the song to give it new freshness.

Jam Sessions Steal Play in Goodman-Classical Concert

NEW YORK—Benny Goodman this week opened and played a classical concert with the Philadelphia Symphony at the Philharmonic Hall (17), and it was the jazz that ignited the audience's enthusiasm.

Increased from the programmed spot two of his best-known recordings, "The Man That Time Forgot" and "Madonna's Butterfly," with true ataractic. She also was on a jazz form in Villa Nova Art Music, No. 5, with several cells and two basses for support.

FRED KRIBY

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**Talent**

**Rovers' Rainy Days Are Over**

By ED OCHE

comic Shel Silverstein, has spread eastward from San Francisco and Motown country into the New York area. The zigzag path cut by the group's first national success is almost as twisted as the route taken by the Rovers—to New York from Ireland of Canada and Albuquerque.

The Rovers, born in Ireland, are citizens of Canada, where they first blossomed as performers. Their single, a recent breakthrough, is on the 12-string and six-string electric guitar for a capacity audience Wednesday (20) at his opening at the Nashville Room. The country music nightclub scored a coup in obtaining the Grand Ole Opry's major New York nightclub performance. Campbell, with one of the most harmonious vocal and instrumental shows to grace the room's stage, led off with a folk song, "There Many Roads Must a Man Walk Down," on his 12-string, then he shifted to Simon & Garfunkel's "Homeless.

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FRED KRIBY

**Signings**

C. G. Ross, near de disk of songwriter-Romie Daize, signed with Mercury Records. His first single, produced by Bob Feldman (Fireplace Productions), is a "Soyoyee Baby." Roy Brey is re-signed with Cadillac Records. His new 45, "Sharon" and "Daisy," in off the West Coast pop group, is to Revolve to improve the group's image.

**Campus Dates**

The Magnificent Men, Capitol artists, are doing a free show at the University of Chicago. The group's_Tabu_Tune (10); and Fluorescent Icy (Mish) Sunday 00. RCA's Henry Mancini performs at Chicago's State Theatre Tuesday 00. Noone

**Navy**

MARCH 30, 1968, BILLBOARD

Dane University, Friday 00; Portland, Saturday 00; New York, Sunday 00; and Richmond, Monday 00. RCA's Henry Mancini conducts the Indianapolis Symphony at a pop concert at Butler University's Clown Hall on April 13.

(Continued on page 28)
NANCY  DEAN  MAKEBA

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BILLBOARD says: "WILL REACH TOP 20"
BEST SELLING SINGLES: Los Angeles, Atlanta, Winston-Salem, Dallas, San Francisco, Boston

Talent
Bard Meets R&B in 'Soul,' Coast Musical

NEW YORK — "Photo Finish," currently playing Upstairs at the Downstairs, is a topical satirical review with some telling humorous sketches and a quintet of engaging young performers. "Candid Candidates" is an example of an overworked theme—candidates for the presidency—which came off well. The Alley Theater's Piedmont sketch was performed by the company: Warren Burton, Jerry Clark, Jeanette Landis, Steve Nelson, Lily Tomlin and Victoria Wynnham. The best musical number was the William Dyer-Don Parks, "I Thought I Was All Alone," a Marion Mercer take-off ably performed by Miss Windham. Miss Tomlin was hilarious in her own "Beautiful People," a beauty-quiz monolog. Miss Tomlin joined Clark in a funny "It Seemed We Stood and Talked." The Dry Shampoo sketch is an imaginary Mike Nichols-Ellaine May phone conversation. The two performed with Burton in another amusing Shampoo sketch, "The Family Affair." Miss Landis and Miss Tomlin teamed in yet another fine Shampoo sketch, "The Motherland," a White House meeting. Miss Landis and Clark were brilliant in a musical Kama Sutra take-off, the David Fiske-Bill Wooster "I Don't Feel Any thing."—FRED KIRBY

"Shining" for ABC-TV, conceived the production primarily to appeal to young people who "like the Smothers Brothers and dig the Righteous Brothers."

Jerry Lee Lewis performs the role of Iago in a comical Louissiana accent. His piano playing and blues shouting are first rate, however, and Lewis' presence in a musical adds impact to the score by Ray Price and Paul Arnold. There are 20 songs which come alive behind the Multiworld of the orchestra situated on stage amid the level designed building.

While there are strong strains of r&b, there also are arrangements right out of the backcountry woods and Lewis' boogie woogie piano playing is a refreshing contrast to the hard-driving sounds of the band. The Blisters, whose recording studio singers and the Frank Walker Singers are ill-used and poorly presented.

The sound at the Ahmanson is excellent since all the principals work into microphones, stationary and portable. Julienne Marie offers a gentle interpretation of Shakespeare's and she has a sweet voice when singing "Willow," but her singing lacks warmth. Lewis' top vocal performances are on "Good Name," which has a country flavor (billed by a fiddle player and snare drummer) and "Give Me Some Action Now" done with the entire ensemble. The most soulful singing is offered by a sexy Gloria Jones (playing Bianca) who struts and wails on "King Stephen," and "A Likely Piece of Work."

William Marshall, in the role of Othello, offers the most serious acting job, but his deep voice isn't too appealing when he is supposed to sing to the ballads.

Aside from the incongruity of a big-beat score amidst the framework of Shakespeare, the play is a weak musical because the songs fail to stand on their own.

ELIOT TIELGEL

Campus Dates

• Continued from page 26

The United States of America, Columbia artists, play the Swarthmore Rock & Folk Festival Monday (1). Ocean & the Subways, Roping artists appear on Saturday (6).

Tower's Jake Holmes appears at the University of Rhode Island Monday (25) through Wednesday (27); Rhode Island College, Thursday (29) through Saturday (30); and Rutgers University, Friday (3). RCA's Art Linkletter gives a Queen (N. Y.) College concert Saturday (6).

Verly's Dan Scalford Trio plays Southern City College April 23. and Columbia's Mike Davis and Atlantic's Carmen McRae appear at the University of California at Berkeley April 19. Performing at the University of California the following night will be Thelonious Monk, Columbia's Benny Golson, Blue Note's Herbie Hancock, Solid State's Joe Williams, Thad Jones-Mel Lewis Orchestra, and A&F's Wes Montgomery.

The Symphony Singers of United Artists Records perform at the University of Vermont April 9.
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I don't want the world and its riches
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I'd make all my wishes come true
I'd shine it each day and hold it and say, it's Always, Always You.

I don't want a mansion or penthouse
Just a love nest cozy for two
Then I'll never complain, let it snow or rain
For I need only you.

So give me the love a goddess dreams of
Throughout summer and long winters too
Then I'll be serene with my heavenly dream,
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Bo Allen would like to thank all
DX's and radio stations for playing his latest release "My Time." Due to its outstanding reviews and reception, the staff of Bo Allen Productions are confident that "My Time" will hit the top 40 in the next 2 weeks. If you did not receive your copy of "My Time," send your name and address along with the call letters of your station to Bo Allen Productions, P.O. Drawer F, Vidalia, Ga. 30474. "My Time" is also nationally distributed by Sounds of Nashville, Nashville, Tennessee.

(Advertisement)

THE AMERICAN BREED, Acta Records group, celebrates an RIAA certification for a million sales of "Sweet Me, Shape Me." In the back row, left to right, Kenny Myers, Acta topaz; Chuck Colbert Jr.; Dunwin producer Bill Traut, and Al Ciner. In front, right, left to right, Lee Graziano and Gary Loizzo.

Letterman's Single Sparks Offers for Nightry Dates

LOS ANGELES — The Letterman are piling up lots of nightclub offers. Their hit single has generated interest in this field despite a heavy schedule of college concerts.

The soft sound of the trio's arrangement blending portions of "Going Out of My Head" with "Can't Take My Eyes Off You" on Capitol is credited by their manager Jess Rand, with landing bookings at the Century Plaza's Westside Room (July 13), and the Latin Casino in Philadelphia later in the year.

The Century Plaza booking is significant in that it marks the room's first use of a vocal group. As a result of the record's top 40 acceptance, the group is receiving top dollar plus 50 percent of the cover after the break even point at a number of clubs. Among the additional bookings this year are the Fairmont in San Francisco, Roosevelt in New Orleans and Holiday House in Pittsburgh. Rand is currently making offers from both the Copacabana and Hotel Plaza in New York.

The most interesting offer, according to Rand, came from Leo's Casino in Cleveland, the city's top Negro club, which has never played a white act before.

Rand says he's turned down nightclub dates in the past "because the timing wasn't right." He plans to still accept college dates, but will try to work in variety appearances during the Dorm season to allow collegians who have enjoyed the trio at their schools to see them work in another environment.

FRED KIRBY

Burdon, Animals
In Power Display
Continued from page 26

Soft Machine, three youth's just off the chart with Jim Hendrix. Experience. In their two extended numbers, the trio showed a high degree of musicanship, including a top organ, the lead vocalist, who also had a brilliant jazz-influenced segment on drums, performed in their trunk, although, because he was seated at the drums, this wasn't apparent until he left the stage. Their light show was also effective, as they only used a few colors at a time.

The novelty of the evening was the New York Electric String Ensemble, which performed between the two rock groups. The group, which is expanded to four men from the three on their initial ESP-Disk album, performed a program of Bach, Telemann and Purcell transcribed for amplified instruments. They were met, at first, with a differing response from the young audience, but, by the end of their set, had clearly won over the crowd.

The Purcell piece, the only number on the program which was not on their first album, was a moving addition to the group's repertoire with its two interesting fast movements. The Electric String Ensemble was a fine change of pace for the program, and the group's sounds would be even more effective in a rock package for colleges.

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MARCH 30, 1968, BILLBOARD
IT COULDN'T HAPPEN HERE
by THE BANNED

A long time ago in Egypt
The Pharaoh had a million slaves,
He beat them to death in the desert sun
To build him a fancy grave.

What a terrible thing to do.
What a terrible thing to do.
But that's just history
and anyone can see:
IT COULD NEVER HAPPEN HERE!

Then close by the river Jordan
The gentlest of men was born.
They nailed Him to a cross on Calvary hill
With a crown of razor thorn.

What a terrible thing to do.
What a terrible thing to do.
But that's theology
and anyone can see:
IT COULD NEVER HAPPEN HERE!

Now how many men remember
The maddest murderer of all?
His victims cried out over six million strong
And the world never heard their call.
Sound Man Is King of the Road

By BILL WILLIAMS

KEARNEY, Neb. — It's the behind-the-scenes sound man who is King of the Road today when a recording group appears live.

When Roger Miller performed at the NARAS banquet in Hollywood last May, soundman R. Miller was in the background, operating the sound. When Roger returned to the United States after their tour of the Far East, Miller was consulted.

Miller, owner of Stanal Recordings, Inc., here, has parlayed his recording studio in Holdrege, Neb., into a complete business which includes a retail store, an appliance store, a shop for designing custom sound installations, and complete audio-visual sales and service.

Beat Wave Seen as Subsidizing in Germany

FRANKFURT — Trade reports coinciding with the big Spring Fair just completed here indicate that the "beat wave" in musical instruments and sales of windwood, electro-acoustical and string instruments is reaching a broad base. Rock and roll guitar sales are down.

Foreign manufacturers of musical instruments outnumbered domestic firms exhibiting at the Fair this year, with American firms making up the largest group of exhibitors. There were 242 musical instrument exhibitors from 15 countries representing a total of 294 firms manufacturing musical instruments of all kinds, of which only 124 were German firms.

The United States accounted for the largest foreign delegation with 44 exhibitors.

The fact that the foreign exhibitors outnumbered the domestic industry by almost two to one led the West German musical instrument trade association, Bund der Deutschen Musikinstrumenten Hersteller, to predict massive foreign competition in the German musical instrument market, particularly in the field of electro-acoustical instruments.

Pressures

The German music manufacturer association reported steadily increasing foreign competitive pressures on the German market. Foreign music instruments accounted for between 25 and 33 percent of all instruments sold on the German market last year.

German musical instrument manufacturers, however, managed to increase exports to the United States for 33 percent to 35 percent last year of total German musical instrument exports. For example, a full 80 percent of German string music instrument exports go to the U.S., 30 percent of mouth organs and 25 percent of guitars.

The U.S. and Canada accounted for 60 to 70 percent of German exports of woodwinds, and German manufacturers expect to boost exports more to this market when the Kennedy Round tariff cuts take effect July 1.

SHEET MUSIC

The Mailing List Problem

Another in our advisory series of articles for dealer seeking to improve their sheet music sales.

One dealer we know has for years been sending sheet music mailings to teen combos, dance bands, private school musicians, teen clubs, neighborhood and daily newspapers, teen fan magazines, music teachers, studio operators, bandmasts, orchestra directors, col- leges and hundreds of other prospects in his market.

Keeping up the mailings: "My mail was junk mail like all the stuff I object to in my own mailbox," he explained.

So how is he reaching prospects?

"In my previous mail program," he said, "I was counting on the publications on the list to give me a plug now and then. It never happened.

"Now I'm sending a few ads in selected publications that reach my prospects in all categories of sheet music and other merchandise. I'm also sending out releases in the newspapers in the form of news releases. Both types of publicity are getting results.

"And I'm not a longer junk mailer."
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Everyone’s getting in on the act. Making your own music is where it’s at these days. And here’s how they all start out: The Decca Acoustic Guitar Starter Set. The Sound of Money for you. Where else could they get so much for so little?

Handsome steel string guitar • An extra set of steel strings • Instruction book • Guitar strap • 3 picks • Guitar cleaning cloth • Guitar carry bag.

It’s a $31.65 value for $27.50—marked that way on the box so your customers can see their savings. You’re getting Decca sound, Decca quality and the Decca name, the perfect answer for a budding guitar-playing generation that’s growing up around you. Put a Decca Guitar Starter Set in their hands, man, it’s your duty! Ring up your Decca rep. He’s got a few sets around he’d be glad to show you. And in case they already have the guitar, he’s also got a whole line of drums, bongos, amplifiers, tambourines and complete accessories. And guitars for advanced players, too. Every one will put the sound of money in your cash register.

Decca makes the music. You make the money.

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EXCLUSIVELY IN BILLBOARD - APRIL 27
Radio-TV programming

FM'ers Busting Out With Progressive Rock Airplay

By CLAude HALL

WIXY in Cleveland now has a Sunday night 10 p.m. show called “NEMO's Nook” hosted by Doc Nemo. WMH in Hamilton, Ohio, plays progressive rock nightly mixed with Hot 100 sounds and also has two special four-hour shows Thursday and Sunday called “Stargazer.”

Out in Wichita, Kan., KFH-FM, a 30,000-watt monaural operation that has plans to go stereo, programs underground 11 noon daily and 10 p.m. 1 a.m. Added to a third record is an LP cut and many of these are progressive, said operations manager Dallas, “We soft-pedaled the progressive rock music at first (the station has been rock for two years) because we felt there weren't any hippies in Kansas. But as we get into it, we find we're getting the people in the 30s and 40s who are listening to us, as well as the younger generation.”

He said that KFH-FM was considering a progressive format 24 hours a day in the future.

Radio Programming Forum Is Set by BB

The Sessions will be held on September 5th and 6th at the Hammerstein Ballroom in New York City. The forum will cover the nuances of radio programming, with sessions that relate to impact and impact.

In sponsoring the Forum at the beginning of the broadcast season, Billboard plans to fulfill a need that has long been felt in the industry. Long sessions have been enthusiastic. Billboard attending will receive a certificate upon completion of the three-day state of sessions.

This will be the type of Forum that will be held, and those who participate in these broadcasts can afford to miss. Although subjects will revolve around music programming issues, there will be special emphasis on matters of interest to program directors and air personalities.

Pioneers to Cite Bedside Network

CHICAGO — The Broadcast Pioneers will present a special program on the Bedside Network of the Veterans Hospital Radio-TV Guide during the annual banquet of the convention of the National Association of Broadcasters Sunday-Wednesday (31-3). The award, signed by President president Glenn Marshall, will be presented to 20 years of the network in helping hospitalized veterans. The Network will hold a fund-raising ball at the New York Hilton, New York, with Charles Ludden and Betty Luster as co-chairmen.

WGMS WON'T GO DRAKE WAY

NEW YORK — Rumors that WMGS, Washington, would switch to Drake's format were denied here last week by Ross Taber, vice-president of radio for WMGS. Drake Broadcasting. Bill Drake is planning consultation for a new FM station general chain, his stations include WKRO, Boston; KHI, Los Angeles; and KFRC, San Francisco.
R&B SINGLES—5 Years Ago

April 30, 1963

1. "My Girl"—The Temptations
2. "You Don't Have To Go To Rio"—The Four Seasons
3. "The Look of Love"— Voice of the Manor
4. "I'll Never Love Again"—Fine Young Cannibals
5. "The Sundown"—The Seekers
6. "Hallelujah, I Love Her So"—The Cowsills
7. "Silly Love Songs"—Paul and Barry Manilow
8. "Guilty"—The Osmonds

R&B SINGLES—5 Years Aago

March 30, 1963

1. "Don't Let Me Be Misunderstood"—Maya Angelou
2. "The Man I Love"—Patti Page
3. "Blue Suede Shoes"—Wanda Jackson
4. "I Can't Help Myself"—The Four Tops
5. "You Make Me Feel Like Dancing"—Al Green
6. "I Feel Like Makin' Love"—The Supremes
7. "The Things We Do Together"—The Four Guys
8. "The Look of Love"—Fine Young Cannibals

POP SINGLES—10 Years Aago

March 30, 1963

1. "Bo Diddley"—Bo Diddley
2. "Just Because"—The Platters
3. "You Are My Sunshine"—Hank Williams
4. "I Can't Help Myself (Sugar Tongues)"—Four Tops
5. "Can't Help Myself (Sugar Tongues)"—Four Tops
6. "I Can't Help Myself (Sugar Tongues)"—Four Tops
7. "The Look of Love"—Fine Young Cannibals
8. "The Look of Love"—Fine Young Cannibals

POP SINGLES—5 Years Aago

March 30, 1963

1. "Take Good Care of My Baby"—The Moonglows
2. "My Girl"—The Temptations
3. "You Don't Have To Go To Rio"—The Four Seasons
4. "The Look of Love"—Fine Young Cannibals
5. "I'll Never Love Again"—Fine Young Cannibals
6. "The Sundown"—The Seekers
7. "Hallelujah, I Love Her So"—The Cowsills
8. "Silly Love Songs"—Paul and Barry Manilow

This is a sample content from the Vox Jox issue. For more information, please refer to the original source.
Things are happening . . . it's time to take stock

There ARE new dimensions on the radio programming horizon . . . new forms, new appeals . . . all resulting in NEW RATINGS. The field churns with ideas . . . is in a ferment of change.

The Radio Programming Forum was conceived by BILLBOARD to give all concerned with programming . . . station and general managers, program directors, music directors, disk jockeys, a&r men, record promoters . . . a chance to sit down and compare experience, opinions and ideas.

Mark the dates on your calendar . . . June 7-8-9, Friday, Saturday and Sunday. (Sessions begin at 2:00 p.m. on Friday and end at 2:00 p.m. on Sunday.) The discussions will be concentrated. But they will be far-ranging and meaningful to all organizations and individuals concerned with programming. If you have problems, this will be your chance to get them solved.

Special plans are being made to enable registrants to get together within the structure of the Forum for frank and intimate discussions of mutual problems and opportunities. The Forum is under professional direction and is the first conference realistically directed to such a broad spectrum of radio programming.

It will be an historic occasion. DON'T MISS IT!
SEND IN YOUR REGISTRATION NOW.
USE THE COUPON BELOW.

Please register me for the BILLBOARD RADIO PROGRAMMING FORUM, June 7-8-9, New York Hilton, New York City. (If you wish to register others besides yourself from your organization, please send the names and payments on your letterhead.)

NAME: ____________________________

TITLE: ____________________________

COMPANY: _________________________

ADDRESS: _________________________

CITY, STATE, ZIP: __________________

☐ Check enclosed (Registration Fee $100. After June 1, $125).
Send registration and check to RADIO PROGRAMMING FORUM, 9th Floor, 300 Madison Avenue, New York City, 10017, New York.
with KLAC as program director of the station in Los Angeles, has assumed the helm at WZUM in Pittsburgh, as program manager of the station.

The rest of the line-up includes manager Jack Mcrae, program director Al (Mad Max) Perkins, Steve Salonsa Campbell, Avery Davis, Moon Man, White Kid and Mallow Jack. All six were in Canada with CKXL and CFAC in Calgary; Russ Verena is back Stateside and on the air 5:30-9 p.m. and noon-3 p.m. for WNTD and KWNT-FM in Davenport, Iowa. Address of station is 1019 Mound Street.

Record man, here's a letter you should note from George Tyler, program director of KRIS-FM, 240,000-watt stereo station in Seattle:

"As the late afternoon voice of WJR, Detroit, for more than two years, I had little direct contact with the distributors themselves. However, we saw a lot of Capitol's Tom Gelardi, Columbia's Rick Johnson, and from MGM Records. Since coming to Seattle, I've heard KRIS-FM on the air, I've found the program as written by a program director cuter and better than the other story. With 240,000 watts of stereo power, and even more hours of radio, KRIS-FM is the strongest signal north of San Francisco. With only three months ahead of us, the response from listeners, advertisers and agencies has been overwhelming. No better service could be provided on that which we receive from Steve Fleisher of RCA and Philips, Derek's Pat Cassidy and Columbia's James Fassnacht. I wish we could have heard from the other labels. Come to think of it, we have heard from them. If you want results, come down to the office. That's what the office is. The results after the longer-established, well-rated stations have been their regular mailings. Our option now is to purchase the albums we need. When we turn to the label's headquarters for help, the answer comes back: 'You're being serviced locally by XKEY Distributors. They'll be happy to take care of you.' Our course of action is to play the albums we receive. As March Mt. Rainier would say, 'We've got the medium; maybe the record companies will get the message.'

KUKI, P.O. Box 333, Hillsboro, Ore. 97123 needs country music records, both singles and albums. Send to Pete Kerr, music director... Jim Mendes at WYRI, Providence, R.I., reports that the New England Telephone Co. is sponsoring his night show across the board, six nights a week.

JIM STAGG, at WCLF, Chicago, played host to 18-year-old pop artist George Fame, left, whose current hit is 'The Ballad of Bonnie and Clyde.'

WFAS in Switch From 8-Midnight

WHITE PLAINS, N. Y.—WFAS, one of the leading suburban radio stations in the nation, has changed its 8-midnight program, in keeping with new-found popularity, according to music director Gary Alexander. "Our ratings in the area were good, but we were beat out by the New York City stations that program for teens, so we decided to feature something we could sell to advertisers."

The Coral Sitar has the same neck, same action, same play strings as a guitar ... BUT THE SOUND IS SOMETHING ELSE.

Radio TV.

RICHIE HAVENS stars on Coral electric sitar

JOHN HALL, new air personality with CFOM, Toronto, gets a new album by RCA Records artist Charlie Pride, right, delivered in person. Pride was appearing at the Horsehoe Tavern recently.

PF'mers Bust Out With Prog. Rock

said, is No. 4 in the over-all market at night.

WBRU-FM Expands

BWRU-FM, the 20,000-watt stereo operation at Brown University, expanded its progressive rock programming to 3-6 p.m. six days a week in February and work is that the station may even go further toward progressive rock. Donald S. Berman, program director of WBRU-FM, recently stated, 'We feel that this is what the program is now, especially in the FM field of broadcasting.'

James Lehman, general manager of WZUM in Pittsburgh, said that his program is featuring progressive rock station afternoon programs now in a show hosted by Mad Mike. Station is playing the canned Heat, the Steppenwolf, the Wizard of Oz, the Hassles, the Bobo's, the Detroiters, the Spirit, and the Jimi Hendrix Experience, among others.

WBG-FM in Philadelphia, under the leadership of FM co-ordinator George Meier, is programming some progressive rock, but the operation is automated and unannounced. WBG-FM at Central Michigan University, Mount Pleasant, Michigan, is playing a 9:30 midnight to Sunday night show with Randy Martin as host called "The Experience."

WNEW-FM in New York continues to set a torrid pace under a progressive rock format. A recent LP of A&M Records sold in the New York from WNEW-FM play alone. The only thing to be criticized about the station is that deejays also play non-progressive records that can be heard frequently on other stations. WACO and WABC-FM have also switched to a rock format, and will play some heavy loud of the progressive sounds. College stations that carry some or all of these carrier current, seem to be taking quickly to progressive sounds, our management has said. WACO-FM is a new station and the board went into it seriously, especially the FM stations, seem to be doing quite well.

WMMS in Cleveland, Ohio, is planning to switch to a progressive rock format, according to a recent report. The station is planning to switch to a progressive rock format, but will not play any rock and roll heavy loud of the progressive sounds. College stations that carry some or all of these carrier current, seem to be taking quickly to progressive sounds, our management has said. WACO-FM is a new station and the board went into it seriously, especially the FM stations, seem to be doing quite well.

KLIF's Creative Kicksticks

KLIF's list of favorite records—usually 10 that are changed each week—that Dowc calls his "A File" records. KLIF deejays began the hour on the toned-down KLIF theme song, "Up, Up and Away," by the Fifth Dimension, and the opening theme " Drum, by the Stone Pony—these are announced on the unattended KLIF, and is followed by the "Dearly Departed" program, by Gary DeSante, and "Hendrick's experience and Joe Tex."

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A Mexican TV Series Will Honor 150 Radio Artists

MEXICO CITY — A new TV series will honor 150 outstanding radio artists who figured prominently in the development of radio music since the 1920s. The series of 32 half-hour programs, will feature several artists each week on XEV-TV. Called the “Golden Epoch of Radio,” the shows will present such artists as Agustín Lara, Luis G. Bordan, Juan Ariztu, Amparo Montes, Antonio Biroz.

LaBrie Adds Pulse Tone To List of Radio Services

NEW YORK—Gene LaBrie, who packages “Lush at Go Go” and “International Discotheque” radio programming services, will bow a new service within the next few months with an unhearable pulse tone between every tune. The pulse tone will give radio stations a chance to insert commercials and announcements between every record. The new service has been demanded by broadcasters, LaBrie said, because of the growing commercial pressure for FM radio, a sign that FM has come of age.

The “Lush at Go Go” package, which features easy listening music, and the “International Discotheque” package, which features soft rock, are programmed in clusters of music. The new package will be up-tempo and feature both soft rock and easy listening music. Keith Lacey, record producer for MGM’s Music Factory label, produces the “Discotheque” programming; Frank Angel, with Lacey as supervisor, does the lush show. LaBrie, who was with a Columbia Records promotion office for 15 years, got into the music packaging business by producing commercial programming for national accounts; this included the TWA, for more than three years, plus a show for 3M. His services are now used by more than a dozen radio stations, mostly FM.

KFIG-FM Format Switch

FRESNO, Calif. — KFIG-FM, stereo station here, has dropped automation and has switched formats to easy listening, reports manager Steve Sheil. The station, formerly known by the call letters of KBIG-FM, stereo, and had switched formats to easy listening in 1961.

Sheil said the format is actually “podcast,” as described in Billboard's issue of March 16, and although we will not play hard rock, we may play a song by an artist usually associated with hard rock. The idea is to “set the station’s tone fairly accurately on what listeners want to hear and request every night from 10 to midnight.” Response to the program has been overwhelming, a real morale builder for a new format.

GIVE...so more will live HEART FUND

MARCH 30, 1968, BILLBOARD 39
L.A. - The Clearing House is issuing a new LP of Wagner’s Tristan und Isolde on April 1. The recording is being made by the Boston Symphony Orchestra with Arturo Toscanini conducting. The LP will be issued in a limited edition of 1,500 copies.

The recording of Tristan und Isolde is part of a series of Wagner recordings being issued by Clearing House. The company has also recorded the Ring Cycle and the Meistersinger, and is currently recording the Rheingold and the Gotterdammerung.

The recording of Tristan und Isolde is being made in the Boston Symphony Orchestra, conducted by Arturo Toscanini. The LP will be issued in a limited edition of 1,500 copies.

The recording of Tristan und Isolde is a major event in the history of Wagnerian recording. The Clearing House has been a leader in the field of Wagnerian recording, and this new LP is expected to be a major success.

The recording of Tristan und Isolde is a major event in the history of Wagnerian recording. The Clearing House has been a leader in the field of Wagnerian recording, and this new LP is expected to be a major success.
The Mormon Tabernacle Choir's Greatest Hits
Richard P. Condie, Director
The Philadelphia Orchestra
Eugene Ormandy, Conductor

Including:
Londonderry Air, Land of Hope and Glory, Holy Art Thou, Father in Heaven, Beautiful Dreamer, Columbia the Gem of the Ocean, This Is My Country, Battle Cry of Freedom, He's Got the Whole World in His Hands, Dixie, Hallelujah Amen

That's their total retail sales. And a new album coupled with a special deal will make it even more in March and April.

The Mormon Tabernacle Choir has a sales record equalled by no other choral group. (Two Gold Records and a total of 13 Billboard Best Seller Chart Albums.) Now we're releasing their Greatest Hits, Vol. II, which will increase their track record even more.

And in addition, we've got a special deal that'll do an extra something for you. So see your Columbia salesman. You'll make beautiful sounds together.
Dell Concerts' 39th Season

PHILADELPHIA—The 39th annual Robin Hood Dell concert season will open June 17. The 18-concert season runs through July 25. Daniel Barnholt, director of the Radio-Orchestra on July 23 with pianist Vladimir Ashkenazy as soloist and conductor of the Los Angeles Philharmonic, will conduct the closing night with Beethoven at the piano.

In addition to Foster, artists making their Dell debut during this season will be pianist Piazzolla, conductor Werner Tauskowsky, music director of the New York Philharmonic, and conductor Robert Merrill.

Pianist Van Cliburn will be the soloist on opening night. Other soloists will be pianists Jerome Lowenthal and Robert Merrill, violinist Michael Rabin. Also listed to perform are Stokowski, Skrowaczewski, Antal Dorati, Josef Krips and Charles Munch.

Orchestra Grants

- From page 49
- $20,000; Seattle Symphony, University of Washington, $17,470; Dallas Symphony, Southern Illinois University, $13,650; Indianapolis Symphony, Butler University and Purdue University, $6,350; and Milwaukee Symphony, University of Wisconsin.

Other recent music grants include: $22,000 for an intercollegiate course under Robert Shaw for schools in Michigan, and $30,000 for the Cleveland State College for a chamber music group in Oregon schools; and $12,000 to conductors to continue composition and study of Indian music.

A 'New Trinidad'

- From page 49
- includes Luciano Bells' "Labor of Love," conducted by Italian avant-garde composer, and Schumann's "Tristan," which will be conducted by Dennis Davies of the United States. Soprano Cathy Berberian will be featured in both works.

A new artist, pianist Claudio Arrau also is listed as are the daily performances of a chamber music concert. Participants in the concerts will include the Juilliard Ensemble, the Orchestra of the Americas, the New Orleans Philharmonic, the San Francisco Symphony, the Boston Symphony, the Philharmonic Orchestra of Los Angeles, the New York Philharmonic, the Philadelphia Orchestra, and the Cleveland Orchestra.

Concert Review

- From page 49
- Shortly by Miss Scott's magnificent aria. Her portrayal of Adina's mad scene was a tempest.

 Miss Scott, whose most recent recording was Donizetti's "L'Elisir d'Amore" on RCA, also appears on Monodi, Angel, Ele- der and Columbia. Miss Scott, whose most recent recording concert was "Madama Butterfly" on Angel, also appears on Deutsche Grammophon, Mercury and EMI. Sorel, featured in RCA's recording of Verdi's "Ernani," one of his finest characters, is Barbirolli. Most of his recordings are on Angel. Fausto Cleva conducted for FRED KIRBY

Robert Shaw conducts the Cleveland Orchestra Thursday (28), Saturday (30) and Sunday (5). Sunday's concert will feature conductor George Szell, the Cleveland Orchestra and Franz Welser. The program will include works by Beethoven, Brahms and Bruckner.

Classical Notes

NEW YORK — The imitated Sento of Leonie Rysanek and the steady Dusichan of Walter Kazier sparked a fine performance of Wagner's "Der Fliegende Holländer" at the Metropolitan Opera on Tuesday (19).

Miss Rysanek, in powerfully brilliant voice, had a large figure of intensity in this, one of her finest roles. Her second act monologue and her duet with Casel were both splendid. Also recorded the role in RCA's excellent recording of the opera, which also features Garmann, Kenesky, Ehn, Leifer, Ehrlich, Rosend and Toto, who gave his sharp interpretation of Daland on Tuesday. Antal Dario is the album's conductor. Miss Rysanek also has recorded for Deutsche Grammophon.

Casell, one of the Met's most dependable performers, not only gave a splendid performance; he also was in top voice. His characterization were all superior. Casell appears on Columbia and Heifetz. Tener Ticho Parly, a vastly improved artist, has a fine, warm voice and gave nothing of its former stage stiffness. Most of Tozzi's many recordings have appeared on Columbia and RCA, and has also had several recordings on Decca and London and Columbia. Boris Klobuchar, in his debut season at the Met, conducted capably. The Yugoslav conductor also has appeared on Angel and Bravo. Good performances also were turned in by mezzo-soprano Louise Ponsk, who in her debut season with the company, and tenor Charles English.
Elvira Madigan

“May well be the most beautiful film ever made.”
—Newsweek

“The use of music... is beyond verbal description.”
—Bosley Crowther, N.Y. Times

The unforgettable theme as played in the motion picture by acclaimed Mozartian Geza Anda:

Mozart

PIANO CONCERTOS NO. 17, G MAJOR, K. 453
NO. 21, C MAJOR, K. 467

Concerts Academy of the Salzburg Mozareen - Soloist and Conductor: Geza Anda

High on the classical charts this week.

Deutsche Grammophon Gesellschaft

(Records distributed by MGM Records, a division of Metro-Goldwyn-Mayer Inc.)
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ON THEIR 10th ANNIVERSARY
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On the way with
U. A.
Congratulations
On Ten Years Swinging

Spencer and the Boys.
AND YOU'RE JUST BEGINNING!

We're Proud To Be With You

FERRANTE & TEICHER
CONGRATULATIONS TO THE MANAGEMENT & STAFF OF UNITED ARTISTS RECORDS ON THE OCCASION OF THEIR TENTH ANNIVERSARY AND WISHING YOU CONTINUED SUCCESS

MANAGEMENT AND STAFF
TRUTONE
132 KERK STREET, JOHANNESBURG
SOUTHERN AFRICAN DISTRIBUTORS OF UNITED ARTISTS RECORDS

MARCH 30, 1968, BILLBOARD
Message from the new Independent

Noel Rogers, Martin Davis, John Spalding and everyone at, in or around United Artists Records in the United Kingdom send their loyal greetings and congratulations to Mike Stewart & his crew on reaching number 10 in the anniversary charts.

Now on the newly independent label:
The Easybeats, Spencer Davis Group, Shirley Bassey, Francoise Hardy, The Household, Dobie Gillis, Jay and The Americans, Joe Williams, and Ferrante & Teicher

Soundtrack Albums:
Charge of the Light Brigade
The Scalphunters
Vivre Pour Vivre (Live For Life)

Best wishes to United Artists Records for continued success.
Columbia Record Productions.

MARCH 30, 1968, BILLBOARD
You've just turned ten years young U.A.
and we'll be with you till you're old and gray.

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And Best Wishes
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Records on Your
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CONGRATULATIONS
on your 10 great years

We look forward to many more!

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It is our Privilege to wish United Artists a Happy Tenth—and many more!

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MARCH 30, 1968, BILLBOARD
Country Music

New Talent Bursting at Seams on Country Chart

NASHVILLE — Doors are open wider than ever for new artists, songwriters, publishers and record labels here, despite continued dominance of the charts by many of the "giants," a consensus showed.

On last week's Billboard charts, 12 publishers held the top 42 of the 75 listed songs, but the others were well divided. Heading the list were such perennialites as Gallo, Acuff-Rose (and Milene).

Clement Adds Press Staffer

NASHVILLE — Independent producer Jack Clement, planning a recording studio, has added a public relations staffer.

Paul Soelberg, one-time RCA Victor director on the West Coast, has assumed the post of public relations director, and will concentrate on the promotion of Clement and the Stone-nams, one of the acts he produces. Soelberg thus joins Mer Shiner, who runs the publishing firms owned by Clement.

Clement and Aubrey Mayhew are building a recording studio on 17th Avenue, plans call for completion of the studio and new offices by October.

Tree, Pamper, Blue Book, Forest Hills, Four Star, Mon-Rose, Glaser, Blue Crest and Wilder-ness. But many new names were making a first appearance.

Several new labels also were in evidence, although again the majors dominated.

The most significant development was the movement of new artists and writers. This trend has been shown in all recent Billboard charts. Typical of this group is David Rogers, a young Columbia artist, who made a three-week appearance on the charts with his second record release. Johnny Bush of Stop Records is another example, along with Dick Miles of Capitol.

Lamb Scores

Charlie Lamb, who ventured back into the publishing business with his record promotion and personal management, scored almost at once with Con- nie Smith's "Baby's Back Again." His publishing company is March-ant.

Writers who are particularly "hot" at the moment represent a generally young breed, both in age and experience. Bobby Russell, who penned both the Bobby Goldsboro hit "Honey" and Roger Miller's "Little Green Apples," is only 27. With Barbara Cason they have formed a strong team in writing and publishing.

The two songs started as an "experiment in composing." According to Cason they found (Continued on page 55)

Col.'s Byrds Cut Flock of Sides

NASHVILLE — The Byrds, contemporary singing group on Columbia Records, has cut 22 sides here, 12 of them of a country variety.

The four singers, Verne Kel- ley, Chris Hillman, Gram Par- ones and Roger McGuinn, in- cluded some "genuine bluegrass" in their LP.

"For the most part it's original contemporary country," Mc- Guinn said. It includes a com- position by Parsons, "Hickory Wind."

McGuinn said the four had wanted to do a country session for a long time, and they had planned to do it here for the past three months. Playing as a sideman banjoist on the sessions was Gram. Mc- Guinn said the four had wanted to do a country session for a long time, and they had planned to do it here for the past three months. Playing as a sideman banjoist on the sessions was Gram. Mc- Guinn said the four had wanted to do a country session for a long time, and they had planned to do it here for the past three months.

Bank 'Deposits' Acts To Pick Up Accounts

NASHVILLE — Two bank officers, charged with the responsibility of bringing country music accounts into this city's Third National Bank, have become directly involved in the industry by booking shows on the road.

The initial effort will be at Dayton, Saturday (30), in a show featuring Hank Snow, Webb Pierce, Del Reeves, Jan Howard and the Frost Brothers. The main- and - evening shows, sponsored by station WAVI, will be at the Memorial Hall.

The men behind this unusual move are Don Frost, a member of the Frost Brothers singing group and a finance officer of the bank, and George Harvey, also in the finance department.

"We felt the best way to get the country music business in this highly competitive market was to get tied directly in with Tom- my Finch Dies

NEW HOLLAND, Pa. — Tommy Finch, Cobra Record artist, died at his home here last week of a heart attack. His rec- ord of "Street Without Joy" gained him much success in 1967. His newest, "Spirit of '68," was released on the Cobra label last week.
The Two Sides of Harold Lee.
Introducing Harold Lee—a new Columbia recording star whose talent for writing and singing has exploded into a new single with both sides selling.

"The Two Sides of Me" and
"Bringing Daddy Home" 4-14-58.

Watch this new single move very swiftly up the charts.

Manager: Bill Crawford
Hubert Long Talent Agency
Heart of the Hills Publishing Co.
Country Music

New Talent Busts Out on Country Charts

as publishers that there was a market for true-to-life story songs, ones with more "meat" in the lyrics, a departure from standard forms. Actually, Russell finished "Honey" before "Little Green Apples," but it sat around his desk for a while. It was a departure, too, for Miller, who had previously recorded mostly his own songs. John Hartford, four-time Grammy winner, is part of the new set who plugged away under the tutelage of the Glaser Brothers until he broke through with "Gentle on My Mind.

Acuff-Rose's Mickey Newberry, at 25, is one of the best in the business now. His credits include "Fancy, Familiar, Forgotten Feelings," "Here Comes the Rain, Baby," "Just Dropped In," and many more.

At 24, Larry Kingston of Window Music has turned out such hits as "Bottle, Bottle," "I Wouldn't Take Her to a Dogfight," and more. He represents the emergence of the new set.

Tree's Writers

Tree has such writers as Jack Moran ("Skip a Rope"), a bland Pennsylvanian who just "took a crack" at breaking into the music industry in Nashville. Red Lane, still in his 20's, who has written such tunes as "Black Jack Country Chain," "Walkin' Out of My Mind," and "My Friend on the Right." Bobby Braddock, also in his 20's, has written "Ruthless," "You Pushed Me Too Far," "Country Music Lover," and many more.

Billy Ed Wheeler, who has been in Nashville since Jan. 15, has turned out repeated hits (including "Jackson") and handles the publishing for United Artists; Alex Harvey, 25, already has hit it big with "Dis-satisfied Man," "Meter Maid" and others, writing both as an independent and with a publisher. Jerry Chestnut, another independent, is said to be one of the young promising writers.

Moss-Rose and Husky Music have added a string of successful newcomers, all in their 20's. They include Jimmy Poppers, a former drummer for Ferlin Husky, who has written tunes recorded by Roy Drusky and Jean Shepard; Sammi Smith, a young female artist who also has turned out to be a good writer, and Chuck Rogers, who wrote such tunes as "Louisville" and "Lonely Thing.

Frances Preston, vice-president of BMI here, offered some staggering figures to prove the "open-door" point. During the past year she has signed 731 new songwriters, either working in Nashville or placing their music here. They are not confined to young writers, however, as they include Dr. Gilbert Trythall, head of the music department at Peabody College, movie and TV actor Eddie Albert, and former advertising executive Tupper Sawassy.

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RCA Victor 9427

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Nashville, Tennessee

MARCH 30, 1958, BILLBOARD

Ohio Records’ Ethel Delaney has done another session at RCA here, with Lloyd Cream producing. She also appeared on a guest shot at the Black Poodle. Others who did impromptu hits there included Roger Miller and Bobby Goldsboro. Jimmy Dickens was the featured performer. . . . Walt and Betty Riddle, Marian, Chris, cut a song for Stephen for release on Tiger Records, a subsidiary of Step. Walt is a brother of MGM’s George Riddle. He has a large interest in a TV station now under construction in Nashville, Ind., which will feature country-music programs. Tommy Hill produced the session. . . . Carl Perkins has joined the talent roster of Hal Smith Artists Productions. He is on the Tower label. . . . Billy Deaton has signed Tammy Wynette for the Fivia label. Fonzie Jones, Tennessee, was there. . . . . .

Country DJs!
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“A World Destroyed”
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Wayside Records

DJ’s Needing Copies
Write
Little Ritchie Johnson
Belen, New Mexico

MARCH 30, 1958, BILLBOARD
PARIS—The 10th International Festival du Son, held at the Palais d’Orsay, Paris, from March 7 to 12, showed a continuation of the trends, remarked last year, toward increasing emphasis on stereophony and transistorization.

The exhibition, occupying more than 200 rooms of the Palais d’Orsay, attracted 140 exhibitors from 16 countries, Austria, Belgium, Canada, Denmark, France, Germany, Great Britain, Holland, Italy, Japan, Norway, Sweden, Switzerland and the United States (compared with 123 exhibitors from 11 countries last year).

Of the 400 models of audio equipment on view, only a few had not been sold; more than 60 models, however, were equipped with tubes. Many of the transistorized models featured both the planar and field effect transistors, which, until recently, were utilized only in the most expensive equipment.

Also notable was the increase in the number of compact audio systems on display, the reduction in volume being achieved by the use of printed circuits in amplifying equipment and the progress made in miniaturizing speaker cabinets without loss of quality or frequency range. In addition, 75 of the amplifiers on display had built-in preamplifiers.

More than 200 models of speakers and speaker cabinets were on view and several firms exhibited electronic microphones for use with home recording equipment.

The musical instrument section, inaugurated last year, featured the latest models of pianos, electronic organs, percussion, wind instruments and brass instruments by leading manufacturers.

Throughout the run of the exhibition there was a program of recitals and jazz artists, including pianist Andre Krut, the Swingin’ Singers, Les Composants saxophonist Charles Hauss, the Juillet Quartet and the Gravina Trio.

There was also a full program of talks by high officials from manufacturers and representatives of radio stations in Belgium, France, Canada, Britain, Germany, Italy, Japan, Switzerland, Sweden, Switzerland and Sweden presented selections of their stereo equipment.

On the final night of the Festival, a closing gala was held at the Theatre des Champs-Elysees, with the ORTF orchestra conducted by Michelson Ostin and guitarist Turandot Simonetti as guest soloist.

The second part of the program saw the first performance of the work “Double” by Raymond Depard, which won the 5,000 Grand Prix for Composition Musicale inaugurated at last year’s Festival du Son.

The gala closed with a recital by Jean Ferrat.

TUTTI ENTERS EUROVISION DEALS

PARIS—In addition to publishing the French and Luxembourgish versions of the “Novus Vivens d’Amour” for this year’s Eurovision Song Contest, France’s Tuttii has acquired English, Dutch and Italian rights for the songs in the category which will represent Australia, Austria, Britain, Italy, Portugal and Switzerland.

The Austrian entry, “Touten Feuer” by Udo Jurgens, which will be sung by Czechoslovakian Krigl Cost, has been adapted into French by Andre Salvet and Michel Delauy and entitled “Solidite.”

British representations by Phil Coulot and Bill Martin has been adapted for the French market with the title, ‘‘Ah, Quelle Histoire.’’

‘‘Jean-Claude” of the Italian entry, written by Piero Longhi, has been adapted by Jacques Chaumel, who has also done the French version of the Portuguese song “Vencem” under the title, ‘‘Norte Amour, I’ Imparfait.’’

The Yugoslavion song “Jedan” will also have a French lyric written by Chaumel, and the Swiss version of “La Chose” will be sung by Yvon Pastor, artistic director of Tuttii’s Classic series, plans to release more compatible EPs in the near future.

The compatible EPs retail at the following price: general EP product—5 francs 95 ($1.59).

CBS TO HANDLE OVAL, NEMS

LONDON—CBS will release worldwide product recorded by the following labels: NEMS, Oval and the new label established by Oval featuring a group called The Last of the 1968 Rock ‘n’ Roll Show.

The NEMS label will be launched at the end of this month, and has initial releases by Billy J. Kramer’s ‘‘1964,’’ and the Who’s ‘‘I Can’t Explain’’ released by Tom Northcott on Warner Bros. of Oval, it will issue product by Vic Lewis and other big band material.

Zimmerman, London Distrib, Dies in Toronto at Age of 64

TORONTO—Canadian record industry veteran Max J. Zimmerman, 64, London Records’Ontario distributor for 20 years, died in a hospital in Toronto recently after a short illness. He had sold his independent distribution firm, Mackay Record Distributors, to London only a year ago, and had hoped to return to the record industry in the future.

Zimmerman was a pioneer in independent record distribution in Canada. He entered the field in 1945, selling used records from jukebox operators, then importing phonographs and records from the U.S. from labels other than the three majors then established in Canada, RCA Victor, Columbia and Decca. In 1947 he imported London’s “Now Is the Hour” and sold between 40,000 and 50,000 copies in one month. As a result, he was offered London’s first distributor in Canada.

When London opened its office in Montreal later, Zimmerman was made Ontario distributor, and he built up the company’s business in that province. Zimmerman was the first to establish its own branch last year. In recent years he had been active in promoting pop music concerts, including the Toronto debut of the Rolling Stones.

He is survived by his widow, two sons, four grandsons and a granddaughter. His funeral was attended by executives and staff of London Records, other record companies, and many dealers.
BOSTON—A new label, Aurora, distributed by CBS Distrib, has been started this month and will be distributed by Atlantic Records.

It is another aspect of music publisher Aaron Schoeder's international plan. Aurora label has a new president, Mike Lees, who left here March 16 after completing details, and flew to Los Angeles to sign up American artists to the label.

Lees is a former general program manager responsible for the Aurora and Sire labels published by the company in London. American-born Stone, who once recorded the Kinks and The Animals with Shal Talmy, started work March 18.

Schoeder has also named John McLeod as musical director of Aurora with responsibility for overseeing recording and all arrangements. McLeod is songwriting partner of Pye record producer Tony Macaulay with hits by the Foundations, London-based login, and the Poly Dolls to their credit.

MUSICALS WIN EXCHANGE RULE

STOCKHOLM — The Swedish Musicians Union has won the support of the government in their fight against groups performing in Sweden unless an exchange has been arranged, and any group that can play in Sweden unless a Swedish producer, agent or manager of the country of the visiting artists for the same money. The first example of a suit was the case of John Mayall and the Bluesbreakers (Decca) who played a series of dates in the Swedish city of Malmo.

Ariston is distributed in Switzerland by Pascal Delaglio, and Arsenal in Sweden by Nordiska and Pvotek, respectively.

Grant Is Offered By Son Contest

MEXICO CITY — The First National Song Contest Sunday (1) to May 11, will award the winner a one-year scholarship to the Superior School of Music in West Germany and $1,000. The winner will be flown free to West Germany for a live program.

Sponsors of the contest are the music schools in Mexico City, the Radio Musical Program, and Excelsior, a Mexico City daily newspaper.

Italian Swiss Rep at Fest

MILAN — An Italian singer, Gianni Maccio, signed to Ariston Records, will represent Switzerland in the Eurovision Song Contest, to be held at the Albert Hall, London, April 6. Maccio will sing "Guardando Il Sole" (Looking at the Sun), written by Samo-Chiesa-Castiglioni-Daddario and published by Colosso Music of the Ariston Publishing Group.

Barcelona Singer Releases First Spanish Album

Helsinki

Los Catinos (Belter) recorded the first Spanish cover version of Radio Birdie's "Once in a Blue Moon." (A CAPEVERDEAN Top 10 chart entry) The band, which includes singer Sisinio, was signed by Belter in 1967.

Another band, Los Catinos, established in 1967, has been a regular sight in the city of Havana where they have played concerts.

Los Tres Sudamericanos (Belter) released a new album, "Here We Come," which contains three original compositions written by lead singer Carlos "La Vida es Feliz," and Spanish versions of "Jalousie" and "Go" by The Rolling Stones.

Hamburg

Sales manager Eugen Engelke, a Hamburg music distributor, received the "Top Salesman" award at the German Phonographic Industry meeting in Berlin on March 17.

The award was presented to Engelke for having sold the highest number of records in the past year.

Home Swedish Rights to Ehrling

STOCKHOLM — Three Ehrling has obtained the Swedish rights to the Tenemos, Jones hit "I'm Coming Home" and is considering the purchase of the English rights to "I'm a Train." Jan Eriksson, who has been sold to Polydor for 17 years, has resigned with the company.

The English single, "I'm Coming Home," is now in control at Dream Records, subsidiary of Dreamt Records, subsidiary of CBS. The single was produced by Charles New, Polydor manager of Polydor and Masterbusch, producer chief of The Beatles, and the backing group of the Beatles has been signed to CBS.

Ster Buoys Rights to Six Ember Albums

NEW YORK — An announcement in the March 16 issue of Billboard stating that a catalog of three albums will be acquired by Ember Records in London and Ster Records of South Africa will be acquired by Eagle Records in London and Ster Records of South Africa. No further details were available.

The catalog includes the best of Ember, and the Ember catalog, EMI-South Africa has the first option on all Ember product.

THE ORIGINAL OBERKRAHNER Quintett Assenink receives a gold disk for a million album sales from Telecisco director Arthur Wulczinanger in Nurnberg. Wulczinanger's right hands with the Oberkrahner leader Silvio Assenink. Telec will release two new albums by the group this year.

The symbol "At" refers to the release of a new album by the group. It is the group's second album released in this year.

Tottie Fields, Solomon and West Coast representative Fred Vee met with the Riviera's house, following her recent opening and signed her for a return date in July. Billy Porter, recording engineer for United Recording. A resident here now producing Gold Media records label and just completing Buddy Green's 66th LP, will be held.

Doo Wop singer, Guy Deodoro, was signed by the group's producer, Jimmy Deodoro, for an appearance at Fades Park, a small group in the group.

LOS ANGELES

Koppelman-Rabin, who signed a single and a follow-up album with Peggy Lee at Capitol with an offer to tour later this year.

Bourneium Is Increased by 26

The Bourneum Symphony Orchestra will be increased by 26 from 99 to 115 members this September. General Manager Kenneth Mateck said the idea was to create an employment post for musicians in Southwest England and gain more flexibility in sending out small orchestras and ensembles for engagements in the South- west and Western County.

The Western Orchestra Society, which has administered the Bourneum Orchestra for 14 of its 75 years, said that the demand for concerts in the seven counties covered had increased in ratio with financial contributions from local authorities.

The Arts Council is paying the orchestra a $31,000 subsidy during 1969-70, and there is a small increase in basic support, which paid $132,000 for 1967-68.

In VIENNA for a TV appearance, the British group, Love Affair, meets Hans von Grondelle, general manager of CBS Austria, second from left. John Coakley, manager of the group is on right.
From The Music Capitals of the World

The Cave (Vancouver) opening March 25 for one week.

BILLBOARD

MILAN

The Cenr opera will by March 25 for a week. The accomplished music has always been a major influence on the Italian music scene. The Milan composer will be seen in their early version. The Cenr opera will by March 25 for a week. The accomplished music has always been a major influence on the Italian music scene.

NEW YORK

Jazz singer, Vanguard artist, will give a Carnegie Hall concert the 1st. This is the second time the artist has appeared in the concert hall. The concert will be broadcast on the television network.

OSLO

Diana Ross and the Supremes will travel to Stockholm for a TV appearance. This is also the 1st time the group has appeared in Sweden and Denmark. The group is currently on a tour of European countries. The concert will be broadcast on the television network.

PARI

Pathe-Marconi artist, Patrice goes in search of his first record. The artist has been recording for several years and has released several albums. The concert will be broadcast on the television network.

SAN FRANCISCO

Jimi Hendrix, Big Brother, Al King and Mylly pulled a Fillmore ballroom in four nights, their last two sold out. The Jefferson airplane flight from Fillmore, California, now groups all the way to the West Coast. The concert will be broadcast on the television network.

Continued on page 56

MARCH 30, 1968, BILLBOARD

International News Reports

Continued from page 56

rangements by Shorty Rogers. Miss Lee will sing three John Sebastian songs, and a saxophone solo by Jim Denny. Miss Lee and her group will be seen in San Francisco, Los Angeles and New York. The concert will be broadcast on the television network.

MARCH 30, 1968, BILLBOARD

International News Reports

Continued from page 56

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MARCH 30, 1968, BILLBOARD

International News Reports

Continued from page 56

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Continued from page 57

Also signed for spring appearances at Basin Street are organist Jimmy Smith, swing saxophonist Shelly Manne and the Kingston Trio, the three favorites of San Francisco's jazz audience. The Kingston Trio has been stockpiling so much new material that members David Grisman, David Isaacs, and Peter Rowan have their hands full with new material.

The Los Angeles Philharmonic will give its last concert of the season under conductor Karl Richter in Balboa Park. The Philharmonic will give a program of music by Strauss, Brahms, and Beethoven.
An International Affair...
Like the French Paul Mauriat and his fabulous no. 1 hit, “Love Is Blue”.

Philips Records brings you a World of Music.

A publication of Philips' Phonographic Industries, Baarn (The Netherlands)
Aerodynamically speaking, an airplane fuselage is generally long and skinny as opposed to short and fat.

More simply stated, a guy who's sitting in the rear of the cabin is pretty far away from a movie screen up front.

With this rule in mind, an airline that wants everyone to get a seat close to the screen has two alternatives: Fly fewer people. Or fly more screens.

It occurred to us that the second choice is more economical.

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

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

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

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

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

American Airlines
The airline built for professional travellers. (You'll love it.)
BUSY SELLING AT NARM Convention

Give You a Full Report Next Week

Larry Finley

MDT to Increase Cassette Output And to De-Escalate on 8-Track

By BRUCE WEBER

MINNEAPOLIS — Cassette recorders are gaining steadily in Minnesota and St. Paul camera stores, according to dealers recently surveyed. And renting is considered a profitable way for most stores to gain new customers and speed the popularity of the tape units. In addition, cassette rentals promote other tape recorder sales.

At Swanson Camera in St. Paul, tape recorder sales are up. Portables especially are moving well. Rents at Swanson are usually to program chairman who want large tape recorders to use in meeting programs. The store considers the businessman as a major prospect. He often uses the recorder for the work and then will also put it to work during family functions.

The principal tape recorder business at National Camera Exchange is with industrial firms and schools. "Two of the big firms use a lot of cassette recorders," one spokesman noted. "The company will provide them to their salesmen who sell in reports via tape. Often they will dictate call reports while driving along in their cars. It saves them a lot of time."

The National Camera showroom has a working tape recorder. Customers can listen in to check the sound and operation.

Cassette Camera in Minneapolis also has five divisions with cassette units available in several areas. Schmidke said that their best target for tape recorder business is a unit selling for $49.95 with a cassette described as "very well" according to store salesmen.

Rental business at Century at a steady part of the store's volume. Rentals will pay for the cassette unit "a couple of times over" and it is then sold for accrued third of its original price. Rentals work well as a lead for sales also. As a rule, the serious tape recorder prospect at Century is steered to a girl clerk who will be very well versed in the various makes and operation. Century has a soundproofed booth in its downtown Minneapolis store. Window displays often bring in prospects for tape recorders and they are then encouraged to hear the tape recorders under the proper sound room conditions.

At Jay's Camera, one man controls all the tape recorder sales and inventory. The Christmas period is the high point of the tape recorder season. Window displays, store exhibits and promotional material is geared to the juvenile. The rest of the year is spent "thinning out" inventory and planning the holiday selling.

Salesmen at Jay's noted that exclusive lines are required by the store buyer. The turnover of Jay's brands can be rapid if competitive outlets in the area are showing the same tape recorders. Cassette models are strong at Jay's. The store does not push rentals, but will rent if a customer expresses interest in a certain type. Units from trade-ins are commonly used for rentals.

Brand Camera noted that tape recorders are "holding their own" with cassette models definitely the best-selling type. Rentals are avoided here as being "too treacherous." Customers don't like to rent a used model so you have to give them a new one. And then you have another used tape recorder. In store demonstrations are considered the best promotion device for recorders.

The workshop with Sasch Rubinstein (Greentree Corporation) stressed the need for more promotion of the cartridge concept so that more consumers will be aware of it. "Cassette Manufacturers," Irving Green, president of Mercury Record Corp., cautioned manufacturers that tape manufacturers have been quite liberal in accepting so-called dealer incentives but he said the misuse of this privilege is running costs so high that manufacturers will be forced to become more rigid in their policies. It was pointed out that many consumers return tapes which are not defective but merely trade them in for other titles.

Stan Gorstkov, Capitol Records president, said manufacturers cannot keep taking back "phony defectives" and that wholesalers should insist that merchants make exchanges only on a title-for-title basis so as to discourage the consumer's temptation to get a new tape when he tires of the old.

(Taken on page 54)

GORTIKOV HAS NARROW MISS

HOLLYWOOD, Fla. — Will Capitol sell cassettes during the tape CARtridge workshop. Sasch Rubinstein tossed that question at Stan Gorstkov, Capitol Records president. Gorstkov's answer: We have been studying the cassette carefully, and while we haven't made our decision public, I can say here that we have narrowed it down to two alternatives — whether we sell cassettes, or we won't.
Top quality stereo tape player, only $10.00 with purchase of 250 GRT cassettes or 8 track cartridges during Swing into Spring promotion. Choose any albums in the red hot GRT catalog. When you order 250 cassettes, you'll receive a solid state Mayfair portable cassette player/recorder for only $10.00! If you order 8 track cartridges you'll get a handsome Craig 8 track cartridge player in walnut and brushed steel finish; act now as this offer is good only from participating GRT distributors on orders received by April 30, 1968. Don't know who to call? Ring us collect on the Hot Line for the names of participating distributors in your area. General Recorded Tape, Inc., Sunnyvale, California 94086, (408) 734-2910. String along with GRT . . . just for the dough of it!
PITTSBURGH—Vend Marketing Inc. here has developed a vending machine to dispense 2-track PlayTape CARtridges and will soon have modifications of the unit that will vend 4- and 8-track cartridges and cassettes.

The obvious cumbersome nature of feeding coins into the units will be avoided through use of a token that can be sold across the counter. The token, said Vend Marketing president Daniel Steiner, can be sold at any price and will be designed so it can only be used once in one particular location.

Steiner said he originally looked at PlayTape because of its low-price aspect. A prototype model for vending PlayTapes was added at any price from 5 cents to $3.25, through a coin mechanism Vend Marketing independently developed.

The prototype model has 100 selections and displays each one. It has to vend one 1,500 PlayTape CARtridge packages.

Steiner said the design of this vending unit itself is handling the physical size of 4- and 8-track cartridge packages as well as coin storage. The problem, of course, is the physical requirement of putting quantities of goods in the unit until the price of a cartridge is accumulated. When you consider that cartridges will sell anywhere from $4.95 to $4.95 and up, you obviously have to consider a token that will replace coins.

"Right now, we're watching the tape cartride field very carefully. The whole market is drastically changing. We think cassettes will emerge very strongly and we're hearing from cassette people all over the world talking about low-priced cassettes. As a result, we're designing to handle them."

The machine design is to design this token out of a special alloy metal. It can't be duplicated, and it will activate one vend cycle in one particular machine. They will give the necessary price flexibility no matter what configuration they're talking about."

"We are not yet finished pricing the unit out," Steiner said. "We're hoping the cartridge vender can be sold for around $3, perhaps lower."

"Vend Marketing is a relatively new company," Steiner said. It was formerly known as General Vending Corp. Steiner said he has merged with a management and development group in New York.

Audio Magnetics in Overseas Expansion

LOS ANGELES — Audio Magnetics, tape manufacturer and duplicator, has embarked on an overseas expansion program with the establishment of an international network of factories.

New factories will spring up in India, Mexico, Formosa and Israel, with technical support going to a company in Lebanon.

General Recording Tape announced availability of a dealer poster starting a 30-day customer return privilege on defective tapes, provided the customer returns the package within the specified time and it is accompanied by the sales slip.

Larry Finley, president of International Tape Cartridge Corp., pointed out that his firm's policy is to accept so-called defective tapes directly from the consumer. He also provides a mailing card for the returns. He also said the sales slip and a complete return policy on handling return tapes is mailed back to the customer. Finley said, save retailer and wholesaler the time and trouble of handling returns.

Finley asked that this system be adopted by the industry as standard procedure in handling defective exchanges.
Cassette's Use as Dubber Hit

Continued from page 62

thing has made the purpose of these machines crystal clear to every teen-ager and adult," Racou
said. When the consumer takes the music off the air, he does so without payment of royalties to performers, compo
ners, or music publishers, and all levels of the recording indus
try—from manufacturer to retailer—lose out, Racou said. Al Bennett, Liberty Records president, agreed that this posed a serious problem, but said it
is up to the record industry to supply the music for the equip
ment out in the field so that the consumer will not have to resort to dubbing. Irving Green, Mercury Records Corp. president, reminded manufac
turers "you've lost a lot of money by staying out of 4-track and leaving an open field to the bootleggers. Put out your music in cassette form before the bootleggers grab this mar
ket, too. Many of you are playing a walk-and-see game. What in the hell are you waiting for?"

It was at this point in the now-heated debate that Colum
bia's Davis spoke. "The focal point here is ease-of-use. It's one thing to fight unauthorized duplication of music. It's another thing to sell equipment which simplifies that duplica
tion by customers who take music off the air."

Thus, two of the nation's largest record companies appeared steadfast in their position against cassettes. In the meantime, the convention cor
ridors echoed with rumors that Capitol Records will soon an
nounce its entry into the cassette field. While Capitol execu
tives refused to divulge their plans, usually reliable sources indicated an announcement will be forthcoming within several weeks. Capitol reportedly feels that product availability will dis
courage some off-the-air dubbing.

PlayTape Unit Wins A Vote of Confidence

NEW YORK — The MGM PlayTape CARtridge player has turned its hat into the political ring—for all candidates. Murray Roman, head of Campaign Communication Institute of America, has been working with MGM Records president Mort Naudir and Mel Price, man
ager of MGM's tape operations, to establish a direct communica
tion between candidates and the public. The PlayTape 2-track cartridge machine proved the best link and it's being used in two different ways.

In a trial in the Bronx here, the PlayTape was carried by volunteers in a door-to-door ef
fort with a message recorded in Spanish. Roman said the unit is highly useful, too, in tele
communication work.

"One volunteer can telephone a potential voter, asking if they have any particular subject they would like to hear the can
didate's viewpoint on. Then all they have to do is take out the cartridge labeled with that topic and plug it in." A simple device hooks the player with the phone.

Roman, a public relations expert who worked for years for United Artists and 20th Century
Fox, has just bowled a catalog of equip
ment and tools that a candidate can use. The catalog — "In '68—Communicate"—is being sent free to candidates and people who sponsor campa
igns. The first edition was 5,000 copies. It features not only the MGM PlayTape unit, but a Norelco cassette . . . even a list of songwriters and people who make paper records.

The PlayTape unit was re
cently used in a phone cam
paign also by the General De
velopment Corp. A cartridge was made up featuring Gordon MacRae promoting Florida and the firm's projects in Florida, the election campaign and Ro
man projected it would change the whole face of the election.

Say You Saw It in Billboard

Assembly Instructions:

(1) Snap Together.

More will LIVE the more you GIVE

HEART FUND

MARCH 30, 1968, BILLBOARD
KNOW YOUR COMPETITORS

Hardware Store Cuts Out a Share Of The Tape Recorder Business

BROOMFIELD, Colo.—Some audio retailers tend to overlook the fact that the friendly neighborhood something or other up the street is cutting into their market share.

Heights Hardware here, for example, is doing a modest but significantly good job of moving tape recorders. And store owner Bob Greenwald isn't a bit bashful about talking about his diversification into audio lines.

Greenwald has sold sixteen tape recorders in the first five months of 1967—not an earth shaking figure, but respectable in view of the 30 per cent mark-up on recorders which sell at from $250 to $400.

Greenwald said he had no thought of going into tape recorder merchandising until just before Christmas. But when a customer asked him to order one, this led to a bit of research into the market, and convinced Greenwald that he could sell recorders on the following conditions:

1. Specializing in one good line.
2. Providing excellent service.
3. Setting up a display alongside the cash register where there would be plenty of opportunity to discuss the subject with prospects.

Display

Greenwald does indeed have a six-foot display fixture immediately across the aisle from the checkout stand at the front of the store. The top shelf displays from two to seven recorders (depending upon the size). A vertical-standing stereophonic model is shown in the center, with four to six small, top-quality portables in the same brand on either side. For a touch of humor Greenwald has mixed several karaoke lamps in the recorder display.

All recorder models appear at convenient eye-level, where customers wait in line to check out. Easy pay-the-display, and ask questions.

Service

Made plain to every customer is the fact that Heights Hardware carries every model at the same price which applies anywhere; that the tape recorder line is backed up by last service in nearby Denver, and that the customer can benefit by time payment plans which have been in effect for years.

"We were surprised to find out," Greenwald said, "that the average person knows about tape recorders," Greenwald said. "We were pleased to find that they have accepted the brand we are featuring without any reservation whatsoever, and that the chief concern is the availability of service.

Greenwald sells nearly every recorder by bias of the display out to customers who have come in for something else. Reliable prospects are invited to take a recorder home, where the family can experiment and make up their minds.

"So far, we have never had to bring one back," Greenwald said. He added that most people who develop an interest in owning a tape recorder will guard whatever they buy, and then come back a few days later prepared to buy, after discovering for themselves that the Heights Hardware price is exactly the same as that maintained by other dealers in nearby Denver, or Boulder.

"We found that there might be some problem in selling expensive stereo tape recorders with a hardware store background," Greenwald said. "However, in selling an acknowledged lead brand, we found that the customer's attitude is much the same as if he were buying a shotgun, an outboard motor, or an electrical appliance."

Is TV's Loss Audio's Gain?

PHILADELPHIA — The public's disenchantment with the programming during the past year has meant a boom in hi-fi and stereo sound system sales for the home. That's the opinion of Joel Chatkin, manager of the Superscope in the center-city store of the stereo chain. In addition to managing the stereo store Chatkin is also the purchasing agent for the six Superscope stores located throughout New Jersey, Delaware and Pennsylvania.

"A lot more money," Chatkin observes, "is being spent in home entertainment equipment these days. People tell us they are getting tired of the same old TV shows and they are discovering the entertainment value of sophisticated sound systems." The average person, he added, is being made more aware of stereo today and it's no longer something for just a certain few hi-fi buffs.

Superscope Embarks on Dealer Education Drive

LOS ANGELES — Superscope, U. S. distributor of Sony tape recording equipment, has begun a dealer education program to continue through August.

Dealers will also be exposed to the line of high fidelity equipment Manufactured by the Marantz Co., a subsidiary of Superscope, during the program.

Seminars and banquets will be set up in 12 major markets including Boston, Philadelphia, Pittsburgh, Cleveland, Washington, Miami, Tampa, and Atlanta.

Purpose

The purpose of the seminars, according to Fred C. Tushinsky, Superscope vice-president-director of sales, is to provide dealers with an understanding of the Sony line of recorders, magnetic tape and other items.

New models will be introduced in conjunction with the seminars, Tushinsky said. Seminar topics will be advertising, merchandising and sales techniques and inventory control procedures.

The seminars will be conducted by Paul Markoff, national sales manager, Andre Anshen, advertising manager, and Paul Damburg, Marantz national sales manager.

"In a trial seminar last year," Tushinsky said, "we found the seminar-banquet format of dealer presentation more meaningful than meetings associated with trade shows or conventions. For this reason we have diverted much of our trade show budget to this program."
Bigger Role for Personal Portables in Motorola Line

CHICAGO—Motorola Con-
sumer Products, Inc. is laying
unprecedented stress in per-
sonal portable style radio in
its 1968 solid-state portable ra-
dio line.

The line includes such addi-
tions as model XP46E. AM
personal, carrying a $14.95 sug-
gested list. Another example of
an addition in the personal genre is model TP3E, an FM-
AM personal at $19.95, the same price as last year’s con-
temporary model.

Motorola has brought into the line Model TP2E, a dual band pocket model at $17.95 suggested manufacturer’s list.

The two top-of-the-line FM-
AM personal portables feature an indicator light which glows when the radio is operating on AC rather than battery. They also have automatic battery switching for uninterrupted audio. This means that had someone been listening to model TP3E at the beginning of the Great East Coast Power Failure the sound would not have audibly failed.

Motorola manager of radio products, C. J. Gentry, said the firm enjoyed a successful sales year on portable radios in 1967. A total domestic portable radio market, one household, 14 million units is expected in 1968, which would mean an 11.7 per

cent increase over 1967 indus-
try sales. However, Motor-
ola is shooting for a 15 per
cent increase in unit sales in this product category, Gentry said.

In the Motorola pocket port-
able line as well are five
models ranging in list from
$8.88 to $16.95.

Continued

In the AM personal portable category there are three models: $14.95, $19.95 and $27.95.

Model TP4E, AM-FM, is in this line with 10 transistors and 5 diodes at $26.95. Two FM-
AM personal portables are con-
tinued from last year’s line, the TP8D, a 12-transistor set at $29.95 and the TP10E with a tuned RF stage on FM at $49.95 suggested list.

Topping the personal porta-
able category are models TP-
13E, AM-FM, at $69.95 sug-
gested list, TP14E, AM, at $79.95. These have 15 tran-
sistors and eight diodes. They also sport tuned RF stages on AM and FM and have by 6-
in speakers. There is one watt of music power output on AC, tone control, and they op-
er on six 12" cells or on AC house current through built-in power supply.

Switchcraft Out

With New Catalog

CHICAGO—Switchcraft, Inc., introduced a new "short-form" catalog with 25 pages describing such mer-
chandise as jacks, plugs, switches, connectors, indi-
cators and devices and audio ac-
cessories.

The catalog is called "short-
form" because the information is condensed. All the compo-
ents illustrated and described are items stocked by Switch-
craft's nationwide system of au-
thorized distributors.

A U.S. Savings Bond? Look Again.

It's called a "Freedom Diary." This U.S. Savings Note gives added reason for conducting a Freedom Diary in your plant. Sold on a one-for-one basis with Series E Bonds, and only to regular savers like those on the Payroll Savings Plan, Freedom Shares pay 5.74% interest when left to maturity, 49 years, and can be redeemed after one year. A complete kit is available with all the information you'll need to set up the Payroll Savings Plan for Bonds and Freedom Shares. Write for it today.

Say You Saw It In Billboard

MARCH 30, 1968, BILLBOARD
New Album Releases

- ATLANTIC
  - The Harvey Averdieck Show
  - Bob & Carol & Ted & Alice
  - The Man With a Movie Camera

- COLUMBIA
  - The Electric Flag
  - A Long Time Coming
  - The Greatest in the West

- CAPITOL
  - Letter From... Out of My Head

- COLUMBIA
  - Designed of Them
  - Celights

- DETROIT
  - The Detroit Symphony

- NEW YORK
  - The New York Symphony

- PHILADELPHIA
  - The Philadelphia Symphony

- BOSTON
  - The Boston Symphony

- DALLAS
  - The Dallas Symphony

- LOS ANGELES
  - The Los Angeles Symphony

- SAN FRANCISCO
  - The San Francisco Symphony

- SEATTLE
  - The Seattle Symphony

- PHILADELPHIA
  - The Philadelphia Orchestra

- BOSTON
  - The Boston Orchestra

- NEW YORK
  - The New York Philharmonic

- CLEVELAND
  - The Cleveland Orchestra

- DETROIT
  - The Detroit Symphony

- MIAMI
  - The Miami Symphony

They're all playing the myriad sound sensations of:

johnny smith's kaleidoscope

The fantastic follow-up to Johnny's highly successful homecoming album: JOHNNY SMITH V/V6-8892

Designed for all-station airplay by the greatest guitarist of them all.

Visit Records is a division of Metro-Goldwyn-Mayer Inc.
POKO

LET'S ALL SING WITH LIL MALLY—Jay Iley 118 (S)

Chuck up one more for the poky king. This is his last test of the Polish songs, performed with the same zest as the old ones. It's "Sing Alasg No. 6," and it should move as well as the first three.

A LONG TIME COMIN' — The Electric Flag, Columbia CS 9397 (S)

There are many musical colors in the "Electric Flag," a group that consists of eight outstanding instrumentalists, who know how to work at a room tempo. It has been rough rock, blues rock, heavy rock, and, despite of whatever opinions of the element. It should come across strong in the contemporary music area.

POWER OF LOVE — Love, Liberty LRP 3355 (S)

This new group's a good blue-eyed soul group that's charged with excitement. Natural elements today's songs with possession. It's "I Still Want Your Love," "I'm Not Talking," and "Can I Stay Alone." A good instrumental of the Beatles' "Noel's Way" also is included.

THE UNITED STATES OF AMERICA — Columbia CS 9934 (S)

The United States of America's a rather small rock group that's charged with excitement. Natural elements today's songs with possession. It's "Their Hair's on Fire," "I Still Want Your Love," "I'm Not Talking," and "Can I Stay Alone." A good instrumental of the Beatles' "Noel's Way" also is included.

Classic

DARTON/HINDERT: THE MINNESOTA MADHUBHAN/HINDERT/NOVISIMA/CHICAGO SYMPHONY ORCHESTRA

Concerts CD 5001 (M); CD 5004 (M)

Jean Martinus conducts highlight performances of these Baltic and Scandinavian orchestral suites. The Chicago Symphony is at its best, and there's a fine arrangement and expression of the piece by fully realized.

STRIAN UNO ISOLDE

(Brooklyn Philharmonic Orchestra, Kurt Winderling), Delos DGO 3541 (S)

Three highlights of Delos' complete "Strian Unoso" recorded live at the 1968 Bard Festival, represented Wagner's "Rheingold," "Siegfried," and "Walküre" in a matching frenzy, but it's not the direction of the singers. Everything is up to the standard of the singer.

LOW PRICE CLASSICAL

The music of AMERICAN WAYNE KIMBERLY — American Symphony Orchestra, George Henschel, Philharmonic 312 16602 (S)

Seven of Visconti's recordings with the orchestra, including "Ricordi's" music, are included here. The orchestra, conducted by George Henschel, is at its best here.

JAZZ

BLACKBEARD—Donald Byrd, Blue Note BLP 4239 (M); BLP 4240 (M)

VIOTAGE—Milt Jackson, Blue Note BLP 4244 (M); BLP 4245 (M)

SUGAR RAY—Johnny Hammond Smith, Prestige 7596 (S)

The handwriting on the wall — The Prestige BLP 4240 (M)

The music of COUNTRY & WESTERN — At Home—Monument SLP 16019 (S)

LOW PRICE COUNTRY

This is far and away the best Mercury recording of "Carnation" SLP 16365 (S)

Special Merit Picks

THE NANCY GUITARS — At Home—Monument SLP 16019 (S)

LOW PRICE COUNTRY

This is far and away the best Mercury recording of "Carnation" SLP 16365 (S)

Original Cast

EARRING OF THE BAY—Original Cast, Victor LG 1179 (S); LG 1149 (S)

A musical based on a contemporary play that's set in a contemporary setting and has much to offer in addition to its natural appeal for the growing legion of show business family. It's a musical for the entire family, and it should move as well as the first three.

Popular

The story of Tim—a large scale, Olive Records 9572 (S)

In process of the production of the P.I.P.P. album with an exciting theme of family. Adding his lumps to other family and dedication of his creation, "Baby, Baby, Baby," the story of the P.I.P.P. label. It's "I Still Want Your Love," "I'm Not Talking," and "Can I Stay Alone." A good instrumental of the Beatles' "Noel's Way" also is included.

CALLAWAY — "A—P.I.P.P. I'M NOT SINGIN' (S)

In process of the production of the P.I.P.P. album with an exciting theme of family. Adding his lumps to other family and dedication of his creation, "Baby, Baby, Baby," the story of the P.I.P.P. label. It's "I Still Want Your Love," "I'm Not Talking," and "Can I Stay Alone." A good instrumental of the Beatles' "Noel's Way" also is included.

Singles

* NATIONAL BREAKOUTS

There are no national breakouts this week.

* REGIONAL BREAKOUTS

In the morning...

MISTY — Archie Bell, Bell 4538 (S) (New York)

LOVE MACHINE — Bee Gees, Philips 45304 (S) (New York)

FLIGHTS OF FANTASY — Variety, Liberty 54019 (S) (Dobie, B.M.)

I LOVE YOU — People, Capitol 2078 (S) (Nashville, B.M.)

Set Me Free — Charlie Rich, Epic 10379 (S) (Tennessee, B.M.)

More Album Reviews

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<th>Artist/Title</th>
<th>Label</th>
<th>Release Date</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;Sittin' on the Dock of the Bay&quot;</td>
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<tr>
<td>2</td>
<td>&quot;Love Me&quot;</td>
<td>Sony</td>
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<td>3</td>
<td>&quot;Crying&quot;</td>
<td>Epic</td>
<td>2/17/68</td>
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<td>4</td>
<td>&quot;Everybody Needs Somebody to Love&quot;</td>
<td>ABC</td>
<td>2/24/68</td>
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<tr>
<td>5</td>
<td>&quot;Hey, Hey, We're the Monkees&quot;</td>
<td>ABC</td>
<td>2/17/68</td>
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<tr>
<td>6</td>
<td>&quot;How Sweet It Is (To Be Loved By You)&quot;</td>
<td>Epic</td>
<td>2/17/68</td>
</tr>
<tr>
<td>7</td>
<td>&quot;If You Gotta Go (Go When You Got It)&quot;</td>
<td>ABC</td>
<td>2/24/68</td>
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<tr>
<td>8</td>
<td>&quot;(Theme from) The Valley of the Dolls&quot;</td>
<td>ABC</td>
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<td>&quot;The Mighty Quinn&quot;</td>
<td>ABC</td>
<td>2/24/68</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Just Dropped In (To See What Condition My Condition Was In)&quot;</td>
<td>ABC</td>
<td>2/24/68</td>
</tr>
</tbody>
</table>

**Notable**

- Gladys SCARBOROUGH as the top female artist of the week.
- Simon & Garfunkel's "The Sound of Silence" climbed to #1.
- The life and music of Stephen Stills are celebrated.
- "Let It Be" by the Beatles reached #2.
- "Somebody to Love" by Queen was a hit.

**Ad for Pony Express by Mercury**

**Critics' Notes**

- "The Inner Light" by The Doors was a notable release.
- "The Morning Train" by The Guess Who hit #10.
- "The Morning Train" by The Guess Who hit #10.

**Bubbling Under Hot 100**

- "Viet Nam is a Long Way" by Wilson Pickett
- "Good Morning America" by The Guess Who
- "Take Good Care of My Baby" by The Turtles
- "I'll Say Forever My Love" by Simon & Garfunkel
- "The Sound of Silence" by Simon & Garfunkel

**Conclusion**

Billboard Hot 100 for March 30, 1968, reflects a mix of popular and critical favorites, with notable releases from various artists.
A SMASH BREAKOUT LP...

SOUL SERENADE
WILLIE MITCHELL

OOH BABY, YOU TURN ME ON
SOUL FINGER
CLEO'S MOOD
SLIPPIN' & SLIDDIN'
SOUL SERENADE
WILLIE'S MOOD
SUNNY
PEARL TIME
PAPA'S GOT A BRAND NEW BAG
RESPECT
TODDLIN'
HAVE YOU EVER HAD THE BLUES

LAUNCHED BY A CLIMBING CHART SINGLE!

OTHER SENSATIONAL MITCHELL PROGRESSIVE SOUL NUMBERS INCLUDED...
- Ooh Baby, You Turn Me On
- Soul Finger
- Cleo's Mood
- Slippin' & Sliddin'
- Toddlin'
- Willie's Mood
- Sunny
- Pearl Time
- Have You Ever Had The Blues

www.americanradiohistory.com
**SPOTLIGHT SINGLES**

**Spotted Predicated to reach the top 20 of the HOT 100 Chart**

**STEVIE WONDER—SHOO-BEE-DOO-BEE-DOO-DA-DAY**

(Prod. Motown) Writers: Stevie Wonder/Bill Withers, BMI, ASCAP) A delightful, cheerful ditty that will be a hit with fans of all ages. The catchy chorus and upbeat tempo make it a surefire chart topper.

**ERIC BURDON & ANIMALS—ANYTHING**

(Prod. Tom Wilson) Writers: Burdon-Briggs-Wood-Jenkins-DeCollibus) The group's signature sound continues with this powerful statement. The driving rhythm and electric guitar make it a standout single.

**GLEN CAMPBELL—I WANNA LIVE**

(Prod. Mike Mansfield) Writers: Glen Campbell, BMI) A heartwarming ballad that speaks to the human desire for freedom and independence. The melodic vocals and emotional lyrics make it a poignant release.

**CLASSICS IV—SOUL TRAIN**


**EXECUTIVES—MY AIM IS TO PLEASE YOU**

(Prod. Quincy Jones) Writers: Fred Knoblock/Melba Moore, ASCAP) A smooth and soulful ballad that is sure to please. The silky vocals and smooth production make it a standout release.

**FOUNTAIN OF YOUTH—LIVIN' TOO FAST**

(Prod. Mike Stoller) Writers: Donald Byrd/Tommy Boyce, BMI) A rockin' and rollin' tune that captures the spirit of the 60s. The driving rhythm and raw energy make it a chart-topping hit.

**MORTIMER—DEDICATED MUSICIAN**

(Prod. Michael McDonald) Writers: Donnie McDuffie/Luther Vandross, BMI) A soulful and heartfelt ballad that celebrates the power of music. The emotional vocals and soulful production make it a memorable release.

**LINDA RONSTROM—NEVER GET ENOUGH OF YOUR LOVE**

(Prod. Kim Fowley) Writers: Linda Ronstrom, BMI) A passionate and soulful ballad that is sure to win over fans. The raw energy and emotional vocals make it a standout single.

**JOHNNY PAYCHECK—YOU'RE THE ONLY ONE**

(Prod. Jerry Fuller) Writers: Jerry Fuller/Don Reo, BMI) A heartwarming ballad that celebrates the power of love. The soulful vocals and heartfelt lyrics make it a timeless hit.

**THE MOON—SORRY DOLLY**

(Prod. Arif Auger) Writers: The Moon, BMI) A soulful and heartfelt ballad that captures the beauty of love. The emotional vocals and soulful production make it a memorable release.

**NERIE & CHUCKY FOX—I AIN'T GOING FOR THAT**


**BOBBY PATTIERSON & MUSTANGS—SOSAISOPE ANID MAHAY NO MORE**

(Prod. Bob Catsall) Writers: Bobby Patterson, BMI) A soulful and heartfelt ballad that celebrates the power of love. The emotional vocals and soulful production make it a memorable release.

**VICKI ANDERSON—WHAT THE WORLD NEEDS NOW IS LOVE**

(Prod. Alphonso John) Writers: Vicky Anderson, BMI) A soulful and heartfelt ballad that celebrates the power of love. The emotional vocals and soulful production make it a memorable release.

**CHART**

Spotted Predicated to reach the top 20 of the POP SELLING R&B SINGLES Chart

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CHART

Spotted Predicated to reach the top 20 of the COUNTRY SINGLES Chart

DON COVAY & THE GOODTIMES—DON'T LET ME DOWN


BOBBY PATTIERSON & MUSTANGS—SOSAISOPE ANID MAHAY NO MORE

(Prod. Bob Catsall) Writers: Bobby Patterson, BMI) A soulful and heartfelt ballad that celebrates the power of love. The emotional vocals and soulful production make it a memorable release.

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(Prod. Alphonso John) Writers: Vicky Anderson, BMI) A soulful and heartfelt ballad that celebrates the power of love. The emotional vocals and soulful production make it a memorable release.
PAULA WAYNE
Spend 2 minutes and 59 seconds with this exciting new singing star.

"YOURS UNTIL TOMORROW"
c/w "It's a Happening World" #1021

Then spend a few minutes ordering from your RCA Distributor.

COLEMS.
(Produced by Shorty Rogers)
Manufactured and Distributed by RCA
## Billboard Top LP's

### March 30, 1968

**TAPE PACKAGES AVAILABLE**

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Catalog No.</th>
<th>Weeks</th>
<th>Last Week</th>
<th>Pick</th>
<th>Initials</th>
<th>Artist No.</th>
<th>Tape Pack</th>
<th>REEL TO REEL</th>
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### Star Performers

- Paul Mauriat & His Orch.
- Dionne Warwick
- Aretha Franklin
- Bob Dylan
- Ray Charles

**NOTE:** LP's on chart 12 weeks or less have proportionately fewer copies sold of each-pagination matrix. (NA) Not Available.

Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.
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<th>Album Title</th>
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<th>Weeks on Chart</th>
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<tr>
<td>34 161 161</td>
<td>TEMPTATIONS—With a Lot o' Soul</td>
<td>Backstreet Boys</td>
<td>HWA</td>
<td>Motown</td>
<td>M 6047</td>
<td>7</td>
<td>NA</td>
<td>164</td>
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<tr>
<td>25 163 163</td>
<td>SOUNDTRACK—Dr. Dolittle</td>
<td>Dr. Dolittle</td>
<td>HWA</td>
<td>MGM</td>
<td>M 5949</td>
<td>7</td>
<td>NA</td>
<td>160</td>
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<tr>
<td>17 166 166</td>
<td>MIRANDA MAKIA—Put a Date on Your Calendar</td>
<td>Miranda Makeia</td>
<td>HWA</td>
<td>ABC</td>
<td>HG 8455</td>
<td>5</td>
<td>NA</td>
<td>166</td>
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<tr>
<td>29 157 164</td>
<td>DIONNE WARWICK—Windows of the World</td>
<td>Dionne Warwick</td>
<td>HWA</td>
<td>Reprise</td>
<td>R 3057</td>
<td>5</td>
<td>NA</td>
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<td>5 164 165</td>
<td>ROGER WILLIAMS—More Than a Miracle</td>
<td>Roger Williams</td>
<td>HWA</td>
<td>Reprise</td>
<td>R 3060</td>
<td>5</td>
<td>NA</td>
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<tr>
<td>26 115 156</td>
<td>MARY ANNE &amp; TAMI TERRELL—United</td>
<td>Tami Terrell</td>
<td>HWA</td>
<td>Reprise</td>
<td>R 3062</td>
<td>5</td>
<td>NA</td>
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<td>6 167 167</td>
<td>JACK JONES—What the World Needs Now Is Love</td>
<td>Jack Jones</td>
<td>HWA</td>
<td>Reprise</td>
<td>R 3071</td>
<td>5</td>
<td>NA</td>
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<td>9 168 168</td>
<td>KING CRULET—King Size Soul</td>
<td>King Curtis</td>
<td>HWA</td>
<td>Reprise</td>
<td>R 3074</td>
<td>5</td>
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<td>2 170 169</td>
<td>FRED LAINE—To Each His Own</td>
<td>Fred Laine</td>
<td>HWA</td>
<td>ABC</td>
<td>ARP 5038</td>
<td>5</td>
<td>NA</td>
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<td>21 159 170</td>
<td>BARBRA STREISAND—Simply Streisand</td>
<td>Barbra Streisand</td>
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<td>Columbia</td>
<td>CL 3457</td>
<td>5</td>
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<td>John Fred &amp; His Playboys</td>
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<td>3 172 172</td>
<td>WILLIE MITCHELL—Love</td>
<td>Willie Mitchell</td>
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<td>Epic</td>
<td>EPC 5272</td>
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<td>SOUNDBRIDGE, The Nashville Millionaire</td>
<td>Soundbridge</td>
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<td>MIDNIGHT STRING QUARTET—Love Rhapsodies</td>
<td>Midnight String Quartet</td>
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<td>Various Artists</td>
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**TOP LPs**

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<td>Small Faces</td>
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<td>HEEBEE CAROL—Ship a Rose (No Memo)</td>
<td>Heebie Carol</td>
<td>HWA</td>
<td>Atlantic</td>
<td>A 2509</td>
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<td>2 181 180</td>
<td>BOBBIE GENTRY—Delta Sweetheart</td>
<td>Bobbie Gentry</td>
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<td>Atlantic</td>
<td>A 2511</td>
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<td>NA</td>
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<td>83 191 181</td>
<td>RAY CONNIF &amp; THE SINGERS—Somewhere My Love</td>
<td>Ray Connif &amp; The Singers</td>
<td>HWA</td>
<td>Atlantic</td>
<td>A 2513</td>
<td>5</td>
<td>NA</td>
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**TAPE PACKAGES AVAILABLE**

- **STAR PERFORMER**—LPs on chart 15 weeks or more, 78 rpm perforated - not available.

- **RAH MILLION SELLER**—LPs on chart 25 weeks or more, 45 rpm perforated - not available.

- **REEL TO REEL**—LPs on chart 40 weeks or more, 78 rpm perforated - not available.

- **4 TRACK**—LPs on chart 25 weeks or more, 45 rpm perforated - not available.

- **CABINET**—LPs on chart 15 weeks or more, 45 rpm perforated - not available.

**ARTIST—Title & Label & Number**

- **3 183 178** SMALL FACES—There Are But Four Immediate (No Memo) | Atlantic | A 2507 | 5 | NA | 178 |
- **2 182 179** HEEBEE CAROL—Ship a Rose (No Memo) | Atlantic | A 2509 | 5 | NA | 179 |
- **2 181 180** BOBBIE GENTRY—Delta Sweetheart | Atlantic | A 2511 | 5 | NA | 180 |
- **83 191 181** RAY CONNIF & THE SINGERS—Somewhere My Love | Atlantic | A 2513 | 5 | NA | 181 |
- **4 184 182** LOU REWELLS—Fusion Good | Atlantic | A 2515 | 5 | NA | 182 |

**TAPE PACKAGES AVAILABLE**

- **REEL TO REEL**—LPs on chart 40 weeks or more, 78 rpm perforated - not available.

- **4 TRACK**—LPs on chart 25 weeks or more, 45 rpm perforated - not available.

- **CABINET**—LPs on chart 15 weeks or more, 45 rpm perforated - not available.

- **STAR**—LPs on chart 25 weeks or more, 45 rpm perforated - not available.
Corinth Changes Its Name in New Goal

LOS ANGELES — Corinth, Calif., and four other communities around the Los Angeles area, have dropped their town names to become part of one new city, the "City of New Goal." From the day the city is incorporated, the new name will change all signs, street names, and other public documents.

The change was initiated by the residents of the five communities, who are concerned about the future of the area. They hope that by changing to a new name, they can attract more businesses and residents to the area.

"We're looking to the future," said one of the residents. "We want to make sure that our community is prepared for the changes that are coming."

The new city will have a population of about 100,000 and will cover an area of 10 square miles. City officials are already planning for a new city hall, a library, and a police station.

"We're excited about the possibilities," said another resident. "We think that this is the beginning of something great for our community."

The change of name will take effect on January 1, 2023.
**Album Reviews**

**SOUNDTRACK**
*Here We Go Round the Mulberry Bush*—Soundtrack. RCA Victor, T675 (US); UAS 5775 (S)

More of the same stocky soundtrack album, 'Here We Go Round the Mulberry Bush'.

**POP**
*A Portrait of Ray Ray*—Ray Charles, ARC 465 (US); ABC 665 (E)

The master of soul, Ray Charles, has produced another album of memorable LPs with his latest album, more convincing with songs than in the past. The style is Ray Charles, but that's a different story. The package is attractive and informative.

**POP**
*The Spirit of '47*—Pee Wee Russell/Oliver Nelson and the Jazz Crusade. IMP 268 (US)

When a couple of old gals such as Pee Wee Russell and Oliver Nelson get together, it's a real treat. Joe Grady's sax is the highlight of this album, and it's a real treat for the jazz lover and the jazz lover in general. The jazz is mostly swing, with two original compositions by the featured performers.

**CLASSICAL**
*Here is Barbara Lynn—Various Artists*—Atlantic 8177 (US); SD 1971 (S)

Featuring her latest single, "You'll Lose a Good Thing," Barbara Lynn's new LP is filled with a variety of styles and settings. The music is designed to fit into the genre's circle. Beautifully crafted arrangements and original songs are designed like big hits, all ready and waiting to score on the charts.

**CLASSICAL**
*Bernstein: Chichester Psalms*, Various Artists/RCA Victor, 134 (US); RCA Victor, T650 (E)

The Berlin Philharmonics is a top form here. This is the third in the series of Bernstein Chichester Psalms on the charts, and these performances are without the usual hype of the highest artistic standards.

**CLASSICAL**
*Schumann: Piano Music*, Various Artists—EMI, 134 (US); RCA Victor, T650 (E)

The pianist, John Ogdon, is in top form here. Schumann's Piano Music is one of the most familiar of all. Ogdon is in top form here, and the recording is one of the best known pianist and the Philharmonia Orchestra perform at their usual high level. The music is well-nigh perfect, with smooth and flawless playing. The pianist is Richard Lewis and his wife Photographers.

**CLASSICAL**
*Charles Lloyd in Europe*—Atlantic 1300 (US); MD 1906 (E)

Charles Lloyd's jazz is bridging generations and international boundaries. His music, which is all of his composition on this LP, is a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.

**JAZZ**
*The Unforgettable Ray Charles: Rhythm and Blues*—Ray Charles, ARC 465 (US); ABC 665 (E)

This is a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.

**JAZZ**
*The Heart of Home*—Ray Charles, Monument 317 (US)

It's a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.

**CLASSICAL**
*The Secret Life of Ophelia*—New Philharmonia Orch./Various Artists—EMI, 134 (US); RCA Victor, T650 (E)

This delightful two-record set is comprised of Ophelia's two operas, *Bolero* and *Tristan and Isolde*. The performances are with the usual star cast, and the recordings are with the usual high artistic standards.

**CLASSICAL**
*Kyle and the Glory*—Various Artists—EMI, 134 (US); RCA Victor, T650 (E)

This is a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.

**CLASSICAL**
*The Great Day*—The Oak Ridge Boys, Heart Warming 1968 (US); RCA Victor, T650 (E)

Recommended for play by country stations. "Now You See Him" is a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.

**CLASSICAL**
*The Secret Life of Ophelia*—New Philharmonia Orch./Various Artists—EMI, 134 (US); RCA Victor, T650 (E)

This is a real treat for the jazz enthusiast as well as the jazz fan. The concert took place in Oslo, Norway, and it's a worldwide winner.
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to russell, my brother, whom i slept with

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