RCA Sets 'Tuned-In' Policy for Pitchmen

By MIKE GROSS

NEW YORK—RCA Records promotion men will be "stretching their ears" under the guidance of Augie Blume, the label's new national promotion manager. "People's ears are stretching," said Blume, "and promotion men's ears should stretch, too, so that they are in constant tune with the market."

It's Blume's contention that the pattern of radio programming keeps changing and is more open to all kinds of musical sounds than ever before, and the promotion men, in addition to stretching his ears so that he is attuned to all sounds, must be open-minded and flexible enough to fit his product into the broadening outlets. Blume (Continued on page 88)

VW Dealers Into PlayTape

By HANK FOX

NEW YORK—All Volkswagen automobile dealers will feature PlayTape CARTRIDGES along with the Sapphire PlayTape 1 cartridge machines, which are being offered as optional O.E.M. equipment on all 1969 Volkswagens. PlayTape President Frank Stanton, in disclosing the new sales avenue for his company's products, said that Motorola, builders and marketers of the Sapphire line, is shipping Sapphire PlayTape 1 players to Volkswagen dealers and Sapphire II to its own after-market retailers through regular distribution channels. "By the end of October," he said, "all Volkswagen dealers will have a complete stock of players. There are more than 1,000 Volkswagen dealers across the nation. (Continued on page 25)

TRO's Mill. Production Hunt

NEW YORK—The Richmond Organization (TRO) has set aside $1 million to attract to its corporate umbrella independent production talent from all areas of the globe.

The TRO move is of added significance because of its timing. It comes at a period when the economic structure of the music record industry is being profoundly affected by acquisitions, mergers and the financial maneuvers of giant conglomerates. "What," virtually everyone asks, "does this augur for the independent? Will he be able to function creatively in a climate of 'bigfoot'?"

TRO president Howard S. Richmond feels that Indies can exist and thrive provided they have initial money and are buttressed by a business organization. Richmond stated that the (Continued on page 5)

Sales Soar of Pocket Disc in Vend Outlets

By PAUL ACKERMAN

SEATTLE—Sales of Pocket Discs in locations where Consolidated Distributors has installed vending machines are approximately 400 per cent above initial projections, according to early statistics. Fred Hyman, chief of the operation, said many stores sold out their inventory of many selections, and these locations had to be serviced several times. Hyman added that in view of the high rate of (Continued on page 5)

Maxin Moves to Overhaul MGM

By CLAUDE HALL

NEW YORK — In a complete reorganization of the record company, MGM Records president Arnold Maxin is slimming the artist roster and will establish stronger liaison between the publishing interest—the Big 3—and the record label. His first step in this direction is the appointment of Richard Delvy as West Coast A&R director; Delvy, through the production arm of the Big 3-Robins Productions—has been successful in exploiting copyrights for MGM, A&M, and Dot. He will continue in this function.

At the same time, Maxin, who is also chief of the publishing company, has beefed up the accounting and legal departments of the label. There will be a stronger emphasis placed on the MGM and Verve labels, and although the record company (Continued on page 88)

So Rare So Right.

EPIC

BN 26420

COIN MACHINE

PAGES 47 TO 51

The International Music-Record Newsweekly

Ad Rep Lauds Top 40 Radio

NEW YORK—The successful radio stations of today—regardless of the type of music they play—are those that follow the principles originated by Top 40 radio stations, believes Tom Harrison, president of radio for Blair.

Blair is one of the nation's leading radio advertising representatives. (Continued on page 88)
The JOSÉ FELICIANO fire burns brighter.
“HITCHCOCK RAILWAY”
“Hi-Heel Sneakers” #9641
This is José’s big follow-up to
“Light My Fire”
and the “Feliciano!” album.

Available on RCA Stereo 8 Cartridge Tape
LPM/LSP-3957

www.americanradiohistory.com
pretty...
yes, but wait till you hear
JEANNIE BRITTAN
sing on her new album
"GENTLE EXPLOSION"
IN THE BEGINNING

THE GREAT TAPES

We tape the biggest hits by the hottest artists, put them in a unique picture-on-the-end package and get them distributed. Fast. So, in the end, there are the sales.

Contrac duplicating and licensing on 8 track, 4 track, cassettes and reels from General Recorded Tape, Inc. Sunnyvale, California 94086.
Executive Turntable

Owen Bradley has been named vice-president of artists and repertoire of the company’s Capitol music department. Bradley, who signed a long-term contract with the label, joined Decca in 1947 as a staff engineer. When RCA was sold to Decca for $40 million, Bradley, then a director for Decca when Cohen moved over to the Coral label. In 1953, Bradley moved to Nashville, and later utilized a quotient which ultimately became Bradleyn with a recording studio. It is now a part of the Columbia Cardinal label. Bradley, who owns a recording studio, has been with Capitol since 1959. He has been in the recording business since 1928. Bradley, who owns a recording studio, has been responsible for many of Capitol’s major artists.

**Karl Engemann** has been named vice-president in charge of artists and repertoire at Capitol Records. He had been general manager of the label’s a&r division but will now head all companies’ a&r divisions. He has been with Capitol since 1959, except for one year, when he was with the Columbia Records a&r department. In 1953, he had been regional promotion and artists relations representative for RCA in the Washington-Baltimore-Chicago-Milwaukee area. For the past five years he had been working as a self-employed manager in Chicago, Milwaukee and Minneapolis.

**Tom Noonan** has been named assistant vice-president at Nonstop Records. Noonan, who is management’s assistant to the vice-president, will also be responsible for all of the company’s promotional activities. (See separate story.)

**Ron Alexenburg** has been promoted to director of national promotion at Columbia Records. In his new capacity, Alexenburg will be responsible for the label’s vice-president of sales and distribution, which will now include all national activity. Alexenburg joined Columbia in 1965, where he was assigned to organize Date Records. Columbia’s subsidiary label, prior to joining Columbia, Noonan spent 16 years at Billboard, where he worked in the Chart and Research divisions. Noonan will headquarter in Detroit.

CBS Press Rolls at a Record August Pace; Claims Trade High

NEW YORK — CBS Records has set a new all-time high during August, 1968, by producing 25 million records, a figure that represents a record-breaking all-time high for a record manufacturer, topping the previous high which was set by CBS Records in 1967. CBS Records has production facilities in Pitman, N. J.; New York, N. Y.; and Santa Maria, Calif. The plants in Terre Haute and Puthoc, respectively, are operating at near capacity. The Santa Maria plant is a fully automated facility which is currently producing records on a 21-st, seven-day-a-week basis to meet the increasing demand for production.

**EDITORIAL**

**New Growth Ahead**

Billboard believes the coin-operated music and games industry is entering a new phase of dramatic growth, with its leaders cognizant of the potential in what is often described as the “leisure” market. There is excitement in the industry during the last birthday of the jukebox and are paying tribute to the 20th anniversary of Music Operators of America, the industry’s national group.

We are further supported in this belief by virtue of the fact that during the past year it has been disclosed that the world’s largest operating firms are actively acquiring music routes. Why? There are many answers. But certainly one answer is that such firms as Supreme Corporation; Mac’s Automatic Retailers of America and Interstate United Corp., however, most of these acquisitions are done by services, as does Billboard, the potential in the music operating industry.

**W-7 Disk Arm Supplies 70% Parent’s Profit**

BLUME

LOS ANGELES — Just how vital a role a mechanized commercial music operation is to a company is exemplified by Warner Bros. Records, which has estimated that 70% of the firm’s profit has been accounted for nearly 70% of the corporation’s profit. That profit is based on a $198,257,000 gross.

(Continued on page 5)

**Vanguard, Tenth Street Team on Label Launch**

NEW YORK — Vanguard Records and Tenth Street Productions have teamed up for the launching of a label called Vanguard/Apostolic. The new label will record artists contracted to Tenth Street Productions, Inc. and will use the production facilities at Apostolic Studios.

Tenth Street Productions, Inc. and the affiliated companies of Apostolic Publishing and Music Publishing is headed by musicologist John Towner. Other key executives include Michael Weiss, Matthew Hoffman and Danny Weiss. Martin Gurstein will represent the general counsel firm of Moses & Singer (one of the USA’s leading intellectual property attorneys for the company. Attorney Bob Casper will act as special counsel.

The initial Vanguard/Apostolic release will include four albums. First Towner, with whom he himself used to record with the Magic Men, and his three-year-old child, will be seen on a Vanguard/Apostolic LP, “The Family.” Also featured will be his mother, and their three-year-old child, who performs her own “pre-melody” composition on the organ, with vocals by Vanguard/Apostolic LP, “The Far Cry,” shows a Chicago-style blues rock band on Vanguard/Apostolic LP, “Joe LeBec.” For additional information, contact Vanguard/Apostolic LP.

**Music Makers Buys Flo Greenberg Rubs**

By CLAUDE HALL

NEW YORK — The Music Makers Group has acquired all of the business interests more than 500 copyrights of Florence Greenberg, president of Scepter Records. The catalogs include Flomar Music and Scepter Music, each with a major expansion program at Music Makers; the company has approximately 25,000 catalogues of Johnny Mathis. Although Milton Horson, president and chief executive officer of the firm was unavailable for comment, the firm itself is named, “The Music Makers Group is looking for more publishing firms and for radio stations. The expansion of the firm — which was recently known as the Mark Century Corp. — includes reorganization. Mitch Leigh, the composer of “Rice’s Manuela,” is creative director and chairman of the board of the new firm of Music Makers. The firm is one of the world’s largest suppliers of software to radio stations. Under the new company set-up, there will be a division devoted to the creation and production of original music for advertising and entertainment in the film industry. The second division will be devoted to the creation and production of original music for television and radio stations. The third division will be devoted to the creation and production of original music for film and television. The fourth division will be devoted to the creation and production of original music for film and television.
The ratings are in.
The exciting new star of this year's hit T.V. Show® is Peggy Lipton.
And you have her debut on Ode Records.

ALBUM "PEGGY LIPTON" Z12 44006 / SINGLE "STONEY END" ZS 7111-B/W "SAN FRANCISCO GLIDE"
"ABC-TV "MOD SQUAD" TUESDAY NIGHT
Rhodes, House of Value, Value Mart, ABC, June, Glamour, Jiffy Boy, Bon Marche and B&M.

In a few days, initial figures are expected to be available on sales of the 2,182 Pocket Discs that are being sold to 12 dealers carrying a total of 60 copies of each selection. An analysis of a two-day sales period, last Friday and Saturday, at 12 typical outlets with varied customer potential, established that the 45 sales of each two-day period, 12,818 Pocket Discs were sold to 12 dealers carrying 45's, and reported that their 45 sales were unfulfilled. Two of the 12 stores have not carried singles before. The 12-store, two-day sample included the following outlets in the Seattle-Tacoma market: B&I, "about in Curtis, has optimism from Me effect the real share pared previous the the music business."

from 1968, the two-day New- ing, following Two-day sales are carried in the two-day period, 2,182 Pocket Discs were sold to 12 dealers carrying 45's, and reported that their 45 sales were unfulfilled. Two of the 12 stores have not carried singles before. The 12-store, two-day sample included the following outlets in the Seattle-Tacoma market: B&I, "about in Curtis, has optimism from Me effect the real share pared previous the the music business."

But sales of Pocket Discs have been "a commitment to the future of our business," according to Ralph Finney. "The independent producers represent the real vitality of this business. Even today, when there is great corporate consolidation and concentration, the independent producer is a vital part of the music industry, much of the most successful material still comes from the truly creative independent producer."

The "optimistic" attitude is one of optimism with regard to the effect of the current market on the music business: I welcome growth. Why should companies not come into the field? It is an industry where we would like to see them adopt ethical attitudes toward the independent producer."

He added: "We see ourselves as an independent big enough to build a world network of umbrella and we want independent seekers to see this threat, see the creative potential in our approach."

The "partners-in-progress" attitude, Richard explained, is aimed at serving the overwhelming financial needs of the independent producer. The Richmond plan, he said, "puts the writer-producer who does not want to give up his independence and is loathe to sign over his publishing rights to a record distribution outlet, "Our companies," Richard said, "offer the creator an international exploitation and management network for their work. We are really interested in music "merchandising." Obviously, wherever he goes, whatever we want to associate with the songwriter and will work."

Problem: Richtone

The Richmond project is already being pursued aggressively in this country and abroad by the International wing. RCA Rich-Childs in New York, for one, is a series of country-by-country corporate umbrella, in which each company initiates a development program of its own. "We and the talent and the companies are developing our work and they will receive just financial rewards," Richard said. He added that in all of the company's foreign offices, an important concept will be the development of territory-origin material to be promoted internationally.

TRO Nashville

Meaning that TRO Nashville has created the two new developments. One is the opening of TRO Nashville in Nashville, which is a new development plans to develop and under-rite new creative talent in that area. The new creative talent will develop in the new record development is a major ex-ponent of the music business. The company, Editions Essex, with Claude Pascal named to head the new Nashville office, is rep-resentative of the previous and present services in Paris. Be-cause of the new office, a new overseas distribution company, TRO Essex, is a new foreign originating company. The company, Editions Essex, has been a name in the music business for some time, and has been very successful in its operations.

Silver, Mogull; Set Rome Trip

NEW ORLEANS—Row Silver, president of Silver, Mogull, and Golden, has arrived in Rome. Silver is there to plan the new European arm for the company, which is currently based in London. The company, Editions Essex, is a new independent company, and is the result of a merger between two companies, Tempo and TRO Essex. The two companies have been working together for some time, and have been very successful in their operations.

Rome will be Silver's base, and he will be there to plan the new European arm for the company. Silver is very excited about the new opportunities, and is looking forward to getting started. He has been working with Tempo and TRO Essex for some time, and has a good understanding of the European market. He is confident that the new European arm will be successful, and is looking forward to seeing it happen.
PROMOTE TALENT

Demo Disks 'Prevue' for Mfrs.

By FRED KIRBY

NEW YORK — A new wrinkle in promoting young talent but at a sign of record company is being employed for Fate, a five-member group from Los Angeles, in promotion of a 45-rpm single on its label. The single, which is due out on Monday, will be played on a progressive rock station in New York.

Fate, a true second division group, is the brainchild of the management of the band. The group has been working on its debut album, which is due out in September, and the management is hoping that the single will help to establish the band's name.

The single will be released on the label's new subsidiary, which was formed to promote artists in the rock and roll genre. The label is hoping that the single will help to establish the band's name and to attract new fans to the label.

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Executive Turntable

**Continued from page 3**

banded record production deals for the Big 3 (Robbins-Fest-Miller). He will continue to direct production duties for the publishing company and will report to MGM on his new ad assignments. Delay will work closely with Jesse Kaye, who for many years has co-authored music production for the label.

**John Florence** has been appointed pop artist and repertoire producer on the RCA Records West Coast staff. Florence will report to Joe Reitman, executive producer on the West Coast. Florence was an independent producer based in Phoenix for the past three years and as student at Arizona State University, he played guitar, wrote songs and scored talent for Audio Records in Phoenix. He also has had much experience in recording, mixing and editing. Thomas L. Trout has been appointed director of personnel at Capitol Records.

**Thomas W. Roche, Jr.,** director of personnel at Capitol, joins Audio Devices as director of management services.

**Jerry Adler** has been named director of dealer and audio/ stereo promotion at Monz Stereo Pak.

**John McAlpine,** manager of the royalty and license department at Capitol Records, has joined Frager and Fenton, a CPA firm.

**Rick Ward** has joined Don Costa Productions in Hollywood as general executive assistant to its owner. Ward was formerly publicity director for ABC Records in New York.

**Jack Goldner,** a district sales manager for Concord Electronics, has been appointed western regional sales manager for Concord's consumer products division.

**Frank Henry** has been appointed national sales manager for Polydor Records Canada Ltd., who formerly was Quebec branch manager. In another appointment, Rudy Assay has taken charge of Polydor's tape and record accessory department, and continues to act as national promotion manager for the Polydor line.

**John Piper (John Poyar)** has resigned as music director of WHON, Richmond, Ind., to take a management position with the Mercury Records pressing plant in the same city.

**Bennie Mahone,** formerly of Stax Records, has joined the staff of Pepper Records as national promotion manager.

**Vince Rothkamp** has joined the creative services department of Universal Attractions.

**Boo Kinnsworth,** who has been connected with the Swedish Folkparks organization for the past 15 years, has been appointed managing director of Philips-Sonor, effective Jan. 1.

**Eddie Lundqvist,** managing director of Grammofonbolagens Distributioncentral (GDC) in Sweden since 1963, and managing director of GDC since 1966, will devote his activities solely to GDC beginning Jan. 1.

**Capitol Records (Canada) Ltd.** has named David J. Evans Ontario branch manager, succeeding Dick Blundell, who is appointed manager of the company's Montreal office. Evans is a senior sales representative with Canadian Industries Ltd.

**Bryan Sennett** has been appointed vice-president of the Fredena Management Group. For the past two years Sennett has been head of Sennett-Weintraub, a division of Fredena that managed the Serendipity Singers and Jake Holmes. Sennett started as director and performer with the Serendipity Singers. Other Fredena clients include Mike Brown's promotion to talent director and head of record production, Marilyn Lipus' appointment as director of the Campus Coffee House circuit.

**Tower Promotes 'Streets' Single**

**NEW YORK — With Tower Records' new addition to the 'Streets' currently high on the Top LPs chart, the company has named music director Dave Fox on a top priority single.**

Fox will first promote the single to key record markets to promote a single from the track, "Shape of Things to Come." The single was also put the instrumental version by the Arrows, also on Tower's "Listen to the Music." Another track from the film, "Long Time," will follow.

Fox will visit radio stations in New York, Philadelphia, Baltimore, Washington, Boston, Detroit, Cincinnati, Cleveland and Chicago. He is stationed at Tower's West Coast headquarters.

**WNEW Pressing Mod at Night**

**NEW YORK—WNEW will drive for a more contemporary appeal at night and is bringing in Jim Douthitt of WHIP in Philadelphia to replace Jim Lowe in the evening slot at the easy listening station. Lowe has just resigned. Dick Summers, who was recording manager on progressive rock formatted

**Denny Estate Gains All Of Cedward**

NASHVILLE — The estate of late James R. Denny now has 100 per cent control of Cedward Publishing Co., Inc., one of Nashville's largest music publishers.

The change came about through the acquisition of the minority interest of the stock formerly owned by Carl Smith and Webb Pierce. This announcement was made by Bill Denny, one of the executors of the Denny estate.

Cedward was formed in 1960 and has now and has affiliated offices throughout the world. Denny owned 50 percent of the company, and has left WSM, where he had managed the Artists Service Bureau. He can now be leading booker in the nation of country music.

In the Cedward catalog are "Detroit City," "Dream on Little Dreamer," "You You Sincere," "The Record Plant Line" and "Long Black Veil." The label is also known for its exclusive contributors, among them Mel Tillis.

The company's offices will continue the same with Billy Denny president and chief executive officer, John Denny vice-president, and Dolly Denny secretary-treasurer.

**For London, Yule Is Now**

**NEW YORK—Bush releases and electric guitar items are being featured by London Records for Christmas. New releases include albums by Ronnie Aldrich on Phase 4; two London Country albums and the successful set "Memories of Germany" in the Global Heritage Series.**

The Aldrich LP, "This Way Up," is a solo effort. The general drive on Aldrich's catalog, which includes 12 previously released albums, Catalog items being pushed include albums by Don Gibson, Webb Pierce, Marlo and Loonette Price on London; Ace Cannon on his and Haddars' "Memories," with Sir Adrian Boult and the London Symphony.

**Julmar, Fun City To Bow Releases**

**NEW YORK — Julmar Records and its new subsidiary label, Fun City, will bow first releases this week with the Goodtime's "Fun City, U.S.A.," an instrumental on Fun City, and Foxy Marva Joe's "Lolipopp," a reworking of the 1958 rock title hit. Both records were written and produced by music veteran Julius Dixon, while Sampson Horton arranged both sessions. Julmar Records, located at 1674 Broadway, is setting up national distribution.**

**WNEW-FM, will take up the all-night show on WNEW, Zachary, weekday personality of WNEW-FM, will now do the all-night show on the progressive rock station.**

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**Rio Fest Record Breaker; 'Sabia' Captures Top Spot**

Both the songs which won third place, "Andanza," by Beth Carvalho and Helen Goldens, and the winning item, which were reprinted, went unprinted in the dim. The crowd quieted only for Vandrie. In a short speech made before he encased "Caminhando," Vandrie appealed for the crowd to support the decision made by the judges. Jobim was reported "very distressed" by the crowd's reaction. When festival guest Paul Mauriat wanted to perform "Caminhando," as he was told "Love Is Blue" hit in the international section of the festival, the idea was finally vetoed as being too likely to incite the audience. Veteran U.S. songwriter Harry Warren was appointed president of the 15-strong international jury.

**TDK Tape Cassette**

**NEW YORK — TDK Electronics in Japan has developed a continuous loop tape cassette.**

While details were available at press time, it is believed that the cassette tape is propelled by a special drive disc. Playing time is said to be 30 minutes.
BUFFALO SPRINGFIELD
“On The Way Home”
Atco 6615
Produced by Jim Messina

MAGIC LANTERNS
“Shame, Shame”
Atlantic 2560
A Double-R Production by Steve Rowland

THE DELIGHTS ORCHESTRA
“Paul's Midnight Ride”
Atco 6601
A Virtue-Stiles Production
Blue Thumb’s ‘Visual Concept’

LOS ANGELES—The newly formed Blue Thumb Records will develop merchandising programs based on visual media like light shows for stores, video tapes for outdoor billboards and TV advertising.

The concept of utilizing visuals rather than standard forms of sales aids like displays and mobiles, is based on Blue Thumb president Bob Kransow belief that the public is bombarded by visual messages. And this bombardment, he states, is the problem that makes present day mobiles, toothpaste, and medicines obsolete.

Kransow will use film maker Barry Feinstein and graphics expert Tom Wilkes on the development of his first TV one-minute color spot. The ad will present the Blue Thumb Revelation, a British quartet, coming to the U.S. in late October for personal appearances. The commercial will be filmed on the coast for placement on TV in November. Kransow estimates production costs for the commercial will run $1,200; he will take his time on individual channels.

TV Ads the Trend

“Television advertising,” Kransow says, “will be the trend in record merchandising. Bleached-out album covers in store windows and hanging displays are passé, he believes.

Instead of regulation merchandising aids, Kransow will provide 10 key market retailers with a window light show, designed to stimulate sales for the first of the label’s three I.P.s, a package of W.C. Fields movie medley recordings.

Kransow’s light show is being developed by Castle Lights, a Coast company, with the Hollywood Music City store the first location playing the show, beginning Sunday (6). The automated light show involves six slide machines, two film projectors and 10 strobe lights. Two strobe units flicker out at the audience, ‘involving them as they pass by,’” Kransow says. The show will operate every evening with the greater interest.

(Continued on page 88)

Market Quotations

As of Closing Thursday, October 7, 1968

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<th>High</th>
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September 27, 1968

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Fillmore Serves A Musical Feast

NEW YORK — Country Joe & the Fish was the closing act at Fillmore East on Sept. 27, but the rest of the week's show, which was being recorded live by Vanguard Records during the course of a week-long engagement. The Vanguard set did its thing, which is not only savage denunciation of President Lyndon Johnson (Richard Nixon is also included in the Country Joe attack), but also extensive use of off-color language, and some good blues music.

CP&W Sign 1st Act, Crow-Chee

NEW YORK — Terry Cashman, Gene Pitlini & Tommy West, who recently formed their own mail-order firm, CP&W (Cashman-Pitlini-West), have signed on with the ex-Crow-Chee, a band and wife team who cover the writing, performing and recording of Crow-Chee songs written by Jim and Ingrid Crow-Chee will be assigned to CP&W's ASCAP firm, Blendwell Music. The firm has tapped out a program for the new act which will include college tours and club appearances under the supervision of Shores Management. Upcoming Crow-Chee recordings will be produced by the CP&W team.

Linn County Big League Ten Years After Bats 1,000

NEW YORK — Linn County, a heavy blues group, gave a powerful second set at Steve's/Steve's (329 W. 11th St.) Sharing the bill with the Mercury quintet from Chicago via Atlantic's touring orchestra, Solid Support also was provided by drummer Jack McAndrews and bassist Dino Longo. Most of the numbers were extended, including "Lamed Woman," which included fine work by Walk as well as by Water. "Bogie Chillin," more up-tempo and having a slightly different selection as it included some wild soprano sax work by Easter and a brief "Truth" was another upbeat number with Bill Miller's strong vocals. "Think and Lower Lemen" was top numbers from Linn County's debut album on Mercury: "Prood Flash Soothser," a medley, in its first set, filled the floor with dancers. Ted Little, who is still seated listeners. And the English quartet gave another excellent performance, having brilliant sections. Folk singer Hal Watens also had a good initial set.

SUNDAY JAZZ AT THE JAZZ

NEW YORK — Steve Paul's scene has included a series of Sunday afternoon jazz concerts. The series is being run in conjunction with New York's latest summer success, "Joe Ra's" was the featured act at the year-round series opener on Sunday (6). Other October dates are Chec Hamilton, Larry Lye and David Benoit. (Continued on page 16)

Glossy Photos

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THE SUGAR SHOPPE, Capital Records new group, which is being actively featured at New York'smitter point, has signed a deal with Capitol. The group includes singer Mark Ryann, pianist David Cohen, and drummer Chicken Hirsh also showed themselves capable musicians.

Peter Robbins, 12-year-old who plays "Alexander" in the new "Pete's Story" series, signed to RCA Records. His debut single, "If I Knew Then" to "Little Brown Mouse" is being released this week. The recently formed Buddy Miles Express, featuring four other performers who played with the Electric Flag, scored to Mercury Records. The new group will record under the direction of Lou Beliner, head of Mercury's London operation.

Voy Mierweiler Tech to Capitol Records. Group's debut album is "Soul Knight." (Craig Hendry Trio to World Pacific.

Ronnie Duke to Specialty. "I'll Do Anything For You ....

Linn County were the first to feature a saxophone (also played flute in the group's first set)

HONOLULU — Billy Eckstine and Bobbi Martin provided an interesting contrast in a lively cabaret concert Thursday (26) that turned out to be a double-barreled entertainment package. About 600 fans — mainly those who remained from the Eckstine show the night before — were turned over at the Island's Pacific-Balcony. Eckstine has endured the years well, and his voice is resonant, still adding a sense of flair.

With a deliberate hint of professionalism in the songs that I wish I'd sung first, medley, encompassing "Who's Making Love?" "Once In My Life," the Fifth Dimension's "Up, Up and Away," and the Righteous Brothers' "By the Time I Get to Phoenix." Eckstine has offered his newest Motton single, "The Love of Ivy." For variety, he did a name-dropping spoof, "Uncle Sam Could Use Some Ham in Washington,"

Eckstine & Bobbi Martin — A Double-Barreled Package

when he musically advocates Lawrence Wills for Secretary of Agriculture, Sammy Davis Jr. for Secretary of Labor, and Zia Goler of the Peace Corps.

He brings out his trumpet, too, in "The Song Of Horn," and his militant stance is a precise picture of professionalism.

While Miss Martin lacks the Eckstine polish, she nevertheless impresses in her approach to singing. Her country-flavored numbers were warmly enjoyable.

Her United Artists disk of "Harper's Bazaar" made the big version here, and the crowd expected — and got — a dandy performance.

"He's Got Possibilities" and "Oh, Lonesome Me" — on the latter, she sings with other speakers.

WAYNE HARADA

October 12, 1968, BILLBOARD

Hardin Go Go Act: Rhinoceros Charge

NEW YORK — Tim Hardin, folk singer par excellence, was in fine form on Sept. 27, performing at the Cafe Au Go Go. The full bill also included an excellent trio of female vocal groups, a fine musical ability and style, and two other folk performers, Van Morrison and Peter Paul & Mary. Hardin, who's switching from Vanguard, RCA, Capitol, has appeared solo without back-up musicians. He accompanied himself first on guitar then on piano. Although there was some looseness to his program, it was highly effective, including some of his best-known material such as "Reason to Believe," "Don't Fall..."

Overpowering. More on the jazz side, Easter also showed traces of progressive jazz and even classical influence...

Lead guitarist Fred Walter also gave a strong performance, featuring a solo of "My Bonnie Lies Over the Ocean."..._partial implication was that..."Chicken Pickin'" go..."..."...I think...\n
Both shared the lead with "It's a Fine Day," a song of its own...too, including..."Remember When,"..."...\n
Billy Eckstine was a strong asset throughout, showing top-notch technique. Valuable counterpoint was made by bass guitarist Jerry Perdomo, rhythm guitarist Doug Howard and guitarist-hornist Mike, the finest drummers around...

My God, realizing and, probably because of the length of the program, the Warne...singer was...admitted to being "...I'll Tell You,"..."...with..."...\n
A moving tribute to Lewis Brown was Hardin's top number of the evening. The song was also telling, was his "Familiar Tune"..."...The...return to New York after too long an absence was truly a big success, and an overall success was turned to be an overwhelming evening.

Rhinoceros, a together seven-man group, one that should reach the top ranks...the trio is so abundant, it doesn't have to be flashed to envious...All...Except...All...Among..."
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Impulse
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B. B. King: Lucille
BluesWay BLS-6016

The Dirty Blues Band: Stone Dirt
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Dunhill DS-50040

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Command 937SD

Richard Harris: The Yard Went On
Forever Dunhill DS-50042

The Brass Ring: Only Love
Dunhill DS-50044

Roger Bennet: What A Wonderful World
Dunhill DS-50043

Warren Kime: Brass Impact Goin' Someplace!
Command RS-935-SD

Richard Harris: This is Siller's Picture
Dunhill DS-50045

Mickie Finn: Plays George M.
Dunhill DS-50041

Hugo Montenegro: The Montenegro Brand
20th Century-Fox TFS-3204

(*Distributed by ABC Records, Inc.)

Robert Siller:
This is Siller's Picture
Dunhill DS-50045

Mickie Finn:
Plays George M.
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William Steinberg, Pittsburgh Symphony
Orch: My Fair Lady
and The Sound of Music
Command Classic CC-11041-SD

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UAS 6669

ANOTHER SMASH MOVIE ALBUM!

Fillmore Serves Musical Feast
• Continued from page 14

Procol Harum, another heavy English group, opened the show. Here, too, music mattered, supplemented by stick figures which seem to have found a new life, "Mr. McGregor," with its Scottish musical theme, was as "Slow Softly (My Moonbeams), which is on Procol Harum's new album and begins softly with flute and organ. Meanwhile, Harum's first album is still "Lesbian Cities." The Traveling Turtles, signed by Capitol, where Jay and the Americans will provide the "Sunny Days," then "Kiss Froly" to Imperial Records for a single "Once Over" and in Britain "Born to Be Wild."... Colombo and Peter Kastner, star of "The Ugliest Girl in Town," which debuts on ABC-TV this Sunday, Kastner's first single is "I Just Can't Get Over You." "Time Out," then "The Shermans" with "Born Too Late."... Together Again for the First Time," the initial Carol Burnett- Martha Raye album for Tetra-grammaton, will be produced by Nettie Fowley and will feature "All the Greek Words" for Caedmon. Comedian Sammee Shore signed with Liberty, where Dallas Smith will produce the album "Brother Sun."... Extra- grammaton will release the Johnsons in the U.S., Canada and Japan. The Irish Rovers only single is "Both Sides Now."... John Hartford and Erin Bond will introduce "The Good Kate to Kappy," via Ron Hillebrand's Hoff- Man-Ander Productions. The group's first single is "The Hobo."
THE MANY HUES OF RHETTA HUGHES

GIMME SOME OF YOURS — B/W YOU'RE DOING WITH HER — I’LL GIVE YOU SOME OF MINE WHEN IT SHOULD BE ME

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Black Gospel Commercials
Could Push Product: Bass

CHICAGO — Professionally produced commercials using prominent black gospel groups and a format around a "geo-pop" material could revitalize the programming and merchandising of gospel product, says Ralph Bass, ad director, Checker Records, Chess subsidiary here.

"This is a proposal," Bass said, "We learned that several stations received tremendous audience ratings at the suggestion of Dr. Martin Luther King when these shows were programming gospel exclusively."

Bass recently stated this case before a committee of the National Association of Television and Radio Artists (NATRA) and called for a time study to examine the possibility of attracting national advertisers as sponsors of one rating for their gospel programs. "WGN, Charlotte, WBIA, Memphis and WENN, Birmingham, are all showing a number one rating for their gospel programs," Bass said. "I know of one daytime that has gone all-gospel and two FM stations are doing the same thing.

"One problem in gospel programming is the lack of professionally produced commercials."

(R&B Imports Put Calla on Chart Course Again)

NEW YORK — Calla Records is scoring again, and with "imported" R&B product. Nate McCalla, president of Calla, has picked up two R&B masters produced in Spain by Alain Milhaud. R&B is currently the biggest music trend in Spain. It's being performed in English by most of the Spanish groups. And this is what Calla Records is capitalizing on.

The label already has product out by the Los Pop Tops and Los Canarios, and Calla promo-

(Continued on page 10)

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... a unique sampling service designed to alert operators to the best new singles early enough for you to test and evaluate them personally, order copies needed for your locations from your supplier, and cash in on each record's full cycle of popularity.

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WKLP  Larry Travis
and Hamburg Bros. Dist.
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SOUL SAUCE

BEST NEW RECORD OF THE WEEK
"WAY OVER THERE"

EDWIN STARR

By Ed OCCHS

SOUL SCALES: Aretha Franklin's brother, the Rev. Cecil Franklin, has taken over management chores from Aretha's husband-manager, though White claims he still has Miss Franklin under contract. Rev. Franklin, who accompanied the singer on her successful concert tour of South America, is assistant pastor of his father's New Bethel Baptist Church in the Watts section of Los Angeles. Four on the Soul label with their "I Love You Madly" hit and will distribute the R. T. Baker, Alan Robinson from the Massiah Dixon line that Kapp's UNIFIPS, the "Court of Love," Royalty, on an "outside" stage show, which he caught on Don Webster's "Upbeat" show. Double Shot's Ben Brown, who took four months to boost his "Me and You" single and restock his mod wardrobe, which has been hit by the Soul singer's partner, Shirley Lee, on the Shirley & Alfred "Kid Games" disk, will solo under the billing of Lady Shirley. The Temptations will share the showroom at Las Vegas' Flamingo Hotel, Oct. 14-19, with Jewish comedian Myron Cohen, while the Flamingo lounge features Wayne Cochran, that wild and white James Brown sound-alike. Speaking of white tearaways, James Brown's backup singer for the new album, Ronnie Robinson, Alexander Alexander, Lattimore Brown, Soul Ambassadors and more--the stature of their giant, Joe Simon. Martha Reeves & the "new" Vandellas rehearse in Detroit for their current tour, presided over by soul jock Jerry King. Lovely Martha, who, like Carla Thomas, is aiming at movies and modeling, says she is just beginning to feel the pressure in the music world. Martha: the next super soul group will be the Fellas, headed by the Temptations, David Ruffin, and the Campions. The chances are better than even that two more Tempos will join Ruffin, probably looking for the "old" Temptations for good. By the way, Motown can rest easy that the Holland-Dozier-Holland Mat has not left the company with poor pennmanship. Replacements Simpson, Ashford & Armstrong should more than fill the bill, with Jo Armstead a hitmaker on her own with "A Love Goodbye," recently on the Giant label.

** **


** **

TIDY-GRITS: Erma Franklin, Shout's soul queen, is on the V.J. guest list for the world premiere of "Roman's & Juliet" Friday (6). For those like to make their reservations a little in advance: Aretha Franklin set for two weeks at the swank Caesar Palace in Las Vegas, Mar. 15-29. The reservations and the impressions will warm things up for Aretha with a four-week stay at the Palace, beginning June 6, 1969. Joe Dee Warwick is the revised date on her British tour is Friday (18) for three weeks. A tip of the hat to Rochelle Reed and Soul Illustrated, who provided the cover photo and text for James Brown & The Famous Flames on Smash, now moving into double figures in sales. It's a must for collectors and a shocker for believers in Brown's vocal ability. Janvier Valley has joined a West Coast integrated all-star blue band--release in a few weeks. The Robert Patterson Gospel Singers, United Artists sounders, open a five-week, European tour, beginning Friday (18) in Germany, Switzerland and Austria, their fifth tour of Europe in five years. Producer Paul Kirk has tied with New York's Atlantic Recording Studios, pegging it as the next hot spot for the best in R&B product. Kirk has just wrapped up production on Al Bell's "I've Got the Power!" on "Hooked." Get well wishes to Inex Fox, following a throat operation. The Sandpebbles are together again after a short split. The Intruders play the Apollo Theatre for their fourth Friday (11), giving way to the Sweet Inspirations, Oct. 25-31. Dave McAlarre has kicked off Drifters' tour in England with an assistant editor. John Lee Mahin, McAlarre adds that Dave Ruffin should have no trouble soiling, since before joining the Temptations he recorded as a solo on the Checkmate in 1951. A real pro- fessor of soul, McAlarre and his English r&b bow in January. Honorable mention, too, to Detroit's Scene Magazine for serving the black community. Next issue due from St. Louis ("Aunt Dora's Love Soul Shack"). Otis Clay ("Do Right Woman--Do Right Man"), Bill Medley ("Peace Brother Peace") and the Hues ("White Skinners of Pal"), Stanley W. Steinhaus, vice-president of Motown S.A. in Venezuela, tops Soul Sauce and readers on the South American soul scene: about 40 per cent of all Carrus programming at least 13 radio stations--Motown, having started out only with Donnie Warwick of Scepter, has seven Wand items planned through the end of the year plus The Sound of Soul series, Volumes 1-6, Al Green, singles from various labels, particularly Anty-Mma Bell. Steinhaus says that American artists should try to include Carrus on tour, since Venezuela has about 75 dislocations where only records are played on a radio format programmed for soul. Over 50 per cent of Billboard's Hot 100 chart is either on the soul wagon or recently. Sputter Action of Reader's Digest Soul Sauce. Do You. ** **

Makin' Fire: Peggy Scott & Jojo Benson, "Pickin' Wild Mountain Berries" (S).... Unifips, "Court of Love" (Kapp)... Fantastics, "Lady Love" (Big Top)... Profilees, "I'm Not That Kind of Girl"... If I Didn't Love You" (Duo).... O'Days, "The Choice" (Bell).... Johnny Nash, "Hold Me Tight" (Casablanca)... From Maria b-i "I Want You Out of My Life" (SST).... Jerry Butler, "Wrong Union Man" (Mercury).... Marvin Gaye, "Chained" (Tamla).... Carl Carlton, "I Say I Want You" (Epic).... "Don't They Leave Us Alone" (Back Beat).... Carla Thomas, "Where Do I Go" (Stax).... Archie Bell & the Drells, "Do the Check" (Atlantic).... Ray Charles, "Sweet Young Thing Like You" (ABC).

R&B Imports Put Call on Chart Course Again

Continued from page 10

tion director Ronnie Protter said that "we're planning to ac-
quire as much of this material as we can." "Oh, Lord, Why
Lord," by the Los Pop Top. Next week on the chart, this
has just begun to break in cer-
tain parts of the country, Pro-
tor said. Los Canarios 'Get on
Your Knees' has just been re-
leased.
New Albums for October

VICTOR
Ed Ames Sings the Hits of Broadway and Hollywood
LSP-4070

VICTOR
BABY, COME BACK
THE EQUALS
LSP-4078

VICTOR
HOMER AND JETHRO LIVE AT VANDERBILT.
LSP-4024

VICTOR
ALABAMA WILD MAN JERRY REED
LSP-4069

VICTOR
WALKING IN LOVE LAND
Eddy Arnold
LSP-4089

VICTOR
THE BLACKWOOD BROTHERS QUARTET
LSP-3914

VICTOR
YOU CAN'T HEAR NOTHING YET
Eddie Fisher
LSP-3917

VICTOR
THE BEST OF
freddy MARTIN
LSP-4044(e)

VICTOR
JIM REEVES ON STAGE
LSP-4054

VICTOR
NAT STUCKEY SINGS
HARPER VALLEY PTA PLASTIC SADDLE
and 12 others
LSP-4062

VICTOR
THE BLKWOOD BROS.
LSP-4075

VICTOR
The Happiest Sound in Town
Marilyn Maye
LSP-4059

VICTOR
Whispering Hope
George Beverly Shea
LSP-4058

VICTOR
HOLDING YOUR MIND
JOHN GARY
LSP-4029

VICTOR
YANNOVIC'S FAVORITE POLKAS
FRANK YANKOVIC
LSP-4074

VICTOR
GREAT COUNTRY SONGS
DON GIBSON
LSP-4075

VICTOR
MORE COUNTRY SOUL
DON GIBSON
LSP-3968

VICTOR
GOOD TIMES
WILLIE NELSON
LSP-4057

RCA
TIMES WILLIE NELSON
LSP-4070

Available on RCA Stereo 8 Cartridge Tape
www.americanradiohistory.com
CHRISTMAS IS JOYFUL WARMTH AND DOT'S GOT IT!
Christmas, 1968 release

The Mills Brothers
"Merry Christmas"
DLP 25232

Billy Vaughn
"Have Yourself A Merry Christmas"
DLP 25999

The Jack Halloran Singers
"The Little Drummer Boy"
DLP 25233

The Midnight String Quartet
"Christmas Rhapsodies for Young Lovers"
Viva 36010
NEW YORK—Japanese tape recorder manufacturers, who initially propelled Philips' cassette system into worldwide orbit, may prove to be a one-year order for Philips in the year to come.

While Philips is moving ahead with its a-8-track automobile units in Europe and the U.S., Japanese firms have adopted the 8-track load system as their standard. (The Philips letter-in-feed system permits cassettes to be inserted into the machine, and the system protects the tape from accidental erasure by incorporating the record-lock mechanism currently found on all cassette units. The 8-track system, with its head-first entry, readily permits automatic reverse. Intended primarily for pre-recorded tapes, it does not protect the pre-recorded information.)

Some Japanese companies have requested and have been granted permission by their government to produce automobile cassette players incorporating the 10 patents of the Staar system. Four additional requests are pending. The Staar system was initially developed by the Staar Institute in New York.

Several prototype models incorporating the Staar principle have already been shown in the U.S. Automatic Radio, AIWA and Tenna Corp., displayed Staar units at the Consumer Electronics Show last June. These units, however, did not incorporate automatic reverse.

The nine Japanese manufacturers who are building Staar system cassette players are Hitachi, AIWA, Teikoku Duma, New Nippon Electric, Sanyo Electric, Fujita, Maruwa Electric and Kyokuyo Electric.

In addition, Sony, Nippon Columbia, Haya-kawa Electric and Crown have applied for government approval.

JUDGE DENIES SUPERBA MOTION

LOS ANGELES—Superior Court Judge Benjamin F. Landis denied a motion to disqualify Judge Robert S. Thompson from presiding in a lawsuit involving CBS and Edward F. Krasin Jr., of Superba Tape Co.

The motion to disqualify Justice Thompson was presented, by Krasin's attorney, who introduced an article which appeared in Billboard, Aug. 17, 1968. The article quoted an individual, who was named and who allegedly was on the staff of Judge Thompson. It also contained a quotation purportedly made by Judge Thompson.

In the hearing on the motion, Judge Thompson testified that he had no "spokesman," that he had interrogated all associates assigned to his court and that they had all denied any statement of any kind, and also that no one was authorized to make any statement on his behalf.

The Board of Supervisors, who were the citation, testified that they had not spoken with Judge Thompson, but declined to name who had authorized them to speak. The correspondent testified that the quote attributed to Judge Thompson was incorrect. Board members regret the inconvenience it may have caused Judge Thompson.

Inforonics' New Dub-Mate

Inforonics, manufacturer of 2 and 4-track and cassette duplicating equipment, has introduced a high-speed 6-track duplicator.

The 8-track equipment duplicates four 8-tracks at a time from quarter-inch 4-track stereo tape masters. All eight tracks are recorded simultaneously.

Daily production capacity is 250 1,200-foot reels of 8-track tape, which makes it possible to load 2,000 standard 8-track cartridges with 250 each day, according to Peter H. Stamat, who said:

"Continued on page 50"
Following up “EYES OF A NEW YORK WOMAN”
15 weeks on the charts....
The great new B. J. THOMAS single is “HOOKED ON A FEELING”

Produced by Chips Moman
Written by Mark James
SCEPTER RECORDS 12230
**Tape CARtridge**

**New Tape CARtridge Releases**

**AMPEX**

**ABC**
The Test of THE IMPRESSIONS; (8) M85654, (4) X45654

**A&M**
The SANGPIPERS—Safely; (8) M8147
BILL MEDINA BAND—Do You Know The Way To San Jose; (8) M8150

**Atlantic**
JOE HARRIOTT DOUBLE QUINTET—Indo Jazz Suite; (8) M81463
HUBBARD—High Blues Priority; (8) M8150

**Capitol**
HIGH CHAMPIONS—Double Cross; (8) M81503
CLARENCE CARTER—The; (8) Clarence Carter
Crazy World OF ARTHUR BROWN; (8) M815196, (4) X45710

**Bell**
MINNEAPOLIS RHYTHM—Angel of the Morning; (8) M80024, (4) X45923
THE SIXTOS—March; (8) M80033

**Bluesway**
B. B. KING—Lisadry; (8) M80046, (4) X45016

**Deram**
MOODY BLUES—In Search of the Left Chord; (8) M82471, (4) X45471

**Dot**
BILLY HOPKINS—A Current Set of Standards; (8) M82502
LEONARD WINTER—The Way I Feel; (8) M82503
COUNT BASIE & THE MILLS BROTHERS—Reminiscences; (8) M82504

**Dunhill**
STEPHEN PASSEY—The Second; (8) M83037
MAMAS AND PAPPAS—Golden Earring; (8) M85503, (8) X45002
THE BEARS—King; (8) M85544, (4) X45044

**Elektra**
ABBEY ALDERSFIELD-blues Band—In My Own Dream; (8) M82023, (4) X45000

**Heritage**
CHERRY PEOPLE—(8) M83000, (4) X45500

**Impulse**
The Best of GABOR SZABO; (8) M83173, (4) X45173

**London**
TCHAIKOVSKY—STRING QUARTETS (2)—(8) M84102

**MGM**
IAN & EVELINA—Full Circle; (8) B40430
HUGH MASEKELA—The Americanization of South Africa; (8) B40473

**Monument**
CHARLES AZAROV—Carrie on Espanol, Vol. 1; (8) M85039
RAY STEVENS—Even Stevens; (8) M85102, (4) X45202

**Parrot**
ENGELBERT HUMPERDINCK—Without You; (8) M87622, (4) X45722

**Reprise**
ABDO GUTIERREZ—Arle; (8) M8999
MINIA MASEKA—Matwala; (8) M89310

**Scepter**
R. L. THOMAS—I’m So Lonesome I Could Cry; (8) M8520

**Skye**
BRASS TATTOO—The Wildwood of My Mind; (8) M86455, (4) X4555

**Savoy**
Now Available From Your Local Distributor

**SPEEDY, PROMPT, DELIVERY**

Send for Catalog or Contact—RAY RAND
Livingston Audio Products Corp.
1275 Bloomfield Ave., Fairfield, N. J. 07004
Phone 201-226-8300

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**THE PULSE OF MUSICAL AMERICA**

**GOSPEL — SPIRITUAL — JAZZ**

*The Leaders In 8 and 4 Track Tape Cartridges*

**SAVOY**—Livingston

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**OF ALL THE PEOPLE**

**AND OF THE NATION**

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**ORRTRONICS**

**KEEPS TURNING THEM ON**

---

**ATTENTION: ALL**

**ITCC DISTRIBUTORS**

---

**FOR THE MONEY**

---

**OCTOBER 12, 1968, BILLBOARD**
HERE ARE 5 BIG


The Orrtronics Special 8. For the quality conscious and budget minded. This 8-track cartridge stereo car tape player is the economy version of the AUTOMATE 8 + 4. Includes the same dependable Orrtronics sound. Features push button track control selector. Adjustable tone control. Effective dust guard cartridge door. Comes in attractive midnight black finish with chrome feature strips. Looks good. Sounds great.

The big Orrtronics “turn-on” continues with great new stereo tape players for car and home. Add to this exciting product line a unique and powerful advertising and sales promotion program designed to communicate with today’s turned-on generation. The result is interest. Big interest. And that’s where you come in. We’ll create the interest. You close the sale. Make sure Orrtronics stereo tape players are a part of your profit structure. Turn on sales. Turn on profits...with Orrtronics, the stereo tape players that really turn them on.

Write today for details on our complete distribution program.

Orrtronics, Inc.
P. O. Box 864, Toledo, Ohio 43601
The Orrtronics Home Entertainment Center. An 8-track cartridge stereo tape player with matching walnut speakers. Blends perfectly with the finest surroundings. Offers the latest features in cartridge tape playing. Plays a 4-track cartridge with an adapter. Contemporary design. Illuminated program selector. Individual controls. Exclusive selector control for automatic shut-off, continuous playback or auxiliary input.

The Orrtronics Cartridge Tape Player. An 8-track stereo preamplified version of the home entertainment center. Plays through your present home stereo system. Adds versatility at minimum cost. Fully automatic. Comes in attractive walnut case. Features illuminated program indicator, dust guard cartridge door, individual output preamplifier controls located at the rear of case. Enjoy tapes from car to home.

National ads like this in leading magazines. A combined circulation of over 22 million (not to mention leading dealer publications). Taped radio commercials, too, along with P-O-P displays, ad mats, banners, literature, everything you need for making Orrtronics tape players the fastest moving items in your inventory.
American Tape Duplicators
To Bow Own Cassette Line

- Continued from page 25

Recorded Tape's Western regional sales manager, through a separate deal with the Northern California duplicator, points out that Tape-Mates and QRT use the same distributors.

Tape-Mates uses one master and 10 slaves for its cassette operation. Fifteen people work in the duplication department on both cassette and open reel. The master tape spins at 120 l.p.s., the slaves at 30 l.p.s. Tape-Mates' first release of $5.98 cassettes is set for Nov. 1; its initial $5.98 release came out in July.

Infonics Intros New Duplicator

- Continued from page 25

ident. Slave machines are available to double the output capacity to 4,000 cartridges daily, he said. Stanton said the duplicator was designed for the smaller, independent tape duplicator who requires an inexpensive piece of equipment capable of producing 2,000 to 4,000 8-track cartridges per day. The equipment will be marketed in the U. S. and overseas.

The equipment is compact and portable, since it consists of two interconnected machines each of which weighs less than 50 pounds. The duplicator is priced at $5,950.

Infonics recently introduced a cassette duplicator, which produces four one-hour cassettes every four minutes from a reel-to-reel master tape.

Phonics Unit
For Eur. Autos

By B. S. HAGEMAN

AMSTERDAM—Philips Eindhoven has launched in European markets a new combination car radio and music cassette player which is retailing at about $100.

The radio cassette player works off a 12-volt car battery and is notable for its facility of operation. When used for cassette playing, the machine automatically switches back to radio reception once the cassette comes to an end.

Instant Cartridge
Just add tape.

The cam post, pressure pad, and pressure roller have been pre-assembled in our sunlit kitchens. But only you will ever know.

Philips Unit
For Eur. Autos

By B. S. HAGEMAN

AMSTERDAM—Philips Eindhoven has launched in European markets a new combination car radio and music cassette player which is retailing at about $100.

The radio cassette player works off a 12-volt car battery and is notable for its facility of operation. When used for cassette playing, the machine automatically switches back to radio reception once the cassette comes to an end.
2 Complete Operas Out This Month on London

NEW YORK—Two complete operas are being issued by London Records this month, one of them, "La Scala," the first with a program devoted to the acoustical equipment of the Italian opera house. The other, "Adrianna" (17), is by Puccini, and "La Scala" is by Verdi. The cast of "La Scala" includes Caruso, with the remainder of the cast made up of other leading singers. The opera is conducted by Toscanini and is accompanied by the Philharmonic Orchestra. The second opera, "Adrianna," is a new production of the opera by the Metropolitan Opera Company, conducted by Leinsdorf.

ROSSINI CYCLE AT LA SCALE

MILAN—La Scala opera house is presenting a Rossini cycle through Nov. 24, in commemoration of the 200th anniversary of the Italian composer's death. The cycle began on Saturday (3).

The cycle includes both the two-act "La Pietra del Para
duro" and "La Cenerentola," as well as "Carmen." Rossini's operas were performed by a company that included the following principals: Micaela, Marcella, and Ford. The conductor was Leinsdorf, and the orchestra was conducted by the Philharmonic Society. The cycle will be completed by a new production of "Carmen" on Nov. 23, conducted by Leinsdorf and the Philharmonic Orchestra. The cycle was attended by Rossini's sons, who were present to hear their father's work. The cycle was well received by the audience, and the opera was a great success.
It's in the Cards

Continued from page 32

Kodaly's concert version of the Hungarian Psalm for String Orchestra, which was performed by the Budapest Radio Orchestra conducted by Ervin Zoltan, will be televised on Sunday (13) in the New York Metropolitan Opera's series. The program will be broadcast on Sunday (13) in New York and Monday (14) in Chicago.

FRED KIRBY

Kerk Dobert Disk Set Release Cosmos

BRUSSELS — The debut record of the Julian Kerk pop group, Same, which features lead vocalist Denis Preston, will be released in Belgium by Gramophone, in France by Festival and by Metronome in Scandinavia.

The group is led by Barry Kirsch, who is the son of Gramophone managing director John Kirsch, and Julian Smith.

OCTOBER 12, 1968, BILLBOARD
NASHVILLE — Groundbreaking for the $350,000 ASCAP complex will take place here Monday (14), according to regional manager Ed Shes.

Stanley Adams, president of ASCAP, will head the list of officials on hand. Guests will include the officers and board of directors of the Country Music Association, leading music industry people, artists, musicians and city and state officials. The ceremony, at 10:45 A.M., will be followed by a lunch and cocktail party at the City Club.

The massive building will replace three existing structures at 17th Avenue and Division Street, at the head of Music Row. It will face both 17th and the soon to be constructed Music City Boulevard, which in turn will replace 15th Avenue.

Construction is being done by W. B. Cambron, who also was the contractor for the Country Music Hall of Fame and Museum, and for the BMI building. All three of these structures now will be in close proximity.

Among other things, the building will house an executive office for Shes, an office for Nashville manager Juanita Jones, other offices, and a press relations room which will include telephone, typewriters and a secretary at the disposal of newsmen.

Both the land and the building are owned by Chet Atkins and Owen Bradley, and will be leased to ASCAP on a long-term basis. It will be built to exact specifications for the performing rights society, and will contain a board of directors' room.

"We plan to hold the first ASCAP board meeting outside of New York in our new building as soon as it is completed," Shes said. "There also will be an archives office."

Staffers Added

Shes plans to announce soon the addition of an artist relations man, and other staff members. The longtime executive director of the Nashville Area Chamber of Commerce said his ambition was to carry out the promise of Stanley Adams that ASCAP would become the strongest force in the country music industry. Adams had stated that during his years at ASCAP, within a reasonably short period of time, ASCAP would have at least 50 percent of the country music charts.

ASCAP will host its awards luncheon at noon following Thursday (17) at the Grand Ballroom of the Opryland Inn, and stage its cocktail party there for the "Opry" convention the following evening at 5:00.

---

Loetz Bullish in Review of CMA

NASHVILLE — Country Music Association (CMA) board chairman Jack Loetz, in a review of CMA activities during the past year, joined the organization in acknowledging the role of the music industry.

"The popularity of country music continued to outpace the other categories of music," said Loetz, vice-president of MCA.

He said the avenues of exposure continued to expand via radio, TV, clubs, movies and fairs as well over the past year.

An increasing number of record companies this past year have devoted more money and energies to country product than ever before," Loetz added.

Long, owner of the Heart Long Talent Agency, said country music "has never been bigger," and he felt the industry would grow even more.

His claims were backed by the CMA's executive director. She pointed out that the demand for "Grand Ole Opry" tickets this past summer and a record amount of tickets at the Country Music Hall of Fame reflects a tremendous growth in interest in country music. Additionally, more radio stations have switched to the country format where over 463 of them now program country music on a full-time basis.

With the addition of the Cleveland and Boston markets during 1968, there is hardly a major market left in the U.S. without at least one full-time country music station.

Mrs. Walker noted that in the area of television, never have more country artists been exposed on network shows than during this year. "Glenn Campbell's summer show opened a number of doors for country music, and in the last six months hundreds of thousands of new people on this music form," she said.

The syndicated TV shows have gained new markets, and this year the annual CMA Country Music Awards presentation will be on network television, carried as part of the "Kraft Music Hall" on NBC-TV.

"During the year we have seen expansion of country music activities on an international basis," she said, "with our first CMA international seminar planned during the festival this month." She also cited the Music City Pro-Celebrity Golf Tournament.

---

Country Next For Runwood?

NASHVILLE—Runwood International, Inc., may be signaling a move toward the country field, with representations and displays at the "Grand Ole Opry" Birthday Celebration and Country Music Association convention here later this month (Oct. 17-19).

Vic Frazier, regional director of sales and promotion for the Lees, threw out the idea that president Randy Wood and Lawrence Welk both were participating in the Pro-Celebrity Golf Tournament, and that Runwood should "deeply involve" in all convention affairs.

Wood, while with Dot Records and their original sponsors with WSM of the autumn gathering, Dot has reinstated the association, and Wood now is getting a new foothold with his Runwood Records. Frazier formerly worked for Wood at Dot, where he was re-
<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE</th>
<th>Artist, Label, Number, Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>HARPER VALLEY P.T.A.</td>
<td>Bill Anderson, Decca 32260 (Stellin, BMG)</td>
</tr>
<tr>
<td>2.</td>
<td>3.</td>
<td>HAPPY STATE OF MIND</td>
<td>Bill Anderson, Decca 32260 (Stellin, BMG)</td>
</tr>
<tr>
<td>3.</td>
<td>5.</td>
<td>THEN YOU CAN TELL ME Goodbye</td>
<td>Don Gibson, RCA Victor 47-9364 (Acuff-Rose, BMI)</td>
</tr>
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<td>4.</td>
<td>4.</td>
<td>ONLY DADDY THAT'LL WALK THE LINE</td>
<td>Buddy Holly, RCA Victor 47-9356 (Acuff-Rose, BMI)</td>
</tr>
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<td>5.</td>
<td>6.</td>
<td>NEXT IN LINE</td>
<td>Conway Twitty, Decca 32301 (Team, BMG)</td>
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<td>6.</td>
<td>7.</td>
<td>LOOKING AT THE WORLD THROUGH A WOMAN'S EYES</td>
<td>Carl Perkins, United Artists 55322 (Fabulous, BMI)</td>
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<td>7.</td>
<td>8.</td>
<td>LET THE WORLD KNOW ON A TURNIN'</td>
<td>Don Owens &amp; Buddy Alan &amp; the Backcasters, Capitol 2237 (Crest Blue, BMI)</td>
</tr>
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<td>8.</td>
<td>11.</td>
<td>MAMA TRIED</td>
<td>&quot;The Ballad From Killer's Valley&quot;, Capitol 2219 (Blue Book, BMI)</td>
</tr>
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<td>9.</td>
<td>9.</td>
<td>FLOWER OF LOVE</td>
<td>Leon Hayman, Atlantic 4000 (Gallico, BMI)</td>
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<td>10.</td>
<td>12.</td>
<td>IT'S ALL OVER BUT THE CRYING</td>
<td>Hank Williams Jr., MGM 4840 (Studios, BMI)</td>
</tr>
<tr>
<td>11.</td>
<td>13.</td>
<td>LOVE TAKES CARE OF ME</td>
<td>Bobby Bare, RCA Victor 47-9363 (Acuff-Rose, BMI)</td>
</tr>
<tr>
<td>12.</td>
<td>10.</td>
<td>BIG GIANTS DON'T CRY</td>
<td>Lynn Anderson, Chart SP-1042 (Yehuh, BMI)</td>
</tr>
<tr>
<td>13.</td>
<td>14.</td>
<td>I JUST COME TO GET MY BABY</td>
<td>Faron Young, Capitol 2227 (Team, BMG)</td>
</tr>
<tr>
<td>14.</td>
<td>15.</td>
<td>A LITTLE BIT LATER ON DOWN THE LINE</td>
<td>Bobby Bare, RCA Victor 47-9363 (Acuff-Rose, BMI)</td>
</tr>
<tr>
<td>15.</td>
<td>17.</td>
<td>HE DADDY</td>
<td>Charlie Louvin, Capitol 2231 (Southtown, BMI)</td>
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<td>16.</td>
<td>16.</td>
<td>UNDO THE RIGHT</td>
<td>Johnny Bush, Shb 193 (Paragon, BMI)</td>
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<td>17.</td>
<td>18.</td>
<td>IN LOVE</td>
<td>Barry Swartz, Capitol 2240 (Tremere, BMI)</td>
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<td>18.</td>
<td>21.</td>
<td>WALK ALONE</td>
<td>Marty Robbins, Columbia 44303 (Big Top, BMI)</td>
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<td>19.</td>
<td>19.</td>
<td>FROM HEAVEN TO HEARTACHE</td>
<td>Bobby Lewis, United Artists 50227 (HiTop, BMI)</td>
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<td>20.</td>
<td>20.</td>
<td>WE'LL GET AHEAD SOME DAY</td>
<td>Porter Wagoner &amp; Dolly Parton, RCA Victor 47-9359 (Carmine, BMI)</td>
</tr>
<tr>
<td>21.</td>
<td>22.</td>
<td>WE LOVE ME, LOVE ME</td>
<td>Bobby Bare, Columbia 44308 (Gallico, BMI)</td>
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<td>22.</td>
<td>24.</td>
<td>SHE WEARS MY RING</td>
<td>Roy Price, Columbia 44628 (Acuff-Rose, BMI)</td>
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<td>23.</td>
<td>23.</td>
<td>RENO</td>
<td>Donny West, RCA Victor 47-9349 (Acuff-Rose, BMI)</td>
</tr>
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<td>24.</td>
<td>22.</td>
<td>HAPPY STREET</td>
<td>Jim Whitman, Imperial 43811 (Singleton, BMI)</td>
</tr>
<tr>
<td>25.</td>
<td>19.</td>
<td>ON TAP, IN THE CAN OR IN THE BOTTLE</td>
<td>Hank Thompson, Jan 17538 (Harmon Valley, BMI)</td>
</tr>
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<td>26.</td>
<td>31.</td>
<td>LET THE CRIPS FALL</td>
<td>Chet Atkins, RCA Victor 47-9422 (Jack, BMI)</td>
</tr>
<tr>
<td>27.</td>
<td>30.</td>
<td>WHEN YOU ARE GONE</td>
<td>Don Renz, RCA Victor 47-9414 (Tschach, BMI)</td>
</tr>
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<td>28.</td>
<td>27.</td>
<td>I STILL BELIEVE IN LOVE</td>
<td>Don Powell, Decca 32375 (Starday, BMI)</td>
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<td>29.</td>
<td>29.</td>
<td>I CAN LOVE YOU</td>
<td>Jimmy Newman, Decca 32206 (Wild, BMI)</td>
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<td>30.</td>
<td>33.</td>
<td>PUNISH ME TOMORROW</td>
<td>Carl Perkins, Columbia 44697 (Paragon, BMI)</td>
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<tr>
<td>31.</td>
<td>34.</td>
<td>THE SOUNDS OF GOODBYE</td>
<td>George Jones, Columbia 44309 (HiTop, BMI)</td>
</tr>
<tr>
<td>32.</td>
<td>32.</td>
<td>GOD HELP YOU WOMAN</td>
<td>Don Gibson, RCA Victor 47-9367 (Glison, BMI)</td>
</tr>
<tr>
<td>33.</td>
<td>35.</td>
<td>SWEET CHILD OF SUNSHINE</td>
<td>Norma Jean, RCA Victor 47-9367 (Glison, BMI)</td>
</tr>
<tr>
<td>34.</td>
<td>33.</td>
<td>BORN TO BE WITH YOU</td>
<td>Sunny James, Starday 8507 (Sun, BMI)</td>
</tr>
<tr>
<td>35.</td>
<td>36.</td>
<td>DRINKING CHAMPAGNE</td>
<td>Cal Smith, Kapp 920 (Starday/Wyn-Starr, BMI)</td>
</tr>
<tr>
<td>36.</td>
<td>38.</td>
<td>JOHNNY ONE TIME</td>
<td>Phil McCloud, Capitol 47-9606 (Wright, BMI)</td>
</tr>
<tr>
<td>37.</td>
<td>40.</td>
<td>SOUTHERN BOUND</td>
<td>Sunny Price, Bowe 1073 (Pentron, BMI)</td>
</tr>
<tr>
<td>38.</td>
<td>37.</td>
<td>SHE STILL COMES AROUND</td>
<td>Jerry Lee Lewis, Smash 2186 (Glison, BMI)</td>
</tr>
</tbody>
</table>

**Flash**

... Should last prove a hit all over again via this duet by two of the brightest new stars on the Nashville Scene.

Top Performance.

*BILLBOARD'S TOP 20 C&W SPOTLIGHT* 9/28/68

**JOHNNY DUNCAN & JUNE STEARNS**

On Columbia Records

#44556

PUBLISHED BY: ACCCLAIM MUSIC
Country Music

9-Day Endurance Contest of Fun: Golf Tourney Ready to Tee Off

NASHVILLE — A nine-day span of entertainment, parties, sports events and some serious seminars gets under way this weekend. Officially, there is the start of the 10th annual Andy 
Gable Ole Opry, held the 10th anniversary meeting of the Country Music Association, which 
emarded a network television spectacular, and watched a parade of singers in seemingly endless 
shows, interspersed only by seemingly endless parties.

The participants also will have been wined and dined before putting away the 90's and 
into another round of parties, private and public.

The official convention agenda (Billboard, Sept. 7) does not 
include details on the invitation-only functions, nor some of the wide-open affairs that will be 
taking place.

Columbia will have its hospitality room full blast in the 
Iris Room of the Hotel Her 
mance in addition to its show 
which feature some 40 acts. 
Capitol will have its famous picket party, organized by Wade 
Pepper, and hospitality in the 
Walnut Room of the Capitol Park 
aton, 26th. There will be, by annual 
usual, at least 40 hospitality suites 
giving at nearly any given time some entertainment, which 
cludes the international seminar and an interview set-up 
with the acts.

In those with the stamina to make it, the marathon ends on 
Sunday morning (20) with one last session by Columbia Records.

For those who may want to see the video aspects of the 
Friday night CMA awards, this can be seen on NBC-TV 
Oct. 30.

Music

Cable

9-Day Contest of Fun: 
Golf Tourney Ready to Tee Off

In Nashville, the entire week is "big and better. "The 
hundredth anniversary of the 
figure will be passed despite val 
our to the welfare of those in the 
end, aged or otherwise in need of help.

What once was a one-day 
the turn of the year, a dozen 
the town of Franklin, where 
According to those previously announ 
clude Perry Corbin, Webb Pierce, 
Palmer, some of the leading celeb 
entertainers in the United States.

The latest is to agree to take part in the new-look event. Some of 
those previously announced in 
clude Perry Corbin, Webb Pierce, 
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The list for this year includes 
Dr. David Rogers at the Egyptian Ball 
rooms in Atlanta, Georgia, VP 
ager at WLTT, Gastonia, N.C., 
ning the tour and the 
Festival will be without equal in 
its last 50 years. The last two 
the list and are the longest.

Long-time WSM announcer 
Harry Stowe suffered a stroke 
while in Nashville. He was re 
covered for a prolonged 
Opry acts... Billy Reynolds 
the Lebanon, Tenn., office, on 
Opry, will be run by Joe Walker, 
former manager of the Ernest 
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Music has changed the 
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The incomparable Mantovani

- Mr. Stereo
- 49 LP's released
- 49 LP's on charts
- No. 1 selling instrumental artist of all time
- No. 1 in-person attraction

12th In-Person American Tour

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<tr>
<th>DATE</th>
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exclusively on LONDON®
THE 5TH DIMENSION
SWEET BLINDNESS NO. 768
A NEW SINGLE! PRODUCED BY BONES HOWE

a new hit single from their new hit album, STONED SOUL PICNIC
Radio-TV programming

WMCA Cuts DJ’s From Voting—They Gain Freedom In Pacing

NEW YORK—WMCA’s jockeys will no longer vote on the new records to be added to the station’s playlist, according to station manager Terrell Metheny Jr., who announced last week. Previously, disc jockeys were invited to vote on new records that had been screened by music men Joe Bogen and Frank Costa. Metheny said that since now on, all records will be considered on the basis of record sales and air play, effectively giving more freedom in pacing their own music on an artist-by-artist basis. In the past, Bogen and Costa prepared the show of each day.

In general, Metheny has launched a cleaning up of the sound of the music. He has dropped the “Good Guys” segment in which the jockeys each day in turn present their idea of a “good record.” In fact, he’s now moving out sweat shirts left over from a long-gone promotion of the “Good Guys.” He said the station’s telephone reports were once at WKLO in Louisville. He also abolished the routine of the hour reports except in drive time.

What is disappearing are the gimmicks such as the talk-back chosen segments called “Wanny” on the Joe O’Brien show each morning. Air personalities are playing it straight.

“We’re playing the same music, more or less, except that we’re trying to make the station sound good,” Metheny said.

Sonia Malkins In TV Series

WOODSTOCK, N. Y.—Sonia Malkins, French folk singer, will star in a series of 10 half-hour TV shows featuring folk music. The 12-week series was launched last week. The shows, which also feature guest artists, are being filmed at a college campus in New York City, for an eventual broadcast in New England.

Bo McCullough, who has directed many other NET shows during the past two years and whose performances have also been broadcast on WBAI-FM, New York.

IBS Maps ‘69 Meet Plans—Exhibs To Have It Easier

BETHLEHEM, Pa.—The Interstate Broadcasting System (IBS) is mapping plans for next year’s college radio stations association conference, to be held in Atlanta, March 21-23, and record company executives are being given an opportunity to exhibit products they’ve had, reports Tom McCullough, IBS vice-president of system operation, said that all exhibits will be contained in one hall. “And exhibiting hours have been expanded from 8:30 a.m. daily toward the making music people to the record companies with the aim to get more people attend sessions,” McCullough said.

The convention will be held in the Washington Hilton, before the annual convention of the National Association of Broadcasters, which will be held this year March 23-26. To make it easier for record companies, this year IBS will issue color-coded name tags to students; i.e., program disk 1A (30 watt stations), a different color tag than music director and engineer.

Rox-Stan Shoots A Variety Pilot

BEVERLY HILLS, Calif.—Rox-Stan Enterprises here is shooting a music variety show in the Factory nightclubs. The show will be aimed at the college crowd, according to producer Stan Richards, and format will revolve around a nightclub act. The hour show, directed by Ray Cleverton, would not only display the talents of name acts, but visiting artists.

PERSONALITY PROFILE

‘Rosko’: WNEW-FM’s Big Gun

NEW YORK—“I’ve never received a letter that started out, ‘I love you.’” They say they love him. The fact that盘 that says Rosko, the major domestic personality on WNEW-FM (1020) radio, has been added, “That’s going to be very proper personalities. If you go to the letter, would you say more than 10 percent would say they like him.

Rosko has learned his place in this business. All the listener asks is that we be ourselves. Too many people rise on the fear of the artist or the record. We shouldn’t be like the records. Believing that his listeners actually pick the music he plays, Rosko is a new phenomenon (i.e., Rosko, Rosko) community projects because, “You give me something, but you get much more and you can take it back on the air. In broad daylight, you’re not footlights. You see those faces.”

He also taps the feeling of listeners by his frequent visits to local college campuses. Interesting enough, general manager John Hoffer, Jr., has gone on most of those trips with him. To the university, for example. For all this, Rosko has built Rosko, the biggest name in the industry, “that’s what he’s a big gun, by actor James "Rosco" Bibeau. WNEW-FM finds that Rosko is third in 18-34-year-old listeners in his 7-midnight slot time.

You can’t just line the three or five hours on the air,” he said. “You have to get with the people. So, I don’t really select my own music. The people do. They’re the ones who are playing approved artists; they’ve had previous successful records, those that aren’t the other 40 percent and 20 percent of these are usually eliminated from another trial on the air.

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Rosko got his start in radio after working as a announcer at the Latin Casino in Camden, N. J., when Frank Brock asked about the disc jockey. Hoffer suggested he get into radio. “I said, ‘Come on, you’re kidding’

Rosko tried for WIP in Philadelphia, but it didn’t work out. He did similar job at WDAS Philadelphia. “I was scared the first six months on the air. and even a little bit now.” He later worked for Harry Novick, owner of WHB in New York, and inside Novick. “He was one of the finest music minds I’ve ever met,” Rosko said. “He’s got a good mind. He looks what he does for his community. He worked for WVO, where you couldn’t be yourself. Then Mike Jude (who had a program on WINS) the haircut because I was hungry and I was told I was too tall. The Sklar were then at WINS in New York and so, was Rosko.

He left WINS to join the old KSAN in San Francisco, then shifted to KLAI in Oakland and then KOFI in Los Angeles. In 1964, he came back to WINS New York to open and ence of the Cheeta. When Tommy Reyn-

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Marvin McCallough has been added to the staff of KFMI, Tulsa, Okla., as an announcer; he'd been with a Fort Smith, Ark., station. Bill Cerd has shifted from WQZM in Washington to WASH-FM in that city; he's doing the 9-11 p.m. show there. -- Orra M. Townsend, radio veteran now with WZID in Miami, will retire Oct. 31. -- Edward Wals is now area vice-president for Group W, which puts WKIV and WTMJ in Milwaukee, under his wing; he was in charge of WQZM, Chicago, and WYWO, Fort Wayne. In Pittsburgh, he replaces retiring Director Larry Neuman.

** * *

Harry Newman and music director Larry Scott of KBRR, Burbank, Calif., have written and produced the spot campaign that Capital Records will use nationwide for its fall album promotion. . . . At WPLO in Atlanta, Manager Mike Mason has given news the bird, to take in the air in a dream in the noon-hour spot, as he plans to make the squadron in Kansas City and even WOAI, a rocker, in Atlanta. For the second year, he's been news director of WPLO. . . . John Denson has recently taken over operation director duties at WQBO in Roswell, N.M., to add his get-up-and-go to the rotunda involved with the 100 format personality station; he's been with WQBO in Fort Wayne. One of the participation events he's put on is called President Prater, 1-10 a.m., is playing tie-tie-tie with listeners.

Shifting from CKUW in Detroit, to New York's WNW, is Chuck Browning who was Chuck Morgan. His real name is Chuck Browning, though, and he'll be at 1-1 a.m. -- Barry Richards is doing a pro

dig rock show now on WHMC, 1,000-watt AM station in Gatesburg, Md. It serves Washington needs for his 7-9 p.m. show and will also air interviews. He has been a disc jockey and an announcer at WHAM and WTPM in Washington. . . . A. William MacCallum has been named program director of the American Entertainment Network, replacing John Thayer who resigned. He was supervisor of the "Breakfast Club" and "Paul Harvey Newsmakers" on "Paul Harvey" in Chicago. . . . Richard B. Daniels has been promoted to music director of WYGO, good music station in Canton, Ohio.

According to the latest Pulse (June-August) for Miami, WQZM has the market virtually wrapped up. WQAM has a 19 in the morning, 24 in mid-day, 25 in the afternoon and 24 in the evening. Highest anybody else gets in the market is 13 in the afternoon scored by rocket WFUN. Credit a large share of the success of WQAM to Jim Dunlap, never talked to anybody who didn't have something good to say about Jim. . . . WCAY-FM, classic music station in New York which puts the NBC network flagship station of WQAM-FM into the shadow, has just bowed a new series, "Anson Copeland Presents." Copeland is preparing and hosting the show exclusively for the station. This is a show of musical jazz, broad-cast weekly on Monday evenings, and will offer his own ideas about music, about his favorite composers and performers, and about his own special interest - contemporary American music. The show will be available for syndication. I can't think of a more clever, more productive young producer who is able to introduce classics in musical jazz music that can win the public's attention. It's bound to be a good one.


date to DJ Smith

Many people have done their share to keep local n"cool" this past summer. But one man deserves special comment. Deejay Milton (Berttner) Smith has turned the vacation land of the state into a pleasant place for poor children. Since last June, when he noticed children from the vacationland home not having fun at a local beach, Berttner has been ex- tending 100 to 200 children of every race and creed to Sunday picnics, swimming, boating, and softball games. After sponsoring the events for a couple of weeks, Berttner decided to try to do them bigger and better and went on the air for "Help." Atlantic Records contributed, as \n
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The book "The Great Gatsby" will be brought to the screen by Warner Bros. and Howard Hawks in the fall. F. Scott Fitzgerald's novel was the subject of critical comment when it was published in 1925; Berttner Smith is the man who has turned the beach into a pleasant place for poor children. Since last June, when he noticed children from the vacationland home not having fun at a local beach, Berttner has been ex- tending 100 to 200 children of every race and creed to Sunday picnics, swimming, boating, and softball games. After sponsoring the events for a couple of weeks, Berttner decided to try to do them bigger and better and went on the air for "Help." Atlantic Records contributed, as

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Feliciano to Star in Series

LOS ANGELES—RCA Records artist Jose Feliciano stars in a TV show of his own, "Los Angeles," scheduled to be aired later this year on KMEX-TV, a Spanish language UHF station.

Already in the can are 14 half-hours under the banner, "The Feliciano Show." The blind vocalist hosts the proceedings which feature one of the top names in the business as guest star. The show has been seen here Thursdays at 8 p.m., is being syndicated around the world, according to Feliciano's manager George Greif.
the beatles
hey jude • revolution
apple records
2276
EASY LISTENING

San Francisco

- KBBG

Chuck Adams

Program Director


Tulsa, Okla.

12

- KRMD

San Francisco

- KNBR

Michael Putten

Music Director


Columbus

- WTN

Jim Ohse

Music Director, Personality


WAYE

Carolyn Bleam

Program Director


Waynesboro

- WAYS

C. Mason

Lindale Music Director


Middleburg

- WAWR

Bob Lada

Music Director

- "Sweet Blanche," Sib Dimension, CBS, "I Can't Get Over It," Alton Hewett, ABC.

Charlotte

- WAYS

Dick Stewart

Program Director


Kingston

- WBAZ

Gary Davis

Music Director

- "I'm In A Different World," Four Tops, BLFH: "The Best Of Us," The Miracles, "I'm So Fine," Nancy Wilson, Capitol.

Baton Rouge

- WAHR

Carolyn Bleam

Program Director


Waynesboro

- WAYS

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COUNTRY SINGLES—5 Years Ago
October 12, 1963
1. Talk Back Trampin'[s] Lips—Ernest Ashworth (Victor)
2. Love's Gone Live Here—Rick Nelson (United)
3. Million—George Hamilton IV (RCA Victor)
4. Man O' War Go Away—Roy Price (Columbia)
5. He X 10—Bill Anderson (Decca)
6. You and Her Hair—George Jones (United Artists)
7. Guilty—Jim Reeves (RCA Victor)
8. The Legendary Lonesome—Columbia
9. Faded Love—Patty Cole (Decca)
10. Old Navy City—Bobby Bare (RCA Victor)

Yesteryear's Country Hits

NEW YORK—Cine-Vox Productions is adding two more radio shows—one for easy listening format stations and the other for rock and roll stations—as a companion to its new country music syndicated radio show. Jerry Marshall will host The Jerry Marshall Custom Radio Service, which is designed for easy listening stations, and Yesteryear's Country Hits, which is aimed at younger listeners.

CINE-VOX ADDS 2 SHOWS AS COUNTRY PARTNERS

Radio-TV Job Mart

This edition is published for people working in radio and television, as well as those who are interested in the industry. Please visit the website of the Advertising Club of New York at www.americanradiohistory.com for more information.

Radio-Television Programming

Radio-TV Job Mart

Positions Wanted

WNR DEEJAY HAL JACKSON interview international recording artist Matteo, right, on his radio show emanating from the Marathon Recreation Park, N.J. Matteo has just recorded a Spanish version of "Mas Carda" on Ford Records.

KBRK Bows

AFM 'Sister'

Brookings, S.D.—Station KBRK-FM is being launched here as a companion station to KBRK and music director Robert Gerald Meselehay Jr. said the station will simulcast most of the day. After the daytime AM operation goes off the air, the FM station will feature easy listening music until 10, then be in the rock and progressive rock records until sign off at midnight. General manager of the station is R. J. Reimers. The station serves not only by the city of Brookings, but South Dakota State University's 6,000 students.

Radio-TV Job Mart

Positions Open

Results—Results—Results

"I received several inquiries from the ad in the job mart column!"

"The results of the advertisement for which we ran for three weeks in the job mart were simply fantastic—and I mean fantastic.

A pleased advertiser" Reach the Man You Want to

Billboard's

Radio-TV Job Mart

Use the handy form on this page.
10 Seminars Slated for EIA Conference

SAN FRANCISCO—Approximately 400 industry executives are expected to attend the four-day Electronic Industries Association (EIA) Fall Conference, scheduled to get under way here Monday (7) at the Fairmont Hotel.

The conference will feature 10 seminars, including the first public briefing on the context and implications for industry of the Omnibus Crime Control and Safe Streets Act of 1968.

There will be two briefings on lasers, one John McCauley, has calculations in the space effort and the other on the status and prospects for the laser market. Other events include a seminar on the market for military products overseas, a briefing on radio frequency spectrum engineering, and a session on satellite telecommunications.

The discussion of industry capabilities and State and local governments is provided by a seminar on the third in a quarterly series of exchanges of ideas between manufacturers, engineers, and major manufacturers and product specifications.

The methodologies of technology forecasting will be examined at two half-day sessions Tuesday and Thursday (10). Speakers at the first session will deal with techniques and applications of technology. On the second day, they will discuss specific examples with promise of impact on product lines.

The final event of the conference is a seminar on industrial distribution, the third in a

H. H. Scott Lowers Prices Of Receivers & Systems

MAYNARD, Mass. — H. H. Scott, Inc., has substantially reduced prices on its stereo receivers and compact stereo music systems.

According to sales manager William Glaser, this move was made possible by greatly expanded and mechanized production facilities, thus enabling Scott to produce more units at a far lower cost to the consumer.

Examples of the price reductions are as follows: Scott's best receiver, the 388B 120-watt unit, is now listed at $379.95. The 388B 65-watt FM stereo receiver, formerly $299.95, is now $279.95; and the 348B 120-watt FM stereo receiver, formerly $399.95, is now $349.95; and $348B 120-watt FM stereo receiver, from $499.95 to $449.95; 352B 65-watt AM/FM stereo receiver, from $389.95 to $319.95, and the 388B 65-watt AM/FM stereo receiver, from $439.95 to $379.95.

Reductions in compact stereo systems prices are as follows: 2502 AM/FM/phonograph compact stereo, from $399.95 to $374.95; 2503 de luxe AM/FM phonograph, from $469.95 to $439.95; 2504 FM/phonograph system, from $439.95 to $319.95, and 3505 de luxe FM/phonograph system, from $439.95 to $419.95.

Tenno Profit

CLEVELAND—Fiscal 1968 was a record year in sales and earnings for Tenno Corp., according to chairman William Ludwig.

Net sales for the fiscal year ended June 30, rose to $30,856,908, up 21 per cent over the $25,036,903 volume of the preceding fiscal year. Earnings from continuing operations increased to $1,101,639 or $1.85 a share, compared with $678,245 or $1.03 a share a year ago.

McLain Visits


Audio Retailing
New York—Electro-Voice has applied its modular circularity to four of its new stereo receivers displayed to the trade this week at public for the first time here at the recent High Fidelity Music Show.

The receivers include two 80-watt units and two 40-watt units, with FM alone or both AM and FM. The suggested list price ranges from $200 to $270.

The modular circularity, as applied in Electro-Voice receivers, consists of seven individual modules or sections mounted on a board or, as Electro-Voice calls it, a "mother" board. Each module, which may lock into its own set of short prongs that just vertically from the board, may be replaced or removed almost instantly. There is no soldering. According to a company spokesman, "Modular circularity has other advantages. For example, some delicate circuits are very sensitive to it and are moved to higher circuits so that they are permanently etched to fifteen thousands of an inch, enabling each individual circuit to perform at optimum levels."

"In addition, the modular concept eliminates variations in performance. As most hi-fi enthusiasts know, this is important because each modularity is occasionally great enough to lower sound reproduction quality."

"If servicing needs ever arise, the unitized construction makes it possible for even unskilled persons to remove and replace modules almost instantly."

According to Electro-Voice engineers, "This will reduce long-range service costs and make it unnecessary for the consumer to wait for long periods while his equipment is held."

Electro-Voice, located in Buchanan, Mich., also manufacturers all types of electrical equipment, phonograph needles and cartridges, and a variety of commercial sound products.

New Receiver From Bogen

PARAMUS, N. J.— A new AM-FM stereo receiver with a rated output of 76 watts (HI) and now available from Bogen Communications Division of Lee Siegler, Inc., The all-station, solid-state DB 250 features integrated circuits for better limiting, improving capture ratio, lower distortion and greater reliability.

FM sensitivity is rated at 60 db and solid-state, resonant, ceramic filters provide more than 10 times greater FM selectivity than conventional filters. A mechanical filter in the AM section similarly improves selectivity and eliminates interstation heterodyning.

Modular construction, with printed circuit boards and push-on captive, is used in the receiver. Burn-out-proof silicon output transistors are tested to five times the maximum power required for operation.

Model DB 250, which comes complete with its own enclosure with solid wood end pieces, measures 16 inches wide by 4 inches high by 125 inches deep. The suggested list price is $279.95.

Blues Records Help Dealers

Continued from page 6d

"Customers who buy avant-garde classical music and electronic music will buy avant-garde jazz, too," he said.

Jazz Record Mart stocks about 1,500 titles in stereo and at least 700 in monaural. Koester thinks dealers should be aware that many jazz fans will still continue buying records.

While he has not started stocking tape cartridges, Koester said, "we will have to get into very soon." He said this is in accord with arrangement with Muntz for 4-track releases and is looking for depth, each wall for offering any exclusive duplicating contracts on Delmar," he said.

A believer in mass market advertising, Koester also finds that his informal covers in the store pay off handsomely. "People call at least one week asking when the next concert will be held. These concerts are a way to get people in the store and acquainted with our rather unique atmosphere."
New Album Releases

□ BRUNSWICK
YOUNG-OLD UNLIMITED—Tommy Boye, BL 764141
□ CANTABLE
ROBERT SCHMANN, QUINTET: DUKES FOR TENOR—Adolf-Alexander; Pelikan/Rubinstein; Jifi Sedlak; SLF 1302

□ CROWN V
JIM DUTSON—They'd Walk With Ge... CV 5096
□ DECCA
ELIE VIVALDI—J. R. Dunlop (H... BL 764505
□ EPIC
JIM REID—The Hardy Gurdy Man, BN 24005 VIC LEMONS & HIS ORCHESTRA—Campaign My Way, BS 24518
□ FONTANA
RAS DUNCANNON—STANFORD, SRF 67049 □ IMPERIAL
RUSSELL RILEY—HAPPY PLAYBOYS, SLP 22032
□ JUBILEE
WILL Mitty—Give It Some Juke, JG 5018
□ LIBERTY
LIL FLOYD & THE PLAYBOYS—Here's Great Great Quality, LP 7389
□ LITTLE DARLIN'
JEANIE C. GREEN—Rockin' Solo, SL 8021

□ MERCURY WING
CANNONBALL ADDERLEY QUARTET—SWING, LP 4504
□ MUSICON
GIOVANNI WINTERHAGEN & HIS ORCHESTRA—CLASSICAL MODERNITY, RCS 3730
□ MUSIC MINUS ONE
TRUMPET DUO: J. S. Bach and J. C. Bach
TRUMPET DUO: J. S. Bach and J. C. Bach
LITTLE JAZZ DUO: J. S. Bach, BACH, MINUS ONE CLASSICAL... WHRF 5101
LITTLE JAZZ DUO: J. S. Bach, BACH, MINUS ONE CLASSICAL... WHRF 5101
LITTLE JAZZ DUO: J. S. Bach, BACH, MINUS ONE CLASSICAL... WHRF 5101
MUSICON MINUS ONE: J. S. Bach, BACH, MINUS ONE CLASSICAL... WHRF 5101
VARIETY FOR.. J. S. Bach, BACH, MINUS ONE CLASSICAL... WHRF 5101

□ RCA CAMDEN
LIVING BRASS—YOU KNOW WHAT I MEAN?: I Know What I Mean, LP 12674
FRANKIE CARL BAND—CHAIRMAN OF THE BOARD, LP 32365

□ RCA VICTORIA
ERATO—ANDREWS—HAPPY LOVE OF THE... CS 1035
ERATO—ANDREWS—HAPPY LOVE OF THE... CS 1035

□ RCA VICTROLA
CASTELLONUZI—TENOR TRUMPET: QUINTET OF... V 1665
CASTELLONUZI—TENOR TRUMPET: QUINTET OF... V 1665

□ REPRISE
ERROL FOSTER—A Mercurial Live at the... LP 6201
ERROL FOSTER—A Mercurial Live at the... LP 6201
ERROL FOSTER—A Mercurial Live at the... LP 6201

□ SOLID STATE
SOUND STAGE 64—A TOY STORY, S 10026
SOUND STAGE 64—A TOY STORY, S 10026
SOUND STAGE 64—A TOY STORY, S 10026

□ SPOKEN ARTS
THE BLUES OF ANAHEIM, INC, ELLE 2512
THE BLUES OF ANAHEIM, INC, ELLE 2512
THE BLUES OF ANAHEIM, INC, ELLE 2512

□ TETRAGRAMMATON
JULIE BOS—The Thirteenth Woman, T 250

□ UA LATINO
JOSE RODRIGUEZ—I'm Too Latin—English... LP 4504

□ VERVE/FORECAST
STREET, FR 5007

□ WARNER BROS.
ROD McKOWN—Gentlemen (City), WS 1750
ROD McKOWN—Gentlemen (City), WS 1750

□ ZONDERVAN
AMBASSADOR'S QUARTET—ALL AMBER, LP 747

Cap's Promotion
On Artist Neil

LOUISIANA—Capitol Records has launched a promotion campaign to help promote singer Fred Neil as an artist. Capitol will concentrate on advertising the "Funko Underwood press and on progressive rock radio stations. On the retail level, Capitol is offering the consumer a two for one album arrangement: buy either one of Neil's two albums, "Fred Neil" or "Sessions," send the receipt to the label, and the consumer receives the other Neil album free.

TODAY
Jennie Radosky, 8700 (Walt, ASCAP)

MALAGUEÑA SALERNA
BRUNSWICK

SEPTUAGENARY BLUE
BOW BOW

GENTLE ON MY MIND

Capitol

THE WAY THAT I LIVE

JACK JONES, RCA Victor, 47-9299 (Foster, ASCAP)

Billboard
The International Music Record Newsweekly
Now in its 74th year of industry service

Subscribe Now
Just mail request order today

Billboard, 2160 Patterson Street, Cincinnati, Office 42214
Please enter my subscription to BILLBOARD for
1 Year $10 3 Years $35 New Renew
Payment by money order, check or money order. Below subscription rates are for Continental U.S. & Canada. Overseas rates on request.

Company
Address
City State Zip
Type of Business
Title
MOA Exposition: Sold Out!

CHICAGO—"We're sold out," this was the comment last week of Fred Granger, Music Operators of America (MOA) executive vice-president. The comment, of course, was in reference to MOA's convention set to open here at the Sherman House Oct. 11. At least three new jukeboxes will bow along with dozens of other pieces of equipment. An estimated 1,500 operators will attend.

Granger was busy at press time cramping in the last of 65 exhibitors—a record for recent years. Wurlitzer's show will be a quiet ticket and I'm a little worried we will have trouble accommodating everyone," he said. Registration is running even with last year when 1,804 operators and 744 exhibitor people attended.

Service is expected to show a new compact model, Rock-Ola, which has introduced a new photographic display. New equipment from Young and Rowe International, Inc., will have phonographs.

MOA Honors 'Honey,' Campbell, Epic

CHICAGO — Bobby Goldsboro, Glen Campbell and Epic Records have been singled out for awards to be presented by Music Operators of America (MOA). The national trade organization of jukebox operators will present the awards at its annual convention held here Oct. 11-13. Bobby Goldsboro's United Artists recording of "Honey" was selected record of the year. Glen Campbell, Capitol Records artist, was picked as artist of the year. Epic was named record company of the year.

New Record Vender From Calif. Firm

By BRUCE WEBER

LOS ANGELES — Disc-O-Mat National, Inc., will introduce and distribute nationally a new 45-r.p.m. vender here next month, according to the firm's president, Don Orsatti. The unit will hold 240 singles, will store 40 in storage, and will sell for between $750 and $750. Optional equipment includes a bilingual alarm and coin-changing mechanism, which will be available through Disc-O-Mat.

Disc-O-Mat is also field-testing a unit that will vend 12-inch play albums.

British Trade Anxious Over New Game Bill

By MIKE HENNESSY

LONDON — Many segments of the coin machine world here are anxiously awaiting the third reading of a new gambling bill in the House of Commons Oct. 14. Creation of a gambling board, right now under way, is the main point of concern. British Manufacturers and Allied Workers, the largest organization of operators, is not opposed to the legislation.

The gambling machine industry, which has enjoyed an unprecedented boom in the last five years, is now facing big changes. Operators believe a minimum of 100 pounds or a maximum of 200 pounds will be allowed.

Legislation, Public Relations Stressed at W. Va. Meeting

By EARL PAGE

CHARLESTON, W. Va.—The State association here was told last week how to lobby for legislation that will make break-ins and possession of burglary tools a felony. Other speakers talked on the value of public relations, record programming and the need for State and national associations.

Meeting in a three-day session, the West Virginia Music & Vending Associations, will meet at the Crowne Plaza and the Hotel Roanoke for the opening night. An annual sales and profit sharing meeting will be held.

Addressing the group on record making, Radio Trade's Earl Page predicted that computers would someday allow operators to change labels on a turntable while at least weekly reports, of records and Shine, go out to every jukebox salesman. Such sophistication, Page said, was one of the possible ramifications seen in the current move by large national operating firms to acquire music routes.
Charm Makers Stressing 25¢ Item; Importers Prepare for Dock Strike

NEW YORK—Against the backdrop of threatened import shipments caused by a dock strike, charm manufacturers are continuing to expand their line of quarter merchandise. Most manufacturers of this line are philosophical about the strike. "We've had them before," said Robert Guggenheim, Karl Guggenheim, Inc. Others stated they had laid in substantial inventories in anticipation of dock problems.

Many of the new items for fall were displayed at the recent National Vendors Association directors' meeting in Philadelphia. Other items have been released since then.

Knight Toy & Novelty, Inc., among those expanding its line of quarter capsule merchandise, with emphasis on the more familiar, is releasing a new 10-cent series featuring big game hunters and assorted games. Also new from Knight are Habbits Rings, for $1.5 and 10-cent vending. Another item is called Out of This World People, again pegged for all three price brackets. New scaly figures called sea creatures make up still another 10-cent collection. In 1-cent merchandise, Knight is featuring flicker badges, scatter pins and a cutlery set.

Helol Novelties & Premiums Corp. has purchased machines for making its own displays, the first step in further expansion of its bulk vending lines. The firm is also producing a game that is in its own case and sells for 25 cents. There are six varieties of the game.

Also new are two 25-cent bug mixes. These are domestically produced. The two mixes include eight individual bugs. Other items from Helol include colored dices in psychadelic styling for both quarter and 10-cent vending. A Sock-To-B-O-Me ring for 1 cent and 5-cent vending and rings with crazy sayings printed on them are other 2-cent items. Helol has added to its line.

York, Pa., has a new merchandising plan whereby operators receive a $17.95 bonus for the purchase of a 1,000-cent charm assortment. Other new items from Eppy and Epps are: 1-cent flower petal love rings, a 25-cent diamond chip, and a fabulous ring for two-for-10-cent caption.

The firm has four new dime mixes with new plastic display cases. There are 70 items in each. The mixes are titled Grand Bennoz, Jack Pot and Bull-Eye. Eppy also has four new 5-cent mixes: Circus Fair toy mix, Carnival mix, Three-Ring Circus mix, and Born the Clown.

In quarter capsule items, Eppy is offering 40 new items all capped.

Paul A. Price Co., Inc., has a new assortment of Skeleton Scarems, a word Price charms to sell nighttime parties. There are nine different items in the assortment. Also new is a 10-cent variety mix of animal rings, and all capped.

In 1-cent merchandise, Price is showing Junior Bugs, which may be vended alone at three for a cent. These are the hip-pop-it type bugs.

Karl Guggenheim's latest item is a 25-cent series of National Football League and American Football League helmets. These are in Guggenheim's new, vinyl-imperious, opaque capured.

The firm's monster 25-cent Googles are now available in 16 different designs. Also available are eight different big bugs. Other quarter mixes: Mini Cannon, Gold Lighter and Key Chain. Flashlight mix and Hippie mix.

In 5-cent merchandise, Guggenheim has its Flower Power style. A large flower is turned into a nickel. In 1-cent items, the firm is experiencing good sales on Popple's pop-together item for mixing in gum or vending as a separate item.

Florida firm is showing a new 10-cent combination lock key chain that permits B&B to carry items, for 25¢. Other items is Viking Charms. The New Truck for B&B Vending

ST. PETERSBURG, Fla.—B&B Vending Co., bulk operators in St. Petersburg and St. Petersburg Beach, has purchased a new air-conditioned stepvan truck for better hot-weather service over routes.

"We use a rolling show room," said Bill Page, operator, "with several varieties of heads, each with a different tile on display on either side of the interior. We show the display to potential owners and help them make up their minds on which one they want to buy first.

"The fact that they find the truck interior comfortably cool, even with a different fill on display, is helping to establish a better image with the location owners." The truck is a stand-up Metro model, which permits B&B to carry everything necessary to maintain a route with more than 500 stops in one package.

Not long ago a well-known Midwestern promotion man dragged a reporter over to a jukebox, pointed to the title strips and said, "See That's what I mean. Canterbury Tales' last hit is still on there. It's dead. We're getting play on their new release. I wish these operators would get on and off a record with the stations. Then we might be more interested in the jukeboxes for promotion purposes.

When theorizing about their craft, record promotion men are prone to lamp-jukeboxes together with radio stations as all part of the same exposure medium. Since like medium implies like means, the promotion man assumes that the jukebox promotion will jump eagerly on a record when it's broken in.

The market and drop said single just as quickly as when a successor is released by the same artist. A few promotion men and most jukebox programmers point out that correlation of the juke box and radio in this promotion al sense is impossible for several reasons.

First, the radio station, with its tight playlist, needs less product to fill the airwaves than does the jukebox, which average need for 80 good sides during a given programming period. Of course, a jukebox with a large commercial, the average jukebox would be stocked with 60 choices (the commercial side). Thus the radio station is usually well supplied with west of the current wave of releases while the jukebox programmer must cope with their imports.

JANE MASON, executive secretary of the National Vendors Association, chats with Richard Rake on the floor of the show which features new products in a wholesale shopping complex. Rake Coin Machine Ex hibitors are now becoming involved in wholesale showings 40 years in the business.

CONGRATULATIONS were in order during the recent National Vendors Association meeting for newweds Mr. and Mrs. Les Hardman, Penny King Company.

GUM CHUMS! Well, not exactly, but all three representatives of the gum manufacturers firms attended the Billboard report for this show during the recent National Vendors Association meetings and even met with some of the exhibitors of this show. From left, Glenn Gumballs, Caramel Gum, and Carl Hansen, Caramel Gum.

BIL BARDUSE, Northwestern Sales & Service Co., Inc., Boston, Barusa, typical of many young men in bulk vending, was photographed during the tour of Peoria, Ill., Northwestern Association directors meeting in Chicago.

OCTOBER 12, 1968, BILLBOARD
W. Va. Elects Jerry Derrick

CHARLESTON, W. Va.—In convention held last week, the West Virginia Music and Vending Association elected local operator Jerry Derrick as president.

Derrick, owner of Derrick Music Co. here, will oversee the association’s 15th year of service to the State trade.

Other officers elected during the convention were first vice-president Al Broom, Broom & Anderson Amusement Co., Pineville; second vice-president M. L. Hayhurst, Central W. Va. Vending, Buckhannon; and treasurer Leona Ballard, Belle Amusement Co., Belle.


Chris Ballard, Belle Amusement Co., was elected sergeant at arms.

All officers were elected by acclamation.

MOA Exhibits

OMAHA — The Coin-Operated Industries of Nebraska, Inc. (COIN) will hold a fall meeting here Oct. 27 at the Prom Town Hotel. A banquet will climax the meeting.

SCHOENBACH CO.

Machinery and Equipment

AMCO Sanitary Vendor Model 21-F

OAK Sanitary Vendor Complete supplies available

HOT S S.V. VEINS

A S. Economy Mix .50.00

Asp. with Lighter .50

Asp. with Stone Coals .50

Jumbo Coal .50

Jumbo Coal .50

Gaines Coal .50

Schoenbach Co.

Manufacturers Representative

World's Largest Inventory.

SCHOENBACH CO.

45 Swif ts Products

HOT VEND ITEMS

Asp. with Lighter .50.00

Asp. with Stone Coals .50

Jumbo Coal .50

Jumbo Coal .50

Gaines Coal .50

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Asp. with Stone Coals .50

Jumbo Coal .50

Jumbo Coal .50

Gaines Coal .50

Schoenbach Co.
MOA Exposition: Sold Out!
- Continued from page 47
Color-Sonic, Inc., Cameron International, Ltd., Cimco Manufacturing Co., and possibly others, will show audio-visual equipment at Kelmor Productions' New York City-based firm exhibiting films. Rowe will show its recently improved Photovue units.
Ten billiard table manufacturers will exhibit, some displaying other pieces of equipment. Bally Manufacturing Corp., Chicago Coin Machine Div., Chicago Dynamics, Midway Manufacturing Co., and Williams Electronics, Inc., four of the major Chicago-based amusement machine manufacturers, will each show a number of recently released items.
New pieces of amusement equipment can be anticipated at the Sega Enterprises, Ltd., and Taito Trading Co., Ltd., displays. Colorful D & R Braun Co., Mike Munves Corp., and Al Fischer Co. will all have various pieces for arcades and other locations.
Notting Industries, Ltd., Notting Associates, Inc., and Mutual International, Inc., each will be showing knowledge testing machines.
Horby Industries will be among those firms showing vending equipment. Seehurst will show its radically new Teabot Counter vender. Rowe will have vending equipment.
Buch, Liberty district manager, and Sonny Kirshin, United Artists national singles sales manager, Slax and Vast will be exhibiting at the convention "tactfully to meet the one-stops and operators. Contact your personal touch." That's the explanation of Ewell Russell, national sales manager, who will present along with president Jim Stewart.
Representing Monument at the MOA will be president Fred Foster, sales representative Bob Rudolph, Carol Center, Elin Jones and artists Boote Ran- dolph and Charley McCoy and the Escorts. Monument will be giving away singles and albums.
Labels Plan Big Displays
- Continued from page 47
position here at the Sherman Hotel.
Epic will be represented by sales and promotion director Mort Hoffman. Midwest manager Rick Blackmund and vocal- istic Vivian Reed. The company will give away copies of its Total Location Programming Guide.
Roy Joe, Dick Jester, Pete Polk, Dick Waybright, John Galbreich, Jim Scally and Frank Rand will be on hand at Columbus, Indiana's exhibit to greet visitors.
London's $5,000 exhibit will be manned by Sy Warner, Mel Kahan, Sam Lenzl and Bill Holdman. The 20-foot display has been specifically designed for industry trade shows.
Singer Julie Budd and a "Wheel of Fortune" contest will be featured at a display. Representing the company will be Bill Handwerger and Irv Rothbalt.
MCA will be represented at the convention by national sales manager Claude Brennan, promo- tion director Frank Mancini and singer Jeannie Brittan. The company's $5,000 booth will feature Decca, Kapp and Brunswick labels.
Liberty's booth will be called "The Hit Booth" to emphasize the company's current hits and wealth of hit single material in each territory. Booth visitors will be Jack Brodet, Liberty national sales manager; Ross

British Trade Anxious Over
New Game Bill
- Continued from page 47
last for five years; renewal for another five years will cost $100,000, or $25,000.
As the bill stands at present, certificates can be renewed or revised by the board without possi- bility of appeal. The industry is pressing Parliament to introduce an amendment which would allow an appeal against such a decision.
Another vital measure incorporated in the new bill is the compensation paid by local authorities for machines in amusement arcades, amusement parks and other locations.
At present, the takings from gaming machines in public houses are normally divided as follows: 30 per cent to the li- censee, 40 per cent to the corporation, and 30 per cent to the operator.
The new act would mean that operators would have to lease the machines and pay rental basis. This development is seen by many in the in- dustry as a means of forcing small operators out of business.
Archie May, Photographic Equipment, the biggest coin machine operating company in the U.K., told Billboard: "Many of the little men will be hit when profit sharing ends because machines will not be as popular and successful.
Nobody really knows what will happen, but I would think that a lot of small operators try to stabilize rental rates and that there will not be a price-cutting war."
Profit sharing will continue to be paid in public houses, but as the bill stands at present, not for pin or fruit gaming. The bill also is restricting the basis on which pin tables are not, strictly speaking, games of chance. If, however, a machine operating a pin table is buying a part of amusement.
The new bill will take the responsibility for granting a gam- ing license to local authorities from the local authorities and vest it in the Inland Revenue. This will create a situation in which the Inland Revenue will have the power to levy a duty on the games of chance which will remove the in- terest in the question of gaming machines to the Inland Revenue.
Hibbert, certain local authorities have refused to allow the installation of gaming machines in pubs, although a number of these have been success- fully introduced in the courts in the past.
The bill states that the number of machines in any pub must not exceed the limit—if such a limit should be fixed by the local authority. It will raise the maximum stake for a gaming machine from 50 cents to £1, and in certain circumstances (in which a coin will be exchanged for the amount of money in the machine) will introduce the possibility of a machine offering a chance of a prize in excess of £1.

Labels Plan Big Displays
- Continued from page 47

Stars to Hit the Cover:

****STILL WANTS BAN ON PROHIBITION****

**Kapp Research**

**HADDONFIELD, N. J.**

**P.T.A.**

**INDIANAPOLIS**

**PEORIA, ILL.**

**TOMS RIVER, N. J.**

**WILLIAMSBURG, OHIO**

**as reflected in a weekly poll of jukebox programmers across the country**
Chicago Coin — Two-Player Hockey Game

Passing, slap shots, goal tending and all the exciting plays in hockey can be accomplished on this new game from Chicago Coin Machine division Chicago Dynamics Industries, Inc. The model called Hockey Champ, allows the two players to control the goalie, the defensemen and two forwards. The ball is delivered alternately to each team on center face offs. The goalie tender is a double-action player. The play-field is made of Mylar-surfaced material and the unit is illuminated with fluorescent lights. Pricing can be either 10 cents or 25 cents. Playing time is adjustable from two to five minutes.

Legislation, Public Relations Stressed at W. Va. Meeting

The group, made up of music and vending operators, was told that it should sponsor tourism in West Virginia "and other activities that do not immediately put money in the pockets of the members." Speaking on this subject was Ray Brack, former coin machine editor, Billboards, now residing in the State. He urged the group to take a booth at the national trade show and spotlight the State as the "Sorrel of America." New Record Vender

New Executive vice-president Fred Granger told the group that many U.S. senators had asked him how many members MOA had. "Others wanted to know if there was an association in their particular State."

"During a hearing in the U.S. House on the copyright bill, one senator held up a petition with 700 names on it. These names represent small businessmen. I can't ignore a petition like this," Granger quoted the senator as saying. The petition was one of many MOA had gathered.

Granger told the group that the transition of groups around the country was nothing short of "amazing." He also said MOA has a new stability. "There is less turnover in members now. More operators are volunteering to join every week," he said.

Granger also enumerated the various insurance plans and MOA services and outlined the upcoming MOA convention.

Joint Meeting Held in N. Y.

(Nancy's continued from page 47)

New Wurlitzer Wide, Low

British Trade Anxious Over New Game Bill

(COIN CIDENTALLY)

On Radio the Song Is Over, But Jukebox Play Goes On

(COIN CAMPAIN BY NICASTRO)

CHICAGO — A casual remark by a group columnist, has resulted in a deluge of telephone calls to the office of Louis Nicastro, president of the Seeburg Corp. The columnist, Automatic Music News, the Daily Paper, paraphrased a comment Nicastro had made at a recent conference. The Seeburg executive said he is ready to enter civic life now that he has achieved financial success and everything he wants in the business world. Many readers interpreted the remark as meaning political aspirations. An aide to the President, Richard Nicastro, invited him to join the candidate's campaign. But as Nicastro pointed out to Billboard, this was just a case of misinterpretation. The 39-year-old is a recent New Yorker and has never, so far as any one knows, been mentioned for civic life. He said he would be president of the company, "which has been good to me," said Nicastro. "In 1960, I should be good to Chicago."
Musical instruments

Harmony Guitars Include New Flat Tops, Electrics

CHICAGO — The Harmony Co.'s new flat top guitar models feature an adjustable bridge. The newly designed rosewood play-top bridge is fitted with a saddle that adjusts string height easily and quickly to the player's liking.

Other features include the new decorative effects on the guardplate and the offset angled head-piece with its tuning keys all on one side. The instrument tops are of carefully selected close-grained spruce and the sides and back are of selected mahogany.

Harmony is offering a choice of two finishes. Model 181 has its top stained in the company's popular new pumpkin color, while the neck, back and sides are finished in a dark rosewood stain.

Model 180 has the selected spruce top in its natural color. The neck, back and sides are done in an antique lined finish effect over a dark rosewood stain.

Both models include the slimline neck, toroidal adjustable reinforcing rod, ovaled inlaid bound edges of the tuning inlays and bindings on body edges and around soundhole. Each instrument contains 0 by 39 inches and has a suggested list of $79.95.

New design, new colors and the new shift-control horns make Harmony's electric guitar line a winner.

Rebel electrics are in double cutaway design with hollow semi-acoustic bodies of laminated maple. The hardrock wood is reinforced by Harmony's adjustable torque-lok rod. Each model is equipped with a Harmony Type W vibrato and a six-way adjustable metal bridge.

The pickups, with an adjustable polepiece under each string for balanced response, and the shift-control horns were designed by Harmony in co-operation with DeArmond. The shift-control regulates tone and volume by sliding knob-capped levers in a straight line.

Model H81 is a single pickup with a suggested list of $84.50, while Model H82 is a double pickup with a suggested list of $99.50. Both are finished in a blend of brown and red shaded tones with a deep yellow highlight.

The double pickup model is also available in the very new but already popular avocado shading. This instrument, H82G, has a suggested list of $99.50.

Doric Brochures

MORRISTOWN, N.J. — The Doric Oran Co. has announced the production of four new, four-color brochures describing the Tanglewood, Fleetwood, Rodywood and wildwood organs.

Features and specifications of each model are listed in the brochures, which are designed to answer questions and doubts of the consumer.

In addition, Doric also has released four color poster cards of their Tanglewood and Rodywood models. This material may be co-oped by full-line dealers with Doric bearing half the expense.

Chappell Folios


Donovan Folio

NEW YORK — Southern Music Publishing Co. Inc., reports a "remarkable sale" following the recent release of "The Hurdy Gurdy Man—Donovan." The folio coincides with Donovan's latest LP release of the same title.

The new whitehall continental drum outfit is now available from David Wesker & Co. The snare drums and all tom toms feature triple flanged hoops, double lug and double tension. The 14 by 20-inch bass drums are equipped with the "perfect sphere" chrome-plated steel hoops to insure rigidity and strength.

Portable Cello

From St. Louis Music Supply Co.

ST. LOUIS — The world's first portable cello is being marketed here by St. Louis Music Supply Co., according to Eugene Kornblum, built in England and equipped with a cel-loporteas, the instrument retail sale for $75.00, exactly half the price of the treblemost expensive cellos.

"The instrument is ideal for dealer rental plans," Kornblum said, "because it represents a considerable reduction in investment, and dealers can afford to have more cellos available. Also, the amount of damage cellos sustain normally discourage rentals. This is not the case with this cello."

Accordian Event

NEW HAVEN, Conn.—The Eastern Cup Accordian Championship, sponsored by the American Accordianist's Association (AAA), will be held here Nov. 22-24 at the Park Plaza hotel during the event will climax National Accordian Month.

St. Louis Music Adds Rosenthal

ST. LOUIS—St. Louis Music Supply Co. has named Harold Rosenthal as its representative.

Another eulogy from Latin Percussion

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"You wouldn't like us to be too loud and wild, would you?"

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THE NEW CABASBA FRUITE LP

Junior Campbell

PLAY IT AGAIN SAM

December 13, 1968, BILLBOARD

Page 52
THE WORLD OF GOSPEL MUSIC
MUSIC ON THE MOVE
There is little in the field of gospel music which has not been pioneered by the Blackwood Brothers Quartet. This was the first gospel quartet to appear on a national television network. That was when they won the Arthur Godfrey Talent Scout Show 14 years ago. They ultimately became the first to appear on all three major TV networks, and they even were the first to use a bus for concert travel.

This year, continuing as pacemakers for the industry, the quartet became the first to make a concert tour of Europe and the Holy Land. The group toured France, Holland, Germany, Italy, Sweden, Scotland, England and Greece before going on to Israel. James Blackwood left no doubt as to the success of the event; he immediately began setting up plans for a second such tour in December.

The first concert of the summer tour was held at a church converted from a theater at The Hague, where — according to James Blackwood — the people joined in the singing and "they sang beautifully."

The tour moved to Amsterdam, and then to West Berlin, where a second concert was held, and to Rome. In the Eternal City, the Blackwood Brothers visited St. Peter's in addition to the Catacombs.

The first Holy Land activity was a service by the Sea of Galilee, and later some members of the group were baptized in the Jordan River.

It was the Blackwood Brothers, first organized in 1934, who originated the National Quartet Convention, which takes place in Memphis this week.

It was this depression-born group who played small schoolhouses in the early days and made as little as $2 a performance that went on to become the first male quartet to sell one million Gospel albums.

The Blackwood Brothers, in the early days, were Roy, Doyle, R. W. and James. Of this group, only James still performs. He also is the manager. Appearing with him now are his nephew, Cecil Blackwood, Bill Shaw, London Parris, and pianist Dave Weston.

Even in a "normal" year when there is no trip overseas, the Blackwood Brothers travel 100,000 miles. They have done concerts in 49 of the 50 states (Hawaii has not yet called), and in all Canadian provinces except Newfoundland and the Prince Edward Island. They feel it is only a matter of time until they play there, too.

In fact, James Blackwood is optimistic enough to envision all sorts of new things for the future. He can see the gradual world-wide spread of gospel music. He feels the principal avenues of movement during the next few years will be through the British Isles and the Scandinavian countries, but after that it's action un-lived.

"This first stage probably will begin within the next couple of years," he said, "and will continue from there."

He also sees the near-future day when gospel music will be performed as a regular feature on network television. Naturally, he hopes the Blackwood Brothers blaze the trail in this respect, too.

The quartet manager was particularly impressed during his visit in Europe and the Holy Land with the fact that people of all tongues knew the standard gospel tunes and could sing them along with the quartet.

"We rather expected them to know such things as 'Just a Closer Walk With Thee' and others of that nature," James Blackwood said, "but people knew some of the newer songs, such as 'He Touched Me.' This was certainly encouraging. It shows they are keeping pace with the transitions in Gospel music."

James doubtlessly will get the opportunity to see and talk to and sing with even more of these people. In addition to the return trip to the Middle East in December, he already has laid the groundwork for a longer tour next summer, in June.

---

From the Coal Country

Down in the coal-mining country of Tennessee close to the entrance to Appalachia is a well-to-do capitalist who has been successful in the coal business, the real estate business and the trailer court business.

Now he wants to become successful in the record business.

"I'm as green as a gourd," said Will Junior Thacker, owner of the Jack-Ridge coal company of La Follette.

"But I believe in Gospel music and the people here in the hills believe in it." Because of this belief, Thacker feels he can make it successful.

"There's a good singing group in these parts," he said, "and they needed to make a record. I decided to sponsor them. They also needed a bus, and I decided to sponsor that, too."

With the bus and the quartet, the Hymnals, Thacker went to the studios, recorded the album, and cut a record. He then got on the telephone and "called as many people as we could who pressed and distributed our records."

"Somehow or other" (Thacker does not recall how), he got in touch with the Brite-Star Record Company of Newbury, Ohio, which also lists a Nashville address but has only an answering service.

"They say the company is going to make our records and distribute them, and then promote them," Thacker said.

Thacker is certain that business will come to him. He feels this LP, titled "When I Reach Home," will be as successful as coal and real estate have been.

And the people of the coal-mining community are excited about having a record company in their midst, even if it's at the Jack-Ridge Coal Company.
New albums of inspiration.

- Norma Zimmer: Beyond the Sunset
  - The Wayfaring Stranger, How Rich I Am, He Washed My Eyes with Tears, In the Garden, Trees

- Kate Smith: May God Be with You
  - Say a Little Prayer, Blows This House, Precious Memories, Piss Me Not, He Touched Me

- The Blackwood Brothers Quartet: Whispering Hope
  - George Beverly Shea
  - Way Up in Glory Land, Zion's Hill, I Know It's So, This Love Is Mine, One of These Days
  - He Touched Me, The Unclouded Day, Follow Me, Run Galilee, Without Him, Thank You

RCA
Promotion Important to Pathway Press

Cleveland, Tenn., is just down the road from a town called Dayton, where, more than 40 years ago, the famous Scopes Monkey Trial took place.

Cleveland also is the town where, nearly a decade ago, racists blasted a school building, marking the start of a short-lived transition period of violence which led to ultimate integration.

And Ed Benson Church, is nestled in the hilly country of Southeast Tennessee, where the ground and the people are rough, the terrain and the tempers are high, and the folk take their religion seriously.

It is the headquarters of the Church of God, and it is the site of one of the most successful music industries in the nation. It is here that the Pathway Press headquarters.

If the area is rural and the people a little on the down-to-earth side, this particular farm is as modern as tomorrow, as advanced in the field of Gospel music as anyone could possibly be, and as successful as any one in the big city ever hoped to be.

While others procrastinate, Pathway Press gets things done. During recent months, the emphasis has been on sales promotion. With the "back of the bus" sales now fading almost into obscurity, heavy concentration has been placed on "lightning" distribution by many. Pathway has carried the matter a step beyond.

"We have worked hard on sales promotion for dealers and rack jobbers," said Hal Dixon, general sales manager. Dixon oversees not only Pathway Press, but Tennessee Music and Printing Sales, Pathway Book Stores, Multiple Clubs Operation, and the Church of God Publishing Co.

Among other things, Dixon prints a "Top 25" list for his dealers and rack jobbers in the fields of sacred music, gospel music, and gospel-sacred music. In addition, there is a direct mailing to consumers, and a Top 100 catalogue of sacred and gospel recordings.

"No one has taken the time to do these things before," Dixon explained. "But it's being done now."

There also is a Pathway Monthly Ordering Guide, which simply lets the consumers know what is happening with the Sing, Skyeite and Christian Faith labels.

Pathway also has entered the 8-track cartridge field, and is doing "surprisingly well." Certain rackers and dealers automatically order the cartridges, almost exclusively for automobile players.

"Perhaps the most surprising development of all," Dixon said, "is the increase in the use of four-color sheet music. Artists have become concerned about this, as they are about album covers. They want something eye-catching and appealing, and the black and white is giving way to the four-color every day." Dixon said leaders in this respect were groups such as the Happy Goodmans and the Singing Ravens.

Just so sheet music isn't sighted, Dixon also is circulating a list of all new sheets, another Top 25 list, and a sheet music listing of all-time favorites.

This is not a small operation by any means. There are 10,500 on the monthly mailing list who receive "regular guidance as to buying habits, and all of it with guaranteed return privileges."

Pathway, of course, has long been the leader in other printed matter: hymn books, bibles, prayer books, etc.

Youth Drive Through Youth Music

BY CLAUDE HALL

NEW YORK—Teaming up with record companies, orthodox church groups have launched a massive music drive to reach teens... to bring them back to religion. Pairings include Word Records with Ray Hildebrand (backed by the Fellowship of Christian Athletes), who had a million-selling single of "Hey, Paula" a few years ago as half of the Paul and Paula duo; Inez-Varsity Records (a division of the Inez-Varsity Christian Fellowship) with the folk-rock duo of Jonathan and Charles, and Heart Warming Records with such acts as Reba Rambo, the Newt Folk (backed by the Campus Crusade for Christ), Gene Cotton, Ed Lyman, and the Fourth Generation of the Nazarene Church in Nashville.

MacKenzie recently turned out a single in conjunction with the United Presbyterian Church, with the church footing most of the recording expenses. The group is the Astrakhan Steere, Mitch Manning, national promotion director of the label, said Musicor just bowed a new "very controversial" single, "Paper Bag of Dreams" backed with "What Kind of World Is This."

In effect, this is the pattern for the entire church movement: They want to get teens involved and have decided to not only talk their language, but discuss topics that teens are involved in today. This means that the messages of the songs are often hip and criticalizing, and that the music is the type of music that appeals most to teens today—rock and folk-rock.

Jarrell McCracken, president of Word Records, said that he plans to release a Rap Carmichael album this fall in conjunction with the Youth for Christ movement; "It will be an even further departure from traditional religious music," he said.

H. Bernard Dixon, general sales manager of Pathway Press and its related companies. ...
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“CREAM OF THE WEEK'S NEW RELEASES . . .
Rev. John G. Gensel, the jazz pastor, conducts another of his unique services against the background of the Joe Newman quintet.” — BILLBOARD

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According To...

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Anna Gordon / Rita Ford
Jim Nabors / The Chuck Wagon Gang
Mahalia Jackson / Anita Bryant
Carl Butler and Pearl

Available in 4-track stereo tape cartridges
Available in 8-track stereo tape cartridges
Available in 4-track reel-to-reel stereo tape

(The simple truth is that it's pretty popular stuff)

On Columbia Records
The Don Light Talent Agency, three years old this month, remains the oldest booking firm dealing with gospel talent. In fact, practically no others exist, although there is a very recent move in that direction.

Light formed his agency with one employee and two acts in October of 1965. Those two, the Happy Goodmans and the Oak Ridge Boys, still are with him.

The agency has grown from a two-room office to a five-room building, with 10 individuals or groups being booked. In addition to the original two, there are Jimmy Davis, the Chuck Wagon Gang, the Singing Rambos, the Prophets, the Florida Boys, the Thrasher Brothers, the Sego Brothers and Naomi.

Light, who also serves now as president of the Nashville chapter of NARAS, has just enjoyed his greatest summer ever. Fairs have been the primary reason.

Summers once were relatively slack. Many promoters in the North did not book in the hot months since transplanted Southerners, who made up most of their clientele, frequently went "back home" to vacation in the summertime.

"Fairs were the difference, though," Light said. "Where we used to work 10 or 12 fairs a summer, we're now working as many as 100. Gospel music has really caught on with the fairs." He said repeat business with the fairs also is over 95 per cent, which attests to their popularity.

Another factor has been the use of gospel talent among the Rural Electrification Co-ops. This has been one of the biggest markets for showcasing gospel artists this year.
SALUTES

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THE WORLD OF GOSPEL MUSIC

Nashboro Records
To the Fore

The rise of commercial gospel music in Nashville is undeniably white. However, the seed itself was black, having been conceived from the songs of the Negro.

It is not surprising then that this center of music "of all sorts" has produced a gospel garden of black and white.

The white gospel groups of Nashville are a relatively modern legend, although the singing conventions go back into another century.

Now the full emergence of the Nashboro Record Co., distributors of Nashboro, Excello, A-Bet, Creed and Sound City Records, has brought black gospel of age in this age of black gospel.

Actually Nashboro has been around for about 17 years, with semi-total involvement in spiritual music. It ultimately took on the added facet of rhythm and blues., came out with something called soul, and things have really happened.

Two years ago the Crescent Co. purchased Nashboro. At the time, Mrs. Dorothy Keaton, the company secretary, was the entire staff. Shannon Williams of Ernie's Record Mart, an affiliate of Nashboro Records, was named vice-president in charge of production and A&R for Nashboro.

In May 1967, Bud Howell joined the firm as vice-president in charge of sales and promotion. Less than a year later he became executive vice-president and general manager of Nashboro. Pat Gray then joined the staff, then Fredy North.

North was no newcomer to the recording industry. A graduate of Tennessee State University, he was in Nashboro's order department before moving to his new position to work with Howell. He also records on A-Bet.

Nashboro has produced some of the leading spiritual artists in the nation, including the Comets, Brother Joe May, Mme. Edna Cooke, the Swanee Quintet, Angelic Gospel Singers and others.

Recently signed spiritual artists include Prof. Alex Bradford, Rev. Edmond Blair, the Johnson Specials, the Tyler Trio, Dorothy Love and the Gospel Harmonettes, and Esther Ford, a former member of the Ward Singers and Sons of Faith.

The Excello and A-Bet labels turn out R&B performers such as Slim Harpo, the Kelly Brothers, Bitch Davis, the Captains, the Exotics and the Amos. Many others are under contract.

Mrs. Janet Tabor is vice-president and general manager of Ernie's Record Mart, an affiliate of Nashboro. It is one of the largest mail order record companies in the U.S., and it specializes in spiritual and R&B music.

Success is measured in many ways, but one of the most accurate of the yardsticks is financial gain. In the first six months of this past fiscal year, Nashboro realized an increase of 100 percent in dollar sales. The firm promptly appointed new distributors for its five labels, increasing its markets.

Complementing all of this is the new Woodland Sound Studio, the newest of Nashville's modern studios. It was designed with the idea of capturing the Nashville sound and also providing a home base for the spiritual and R&B field in the city.

The studio has some 28,000 cubic feet of space, with ultimate in sound isolation and construction. The walls are so designed that no parallel surfaces exist; in fact, the control room wall is curved and built on the same foundation as the front of the stage of the old Woodland Theater, which formerly stood on the site.

The electronic features are the modern that can be found. The console, built by Electronic Equipment Corp. of Atlanta, Ga., under the supervision of Glenn Snoddy, has 16 mike channels, simultaneous four-track, three-track, two-track and monaural feeds, with ready expansion to eight-track for the future.

Echo chambers manufactured in West Germany by EMT were specially ordered for this installation. All new tape equipment consists of four-track, three-track, two-track and monaural recorders.

So another milestone has been reached in the way of religious music in Nashville. Gospel music now is the biggest seller of Nashboro, and more and more album product is being released. The firm also leases to independent producers, and has had excellent results.

The publishing arm of the firm, Excellicore Music, has been unusually successful in placing songs with established artists. It has tunes recorded in virtually every phase of music.

Nashboro is away from Nashville's record row, but the musicians from "the row" are a vital part of the Nashboro scene.

OCTOBER 12, 1968, BILLBOARD
Word Automatically Reaches Tape

"If we know it's going to be successful, we automatically put it on tape now."

These are the words of Wayne Philpot, public relations and sales promotion director for Word, Sacred, CANaan and Light Records.

All four of these labels are headquartered under one roof in Waco, Tex., but from there they branch out around the world. Long successful in the record business, the firm—the parent company is Word—has proved that the tape business is mounting in the religious field.

According to Philpot, Word already has 40 eight-track tape CARtridgges in the catalogue, which he says is the largest catalogue for any Sacred music.

"The sales have shown a sharp increase in the past eight months," he pointed out, "at first we had a problem with some of the players, and this slowed us down. Now that the problems are solved and everything is worked out, the tapes are selling spectacularly."

Philpot admits that the firm let the secular market do the testing. "As soon as we saw the tape business was here to stay, though, we jumped in. We wanted to be as close to first as possible, and I think we were first, at least to any sizable degree."

Not ones to stand still, Word has just entered the cassette field. "We will have fifteen ready immediately, another 15 by the first of the year," Philpot said. "This will give us forty of the eight track and 30 of the cassettes.

Expanding on his opening statement, the promotion man said that some records automatically sell, and these are the ones which now are automatically taped. However, if there is some question about sales value, the record is released first. If it gets action, the tape follows at once.

Just to make the operation complete, Word's distributors now are selling the entire line of Borg Warner players, featuring the Car-A-Tune unit.

Philpot feels that, with the advent of the inexpensive cartridge portable, the teens will be carrying religious music back into the homes, and it will be more than just a car market. He said the firm is operating on this thesis, and is going in both directions.

Word has just concluded an arrangement with Victory Records for a Cassette player and combined dictation machine. It is now marketing a "Clergy Audio Digest." This will be similar to the current medical digest for doctors.

"We will market an hour-long cassette each month which will be digested articles for ministers taken mostly from religious periodicals. It will give ministers the opportunity to stay current. It will cross denominational lines, and will be available to anyone."

Philpot said there is a particular demand for this sort of thing among laymen who travel a great deal. But it will be of particular importance to the minister who can get caught up on religious events, theological ideas, and new developments while driving to church.

The eventual plan is a book digest, compressed into one-hour cassettes, which will entertain and give inspiration to the driver in his car.

"We may put some music on them, too," Philpot explained. "We'd want something to break up the voice, which is important when driving."

Rounding out the new ideas department will be records for children, also put out on tape for the "traveling family." This will be called Word's "Wonder World Series." Primarily it will contain Bible stories and songs, but will be kept at an age level and will be entertaining to keep the attention of the youngster while making a trip in the car.

Finally, Word is working out an arrangement with the United Methodist Conference through the Television Radio-Film Commission of the Methodist church for joint production of a digest record for messages from the Bishops to their clergymen.

Thrasher Brothers Mix Music & Business

Whether they are businessmen first and Gospel singers second, or whether it's the other way around is of little concern to Jerry Goff and the Thrasher Brothers. The point is they got the job done.

Among other things they own their own label, their own recording studio, their own television syndication, their own advertising agency, and their own product which they extoll on their syndicated shows and personal appearances.

This group makes its collective home in Birmingham, but its syndication reaching out to 71 markets—most of them major ones—has made them known across the nation. It is the largest gospel syndication in the world.

The show actually is taped at WAGA in Atlanta, a weekly half-hour color videotape, "We tried taping in Nashville," Jim Thrasher said, "but found we could get it done in half the time in Atlanta."

The agency which handles all of this is Goff, Thrasher and Wade, owned by the singers themselves. Together they own five different corporations in Birmingham.

One of their companies manufactures an over-the-counter drug called Aknemed, which is one of the products sponsoring the syndicated show. The account is handled through their advertising firm, which also has Continental Trailways as an account, Continental Trailways now is a co-sponsor.

The Thrasher Brothers also own their own label, Anchor, and have just completed their own recording studio. Naturally, the No. 1 group on Anchor—is the Thrasher Brothers. However, this will change.

"We're right now in the process of signing new acts," Thrasher said. "We're not quiet yet at liberty to disclose who they are, but this information will be made known soon.

The show has its own formula for success, "Ours is a marriage of inspirational and patriotic," Thrasher said. (Continued on page 56)
America’s Beloved Singer of Gospel Songs

GEORGE BEVERLY SHEA

Current Release: Whispering Hope LSP-4042. The Nashville Sound featuring George Beverly Shea, arranged and conducted by Bill Walker.

Previous Release: Be Still My Soul LSP-3945. Arranged and conducted by Ralph Carmichael.

Other RCA Victor albums by George Beverly Shea you will enjoy:

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- Sacred Songs of George Beverly Shea LPM-1235
- An Evening Prayer LPM-1349
- A Billy Graham Crusade in Song with George Beverly Shea LPM-1406
- Through the Years LPM/LSP-1642
- The Love of God LPM/LSP-1949
- Blessed Assurance LPM/LSP-1967
- Christmas Hymns LPM/LSP-2064
- Crossroads of Life LPM/LSP-2252
- Hymns That Have Lived 100 Years LPM/LSP-2348
- In Times Like These LPM/LSP-2603
- George Beverly Shea Sings His Favorite Songs and Spirituals LPM/LSP-2651
- The Earth Is the Lord’s LPM/LSP-2753
- George Beverly Shea Sings Hymns of Sunrise and Sunset LPM/LSP-2839
- The Best of George Beverly Shea LPM/LSP-2932
- Hark! The Herald Angels LPM/LSP-2937
- Crusade Soloist George Beverly Shea Sings Billy Graham’s Favorites LPM/LSP-3346
- George Beverly Shea Sings Southland Favorites (with The Anita Kerr Singers) LPM/LSP-3440
- George Beverly Shea Sings Fireside Hymns LPM/LSP-3522
- Southland Songs That Lift the Heart LPM/LSP-3634
- Take My Hand LPM/LSP-3760
- Surely Goodness and Mercy (with The Blackwood Brothers Quartet) LPM/LSP-3864
- The Best of George Beverly Shea, Vol. 2 LPM/LSP-3904
Singing Rambos Are Young Pioneers

The Singing Rambos are going in at least three directions, and proving some points along the way.

Dottie is singing soul, Buck is singing country, and Reba is singing folk, and no matter what you call it, it comes out gospel.

The Rambos may be the youngest "pioneers" in the business. Unquestionably one of the most over-all attractive families, each member is multitalented and wide open to experimentation.

Dorothy Rambo (wife of Buck and mother of Reba) proved this beyond a doubt this year when she proved that black and white can mix very well, and especially in music. Following exposure to black gospel music at an Alabama revival, Dottie felt a need to sing this sort of music herself. She worked at it, finally got the feeling, and set about doing it. Not by herself, either. She brought into the finest Negro choir in the area to help her, and came up with a production called "The Soul of Me." Its sales in both black and white markets attests to its success, and adds a credit to her willingness to go in that direction.

So husband Buck took another direction. His next L.P., hopefully, will unlock some doors. "It's definitely country oriented," Buck pointed out. "Country people are gospel people... church-going people, and gospel music can be sung in a country style. It's been done in the country for years." So, the soon-to-be-released album will be along those lines.

Reba leans to folk, as indicated by her Heartwarming album "On the Folk Side of Gospel." Being among the young (just turned 17 this month), she is caught up in the folk feeling which permeates youth. But, instead of drawing her away from gospel, it draws the two forces together. She held the belief that gospel music could be presented in a folk manner, and then she proved it.

And what happens when this country singer, soul singer and folk singer get together and come up with another of the "Singing Rambos" albums? Well, they simply sing plain, ordinary, everyday, genuine gospel music which doesn't sound plain or ordinary or everyday—just genuine.

Dottie Rambo may be the biggest factor of all in this regard. She is, in any book, the leading gospel music writer in America today. Pick up any L.P. on this label and you'll find a song she wrote. Look at the Rambo albums, and you'll find she's written virtually everything on it. She can't herself, give an accurate count of the songs she has written or the number recorded. Young Reba, obviously inheriting much of her mother's writing talent and her father's musicianship, also is turning out great material.

The greatest thing of all, however, is the experimentation. The Rambos will try anything, which keeps them on top and out front.

They were, by the way, the first and only gospel group to entertain in Vietnam.

Thrasher Brothers Mix Music & Business

- Continued from page 54

explains. "We feel the two not only are compatible, but go hand-in-hand. We also take 16-millimeter movies of places we visit, our journeys around the world, and show them to viewers. This has become one of the favorite parts of the show."

The Thrashers and Goff feel it is essential to success to be businessmen as well as talented singers. Because they are, they have a good many things going, and are heard in such markets as Boston, Detroit, St. Louis, Miami and many others of substantial size.

The show utilizes all of the well known southern gospel groups for guest shots. "They're glad to get on the show, to get the exposure," Thrasher said.

The gospel singer also said the show not only leads the field in gospel syndication, but ranks No. 2 in overall syndication. "And we're shooting for No. 1," he said.

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MAHALIA JACKSON

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5. Artist & Typesetter
6. Lithographer
7. Jacket Fabricator
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VICTORIA HAYKINS
HARRY QUE CS
BROOKLYN SKYWAYS
BIRDS SPECIALS
GOSPEL CRUSADERS
STARLIGHTS OF BIRMINGHAM
COTTAGE BROTHERS
REDEMPTION HARMONIZERS
SENSATIONAL NIGHTINGALES
LOVING SISTERS
REVEREND ISAAC JENKINS
KANSAS CITY MELODY AIRES
GOSPEL CHALLENGERS
JACKSON SOUTHERN SISTERS
PORTER SINGERS
ORCHESTRA SINGERS
BETHEL BAPTIST CHURCH CHOIR
STARLIGHT GLEAMERS
BIBLICAL GOSPEL SINGERS
GOSPEL TWINS
PILGRIM EYES
SOUTH-SIDE SEARCHERS
SENSATIONAL SIX OF ALABAMA
SWEET BROTHERS
SINGING CRUSADERS
HARLAN GOSPEL SINGERS
STONE BROTHERS
SINGING CORINTHIANS
ZION TONES
ANTIOCH BAPTIST CHURCH CHOIR
CLEVELAND ALL STARS
CHRISTIAN SOLDIERS
CHURCH GOSPEL SINGERS
REVEREND W. LEWIS
LEW AND HER COSMETIC S
OSHKOSH BLIND BOYS
EXCITING SINGING ANGELS
GERONIMO
UNITED VOICES OF FAITH
WASH HIBBSON SINGERS
BEATRICE HAMMES
TRUE HEAVENLY SINGERS
PATTERSON SINGERS
HAZEL TRIO
CHRISTIAN HARMONIZERS
VOCES OF THE CLOUDS
WINGS OF FAITH
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THE GREAT TAPES
France Back on Production Track After June Setback

By MICHAEL WAY

PARIS—The French record industry was probably headed for a record year when the May-Jul.

The French record industry was probably headed for a record year when the May-July turnover during April, May, and June this year compared with the same period last year. Figures for the first quarter of 1968, published by the French Record Information Center (CIDD), showed a 26 per cent increase over the first three months of 1967, and, as high turn-overs have been maintained, the French record industry might have enjoyed its best year.

Important Change

One of the most important changes in the industry this year has been the swing away from EP's by the vinyl market. In the previous quarter of 1967, EP and single unit sales were around 2 million marks. But in the second quarter of the year single sales increased to 2,147,520 and EP sales were 1,217,482.

The same statistics, based on polls taken on a representative 35 stores in 11 major cities, revealed the swing in sales was caused by the May-June political crisis. From the first quarter of 1968 to the second, 12-inch LP sales increased from 2,051,564 to 1,735,315, 16-inch LP's from 41,468 to 23,187, EP's from 2,238,022 to 2,157,419, and singles from 2,191,482 to 2,147,520.

Apart from a few exceptions where some companies managed to increase their sales—though only—among the better known, no company was able to gain. This is because no sooner had the political upheaval subsided than the August labor crisis struck. But my September industry research, conducted by François Ménichin, president of Pathé-Marconi and of the French record industry federation (Syndicat National de l'Industrie et du Commerce Phonographiques), commented: “The French public is in the process of reacting to the economic crisis that has hit the economic life of the country. The industry has picked up remarkably well.”

This revival was reflected at the annual congress of Philips-France in late August, when managers from all over the world heard commercial director Jacques Cuillart report that the French branch of the company had achieved a 21 per cent increase in turnover in the first seven months of 1968, compared with the same period last year.

Whether the business pace of early 1968 can be recapitulated is uncertain, but Jean Masson, Forester, secretary general of the CIDD, thought the industry would be quite as strong in 1969, since “the Frenchman's leisure is no longer entirely dependent on the weather.”

As a result of the crisis, sales dropped in some parts of the country, but in the former French colonies and overseas territories, sales were better than those in the rest of the country. The same holds true for the music market, since the increase is also in the music market. But the French public is still dependent on the weather, and the industry is not yet at the same level as in 1967, when it was at its highest point.

In conclusion, the government has authorized a 5 per cent increase in the retail prices of EP and single records as of Oct. 1. This will help offset losses which are being incurred in the French record industry, although it is minor compared to the French music industry. The French record industry is still recovering from the economic crisis of 1967.

French Figures: 1968

PARIS—Sales of records in France have been increasing throughout the year, with the exception of the last quarter of 1967.

In 1968, the French music industry has enjoyed a remarkable growth, with sales of records increasing by 25 per cent over 1967. This is due to the popularity of the French record industry, which has been steadily growing over the past few years.

In 1967, sales of records in France amounted to 2,045,448, compared to 1,973,119 in 1966. This is a 3.6 per cent increase.

In 1968, sales of records have increased to 2,128,750, a 4.6 per cent increase over 1967.

In 1969, the French music industry is expected to continue this growth, with sales of records estimated at 2,207,000.

The French record industry is also experiencing increased interest in exports. In 1968, exports of records amounted to 1,101,119, compared to 1,000,000 in 1967. This is a 10 per cent increase.

In 1969, exports of records are expected to increase to 1,200,000.

British Retailers Seek Higher Return Rate on Unsold Records

LONDON—British retailers have been seeking higher return rates on unsold records, with the result that manufacturers are losing sales by allowing such a small margin for returns.

The MTA says that one company has induced its wholesalers to charge a better return on the majors and other records. This is one of the majors that have rejected the retailers demand.

Unlike dealers in the USA, where return allowances are much higher, retailers in Britain have to be more careful about this issue. The MTA says that the majors have to be to their order 15 times out of 20, and not a cent below the current limit. This means that once a record has hit the peak, dealers will not be able to replace it with new stock, which is left with stocks on their shelves.

The MTA says that the retailer is encouraged to order new artists by ordering records other than those sold, because he must have some assurance that he will be compensated for his sales efforts.

On Sept. 1, retailers had to meet the Selective Employment Tax, a tax paid by employers on all staff not employed in the manufacturing sector. This tax is due to be levied by the Inland Revenue on all staff employed in the manufacturing sector.

In addition, the tax is due to be levied on all staff employed in the manufacturing sector.

EMI Profits Rise to £27,055,000

LONDON—EMI made a record profit of £27,055,000 in the year to June 30. This is an 8 per cent increase on the previous year's profit of £24,060,000. Last August chairman Sir Joseph Lockwood forecast a 5 per cent rise in profit at the time of the announcement of EMI's trading results. This improvement in performance in the U.K. and elsewhere would enable EMI to sell more records on the profits at the previous year's level.

In fact U.K. profits climbed by 4.8 million in the year to June 30 to hit £13,630,000. North American profits, as already reported, were down to $4,824,000, but there is still plenty of hope for the rest of the world to come at $11,400,000. Sales throughout the world however have increased from £30,000,000 in the 1967-68 year to £32,000,000.

The pre-tax profits do not include an out-of-season loss by the Tower Records division, which owns entertainment spots at the seaside resort. This was taken over in December 1967 by EMI, and in a full year including the summer holiday season shows a healthy profit.

Taxation has eaten up 48 per cent of profits of the company, including a £15,000,000 dividend remitted to the U.K. The major share of the remains—17 per cent dividend—the same last year.

The company indicates that it would have shown an even bigger improvement if the tax rate had been lower,

Say You Saw It in Billboard
Trade-Wide $5.99 Rise in Canada?

TORONTO — An industry-wide price increase in Canada, to a suggested retail of $5.99, came into effect Oct. 1, 1968, under a program of the Canadian Music Dealers Association (CUMDA). Records now move to the $5.99 price effective Oct. 1. Rising costs of production, marketing and distribution, plus a high level of consumer interest in music, were the major factors in the move clleded by Quality as the reason for the increase. When U.S. companies moved to a $5.99 price in the monh-month period, Canadian companies chose to follow suit.

Saint Martin Chiefs to U.S.

MILAN—Gino Caselli, president of Saint Martin Records, and general manager Primo Del Commune, leave Italy Monday for New York, Los Angeles and San Francisco. The Saint Martin chiefs will be meeting representatives of a number of U.S. record and publishing companies, including Thomas, Blackwood-Mitchell, Dunhill and Aphrodite, to discuss representation in Italy.

U.S. Looking to Europe for Ideas, Trends, Says Mendell

MILAN — America is looking to Europe for ideas and trends, especially after the strong U.K. pop music boom. A recent view expressed by Liberty-United Artists vice-president Charles Mendell during a visit to Italy for meetings with Dischi Ricordi, Pye Deal in Italy

MILAN — British Pye Produc is now being distributed in Italy by the Duca di Guastella, owner of Ricordi. Ricordi took over representation of the company from RCA-Italiana, Rome.

The Pye soundtracks of Sandie Shaw and Kenney Jones are includ ed in the deal and will continue to be released in Italy by RCA-Italiana.

Commenting on the switch, Pye's managing director Richard Benjamin said: "Our contract with RCA-Italiana came to an end and we were delighted to sign a long-term contract, for a minimum of three years, with a company of such stature as Ricordi. One part of the new deal will be an intensification of promotion of Pye artists in Italy involving daily runs of the Duca di Guo tional on a much greater scale."

Rita Pavone Snubs Fests

MILAN—Ricordi singer Rita Pavone has not competed in the RAI-TV Cannes Film Music festi val, the 1969 San Remo Festival or the Canale 5Festiva Festival. The decision was announced by Miss Pavone's husband and manager, Teddy Reno, who told him she was against competitions because they caused bad feelings and were extremely tiring for the participants.

In a talk with Reno, "has be come the land of the song contest, an imaginary country in this kind happening in France or Britain," with Stella compet-

Budget Albums Spark Rise in Output in U.K.

LONDON — The big swing to the $5.99 price in the British record industry is underlined again by the official June sales figures.

Total production in June was 2 per cent up on June last year, with a total of 2,395,000 records pressed. An average of 11.5 per cent increase in production to 3,123,000 against the dip of 5 per cent in June last year. The trend to lower priced albums continued, with the total value of manufacturer sales in June—$23.5 million, a drop of 31 per cent on June of 1967, also 15 per cent on June exports, too, by 15 per cent on June of 1967.

Manufacturer sales have been falling almost consistently since the introduction of $5.29 for the total production and sales of records for the first six months of 1968 are higher than for the first half of 1967. Throughout the year, the total production of singles has come from LP's which, over the six months, averaged a production of 27 per cent to total 22,164,000. Total sales of albums have fallen by 6 per cent and exports by 9 per cent.

Gemini Singles in Fantastic Increase

PARIS — Between October, 1967, and August, 1968, CBS France racked up an increase of 40 per cent in sales of singles compared with singles sold in the same period in 1967-1968.

This fantastic increase—accom plished by a change from EP's to singles in the French market, a trend pioneered by CBS France—was accompanied by a 70 per cent drop in the number of LP's by a 69 per cent increase in the sales of LP's.

The figures were announced by Jacques Souplet, president of CBS-France, when the company held its annual convention in the Crazy Horse Saloon, Paris, Sept. 26.

The convention also celebrated the 20th anniversary of the CBS-France organization, established in 1948. Not only, however, had the firm's sales increased, but it was also undergoing expansion. He estimated that sales for the last two years were up by 40 per cent on January and August, 1968, were up by 25 per cent compared with the same period last year.

Souplet said that from Oct. 1, 1968, CBS-France would stop sales of all EP material which was still cur rent, and concentrate on single form alone.

No new EPs had, in fact, been produced by CBS-France since early July.

From January this year CBS-France had begun marketing 4- and 7-inch records. The demand for this product had been such that the company was increasing its carriage repertoire in both pop and classical fields.

CBS-France would see the creation in France of a branch of the CBS Masterworks department responsible for the recording and distribution of accessories and musical instruments and of the Creative Research department for the manufacture and distribution of music products.

In forthcoming months CBS-France would be strongly promoteing its own American pop underground in an operation called "Rock Machine" which would be launched with a single album selling at under $5.29, a hit album by Dusty Springfield and Garfunkel, Leonard Cohen, the Electric Flag, the Taj Mahal, Blood, Sweat and Tears, and Janis Joplin.

CBS-France would also be promoting distribution in France of the Blue Horizon, Vee-Jay, Supraphon and JET Music labels.

"Dead' on Tour

LONDON — Warner group the Grateful Dead arrive here Wednesday (9) for the start of a nine-week CBS tour in Europe. The group opens at the Revolut iOn Club, London, Oct. 10, and follow with dates in Birmingham, Leeds and Liverpool. Upon conclusion of the European tour, the Grateful Dead will continue their tour in the U.S., Canada, Sweden and Denmark, then will return to Britain for further dates.

Olga Opens

HAMBURG — Olga Records of Sweden the new company, Angerman Pro ductions GmbH, in Hamburg under the management of Claus Rainer Wurtz, Angerman, which will begin a period of intensive activity, to centrate on developing new tal ent.

Metronome will continue to distribute Olga product in Germany.

**A MISTAKE BY DICKENS!**

NEW YORK — The gentlemen in the Billboard taping room thought it was a ver ver and what was the taping room story about RCA's push on "Olivia"? The story was about "Olivia"" and drew their attention from European editorial on the same subject.

"Regarding the headline on the RCA story, did you know that Charles Dickens wrote "Great Expectations," "Derk Cogswell," and "The Pickwick Papers?"

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October 12, 1968, Billboard
France Back on Production Track After June Setback

Danish actor Poul Reichhardt beat the heat with a long absence to cut his one-man show as presented this summer at the Albatros Restaurant. The record is released by Edvard, which is the Wildled Thinking, whose latest Decca release is "It's a Wonderful Life," June 11. Dario was launched by presenter Edward Solon at the "Little Sommerfugl with Jeg" has been continued on page 69

From the Music Capitals of the World

COPENHAGEN
Danish actor Poul Reichhardt beat the heat with a long absence to cut his one-man show as presented this summer at the Albatros Restaurant. The record is released by Edvard, which is the Wildled Thinking, whose latest Decca release is "It's a Wonderful Life," June 11. Dario was launched by presenter Edward Solon at the "Little Sommerfugl with Jeg" has been

HAMBURG — Polydor is releasing 46 LP's in its fall album release program and all bands are expected to present at least one unsung song, but judging by an intersection near the Frankfurter Tor, the result is hard to interpret as in the Knokke Song Cup in Belgium.

Each country will be represented by a team of three singer-songwriters. It is hoped that the countries will present at least one unsung song, but judging by an intersection near the Frankfurter Tor, the result is hard to interpret.

In addition, Polydor will give special attention to British and U.S. albums by James Brown, the Cream, Herb Alpert and the Tijuana Brass, the Moody Blues, Ray Manzarek, the Doors, the Rolling Stones and the Beatles. The French album release program for the second half of the year is scheduled as follows:
PHILADELPHIA

HILSENS

Philip artist Isabel Goodman will represent Finland at the 1969 MIDEM in Cannes, Jan. 18-24. Recent visitors to Finland have included U.S. singer Herb Snobath, the London-based Finnish-American couple Brian and Sarah, and the British "Opportunity Knockers." The music industry there is dominated by the Red Boys and Girls and the Red and White Opportunity Knockers. The presentation was made at a reception in the Concertgebouw Sept. 20 and among some 600 important business executives received by Bernstein was one from the Concertgebouw Orchestra in Amsterdam.

Other Edison Awards were made to pianists Philippe Entremont, Gerald Marron, Lorraine Carter and Alicia de Larrocha, the London-based record company conduc tors Georgi Svetoslaw, Neville Marriner, Karl Michunich, the Swedish record firm Rolseth Ulmamer and Shirley Butler; organists Marie Claire Alain; the ensemble La Chambre de Commerce, the Rotterdam Symphony and Eric Tupper.

During the reception music of the 13th and 14th centuries was played by the North Men's Department of the symphony orchestra and the ensemble of the polyphonic period by the Syn agogue Music ensemble directed by Rees Otten.

Italian Firms

In Product Fete

ITALIAN Firms have for months been gazing vaguely for a chance to buy some portion of the operations of the world-renowned Stil neri & Barea. Headquartered in Genoa, the firm was founded in 1870 and has been building high-quality violins, violas, and cellos for more than 125 years.

The firm has long been known for its superior quality and craftsmanship. It is a leader in the world of artisanal music and is respected for its dedication to preserving traditional techniques.

Thef firm has a long tradition of innovation, having introduced several new techniques and designs over the years. This has earned it recognition and admiration from musicians around the world.

Despite these accomplishments, the firm has struggled in recent years. However, with the renewed interest in artisanal music, it is hoped that Stil neri & Barea will once again find success.

If you are interested in learning more about Stil neri & Barea or in purchasing one of their instruments, please contact them directly.
ARGENTINA
(Country Record Museum) [Deutsche Grammophon]
[Deutsche Grammophon]

ART:—BEATS—(Deutsche Grammophon)

BRITAIN
(Country Record Museum) [Deutsche Grammophon]
[Deutsche Grammophon]

BELGIUM
(Filmstrip chart by courtesy of Top of the World)

HINDI
(Country Record Museum) [Deutsche Grammophon]
[Deutsche Grammophon]

DENMARK
(Country Denmark Radio) [Deutsche Grammophon]
[Deutsche Grammophon]

FRANCE
(Country France Radio) [Deutsche Grammophon]
[Deutsche Grammophon]

GERMANY
(Country Der Musikkanzlei) [Deutsche Grammophon]
[Deutsche Grammophon]

HOLLAND
(Country Pianoforte 

Netherlands) [Deutsche Grammophon]
[Deutsche Grammophon]

ITALY
(Country Music in Italy Musik) [Deutsche Grammophon]

JAPAN
(Country Original Conference Co., Ltd) [Deutsche Grammophon]
[Deutsche Grammophon]

PHILIPPINES
(Country record Museum) [Deutsche Grammophon]

SAO PAULO
(Country Record Museum) [Deutsche Grammophon]
[Deutsche Grammophon]

SPAIN
(Country of the World) [Deutsche Grammophon]

SINGAPORE
(Country Record Singapore) [Deutsche Grammophon]

SOUTH AFRICA
(Country Southern African Record Manufacturer & Distributors' Association) [Deutsche Grammophon]

VERONA
(Country Record Museum) [Deutsche Grammophon]
[Deutsche Grammophon]

HITS OF THE WORLD
(Billboard) October 12, 1968

ARGENTINA
(Country Record Museum) [Deutsche Grammophon]

ART:—BEATS—(Deutsche Grammophon)

BRITAIN
(Country Record Museum) [Deutsche Grammophon]

BELGIUM
(Filmstrip chart by courtesy of Top of the World)

HINDI
(Country Record Museum) [Deutsche Grammophon]

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(Country Denmark Radio) [Deutsche Grammophon]

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GERMANY
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(Country Pianoforte 

Netherlands) [Deutsche Grammophon]

ITALY
(Country Music in Italy Musik) [Deutsche Grammophon]

JAPAN
(Country Original Conference Co., Ltd) [Deutsche Grammophon]

PHILIPPINES
(Country record Museum) [Deutsche Grammophon]

SINGAPORE
(Country Record Singapore) [Deutsche Grammophon]

SOUTH AFRICA
(Country Southern African Record Manufacturer & Distributors' Association) [Deutsche Grammophon]

VERONA
(Country Record Museum) [Deutsche Grammophon]
HIS MOST EXCITING RELEASE...

engelbert humperdinck

les bicyclettes de belsize

Producer: Peter Sullivan for Gordon Mills Productions
Written by Les Reed and Barry Mason

Chart LPs:
Release Me ........ 70 weeks
Last Waltz ........ 43 weeks
Man Without Love (His latest) .... 8 weeks
Mama Cass proved she can make it on her own with a Top Ten single, "Dream a Little Dream of Me," and she follow up with another Top Ten hit. "You Don't Have to Say You Love Me" was a Top Ten hit on the LP chart. She swings and takes it easy on a live array of pop, blues, and country tunes. "California, Here We Come," Sweet Aristocracy's "La Groove," and "Darling Boy" for a unique experience.

The Chantays' Brothers have broken into the Top Ten with their smash hit album followed by a Top Ten single, "For Better or For Worse." Their album, "It's All Over Now," which is filled with the same and different material, is a follow-up to the success of "It's All Over Now." The other selections (all Chantays originals) are exceptional, with "I'll Be Seeing You" and "I'll Be Seeing You" as standards.

Crosby, in his seventh album outing, is more hilarious than ever. His tricks a wide range of subjects, from broken hearts to the road to Paradise. With "The Time's" theme of his past indiscretions, this should please anyone who can take it. Cooke, in this, his seventh album outing, is more hilarious than ever. His tricks a wide range of subjects, from broken hearts to the road to Paradise. With "The Time's" theme of his past indiscretions, this should please anyone who can take it.

Supercalifragilisticexpialidocious performances by one of the hottest bands in country music—Bill Anderson's band. Cooke's dynamic production, perfect vocal effect by Anderson. He also mixes hits with "The Unicorn," "I Started Loving You Again," and "Tomorrow's Gonna Be Better Than Today."

Country

GREAT TIMES—Willie Nelson, RCA Victor LP 4057 (S)

Willie Nelson does something special with a song: a great tune like "Gone to Texas," it's a walk-a-way rate for sentimental Santa Fe, New Mexico. Another time he'd do it, and you'd think, "Hello, hello, hello." He's got his first hit of the year, and it's a hit. It's a walk-a-way rate for sentimental Santa Fe, New Mexico. Another time he'd do it, and you'd think, "Hello, hello, hello." He's got his first hit of the year, and it's a hit.

HOMES & JERVIS LITE AT VARDEN'S—RCA Victor LP 4058 (S)

When Honer and Jethro get together, whether in person or on record, you have a hurricane of talent. This one you can high on for a few months. "Lone Star" and "Lone Star" are number one. Honer and Jethro get together, whether in person or on record, you have a hurricane of talent. This one you can high on for a few months. "Lone Star" and "Lone Star" are number one.

ARIRAL DRUM

ARIZONA LITE AT THE OLYMPIC IN CONCERT, 1966—RCA Victor

The English combo, which formed the American charts with their single, "Baby, Come Back," and this LP which includes that hit so should do just as well on the LP chart. Described as the "next Fab Four," they sound like a cross between the Rolling Stones and the Beatles. In the words of one reviewer, "The band is a little bit of a cross between the Rolling Stones and the Beatles."

Baby, Come Back—The English, RCA Victor LP 4059 (S)

A new look for the English with a "Baby, Come Back" and this LP which includes that hit so should do just as well on the LP chart. Described as the "next Fab Four," they sound like a cross between the Rolling Stones and the Beatles. In the words of one reviewer, "The band is a little bit of a cross between the Rolling Stones and the Beatles."

SAYIN' IT SOME SOUL—Mary Wells, Motown LP 4060 (S)

Marcia Spices up a lot of good soul, and never sounded better,arger and now. She is at home with his material, a collection of soul with new, and it's a hit. Her appeal--her beauty. "The Bopper is a little bit off the mark."

SEXY BOY—Teddy Wilson, Atlantic LP 4061 (S)

This snare drum "live" recording was taken down in January, 1968, and it's the first LP to be issued. The English combo, which formed the American charts with their single, "Baby, Come Back," and this LP which includes that hit so should do just as well on the LP chart. Described as the "next Fab Four," they sound like a cross between the Rolling Stones and the Beatles. In the words of one reviewer, "The band is a little bit of a cross between the Rolling Stones and the Beatles."

In the words of one reviewer, "The band is a little bit of a cross between the Rolling Stones and the Beatles."

SEGCIO-ESPAÑA—Andres Segovia, Decca SD 70106 (S)

Andres Segovia here adds to his extensive guitar work catalog with this collection of some of Spain's foremost composers. Among the works represented are: "Leyendos," "Leyendos," and "Leyendos," all reconstructed according to the pre-Renaissance styles and methods of those composers. A few of Segovia's own compositions are also included.
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LP 1004A.

The Adventures of Huckleberry Finn
Vol. 2-Made by Sherman Irwin. Spoken
LP 1004B.

Short stories of Mark Twain-Read by
Roy Hanger. Vol. 1-Made by
LP 1007A.

The Diary of Anne Frank Vol. 1-Spoken
LP 1007B.

The Diary of Anne Frank Vol. 2-Spoken
LP 1008A.

**More Album Reviews on Page 76**

**POPULAR**

**CLASSICAL**

**REAT-POSTS & THE LATE SOUL SHAKES**

William Daughters. Decca DL 7934L

The mixture of reading and telling gives
William Daughters, the late of "The Trail," a
pamphlet of easy listening. The reading and
the songs are grouped in a way that the
LP 1029E. In this roll, Daughters
killer LP 1029E.

SWEETWATER-Replica KS 6310 (S)

from the same LP 1029E comes Schneider, a
hit of this summer's classical and operatic
frameworks on LP 6313L. For the LP 1029E
and the LP 1029E, for Schubert and Chopin.
From the same LP 1029E, for Schubert and
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**PERCY SLEDGE—YOU'LL ALWAYS AROUND ME**

(Prod. Don Davis) (Writers: Bankie-Berret) [BMI, ASCAP]--This growling powerhouse is in the same class with solid chart action and this song will follow up its chart topper hit. booklet.

**B. J. THOMAS—HOOKED ON A FEELING**

(Prod. Chris Stone) (Writers: James Rand) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**THE HOLLIES—LISTEN TO ME**

(Prod. Don Richards) (Writers: Harry Warren) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**THE HAPPENINGS—CRAZY RHYTHM**

(Prod. Tobias) (Writers: Nathan-Coleman) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**EDWIN STARR—WAY OVER THERE**

(Prod. William Smith) (Writers: Dickie King) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**THE MCCOYS—JESSE FRADY**

(Prod. McCall) (Writers: Johnnie Taylor) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**JUDY CLAY—BED OF ROSES**

(Prod. Rosyn & Penk) (Writers: Colonel-Crystal) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**ARTHUR CONLEY—AUNT DORA'S LOVE SONG**

(Prod. Don Davis) (Writers: Senior-Kit) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

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**NEW COUNTRY SINGLES—COME AND GIVE YOUR LOVE TO HER**

(Prod. The Clerks) (Writers: Kenny-Matt) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**EDDIE FLOYD—BRING IT ON HOME TO ME**

(Prod. Steve Cooper) (Writers: Cooper-Carroll) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**THE FIREBALLS—COME ON, REACT**

(Prod. Steve Vincent) (Writers: Steve Vincent) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**PATTI PAGE—STAND BY YOUR MAN**

(Prod. Don Davis) (Writers: Donny Hathaway) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**LORETTA LYNN—YOUR SQUAW IS ON THE WARPATH**

(Prod. Bob Ferguson) (Writers: Bob & Mike) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**BILLY WALKER—AGE OF WORRY**

(Prod. Bob Ferguson) (Writers: Robert-Darrell) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**BOBBY BARE—THAT TOWN THAT BROKE MY HEART**

(Prod. Bob Ferguson) (Writers: Bob & Mike) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**HANK THOMPSON—SMOKEY THE BAR**

(Prod. Bob Ferguson) (Writers: Bob & Mike) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**CLAUDE GRAY—THE LOVE OF A WOMAN**

(Prod. Bob Ferguson) (Writers: Robert-Darrell) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**JOYCE PAUL—DO RIGHT WOMAN—DO RIGHT MAN**

(Prod. Bob Ferguson) (Writers: Robert-Darrell) [BMI, ASCAP]--On its way to number one, this song will be a hit, and this song will follow up its hit release on the Hot 100 hit. booklet.

**CHART**

Spotlights Predicted to reach the HOT COUNTRY SINGLES Chart.

**JAYTIE INMAN—Belief of Two Brothers (Ray) [BMI, ASCAP]**

**BOBBY BARE—Broken Heart (Sargent, CA) [BMI, ASCAP]**

**JOYCE PAUL—Don't Give Up (Sargent, CA) [BMI, ASCAP]**

**CHART**

Spotlights Predicted to reach the TOP 20 of the TOP SELLING R&B SINGLES Chart.

**OTIS CLAY—DON'T WANT TO BE RIGHT (Ray) [BMI, ASCAP]**

**JOHNNIE TAYLOR—You Don't Know It (Epic, CA) [BMI, ASCAP]**

**CHART**

Spotlights Predicted to reach the TOP 20 of the R&B SINGLES Chart.
FEELIN' ALRIGHT? is TRAFFIC's brand new smash single from their forthcoming album

WATCH FOR IT ON...

United Artists Records

Entertainment from Transamerica Corporation
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WANNA GET STRAIGHT?

BUY

BOBBY GOLDSBORO'S
NEW HIT SINGLE

"THE STRAIGHT LIFE"

UA 50461

THIS RECORD IS
THE MOST PLAYED
MOST REQUESTED
SELECTION FROM
BOBBY'S LATEST
ALBUM

United Artists Records
### Top LPs

####星点牌 - LPs 榜单

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####发行商

- **MCA**
- **Columbia**
- **RCA**
- **Columbia**
- **Reprise**
- **Warner Bros.**
- **Warner**
- **Capitol**
- **Columbia**
- **Capitol**
- **Columbia**

####艺术家

- **Johnny Mathis**
- **Emma Bostick**
- **Peter, Paul & Mary**
- **Joe Olivo**
- **Johnnie Ray**
- **Marvin Gaye**
- **Teddy Wilson**
- **Johnny Mathis**
- **Burt Bacharach**
- **The Animals**
- **The Beatles**
- **The Bee Gees**
- **The Ventures**
- **The Mamas & The Papas**
- **Herman's Hermits**
- **The Supremes**
- **The Osmonds**
- **The Ronettes**
- **The Ventures**
- **The Troggs**
- **The Beach Boys**
- **The Miracles**
- **The Moody Blues**

####评论

- "The Good, the Bad and the Ugly" (1966)
- "The Good, the Bad and the Ugly" (1966)
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- "The Good, the Bad and the Ugly" (1966)
- "The Good, the Bad and the Ugly" (1966)
Music men rave about the world of music knowledge available from the Billboard Bookshelf...

Ralph Gleason, renown music columnist writes about THIS BUSINESS OF MUSIC — “Everything is in it and it's worth the $12.50 and the time it takes to read it. Not only does it cover song publishing, but it covers record contracts, taxes, etc., etc. It is the very best thing that has been made available and one lawyer I know of insists that clients (when they are a rock group) buy this book and read it before he'll talk contracts with them.”

This Business of Music
by attorneys Sidney Shemel and M. William Krasilovsky
Edited by Paul Attanasio
Music Editor of Billboard Magazine
A vitally significant new reference volume designed to authoritatively guide you through the practical aspects and legal complexities of the music-record business. More than 150 pages of case excerpts — appendices — re-productions of company and union contracts; copyright forms; author's agreements; license applications and many, many more valuable references.
Hard cover, 420 pps., 6% x 9%, $12.50 per copy.

And Billboard recommends several additional reading musts for the musically-minded...

The Big Bands
by George T. Simon
Introduction by Frank Sinatra
The whole story behind the rise and fall of the Big Band Era. The scene itself: the leaders...the public...the musicians...vocalists...arrangers...businessmen...recording...radio, movies, the press, including more than 250 exciting photographs, and an index of more than 2,500 leaders, vocalists, musicians and all the Big Band people. Plus...the Big Bands now...what's happening currently as well as what's likely to happen in the near future.
Deluxe hard-cover edition, 500 pps. 6% x 9%. $9.95 per copy.

The Country Music Story
by Robert Shelton
Folk Music Director of the New York Times & Photographer, Bert Goldblatt
A Picture History of Country Western Music
This root-researched, crisply presented chronicle of country music's phenomenal "corn to capitol" history is accompanied by one of the most fascinating photo-films ever assembled...including many rare historic unpublished prints. As author Shelton puts it, "Vanderbilt revealed...it moved to Nashville." Here are 4 decades of country music's rich legacy: Its People — Its Music — Its Recordings. Over 400 photographs. Deluxe cloth binding. 256 pps. 7% x 10%. $7.50 per copy.

Billboard's Annual International Buyer's Guide of the Music-Record Industry
310 pps. 8% x 11%. $7.50 per copy.
EMI knows the record markets of the world...

The above is just one page from the intriguing and informative
80 page book recently produced by E.M.I. (the World's Greatest Recording
Organisation). A limited number of copies are now offered free.
If you would like a copy write to E.M.I. Group Record Services, E.M.I. House,
My younger brother Leonard is 18 years old. Until now his singing has been limited to purposes of our family's entertainment. I remember the night 14 years ago when he whispered down from his lower bunk that he wanted to be a singer. He'd been a hit after dinner and before "Sid Caesar" with his rendition of "Smokey The Bear." I told him to go to sleep.

Leonard was five when he wrote his first song. It's funny that I remember the exact way it went.

"A horse is big, it's true indeed,
A cow is big, that's true indeed,
But what about the little things
That jump about the candy rings and have
Such a wonderful time, that they almost forget
their bottle of wine."

Our father, the pianist, said, "Music's a good profession, Len." Our mother, the children's story writer, said, "Stories are nice as long as you make people use their imaginations." Our mother's father, the splendidly voiced Chazan from Russia, said, "Sing, Leonard, for it is our family's heritage to please ears." Our mother's mother, the woman who loved, said, "Lenny, you should only be happy in what you do."

Maybe in time Leonard will follow in the footsteps of that old vaudevillian Grampa Schaeffer, who toured the Orpheum Circuit when he was young. I hope so.

—David Schaeffer
**Ad Rep Praises Top 20 Stations**

**Maxin Moves to Overhaul MGM**

**Black Gospel Commercials Could Push Product: Bass**

**BIA's Student Writers Contest Offers $15,000**

**Atlantic Meet For Bahamas**

**RCIA Gets Lincoln in Policy for Pitchmen**

**Sinatra Records Is Launched; Disk Out**

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**Ad Rep Praises Top 20 Stations**

(Continued from page 1)

sents, handling approximately 60 of the major outlets in the United States. Harrison is regarded as one of the leading authorities on programming.

Stating that the music a station plays determines the age range of the audience, Harrin

**Black Gospel Commercials Could Push Product: Bass**

(Continued from page 19)

son said a radio station should never program for an income group. You must program to an age group.

A large part of the nation's population grew up listening to rock 'n' roll on Top 40 radio stations. He felt a large part of the appeal of Top 40 radio stations is that the music was presented in condensed form. Many people today don't want to listen to complete Top 40 stations, and an easy listening format would give those good qualities of a Top 40 station and use them to build a large audience.

These include the tight production methods, such as talking without intermissions, and the ending of a record. Also, keeping the audience at the maximum ("because there just aren't that many good personalities and the record is the third factor," he added). He pointed to WINS in New York, which has been doing a Top 40 act for the past 10 years, and pointed out that Top 40 radio is "the best way to go."

Bass said, "You can't just go up and say, 'Hey, we're going to get new records.' The revolutionary of yesterday is the conformist of tomorrow. Unless you can send a strong message, somebody else will come into the same market with the same stations.

Harrison felt that there was no question that radio has improved. He pointed out that it has reached the point where ad

**Atlantic Meet For Bahamas**

NEW YORK—Atlantic Rec-

**RCIA Gets Lincoln in Policy for Pitchmen**

(Continued from page 7)

is continuing to stress the value of copyrights in soundtracks of films. So we have the constant and placing, such as the Motion Pictures "Shoes of the Fisherman" and "The Longest Day." Maxin expressed strong belief in the use of background music in tape cartridges. So much so that he has enlarged the tape cartridge program. This will play an even larger role in the record company in the future. He said that Atlantic will be "very strong" in the development of product. He said this might include the actual producing of records, but as it would entail approval of all such things.

One of the most important changes in the company, though, will be in the new format in the publishing. Maxin said he is planning to get a new publishing wing to bring in the self-contained unit of the writer and producer, which is not able to offer the worldwide strategy that Atlantic can offer to its company and its associated publishing companies overseas.

As head of publishing, Maxin

**BIA's Student Writers Contest Offers $15,000**

NEW YORK—The 17th annual Student Contest of the Broadcast Education Association, sponsored by BIA, offers $15,000 to young composers seeking an entry in the radio business. The contest is sponsored by the BIA's Promotion Department.

The three divisions are Promotion, Production and Reporting.

**Sinatra Records Is Launched; Disk Out**

NEW YORK — Sinatra Rec-

**Say You Saw It in Billboard**

**ATLANTIC MEET FOR BAHAMAS**

NEW YORK—Atlantic Rec-

**Say You Saw It in Billboard**

**Say You Saw It in Billboard**