**Ops, One-Stops & Labels Stage A 'Liplashing'**

By EARL PAIGE

CHICAGO—The Music Operators of America (MOA) locked one-stop owners, operators and record manufacturers into a seminar room last week here and used two 'trophies' to maintain order. The results: instant communication. At one point, London Records' Sy Warner said, 'I've been in the record business 14 years. I have never received a letter from a jukebox operator. Where are you people?'

In the related story, Eugene Mort Hoffman, who said he couldn't win because he was caught between onestops and dealers, admitted to Omaha one-stop manager Evelyn Dalrymple that one record had been hard to deliver. But he fished out at Stu Glassman, Radio Doctor's, Milwaukee.

(Continued on page 73)

**Detroit in Tape Breakout; RCA to Ride With 10 Mil.**

By HANK FOX

NEW YORK—With the Ford Motor Co. projecting a more than 67 per cent jump in stereo tape deck installations for its 1969 models, the company, along with Lear Jet and Volkswagen, is basking in the shade of the industry's best tape CARtridges player sales year to date.

Nearly 200,000 new car buyers ordered factory-installed fitback tape cartridge decks with their 1968 automobiles.

(Continued on page 18)

**Record Sales Untaxed by Surtax; Barometer of U.S.**

By MIKE GROSS

NEW YORK — The record industry has been maintaining a steady sales pace despite the 10 per cent income surtax. De- signed by the government as a spending restraint, the surtax has had little effect on record sales since it went into effect in July.

Because records are classified as a leisure-time consumer commodity, the industry's sales are considered a bellwether to the state of the country's economic activity. In point of fact, business analysts report that, similarily, the surtax has failed to dampen economic activity and that consumer expenditure has been on an upward spiral.

Record retailers and discounters canvassed by Billboard in the New York, Chicago, Los Angeles, San Francisco, San Diego and Sacramento markets are in agreement, for the most part, that the surtax has had no harmful effect on record sales. Many of the retail outlets surveyed revealed that record, sheet music and instrument sales are running ahead of last year.

"No Effect"

The general attitude of the retailers was voiced by Russell Solomon, president of the four-store Tower chain in San Francisco and Sacramento, who said, "There has been absolutely no effect on business. Except for the usual business slump when schools reopened in September, music retailers are enjoying a good year. We wouldn't feel the tax bite on low cost items."

The consensus of record manufacturer sentiment regarding the surtax was generally the same as the comment from Irving Steinberg, president of Mercury Records, who said: "There is no evidence that it (surtax) has harmed business. The simple fact is that the hit records are selling as big or bigger than ever."

Steinberg's comment was supported on the rack jobbing level.

(Continued on page 102)

**Fox Office's 2-Front Attack**

NEW YORK — The Harry Fox Office, publisher's agent and trustee, is expanding on the foreign and domestic fronts.

On the foreign end, Al Berman, of the Fox Office, has just set up operations in London. He's now planning to set up Fox Office operations in Continental Europe and the Far East.

On the domestic front, Warner Bros.-Seven Arts Music Co. has signed with the Fox Office for the collection of mechanical royalties. The WB-7 deal is seen in the trade as a coup for the Fox Office since the publishing firm has been a holdout for the past 35 years. The publishing firm's change of heart stems

(Continued on page 10)

**Spotlight on San Francisco See Center Section**

**PD's Key New Disks Play**

By CLAIRE HALL

NEW YORK—At 37 per cent of the nation's radio stations, new records are now on fitback tape cartridge decks. This is the information revealed by a survey conducted by Billboard's Record Market Research Division. By formats, at 45 per cent — the majority — of those stations playing easy listening music, the program director selects the new records for airplay, while among Hot 100 format stations, the majority of the stations—40 per cent — have a music director who does the picking.

(Continued on page 46)

**MOTOWN IS A SOUND INVESTMENT**  

By CLAIRE HALL

**MOTOWN RECORD CORPORATION**

**MOTOWN RECORD CORPORATION**

**Motown is a Sound Investment**

Bill Medley is taking his own personal plea for world understanding to the summit of the charts with his powerful new Motown single, "Peace Brother Peace" (SE14990). His Hot 100 hit, "Bill Medley—100%" (SE17383), is also getting 100% approval from the Righteous Brothers' fans.

(Advertisement)
The Stereo 8 Story
(October 1965–September 1968)

An Anniversary Message from
the folks who developed and introduced
8 track Cartridge Tapes.

Our baby is doing very well thank you.

On October 1, 1965 we shipped
Stereo 8 Cartridge Tape No. 1.

On September 30, 1968 we produced
and shipped Stereo 8 Cartridge Tape number

7,320,723

That's five times the number of
reel tapes we sold in the past fourteen years.

Any questions?

If not we'll get back to work.
We've promised to ship No. 8,000,000
by Halloween.

Looks like our trick has become
the public's treat.

RCA Stereo 8 Cartridge Tapes
NEW YORK — RCA Records has prepared a giant Christmas advertising, promotion and merchandise campaign geared to inform millions of consumers of new products released by the label this month. RCA's Top 8 Tape cartridges.

The program will use the familiar RCA slogan "The One That Keeps On Giving." The campaign will highlight 40 best-selling and new artists, including the Victor, Red Seal, Calendar, Chart and Colegrove lines that are available both on record and Stereo 8 Tape Cartridges.

Slight emphasis is being placed on three special Christmas albums including "The Perry Como Christmas Special," with Rex Allen, Judy Garland and Annette Funicello featuring "I'll Be Home For Christmas." These albums will be distributed to local advertisers for local advertising on the albums.

The Christmas program is under the direction of George L. Porkhill, manager of advertising.

LOS ANGELES — A pop music festival that will be promoted in more than 15 major markets throughout the nation will be presented at Gulf Stream Park, outside Miami, Florida. The festival, which will be broadcast on NBC radio network, promoting the festival are WLS, Chicago; KJOY, Pittsburgh; WSAI, Cincinnati; WRKO, Boston; WOR, New York; WGBH, Boston; WTTX, New Orleans; WQXI, Atlanta; and KMEX, Los Angeles.

The event is being developed by Joe and Steel's Trade Show. The division of Arena Associates, a four-year-old concert promotion firm whose line-up, heretofore, have been in California and Hawaii, but whose firm's executives include Mitch Fisher, talent buyer; Tom Rounds, market research man and Mel Lawrence, working on administrative details in Miami. Other members of the parent company include Ron Jacobs and Tom Mollen.

King Mgt., Operation To Pierce and Neely

NEW YORK — Don Pierce and Hal Neely have assumed the management and operation of King Records as it was reported late last week. It is known that Neely has been negotiating for the acquisition of King Records and publishing operation for some time and that final details remain to be worked out, not with regard to the James Brown-King contract.

Neely, an executive of Star, of which Pierce is president, worked for a long time with the late Sy Nathan in the operation of the firm's catalogs of records and supplied, along with other Loos Music with its various publishing subsidiaries including U.S. and U.K.

Included in the music catalog are such songs as "Fever," "Kissin' Time;" "My Girl;" "Dancing in the Street;" "Inside-Out;" "Sweet Potatoe;" "Deltawhip;" and the music catalog covers the country, rhythm and blues fields.

In addition to the record and publishing enterprises, King owns a pressing plant in Cincinnati.

Merc's Push On Smothers

CHICAGO — Mercury Records has designated Oct. 19, "Phil and Don Smothers Day," to correspond with the release of their album "Brothers of the Road." The album is the first release by Smothers Comedy Brothers Hour, as well as their other titles, will be supported by a 35-day period by major radio and newspaper advertisements. In addition, the Smothers Brothers will make personal appearances at various department stores throughout the country.

ABC to Revamp A&R Early '69 The Target

NEW YORK — ABC Records A&R department will be revamped. By the beginning of 1969, said Marie-Kari, ABC president, the restructuring will be complete and in full operation.

His statement followed the resignation last week of Bob Thiele, aor director for the company.

Newton will appoint an aor director for ABC's contemporary product line, and supervise company recording sessions, and will also be responsible for master purchases. He will also handle independent production arrangements made by ABC in the pop and rock field.

ABC will also have new aor director for jazz and blues product, responsible for ABC's Impulse, Riverside and Blues operations.

WAC to Finish the Unfinished Term of the ASCAP Board of Directors

NEW YORK — John K. (Mike) Maitland, executive vice-president of Warner Bros.-7 Maitland Group, has been elected to the board of directors of the American Society of Composers, Authors & Publishers (ASCAP).

He will finish the unfinished term of the ASCAP board of Victor Blass, previous head of the body, who will be visiting Europe next month.

'Chitty' Songs Cause A 'Bang' Overseas

LOS ANGELES — United Artists has picked up loss of film "Chitty Chitty Bang Bang" in the overseas market. Among the foreign artists involved are Jane Asher, Susan Maughan, Rex Kolden, Caterina Valente, Button Down Brass and Samantha Jones.


October 26, 1968 BILLBOARD 3
U.S. Version Captures French Sound

LOS ANGELES — American recordings, rather than local language tapes, are the rage in many European countries. "The trend is for English music," said Monument's international executive, Bobby Weiss, recently returned from a six-week overseas business trip.

German teenagers are demanding the American language recording over an English copy. "The Armed Forces Network, Radio Luxembourg and European networks are all broadcasting services which play American recordings and set the same kind of tone of interest in Italy, which still clings to romantic lyrics in the native tongue. RiF, the Milan company is issuing singles with English translations. It seems there are French record companies which are discussing importing the product over here in order to meet a growing demand for a new American look.

Rhythm & Blues enthusiasts are also responsible for the growing interest in English language records. Weiss mentioned Debono, Barclay's international arm, which is currently releasing Atlantic's Tito & Ruben catalogs, and helping to establish the solid foundation of rhythm and blues among young music buyers creates a "manageable" situation in which to develop sales into stimulating programs," York said.

Buck Stapleton, recently promoted from a regional promotion man's post to manager of radio-TV programs, heads the campus program. Stapleton has been attending meetings of various college groups to learn about this new market. The executive chairman of the college promotion operation plus the creators of the artists relations operation are felt to be on Yebo's philosophies, Stapleton has also commented that improvements are being made on college campuses and for the first time, the college radio stations will be serviced as they were commercial outlets.

Kirsten in the U.S. to Plug Jankowski LP's, Global Pub

NEW YORK — Peter Kirsten, manager of singer-artist Horst Jankowski and director of Global Music of Stuttgart, was in New York recently to plug Jankowski's disks and the Global publishing interests.

Kirsten's first promotional move in New York was the acquisition of foreign publishing rights from the English disk, which is owned and licensed by West German Jankowski LP's, Global Pub.

In Las Vegas, Kirsten will handle Jankowski's plans for personal appearances in the show circuit there. Meetings in Los Angeles' Larken of Canopy Music will also be held to discuss the foreign release of the Jimmy Webb compositions which were recently acquired by Kirsten's German publishing firm. Negotiations for deals set by Kirsten are handled by his representative in New York, attorney Philip S. Kurant.

Funnies, Fashion Push Jubilee's Ohio Band, LP

NEW YORK — Jubilee Records is using funnies and fashion to promote the Baltimore & Ohio Southern's newest fashion to promote the latest release of the LP.

Distributors, rack jobbers, retailers, and TV stations and newspapers are receiving copies of a six-page comic book promoting "The Jubilee & Ohio Marching Band Plays Music." The booklet offers testimonials from Alley-Oop, Dick Tracy, Jubilee's Carol, and Little Orphan Annie. Within a day of the promotion includes a chance to win a beautiful blue stone on front and "Jubilee Records" imprinted on the back. The basket is being supplied by Prager in a complete trade, retail, press and media lines along with copies of the LP.

Capitol Steps Up Pop Drive — Kornfeld Inks Prod. Artists

NEW YORK — Artie Kornfeld, the new president of Capitol Records, has signed several new acts and producers in line with the label's concerted drive into the pop fields. Kornfeld has inked a product for Capitol and subsidiary labels of West, and We Make Music, the latter.

In one of his more recent moves, Kornfeld, who defined his role as "anticipating successful product," has signed, as artist, heavy-weight champ Joe Frazier, ball star Joe Namath, Mike and theulls, Bobbie Gentry, Billy Carr, The Jades, the Carnation and the Caldwell.

The Wind in the Willows. Kornfeld personally produced the Wind in the Willows album on Capitol.

Drawing from young independent producers, Kornfeld has asked Jay & the Americans' producer, for the Turnful Trolley, Steve Dubin's Infinite Sound for the Insect Trust, Kaplan mentioned Crystal Mansion and Erik Paul, and costar Producer for Jimmy Caster, among others.

Kornfeld has also signed Jerry Wexler, founder of A & R Records, as writers, in addition to split-publishing agreements with most of his current artists, on his independent production list.

Douglas Will Issue 'Lenny' 1st Cast Disk

NEW YORK — Douglas Records will issue its first original cast recording, "Lenny," which will be performed at the world tour of Broadway. "Lenny" is a theatrical presentation based on the life of Lenny Bruce.

The album will contain comedy material from original Bruce material, performances, and sound recordings by Charles Lloyd, the show's director. A director, also opening April 17, is the State University of New York at Stony Brook. During its first two weeks, "Lenny" is also a first effort with Columbia's rock-and- roll background. "Lenny" will be in competition with advantages with country music. "Lenny" is also a first effort with Columbia's rock-and- roll background.

Fuller and Smith prefer to record in the "old-fashioned" setting and to be heard at one session. "O. C. prefers to go the "old-fashioned" route," Fuller explained, "because many people prefer to hear the music without having to listen to the energy and audience."}

Columbia's Fete Cites Union Gap For Gold Stripes

NEW YORK — Gary Puckett and Union Gap, Columbia Records' new singles stars, performed in New York Hilton last week (16) at a record presentation to celebrate their three number-one million-selling singles. Clive J. Davis, president of Columbia Records, presented Puckett and Union Gap members, Dwight Blevins, Andrew Gold, and Donny Osmond, with gold records and plaques of appreciation to commemorate the success of their singles. "Woman, Woman," "Young Girl, Young Women." Gary Puckett and Union Gap are among the group of Columbia artists roughing it in the West Coast for the "Golden Weekend," which included Chet and Paul Wheatbread with their "The Country Beggars," and Jim Pace and the "New Americans," according to Columbia public relations.

Columbia's "Time Has Come"— Chambro Publishes "Time Has Come"

NEW YORK— "Time Has Come Today," recorded by the Chambro Brothers, is set to be released by Columbia Records. The label has been purchased by the Chambro Brothers, including Howard, Joe, and Robert. The new label will feature the Chambro Brothers and will be handled by Prager.

BILDBOARD FILE SEEKING BIOS

NEW YORK — Billboard is now seeking a collection of biographical information about the many notable personalities appearing on this expanded library will ensure quick access to the latest music news, information, talent and career directories of many of the most popular artists and public relations firms are listed under the "Riversides" file. The graphic and photographic library was created by the Billboard New York office, attention to music and Photo File.

OCTOBER 26, 1968. BILLBOARD
COLUMBIA
LADY WILLPOWER
OVER YOU
REVEREND POSEY
GIVE IN
TAKE YOUR PLEASURE
I'M JUST A MAN
I'VE DONE ALL I CAN
THE COMMON COLD
CAN YOU TELL
NOW AND THEN
IF THE DAY WOULD COME

The title of their new album says it all.

Incredible. Gary Puckett and The Union Gap are incredible. Their record of hit album after hit single after hit album after hit single is incredible. (Gold records and all.)

And so is their new album. It includes their recent hit singles, “Lady Willpower” and “Over You.” On Columbia Records.

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EXECUTIVE TURNABOUT

John Sippel, publicity director of Mercury Records since 1965 and a 24-year veteran of the record industry, has been named national publicity manager for Mercury Records. The former Billboard staff member for years had been a consultant to Mick, who is now working for Mercury in the West Coast offices. He has also been involved in the creative development of Mercury's worldwide relationship with Martin L. Weiss, director of Special Markets, and Don Hobens, manager of Special Markets and Radio Relations. The move will be announced by Mercury vice-president Martin P. Salkin. Jacobs joined Coral Records as a musical director and assistant artists and repertoire director in 1963 and was later named a manager for the Torrey Domeny Orchestra. For the past five years, he was music director for the Friar's Club Annual Testimonial Dinner. He will serve in the same capacity this year.

Ted Williams has been named publicity manager of Atlantic Records. The appointment is part of an expanded music business, and in his new position as publicity director, he will have the additional responsibility of promoting the Records for Mick, who is a member of the West Coast, a city he has always been associated with. Other duties of the position include advertising, publicity, and advertising. Williams comes to Atlantic Records after four years with Record World where he held key positions. Williams started his career in the music business as a staff writer for Cash Box. Mr. Ackerman joined the publicity department of Atlantic Records in 1960. Since last March he has been in charge of products sold to the company's west coast offices.

Barbara Christensen has been appointed manager of publicity at Metromedia Records. Miss Christensen will be responsible for all public relations activities and national consumer advertising for the company's artists and clients. She will also be responsible for all advertising and graphic concepts and will work in conjunction with the sales, promotion and merchandising departments. Miss Christensen was manager of publicity and business relations for Metromedia, where she handled publicity for the Lovin' Spoonful.

Bob Thiele has resigned as director of artists and repertoire for ABC, Impulse, and Blues-Ways. Thiele, who had been with the ABC family of labels for seven years, worked in such diverse areas as New Orleans and Chicago. Thiele expects to have his new affiliation lined up within a fortnight.

Jack Lee has resigned as professional manager of Edwin H. Morris & Co. after 20 years with the company. Lee was professional manager of Meridian Music, a BMI affiliate of Morris & Co. after 10 years before joining the company. Lee was instrumental in bringing in such copyrights as "Canadian Girls" and "Tell Me Why."
I LOVE YOU MADLY

An R&B Smash
Billboard 24

A Pop Smash
Billboard 60

Soul 35052

FANTASTIC 4

MOTOWN RECORD CORPORATION
The Sound of Young America®

www.americanradiohistory.com
the Country Music Association elected its new directors with the continuing directors, marking a slate of officers. Those named were:

Bill Williams, President; Francis Preston, executive vice-president; Harold Hint, vice-president; Walt Wopper, vice-president; Cliff Stone, treasurer; Bell Denny, vice-president; Roy Horton, vice-president; Ben Rosen, vice-president; George Crump, secretary; Marty Catrow, assistant secretary. Dick Broderick, treasurer; Larry Moeller, assistant treasurer and Bill Lucas, sergeant-at-arms.

Elected at large directors were Stanley Adams, Johnny Bond, Randy Wood, Tex Ritter, Haroon Jenkins and Connie B. Gay.

Gallagher Named

Bill Gallagher, executive director representing record companies, was named general chairman of the board. Other category directors are Ferlin Husky, artists; Don Long, manager; booker; Lee Zhito, publications; Mel Tilton, composers; Wesley Rose, publishers; Sam Zimmy, radio, television; Les Arnold, disk jockey, and Bill Busbin, advertising.

The first board held its first meeting Friday (18) and followed the traditional WSM breakfast and spectacular, high-lighted with a national tribute to Irving Waugh, president of WSM, Inc., who said that a feasibility study was under way for building a new Grand Ole Opry House. The major tourist attraction at it.

The new complex would be called "Opryland, U.S.A.,"

To conduct the study, WSM officials have retained Research Associates, Inc., a consulting firm specializing in recreation economics. The study will encompass the need for a new Opry House with a stage having the facilities and tourist amenities, but an accompanying amusement area, hotel complex and motel accommodations.

Representatives of WSM have already held discussions with the National Park Service and the management of the Sea World, of Orlando, Florida, with the Holstein family of Houston, who operate the Astrodome. It is expected that the new Opry House will be the major tourist attraction centered on the "Opry" would require some 200 acres of land.

The "Opry" has been staged in its present location, except for the Byrnes Hyman Auditorium, for the past 27 years. In all, the show has been held in 15 different locations during its 43-year history.

The plaque was accepted for Sachs by Paul Ackerman, music editor of Billboard.

"It is with great pleasure that I bring up this next matter. On the other hand, it is unfortunate that the recognition I am about to bring before the membership has to be done without the presence of the individual who is concerned.

"He attended the first Country Music Convention. He has attended every one since until today. For 44 years he has been steadily at his tasks with Billboard magazine for most of those years he has been and still is a statesman and associate in the Country Music field.

"For his dedication and long service to the advancement of country music we desire to honor him and thank him for his efforts and appreciation.

"We extend our best wishes for an early recovery from his illness and a return to full occupation in this great effort for the preservation and growth of country music.

"We offer this certificate for our outstanding endeavors on behalf of country music. This Association is proud to call him friend.

"The plaque was accepted for Sachs by Paul Ackerman, music editor of Billboard.

CMA Citation to Bill Sachs

CMA Citation to Bill Sachs
THE HITS ARE ON ATLANTIC & COTILLION!

SAM & DAVE
“Everybody Got To Believe In Somebody”
Atlantic 2568
Produced by Isaac Hayes & David Porter

DON COVAY
“I Stole Some Love”
Atlantic 2565
Produced by Rick Hall

LOU JOHNSON
“Rock Me Baby”
Cotillion 44011
**Executive Turntable**

*Continued from page 6*


Joe Cannon, formerly with the Campbell, Silver, Cosby Corp. (CSC), has been appointed general manager of Bizar, Inc., recently formed entertainment complex.

Dean L. Bursdel has joined General Recorded Tape as accounting manager.

Jeff Clark has joined VMC Records as national promotion manager. He was formerly with Columbia as Coast promotion man.

Neely Plumb has been set as a record producer with International Management Combine, a Hollywood company. Plumb was formerly with RCA on the Coast.

Peter Steinmann, who owns Tri-Parts Music, Inc., has joined Commonwealth United's motion picture division as production supervisor.

Ward Brill has returned to his post as sales co-ordinator for the eastern seaboard area for Walco Electronics Co., manufacturer of phonograph needles and record, tape and music accessory items.

**Spanish Film By Martineau**

NEW YORK — Gordon-Meridian Associates, Inc., a recently formed management—distribution complex, has expanded its international talent field with the U.S. representation of the prize-winning Spanish film, "La Tia Tula," a Flamenco troup and art show.

The move by the firm's packaging wing, Kaleidoscope Productions, is its first thrust into serious concert talent since operating for business. Rock managers Mike Martinez and Sam Gor- don, whose talent includes Free Design, the Good Earth Trio, the Blue Hyland and Eddie Simon —younger brother of Paul Simon of Simon & Garfinkle—will represent the group on an upcoming U.S. university tour. The thrust into serious concert talent ties in with the firm's policy of preparing pop acts for concert, college and adult markets.

**ARETHA AGAIN GOLD CHAMP**

NEW YORK—Aretha Franklin has received her seventh gold record for a single. The RIAA certified Atlantic's "I Say a Little Prayer," for more than one million sales. She also has received gold records for sales topping $1 million for Atlantic albums. Sales in Canada have also reached gold status.

**Chaison Promo Co.**

NEW ORLEANS—Stan Chaison, promotion man with All South Distributors, has set up his own independent promotion firm and has already acquired the accounts of A&M Records and Dunhill Records. Chaison will headquarter at 601 Pere Marquette Building.

**WANTED !!!**

YOUNG RESPONSIBLE INDIVIDUAL WANTED TO SUPERVISE AND MANAGE WHOLESALE RECORD DISTRIBUTING FIRM IN NEW YORK. MUST HAVE COMPLETE KNOWLEDGE OF THE RECORD BUSINESS, EARNINGS BETWEEN $10 THOUSAND AND $12 THOUSAND PER YEAR. SEND RESUME AND QUALIFICATIONS TO BOX #49 BILLBOARD MAGAZINE 165 West 46th Street New York, New York

**Office fox's 2-front attack**

From the recent change of administration which brought J. K. (Mike) Mautland to the fort, the WB-7 music complex includes standards with subsidiary firms as Advanced Music, Harm's Music, Wittman, Re- galia, and Graciano's 1st LP.

Chicago — The board of directors of International Telephone and Telegraph, Gannett, and Canteen Corp. have agreed to merge the two firms through an exchange of stock valued at approximately $242 million.

While its shareholders must approve the agreement, Canteen, with Patrick L. O'Malley as president, will operate as a wholly owned subsidiary of ITT in Chicago. Last month ITT entered the food industry with the purchase of Continental Baking Co.
The single that made it before we made it a single.

The d.j.'s have zeroed-in on these two hottest songs from Jackie Wilson's latest album.

"For Once In My Life."

"You Brought About A Change In Me."

#55392

From the album "I Get The Sweetest Feeling"
Beach Boys Tripped Up By Past; Turtles Take Past in Fine Stride

NEW YORK — Four groups, differing in experience, style and effect played Fillmore East on Oct. 11 and 12. The headliners on each night were acts which were more successful in the past: the Beach Boys on Oct. 11 and the Turtles on Oct. 12.

The Atlantic's Harris Takes Off in All Styles of Jazz

LOS ANGELES — Eddie Harris, Atlantic Records artist, bridges both time periods and jazz styles. His bag of skills, as exemplified during his Mannie Hoke opening on Oct. 8, run from funky blues to straight ballads to swing and avant-garde.

He's tone saxophone in concert with the electric bass of Norman Jackson creates soundscapes of fascinating depths. He takes his notes run expertly to achieve an aural sense of validity when playing the electric tenor. A delayed echo cycle, alluringly alludes to Harris to past notes and play duets with himself. This electronic effect comes off well during "Ballad for My Love" and "Things Are Getting Better."

He is accompanied by drummer Richard Smith, pianist Joe Christian and bassist Elliot Tieg.

Nazz Fete in L. I. Thursday

NEW YORK — Nazz, MGM Records group, will be honored at a "Nazz" Day celebration at the Northport School Auditorium Thursday (24) prior to their departure for England. A group which comes from Philadelphia, has been named Great Neck for the past year.

The "Nazz" Day concert will also feature the latest White Underbelly, another rock group that has been living in Great Neck for the past year.

Joaq Gilberto at Rainbow Grill—Soft & Soothing

NEW YORK — At his Rainbow Grill opening Oct. 7, Joao Gilberto displayed that he is master of the bossa nova beat. His voice was suave and carried authority embedded in the traditional Brazilian bossa nova beat. He played guitar, as natural, free of electronic gimmicks. The newly signed Mercury Records artist, who will perform on Like, Lovers, label, sang all seven songs in Portuguese, including "The Lament," "The Lullaby," "The Trolley Song," and "The Trolley Song," while giving his three minute instrumental, it was soothing and pleasant on the ears.

Teddy Wilson produced an engrossing album, which was recomposed for Jon Jones, whose mother was an Atlantic Records artist, and rescheduled for Oct. 15. The light-fingered jazz pianist and his duos were in top form, with Wilson giving his cool brand of jazz the luster and excellence he's been known for these many years.

ROBERT SOBEL

Achare-Waller, Winner

NEW YORK — When Aretha Franklin, eyes closed, soared into "Dr. Feelgood," Tabasco, gold records flash by like daydreams and a moody Detroit girl has just gained her first Grammy Award. Winning. On Sunday, (13) Miss Franklin enjoyed her finest hour. Sharing the stage with the Philharmonic Hall winning in was being seen. Miss Franklin would linger like a music box running down in an empty room.

Supported by the Sweet Inspirations, Franklin shared the evening's laurels with Cindy Houston, the group's lead, who busied herself to a white piano with "Say a Little Prayer" with her sparkling counterpoint and harmony. Toils of the Sweet Inspirations to New Yorkers and success should catapult this back group to the front of the class act. Their voices were the highest of recognition now enjoyed only by Aretha Franklin.

Drifters, another Atlantic group, marked the show with a medley of their oldies, but goodies. The winner is then Queen Aretha Franklin by popular acclaim and to Clissie Houston, a winner of the future—and to 4,900 soul fans who put them there Last night winners.

ED OCHS

Megilla 'A Folk Tale Which Comes to Sparkling Life

NEW YORK — "Megilla" the musical of Itzik Manger, which opened on Wednesday (9) at the Golden Theater, has run in a vaudeville version of the Biblical urtext version. It's a folk anecdote comedy.

It starred singer and Carry Blanche.

"Megilla" a Folk Tale Which Comes to Sparkling Life

Jimmie Cotton, formerly with Smash, signed with Capitol Records, where Custer-Proctor Productions, will produce for Shorty, his first single for the label. In May, the group included Arne Kornfeld, who signed Cotton, and Ray Rice, who are produced by N.M.L. Productions. Cotton's songwriting partner, producer Bob Walker, signed another artist, Larry Buffa, who signed Larry Buffa. The Soul Survivors joined the group, Arne Kornfeld recorded his new album, "Turn on the Fire" produced by Larry Buffa, and Jimmie Cotton, formerly the group, "Jo Anne Worley of "Laugh In" is the lead singer in the group. The initial pressing is "Why Won't You Come Home?" produced by Larry Buffa, and Jimmie Cotton, formerly the group, "Hines, Hines & Hines," formerly the group, "Go to Sleep, My Love." The Celebration to United Artists, which was recomposed and released for October. The light-fingered jazz pianist and his duos were in top form, with Wilson giving his cool brand of jazz the luster and excellence he's been known for these many years, which was recomposed for Jon Jones, whose mother was an Atlantic Records artist, and rescheduled for Oct. 15. The light-fingered jazz pianist and his duos were in top form, with Wilson giving his cool brand of jazz the luster and excellence he's been known for these many years.
It’s Been a Long Hit Summer!

- **YOUNG GIRL** / **UNION GAP**
  (Jerry Fuller)
- **SUMMERTIME BLUES** / **BLUE CHEER**
  (Jerry Capehart-Eddie Cochran)
- **LADY WILLPOWER** / **UNION GAP**
  (Jerry Fuller)
- **TURN AROUND LOOK AT ME** / **VOGUES**
  (Jerry Capehart)
- **OVER YOU** / **UNION GAP**
  (Jerry Fuller)
- **MY SPECIAL ANGEL** / **VOGUES**
  (Jimmy Duncan)
- **APOLOGIZE** / **ED AMES**
  (Jimmy Griffin-Mike Gordon)
- **THE STRAIGHT LIFE** / **BOBBY GOLDSBoro**
  (Sonny Curtis)
- **MAIN STREET** / **GARY LEWIS**
  (Jimmy Griffin-Mike Gordon)

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COMMING ON STRONG!

CLASSIC IV

'STORMY' BILLIE JOE ROYAL

GABRIEL WILBUR WALTON, JR.

FOR THE LOVE OF A WOMAN

COLUMBIA RECORDS

NOTICE TO ALL:

DEALERS RECORD DEALERS
RACK JOBBERS ONE STOP
RECORD COMPANIES

Two record companies have been solicited by individuals and sold illegal tapes of Al Hirt performances. Permanent injunctions and damages have been obtained by Al Hirt Enterprises. Legal action for damages will be immediately taken in the future, not only against any record company, but against any distributing agent who is involved in similar situations. Please contact RCA Records or Gerard W. Purcell Associates, Ltd., 150 East 52nd Street, New York, N. Y., 212-753-7600, for any information regarding this matter.
"CYCLES"
#0764
A new single
by Sinatra

'I've been told and I believe
That life is meant for livin'
Even when my chips are low
There's still some left for givin'

There isn't much that I have learned
Thru all my foolish years
Except that life keeps running
In cycles .......

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Grape, Pie Tasty Rock Recipe

NEW YORK—Moby Grape had a powerful set at the Cafe Au Go Go on Wednesday (16), but a newer group, the Apple Pie Motherhood Band, almost stole the show, surprising a large audience, which responded more enthusiastically for the Boston unit. The management announced it was attempting to extend the stay of the Apple Pie Motherhood Band, originally slated for three days, for at least an additional week. Moby Grape was strongly musically throughout. Now a four-man unit, the Columbia Records artists faced each other during most of the set, positioned in almost diamond formation. An exception was lead guitarist Jerry Miller, who occasionally turned to face the audience. But the quartet was all business as they blazed their way through much of the set. Miller’s guitar playing was first grade, while guitarist Peter Lewis, usually handling rhythm, and bass guitarist Bob Mosely supplied heavy support. Steady work also was turned in by drummer Don Stevenson.

While all four participated in the vocals, it generally was the strong bluesy voice of Mosely or the combination of Lewis and Stevenson who carried the lead. Much of the material was from their first Columbia album, "Hey, Grandpa," and "8:05," which Lewis and Stevenson led, and "Mr. Blues," a good number for Mosely. "Omaha" also from the first album, concluded the set in top fashion as Mosely, Miller, Stevenson and Lewis participated in the vocal. "Sitting by the Window" was another good selection.

The Apple Pie Motherhood Band’s opening number, "Born Under a Bad Sign," which also opens the group’s debut album on Atlantic, was an indication of things to come. Bruce Price, the quintet’s new lead singer, displayed a strong voice, which can wall blues. Later he was to show he also can handle softer ballad material well. Lead guitarist Ted Demos and organist Jeff Lanes were excellent, while Dick Barnaby demonstrated he was one of the better bass guitarists around. Drummer Jack Bruno also was a solid asset.

In "Ice," another number from their album, Demos assisted Price on vocals. One element of the group’s sound came through here was the re-inforcing by Lanes on organ to Demos on guitar. Barnaby also joined in on vocals in "One Step From a Rainbow." Touches of humor were evident in several numbers, especially "You Can Get It at the Hotel Albert." "Silent Smoky Town" was a good ballad with Price and Demos on vocals. Then came "Rush" and what a big closing number that was. The quintet was joined by Don.

(Continued on page 102)

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Stereo and Mono Mastering Facilities
Mixing Engineers With Big Ears
Gallons of Free Coffee and Things

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(Where All the Action Is!) Phone (212) 581-2178

CREEDENCE FINDS WAY IN ‘60’S WITH SOUND OF ‘50’S

SAN FRANCISCO—A new name with ties to past musical forms has spelled—success for Fantasy, that major pop/rock band, Creedence Clearwater Revival.

In the group’s early days, "Sunny Q" has helped gain national airplay for Fantasy, the veteran jazz label, was formerly known as the Galliways.

"Sunny Q" is a Grammy winner, which is composed by Bay Area residents, met in high school and became the Galliways in 1961. The band continued until this year, when the funny hats and bubble gum image gave way to to their rock sound.

"Sunny Q is based on rock sounds of the 1950's, says John Fogerty, the group's chief writer. The style preferred involves a lead voice with a good vocal sound. It is, in fact, a return to rock and roll recording sound.

Fogerty said that rock and roll music is becoming too esoteric. "There's too much thinking going on about the music. Rock is the music of the common people. It's the easiest identifiable music, but the tendency is to get too esoteric in recording.

Fogerty said that the group prefers the simplicity of pure rock forms, rather than the complexities which many of the progressive rock bands are espousing.

Before their single broke, the group was earning $800 a month. Their present recording rate is now in the $2,500 to $3,500 range. When the group played Disneyland recently, it got $3,000 for one night's performances.

Burton Leads Quartet in Scintillating Performance

LONDON — In a 10-day ses- sion at Ronnie Scott's club, before leaving on a tour of Continental Europe, the Gary Burton Quartet justified their reputation as one of the most im- aginative, original and resource- fully creative units on the con- temporary jazz scene.

Guitarist Jerry Hahn is proving to be a natural successor to Lee Ritenour. In bass Steve Swallow and drummer Roy Haynes, Burton has a su- perb rhythm section which is both musical and muscular.

But it is, above all, the lead- er's great maturity as a musi- cian which puts this quartet in the forefront of small group jazz. Burton's breathtaking technique is never allowed to subjugate his other- wise melodic and harmonic inventiveness—a surprising ex- ample of self-control even for a young musician who has such immense mechanical skill at his command.

As well as having one of the best vibrphonic sounds to be heard today, Burton is doing things on the instrument which no one else has done—and not merely the sake of doing them. He approaches his solo spots, in which the other three musicians lay out, like a pianist—sketching in the harmonies with his left mallets while his right palm embellishes on the melody. Burton's technique approaches a genuine jazz unit despite sartorial and tonal concessions to pop- culture and the introduction of electric bass for certain numbers.

With Swallow on electric bass, the group achieved a high level of sound on an unadulterated blues while the rhythmic foundation was pure rock 'n' roll—bluesy improvisa- tions were scintillating, sophis- ticated modern jazz.

MIKE HENNESSEY

NARAS Sets 2d Showcase

NEW YORK — The New York Chapter of the National Academy of Recording Arts and Sciences has scheduled its second annual戀insertion at NARAS' New York offices.

The chapter is screening tapes and recordings to select appli- cants. Talent and/or managers interested in auditioning for the Talent Showcase can contact Judy Roat at (212) 581-2178.

Last year's young performers included rock, folk, jazz and classical artists. Emphasis is on recording potential. Joe Leo Will- son, who participated last year, has since appeared on several national TV shows.

MAYFAIR RECORDING STUDIOS
Cassette Design

Breakthrough by Simpac

Superior Design
Superior Materials
Superior Performance
Fastest Assembly
Lowest Cost

Compare These Unique Features

OVER TWO YEARS IN DESIGN AND DEVELOPMENT - PAT'S. PEND. U.S.A. & FOREIGN COUNTRIES

SIMPAC FIVE TOTAL PARTS
A hinged case, two hubs, a magnetic shield, and a pressure pad make up the complete cassette. No extra pins, rollers, blankets, screws, wedges or other parts—they were not merely deleted, the need for them was wholly eliminated by an entirely fresh design approach.

SIMPAC SELF-CLOSING, SELF-LOCKING, HINGED CASE
Simply fold the hinged case together, slide the top half forward to the snap lock position—you now have a firmly closed and locked Simpac Cassette. Eight wholly concealed internal locking points ensure complete perimeter integrity, and no special equipment is required for assembly.

SIMPAC CONCEALED QUICK RELEASE
Insert a simple tool in a very special place and "open sesame"—ready for internal correction or adjustment. No assembly line rejects with the Simpac Cassette because it can be fully reopened and reclosed again in less time than it took you to read about this very unique feature.

SIMPAC UNIQUE HUB DESIGN
The interconnection of hubs and exterior case in the Simpac Cassette is totally new. The hubs are designed to be self-positioning and they actually interlock with the bearing surfaces of the case; no lost motion in assembly, no chance of being displaced in use. This unique design feature, in combination with the high degree of lubricity inherent in our specially formulated plastic, also reduces friction to the level that all need for super slick blankets is eliminated—in fact, the use of such blankets would actually impair performance of the Simpac Cassette.

SIMPAC HUBS WITH INTEGRAL TAPE GRIP
No more tiny blemishes parts for attaching leader tape to hub. Molded as an integral part of every hub, the Simpac tape grip provides a quick, positive lock. The Simpac hub provides the assurance of a smooth, perfect circle wind, because once the tape grip is closed a perfectly round hub is formed.

SIMPAC NEW PRESSURE PAD CONCEPT
The Simpac Cassette utilizes a totally different pressure pad from anything else you may have seen (see illustration). This, the heart of the Simpac Cassette, has been engineered to provide superior head contact to ensure optimum communication between the tape surface and the pick-up head, so essential for maximum fidelity at 1/8 in. In addition, a maximum area of surface drag against the tape reduces distortion and tape wear. Intimate surface contact with the pick-up head, a constant spring pressure factor through out the full length, an omni-directional flexibility, a constant memory under all playing conditions, and actual surface contact with the tape only where desired, are all design characteristics of this new pressure pad.

SIMPAC UNIQUE TAPE GUIDANCE SYSTEM
No need for additional parts to ensure a smooth, effortless flow of tape—the guidance system is completely molded into the cassette case. The marriage of imaginative design with a plastic selected for its inherent lubricity as well as its other favorable characteristics ensures performance equal or better than what you have experienced. A special corner-post design (see illustration) eliminates sharp angle turns the tape must negotiate in its travel. This, combined with a low friction "touch point" concept, low friction plastic material, and close tolerance guidance throughout, provides a smooth, controlled flow with minimum drag, incorporated into the corner post design is an additional feature that retains the tape in position even while the cassette is open during loading or assembly.

SIMPAC SPECIAL PLASTIC FORMULATION
Most cassettes today are molded out of the styrene family of plastics. But, the higher the quality of styrene, the greater the rubber content and, of course, the higher its coefficient of friction—hence, the need for felton blankets. Delrin reels and numerous special parts incorporated in other designs to reduce drag. Simpac utilizes a totally different plastic formulation specially developed out of the polypropylene family of plastics that provides, we believe, the most perfect combination of material characteristics yet attained for injection molding of cassettes. Strength, durability, impact resistance, memory, lubricity, flexibility, "moldability," and excellent stability over a wide temperature range were the chief characteristics we demanded for the plastic material to be used in Simpac Cassettes—we accepted no less.

SIMPAC WRAP-AROUND LABEL DESIGN
The cartridge industry long ago converted to one-piece wrap-around labels. Many of the reasons for this change apply to cassettes as well. In addition to single step label applications, a large area exists for artwork and printed material and the back edge becomes available for use as well. Though adapted for use of a wrap-around label, the Simpac Cassette will just as easily accept standard labels if you are not yet ready to make the change.

SIMPAC ADDITIONAL SPECIAL REFINEMENTS
Just to name a few—slotted tape window with beveled tape guide, "A" and "B" side markings molded in, press fit design for retaining magnetic shielding strip and pressure pad, attractive color, attractive texturing, etc. etc.

SIMPAC RAPID ASSEMBLY—LOW COST
Five total parts, self-closing hinged case, self-positioning hubs with integral tape grip, and a fully molded integral tape guidance system, all spell out simple, rapid assembly. Savings in assembly, in parts inventory, in the reduction of rejects, in the application of labels, in avoiding expensive special equipment, and in reduced returns from your customers all add up to increased profits. There is one other feature of the Simpac Cassette that will help increase your profits too; write us for our price quotes—we will spell it out for you. In fact, superior performance at low cost is what this Simpac "breakthrough" is all about.

SIMPAC INTERNATIONAL, INC.
1643 19th STREET • SANTA MONICA, CALIFORNIA 90404
(213) 292-7353
LEISURE TIME TIPS
by: Larry Finley

One of the nice people in the record business is Sam Golden of Gamble Records. From a very small operation ten years ago, and with a very small catalog, Gamble Records is one of the better examples of success in the record business. With two best sellers in release, "The Invaders Are To- 

to- 

to- 

be a chart bust- er. The title of the album is "The Best of the Invaders" (NRL number GB-85005) and will be released within the next 10 days. NRL will release this album on NAL'S SUPER STEREO 8 cartridge on a day-and-date release with the album. With NAL'S 48-hour delivery shipments to its distributors, this means that dealers can order this cartridge from NAL distributors now so they will have it in time for the first general release.

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Tape CARtridge

Distribrs Form National Buying Assn.

By BRUCE WEBER

LOS ANGELES—Auto tape player distributors here are forming a nationwide buying association to strengthen the independent distributor.

Jerry Lippman, regional sales manager for California Auto Radio (CAR) list in Northern California, invites other CAR list trades, such as distributors in eight States: Pennsylvania, Michigan, Nevada, Texas, Ohio, Wisconsin, Florida, and California.

The association plans to import from Japan a complete line of 4 and 8-track stereo tape players, compatible units, radios, radio and tape combinations, FM-Multiplex installations, record changers, tape units. It will market products under a new brand name, according to Lippman.

"With the aid of group buying power," said Lippman, "we will be able to meet the manufacturer's requirements to import from Japan on a direct import basis. Association members will have exclu-

sive control of the product line in a market area."

By joining forces, Lippman said, the association can advertise on a national basis, install additional points of retail displays and banners. Members also will have the advantage of a national warranty coverage made up by having a group member in each market area, he says.

Letter of credit and banking facilities have been set up requiring 5 per cent or 10 per cent deposit with a member's initial order, explains Lippman.

In addition to auto sound quipment, the group will explore the home entertainment market.

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Cap. to Sell Portable Cassette/Radio Unit

By ELIOT TIEGEL

LOS ANGELES—Capitol Special Products will begin marketing its first portable cassette player AM radio model within 10 days. The projected audience will be the "top 40 crowd."

The unit, the EPR 151, is manufactured by Kodama Chemicals Industries of Japan and carries a $29.95 suggested list.

The battery portable with AM radio "fills a void" in cartridge hardware, believes Oris Beuckert, special products vice-president. Eighty per cent of the units are sold in the home and auto, but pricing down an 8-player for the battery portables will open up a market, he said.

AM as opposed to FM radio was included because of this desired age bracket, "the top 40 crowd," Beuckert explained.

The machine weighs three and one-half pounds and uses

(Continued on page 24)

GW Develops Home Antenna

LOS ANGELES—GW Electronic Cartridge tuners, has developed a 30-inch antenna for home application which, it believes will help open the home market to its products.

The antenna, built by Standard Radio of Tokyo, is a $4.95 item, presently made available to GW's existing dis- 

tributor-dealer organization. The antenna hooks to the back of any home unit and makes contact with the solid state circuitry of the FM unit.

GW began delivery of its first multiplex stereo unit, the $59.95 Mark I, four months ago. It also offers an AM-FM model $100 plus a $29.95 monaural FM only unit.

(Continued on page 28)

200,000 From Detroit in 1968

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While Oldsmobile posted 19,500 installations, its Toronado model more than doubled its number over last year. During this model year, some 2,400 Toronado buyers (10.4 per cent of the model's total car sales) ordered cartridge decks as compared to 1,200 (5.5 per cent) for the 1967 model.

GM's Cadillac division has bowed its first stereo tape deck in its 1969 cars.

Chrysler Corp., which introduced its factory-installed, dash- 
board integrated stereo tape unit in its 1968 models, sold about 15,000 units. Only a dealer-installed hang-on unit was available for the corporation's 1967 and 1968 models.

American Motors equipped 3,200 of its 1968 models with stereo 8, as compared to 1,600 the year before. And Volkswagen, imported here by Volkswagen of America, installed about 16,000 2-track decks. Volkswagens, for its 1969 models, has switched over to the smaller Playtape 2-track cartridge player as its original equipment option.

(See above statistics include only factory-installed players and do not take into account dealer-installed hang-on units and after- market sales.)

OCTOBER 26, 1969. BILLBOARD
WE ARE PASSENGERS ALL
IN A ROOM FULL OF MIRRORS

**Electric Ladyland**

*The Jimi Hendrix Experience*

RS 6307
Berkshire Cassettes play the sweetest music in the world—in more ways than one: the fastest growing catalog of releases with the newest sounds of tomorrow's hits, by "turn you on" performers who make musical excitement, for easy listening and perpetual profits—the sweetest sound ever!

Our cassettes all play the same tune... PROFITS.

Sweet Music...

WSVA-FM to Update Play
HARRISONBURG, Va. — WSVA-FM briefly began updating programming under the direction of radio veteran Bill Biven, new station manager, but Johnstown, Pa., plays albums end-on-end, but Biven, an expert in middle-of-the-road programming, believes that "if there are two good cuts to an album, you're lucky. There's some good music on albums today, but you want to play the very best and give a larger variety." While he hopes to see better announcing the records and playing the choice cuts. The FM station is the black and Bivens hopes to eventually install stereo broadcasting capabilities.

WGEE Goes R&B Format
INDIANAPOLIS — WGEE, 5,000-watt Rollins Broadcasting station here, has dropped all country music programming to aim for the Negro market exclusively with r&b music. The station formerly programmed country music half of the time, but now the daytime AM station will be r&b and all country music will be on WGEE-FM in stereo.

A spokesman for the Rollins chain said that the change in programing from the AM station was a matter of economics — "the demand for the music was there." The stereo FM station is on the air 6 a.m. to midnight.
Herb Alpert & The Tijuana Brass Christmas Album

CHRISTMAS ALBUM NUMERO UNO!
CASH AT YOUR FINGERTIPS

NEW SONIC SPECTRUM + 4 AND 8-TRACK CARTRIDGES FROM LIBERTY STEREO TAPE.

- The World's First High-Fidelity Cartridge
- 4-Color Labeling Front And Back
- Exclusive Dust Caps
- Top Stars—Great Performances

GARY LEWIS & THE PLAYBOYS
MORE GOLDEN GREATS

VIKKI CARR
TODAY

THE SUNSHINE COMPANY
SUNSHINE AND SHADOWS

LOU DONALDSON
MIDNIGHT CREEPER

THE 50 GUITARS OF TOMMY GARRETT
THE GOOD, THE BAD, AND THE UGLY

RAVI SHANKAR
RAGAS AND TALAS

HORACE SILVER
SERENADE TO A SOUL SISTER

SANDY NELSON
ROCK 'N' ROLL REVIVAL

THE BEST SHAPE ENTERTAINMENT HAS EVER BEEN IN!
A MESSAGE FOR YOU
ABOUT AMERICA'S
NEWEST BUSINESS
OPPORTUNITY...

The Automotive Sound Business—an unknown entity three short years ago, now presents to a select group of individuals, a planned proven, profit making opportunity!

After three years of testing and developing ten "pilot" locations, America's largest most successful chain of auto sound centers is embarking on a national franchise program. With their unique merchandising/ marketing plan, proven product lines and solid company backing; the National Auto Sound Corporation now feels ready to expand, nationally through the awarding of franchises to qualified investors.

Units are now in operation in 9 of the Nation's top 50 markets and will collectively gross in excess of five million dollars by the end of fiscal 1969!

Want more information? Simply address your inquiry to National Auto Sound Corporations appointed marketing consultants:

Jonathan, James and Alan, Inc.
12800 West Ten Mile Road
The Huntington Woods Plaza
Huntington Woods, Michigan 48070

Your reply will be held in the strictest of confidence and a complete franchise planning information kit will be promptly forwarded.

SPECIAL PREPRINT SERVICES
FOR BILLBOARD SUBSCRIBERS

NOW... Advance Singles and TOP LP Billboard Charts available in any quantity.

Great for:

- RADIO STATIONS...
  - for weekend chatter, trade information and programs
  - ready to use 2 weeks before Billboard actually comes out
  - as an early aid to developing weekly play lists
  - for blending national sales action with local sales to produce locally distributed Top 40 sheets.

- DISTRIBUTORS...
  - for earliest approval and use of data for sales and promotion purposes
  - in small bulk quantities for use of their sales and promotion people
  - for buying guidance... and as a selling tool.

- RECORD MERCHANDISERS AND ONE-STOPs...
  - as customer give-aways or envelope stuffers in retail outlets
  - as customer buying guidance.

Services to suit your Music needs. Write for details today. Use the attached coupon.

Name: __________________________*
Company: _______________________
Address: _______________________
City: __________________ State: __________ Zip: __________

*Simply fill in and send to: Bill Courtney
Special Projects Division—Billboard
155 West 46th St., New York, N. Y. 10036

Check box which applies:
☐ Radio Stations
☐ Distributor
☐ Record Merchandiser

OCTOBER 26, 1968, BILLBOARD
Must be Jelly, 'Cause the Tape Don't Jam
You are now in Anti-Jam Chamber No. 1
(please watch your head).
Should this cartridge be shaken or dropped,
we would be critically injured, but
the supply side of the tape
would feed smoothly on.
Same for Anti-Jam Chamber No. 2,
except that's the take-up side
and there's another guided tour in there now.
Let us proceed to the other exhibits:
No-bind platform and hub; tapered Delrin cam post;
molded silicon pressure roller with wraparound guard;
and the continuous surface of the outer case
where you will be able to see
wraparound labeling and buy souvenirs.
Free brochure for anyone who doesn't trip in the deep-molded fingergrips.

Audio Magnetics Opening
In Mexico: Exports Cassette

LOS ANGELES—Audio Magnetics Corp. has opened
a plant in Mexico to export cassette product to more than 70
nations.
The new 10,000-square-foot facility in Tijuana is geared to produce about 30,000 blank tape
4 cartridges a week, with expansion plans eventually giving the fac-
tory the capability of 100,000
4 cartridges a week.
Audio Magnetics, which recently
leased 10,000-square-foot of additional storage space here,
will set up four new cassette coating lines and six new slitting lines in the U.S. to feed its
Mexican operation.
The facility in Mexico, a sub-
Fidally, of the U.S. firm, will have a staff of 200, with plans to double the plant in 1969,
according to Irv Katz, Audio
Magnetics president.
Equipment will be built here
and shipped to Mexico, along with
several technical advisers to
put the operation into gear.

International plans, says Katz,
include plants in India and Is-
rael, as well as a closer look
at the Far Eastern and Australi-
an markets.
In Israel, Audio Magnetics
will construct a factory, Audio
Magnetics Ltd., in the old city of Jerusalem. The 12,000-
square-foot plant, operational in March, will be geared to handle reel-to-reel and cassette product.
Katz will send several techni-
cians to Israel to work with management directors.
Katz, looking for additional joint ventures in Brazil, South Africa, Europe and Central
America, is currently touring
Europe, the Far East and
Asia.
He expects to be producing
a million units a month in 1969
as a result of the domestic and overseas expansion program.
Audio Magnetics produces
20,000 cassette units a day—
or 600,000 units a month—
through its three-shift production line.
The company, which just announced
its entry into prerecorded cas-
ettes, is capable of duplicating
about 30,000 prerecorded cassette
d a day.
Katz sees sales of more than $12 million by the end of 1969.

NAS Sets Nat'l Franchise Chain

* Continued from page 18
sold cartridge is then replaced
through daily shipments. All in-
tventory carries a 101 per cent
obsolescence guaranty.
All cartridges stocked by NAS
outlets are sold at full list price.
"We have seen that we can do this
and still be competitive," said Alan Pierce of NAS's mar-
ket consultants, "because we offer complete service facilities,
and an extensive inventory of
cartridges."
Among the brands of tape
cartridges sold by NAS outlets
are Panasonic, Motorola, Tenn.
Borg-Warner, Craig and Bow-
man.
NAS's franchise agreement
places heavy emphasis on ad-
vertising and promotion. As part
of the initial investment, a franchise holder must put up
about $10,000 in escrow, which
he must use for advertising dur-
ing the first six months. Follow-
ing that period, 12 per cent of
the franchise owner's gross earn-
ings are allocated to replenish-
ing his advertising fund. In addi-
tion, James and Alan will guide
the owner in setting up an ef-
teve campaign and will pre-
pare and administer the pro-
gram.
Cost of an NAS franchise
is $2,500 plus 3 per cent of the
gross earnings, but the total
minimum investment will vary
from $15,000 to $40,000 de-
pending on the location. NAS
provides all displays, fixtures
and installation equipment
needed to open a franchise.
Each operation bears the same
modus, with red and white striped
awnings and a car fully
equipped with a tape cartridge
player in the showroom.

Run ... While the Track is Hot!

Don't lose sales because of slow duplicating
delivery. Our high speed equipment will
reproduce your master with brilliant fidelity.
Greater tape sales are as close as your phone.

Audio TAPE Releases

GRT

ABC
THE D'AVOLI'S—(Sgt. Watcher) (622-664)
M. (622-664), C (622-664), A (622-664)

Cassette Radio

Cassette Radio Unit

Cassette Radio Unit

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

Tape CARtridge

Richard Harris—On The Tape World, an En-
try, (622-5000) (622-5000) (622-5000)

Play TAPE

ABC
THE D'AVOLI'S—(Sgt. Watcher) (622-664)

Buddah
PROLOGUE: (Sgt. Watcher) (622-5000)
PROLOGUE: (Sgt. Watcher) (622-5000)

Cappitol
BECKIE STENTER & GLEN CAMPBELL (622-5000)

Dot
BILLY FAYDIN—A Current Set of Standards
(622-5000) (622-5000)

Warner
SOUNDTRACK—Feathers, Rainbow, (622-5000) (622-5000)

The Sign of Great Reading

OCTOBER 26, 1968, BILLBOARD
The Audiopak “Triple-Threat” Cassette.

Now the secret is out. We have a cassette. Not an ordinary one, but the “triple-threat” Audiopak Compact Cassette. It's available three different ways so you can choose the best one for your operation.

1. This is the complete Audiopak Compact Cassette. It comes pre-loaded with a 22” leader. Just splice and wind in your pre-recorded tape and you're ready to go—without any assembly operations.

2. Or, you may wish to record directly onto tape pre-loaded into the Audiopak Compact Cassette. In which case, you'll be glad to know the tape you'll be recording on is low-noise Audiotape. You see, we’re the only cassette and cartridge manufacturer who also makes tape. So you can be sure our specially-formulated Audiotape matches the needs of the cassette perfectly.

3. If you prefer to buy your cassettes in pieces, we can supply them that way too. In very few pieces and partially assembled. In fact, only one-fourth as many pieces as other cassettes. We designed them that way so you could assemble Audiopak Compact Cassettes with only one-fourth the handling.

But judge for yourself. Send for a free sample, whichever form is most convenient. We could make such beautiful music together.
If BILLBOARD is the bible of the entertainment biz, we've got the bible of the cartridge tape biz.

It has the only complete, up-to-date, authoritative list of cartridge tapes in print. 4-Track. 8-Track. Cassette.

It has informative, entertaining articles, too. Every issue. And factual sections on new release reviews, new equipment reviews, and the GLASS LIST OF TOP TAPES.

November/December is the biggest issue yet. Including the Annual Buyers' Guide to Cartridge Tape Equipment. A complete listing of every piece of hardware that plays a tape cartridge. It'll be read by almost 100,000 cartridge tape enthusiasts.

Readers who are ready to read about your equipment: and believe. If you're a retailer, you know where it's at. If you're a manufacturer, you should be reading the GLASS list religiously. Because your customers are.

MANUFACTURERS:
call:
Richard Thompson
(213) 398-0111
(San Francisco)
or:
Jerry Taylor
(212) 685-4858
(New York)

RETAILERS:

GLASS PUBLISHING COMPANY
1507 S. Michigan Ave. • Chicago, Ill. 60605
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it pays happily ever after.
NASHVILLE — Ground was broken here Monday (14) for the first ASCAP building.

"Herefore we've always had branches in someone else's building," said Stanley Adams, ASCAP president. "Now we have our first real structure." Adams indicated this was the start of a move to build others in the future.

The new building, fronting on both 17th Avenue South and the planned Music Row Boulevard across from the Music City Hall of Fame and Museum, is right at the head of the industry area. The one-story facility will have 14 rooms, including a dining and galley area, and a complete press room.

PICTURED ABOVE are the four beauty queens who served as official hostesses for the Starday-King Room 700 Opry celebration. The Truckstoppers, part of Pure Oil Co's Promotion Department, and Beauty Queen compilers, Miss Patty Allen (Miss Chicago) and Barbara Rucker (Miss Photographer).

Horton, Reed & Dudley Drive To Victory in Music City Golf

"We're going to win," said the manager of the Horton, Reed & Dudley Stable.

NASHVILLE — Music Publisher Roy Horton, artist-writer Jerry Reed and insurance executive Guilford Dudley constituted the winning team of the fourth annual Music City Pro-Celebrity Golf Invitational Tournament here last week.

Touring golf pros Dave Marr and Frank Beard tied for the professional championship of the tourney with seven-under par 135's for the two-day circuit.

Among the also-rans were such names as Perry Como, Lawrence Welk, Pat Boone, Trini Lopez, Phil Harris, Chet Atkins, Bobby Goldsboro, Norm Cash, Jim Bunning and Billboard publisher Hal Cook.

The famous group "Pepper Southern's Hortord," RCA's Reed and Life and Casualty's Dudley combined for a net score of 117, 27 shots under par.

The tournament was a financial success, and touched off a 10-day period of activity here which includes everything from an ASCAP groundbreaking (see separate story) to the 43d anniversary celebration of the "Grand Ole Opry." Finishing just behind this year's team winners were last year's champs, Billy Maxwell, Ray Price, Jim Bunning and John J. Hooker Jr. Other leaders among the recording artists were Epic's Charlie Walker, Boone, RCA's Bud Logan, Epic's Bob Luman, UA's Bobby Goldsboro, RCA's Jim Ed Brown, and UA's Del Reeves.

The winning PGA pros each received a trophy-guitar valued at $500, in addition to the prize money. One of the highlights of a pre-tournament party was the trumpet playing of touring pro Lionel Hebert, who teamed with Moonshine's Boots Randolph in some Dixieland music with Phil Harris providing the vocal. Randolph then teamed with Chet Atkins, and Jerry Reed to provide music for Como, who sang.

Norm Cash, who came to the tournament from the World Series in St. Louis, sang country music with Decca's Webb Pierce and Mercury's Faron Young. Golf pro Guy Brewer declined an invitation to sing.

A post-tournament victory party was hosted by Arnon Carson, Evans, publisher of the Nashville Ten- nessean, which co-sponsored the tournament with the Country Music Association and the Junior Chamber of Commerce. Proceeds of the tournament are assigned to various charities.

Noting that the date was the 125th anniversary of Nashville, becoming the permanent state capital of Tennessee, Adams said erection of the building would be "solid evidence of ASCAP's commitment to Mu- sic City's next 125 years."

Although ASCAP had an early foothold in the city through the efforts of the late Fred Rose, it had faded from the country music scene ap- preciably before Adams revitalized it in recent years. He has said it is his aim to cover half the charts with ASCAP country songs within a few years.

Adams was introduced by Ed Shee, newly named regional manager, who with Janis Jones will assume the task of attaining Adams' goal. Among others taking part in the pro- gram were Wesley Rose, presi- dent of Acuff-Rose, whose father had been one of the early ASCAP stalwarts; Roy Acuff, Reed's partner; Ronnie Rutley, representing the Nash- ville Area Chamber of Com- merce; Vice Mayor Jerry At- kins, U. S. Congressman Rich- ard L. Evins and Gov. Buford Eli- lington.

Fulton and Ellington joined Adams in the groundbreaking ceremony. Guest, who attended a special luncheon following the groundbreaking were presented glass-encased samples of soil taken from the earth on which the structure will be built.

HERE FOR THE FIRST annual international seminar held during the 43rd Opry birthday celebration and the GMA Convention were 1,200 Dutch record dealers. The leader of the group, John F. Mascini (back row, far right), who attended the event, is manager of the McGaha Music, Inc., in Holland, NY, spoke on "International Sales of Country Music."
CONGRATULATIONS

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For the most performed Country songs April 1, 1967 to March 31, 1968

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Cedarwood Publishing Co., Inc.

ALMOST ALIVE
Billy Sherrill
Al Gallico Music Corp.

AM I THAT EASY TO FORGET
Carl Belew, Shelby Singleton,
W.S. Stevenson
Fear Star Music Co., Inc.

BRANDED MAN
Merle Haggard
Blue Book Music

BREAK MY MIND
John D. Loudermilk
Windward Side Music

BY THE TIME I GET TO PHOENIX
Jehovah River Music

CINCINNATI OHIO
Bill Anderson
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DETROIT CITY
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Steve Kar fists
Painted Desert Music Corp.
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Mickey Newbury
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Glaser Publications

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Claude Putman Jr.
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Jerry Hubbard
Vector Music Corp.

HERE COMES HEAVEN
Jay Byers, Robert F. Tubert
Hill and Range Songs, Inc.

HERE COMES THE RAIN, BABY
Mickey Newbury
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Doody Burnette, Barry DeVorzon
Tamerlane Music, Inc.

I CAN'T STOP LOVING YOU
Don Gibson
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I DON'T WANNA PLAY HOUSE
Billy Sherrill, Glenn Sutton
Al Gallico Music Corp.

I WON'T COME IN WHILE SHE'S THERE
Glen Davis
Metric Music Co.

IF I KISS YOU (WILL YOU GO AWAY)
Liz Anderson
Greenback Music

IF MY HEART HAD WINDOWS
Dallas Frazier
Glad Music Co.

I'LL COME RUNNING
Connie Smith
Brush Arbor, Inc.

IN THE MISTY MOONLIGHT
Cindy Walker
Four Star Music Co., Inc.

IT TAKES PEOPLE LIKE YOU
Buck Owens
Blue Book Music

IT'S SUCH A PRETTY WORLD TODAY
Dale Neese
Freeway Music Corp.

IT'S THE LITTLE THINGS
Arleigh Duff
Marston, Inc.

KING OF THE ROAD
Roger Miller
Tree Publishing Co., Inc.

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Leen Ashley, Margie Singleton
Al Gallico Music Corp.

LITTLE LITTLE LITTLE LAY
Leon Ashley, Margie Singleton
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LITTLE LITTLE LITTLE LAY
Leon Ashley, Margie Singleton
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LONELY AGAIN
Jean Chapel
Four Star Music Co., Inc.

LOVE OF THE COMMON PEOPLE
John Hurby, Ronnie Wilkins
Tree Publishing Co., Inc.

LOVING S. Putman
Linda Sue
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MISTY BLUE
Bob Montgomery
Talent Music Co.

MY ELUSIVE DREAM
Claude Putman Jr., Billy Sherrill
Tree Publishing Co., Inc.

POP A TOP
Nathan Stuckey
Stuckey Publishing

RELEASE ME
Eddie Miller, W.S. Stevenson
Four Star Music Co., Inc.

SAND'S PLACE
Buck Owens, Joe C. Simpson
Blue Book Music

SOMEWHERE ELSE
Philco-Radio Corporation

SUNSHINE
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TAKE ME HOME, COUNTRY ROADS
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Star Publishing Co., Inc.

THE LITTLE GIANT
Billy Stewart
Four Star Music Co., Inc.

THE LITTLE GIANT
Billy Stewart
Four Star Music Co., Inc.

THAT'S THE LIFE I LIVE
Bob Montgomery
Talent Music Co.

TENNESSEE SUMMER
Jimmie Hopes
Star Publishing Co., Inc.

TODAY'S THE DAY
Gene Pitney
Blue Book Music

TODAY'S THE DAY
Gene Pitney
Blue Book Music

TOM JERRY
Tom Dillard, Jerry Walker
Cedarwood Publishing Co., Inc.

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Decca to Build $3 Mil. Complex in Nashville

NASHVILLE—Bill Gallagher, MCA vice-president, Decca division, has announced that Decca will build a $3 million complex here almost immediately which will include studios and administrative offices.

The all-purpose building will stand on 16th Avenue, next door to Columbia Studios, and adjoining the proposed Music City Building, another multimillion-dollar structure soon to go up. Gallagher said work probably would begin right after the first of the year, and he foresaw a situation in which Decca’s facilities could take place a year from now, during the “Grand Ole Opry” celebration and country Music Association Convention.

The former Decca executive was on hand for a party, hosted by Decca at Bradley’s Barn honoring the elevation of Owen Bradley to a vice-presidency in charge of the country product.

It was revealed that Norman MacDonnell, executive producer of “The Virginian” would be in the city to announce plans to guest-star Decca’s country music artists on his and other series produced by Universal.

Plans for other buildings, previously disclosed in Billboard, were approved by the local planning commission this week. It included the 14-story Music City building, built by a group headed by Ed Arnold, a new structure for MCA’s Country and Western artists, with accompanying plans for expansion into other facets of the music industry; new building for Metro Music Registrars and Glaser Publications, for ShowBiz, Inc., for Hill & Range, Tree and Cedarwood, and expansion of the existing facilities of RCA and Columbia.
Merle Haggard:

**I take a lot of pride in what I am.**

Merle sings of a man in search of himself. ...what he finds is a great new hit.

**MERLE HAGGARD and the Strangers.**

2289

b/w: Keep Me From Crying Today
CHICAGO—The eighth consecutive concert tour by Dick Schory and his Percussion Pops Orchestra is being billed as the group's most extensive and successful to date.

Now beginning the second week of the tour, the orchestra is traveling to 21 cities in 18 States, with every concert a virtual sellout. Although the week of Nov. 4 is set aside for recording, the tour does not end until Nov. 27.

"We're not musical crossed-talkers," said Schory, vice-president of Ludwig Drum Co., "but we feel that the big band sound has remained intact long enough. It's our purpose to turn it loose bigger and better than ever in an imaginative style, as modern as tomorrow's music."

Schory features a panorama of drums, marimbas, vibraphones, timpani, xylophones and more than 200 other percussion instruments complemented by a 21-piece orchestra. Although emphasizing the sounds of percussion, the orchestra includes complete reed, string and brass sections to enable the musicians to provide rare and unique sounds ranging from the jazzy to the full symphonic.

The musical program for the fall tour includes, among the selections, favorite Broadway show tunes, standards, movie themes and current top hits. The "something for everyone" portion of the program spotlights such selections as "Yesterday," by Lennon-McCartney of the Beatles. "Born Free," "The Sound of Music," and "Thru the Looking Glass" are included.

SCHRORY, vice-president of Ludwig Drum Co.

SAND GOLD, Calif.—The San Francisco International Pop Festival apparently has fully recovered from an earlier setback due to cancellation of its contract.

Al Zaner of Top Star Production, which is handling the reports that 10,000 tickets have been sold to date at $5 a throw, giving the band a 25% of their basic need to cover overhead and their gross of $100,000. Four thousand of the tickets are for Saturday (26), the first day of the weekend event, and 6,000 are for Sunday (27).

The festival has been scheduled for the Alameda County Fairgrounds in Pleasanton with a total estimated capacity of 30,000 and a potential total door take of $300,000. Among the artists scheduled to appear on Friday are Jose Feliciano, Johnny Rivers, Big Burdon and the Animals, Iron Butterfly, Fraternity of Man, Buddy Miles and the Impressions, and Mary and Morey. On Sunday, the artists include the Chambers Brothers, Canned Heat, Procol Harum, Deep Purple, Grass Roots, Creedence Clearwater and Many More, the only group to appear twice.

An unidentified "big" British star may act as emcee. Zaner told Billboard, but the promoter declined to confirm further: "Perhaps it might be a Beatles... I'm not saying."

If the British guest does not materialize, the audience will be treated to a series of emcees, namely, the popular deshays of 1969.

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(Hill & Range)
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JoAN BAEZ SONGBOOK (Pyperson)
BEATLES COMPLETE (Pye)
BEST OF FOLK MUSIC BK. 1 (Hansen)
CAMELOT VOCAL SELECTIONS (Stanhope)
GLEN CAMPBELL DELUXE SOUVENIR ALBUM (Hansen)
COUNTRY gs (Rhymer)
CREAM WHEELS OF FIRE (Hansen)
DONOVAN HURDY GURDY MAN (Peer Int'l)
BOB DYLAN THE ORIGINAL (Warner Bros.-Seven Arts)
BOB DYLAN JOHN WESLEY HARDING (Big 3)
GREAT GREAT HITS (Big 3)
HAIR VOCAL SELECTIONS (Big 3)
JIMI HENDRIX EXPERIENCE ALBUM (Cimino)
MEET THE TURTLES (Big 3)
PHIL OCHS THE WAR IS OVER (Big 3)
PETER, PAUL & MARY SONGBOOK (Warner Bros.-Seven Arts)
PETER, PAUL & MARY LATE AGAIN (Warner Bros.-Seven Arts)
DIANA ROSS & THE SUPREMES GREATEST HITS (Hansen)
70 SUPER BLOCKBUSTERS FOR 70 (Hansen)
SIMON & GARFUNKEL BOOKENDS (Plymouth)
PAUL SIMON SONGBOOK-BEST OF SIMON & GARFUNKEL (Rhymer)
SONGS BY PAUL SIMON (Plymouth)
SOUND OF MUSIC VOCAL SELECTIONS (Chappell)
STAR—VOCAL SELECTIONS (MFP)
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Teischord Rock Organs Solve Service Hang-Ups

EVANSTON, I11.—WMI Corp. has released a new line of five transistorized rock organs, each featuring the new quick-disconnect type of components that completely eliminate down time and professional service calls.

According to WMI executives, the new models, in addition to their outstanding service feature, provide the performance characteristics, styling, portability, versatility and price range to assure wide acceptance in today's market.

The three lower end models, R, C and D, all provide a bass section, while the new top of the line units, models G6 and G8, offer the new "Sustain" feature with a new solid state circuitry. This permits the player to pyramid notes and chords into crescendos.

All circuits of the new Teischord rock organs contain quality selected computer transistors for complete reliability in use. They have been designed and built to withstand the frequent rough handling to which this type of instrument is frequently subjected.

However, should accidental damage ever occur, they will be out of commission for any length of time. The new snap-in / snap-out components eliminate the need for professional service calls. The musician simply unplugs the faulty unit and plugs in a new one. He's back in business within minutes.

The new series is designed for complete portability with no separate, cumbersome accessories to carry at any time. The legs on all models store neatly in a spring loaded recess in the lid or within the organ itself. Another new feature of the line is the patented method of attaching the lid to the back legs of the organ, serving to brace the instrument and at the same time provide a clean, neat appearing assembly in use.

THE NEW DANALECTRO SITAR

is the result of years of research and development by the company. The instrument features a compound curved surface that adjusts to the height of the string action and the open string length. Other features include the fast action Danaelectro neck and convenient chrome plated top mount. The suggested list price is $399.95.

THE LONG HORN SERIES by Coral features fully adjustable pickups and bridge and fully enclosed machine heads. Total shielding prevents static and interference from outside sources, while Coral's fast action neck is backed by a 25-year warp-free guarantee. The suggested list prices for the series range from $199 to $399.

Alpert Book

LOS ANGELES — "Know Before You Blow" is the title of a new instruction book on trumpet playing from Hansen Publications. Included is a 331/2, seven-inch record with playing tips from Herb Alpert, who authored the book along with Ollie Mitchell. The suggested list price for the package is $1.35.

New Nash Outlet

ST. LOUIS—Nash Music Land has opened its seventh store here in Baldwin. The chain features Hammond organs, pianos, guitars, amplifiers and accessories.

Install the muscle of Electro-Voice SRO speakers in your amp!

Now you can add clean power to your instrument ... without adding more speakers. Just replace your present 10" or 15" speakers with Electro-Voice SRO loudspeakers. No matter what you're using now, we guarantee you'll get more volume from your present amp ... up to double your amplifier power. And every octave will be clean, transparent, SRO/12 and SRO/15 models fit most speaker boxes as direct replacements. Hear the powerful difference E-V makes, at your Electro-Voice dealer.

THE NEW DANALECTRO SITAR

is the result of years of research and development by the company. The instrument features a compound curved surface that adjusts to the height of the string action and the open string length. Other features include the fast action Danaelectro neck and convenient chrome plated top mount. The suggested list price is $399.95.

WM/1'S NEW LINE OF TEISCHORD rock organs includes model G5. The unit boasts the new "Sustain" feature with a solid state circuitry that permits the player to pyramid notes and chords into crescendos.

Handy Course Triumph

At San Francisco State

By GODFREY LEHMAN

SAN FRANCISCO—The response to San Francisco State College's new course on improvisation of music was so overwhelming strong at the initial presentation Oct. 3 that it will be established as a regular part of the curriculum.

More than 100 persons attended the first meeting of the group, and ranged from professional musicians to interested students. Registration is expected to be at or near the capacity of 90 persons, according to college officials.

John Handy, who leads his own five-piece instrumental group, has been appointed "professor" for the course, and his rank is in fact on full professorial level, according to Dr. Edwin Kruth, co-ordinator of instrumental music and director of bands for SF State. Kruth also emphasized that though the course is new, "it is not experimental" and students will receive full credit.

About 60 men and 40 women attended the first session, which was not hampered in any way by the fact that Handy's leg is in a cast from toe to hip due to an injured Achilles tendon in the ankle. Several rock singers were among the enrollees.

Coincident with the new course is the issuance of Handy's latest album, the fourth on the Columbia label, entitled "Projections." It is the seventh made by the Handy group.

According to Handy, the Associated Students had committed itself "in spirit" to providing "enough money to make the class go and support outside demonstrations." Among those who will be called in will be Pops Foster, the venerable 75-year-old bass player, Handy's own group and Ralph Glasson, columnnist for The San Francisco Chronicle, who will lecture. The talents of musicians in the class will also be used, as well as records, slides, motion pictures, and other local musicians.

Wexler Brochure

CHICAGO — David Wexler & Co. has just published a 19- page brochure to introduce the entire new line of Harmony guitars, mandolins, banjos and amplifiers. Also included are transistorized and reed organs which include a new folding type bench.

Billboard has the..."IN" side story on Coin Machines
STEREO A&M SP 3072

WES MONTGOMERY: ROAD SONG

ARRANGED BY DON SEBESKY

ON A&M RECORDS
SOUL SAUCE

BEST NEW RECORD OF THE WEEK
"WHITER SHADE OF PALE" HESITATIONS

By ED OCHS

SOUL SLICES: Motown finally broke its long silent week as the single "Whiter Shade of Pale" by The Zombies also made its debut. Meanwhile, the singles of The Beach Boys, royalties of "Don't Worry Baby," and the single of Vanessas "My Boy" were also making noise in the charts. But the real news of the week was the release of "Whiter Shade of Pale." This song, which was written by Bob Dylan and produced by Brian Wilson, was a hit for The Zombies and was a top 10 hit for a few weeks. It was a great song that really captured the spirit of the 60s and was a big hit for Motown. The single "My Boy" was also a top 10 hit for a few weeks and was a great song that really captured the spirit of the 60s. It was a great song that really captured the spirit of the 60s and was a big hit for Motown.

FILETS OF SOUL: Nick Ashford and Valerie Simpson, known to soul scholars and record buffs who check the small print under the disk titles of Marvin Gaye, Stevie Wonder and The Temptations as the Motown composing-production team of Ashford & Simpson—might make Motowniers forget about Holland-Dozier-Holland in "record" time. Commuting between New York, their home base, and Detroit, Ashford & Simpson have already won raves for producing Marvin and Tammi's sweet soul tunes, especially "You're All I Need," which topped the charts. After a brief sojourn in Canada on Motown's "Talking About My Baby" disk on the Flaming Arrow label, distributed by Atlantic, "Hurtin' Soul" has everybody's ear. Especially, her own label after jumping Stax Records. Her first release, "Harper Valley PTA Gossip," has been embraced by a Detroit soul club for further violation of his contract. The court ruled that Ruffin earned less than $6,000 a year when he first jumped up with Motown's management wing, IML, until he earned $10,000. But it may take more than a verdict to keep Ruffin tied to Motown. . . . When soul queen Aretha Franklin appeared at Madison Square Garden this past summer, it was the moment of the year. It was the time, it was the Sweet Inspirations who split the spotlight with "Lady Soul." Day (11/26) at New York's Philadelphia Hall with their stirring harmony, alone or in support of Aretha, was the show of the two shows that evening played to half a house. Is "Lady Soul" wearing a new hat on her?*

Soul Music

Makin' Fire: Johnnie Taylor, "Who's Making Love (Stax)."

Makin' Smoke: Gloria Walker, "Talking About My Baby (Flaming Arrow)." Bill Medley, "Peace Brother Peace (MGM)."

RHYTHM & BLUES

BEST SELLING
THEME SINGLES

* A STAR Performer -P's registering greatest proportionally upward progress this week.

This Week
Last Week
Title, Artist, Label, No. & Pubs. Weeks on Chart

1 Say It Loud - I'm Black & I'm Proud 7
James Brown & His Famous Flames, King 5187

2 Little Green Apples 7
D. Smith, Columbia 44160

3 Hey Western Union Man 6
The Young Rascals, Atlantic 23524

4 Fool for You 6
The Isley Brothers, Brunswick 47132 (Cameo, BMI)

5 Court of Love 6
Unifex, Kapp 925 (Antigon, BMI)

6 Slip Away 17
Ike & Tina Turner, Atlantic 25082 (Fame, BMI)

7 I Say I'm A Poet 9
Art Neville, Atlantic 2454 (Van/Blue, BMI)

8 I've Got Dreams To Remember 4
The Temptations, Philips 21 (Soul, BMI)

9 Funky Judge 3
Billy & The Kids, Bellboy 2721 (Pharmacy, BMI)

10 I Ain't Goin' To Love Nobody Else 3
Marquardt, Bell 723 (Pro, BMI)

11 Chained To My Love 3
Tammi Terrell, Javelin 54710 (Javelin, BMI)

12 Who's Making Love 3
Johnnie Taylor, Dixie 60059 (East, BMI)

13 Girl Watcher 12
O'Keeffes, Atlantic 10094 (North Star, ASCAP)

14 I Wish I Could Rain 11
The Supremes, Tamla 55047 (Javelin, BMI)

15 Special Occasion 11
Sly & The Family Stone, Grit 7074 (Soul, BMI)

16 Hold On Keepin' Me Honey 4
Diana Ross, Tamla 54712 (Javelin, BMI)

17 I Wish I Could Rain 4
Caldwell, Tamla 55047 (Javelin, BMI)

18 Holding On Keepin' Me Honey 4
Diana Ross, Tamla 54712 (Javelin, BMI)

19 I WISH I COULD RAIN (Caldwell, Tamla 55047 (Javelin, BMI)

20 I Wish I Could Rain 4
Caldwell, Tamla 55047 (Javelin, BMI)

21 I Still Love You 4
I'm A Singer, Tamla 54712 (Javelin, BMI)

22 I'll Be Over You 4
Debbie Reckless, Tamla 55047 (Javelin, BMI)

23 I WISH I COULD RAIN (Caldwell, Tamla 55047 (Javelin, BMI)

24 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

25 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

26 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

27 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

28 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

29 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

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I'm A Singer, Tamla 55047 (Javelin, BMI)

31 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

32 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

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I'm A Singer, Tamla 55047 (Javelin, BMI)

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I'm A Singer, Tamla 55047 (Javelin, BMI)

35 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

36 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

37 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

38 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

39 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

40 I Still Love You 4
I'm A Singer, Tamla 55047 (Javelin, BMI)

If you consider your audience consider the source.
INCLUDES!
The new Turtle Smash Elenore & eleven new original songs. Also available in 4 & 8 track tapes.

www.americanradiohistory.com
SOUL SAUCE

BEST NEW RECORD OF THE WEEK
"WHITER SHADE OF PALE"

HESITATIONS
(Kapp)

By ED OCHS

SOUL SLICES: Motown finally broke its long silence last week to put down rumors and second-guessing on Motown's "inside" squabbles. Mike Ross-Kird, Motown's New York chief who bided "hot line" phone direct to Berry Gordy in Detroit tips off his power, brushed aside press reports on a Motown fizzle as common as everyday business politics blown up by an over-curious public. He describes Gordy's brain child as having grown faster musically than management could keep up with, resulting in a lack of real business know-how. "Berry Gordy is a genius who learns faster than anyone I've ever known," said Ross-Kird about the man he describes as "harder to reach than the President of the United States." Though Diana Ross & the Supremes are clicking again with "Love Child," and Motown has registered a record six-month sales gain, David Ruffin looms as a Motown casualty loss with the Temptations in an on-again off-again state of affairs. So far, the group is together and working... Get ready for the Impressions' first and fabulous album for Curtom. "This Is My Country," featuring their "Fool For You" smash and a gold mine of Curtis Mayfield tunes, will bust open the charts. Candidates for the group's next single: "I'll Make a Man Away. "This Is My Country," "So Unusual" and "They Don't Know."... Bob Ringer, Queen Booking promotion man and friend of Soul Sauce, has joined the concert division, booking one-nighters and clubs. ... Three days air play in New York has put Gloria Walker into the Apollo The. (25) on the strength of her "Talking About My Baby" disk on the Flaming Arrow, distributed by Atlantic. ... Effie Smith, everybody's darling, has started her own label after leaving Soul Records. Her first release "Harper Valley PTA, Gossip." ... David Ruffin, the multi-talented ext-Temptation, has been enjoined by a Detroit court from further violation of his contract... It's reported that Ruffin earned less than $6,000 a year when he first joined up with Motown's management wing, IMC, until he earned more than that per week. But it may take more than a verdict to get Ruffin tied to Motown. ... When soul queen Aretha Franklin appeared at Madison Square Garden this past summer it was Sam & Dave who stole the show. This time, it was the Sweet Inspirations who split the night with "Lady Soul," Sunday (13) at New York's Philharmonic Hall with their stirring harmony in support of the main act. The first of the two shows that evening played to half a house. Is "Lady Soul" on her throne on tour?... ***

FILETS OF SOUL: Nick Ashford and Valerie Simpson, known to soul scholars and record buffs who check the small print under the disk titles of Marvin Gaye & Tammi Terrell tunes as the Motown composing production team of Ashford & Simpson—might make Motown forget about Holland-Douglas-Holland—record time. Commuting between New York, their home base, and Detroit, Ashford & Simpson have already won raves for powering Marvin and Tammi's sweet soul duets, especially "You're All I Need," which topped the charts. After a brief shot with Supergroup during which they penned "Let's Get Stoned" for Ray Charles, the duo switched to Motown and are now showcased on Marvin & Tammi's "You're All I Need." They are currently tearing up the charts with the hit duo's "Keep On Lovin' Me, Honey" and the Marvelettes' "Destination: Anywhere." The team tips Soul Sauce on a new Motown discovery, Blinky Williams, who debuts soon with "I Wouldn't Change." The Man He Is."... Dave McAlear writes from England that the Marvelettes, only One Woman on Columbia, is makin' fire. The British soul duo has yet to score heavily in the States. McAlear also mentions the publicity that greeted the marriage of ex-Orrin Ross-ette sightseers and ex-Big Brother. Big British following, he adds, for goldies featuring groups like the Harptones, Orioles, Flamingos and Chantels... Kapp's Unifies will be toasted for the press by the Club Knockout here, Thursday (24), as their first LP, "Sittin' In at the Court of Love," nears completion. The soul group soul Apollo, starting Friday (13). "Don't Be Cruel."... The Echoes, finished first at the Arthur decoquere recording pact. ... Sam & Dave will be featured on Channel 13's "Soul" show. Thursday, May 28. With the duo's orchestra, the Fantastic Soul Men and the Meters. ... "The French Suite" by VHC is in session at Apollo. ... RFH Ray Charles' "Sweet Young Thing Like You" plug. "Listen, They're Playing My Song."... Felix Cavaliere of The Rascals reads Soul Sauce. Do you?... ***

MAKIN' FIRE: Johnny Taylor, Who's Marvin Gaye & Tammi Terrell, "* (Tamla)... Peggy Scott & Jolo Benson, "* Bell & Hot Berries (SSB)... Carla Thomas & "(12)... Carl Carlton, "46 Drums 1 Guitar" (Back Beat)... "Do the Choo Choo" (Atlantic)... gether... Wilson Pickett, "I Found a True Love"... Unifies, "Whiter Shade of Pale" (Kapp)... ***

FIRE & SMOKE: Unifies, "Go Get Dancin' to Remember": (Motown)... Barry & The Matadors, "Funky Judge" (Toddin')... Impressions, "Foot for You" (Curtom)... James Brown, "Say It Loud" (King)... ***

RECORD SOURCE INTERNATIONAL

OCTOBER 26, 1968, BILLBOARD
Rhythm & Blues

BEST SELLING

Billboard SPECIAL SURVEY For Week Ending 10/26/68

STEREO

Present The Battle of the Bands

Simon, who is receiving plenty of attention at his show with his "Message FromMaria" hit on Sound Stage, a division of Monument Records.

my Holiday regarding upcoming projects.
SOUL SLICES: Motown finally week to put down rumors and second-guessables. Mike Rosskind, the "hot line" phone direct to Berry Gordy brushed aside press reports on a Motown business politics blown up over Gordy's brain child as having grown. Rumor could I keep pace with, resulting know-how "Berry Gordy is a genius I've ever known," said Rosskind abs "harder to reach than the President or Diana Ross & the Supremes are click and Motown has registered a record. Ruffin looms as a Motown casualty to-once-off again state of affairs. So working... Get ready for the Impress for Curtis: "This Is My Country," fe amash and a gold mine of Curtis May charts. Candidates for the group's next Is My Country," "So Unusual" and ' Ringe, Queen Booking promotion me has joined GAC in the concert divisi clubs... Three days air play in New into the Apollo Theatre Friday (25) o About My Baby' disk on the Flaming Atlantic... Effie Smith, everybody's label after jumping Shout Records. Ed PTA, Gospel, the has been enjoined by a Detroit court contract. The court cited that Ruffin's when he first joined up with Motown until he earned more than that per than a verdict to keep Ruffin tied queen Aretha Franklin appeared at last summer it was Sam & Dave with was the Sweet Inspirations who ' Soul,' Sunday (13) at New York's stunning harmony, alone or in suppor two shows that evening played to littering on her throne? * * *

FILETS OF SOUL: Nick Ashford to soul sessions and record baths with the disk titles of Marvin Gaye & Tammi composing-production team of Ashford & Simpson have already New York, Ashford & Simpson are Rodgers, Motown are now showcased on All I Need' LP. They are currently hit duo's "Keep On Lovin' Me, Honey tion; Anywhere." The team tips S discovery, Blinky Williams, who d Change) The Man He Is... Dave that the Marbles disk, "Only One V fire. The British soul duo has yet McAuleer also mentions the publica ex-Olone Rossatta Highlowl and ex following, he adds, for goldies featu Orioles, Flamingos and Chantels... for the press at the Playboy Club first LP, "Sittin' In at the Court of soul group plays the Apollo, starting of the Motown-distributed Spectrum his new "Soul Touch" record by the soul handshake—a slap on the And The Echoes, finished their first are wrapping up a recording pact... on Channel 13's "Soul" show, The orchestra, the Fantastic Soul Mer Anderson of WJIC in Salem, N. Charles" Swee Young Thing LK Playing My Song... Felix Cava Suce. Do you?

Makin' Smoke: Gloria Walker, "Talking About My Baby" (Flaming Arrow)... Bill Medley, "Peace Brother Peace" (MGM).

Redding, "I've Got Dreams to Remember" (Atco).... Beatles - "Fool For You" (Curtom).... James Brown, "Say It Loud" (King)....

OUR "IN" MAN...HOLLAND

BAS HAGEMAN. Bas began his music career almost a decade ago as editor of a leading Dutch teen music magazine — Muziek Parade... from there he was Plantennieuws — a national record monthly. Now, besides compiling the Dutch national Hit Parade fortnightly, Bas contributes weekly info to Billboard. Read about the Holland hits and the music-in-the-making, read Bas Hageman each week in Billboard.

165 West 46th Street, New York, N.Y. 10036/212 757-2800

Billboard Publications, Inc.
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<th>Title, Artist, Label, No. &amp; Pub.</th>
<th>Weeks on Chart</th>
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<tbody>
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<td>1</td>
<td>ARETHA NOW</td>
<td>16</td>
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<tr>
<td>2</td>
<td>JAMES BROWN LIVE AT THE APOLLO,</td>
<td>8</td>
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<td>3</td>
<td>HICKORY HOLLER REVISITED</td>
<td>17</td>
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<td>4</td>
<td>TIME PEACE/PEACEFUL HITS</td>
<td>16</td>
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<td>5</td>
<td>SPINNERS</td>
<td>5</td>
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<td>6</td>
<td>FELICIANO</td>
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<td>7</td>
<td>ELECTRICFYING EDDIE HARRIS</td>
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<td>8</td>
<td>TEMPTATIONS</td>
<td>16</td>
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<tr>
<td>9</td>
<td>YOU'RE ALL I NEED</td>
<td>6</td>
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<tr>
<td>10</td>
<td>PLUG ME IN</td>
<td>13</td>
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<td>11</td>
<td>LADY SOUL (Sergio Mendes)</td>
<td>16</td>
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<td>12</td>
<td>THE IMMORTAL OTIS REDDING</td>
<td>16</td>
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<td>13</td>
<td>YESTERDAY'S DREAMS</td>
<td>4</td>
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<td>14</td>
<td>WHEELS OF FIRE</td>
<td>11</td>
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<td>15</td>
<td>THERE IS</td>
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<td>16</td>
<td>THE PROMISE OF THE FUTURE</td>
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<td>17</td>
<td>STONED SOUL PICNIC</td>
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<td>18</td>
<td>ARE YOU EXPERIENCED</td>
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<td>19</td>
<td>BEST OF LOU RAWLS</td>
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<td>20</td>
<td>CHEAP THRILLS</td>
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<td>21</td>
<td>TIME HAS COME</td>
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<tr>
<td>22</td>
<td>DIANA ROSS &amp; THE SUPREMES &quot;LIVE&quot;</td>
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<td>23</td>
<td>SOUL LIMBO</td>
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<td>24</td>
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<td>25</td>
<td>TEMPTATIONS GREAT HITS</td>
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<td>A DAY IN THE LIFE</td>
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<td>27</td>
<td>BOBBY TAYLOR &amp; THE VANCOUVERS</td>
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<td>28</td>
<td>DOWN HERE ON THE GROUND</td>
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<td>29</td>
<td>MCKINLEY</td>
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<td>30</td>
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<td>31</td>
<td>PORTRAIT OF RAY</td>
<td>28</td>
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<td>32</td>
<td>SOUNDS OF NANCY WILSON</td>
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<td>33</td>
<td>VALLEY OF THE DOLLS (S)</td>
<td>34</td>
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<tr>
<td>34</td>
<td>BEST OF THE IMPRESSIONS</td>
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<td>35</td>
<td>STEELEYE HENDER'S GREATEST HITS</td>
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<td>36</td>
<td>DANCE OF THE BAY</td>
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<tr>
<td>37</td>
<td>COWBOYS TO GIRLS</td>
<td>16</td>
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<tr>
<td>38</td>
<td>BEST OF NANCY WILSON</td>
<td>9</td>
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<tr>
<td>39</td>
<td>HISTORY OF OTIS REDDING</td>
<td>43</td>
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<td>40</td>
<td>TO RUSSELL, MY BROTHER, WHO I</td>
<td>29</td>
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<tr>
<td>41</td>
<td>DIONNE WARWICK'S GOLDEN HITS,</td>
<td>50</td>
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<td>42</td>
<td>MARVIN GAYE IN THE GROOVE</td>
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<td>43</td>
<td>SOPHISTICATED SOUL</td>
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<tr>
<td>44</td>
<td>SMOKEY ROBINSON &amp; THE MIRACLES</td>
<td>36</td>
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<td>45</td>
<td>IN A MELLOW MOOD</td>
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<td>46</td>
<td>REFLECTIONS</td>
<td>26</td>
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<tr>
<td>47</td>
<td>MIDNIGHT CREEPER</td>
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<tr>
<td>48</td>
<td>LOVE MAKES A WOMAN</td>
<td>4</td>
</tr>
<tr>
<td>49</td>
<td>THIS IS CLARENCE CARTER</td>
<td>2</td>
</tr>
<tr>
<td>50</td>
<td>LIVIN' IT UP</td>
<td>1</td>
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</tbody>
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UA & Lib. Pubs

Eye Soundtracks

NEW YORK — With their consolidation meetings completed, the music publishing companies of United Artists and Liberty Records are mapping future music exploitations of upcoming film soundtracks.

UA Music president Mike Stewart and executive vice-president and general manager Murray Deutch have arrived in Hollywood to meet with Liberty's Metric Music group on "Where It's At" and "Gaily Gaily." The executives will also lay the final plans for promotion of the score from "Chitty Chitty Bang Bang." Stewart and Deutch will also hold meetings with a number of metric writers including Jackie DeShannon, Bob Lind and Jimmy Holiday regarding upcoming projects.

UA is planning to hold full-time staff, part-time staff, field surveys, 32 hours of nationwide telephone calls each week, dealer sales reports...

No wonder the Billboard chart department tells it like it REALLY is!
Program Directors Pick New Records

*Continued from page 1*

Only at 30 per cent of the Hot 100 format stations are the records picked by the program director. Another 20 per cent of the Hot 100 format stations still use a panel of deejays; at 4 per cent, the station manager picks the records.

At country music stations, the majority—56 per cent—of the stations have a music director who picks new records. At another 31 per cent of the stations, new records are picked by the program director. It should be noted that this survey covered both large and small market stations. However, even in the larger markets, country music stations the program director duties are often held by a personality, who in many cases also has the music director duties to fulfill.

At 50 per cent of the r&b stations, records are chosen by a music director, while at 19 per cent of the stations the new records are selected by the program director, and deejay panels at another 31 per cent of the stations co-operates on the record picks.

Less Control

When it comes to the actual playing of the records, the Hot 100 (Top 40) deejay seems to have the most control over what music his brethren at stations playing other types of music. The deejay survey revealed that only 56 per cent of the Hot 100 format stations allowed the deejays to pick their own show from the play list, while 44 per cent of the easy listening stations allowed the deejays to pattern their own show from the play list. At 39 per cent of the r&b stations, the easy listening stations allowed deejays to pattern their own show from the play list. At country music stations, deejays have less restrictions and 84 per cent of the stations stated in the survey that deejays were allowed to pattern their own show from the play list. What this means is that deejays seem to be freer than any other broadcasting medium. The r&b stations reported that deejays had control of their own music from the play list, while 38 per cent of the r&b stations were allowed to play any record they wanted to from the play list.

At the same time, it seems obvious that r&b radio stations may play fewer records per hour than other format stations. Seventeen per cent of the stations in the r&b formats reported that they only played 10-15 records per hour. Whereas, 69 per cent of the country music stations estimated that they played about this many records per hour, 62 per cent of the easy listening format stations reported that they played about 20-30 records per hour, and only 47 per cent of the Hot 100 format stations played this many records per hour.

In fact, 50 per cent of the Hot 100 format stations reported playing between 16 and 20 records on the average per hour and 17 per cent reported playing between 21 and 25 records per hour. Only 2 per cent of the easy listening format stations reported playing an average of more than 30 records per hour. Country and r&b station deejays reported all playing less than 20 records per hour as a rule.

Albums in Favor

The album seems to be growing in favor as programming material. Seventy-three per cent of the r&b stations reported playing more album cuts than ever before. Sixty-one per cent of the Hot 100 format stations reported playing more album cuts than before. Only 46 per cent of the easy listening format stations reported playing more album cuts than before. Seventy per cent of the country music stations reported playing more album cuts than before. Sixty per cent of the Hot 100 format stations and 62 per cent of the easy listening stations are playing album cuts.

Surprisingly, the long play is still dominant across the 100 format radio stations—29 per cent reported that the long play was between 50 and 60 records, 11 per cent reported their play list ran between 20 and 30 records, 14 per cent of the Hot 100 format stations reported playing between 40-50 records, 14 per cent between 30 and 40 records, and 3 per cent reported playing less.

As a rule, easy listening stations use longer playlists than any other format stations. Seventy per cent of the easy listening stations stated their playlist was more than 100 records, 11 per cent said their playlist ran between 50-60 records; 10 per cent said between 40-50 records.

As an illustration of the growth of the new modern type of country music station across the country, the number of the country music stations reported a playlist averaging between 40-50 records, another 15 per cent said their playlist ran about 60-70 records. A large number of country stations, however, 23 per cent, still use playlists of 100 or more records, representing half of the country music stations play only the rock stations.

Among r&b stations, 46 per cent reported having 40-50 record playlists. Another 31 per cent of the stations said they carried between 50-60 records on their playlists; 45 per cent said they played less than 40 records. However, it is interesting to note that although 52 per cent claimed that the r&b stations have between 40-60 records on their playlists, a total of 43 per cent of the Hot 100 format stations said they played between 20-30 records most frequently; 21 per cent said they played between 10-20 records most frequently.

Easy listening stations, as a general rule, are given a certain break on a given few records, while 29 per cent of the country music stations said they played more than 100 records on their playlist most frequently. This question showed beyond doubt that, regardless of how little music a station carries on their playlist, the number of records played over the period was quite high. Only easy listening stations could show they gave somewhat reason for the number of records on their playlist. In fact, some 35 per cent of the easy listening stations said they played more than 100 records frequently.

**Progressive Rock Format Stirs Theories by Two FM Stations**

By CLAude HALL

NEW YORK—The theories on programming a progressive rock format continue to rage. On one hand, you have WNEW-FM general manager George Duncan arguing that the "music is so vital the deejay has to stay out of its way" and, on the other hand, WABX-FM station manager John Davis maintaining his deejays get vitally involved: they're constantly out at local psychodelic palaces like the Granade in Detroit and "not one guy goes home and listens to Si- natra." Dettz believes that a new kind of radio is coming out of progressive rock.

Duncan, who heads up the pioneer finder New York progressive rock station also feels that progressive rock radio stations do not "distort" the deejays that separates you from being FM and makes you a solid radio station. Instead, he feels that progressive rock radio stations don't have to sell the music, that "the audience is there," but that, above all, "we're not trying to figure out the proper way to do this type of radio." We'll probably end up learning the book hasn't been written yet about progressive rock.

The exciting thing about progressive rock, Duncan said, is that people are using to express themselves and their feelings uniquely, because they're expressing their own values and feelings rather than being told what to think and listen to. The deejay, in a way, is the audience because he does not have to be seen as the audience.

Albums with cuts already keyed with comments like "dangerous," "hammer," take a chance," or "weird." This rack is right by the console so the deejays have a chance to listen and decide what to play on the air. After a week, these LPs join the library of albums the station maintains, still accessible to the deejays. Deejays actually wheel their chair around to pull albums from the main library.

The system separates rack for tapes of local groups. Dettz said that WABX-FM maintains a pretty big audience with its local programming and to some extent, the station's tape library, though so many local groups need the exposure. A lot of these groups have big followings, but can't get played on the AM rokers. Dettz said they include the MCS, just signed by Elektra Records, the Psychodundny Stones, the Redman (on Mainstream), the SRC (now on Capital Records), and the garden Variety. We play five or six tapes by these groups if they come to the right personality. We play something even an hour and a half on five or six local groups, though we might do a "take me on the record."
If you think the **O'Kaysions**
**Girl Watcher** is a big single...
wait till you hear their new album!
Progressive Rock Format Stirs Theories by Two FM Stations

**HOT 100**

Battle Creek - WKF
Bob Nyles
Music Director, Personality

BP: "Love Child," Dion & the Hundreds, Motown, BLPP
"Great Scot," John Lennon, Apple, BLPP!

Berlin, N. H. - WBR
Michael McGhee
Music Director, Personality

BP: "Love Child," Dion & the Hundreds, Motown, BLPP
"It's the Call of the Young," Marvin Gaye, Tamla, BLPP
"White Room," Cream, BLPP
"Love Is a Many Splendored Thing," Ron Mathewson, Lullaby, BLPP

Chattanooga- WFLI
Mike Scudder
Asst. Music Director

BP: "I'll Take You There," The Staple Singers, Stax, BLPP
"Lowdown," James Brown, King, BLPP

Norwaw, N. H. - WCIR
Paul Gambaccini
Music Director

BP: "Love Child," Dion & the Hundreds, Motown, BLPP
"Shake," James Brown, King, BLPP
"Rock Out," Kool & the Gang, BLPP

Louisville - WKA
Johnny Randolph
Asst. Program/Music Director, Personality

BP: "Love Child," Dion & the Hundreds, Motown, BLPP
"Shake," James Brown, King, BLPP
"Rock Out," Kool & the Gang, BLPP

Lynchburg, Va. - WLLL
Jerry Rogers
Music Director

BP: "So So Sweet, Martha Lorraine," Country Joe and the Fish, Vanguard, BLPP
"Abraham," Martin & John, Dir., Laurie, BLPP
"Do Your Own Thing," Free, BLPP
"It's Over Now," John Lennon, Apple, BLPP

Niagara Falls, N. Y. - WJGL
Tom Kegel
Program Director

BP: "Listen to Me," the Rolling Stones, Epic, BLPP
"Theme From the Fox," Hugo Montenegro, RCA, BLPP
"Good Girls Only," Kool & the Gang, BLPP

Phoenix-KRIZ
Steve Martin
Music Librarian

BP: "Further Flesher," Bill Medley, BLPP
"Both Sides Now," the Johnsons, BLPP
"Those Were the Days," Mary Hopkin, Apple, BLPP

Phoenix - KRUX
Rhet Hamilton
Walker

BP: "Not Enough Indians," Dave Martin, Reprise, BLPP
"Why Don't You Cut It Out," Timbuk, Columbia, BLPP
"Those Were the Days," Mary Hopkin, Apple, BLPP

San Antonio - KTS "Rock Side Now," Judi Collins, Capitol, BLPP
"Do Something to Me," Tommy James and the Shondells, Atlantic, BLPP
"You Gotta Say Yes to Yourself," Beach Boys, Capitol, BLPP

Sarasota - WYND
Jim Drucker
Director

BP: "Both Sides Now," the Johnsons, BLPP
"Do Something to Me," Tommy James and the Shondells, Atlantic, BLPP
"You Gotta Say Yes to Yourself," Beach Boys, Capitol, BLPP

Springfield, Vermont - WCFR
Ron Bostane
Program Director

BP: "Elephant," the Turbo's, White Whale, BLPP
"Sweet Salvation," Soft West, Taffy, Buddah, BLPP
"Help," the Beatles, Apple, BLPP
"The Last Waltz," the Rolling Stones, Blze Records, BLPP

San Francisco - KTY Dick Starr

BP: "Rock Side Now," Judi Collins, Capitol, BLPP
"Do Something to Me," Tommy James and the Shondells, Atlantic, BLPP
"You Gotta Say Yes to Yourself," Beach Boys, Capitol, BLPP

Scranton, Pa. - WSCR
Jim Drucker

BP: "Both Sides Now," the Johnsons, BLPP
"Do Something to Me," Tommy James and the Shondells, Atlantic, BLPP
"You Gotta Say Yes to Yourself," Beach Boys, Capitol, BLPP

News - WXGN
Jim Drucker

BP: "Elephant," the Turbo's, White Whale, BLPP
"Sweet Salvation," Soft West, Taffy, Buddah, BLPP
"Help," the Beatles, Apple, BLPP
"The Last Waltz," the Rolling Stones, Blze Records, BLPP

Tallulah - KTLD
Dave Sturr
DJ & Program Director

BP: "Could You Never Love Him," Barbara McNair, Motown, BLPP
"Big Time," the Manhattan, Liberty, BLPP
"Four Funny," Neil Ray, Plumaton, BLPP
"Blues," Donny Osmond, Capitol, BLPP
"I'm Going to Change Your Mind," Wayne Campbell, Capitol, BLPP

Ventura, Calif. - KUID
Gary Tom
Music Director

BP: "White Room," Cream, BLPP
"Blow Away," Black Widow, BLPP
"Que Caliente," Chayanne, BLPP
"The Way You Want it Forever," Richard Harris

Wichita - KEY N. B. Robert Dark
Music Director

BP: "Something to Me," Tommy James and the Shondells, BLPP
"Do Something to Me," Tommy James and the Shondells, Atlantic, BLPP
"You Gotta Say Yes to Yourself," Beach Boys, Capitol, BLPP

Willoughby, Ohio - WELV
Mike Reinhardt
Music Director

BP: "This is Your Last Time," the Beatles, Apple, BLPP
"Go Now," Spindrift, BLPP

October 26, 1978, Billboard
KAY music director Gary Schiffer is seriously ill and will be out of the station until further notice. During his absence, the station will air a variety of programming, including music, news, and sports. Calls are being answered, but all other programming is on hold until further notice.

Results - Results

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

A satisfied advertiser.

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

A pleased advertiser.

Reach the Man You Want Billboard's RADIO-TV JOB MART

Use the handy form on this page.

Other Picks

Continued from page 49

- nosphere Adderley, Capitol...
- Bill Anderson, Saddlebrook, BP...
- "Listen, They're Playing My Song," Ray Charles, ABC...
- "Do Your Own Thing," Brook Benton, Cotillion...
- Tom McAnelis, Detroit, WDCG...
- "Keep On Loving Me," Marvin Gaye & Tammi Terrell, Scepter...
- "And I Love Him," Diana Ross, Motown...

College - Don Goldberg, PA...
- WRSC, BP...
- "Cross Town Traffic," Hum..." "White Room," Cream...
- "Rag and Bone Man," Alan Price...
- "Dancing With The Winds," Hum...
- "What's Up, Tiger Mother?" Minoru..." "Reprise...
- "Tom Orkess Dem," Restless Wind..." "My See-Saw," Moody Blues...
- "Dedication," Dennis Wilson..." "Derek...
- "Good Vibrations," The Beach Boys...
- "Walking In The Rain," The Doors...
- "Chromatic," Elton John..."

Easy Listening - Gene Bush, Pomona...
- Calif., KKAR, BP...
- "Cycles," Jethro Tull..." "Little Green Apples," O.C. Smith...

Hot 100 - Tom Verba, Ononta...
- N.Y., WDIS, BP...
- "Hitchock Railway," Jose Feliciano, RCA...
- "Victor," Bill Cosby, ABC...

Country - Allan M. Beck, Cincinnati...
- WPZP, BP...
- "Hitman," Hank Williams...
- "Boys Of Summer," Shel Silverstein...
- "Lexington," Ralph Paul, Lighthouse...
- "Actor Of The Month," Bar..." "Hank Thompson, Dot..." "Goodnight," Eddy Arnold...
- "Rosa," Eddy Arnold, RCA...
- "Don Karnes, Long Island..." "Why," Hum...

Country Music - Allan M. Beck, Cincinnati...
- WPZP, BP...
- "Hitman," Hank Williams...
- "Boys Of Summer," Shel Silverstein...
- "Lexington," Ralph Paul, Lighthouse...
- "Actor Of The Month," Bar..." "Hank Thompson, Dot..." "Goodnight," Eddy Arnold...
- "Rosa," Eddy Arnold, RCA...
- "Don Karnes, Long Island..." "Why," Hum...

Program Directors Are Picking New Records

Continued from page 48

five new records or less each week.
Seventy-five per cent of the Hot 100 format stations reporting adding five-ten new records each week, the rest reported adding five or less.

But when it comes to the question of how many of the records added are new, Hot 100 format stations were more reliable in their reporting, adding 50 per cent (or more) of their Hot 100 format stations. The latest Hot 100 format stations were also more likely to add new records to their playlist, even if they were not as new, with 75 per cent of the Hot 100 format stations adding new records to their playlist.

Country music stations, on the other hand, tended to add records that were not new, with only 25 per cent of the Hot 100 format stations adding new records to their playlist.

Northwestern music stations also added new records to their playlist, with 50 per cent of the Hot 100 format stations adding new records to their playlist.

Easy Listening stations, as a rule indicated less reliance to play new records, with 25 per cent of the Hot 100 format stations reporting adding new records to their playlist.

Country music stations played more new records than Easy Listening stations, with 75 per cent of the Hot 100 format stations adding new records to their playlist.

The Hot 100 format stations added new records to their playlist, while Easy Listening stations added records that were not new, with only 25 per cent of the Hot 100 format stations adding new records to their playlist.

Sixty-seven per cent of the Hot 100 format stations added new records to their playlist, while 33 per cent added records that were not new.

Country music stations played more new records than Easy Listening stations, with 75 per cent of the Hot 100 format stations adding new records to their playlist.
And the legend lives

The story of the man who couldn’t be killed—
The powerful animal that carried him to his destiny—
The deadly cold steel that spit instant death—

New-trend westerns are big box office. Their themes are consistent chart items. These two facts multiplied by Henry Mancini’s name make for a new single with total “pop power.”

“A Man, a Horse, and a Gun”
(Theme from the new western “The Stranger Returns”)
c/w “Las Cruces” #9654
by Henry Mancini
By Eliot Tiegel

"This is the city where rock came of age."

"The acid heads are on the decline. At first the music was the freakout, but now they've gone. The music's become so complicated that we now have intellectual instead of physical participation."

I read easy to be hyped by this market. A lot of record companies have come in, picked up really bad groups and bad songs and collaboration into losing a lot of money."

"I'm tired of psychedelic music because every- one's done it."

I spent a lot of time in San Francisco a year and a half ago but we didn't want to go for the bread. Now I wish we had!"

These are some of the comments which reflect the San Francisco scene, one and one-half years after the explosion of the psychedelic bands.

The Bay Area's boiling cauldron of creati

ivity continues to bubble in a healthy fashion, indicating what some may have felt was just another musicalfad blooming in San Francisco, is now a mat- ter of international acceptance.

A number of record companies now have San Francisco groups, there have been instances of na-
tional acceptance for their albums, and the flow of new, pristine talent plus record companies moving studios into the market portends greater activity for future seasons.

Where once RCA had the Jefferson Air-

plane, Warner Bros. sought to break the

Grateful Dead and Columbia labored over Moby Grape, the scene now shows: Creed-

ence Clearwater Revival—Fantasy: Blue Cheer, Mother Earth, Sir Douglas Quintet, Harvey Mandel, Wayne Talbert and the

Velvet Pot, the Charlatans, Linn County, 50 Foot Hose—the Mercury family, Quick-

silver Messenger Service, Steve Miller Blues Band, People, Melted Pot—Capitol;

Country Joe and the Fish, Notes From the Underground, Cleanliness and Godliness Skiffle Band—Vanguard; Salvation—ABC;

Jann Joplin and Big Brother and the Hold-

ing Company, Moby Grape, Electric Flag—

Columbia West, Sly and the Family Stone, Dino Valente— Epic: Grateful Dead, Leon-

ard Schaefer, Beau Brummers— Warner

Brothers; The Other Half, One By One, Mt.

Rushmore—Acta/Dot; Perarus, Sea Train—

A&M; Jefferson Airplane, Loading Zone—

RCA; Steve 

Dunhill.

While the emphasis rests on amplified guitar pop bands, there is some record ac-

tivity in country and rhythm and blues fields for a tiny core of labels. But it's the fur-

tsest pop musician who dominates the scene, for he's both recording and live performance levels.

The one overbearing fact a record com-

pany learns when investigating this North-

ern California bastion, hangout and retreat for young musicians from all over the
country, is that this is shake-down head-

quarters. The musicians may look ragged and worn, but they are hard core capitalists, demanding of major money advances. "It's all pace and love," says Fantasy president Saul Zaner. "It's all getting down to the gritty of 'where's my money?'"

RCA's $25,000 advance to the Airplane is dwarfed by advances to Capitol, Colum-

bia and Mercury, for example, have given out to get a piece of the San Francisco pie.

"A good band can sell 50,000 albums in Northern California and some in Los An-

gelies, and that's why a company can get off its nut," explains pop music chron-

icler Ralph Gleason. "Everything's ex-

panded, including the top prize."

Gleason believes that San Francisco is the "city where rock came of age." The in-

dividual styles of the Dead, Quicksilver, the bluesey Janis Joplin, the "Chicago Inva-

sion" (Paul Butterfield, Steve Miller, Elec-

tric Flag), the city's nurturing poetry into

where "it's coming out in rock lyrics" are all vital ingredients in the pop mainstream.

The music of the San Francisco pop groups mirrors sociological currents raging through the U.S. "The bands are all rev-

olutionaries," Gleason says. "They want to overthrow society by musical means.

They're all against war and LBJ and they want to legalize grass. These bands, who are overwhelmingly white and have been to college, are challenging the values of their

fathers and mothers. They don't give their

loyalties to the old school unless it wants their loyalty."

A sarcastic attack on Negro slums by Country Joe on a Vanguard LP typifies this rebellious, attacking attitude.

Psychodrama, the acid (drug) scene, seem to have become somewhat distant mem-

ories in the city's short pop history of only two years. With the entry into the musical

community of players from Texas and Mid-

western locations, a new interest in country

music has taken hold. As has interest in jazz players and techniques.

The national success in the past 17 months for San Francisco-based groups has resulted from the efforts of the labels which have not been based in town, but which have the sales and promotion organi-

zations.

Now the situation is changing. Mercury has rented a two-story building next to a
downtown unemployment office and has a staff of two resident ad men, Abe Kesh and Milan Melvin; the city's only female engineer, 21-year-old Dusty Street, and of-

fice administrator Bob Sarem, transferred up from Los Angeles in September. World

Pacific is associating with group developer Matt Kutz, who will deliver a series of concept LPs under the banner of "San Francisco Sound" utilizing his stable of artists. Warner Bros.

Seven Arts has just begun to receive its first LP product from Eric Jacobsen, its exclusive Bay Area pro-
ducer, whose reputation as a hitmaker with the Lovin' Spoonful is about to be tested. Jacobsen moved to San Francisco one year ago to develop a working record promotion company and found Warner Bros.' money eager to help.

The growth of the market is also being assisted by the existing recording studios which have undergone modernization plus the entry of several new names: Wally Heider, the Los Angeles remote taping ex-

pert and Filmways are building a two-studio-

two-rehearsal hall 16-track board facility. Heider, who will move to San Francisco to head a staff of three engineers, esti-

mates he's done more remote taping in San Francisco in the last year than he's done in Los Angeles and Las Vegas com-

bined.

Pacific High Recording has affiliated with Apostolic Sound of New York and the new company has built a 12 track system in its downtown offices. Peter Weston, presi-
dent of the former Sausalito-based com-

pany, says this is the year which will cul-

minate the city's development as a "minor music center" which in turn is attracting new musicians. The expanded market can only help increase the recording busi-

ness.
ness, Weston feels. Business at Coast Re-
cords is up 70 percent over last year, and
boasts manager Greg Hall, "This will be
great days and night shifts to accommo-
date pop music groups which account for
60 percent of our sales." Coast presently has
one 8-track console with a 16-channel model under con-
struction.
Golden State Records also has 8-track equip-
ment and a four-engine management staff. Business is
double over last year, says owner Leo Gar Kulka. Upstairs Kulka
has installed a rehearsal room (also a 2-
track machine) renting for $7.50 an hour.
Because his business is almost entirely in ana-
log, Kulka finds the staff's performance by giving them a tape of their
studio session "to analyze exactly what
they've done."
Kulka's side business of managing and record-
ning locally has, he says, resulted in placing 32 acts with a number of labels. E. H. Morris recently took over the administrative end of Kulka's
publishing companies.

Berkeley-based Sierra Sound has 8-track
but the pad to either 12 or 16 as its
magic number. "It all depends on what our
major groups do," says President Bob De Sousa, whose facility was used to record an LP of electronic
music for KQED and some other sound experi-
mentation is of prime import.

Frank Weber's Columbus Tower studio
has enlarged its facilities and plans 16-track by the end of the year. The base-
ment studio is still set up for 1975 production
last year. Construction wise, both Fantasy and Mercury are building studios in their

Rounding out the downtown studio pic-
ure is Lloyd Pratt's Commercial Recorders, five years ago a garage
Record Company, Inc. recording, Curtice's Pacific
Recording, Curtice, a former member of the
Mojo Men, has been in business less
months with 8-track equipment and 16-
track planned for November. Coch's three-
years on the roving pad has resulted in this
recorder due next month. Coch also oper-
ates Action Records, a production company which sells masters to other studio builders, walk-to-wall carpeting and theatrical lighting.

Fantasy, operating under its new ownership, has not changed, admits president Saul Zaentz, to reflect its involvement in the local scene. This year, however, one office-ware-house studio complex reflects this new

drive.

Cedence Clearwater's "Suzy Q" single is the label's fastest selling product. The group is giving a mid-winter
appearance in local middle and high schools.

Cedence Clearwater's "Negative" single is the label's fastest selling product. The group is giving a mid-winter
appearance in local middle and high schools.
In San Francisco

Bill Graham

Fillmore West
The San Francisco Symphony is multi-level music. Buffets, the Bay Area's cultural attraction, continues its tradition of presenting fine music, jazz and rhythm and blues. To Seiji Ozawa, the Japanese conductor and new music director at the San Francisco Opera, the city is as cosmopolitan as Paris, London and New York. "Intellecually and aesthetically," he feels, "San Francisco is abreast of today's cultural picture."

"Classically the city is progressive, but has not forgotten the masters, and aggressive without smudging the foundation of classical music."

Behind the pop culture of sounds emanating from San Francisco sits the classicist, and the two classical straw bosses of the city—Joseph Krips and Kurt Herbert Adler, general director of the prestigious San Francisco Opera Company. These two are the cultural legates of a musical tradition.

Soon the city can add a third, Seiji Ozawa, who will conduct several concerts this season before taking over for the retiring Krips. The 46-year-old Viennese conductor who brought the Symphony to stature after a period of decline from 1954-1962. He is retiring in the 1970-71 season. Ozawa is the 31-year-old, highly regarded, conductor, once considered as the future replacement to Leonard Bernstein at the lofty New York Philharmonic perch.

Ozawa has a difficult act to follow. Krips, a native product of Josef Krips' Vienna school of conductors that included Gustav Mahler, the young Seiji, and Bruno Walter, is untiring and creative.

Krips is a man in studious mood when conducting. "I feel at my most effective and the ultimate from his orchestra. A leading interpreter of the masters, Ozawa has established a rapport with Krips and other leaders of the classical command.

Ozawa brings an authority to the podium that results in music as cohesive as its rhythmic form a finely executed work of architecture.

He promised to be an adventurous and exciting conductor, willing to explore the pioneer, but not forgetting the masters, Mozart, Beethoven and Schubert.

"There's room for all forms and the many different aspects of music in a symphony orchestra," he says. "To be creative, one must probe, search and not be alarmed at what you may discover or uncover."

Many feel a symphony orchestra must be straightforward, but not straight-laced. They see in Ozawa a serious, adventurous conductor who will add to the city's cultural richness.

A colleague said of Ozawa: "He is a perceptive conductor, willing to explore, but not forgetting the masters, Mozart, Beethoven and Schubert.

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CHARLATANS • SOPWITH CAMEL • BLACK SWAN
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NAME
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CITY     STATE    ZIP
Three progressive rock FM stations and two major AM rockers saturate the airwaves here with a musical potpourri of big beat music, while KSFO, the young-minded middle of the road, maintains its listenership leadership.

The underground stations are KMPX, which started the progressive rock concept; KFRC, Metropolitan's influential outlet now using many of the former KMPX staffers; and KOIT, a former easy listening station.

KJAN, with stronger personalities and Tom Donahue, has had the lead among these three stations. The contrast in KJAN's downtown offices of long-haired hippie dockets and the suit and tie Metromedia executives indicates how a crossing of the eclectics has occurred here. And it seems to be working well. An ARB survey indicates that in July, KJAN picked up 60,500 listeners, a 105 per cent increase over April and May when the station was programming classical fare under a new ownership.

The people who listen to the Bay Area's underground stations apparently have tuned out the top 40 operations—KFRC and KSFO—both of whom have been struggling to regain lost listenership. Both Les Turpin, KFRC's fiery program director, and Dick Starr, his counterpart at KJAN, feel that their stations were overboard last year in playing and overzealous in music by local pop/hippie bands. "I haven't played a Jefferson Airplane, Grateful Dead or Quicksilver Messenger Service record since the day I came here and our ratings are up," claims Turpin, who replaced Tom Rounds last October.

KFRC turned its KFRC FM'er into an underground station last May, with Bill Holley announcing the selections for the afternoon operation. Gary Schaefer, KJAN's music director and Starr go over the selection of songs with Holley. Starr says KFRC's sound is a little more balanced than the competitive, "because there are no an- nouncements getting on a bikes trip or Chinese bell trip."

KJAN, the market's fastest moving FM'er, is looking to expand its music selections. While music's main thrust is down home, it makes its music tend to drone on and on a bit. "Do you want to hear my record company back to back?" says Starr. "No, you don't." He also says, "It's about the music, not the sound." KFRC's sound is a little more balanced than the competition, "because there are no announcements getting on a bikes trip or Chinese bell trip."

KFRC's music is more balanced than the competition because KJAN is the most progressive of the three.

There is no consistency between KFRC's and KJAN's news departments. Turpin slotting his 10 minutes a day for a "report that people want to hear. The reason is he feels if the music's entertaining the audience, they won't miss not hearing a regular pop song during one hour in the programming hour.

Turpin feels the only groups which have any significance are the Beatles and Rolling Stones. "All I ask is a fair shake locally, I'll get my evenings through my own device outside means outside this market."

Turpin has been working with Bill Drake since 1963. He has helped format the KROK General stations around the country. "Drake put a timer under this station and we've got 80 top 40 radio," Turpin says. "It was going down at a tremendous rate.

Retailing Aim: Youthful Dollars
By Bruce Weber

In San Francisco, young America is the target for record and carcage sales.

Retailers are catering to the youthful taste and the store is either the top or the middle of the price scale. The top is the Tower type discount chain or the more conventional and smaller music stores and specialty shops.

Because the city is a music hot spot, with San Francisco inspired groups embarking on an entire exclusive music competition among retailers is heavy.

By using merchandising gimmicks and promotion, the retailer is trying to sell San Francisco's music. Unlike single store merchants, most retailers have parlayed the youth market into a profitable year.

Record product is geared to the contemporary scene; prerecorded tapes and records are the only parents don't like.

San Francisco is a young, adult-teenager. Even rock jockeys are finding a bigger market if they aim at the contemporary scene, rather than the teenage-boys.

Combining promotional savvy with products, the Tower Record Store, 33-store Sherman Clay chain and the smaller but aggressive Tower Record retail chain. Both are willing to spend some of their money on promotions to entice the young record buyers.

Tower Record's and General Record Tapes, total tape duplicator, use San Francisco as a product base of sales. Tom Benetti from the San Francisco claims Tom Bonetti, GRT marketing manager, "It usually sells anywhere."

Tower feels San Francisco is one of the biggest tape markets in the U.S. "We can make the record work in the stores, the local market."

Tower records as a whole have had a good year. In the San Francisco/San Jose area, the total tape sales have jumped 35 per cent.

Tower has been highly aggressive in its advertising, in-store promotions, and in-store advertising for an increasing portion of its business.

Russ Solomon, a firm believer in saturating the market, has tried a heavy concentration of radio advertising on contemporary top 40 AFPI, to stimulate business.

"Radio is easily our most important way of reaching the consumer," feels Solomon, looking in the country and western, ethnic and soul stations in our advertising schedule, not just top 40/contemporary."

Tower promotes both records and tapes on its radio commercials, especially in the San Francisco market, where Solomon recently opened a 8,000-square-foot store. Tower can place this store with includes about 10,000-1,000,000 B-type titles, 800-1,000 4-track titles and about 400 cassettes.

While the Sherman Clay store stays away from promoting product on radio and TV, it goes in for heavy newspaper advertising. It also aims product of the young market.

The rock show accounts for a majority of our business," says Paul Gazarian, executive at Sherman Clay. "But we try to include the entire market, not just rock, in our merchandising and promotional activity.

The retail chain, with stores in three States, blankets the San Francisco area with a total music operation—records, tapes, sheet music and instruments.

To lure the youth market, says Gazarian, you have to merchandise properly, large record and tape inventory and still offer the concept—sheet music and instruments."

The chain sponsors a school of music, designed to teach a young clientele to play a musical instrument, and a battle of the bands.

White Fence, the giant discount chain in California, uses heavy newspaper advertising to promote both tape and records in the area. White Fence uses a limited stock in the automobile department.

White Fence, one of the many of the music specialty shops, White Fence has a profitable business in tape players—all configurations to suit the young market. The White Fence campaign, a series of 60-second spots plugging prerecorded tapes and a variety of players.

According to White Fence executives, San Francisco is a record town, and primarily albums, but now we're getting a line of tape and tape players, both 4 and 6 track equipment.

White Fence is trying to sell the kids and young college kids take over the 8-track market, a White Fence minority. The market might take a little longer than first predicted.

"If we can convince teens that the difference between a 4-track and a 6-track is great enough, say, we'd be in a perfect position," said a 6-track is enjoying respectable success.

"We've done a lot of promotion" in the market. "The pulse of the retailing market is in San Francisco."

There is a great danger for a mass appeal music station when it begins zeroing in on one station and ignoring its competition, San Francisco pop/hippie bands. Turpin feels audience listening in the market declined because the station was catering too much of a select group. The station now considers himself hitmen, and then a balance of the old with the new.

The placement of the "ingredients" in KFRC's programming is determined from the way they are slotted at the other San Francisco stations. Turpin points out. These ingredients are: station slogans, promotions, newsmakers, which create a certain image, and they are in the right sequence.

Turpin's disdain for the whole pop/hippie scene includes the local pop music festival business. "This city is festivaled out, they've gotten short-changed with live performances.

Turpin also has strong opinions about playing singles. "Two years ago we should have played the album play with the Beatles' 'Rubber Soul.'"

Albums are receiving much attention at KFRC, with its programming focus. Although librarian Elena Greer cuts through all the music, each air personality selects his own programming. When she has this creative freedom for a long time," says program director Alan Newman. "We never push a record on a man. We have fresh milk in the battle not being middle of the road."

Although Turpin is on the bannlisted as it's [the radio dust] it's to try to please everyone.

In maintaining a contemporary flair, KSFO has programmed a number of the local pop/hippie bands, notably Jefferson Airplane, Grateful Dead, Steve Miller Blues Band, Chambers Brothers, Ken, West and Big Brother and the Holding Company.

With the return last October of Don Sherwood, there is anything that will make a middle of the road dust to try to please everyone.

KSFO doesn't play records because they're selling. "We played Mr. Businessman, but it was a personal thing," according to Alan Newman. "When we went on the charts the station had already overestimated it."

Donna Sue McGee is one state which many of the San Francisco stations try to avoid.
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FANTASY 616—FROM THE ALBUM

A TOP TEN ALBUM

"CREEDENCE CLEARWATER REVIVAL"
FANTASY STEREO 8162—AND ALL TAPE CONFIGURATIONS

A TOP TEN GROUP

"CREEDENCE CLEARWATER REVIVAL"

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HAPPENING LIKE DJS AND THE TRADES PREDICTED

"I PUT A SPELL ON YOU"
FANTASY 617—FROM THE ALBUM

"CREEDENCE CLEARWATER REVIVAL"

San Francisco's pop scene encompasses from the top: apple eating impresario Bill Graham; a "hit-in" at the Avalon Ballroom; a studio engineer breaking down equipment after a session, and young people lining up for amplified music.

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RAFAEL REVERT

COPENHAGEN
Johnny Reimar (Philip) has recorded a Danish version of "Lemon Tree" which also features singers Lucien and Lucienne, formerly with the Scarlets. Flip side is a local version of the latest release by Sweden's Sven Ingvars quintet. "I name you," on CBS has released the first LP of the Danish pop trio, the Lollipops. The American musical "Hair" opened at the Gladsaxe Theater and Verve released the Gull McDermott album. The pop version of the Canon of German composer Johann Pachelbel, "Rain and Tears," which was a hit in France for Aphrodite's Child, has been recorded in Danish as "Regning og Grav," by Trista singer Peter Balli.

Sir Henry and His Butlers, whose record "Cump" has made a big impression in several European countries, have followed up with "Cosmona." A 10-day Danish tour by British and Danish EMF artists achieved a big box office success, reports EMF-Denmark managing director, Brian Jefrey. The tour, sponsored jointly by EMI (Dansk-Etengold) A/S, Shubette of London and Yardley of London, featured the Shadows, Gordon Waller, and the Danish group Kjeld and the Donkeys and was conducted by Danish comedian Paul Reinan. Billed as "Young British on a Visit," the tour played Copenhagen and a number of provincial towns and included a film "The London Look," sponsored by Yardley Cosmetic, and a Shellabrite fashion parade.

ESPER ERIKSEN

HELSEINcK
Singer Pape Willberg has joined the Franckies (Scandia) following the breakup of the EMF group. Jorma, Fulka Kipyppan, has left P/SO to join EMF. After negotiations with SAGA Records, London, P/SO has reduced the retail price of 44 records from £3.05 to £2.50. . . . Ewa Merti has left Scandia to join EMF and has recorded the latest "Rushmore" single. Scottie and King Cole standard "When I Fall in Love" (Ron Dukasian) as her first release... Finnish TV's Channel 1 is recording a series of international shows for foreign markets, working with the Apeps Sisters (USA), Britain's Birds and Bees and the Lecusna Cuban Boys and Girlsc... Scansda artist Annette Tommison has recorded a Finnish version of "The Blue Angel," by Karin Holdahl.

KARI HELFALSTON

LOS ANGELES
Michel LeGrand's score for "Ice Station Zebra" will be released as a 16-inch MFM Records soundtrack album to coincide with the film's opening. . . . Sergio Mendes and Brasil Mulatto were at the County Coliseum, El Paso, Tex., Thursday (23), and the Tri-State Fair Coliseum, Amarillo, Tex., Wednesday (21)... Nancy Wilson will be on the "Ed Sullivan Show" Monday Nov. 24, the "Curtis Partner Show" Dec. 10, and the "Smothers Brothers Comedy Hour" Jan. 26. She opens at the Copacabana Nov. 22, 29, 30, and the Camino Real Hotel, Mexico City, Dec. 6-14... Dionne Warwick on the "Beautiful Phyllis Diller Show" Nov. 24... The Iron Butterfly will be at the Shrine Exposition Hall Nov. 1-2... To unveil its newroup from San Francisco, Dot Records launched Mount Rushmore at Tus- sauan's Hollywood Wax Museum, with a live performance by the group and a light show. Initial album is "High on Mount Rushmore..." Al Martino plays the El- kski, Hotel, Hawaii, thru one week, beginning Nov. 8... Johnny Mandel scores "Heaven With a Gun..." Oscar Peterson on the "Jonathan Warsh Show" Wednesday (23)... The Craig Henderson Trio on "Art Linkletter's House Party" Oct. 25... Sergio Franchi and Blues, Hines, Hines and Dad play the Flamingo Hotel, Las Vegas, for four weeks, opening Nov. 7... The Righteous Brothers will be at the Cave, Vancouver, for two weeks, beginning June 2-14... Bobby Darin and the Moody Grape on the "Jerry Lewis Show" Oct. 25... Bill Medley plays the Gold Room, Norwalk, Friday (22) and Saturday (23)... The Platters appear there Nov. 2, 12, with Rosemary Clooney there Nov. 3.

BRUCE WEBER

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A little while ago, Trini Lopez recorded a very exciting Mexican version of the Spanish classic "Malaguena." Trini does a superb job with "Malagueña Salerosa" (Reprise 0770). He handles it in the distinctive Lopez manner and produces the very stimulating, exotic, Latin sound that has become his indispensible trademark. This single is sure to be one of Trini's best-sellers and should be an all-time favorite with his innumerable fans. Every top performer has to have absolute confidence in his musical backing, and Trini Lopez is no exception. He plays a Gibson Guitar—the choice of professionals.

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four of their hits. Los Brawos will record a Christmas single for Columbia Española featuring a song composed by their lead singer, Mike, and a traditional Christmas song. Both numbers will be recorded in Spanish and English. RAFAEL REVERTE

MILAN

RI-FI Music has signed a contract with Claudio Villa and Walden, three publishing houses of the Atlantic Corporation, to sub-publish their repertories in Italy. In New York, the companies are unifying their publishing rights of Redwall Time Music, a holding of Otto Redding copyrightists. Marshall Ches, whose Argo, Chess and Checker labels are distributed in Italy by Durium, was in Milan to discuss with Durium man Gianmarco Scussell, release of a series of LP's in Italian for promotion plans for American singer Elia James . . . 

Manila de Plata (RI-FI), the gypsy guitarist, appeared at Manzoni Theater, Milan, and one of the performances was taped by RAI-TV for future transmission.

James Nobile, president of America's Regalia Records, will release recordings by Italian trumpeter Nino Rossi (Durium) in the U.S. Titles selected are "Ne Sole" and "The Beast." The New York U.S. artist Mina and conductor-arranger Rob Mitchell have signed an exclusive one-year contract with Regalia Records covering the USA and Canada.

Pere and His Gypsies (Ver- gara, Barcelona) will have their records distributed in Italy by Durium. Durium will also record Italian productions of the group to which the Italian company will have world rights.

Caterina Valente (CBS-Italiana) will film a three-part TV special for RAI in Italy. Al Bano (EMI-Italiana) left Italy for his first U.S. tour which will embrace night club and TV appearances. EMI-Italiana is now distributing Bushell pentod in Italy.

Bobby Solo's new Record album includes Italian versions of Bobbi Goldboro's "Honey" and Cliff Richard's "Congratulations." Charly Amavur, Claude Francos, Nino Ferra and Yves Montand appeared in a TV tribute to Dalida which was filmed last month. Luna Saint Paul, currently touring the States with Louis Boll (Columbia), will tour England. Arm-strong, will appear at Caesar's Palace in Las Vegas for two weeks. Operatic soprano Anna Moffo has recorded two pop songs for DET - "Un Bacio" and "L'Addio," and Gianni Ferrio, and "Dipendeva da Te," by Ametist and Piero Piccioni.

Pianist Alexis Weitzenberg appeared in the Stress Music Week in place of Arturo Benedetti Michelangeli, who has been ordered to rest. Frano-Cetra artist set to appear in the fall TV series "Carnegie Hall at 6," Claudio Villa, Sergio Endrigo, Gianni Pettenati and Maria Susanna. Mary Hopkin (Apple-EMI-Italiana) has recorded an Italian version of "Those Were the Days." "Hush," by the Deep Purple (EM-Italiana), has been voted top disc on the radio program "Bandiera Coda" for three successive weeks. Decca signed to distribute the Italian Dire label in Italy. Piter and the Funambolli have recorded an Italian version of "Stoned Soul City" for San Martin Records. Johnny Hollyday has also recorded an Italian version of "Entrez Messa.

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NEW YORK

Frank Sinatra will head a benefit concert in St. Louis Oct. 31, a group of the artist's friends, supported by the Teamsters Joint Council. Bunky and Jax, Mercury act, be-gins another engagement at the Bitter End, Wednesday (16). Peter Leeds, personal manager, became the father of a boy Oct. 4. Frank Sinatra will tour Australia this month. MARLYN TURNER

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Glen Campbell’s new single: WICHITA LINEMAN

...a new Jim Webb number that’ll keep your lines busy. Better call now. Tell the operator you want Capitol 2302

Produced By Al deLory
EIA President Predicts Modest Sales Increase

SAN FRANCISCO — Ex-ecutive Vice President of the Electronic Industries Association (EIA) board president Mark Shepherd Jr. present an optimis-tic sales forecast.

Shepherd, who heads Texas Instruments, Inc., Dallas, pre-dicted an increase of 6.8 per cent in dollar volume of U.S. factory sales of total electronic products from 1968 to 1969 and said the increase from 1968 to 1960 would amount to about 4.1 per cent.

Speaking at the Fairmont Hotel, Shepherd said he anticipates a pickup in electronic activity for the industry in the second half of 1969 as "present uncertainties of causes of hesitancy in the economy be come more accepted as a normal way of life." Among those "uncertainties," Shepherd included the income tax surcharge, possibility of a new adminis-tration policies and the war in Vietnam.

For the various areas of electronics, Shepherd predicted the following increases for 1969:

- Consumer electronic products are expected to increase 4.1 per cent from 1967 to 1968 and rise 3.3 per cent over 1969.
- Industrial electronic products should climb 6.3 per cent from 1967 to 1968 with an equal percentage increase in 1969.

Government expenditures for electronics in calendar year 1968 should reach at least $12.3 billion, up 8 per cent over 1967. For 1969, expenditures of at least $12.75 billion are fore-seen, also up 8 per cent over current levels.

Total electronic components sales are expected to rise about 2.5 per cent in 1967 levels, with the gross resulting in increased sales of integrated circuits, color TV pictures tubes, power and special purpose tubes and some semicon-ductor devices. Sales for 1969 are expected to be 1.5 per cent higher than in 1968.

Everts Honored

SAN FRANCISCO—William Everts, retired General Electric Co. engineer at the company's Utica, N.Y., plant has been awarded the Electronics Industries Association (EIA) engineering department's Outstanding Accomplishment Award.

The award was presented to Everts for engineering leadership in the transition of industry standards from rubber-insulated wire to plastic-insulated wire, and from woven braided fabric jackets to the extruded plastic jackets involving new methods of color coding hook-up wire for electric purposes. His work was recognized in a recent EIA recommendation wire standards.

Young Customers are shown here using luncheonette-type hard-wood booths to listen to the latest records at Musicland in Englewood, Colo. Each booth is equipped with four sets of stereo headphones.

Musicland Corners Market With Inventory & 3 Booths

ENGLEWOOD, Colo.—Some of the most unusual selling fa-cilities in the Western record industry are found in the new Musicland Record Shop here at the Cinderella City Shopping Center to break all records — and at list price.

Located in the corner of a few months, Musicland benefits from the fact that the store is located in what is billed as the largest shopping center in the world, a multi-level, 150-store complex built by famed developer Gerri Von Fredrick. Here, sheer curi-osity and "tours" are enough to bring in many thousands of record-oriented visitors daily.

In designing the new store and being thoroughly aware that there would be much competition for disk sales in the Center, owners Steve and Larry Davis planned for "something out of the ordinary" which every visitor would always remember.

The upshot was the decision to install three booths, very much like those in the average luncheon-ette, which extend some 20 feet into the lobby of the 92-foot store. Built of enamelled plywood and finished in different colors, the three booths offer a reasonably surprise to passers-by, who at first glance are likely to confuse Musicland with a hamburger stand or arcade.

Actually, each booth is equipped with four sets of stereo headphones, which means that as many as 12 persons can be seated at one time.

The turntables are located behind the service counter, oppo-site the booths. Along with standard record turntables, there are two auto stereo players, which make it easy to demon-strate a stereo album for the customer's automobile.

"We have a single record over the counter until it is purchased," said Larry Davis. "In the rare situation no breakage, no pilferage, rec-ords are carefully handled, and the customer, with his headgear system, gets a worthwhile demonstra-tion sitting down in one of the booths."

New Trends Outlined for Increased Military Sales

SAN FRANCISCO — Electronics manufacturers were offered a newly coined word, "technosorts," symbolizing a trend in military international marketing at an international department meeting during the recent Electronics Industries Association's Fall Conference here.

Speaking at a program on "Progress and Problems in Mili-tary Exports," George Todd, vice-president, Hughes Aircraft International, said the key to future foreign sales lies in the international techo-sorts.

Industry today is loaded with new technologies," said Todd, "and as we gather together into business relationships, called consortia, we find the exchange of technology in-

Speaker Cites Laser Growth

SAN FRANCISCO—Richard Robertson, president of Robertson & Associates, Inc., New York, N.Y. and executives gathered here for the recent Electronic Industries Association (EIA) Conference said the laser market should increase 650 per cent by 1970.

This means that the total domestic market of approximately $80 million in 1967 will grow to approximately $5 billion in 1977. "The markets for which laser devices will become economical are relatively large and are expected to grow more rapidly than the gross national product for the next decade," said Rob-ertson. "This includes the con-

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BDA-71

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Audio Retailing

Dealer Uses Display To 'Insure' Customers

TAMPA, Fla. — "The best salesman in the house" is the way Tom Viviano, owner of Viviano's stereo center here, is likely to describe the walk-in customer who may just inside the door at Dale Mahry Avenue headquarters.

The wall case is used to show identified small components for stereo tape recorders, stereo phonographs and complete music systems.

Every item, on each shelf, is typically identified with a small white strip sign containing letters 28 inches high. "There is no doubt-you yourselves among music fans," Viviano explained. "We are usually a step ahead of our customers with improvements on their own recorders or phonographs. For that reason we show items such as power supplies, pre-amps, tape controls, drive stages, transistors outputs. IF strips, turntable parts, junction boxes and replacement parts for such items all heat clearly identified.

"A man who is good at selling and a woman able to handle the miniature screwdrivers and wrenches often has a pretty good idea of what is wrong with a piece of equipment." Seeing the replacement parts in the case as he enters and leaves, the customers is likely to make an extra purchase or two. Particularly important is sales of small electronic component which represent a good mark-up and which the problem music-system owner will often buy merely to be available against future need.

The amount of small parts shown in the case changes regularly according to the inventory on hand or trends peculiar to the local market. However, there are always at least a dozen identified parts on display at all times.

Dr. Viviano, who naturally represents the average shop in the center to do a double take and has brought plenty of people in through sheer curiosity, as well as for record purchases. "Any day now we expect to see a bunch of teenagers come in and order soft drinks before they know it is a record shop," Jack Cawood, a veteran of many years of phonograph record retailing, pointed out.

Most surprising is the fact that the entire volume is being sold at list price, despite the presence of many competitive record dealers in Cinderella City. There have been very few instances in which a customer has complained at the list price for any record.

Deep Store

The extremely deep store, which has plenty of room for long, sharply separated lateral departments, has done a bang-up job on stereo tapes, a market which has failed to dwindle in the Denver area as so many other markets of the country. Cawood is currently selling this volume of tapes in auto stereo tapes and has found the tourist market to represent a much larger portion of it than he had expected.

"This was our first tourist season," he pointed out, "and we have been pleasantly surprised to have customers who are on long automobile junkets come in an order 3, 5, and even 10 tapes at a time at the list price, to ensure that everyone's musical tastes are met. We are getting plenty of adult tape buyers which I consider a highly significant purchase in our market area, adults seem to be taking to auto stereo much more solidly than perhaps true of other parts of the country.

With all sales protected through self-service, the demonstration technique,菲尔ber problems are solved. Exclusively at this enterprising Colorado store. Normally, it has been found that very few people will attempt to steal large-plot albums. This is simply because of the style and good handling them. The few who have been removed account for 2 percent of such losses which have been run up.

An "all-business" store with plenty of inventory and its unusual presentation system. Music it is all over the competition, making no attempt to meet discount prices and to get it works fine."
**Classical Music**

**Everest Mounting 41-LP Fall Release**

LOS ANGELES—Everest Records is readying a 41-album fall release, including eight operatic and operatic recordings and several world premiere recordings and first U.S. releases. Among the operas are Leoncavallo's "La Boheme" and Pianieto's "Nina overo, la pazzia amorosa," both from recordings previously available on Cetra.

A third package from Cetra sources is Puccini's "Il Trittico" on three LPs, one for each of the operas involved. Featured are soprano Rosanna Carteri and conductor Ferrucio Furlanetto in "Suor Angelica," soprano Clara Petralia, tenor Aldo Berti and conductor Giuseppe Baroni in "Il Tabarro," and baritone Gianfranco Corvi and conductor Alfredo Simonetti in "Gianni Schicchi."

"La Boheme," formerly a rival for the Puccini opera of the month, has been replaced by Mezco and mezzo-soprano Nedda Casei on three LPs. The pianists, also on three discs, soprano Anjouli Vercelli, baritone Giuseppe Zecchiolo and conductor Ennio Gerelli.

**Prokofiev First**

Ion Petron and Sasha Lakesa are featured in an only recording of Prokofiev's "Betrothal to a Monastery" on three LP's. Operettas on two LP's each are an only pressing of Milhecker's "Beggar Student" with Rudolf Hille Groven conducting Robert Storl, Johann Strauss the Elder's "Fledermaus" with Schock, Renate Holm, Walter Berry, Wilma Lipp and Stolz; and "Stralsunder Barouche" with Elisabeth Webech and Stolz.

A third record set of Weber's "Der Freischütz" features Claire Watson, Goldbik Frick and Schock, Lauro von Matau, conducting. Several vocalists are featured in the album, including tenor Luigi Alo, contralto Marlene Forrester, mezzo-soprano Fiorenza Cossotto, baritone Robert Merrill, bass Cesare Siepi and mezzo-soprano Maureen Forrester.

Rene Lebowitz and the Paris Philharmonic perform Verdi's "Quareme," an only recording transferred from Everest's Counterpoint Esoterique label. Marcel Rosenthal and the orchestra of the French National Television transmit a Sibelius symphony in a symphonic setting, a third Satie LP has piano music played by Jacques Fevrier and Georges Auric.

**Hindemith Conducts**

Paul Hindemith conducts the Festival Symphony in another recording of Hindemith's "Symphony on Themes of the Universe." Another only pressing has Kurt Bauer leading soloists, orchestra and chorus of the Dresden Cathedral in Handel's "Ode on the Death of Queen Caroline."

Everest is continuing its series on Shostakovich with the first U.S. release of the "Symphony No. 8" with Kirol Kondrashin and the Moscow Philharmonic. Kondrashin and the Moscow also have a release of Rachmaninoff's "The Bells" with Robert Carroll.

Another first U.S. issue is Mendelssohn's "Walpurgisnacht" with Lorenzo Bernardi conducting the Festspiel-Orchestra and chorus. Pierre Boulez conducts the Domaine Musical Ensemble in first recordings of variations by Woolf and Amy. Cage Continued

A second volume of John Cage's "Variations For" features Cage and David Tudor. David van Vactor conducts the Russian HAcstian Symphony in his music. Cellist Janos Starker has two albums, including "Intimate Dances." Zvi Tal Alcik de Labercha performs Grandos.

The Vienna State Opera Orchestra has an album of national anthems. The orchestra is joined by one Abc canata album by Illinois Wesleyan University Chorus includes a first listing for "Canzoni No. 112." (Continued on page 72)

**DGG Boys Yule Sees And First Recordings**

**NEW YORK—**Two special holiday packages and several new L.P. issues have been arranged by Deutsche Grammophon this month. The seasonal sets include "Christmas in the Holyland," which contains Christmas music from the major Catholic and Orthodox churches of Bethlehem and Jerusalem in their original languages.

A group called the Gentle Power has also released an English carols with the Gabrieli Boys on a "Peace" album, which also features Martin Stankie reading English poetry of the seasons.

In conjunction with appearances in New York last week by Rafael Kubelik and the Bavarian Radio Symphony, a world premiere album of Hartmann's "Symphonies Nos. 4 and 8." (Continued on page 72)

**Philharmonic Names Myrow A Composer-in-Residence**

**NEW YORK—**Fredric Myrow has been named a composer-in-residence with the New York Philharmonic for the 1966-67 season. The assignment has been made possible through a Rockefeller Foundation Grant to the orchestra.

Nonesuch Records recently recorded his "Songs From the Japanese." Myrow was commissioned by the Young Musicians Foundation of Los Angeles in 1961 to write "Symphonic Variations." The Santa Cecilia Orchestra of Los Angeles performed Myrow's "At Twilight" during the summer of his fullfledged residency for study at Santa Cecilia Academy with Goffredo Petrassi.

He returned to the U.S. in 1964 and became pianist and composer with Buffalo's Center for Creative and Performing Arts under Lukas Foss. The following year he received a Grammy Award for "Symphonic Variations," an album that contains two of the symphonic variations that were written for the orchestra.

**Nonesuch Releases Early Recording By Wunderlich**

**NEW YORK—**An early recording has been made of Wunderlich singing the 20 songs of Schubert's "Die Schoene Mueterin." Wunderlich made his U.S. debut in 1964, and this version is available on a record from Deutsche Grammophon set. The Nonesuch album is from 1957 and is being issued by that label for comparison in musical

**OPERA REVIEW**

**Miss Freni, Raimondi Play 'Boheme Roles to the Hilt**

NEW YORK—Soprano Mirella Freni and tenor Gianni Raimondi were ideal as Mimì and Rodolfo in Puccini's "Boheme" at the Metropolitan Opera on Monday. (4). An excellent performance also was turned in by bass Jerome Hines as Colline. Raimondi's "Che gelida manina rang out. It was followed by an equally beautiful "Mi chiamano Mimi" from Miss Freni, who has recorded the role in Angel with a cast including Mario Sereni, who began last week's performance as Marcello.

Sereni, who has recorded for RCA and Columbia, was boosted in an Angel ad, which listed his future recordings of Gounod's "Roméo et Juliette" and Mascagni's "Lammermont." His consistently fine performances can only add to her disk popularity.

Raimondi, whose recordings appear on Deutsche Grammophon and Everest, teamed with Miss Freni in the Fourth Act of the Third Act quartet. He also did well at the end in his role as Marcello with Miss Freni and Guarrera. Miss Freni, whose "Addio" and death scene were excellent.

**Choruses if the situation were not corrected.**

Daniel agreed, "If sex education was taught badly as it is in the public schools, we wouldn't have to worry about the population explosion."

The seminar also included an afternoon session with J. Marks, Columbia professor of and author of the forthcoming book, "Rock and Other Four-Letter Words." Marks used a few examples in a discussion of "A Trip With Rock & Roll to the Underground Music of the Avant-Garde."

**Music Teachers' Level Below Par: Foundation**

LENOX, Mass.—The general level of public school music teachers was decreed at a daylong seminar at Tanglewood on Oct. 11 sponsored by the Educational Foundation of American Women in Radio & Television. A discussion between traditionalists and the avant-garde also was part of the seminar.

Oliver Daniel, BMI vice-president in charge of concert administration, called opera "a dinosaur which actually died sooner than it should. He noted that dinosaurs ate green leaves and when opera's green leaves were money. Daniel's point was that opera cost too much and the economics of temporary or revolutionary. He predicted that symphonic music would follow the same path.

Clad Monteux, conductor and music director of the Hudson Valley Philharmonic, defended "the establishment" in his remarks.

Daniel and Monteux agreed that public school music teachers had a tough job. Monteux said young people could not develop an appreciation of the music or be instrumentalists who have to sing and play at the same time." He feared there would eventually be a shortage of good music teachers who can teach in the summer palace and theatre.

"Pianist Neil Leg has a Stravinsky collection that includes "Stravinsky's "Rite of Spring," "Four Accompaniments," "Stars and Stripes," "Tango," "Circus Polka." The piano recitalists who play at the major recitals, and an album of songs of Bulgaria, Poland, and other Eastern cultures." (Continued on page 72)

OLIVER DANIEL, right, BMI vice-president in charge of concert administration; Claude Montoux, music director of the Hudson Valley Philharmonic Society, and Julie Chase, executive director, past president of American Woman in Radio and Television (AWRT), participate in a music seminar at Tanglewood on Oct. 11 under sponsorship of the Educational Foundation of AWRT. More than 125 participants attended the seminar, which preceded the two-day AWRT area conference at South Negrin, Mass. (Continued on page 72)
Play 'Boheme' Roles to Tilt

Continued from page 71

Raimondi made his Met debut several years ago in the same performance of "La Boheme," Hines, who has recorded for Columbia, Decca, Epic, London, and Angel and Word, was in splendid voice throughout, with his fourth act aria a gem. Fernando Corena, who appears on London, Decca, Columbia, Angel, and Word, had an effective vignette as Benoit.

Valerie Crocker, as Musetta, and Russell 'Fido' Hearn, as Alcindoro, were adequate. Colette Boky, filling in for the indisposed Judith DePaul, sang a nice turn as Marcello's fiancée, Frascati, and as Narine-Pradelli, who has recorded on London and Angel, led a tight performance. He was boosted in an Angel ad, which included his current "Rigoletto" with Cornell MacNeil, Rene Gras and Nicolai Gedda.

FRED KIRBY

'Dream' Waltzes briskly along

NEW YORK—A bygone era came alive at Philharmonic Hall on Tuesday (15) as Oscar Strauss' listing "A Waltz Dream" charmed a near sellout audience in the opening concert of the Little Orchestra Society's season. Sparkling performances by soprano Teresa Stich-Randall and tenor William Lewis highlighted the staged concert version of the Viennese operetta. Soprano Lee Venora was another asset.

Miss Stich-Randall showed she was completely at home at the lighter piece as she is in full-scale opera. From her duet with Elisabeth Hagneker, in "Dancing for You," Miss Stich-Randall's band showed it was in glowing voice. And her portrayal was delightful. Miss Stich-Randall's long list of recording credits includes an album of arias on Westminster, Bach Guild, RCA, Angel, Epic, Vox, None- such, Archive, Vanguard and Music Guild.

Lewis' duet with Robert Hale, who was fine throughout, was a high spot of the first while the performance was in English, the duet's two encyclopedies were sung in German. From the duet on, Lewis sung well and his voice is rich. He has recorded for Columbia and Vanguard.

Miss Venora's final waltz was a high spot for her. Her performance of Franci was pert and fitting throughout. She has recorded for Columbia and Vanguard.

A. L. S. N. and Robert S. H. L. Sanders handled their roles well also.

Robert Herbert, who staged the performance, served as narrator, explaining the action and carrying out the omitted dialog. A select ensemble of Edward Villela and Patricia McBride of the New York City Ballet Co. acted as corps de ballet.

Thomas Herman conducted on a brisk pace, keeping the frothy bon bon moving. He conducted the Little Orchestra Society on Dec 28 and the Vienna State Opera Orchestra on Oct 26.

FRED KIRBY

Everest in 41-1LP Release

Continued from page 71

Wilhelm Furtwangler and the Berlin Philharmonic offer Beethoven's "Symphony No. 9," with Elisabeth Holm and Peter Anders among the soloists. Anholt and Van de Fliermot and the Berlin Philharmonic include a recording of the first movement of Schubert's "Symphony No. 8 (Unfinished)" with Furtwangler's orchestra on the table. This pressing also has material from Berlin, Richard Strauss and Mozart.

Charlie Blythe and Howard T. Blythe, the husband of whom have a disk of English music. Edith Bartsch and the Vienna Chamber Orchestra are featured in virtuoso classical music, and the Cleveland Orchestra with Sal Marinos performs classical Brazilian music with energy.

Julia Hermann conducts the Deutschefund Basel in a concert of operatic music. The Seiboth group does their debut program with premier recordings of violin, viola and sarasate de Rava, Heegner and Villa Lobos. The concert is the premiere of their other first recording as members of the Gregg Smith Singers performing Brahms' complete quartets for three voices and piano.

Myron Named

Continued from page 71

Fromm Foundation Commission with Gunther Schuller premiering his music for orchestra at Tanglewood that summer. Myrow returned to Europe and a Guggenheim Foundation. He received a Dimitri Mitropoulos Foundation to compose a work for the 150th anniversary of the Philharmonic. Leonard Bernstein will conduct the work first performance on May 8. Fromm also has been awarded a Guggenheim and an ASCAP award. "Symphonie Variations" in 1961, "Chamber Symphony" in 1968 and "At Twilight" in 1964. He also received a Rockefeller Grant-in-Aid for 1967-1968 and six successive ASCAP awards for musical works. Myrow recently received a 1970"Koussevitzky Memorial Foundation Commission for an orchestral work.

FRED KIRBY
Cannon also explained the one-stop's difficulty in setting through "150 new releases a week," had said, "We have 15 salesmen call on us every week. These are strictly hype operators. We see a lot of overhyped junk." Hoffman said, I hear you complain that you sit with hype artists. Maybe some of these records you have trouble buying were one of the salesmen tried to show you.

Glassman, explaining the one-stop's difficulty in setting through "150 new releases a week," had said, "We have 15 salesmen call on us every week. These are strictly hype operators. We see a lot of overhyped junk." Hoffman said, I hear you complain that you sit with hype artists. Maybe some of these records you have trouble buying were one of the salesmen tried to show you.

Glassman stood his ground. At one point he challenged A&M's Bob Fied, who had said no one-stop ever complained about product availability. "I'll give you an order for six numbers right now," Glassman said.

Nearly every aspect of manufacturer-to-one-stop-to-operator relations was covered, including Little LP's. A show of hands revealed that the majority of operators in the packed room wanted Little LP's. The same hands were raised when MOA's Bill Cannon asked if they had trouble obtaining them. Chicago apex operator Fred Spillar, who had presented Cannon with a football helmet for "protection," told the group that he "had been unable to buy Little LP's from Sceptre" when the Chicago manufacturer first introduced them.

Fead said record companies "go to considerable expense to produce Little LP's. If we relied on Little LP's to pay the rent we would be in trouble," he said. A discussion of the importance of the music paper chart was also erupted. Acting as spokesperson for the weekly record industry trade papers, Billboard publisher Hal Cools said, "We have made a full disclosure of our chart methodology and have suggested (Continued on page 75).

Panelists Hail Big Tourney
 By RON SCHLACTER

CHICAGO - Calls for national tournaments, shuffleboard and bowling were heard repeatedly at the Music Operators of America (MOA) tournaments seminar, held here during the recent exposition. "I want 8-ball pool to be a national tournament," said panelist Ben Spaulding, Phoenix. "The only way to put pool over the top is to run it as a national event, but it needs promotion. We must not let this die because it's a good game. I got into the pool table business not to lose locations. With tournaments, we can exclude players who own their own equipment." Vic Van Der Leeden of Montauk Island, told the IRO audience in the Sherman House how he was able to get new locations, "The requirements were that we had to have 6 balls and a pool table with 6 pockets and full rails. The players said, "People who wouldn't hear of us playing table in their place were now calling us. We picked up our traffic 20 to 30 percent." Bill Kobler, a competitor of Van Der Leeden's, said, "I won the tournaments and added, "I became acquainced with a lot of competition. Working closely together during the tournament, we got to know each other better, and were able to work out our problems." Joe Weterhaus Jr., another (Continued on page 75).

Pool Makers Write Orders
 By BEN OLMAN

CHICAGO - Ease in servicing was a major theme of pool table manufacturers at the Music Operators of America (MOA) show. A rumored controversy over one manufacturer's tournament proved false. Like several other manufacturers, United (Continued on page 74).

MOA Show Performers

Howard Ellis: New President; Event to Remain in Chicago
By EARL PAIGE

CHICAGO - A growing, stabilized and more democratically organized Music Operators of America (MOA) met here last week and elected Howard Ellis president. Operator attendance was 1,500; there were 601 exhibitor people, over 100 new members signed. Exhibitors said they did more business than in any MOA in recent years.

The only sour note was complaints on the condition of our rooms. The Sherman House Hotel is the site of a major renovation program. Ellis, a Nebraska, announced a major public relations program that will include a "One-Cent Music and Amusement Promotion" of 2 million public relations kit. An MOA civic service award is among other plans.

Board chairman Bill Cannon promised to carry on MOA's work with record companies. Executive vice-president Fred Granger said MOA's copyright battle (still undecided) was worth the cost of dues alone and stressed four insurance programs MOA has developed.

In a highly dramatic session, MOA members elected Joe Mon- tooth, a Peoria, Ill., operator, as vice-president, replacing A. L. Fied, who became secretary. A tie vote was resolved when Henry Leyser, Oakland, stepped aside in the treasurer contest. Among this election prove MOA is stronger than ever," said Leyser afterward, denying that his status as a jukebox manufacturer representative figures in the vote. Although rumors persisted that an "old guard" contingent had maneuvered against Leyser, Majority leader, several directors insisted the Peoria's nomination was spontaneous.

Leyser, along with eight others, was elected to MOA's streamlined vice-president roster. The others: Harlan Wingre, Thomas Greco, Russell Mawell, Ted Nichols, John Trucano, William Anderson, Lawrence Lembke, Robert Fied, and John Sand- grass, Albuquerque, Jon Brady, Charlotte, N.C., H. Lehnick, Richmond, Va.; A. L. Witt, Greensville, S.C., and Norman Pink, Minneapolis, Minnesota.

(Continued on page 75)

Games Capture Today's Life
 By RON SCHLACTER

CHICAGO - Jukeboxes, a music operator of America (MOA) emphasized quality sound reproduction. In audio-visual, the emphasis was toward more dramatic subjects, in some cases, a "grille" approach. Background music was more sophisticated.

Among major jukebox makers, Wurlitzer showed its American II, which uses stereo sound consisting of two-inch middle sonic speakers, two 3-inch by 5-inch tweeters and two 12-inch woofers. The firm had many comments on its animation, and showed its theatrical ("Theatre") a bridge and going up an outer drive.

Rock-Ola's Psychdelic Mon- ey Grabber also emphasizes sound, with higher-mounted stereo speakers, transistorized amplifier and a powered re- motor, plus a mechanized sound control by the location owner. The firm showed its well-maintained 430 model.

Rodeo International, Inc., showed its new model, the Music Master, with the Phon- ove unit, now improved with a (Continued on page 74)

<insert content here>
**New Equipment**

**NSM—160-Selection Prestige**

Ear-level sound with base response supplied from a pressure chamber highlights the novel reproduction of this new Prestige, 16-selection jukebox from NSM, sold in the U.S. by ACA Sales & Service. Features include a fully transistorized, 120-watt stereo amplifier, universal speaker, optional alarm, three-wire remote control, automatic volume compensator, adjustable credit unit, popgun meter with color guide, total play meter, and optional money counter.

WURLITZER unveiled its Americana III at Chicago's Bismarck Hotel recently. From left, Bill Watts, Valiant Amusement, Inc.; Phoenix; Mort Levyman, National Coin Machines Exchange; Chicago; Bert Davidson, regional sales manager; and Paul Jacobs, United Distributors, Milwaukee.

**NEW EQUIPMENT**

**Chicago Coin's NEW 2-PLAYER**

**Playtime**

**TOP HAT SCORE FEATURE**

When 3 Similar Numbers Appear, As Ball Leaves Playfield, Bonus Values Are Scored! Top Hat Score Drums Are Stepped Up By Hitting Playfield Targets.

**ACTION SCORE FEATURE**

Action Holes Kick Ball From Side To Side For Repeating Action And High Scores.

**BALL SAVER...**

Closest Opening Between 2 Flippers

- ILLUMINATED "BALL COUNT" and "GAME OVER", Next to Shooter
- 3 THUMPER BUMPERS

2 SIDE LANES SCORE SPECIAL WHEN LIFE... 3 INDIVIDUAL COIN CHUTES 5¢-10¢-25¢

**HOCKEY CHAMP • AMERICANA • STARFIRE**

**Coin Machine News**

**Games Capture Today's Life**

*Continued from page 72*

Two-player Hockey Champ. Playing time is adjustable to two, three, four, or five minutes per game. Sega featured its Motorpool, Periscope and Helicopter at the show. The two players in Motorpool attempt to manipulate their bike riders to propell a ball into the respective goals. Periscope boasts a realistic sound system and visual explosion flashed on back screen when a player makes contact with a moving ship. For Helicopter, a player scores points by making a correct landing on flashing world capitals.

Another Periscope game was on display at the Taito exhibit. This model registers scores of one, two or three points depending on the placement of the hit. Jogging Craze D & R Braun Corp. has capitalized on jogging craze with Mister Jogger. The participant, who has shown how far he has traveled, receives a rating on a scale from very poor to excellent.

Also on display by the company was a word game called Umscrabble. The object of this game, which is not to be confounded with a quiz game, is to unscramble three-letter words as fast as possible. New games on display Midway were Mini Boxe and Goldens Arm. The former is a boxing contest, while the latter is a grip tester.

Williams featured its two new games, Pit Stop and Space Pilot. Pit Stop, a two-player flipper game, offers auto racing competition for total laps and high scores. A player can advance his car 14 different ways and scores one lap each time his car passes the finish line.

Space Pilot allows the player to manipulate the space craft with twin control levers. There are four target pylons with changing targets and scoring values ranging from 50 to 500 points. On display at the Bally exhibit was the company's two new flipper games, Rock Makers and Mini Zag, along with the 1969 Super Bally Bowler. Mini Zag, a one-player game, features a Zagger Lane where a captive ball can repeatedly score to 400.

Knowledge testing machines were displayed by Mondial International, Inc.; Nutting Industries, Ltd., and Nudging Associates. Prof. Quizmaster, Mondial's entry, is designed for trouble-free operation and can...

(Continued on page 76)
MOA Seminar Scenes

TOURNAMENT panelists during Music Operators of America's annual seminar. From left: Darrell Maxwell, Joe Westerhaus Jr., and Lou Osterman.

ONE-STOP chiefs, Laffoy Davidson, Kansas City; Stuart Glassman, Milwaukee (center), and Joe Asurito, New Orleans (right).

TOURNAMENT EXPERTS (from left) Vic Van Der Leen, Ben Spalding and Bill Kobier.

Bill Cannon, outgoing MOA president, and chief inspiration behind the entire seminar (rear) as Leonard Silver (left) and Tommy Guarino wait to speak.

Operators, One-Stops, Labels Debate

Continued from page 73

to the Federal Trade Commission that charts be part of the business rules record companies are governed by. Cook said a special booklet detailing Billboard's chart-making procedures was available free.

The effect of the seminar was immediate. MGM's Son Handwerger called for regional jukebox programming seminars, and said MGM Records would participate. He also said, "MOA committees should meet with committees of other trade associations, such as Record Industries of America."

Sonny Kirkland, Liberty Records' national sales director, said his firm would commence a direct mailing to operators. James Stewart, president, Stax-Volt, said his firm would shortly be sending out a national newsletter to operators. Both Oscar Buchman, Redaco, and Bob Garniso.

Ellis New President

Continued from page 73

MOA's midyear directors' meeting will be held in New Orleans, unless the copyright revision bill, left pending in a Senate subcommittee, forces a Washington meeting. "Several cities as a directors' meeting site were considered," Granger said. "The subject of changing the convention from Chicago was also brought up, but the directors were unanimous in wanting to stay there."

Garwin Sales, suppliers of Little LP's, were enthusiastic about the convention.

Mel Kahn, Chicago branch manager, London Distributing, ordered "oldies" singles in quantities up to 1,000, as a result of learning what jukebox operators wanted.

DEPEND ON JUPITER FOR TROUBLE-FREE SERVICEABILITY

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THE COMPACT MECHANISM COMPRISING THE LIFT GATE, ENSURES TRANSPORTATION OF THE LIFT GATE INDEPENDENTLY. THIS ENSURES ALL WORKING PARTS IN THE LIFT GATE OPERATE FREELY.

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Get and hold the best locations
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NORGEN WARNING
Vending Scheme Promoters in N.Y.

NEW YORK—Promoters of
ing vending schemes have moved
into this area again, according to
Irwin Nable, Schoenbach Co.,
Brooklyn, who received his first
phone call last week from a
distressed victim. Nable, a past-
treasurer, National Vendors As-
sociation, said he was not sur-
pised. "People on fixed salaries
are ripe for these promotions.
The problem is part of our cur-
rent inflationary business con-
dition."

Nable said the promoter in
question was based in Pittsburgh
and was selling one unit on a
stand for $97. "At tops, this
type of machine shouldn't cost
over $250," Nable said. "The
man told me he had answered
an ad which appeared in the Pitts-
burgh promoter.

"Almost before he could tick
that off, the salesman was on the
phone and the promoter was calling
on him. He offered him a $150 deposit."

"Somehow, the Bronx man
obtained my number and he
called me. I suggested
he contact the New York Better
Business Bureau, the post office
authorities and the district
attorney. I also told him he
should have sold the horse,
forgetting about the deposit."

Nable said the man was very
interested in the vending busi-
sness and relieved to know that
there were many legitimate and
established vending distributors
eager to help new people get
into the vending business.

"Any one on a fixed salary
today is looking for extra money. The
legitimate distributor is in a position
to sell the new people and build them to a point
where they might operate as many as
200 or 300 machines on a part-
time basis.

Nable's recommendations
... The new vendor should be
told that for every dollar he
spends, he will receive three,
out of which will come the cost
of commissions, merchandising
and servicing. This is not a fast
money business," Nable said.

The new vendor should
install a full complement of ma-
chines, offering gum, candy,
sacks and capsule merchandise
in all price ranges. "I recom-
end at least a four-unit stand,
and preferably a six-unit stand."

The new vendor must
keep machines serviced and be
familiar with locations all the
time. "He can't just put out a
few machines and forget about them," said Nable.

Captures Today's Life
• Continued from page 74

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peanuts, nesting ducks, bulk
gum, 211 oe vending pack
chocolate

SUPPLIES—Empty capsules V—
5/1000, vending machine
valves, coin counters &
wrappers, stamp folder
pieces, vending machine
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keys, machine cleaners
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EQUIPMENT.—All Northwestern
bulk vendors, cast iron stands,
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base, new & reconditioned bulk
vendors, all kinds, parts for all
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'BLUE SKY' STORY
Ronald Tomasso Tells
How He Became Vendor

VINELAND, N.J.—Ronald
Tomasso is among what is
probably a growing number of
ew bulk vending operators
recently established. He entered
the bulk business after buying
machines from another man who
had paid $1,200 for 10 units,
and after becoming acquainted
with Alan and Richard Rake,
Philadelphia distributors.

"I am looking always for new
ways to earn extra money,"
Tomasso said. "I once operated
an ice cream truck. When I saw
an advertisement in the Phila-
delphia newspapers for these 10
machines I decided this might be
worth investigating."

Tomasso phoned the man who
had been "blue skyed" and then
called his brother and another
brother, who advised him on the
nature of the bulk vending business.
Tomasso's distributor, phoned the
Better Business Bureau. With
what the couple learned from
the bureau and other sources, they
were sure the venture would
work.

The man advising the
machines worked in a
newspaper office, Tomasso, a glass plant
employee, said. "Six of the
machines were located in the man's
newspaper office. He was asking
$250 for all 10 machines.
Tomasso has since in-
gcreased the number of machines
on his route, checks them on
Saturday morning, and usually
put in nearly a full day from
7:30 to 10 a.m."

Globes are washed and
cleaned during spare hours each
week. Tomasso also goes over
new products and cap-
sule items for Saturday's fills.

"Some of my best locations
are backrooms, where I've in-
stalled nut machines. Chairs go
well in locations such as news-
stands. Gum is a good item in
grocery stores. There is no limit
to the number of new loca-
tions," he said.

BLUE SKY STORY
Ronald Tomasso Tells
How He Became Vendor

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2995-100c Rincey Capsules
5153-250c Rincey Capsules
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19945-75c Rincey Gum
5153-250c Rincey Gum
9154-400c Rincey Gum

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SUPER 77 in stereo
SelectoRama 77-88 Console

With six different combinations to
choose from, this unit offers a
variety of merchandising and
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when answering ads . . .
Say You Saw It in the Billboard

OCTOBER 26, 1968, BILLBOARD

76
Music Operators of America Show

LEN SCHNEIDER (arms folded at left) watches the U. S. Billiards pool tourney.

IN THE LUCKY MGM RECORDS Twin Hit ALB:MGM RECORDS. Sol Handwerger congratulates new Music Operators of America (MOA) president Howard Ellis (right). MOA board chairman Bill Cannon is on left.

COLOR-SONIC'S R. E. Horner and M. S. Grondman (right) pose with Suzanne.

LEO LIPKIN (center) with Wally and Lou Osterman of Peoria at American Shuffleboard booth.

SOL LIPKIN (center) with Wally and Lou Osterman of Peoria at American Shuffleboard booth.

HUGE DISPLAY OF GAMES with Irving Kaye, Bally and Williams taking up large areas.

LLEN SCHNEIDER watches the U. S. Billiards pool tourney.

A. D. PALMER (right) in the Wurlitzer suite.

COLUMBIA record man John Galobich and Gordon Peterson of Milwaukee (left).

ROCK-OLA suite crowd.

SEEBURG'S John Stuperetz (right) explains the firm's radically new Tobacco Counter evnder as Lew Rubin watches camera.

CHICAGO COIN'S Mort Secore in the middle of two operators.

WURLITZER'S booth carried out a stock market theme. The gentlemen in front here seem to be listening to ticker tape.

WURLITZER'S booth carried out a stock market theme. The gentlemen in front here seem to be listening to ticker tape.

FISCHER FELLOWS talk pool tables.

ART DADOIS (right) shows a visitor his United Billiards line.

COINTRONICS' lovely model.

STAX/VOLT visitors Mr. and Mrs. John Masters chat with James Stewart and Ewell Rossell (in rear).

ALL-TECH's Aaron Goldsmith, Leon Gomberg, Robert Leger and Mel Blatt.

JACK HARPER, president, Rowe International, Inc. (far right), chats with operators in the firm's large booth.

VALEY'S trick shot expert.
Quality Sound Emphasized at MOA

Seeburg, which did not show its new model, in deference to distributor showings, is known to have put more emphasis in sound reproduction this year. At MOA the firm also showed its console home stereo system. ACA Sales & Service showed its new Prestige 160-selection phonograph, which features ear-level speakers and a pressure chamber system for base response.

Cameran Musical Industries, Ltd., also stressed sound in a unit that utilizes the component approach with speakers that can be mounted anywhere in the location. The unit was shown outside the MOA.

Color-Sonics, Inc., showed its Candi 150, which accommodates 24 films and 64 records. The firm has over 200 films available and has recently signed up another film producer. The unit has a six-speaker stereo system.

Cinima Manufacturing showed its Color-Tek visual unit. The firm has 36 topless and 40 "Beaver" type films available.

Background music systems were shown by Rowe International, Inc., Ditchburn Organization, Cine-Sonic Sound and Tape Athon.

---

THE JUKEBOX WHERE EVERYTHING BUT EVERYTHING IS HAPPENING

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THREE IMPORTANT BREAKTHROUGHS IN THE DEVELOPMENT OF AUDIO-VISUALS:

1959 — MILAN TRADE FAIR PRESENTATION OF CINEBOX® THE FIRST MODERN COIN-OPERATED AUDIO-VISUAL ENTERTAINMENT MACHINE.

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CINEBOX AND CINEBOX MODELS FOR PROGRAMMED TEACHING, MERCHANDISING AND ADVERTISING ARE MANUFACTURED AT THE LARGEST AUDIO-VISUAL FACILITIES IN THE WORLD — INNOCENTI, MILAN, ITALY.
RYC to Introduce New Logo In Japan This Month

TOKYO—RCA Records' new logo will be introduced to the Japanese market at the end of this month, and the Victor Company of Japan, an RCA subsidiary, will introduce the logo simultaneously in other countries. The logo has been designed by Victor Records, Japan, and will be used in the design of RCA product in Japan.

On behalf of Japan Victor, Momose stated that Japan Victor and RCA had first started using the new logo on albums together in 1972 when Japan Victor was first established.

In the initial RCA release for Japan will be the film soundtrack of "Head." The group has recently completed a successful tour of Japan. Also in the first release is "Philadelphia Folk Symphonic" by the Philadelphia Orchestra, conducted by Eugene Ormandy, which marks the orchestra's return to the RCA label after six years.

Four Japanese singles and two Japanese language albums are included in the first releases and, taken from RCA's catalog, are "The Love of the Chinese Symphony" conducted by Seiji Ozawa, the first Japanese conductor to gain international fame in the classical field.

Among the dealers and distributors attending the festivities was American singer, Peggy March, highly popular in Japan through her Japanese-language singles, released in Japan.

Following the party, Soria visited Hong Kong, New Zealand and Australia for meetings with officials of RCA subsidiaries and licensees in those countries.

WORLD MUSIC of Brussels held a cocktail party at the Martini Center, Brussels, to present citations to writers of international hits Jo Van Wetter ("La Plage"), Will Tura ("Je me sens tres seul"). Peter Paskay ("Jazz en the Rain") and Joe Heyne ("The Petite Waits"). After receiving his citation, Joe Heyne, left, is congratulated by World Music general manager Felix Faecq.

VOGUE PUSHING 2 ARTISTS FOR THE BRITISH MARKET

LONDON—Vogue, the first French record company to set up an office in London, is aiming to open up the U.K. market to recordings by new top male artists like Antoine and Jacques Dutronc.

This was revealed to Billboard by Alain Bobillot, head of Vogue's U.K. operation which came into existence Oct. 1. Said Bobillot, who is currently flying weekly between Paris and London, "Our aim is to strengthen our ties with Pye in order to get a deeper knowledge of Pye product and to achieve more effective promotion in France. Pye artists like the Kings and Sandie Shaw.

"But we also plan to have our own product released here and Antoine and Dutronc will have their first album prizes at the Rio Festival and who has already made a big impact in Italy, will also be recording an album in English.

In addition, I shall be on the lookout for independent English product, or new artists, for the French market.

Address of Vogue's London operation is 50, Sussex Place, London, W.I."

ARTONE TOP POP LABEL IN HOLLAND—CAPTURES EIGHT EDWARD AWARDS

AMSTERDAM — Artone, the Dutch company representing CBS and United Artists in Holland, emerges as the top label for popular albums following the announcement of the 1968 Anthology on Mini Albums

BADEN-BADEN — Wergo Schallplatten GmbH of Baden-Baden, publisher of the Wergo Series of New Music, is launching a new publication series called the "Wergo Series of Music on Mini LP's.

The series, "Wergo Packet Dichter Neues Musik," will include with each album a text written by the composer or, if the composer is not present, by the work's composers and the work's performers. Wergo is currently preparing the "Wergo Packet Finde Das Neueste" for release in November and will issue a new Packet each month before the end of the year. Packages will be issued to include music for the works and the composers.

Wergo is currently preparing the "Wergo Packet Dichter Neueste." The Packet's contents will be announced before the end of the year. Packages will be issued to include music for the works and the composers represented will include John Cage, John Adams, Berlioz, Hindemith and Stockhausen.

OCTOBER 26, 1968, BILLBOARD 79
Sir Joseph Visits EMI's Milan Plant

MILAN — Sir Joseph Lock- wood, president of EMI, was in Milan recently to attend the 10th International Record Trade Fair. EMI has a large presence in Italy, having purchased Italiana, which has one of the oldest music catalogues in the world. The company is known for its high-quality recordings and its commitment to preserving and promoting Italian and European music.

The negotiations were concluded in Cairo recently by Jacques Bevierre (right), EMI's overseas supervisor, and Tahar Nasr, chairman of Sony Cairo. Hazem El Nahl, Sony Cairo's commercial manager is at top.

Puts in a Good Word For Music in TV Blast

LONDON — Television personality Hughie Green blamed falling commercial TV ratings in Britain on "pseudo-intellectual" program planners who were responsible for a general decline in the moral standard of programs.

In a hard-hitting speech at the autumn 1968 luncheon of the Music Publishers' Association at the Royal Garden Hotel, London, Oct. 8, Green attacked the concentration on kitchen sink and social ills, and on violence.

"What we need on TV," said Green, "are big top names, such as the people here today, who can really make the records sell."

Green also revealed that he was a partner in some of the films which are being put out today. "No wonder more and more people are turning their TV sets off," said Green.

He contrasted the public reaction to the new permutations in TV programs to the fantastic response associated with "The Sound of Music." This proved beyond any doubt that the public really wanted wholesome family entertainment.

Green concluded with a warning that the general decline in morality could be a prelude to the takeover of the western world by Communism.

Peterson Clicks in Bologna Fest

BOLOGNA, Italy — The Oscar Peterson Trio triumphed on the first evening of the Internationale Jazzfestival in Bologna, Oct. 4-6.

After appearing on the Festival's first day, which was celebrated its 10th anniversary, the quartet of pianist Giorgio Gaslini and the Joe Harris Quintet.

Highlight of second day

(Continued on page 87)

*Continued from page 66

to "Nothing Succeeds Like Sincerity," which is featured in the current Goldy Cows film, "The Singing Nun," has been signed by Commodore, vice-president of sales and promotions for Heritage Records and Jerry Ross Productions, accompanying the show stoppers on a month's personal appearance tour of Europe. . . . Jazz and Charlie Rich's "Deluxe Records" duo, in a four-week tour of Germany and Europe, are also being booked by United Artists Records act, taped TV show, "The Hollywood Squares" with Allen and Donald O'Connor.

The Spencer Davis Group, British rock and roll group, has cut an Art label, will begin a tour of the U.S. in November. The first TV special will be aired on NBC. . . . "Early Bird" by Brian and Dawn Elliot, Atlantic artist, is playing the part created by Milt Shulman, in the off-Broadway production, "Jakes Blue." All of Milt Shulman's albums in Paris. . . . RCA's Eddie Arnold kicked off an 8-week concert tour in New York with a concert at the Carnegie Hall. . . . RCA has been named in a civil action by two of the percentage songwriters in London, Oct. 8.

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We Dig It

an exciting new album by the exciting new group

the glitterhouse

first edition

color blind

We’re With It

...on radio, television, the underground press, consumer magazines, press kits, personal appearance tours.

We’re

DYNVOICE

Distributed by Dot Records World Wide
Apple Plans Juicy LP’s For Debuts in U.S. & G.U.K.

From the Music Capital of the World

LONDON — Apple releases its first three albums on the market next month with simultaneous release in the U.K., Scandinavian countries of the European Economic Community, and the United States. The Beatles album called "The Beatles" has been released in the U.K. and is also scheduled for a simultaneous release in Scandinavia and the United States.

Another new album by the Beatles will be issued to coincide with the release of Sony’s "The Beatles" album, which comes out this month. The LP, "Yellow Submarine," will also feature soundtracks for the unreleased tracks from the recent Beatles-United Artists film "Yellow Submarine."

The four new tracks are: "All Together Now," "You’re Under My Spell," "For You," and "I’ll Be Parrot." The LP will also include the title track and "Bitter Sweet." The first three albums will be released simultaneously in the U.K., Scandinavia, and the United States.

The Beatles album, "The Beatles," will be released in the United States on October 15. The album will feature 20 songs, including "Hey Jude," "I Want to Hold Your Hand," and "A Hard Day’s Night." The album will be the first release by the Beatles in the United States and is expected to be a major success. The album will also feature a new single, "Ticket to Ride," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The second album, "Help!," will be released in the United States on October 22. The album will feature 16 songs, including "Help!" and "A Day In The Life." The album will be the first release by the Beatles in the United States and is expected to be a major success. The album will also feature a new single, "I Feel Fine," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The third album, "Love," will be released in the United States on October 29. The album will feature 12 songs, including "Let It Be" and "Across The Universe." The album will be the first release by the Beatles in the United States and is expected to be a major success. The album will also feature a new single, "Something," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The albums will be available in both stereo and mono versions, and will be released in both vinyl and CD formats. The albums will also feature bonus tracks and rare and unreleased material. The albums will be marketed worldwide and are expected to be a major success in the United States and worldwide. The albums will be distributed by Apple Records, a subsidiary of Apple Inc., and will be available for purchase at record stores, online retailers, and streaming services.

The Beatles are currently working on their fourth album, "Let It Be," which is expected to be released in early 1969. The album will feature 14 songs, including "The Long and Winding Road," "All You Need Is Love," and "Here Comes The Sun." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Come Together," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The Beatles are currently working on their fifth album, "Abbey Road," which is expected to be released in late 1969. The album will feature 16 songs, including "Revolution," "Something In The Way She Moves," and "Come On." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Help," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The albums will be marketed worldwide and are expected to be a major success in the United States and worldwide. The albums will be distributed by Apple Records, a subsidiary of Apple Inc., and will be available for purchase at record stores, online retailers, and streaming services.

The Beatles are currently working on their sixth album, "Let It Be," which is expected to be released in early 1970. The album will feature 14 songs, including "The Long and Winding Road," "All You Need Is Love," and "Here Comes The Sun." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Come Together," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The Beatles are currently working on their seventh album, "Abbey Road," which is expected to be released in late 1970. The album will feature 16 songs, including "Revolution," "Something In The Way She Moves," and "Come On." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Help," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The albums will be marketed worldwide and are expected to be a major success in the United States and worldwide. The albums will be distributed by Apple Records, a subsidiary of Apple Inc., and will be available for purchase at record stores, online retailers, and streaming services.

The Beatles are currently working on their eighth album, "Let It Be," which is expected to be released in early 1971. The album will feature 14 songs, including "The Long and Winding Road," "All You Need Is Love," and "Here Comes The Sun." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Come Together," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The Beatles are currently working on their ninth album, "Abbey Road," which is expected to be released in late 1971. The album will feature 16 songs, including "Revolution," "Something In The Way She Moves," and "Come On." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Help," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.

The albums will be marketed worldwide and are expected to be a major success in the United States and worldwide. The albums will be distributed by Apple Records, a subsidiary of Apple Inc., and will be available for purchase at record stores, online retailers, and streaming services.

The Beatles are currently working on their tenth album, "Let It Be," which is expected to be released in early 1972. The album will feature 14 songs, including "The Long and Winding Road," "All You Need Is Love," and "Here Comes The Sun." The album will be the final release by the Beatles and is expected to be a major success. The album will also feature a new single, "Come Together," which is expected to be a hit. The album will be released in a limited edition format with a special bonus disc containing rare and unreleased tracks.
"THE GREAT ESCAPE"
from RAY STEVENS' new album
"EVEN STEVENS"

RAY STEVENS IS ANOTHER REASON WHY MONUMENT IS ARTISTRY

MONUMENT RECORD CORP.
NASHVILLE/HOLLYWOOD
**SPECIAL MERIT PICKS**

**POPULAR**

- **THE EULOGY OF BLUE WILLIE** - Willie & the Red Robin Band, RCA Victor LSP 4074 (S)
- **THE GLITTERHOUSE COLOR BIRD** - Jean Shepard, Capitol 1996 (S)
- **THE GREAT OLD SONGS** - Stonewall Jackson, Columbia CS 1908 (S)

**LOW PRICE CLASSICAL**
- **RESIDENTS** - RCA Victor LSP 4079 (S)
- **DO WHAT YOU GONNA DO** - Bobby Vee, Liberty LST 729 (S)

**4 STAR**

**POPULAR**
- **JUNE WALLY TODAY** - Audio Fidelity AFSD 373 (S)
- **THE BREEZE IS COMING IN** - RCA Victor LSP 4071 (S)
- **ISN'T LOVE MAKING LOVE TO YOU** - Decca Records, FDL 1120 (S)
- **COME INTO MY WORLD** - Decca Records, FDL 1137 (S)

**LOW PRICE CLASSICAL**
- **ANCHOR'S AWAY** - Everest Records, AFSD 6070 (S)
- **BRENNER & STAPLETON DOWN IN L.A.** - Audio Fidelity AFSL 1154 (S)

**JAZZ**
- **CHING CHING THE 36 STRIDES** - Agustín Aramburu, Selphin 5 6002 (S)
- **LEONARD HANDS** - Columbia 195 (S)

**INTERNATIONAL**
- **LIVE AT THE RED GARTER Vol. V** - RCA Victor LSP 330 (S)
- **THE ULTIMATE ABBEY RObinson** - RCA Victor LSP 4059 (S)

**POLE**
- **DANCE HOLIDAY** - RCA Victor LSP 330 (S)

**ADVISING IN BUSINESSPAPERS MEANS BUSINESS**

**OCTOBER 26, 1968**
TONY BENNETT: 20 Years in Show Biz
Billboard - November 30
This image contains a page from a publication discussing various topics. Here is the text converted into a plain text format:

**ANALYSIS**

Three radio stations are hailing special concerts in conjunction with Sydney's Waverley Spring Festival. Station 2WU is mounting a huge pop concert in Hyde Park, featuring Normie Rowe, the Stooges, Johnny Farnham, the Dave Miller Set, Mike Furber, the Closing, the Plastic Bears, the Showmen, and Thomas Hood. Station 2WU will stage a family type entertainment featuring Sunny Scape and Little Pattie. Station 2SM is doing an All-Aboriginal show.

The Staccato's new LP, "Timepiece," the Rolling Stones' greatest hits has replaced the "Vanilla Fudge" at Festival. It sold nearly 1,000 copies three days after release.

A special release of 10,000 copies of the Union Gap's new single "Do the Don-Jo" jacket sold out here in four days.

The Australian Record Co., local agents for CBS, announced that 12,000 copies of the single will be released in ordinary covers. It is likely the records will be up to the charts next week. "Over You," or the Beatles' new, "Hey Jude." The Dave Miller Set, who is a bit trendy with "Hope," have a new one, "Get Together," released by Festival. This is a high on the charts and will be released in the Sydney radio stations.

The Monkees have released their first LP, a huge success. Instantly popular in the Festival releases, the Atlantic LP, "History of Rhythm and Blues," 1941-62. Despite the fact that until recently, they have been going to the hotel strip. The new ones are El Diablos and El Kieko in the Mimbo Wall of Sound. All the Monkees have released all their albums and singles since ex-pressed from New York and are留下ing 100 copies a day after the New York release day.

Max Music-Alfred D. Herger Productions have announced the contract by Eastern Airlines as a sponsor for a 50-minute color TV program to be broadcast internationally. 50,000 copies (500,000 highest so far in Puerto Rico) have been sold. The program, "Telemundo Channel 2" and over 5,000 tickets have been sent in for catering to Latin viewers. The production is a program for the life and works of Mexican composer, Armando Manzanero (RCA Victor). The participants will also be recording artists, Agua de Agua, Ruben Blades, Chucho Avellanet (United Artists). Roberto Mateo, (East West), Armando Manzanero (Horquingue) and Orquesta Pan- American, will also participate in the Herger Productions also have a daily show, "El Monologo de Alfredo D. Herger" and a one-hour show called "El Monologo de Don Segundo" (Week End Show) and will be broadcast on TV stations WAFA Channel 4.

**ANTOINO CONTRERAS**

**Peterson Clicks in Bologna Fest**

The final day of the Festival for the Performing Arts, Bologna, Solid, playing unaccompanied, the new Art Ensemble of Chicago, Han, Blow Me, Kaye, Drew Quartet and the Quartet of alto saxophone, have received ovation from the 1,100 persons.

In addition to the concerts, the Festival, promoted by Antonio Quattrini, is one of the main international jazz music festivals worldwide.

**DOMINIC WASCHKO**

**OPERATORS**

**How Do You Go About Selecting Records for the Programming of Your Individual Locations?**

Please Check One:

- [ ] I ask my friendly one-stop what he has in stock.
- [ ] I listen to the radio for a half-an-hour a day, and buy every thing they play. (I once tried to order 25 copies of a soap commercial.)
- [ ] I ask my youngest daughter what the kids are buying. (She's 43.)
- [ ] I read all the promotion literature from record companies, and buy whatever they say is good. (I have a very large inventory.)
- [ ] I sneak into my competitor's locations and photograph his title strips.
- [ ] I buy all the records by artists whose last names begin with "M."
- [ ] I throw darts at Billboard's Hot 100 chart and buy what I hit. (Once I hit my wife. She broke my throwing arm and I couldn't buy anything for 6 weeks.)

If your methods of buying even vaguely approach any of the above extremes, your locations (and profits) are undoubtedly suffering from severe malnutrition.

**THE CURE:**

Join the hundreds of your fellow operators who long ago discovered the modern programming route to more pay and play.

**CMD Makes Rights Deal**

Gibbini said that the deals were the first of many similar contracts with CBS that will conclude in France. Francoise Hardy will shortly visit Australia for three weeks to set up a CBS-French connection with the C&G agreement.

**CBS Promotes**

Interest in the firm, with Monty Babbon and Barry Morgan each having another 20 percent. The one corporately owned by J. Don Perrelli.

A team on his move Denker said, "I decided that I wanted to build up Morgan as a company and that the only way to do this was to leave CBS.

He plans to extend the six strong sales force and will also handle classical and jazz as well. Denker and Babbon are planning a trip to the U. S. next month to seek new material for the label.

**RECORD SOURCE INTERNATIONAL**

- [ ] a unique sampling service designed to alert operators to the best new singles 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.

The three services available to operators are: HOT 100, EASY LISTENING and COUNTRY MUSIC. Each service consists of weekly shipments of 10 different records per week in your selected musical category. These singles are those that are just going on Billboard's charts or are just released. "Clutch" winners, as determined by Billboard's 7-man review panel.

**Remember:**

- [ ] Only you know the individual music taste of your locations.
- [ ] You should make the selections for the most effective programming.

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Write for full details and rates to:

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(A Division of Billboard)

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SAY I AM
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MIRAGE

I THINK WE'RE ALONE NOW
I LIKE THE WAY
GETTING TOGETHER

OUT OF THE BLUE
GET OUT NOW
MONY MONY
SOMEBODY CARES

AND NOW
They've Done it Again

DO SOMETHING TO ME

b/w GINGER BREAD MAN

ROULETTE R-7024

THIS WEEK'S BILLBOARD 59°
CASH BOX 75°
RECORD WORLD 68°

ROULETTE

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- New York City
- Boston
- Baltimore
- Philadelphia
- Washington, D.C.
- Spokane
- Chicago
- San Francisco
- San Diego
- Los Angeles
- Portland
- Seattle

Produced by Tony Clarke

---

A ROYAL BREAKOUT

"KING CROESUS"

PERFORMED BY
WORLD OF OZ

Producer: Wayne Bickerton

THE YEAR'S MOST EXCITING NEW STAR

Appearing: MR. KELLY'S CHICAGO, Oct. 28-Nov. 10

JENNIFER WARREN

I AM WAITING

Composers: Mike Jagger, Keith Richard
Producer: Marty Cooper
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THOSE WERE THE DAYS

BY W "HEY JUDE"

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DISTRIBUTED BY BELL RECORDS
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**THE MO-Group**

Jefferson Ilue

**Performance ASCAP**

from "Outsideinside," which is just the driving energy the disc needed to put them back in the top 20 selling chart. The melody will hit hard and fast. Flip: "Be and You." (Dandelion, Silt.) Date 3-1683

---

**TOP 60 POP CHART**

**TOP 20**

**THE ANTHROPOLOGIST**

Shona "K.O."

"Flower" (Prod. Don Armatrudo/Atlantic) (BMI). This is the closest to what they were after with "The Man With the Golden horn." It's got something of great potential for the small producers. (Flip: "Flower." SPOTLIGHTS.)

---

**COUNTRY**

**TOP 20**

**DUDLEY"**

Please let me prove (My Love For You)

(Prod. Jerry Waddell) (Writer: Robert Johnson) (BMI). One of Dudley's first labeled performances ever on an exceptional musical love ballad that should take him right to the top of the country order. Flip: "I'll Be Missing Always" (Newkies, BMI). Mercury 75586

**LUKE THE DRIFTER JR.**

I was with Eddie Fole (The Night He Passed Away)

(Prod. Vernaveren) (Writer: William L.) (Columbia). An outstanding folktale to fit the song and great idea by the song's producer. Williams' outstanding performance that should grab a giant hit now and remain a country standard. (Flip: "Top." Top. Atlantic. 2167)

**HENSON CARRIGL A CANDLE FOR AMY**

(Prod. Don Louie (Writers: Prince-Gunn) (Blue Cross & Kings). Another exciting ballad penned by Presley and Owens and performed by Buddy Eames & Hurt. No real chart hit. But does place a top chart chart. Flip: "Wild Flower." (Top C., BMI). Mercury 11063

**DOLLY PARTON**

In the Good Old Days (When Times Were Bed)

(Prod. Bob Ferguson) (Writer: Donimar) (BMI). Still riding up the chart better deal with Perkins pop song and makes a new chart senate hit in this whirlpool but still manages to be a major hit. (Flip: "The Happyavin." By Dolly) (BMI). RCA 47351

**WANDA JACKSON & THE PARTY TIMERS**

I wish I was your friend


---

**SPECIAL MERIT SHOTS**

Spotlighting new singles deserving special attention of programmers and dealers.

**AL HIR--The Surfer." (Prod. Paul Ribovich) (Writer: Herman) (Lapin). ASCAP, Don't Hate the Pop." (Prod. Paul Ribovich) (Writer: Ribovich). (BMI). As the theme song for the latest rockumentary, this is something of great potential to hit the small producer. (Flip: "The Surfer" by Donny Osmond.)

**MAUREEN SULLIVAN--Over the World" (Prod. Jackie Barnett) (Writer: woman) (ASCAP). This is a must for programmers. The theme song of the upcoming American Landmark series of television specials is a musical show set to be another hit in the popular category. (Flip: "Over the World." (BMI).)

**THE DIPPER"--Goodnight My Love (Prod. Jerry Ross) (Writers: Luxer--Litton). This is a hit in the same disk. First Unicorn-Band ballad. Well performed and a followup production by Jerry Ross. (Flip: "Goodnight." (BMI).)

**BEATLES--I Feel Fine." (Prod. C. Alov." (Writer: Alov). This is a followup to their earlier hit. Small producer potential for small charts. Well-crafted vocal production. (Flip: "I Feel Fine." (BMI).)

**THE LEGENDARY SANDRITA COWBOY--Paralyzed" (Prod. E., Harry Barnett) (Writer: Harry Barnett). This is a major hit in the country order. The theme song of the upcoming Western Movie is something of great potential to hit the small producer. (Flip: "Paralyzed." (BMI).)

**BAMBOO--On the Road Again" (Prod. B. Alov." (Writer: Alov). This is a followup to their earlier hit. Small producer potential for small charts. Well-crafted vocal production. (Flip: "On the Road Again." (BMI).)

**THE KUNKLE--Little Gene Apple (Prod. R. B. Kasson) (Writer: Rasson). This is a major hit in the country order. The theme song of the upcoming Western Movie is something of great potential to hit the small producer. (Flip: "Little Gene Apple." (BMI).)
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<th>RIAA Million Dollar LP</th>
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Dixieland Blues
High Society.
CAL/CAS-2271

My Town, Never Kelly I Love You Popularity
Harrigan, I'm a Yankee Doodle Dandy, Give My Regards to Broadway
All Our Friends.
CAL/CAS-2275

Side by Side, Make Whoopee,
Action Speaks Louder Than Words,
The Old Gray Mare,
Music! Music! Music!
CAL/CAS-2276

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Moro, Never on Sunday
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Con Servus Yourself
As Long As He Needs Me
Where Is Love?
CAL/CAS-2282

An album that plans an entire birthday party
Him! Hm! Stars
Opening Presents, Pin the Tail on the Donkey,
The Mulberry Bush.
CAL/CAS-1100

Available on Stereo 8 Cartridge Tape

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Billboard's RSI Italiano offers a direct line to the market that is a springboard for major international hits. A clear accurate analysis of the best of the new Italian record product. Fast. Knowledgeable. And unconfused.

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In charge of RSI Italiano is Germano Ruscitto, Billboard's Man in Milan and one of most respected and knowledgeable music journalists in Italy.

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Keep an eye on Britain through the paper that gets behind the business in Britain.
**Record Sales Untaxed by Surtax; Barometer of U.S.**

*Continued from page 1*

By Vic Fanari, of Musical Isle in the Country.

"I can't say it has hurt us. In fact, our business is well ahead of last year.

Dissenting Opinion

A dissenting opinion, however, came from Joe Coddle of Lamar Distributing, a Chicago one-stop operation.

He said, "The tax has certainly taken its toll. Business is down from the point of sales. All locations are off and this, in turn, hurts our business."

Sam Goody, New York-based discounter, saw no detrimental effect to his business because of the government's surtax but went a step further to bring the government's policy in Vietnam into business focus. He said, "What it has done is take all our boys, all our customers, and put them at the mercy of the enemy." He said that the tax probably would have to be extended beyond its scheduled expiration date next June 30. Representative Mills did not indicate how permanent he thought the "tax" would become but, he said, "At this time with the information presented to me, we are not prepared to avoid another excessive deficit, I see little possibility of letting the surtax expire on June 30, 1969, unless additional very significant economic gains are placed in effect." Representative Mills is chairman of the House Ways and Means Committee, which handles tax legislation.

**ASCAP Awards Go To Country Tunes**

*Continued from page 8*

Also "Jimmie Rodgers Blues," Val-Vernon Phillips; Southern Music-Elfton Britt (RCA); "Viva Las Vegas"-Beverly Cunha; Russel-Cason Music-Roger Miller (Smash); "Rat-Foot Stomp"-Wolfe Gilbert & Melba Wayne-Lee Feist-Billy Walker (Monument); "The Country Hat"-Low River Music-Hank Locklin (RCA); "The Last Thing On My Mind"-Tom Paxton-Deep Fork Music-Porter Wagoner & Dolly Parton (RCA); "There's a Fool Born Every Minute"-Paul Evans & Paul Parsons-Nature Port Music-Skeeter Davis (RCA); "A Tiger Down"-Sheb Wooley-Chapel Music-Sheb Wolfe (MGM); "World of Our Own"-Tom Springfield-Springfield Music & Chappell-Sentury Ramps (Capitol); and "You've Been Good to Me"-Vince & Dick Heerl-Summerhouse Music & Harmony Music-Van Lear (Summerhouse).

**Howe Plans a Bigger R&B, Country Climb on Monkees**

LOS ANGELES—Independent producers are trying to change the musical image of the Monkees, and will get the group more involved with country and rhythm and blues.

"We're taking Monkees out of their TV image musically," says Howe, "and into a more contemporary, R&B, pop vein."

One of the West Coast's busiest R&B labels, the Smash Records, has signed the Country and R&B group to a recording contract.

Howe wants to build an artist roster, and has hired Jim Gentry, former executive for his musical publishing firm, Mr. Bones Music (BMI). Gentry's past experience with country groups, such as the Bluegrass, will be helpful in steering new artist projects.

"The group's first release in more than two years will be released this week on the Smash label. An album is now in the works. The Monkees previously recorded on the Swan label."

**Grave, Pie Very Tasty**

*Continued from page 16*

**Record Sales Untaxed by Surtax; Barometer of U.S.**

Because of his involvement in

**Meigilla Folk Tale**

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"Smart" is English used. (The language switches to English in the middle.) But, it's the common denominator of Darien and the brilliant performance of Mike Burstein playing everything from Ethel to a young friend to an elderly tailor that really bring folk poet Izak Magner's "Darien Life."
Fed up with cartridges that take up too much space? And packages that can't be stacked? GRT has the only package that sells no matter how you display it. That's because GRT is the only company to put an album picture on the front and on the end of the package. GRT. The company that thinks the outside of the package should be as hot as the inside.