Barclay Kicks Off Int’l Drive; U. S. Prime Target
By CLAUDA HALL

NEW YORK — Barclay Records is launching a campaign for an international market, and all major production centers of the France-based firm will begin concentrating on producing for the United States and England.

Jean Fernandez, head of the new Barclay Records office in the U.S., said that more and more of the records produced by Barclay offices in Spain, Brazil, Italy and France will be aimed for the U.S. "All of this material will be recorded in English and will include singles as well as albums," Fernandez has set up two publishing companies to handle the copyrights in the U.S., St. Tepaz Music and Cote d’Azur Music.

It’s true that the potential profits from record sales are larger in the U.S., but that’s not the only reason for Barclay’s drive toward American product. "The kids in Western Europe want to record in English; it’s a second language with them," In Spain, where Alan Milhau heads up the Barclay production groups.

Dunhill Cuts Off Acts Advance
By ELOIT TIEGEL

LOS ANGELES — Dunhill Records has decided to veto major financial advances to new groups, to avoid competing in what Vice-President Jay Lasker calls the “cancer of the business.”

Dunhill thus becomes the second West Coast label in weeks to formerly establish a policy of no big money advances to groups.

Tavern Information Records recently established that policy, preferring instead to use finances for promotion/exploitation.

“We want to direct our money in areas that will be productive," Lasker continued. "It’s not a case of trying to save money; it’s a case of putting it where it can be most helpful.

We are very promotion conscious and would prefer to work with a group on that level."

High Advances
Lasker said the most money Dunhill ever advanced to any one is $6,000 to a new group several months ago, "I was in San Francisco two weeks ago and all you hear about are the huge advances everybody’s giving. Many of those groups break up so you don’t have a chance to recoup your investment."

RCA Raises Ante to Get Full House of Producers
By MIKE GROSS

NEW YORK—The competition for record producing talent has become so acute that RCA Records is now conducting a review of its present compensation plan to more adequately meet the income potential of an independent producer. In the works is a plan to up the ante for top producers who join the label so that the financial return as a member of the RCA staff will be as attractive as their operation as an independent.

At the same time, RCA is expanding its venture into agreements with independent producers on an "outside-the-house" arrangement. According to Harry Jenkins, RCA’s vice-president of record operations, the volatile nature of the business today makes it virtually impossible to have all the producing talent under one roof.

See 400M Pocket Disc Sales
By PAUL ACKERMAN

SEATTLE—Based on Pocket Disc’s three weeks of operation in the Seattle market, sales to consumers on a national basis would have to be in excess of 150 million records yearly. This is a conservative figure inasmuch as it is based on retepoire currently available to Pocket Disc, which is computed roughly at 50 per cent of the total recorded material. In the event Pocket Disc secures simultaneous release agreement with virtually all labels, the annualized sales projection is about 400 million records.

The basis of these projections:

Agents Seek 5% Fee Hike

NEW YORK—A plea by an agent’s organization to permit the American Guild of Variety Artists (AGVA) to allow the charging of 15 per cent commission on dates of up to three days is expected to tee off battles within the industry with various factions and among the unions involved.

A country chart star sometimes known as Luke the Drifter Jr., makes full use of his heritage with a moving tribute to one of GRR’s immortals—"A Way With Red Foley (The Night He Passed Away)" (K-4002). The Pick of the Week single will be included in his forthcoming album, appropriately entitled "Luke the Drifter Jr." (GE-169).

NEIL DIAMOND
VELVET GLOVES AND SPIT
UNI 73030

UNIVERSAL CITY RECORDS A DIVISION OF MCA INC.

NEIL DIAMOND
IT'S HAPPENING AGAIN

NEIL DIAMOND

CHES}}}
Steve Lawrence and Eydie Gorme are breaking up Broadway in their smash musical, "Golden Rainbow," and breaking into an easy listening groove with their new Victor single, "A Break at Love" c/w "Dear World" (from the new Broadway Musical, "Dear World"). #9656
New York — Elektra Records has announced the lineup of its sales and promotion departments and consolidated the activities of both divisions to accommodate the label's buildup. Close to 12 artists have been added to the roster in the past 12 months.

Now responsible for sales of Elektra and Nonesuch product are two regional managers, ISSAC Deen's Taylor Award to G. T. Simon

Back promotion will be handled by two regional directors: Danny Lipsman, regional director of sales for the West Coast and Mid-East and Gill Barten, regional manager for the West Coast. Both men are recent additions to the Elektra staff from Bay State Distributors in Boston and Batten from Consolidated Distributors in Seattle. Bill Posner, executive director of promotion, will report to Taylor on special projects.

Also expanded at Elektra is the group's regional department under the direction of William S. Harvey, executive vice-president in charge of creative services.

New York — RCA Records has revealed plans for a large-scale advertising and promotion campaign for the original soundtrack album of "Oliver!" which receives its U.S. premiere on Dec. 11 at the Loew's State I Theater here.

The campaign will include previews of the film for dealers, distributors, dealers, and press in major markets including New York, Los Angeles and Chicago. In addition, regional trade and consumer magazines also will be placed in consumer magazines and newspapers.

Radio spots of 20, 30 and 60 seconds are slated for major national markets. Portions of the radio network contract have been allocated to all distributors for placement in each market where the film is being shown.

Also planned are 140 and 250-line ads, miniature album and 6-inch singles and point-of-sale materials, such as color major window cards, poster ads, motion picture theater lobby use, special "Oliver!" album covers, and "Oliver!" buttons, balloons and stickers.

The soundtrack album will be released in conjunction with the Dec. 11 premiere of the Columbia Pictures' film already opened in London. The Remembrance Production was produced by John Woold and directed by Sir Carol Reed.

Merco Into New Outlets

Melville, N.Y. — Merco Enterprises has opened nine new leased record departments, according to president Jack Grossman. This makes 43 leased departments in both the company's retail groups and also supply records to about 400 college bookstores coast-to-coast, and 107 retail record dealers. New territories are for the company's Shopper's Worlds at Connact and East Meadow on Long Island and the American Record Center in the Mayord Model farm in Manhattan. Nance in Milford, Conn.; Billy Nickel in New York; Long Island; and three Great Eastern stores at Elmmont, L. I., and in New Jersey. For the six months ending June 30, 1968, were $718,116 with net income of $65,728.
DISTEL DISK TO GO WORLDWIDE

NEW YORK — Worldwide release of Stosh Distel's "By the Book" and "Live 'N Learn" is being formulated by MCA Records International. The album, which is currently pushed only in the United Kingdom by MCA, is now being prepared for release in the United States.

Executive Turntable

James Molloy has been promoted at Decca Records from district manager, Eastern Division, to the national sales office, where he will serve as a liaison between Decca and national sales. Molloy joined the company in 1941 as sales representative for New York area. He later worked as sales manager in the Philadelphia and New York branches and, in 1951, became the assistant Eastern Division manager. He served in this capacity until 1968 when he joined the national sales department. Also at Decca, San Pasquale was promoted to Mid-Eastern district manager from sales manager of the Philadelphia branch in Camden. Cassimato has been at Decca since 1949. Replacing San Pasquale is Robert Speca, who moves from sales representative in the Philadelphia area to sales manager for the Philadelphia branch. Also promoted at Decca was Stan Layton, named sales manager of the New Orleans branch. He had been a sales representative for the Alabama area.

Bill Courtney has joined the East Coast professional staff of Edwin H. Morris Co. He previously worked at the company, where he worked in the Special Projects Division. He is a songwriter and former vocalist who has written for such artists as Margie White, June Valli, Telti King, Rene Taylor and the Four Esquires, with whom he once sang. He also served as a professional manager with Laurie Records, Jack Gold Music Co. and Greta Music, and as an independent manager, has been affiliated with S.I. and A. Records. In addition to the Morris organization is Dennis Dianne, who joins the company's West Coast operation, headed by Sidney Goldstein.

Dana Kahl, former lead guitarist of the Blues Project has joined Atlantic Records as a producer. He will report to Jerry Schneebaum, director of Talent Development for Atlantic. In addition to his producing activities, Kahl will also be involved with his own albums for the label. He will be based in Atlantic's New York office.

Chuck Dier has been named regional promotion manager for the West Coast District of the company. Dier will operate out of the Kapp office in Los Angeles and will cover San Francisco, Salt Lake City, Phoenix and areas in Denver and Seattle. Dier formerly represented Kapp for promotion in San Francisco.

Robert Gerber, former staff member of Billboard's Record Market Research Department and co-ordinator for the Billboard Bookshelf's list of recording sales promotions, has been appointed supervisor of print services and assistant to Andrew J. Cuda, general manager of the Special Projects Division.

Don Johnson, previously with the Blues Project, Blood, Sweat and Tears, the Band and American bands, has joined the professional staff of Valado/Sunbeam Music, divisions of Metromedia Music, Inc. He will direct the Contemporary Music Department of the company and will audition new writers and material. He is currently working on the score for the Broadway production, "People vs. Ranchman," by Tom Sankey.

Gerry Cousins has been named general manager of JAD Records. Miss Cousins and the firm's president Danny Sims will supervise all professional and business activities. Her department will handle all administrative functions connected with the label other than artists and repertoire. Prior to joining JAD, Miss Cousins was music supervisor for Roulette Records. Also joining JAD is Gladys Markowitz, who was named assistant to Sims. She was formerly in charge of Bob Crew's S.C.C. Management.

Lawrence Cole has joined Kraken, Smothers, Fritz, Inc., as internal auditor. He had been executive with Ralph's Markets.

Pam Burns has joined Chess, Checker, Cadet and Cadet-Commodore as national promotion manager. Burns, who has been director of Cadet-Commodore's promotion activities, will report to Cadet-Commodore's national promotion manager, Miss Burns was with Mercury for two years and Mira Woodruff Records for a year.

Howard Zimmerman has joined Liberty Records as personnel director. He was formerly Capitol Records' director of employee compensation and benefits.

Sherman & Kahan in Concept Album Orbit

NEW YORK — Garry Sherman and Charles Kahan, who operate their own record production firm, are steering their newly conceived concept albums. They've set their first concept album, "Lily and the Huntsman," with Columbia Records and are negotiating with record companies for five additional "concept" productions they've got in the works.

According to Sherman and Kahan, the "concept album" has come into its own. "The product you sell today is no longer dependent solely on airplay. An album for a concept record can get exposure through such outlets as time spot buys, underground newspaper advertising, billboards, personal appearances and the like. "The broadening of the market," they add, "has opened the way for a new concept record producer and permits him to go into any creative direction he chooses."

Working with Sherman, a producer-arranger-composer and Kahan, a producer-librettist, are Billy Aronel, a 19-year-old producer-arranger, and seven writers who are on call to the firm.

In addition to record production, Sherman & Kahan Associates is also involved in the production of jingles. They're picking up business from firms wishing to promote their soft drinks, candy, breakfast food and detergents.

Chess to Be Sold to GRT

* Continued from page 1

heels of GRT, a tape CAR-

S.C.C. Johnson, of the Rec-

uals, "Let's Make Love to get-

 oats.

Tetragrammaton's

LOS ANGELES — Liberty's new format sales depart-

the Boston Pops, Al Hirt, Ed

company's de-

mentals to the premium

Inherit, Opened,

A S-M Division

LOS ANGELES — Schwad-Merrimon, New York-based record firm opened a West Coast division, Inherit Produce-

MARTINO DOES WNEB SHOW

WORCESTER, Mass. — Taking advantage of the appearance of Al Martino at the local record club, WNEB's program director Terry O'Meara lined up the station's "Counterpoint" show hosted by Joe Hyder. The station opened the phone lines to allow listeners to talk with the star over the air. Allentown's Record's Boston promotion man Brian Danell was on hand to give Maritino albums to 25 persons visiting the studio for the live broadcast.

November 2, 1968, Billboard
Another Million Seller!

Clarence Carter

"TOO WEAK TO FIGHT"

Atlantic #2569
Produced by Rick Hall & Staff

This On.
HIGHLIGHTS OF THE WEEK IN

Billboard

AUDIOTO
MOTOROLA ANNOUNCES that it will sponsor the premiere telecast of a new Christmas show in several major cities.

CLASSICAL
NEW DUTCHMAN. Angel Records sets new recording of Wagner’s “Der Fliegende Holliander” by L’Orchestre de Paris, conducted by Christopher Parkening.

COIN MACHINE WORLD
W.M.A. PRESIDENT Howard Bills maps strategy for the association’s new public relations program.

INTERNATIONAL
BUENOS AIRES FESTIVAL, South America has another popular season—this time in Buenos Aires, Argentina.

MUSICAL INSTRUMENTS

TALENT
MELVIN VAN PEEBLES, ex-courier-author-director, returns to L.A. to record for ASAM his mini-drama of black reality.

TALENT

FEATURES
Stock Market Quotations:

WASHINGTON:

Washington bureau chief:

William Brown

Philadelphia bureau chief:

Fred Weber

Nashville bureau chief:

Bill Williams

SPECIAL PROJECTS DIVISION

Barbara C. Clay

Director:

Dana Clift

Bill T. Kelly

Laura Cottrell

Cable News Network:

Larry McManus

Associated Press:

Ronald Grant

Manager:

Cheryl LeBlanc

Newsroom:

Linda Wexler

Staff:

Robert J. Kelly

Randy Jackson

Robert J. Rice

Editor:

Ed Dye

ART DIRECTOR: Virgil Amari

CHICAGO

Audio, Cinemac Machine and Musical Interpretations: Karl Paar & Company

U.S. OFFICE:

Cincinnati, News Editor

Los Angeles, Director

New York, Director

Washington, Bureau Chief

Atlanta Bureau Chief

San Francisco Bureau Chief

SPECIAL PROJECTS DIVISION

Barbara C. Clay

Director:

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Staff:

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Randy Jackson

Robert J. Rice

Editor:

Ed Dye

ASSOCIATE PUBLISHER AND EDITOR IN-CHIEF:

Linda Wexler

EXECUTIVE EDITOR: Paul Ackerman

DEPARTMENT EDITORS:

Los Angeles

Marilyn Ackerman

New York

Marilyn Ackerman

Washington

Marilyn Ackerman

San Francisco

Marilyn Ackerman

GENERAL ADVERTISING OFFICES

Structures, Inc., St. Louis, Missouri

Advertising Manager: Ronald Witten

Regional Sales Manager: David Timmerman

Associated Press:

Ronald Grant

Manager:

Cheryl LeBlanc

Newsroom:

Linda Wexler

RIBBON:

Ed Dye

AIRCRAFT DIVISION

PUBLISHER:

Bob R. Cook, New York Office

CHICAGO:

ASSOCIATE PUBLISHER:

Lois J. Barbour

PUBLISHER:

Lois J. Barbour

NEW YORK—Jerry Vale and the UJA Foundation will present the UJA Dinner at the dinner Sunday (3) for the United Jewish Appeal of the Metropolitan Area division at the New York Hilton. Goddard Lieberson, president of CBS, and chairman of the UJA Appeal Campaign will be the honorees.

LOS ANGELES—Filmation, producers of CBS TV’s animated “Archie” series, will form a music division, including a recording company and music publishing firm.

The company, creator of several animated TV series, and now involved in animated feature films and TV series, distribution, and release of music and music products, will be headed by Larry Schiller, president, and Jerry Vale, producer. Filmation’s initial involvement in the music industry is with Don Kirshner and the production of a single, “Bang Bang” by the New Edition of the TV series, and an album, “Archie,” on Calendar Records.

Clive J. Davis, second from right, president of CBS Records, and Jerry Fuller, right, Columbia A&R producer, assist Gary Parkett and the Filmation recording records awarded them for three successive million-selling singles.

Pete Plans 2 New Inroads

LOS ANGELES—Pete Records plans to develop two new markets for its product: premium records and spoken word concept albums.

A series of spoken word albums will deal with social and moral problems. The series, “I Am Somebody,” by Pete Petersen, Pete Records, President. Initial project is “I Am Somebody,” a musicalized version of poor people’s march on Washington, with narration by Martin Landau.

Other concept albums will include next year’s projects, and civil rights, with each package intertwining music to fit the mood and subject matter.

The “I Am Somebody” project, recorded by Erich II Productions, weaves gospel music through the LP, with Petersen and a 15-piece orchestra playing the album, editing 60 hours of material into the album. The LP’s profits will go to the Southern Christian Leadership Conference. The series, however, will not be “pro- or anti- anything.”

“Pete’s concept was to make a conclusion or offer a viewpoint,” stated Petersen. Each album will have a different narrator.

In the premium area, Petersen has established a new format for the series, including two already in the assembling stage. He will package a “Great Moments in Sports” album featuring original tapes from Knute Rockne’s Notre Dame days, and a children’s LP using a variety of musical styles, including country, jazz, rock, classical and marches.


Members Send In Forms for Grammy List

NEW YORK—Voting members of the National Academy of Recording Arts and Sciences (NARAS) must submit eligibility forms to recommend the outstanding recordings issued during the past year. Record manufacturers received their packages in mid-October. The deadline for membership forms is Nov. 10, while NARAS must receive the disk company forms by Monday (4).

More than 4,000 recommendation were received last year for the Grammy eligibility list, the first round voting for the annual awards. Categories have been reduced this year from 42 to 41, but the membership will only vote on 36, since nominating in arranging, engineering, album covers and album notes is open only by members actively engaged in those fields.

Plates for the eligibility list are to be mailed to the beginning of next year. Tabulation of the scores will be made by members of the jury, paid union firm of Heskia and Sells. Voting will open for February, the awards to be presented on March 12 at the Waldorf-Astoria Hotel.

Snazz Looks for Nat’s Outlets

SAN FRANCISCO—Snazz, a label owned by the Flammin’ Groovies, a local rock quintet, is looking for national distribution for its album projects. The group has just had its initial LP, “Sneakers,” released in the States by Eric-Mainland, a local distributor.

The group has been performing here at the leading ballroom concert halls, while playing concerts at campuses of the University of California, San Francisco and Berkeley. Now their manager and operator of the record label, says the body has ordered one for the group’s anticipated mid-October release. The project will be released from $1,500 to $1,750. Included in the package is a light show owned by the musicians. Snazz plans to release its first single next week, scheduled for release with other Snazzy Francisco groups.

Filmation Expanding—Sets Music Division

NEW YORK—Filmation continues its expansion program, with emphasis on the writer-producer. Larry Weiss, head of the firm’s film department, has signed a writer Bill Shafroth, a member of the “Archie” series, for the company.

Bill Shafroth, a member of the “Archie” series, for Filmation. The series, is contracted under its own banner, says Prescot.

Another new area for the company is its promotion in the film record industry. The three-minute films will be animated, and will feature the film’s records, and will cost between $3,500-$5,000.

Saturday Ads To Expansion

NEW YORK—Saturday Music continues its expansion program, with emphasis on the writer-producer. Larry Weiss, head of the firm’s film department, has signed a writer Bill Shafroth, a member of the “Archie” series, for the company.

Bill Shafroth, a member of the “Archie” series, for Filmation. The series, is contracted under its own banner, says Prescot.

Another new area for the company is its promotion in the film record industry. The three-minute films will be animated, and will feature the film’s records, and will cost between $3,500-$5,000.

ASCAP Meet Set

NEW YORK—ASCAP will hold its annual music meeting at 2:30 p.m. Oct. 28 at the Starlight Roof of the Waldorf-Astoria Hotel. ASCAP President Stanley Adams will present a report. 

NOVEMBER 2, 1968, BILLBOARD
JACK WILSON:
"...to me, jazz is environment. I'm the type of person who is constantly stimulated by the environment I'm working in!"
and Museum of the Performing Arts at Lincoln Center here, Stanley Adams, ASCAP president, and Arturo Di Biase, chairman, illuminated scrolls to the prize-winning works of many good music publishers of the winning works.

ASCAP members serving as judges were Douglas Moore, Arthur Schwartz, Billy Taylor and Virgil Thompson. Adams explained, "In making these awards, we also honor a warm, working relationship between member publishers and the companies who nobly served ASCAP for 33 years as a director on our Board of Directors, from 1937 through 1968. That man, of course, was our own Deems Taylor. Deems Taylor demonstrated a multitude of talents in his field and proved beyond a doubt that he was not only a master of many trades, but a winner in each one.

After the presentation of awards in the library's auditorium, a reception was held in the third-floor reading room, which contained an exhibit of Taylor memorabilia. The exhibit was arranged by Frank Campbell, chief of the Music Division of the New York Public Library, with the cooperation of Taylor's daughter Joan, Mrs. David J. Davison.

Boocks, and newspaper and magazine articles on music published in the U.S. (including Puerto Rico) during 1968 will be eligible for next year's awards. Material can be submitted to the ASCAP-Deems Taylor Library of the American Society of Composers, Authors and Publishers at ASCAP, 130 West 42nd Street, New York 36, N.Y.

WINNERS AND JUDGES gathered at the library of Performing Arts at Lincoln Center during the presentation of the first annual ASCAP-Deems Taylor Awards. Standing left to right are: Dr. Virgil Thompson, Arthur Schwartz, Billy Taylor, Deems Taylor, Arnold Shaw (prize winners), and Billy Taylor, another judge. Seated left to right are: Joan Taylor, daughter of Deems Taylor. Aristo's, Inc., a division of ASCAP and Joan Taylor, daughter of the late Deems Taylor.

UA Shooting $250,000 on Promotion of 'Bang Bang'

score than that on any previous picture music exploitation and Stewart said this is the biggest campaign he's ever worked on in his career with UA which dates back to "Never on Sunday.

The movie stars Dick Van Dyke, Sally Ann Howes and Lionel Jeffries.

AGAC Meeting to Be Held on Nov. 15

NEW YORK—The annual meeting of the American Guild of Authors and Composers will be held Nov. 15 at 3 p.m. in the Gotham Hotel's Palace Ballroom. Husbands and wives of members invited to attend will include legal information on copyrights. Speakers will include president Edward Elsser and legal counsel Alvin Deutsch.

Fead Spurring A&M's Prod. Premium Moves

LOS ANGELES—A&M's music expansion into both independent publishing and the custom premium field are reflected in the promotion using these and by Bob Fead, recently promoted to label general manager.

The former national sales manager put together the company's new premium LP, "Something Special," for B. F. Goodrich, which is being shipped to Goodrich dealers on offer 10 copies by six of the company's major artists and is the successor to the company's previous A&R move, having developed a Herb Alpert Tijuana Brass sampler for Singer's "The Best of Herb Alpert's Tijuana TV Special" earlier this year. Fead is getting more involved with independent producers as the company's liaison man. He now maintains an independent record group called Sergio Mendes' new production firm, Serich, which will record Brazilian acts for A&M; Danny Cordell and Trantula Productions; Shadow Morton and Compositions International; and New York; Jim Economides and his EMI Productions and Adams Rom and the Beach Boys and Singers.

The company has been funnelling its independent assignments through Fead for the past three weeks in an effort of helping the sales-oriented executive gain a footing in product execution.

Fead had been the national sales manager for more than half a year and he still maintains his contacts in that area. But his responsibilities have changed to where he can point to success in the field of the Beach Boys and the Chariots (from Canada), Melvin Van Peebles and Doug Dillard and Ramblin' as representing new forms of musical expression for the company.

Scherman Sets SuJay and New Name for Malibu

LOS ANGELES—Bob Scherman, president of the Warner Bros.-Seven Arts Records, is said to have paid $1,000 for the Western Electric Co.'s first hit, "All For You," for the Malibu Records Inc., with offices here, Miami Beach and Phoenix.

Scherman is a Doane, a singer.

Company officials include Mary Bopp, president; Tom Jackson, general manager, and Scherman is an entertainment lawyer.

Another company, Malibu Productions, has changed its name to Melvin Motors, according to Norman Winkler, president.

Malibu has two acts on its record label, Mass Confusion, a Philadelphia group, and The West Co., a folk duo. Malibu Records is distributed in Southern California by Aldo, and nationally by Service Records, an Aldo subsidiary.

NOVEMBER 2, 1968, BILLBOARD
ROME O & JULIET
The year's smash hit movie will be a smash hit album, too.

"DAZZLING!
The most satisfactory film I've seen this year! Once you see it, you'll never again picture 'Romeo & Juliet' quite the way you did before. No literate man of 1968 should miss this film!" — Life

"STUNNING!
This 'Romeo & Juliet' is visually stunning and the novelty of seeing Shakespeare's star-crossed teenagers actually portrayed by actors in the proper age bracket lends an exciting dimension to the play!" — Saturday Review

"BREATHTAKING!
It was Franco Zeffirelli's intention to create a 'Romeo & Juliet' for this generation of youth and he succeeded brilliantly!" — Harper's Bazaar

"IMPETUOUS!
The entire film is a powerhouse — reel off at such headsteam may take Shakespeare's adaptation of 'West Side Story' and irrepressively romantic passion!" — Co-E

"TOUCHING!
Incredibly beautiful film! Thanks to the directors and to Franco Zeffirelli's sense of timing, every moment of this film seems dated. Every frame comes brilliantly alive." — N.Y. Daily News

"EXCITING!
A fantastically creative and exciting work! Story is due to the brilliantly executed movi
tion of director Franco Zeffirelli. He does not tell the story; he makes it rage with passion, beauty and understanding. By realistically casting the actors, Zeffirelli made his key commitment to you. This one is a visual knockout!" — Newsweek

NEW YORK — PARIS THEATRE (568 SEATS) FIRST WEEK — $31,971!
CHICAGO — CARNEGIE THEATRE (600 SEATS) FIRST SIX DAYS — $15,947!
BOSTON — ABBEY CINEMA (471 SEATS) FIRST FIVE DAYS — $11,950!

"PASSIONATE!
Under Zeffirelli's direction, the pair are fresh, charming, passionate and very touching! This Romeo's body sends him such youthful delighted messages that he must run like a crazy boy and leap and swing from tree branches to express them. His Juliet laughs in the middle of love and moans in great will, childish cries of despair. It seemed a wonderful living version of 'Romeo & Juliet.'" — Seventeen Magazine

"BEAUTIFUL!
A beautiful picture sparing no lavish or literal detail. Abhaz with personal passions, the actors all lend character to the richly figured tapestry Zeffirelli has woven in brilliant color!" — Judith Crist, New York Magazine

PICTURE OF THE MONTH!
Superbly visualized film! The flashes of nudity in the course of the wedding-night sequence are handled with taste and reserve. It's a film to cherish!" — Seventeen Magazine
**Conenco Bids to Buy N. American Philips**

NEW YORK — Consolidated Electronics Industries Corp. has issued a letter of intent to purchase North American Philips Co. The transaction will take the form of a statutory merger, with North American Philips becoming the name of the conglomerate. The acquisition is subject to both companies’ stockholders. Consolidated Electronics (Conenco) wholly owns Mercury Records and Dubignon Electronics, a tape cartridge duplicator, among others. Also included in the merger will be the music publishing firm, Chappell & Co., which was acquired by North American Philips (NAP) last July. All of NAP’s capital stock is owned by the U.S. Philips Trust, which also owns directly or indirectly 35 per cent of the company. (Continued on page 86)

**Agents Seek 5% Fee Hike**

*Continued from page 1*

At present, AGVA rules limit its franchised agents to charge 10 per cent commission. The Artists Representatives Association (ARA), which includes it in the William Morris office, General Artists Corp., and Broderick, is virtually all the important smaller agents in New York and Chicago told an AGVA National Board sitting in a three-day session in New York, that agents are now booking programs, to concerts and specials, including contracts for AFM contracts because it was considered lost: *Continued on page 86*

**Barclay Kicks Off Int’l Drive; U. S. Prime Target**

LagOS ANGELS — Capital Industries net income increased to $90,000 or 22 cents per share in the first quarter of the current fiscal year, compared with 84,000 or 21 cents per share a year earlier.

Sales in the quarter ended September 30 increased to $331,000 from $26,004,000 in the same period a year earlier. Earnings per share are based on the average of 1,612,189 shares outstanding in the first quarter of fiscal 1968, and 4,061,321 shares outstanding in the first quarter of fiscal 1967.
THE BEST SHAPE ENTERTAINMENT HAS EVER BEEN IN!

LIBERTY-UNITED ARTISTS STEREO TAPE, 6920 SUNSET BOULEVARD, LOS ANGELES, CALIFORNIA 90028
This Christmas, millions are going to be giving and albums than ever before.

Full-color roto spreads in 31 major-market newspapers
This is the backbone. Strengthened by on-target ads in national magazines and underground newspapers. All tied in to local dealer ads and radio spots.

Specially priced two-record gift sets.
The stars are right. The music's right. The timing is right. And the price is right.

Because we've put together the most thorough and persuasive Christmas merchandising campaign in the history of the industry. And we're backing it up with more advertising dollars—national consumer and local—than Columbia's ever spent before.

The theme: "These gifts are alive." We've taken it and translated it to fit every segment of the record-buying public. We've timed it perfectly with the big gift-buying season. And we're going to reach 120,000,000 people. Because we're going to build sales.

Here's the full scope of the program:
- Full-color roto spreads in 31 key major-market newspapers.
- A major underground newspaper campaign that's tuned right in.
- A national spot radio campaign timed with the biggest explosion of local dealer tie-in ads you've ever seen.
- Brochures and department store statement stuffers.
- A major, lighted in-store Christmas display, a mobile, easels, streamers, slicks... the works.

Major Christmas display.
It's lighted. It's eye-catching. And it features hot-selling Christmas product.
of Americans getting more Columbia

And here's what you're going to be selling:

- What's now and moving—the hot product in rock, pop and country.
- Columbia's brand-new GP series—2-record gift sets featuring our biggest stars, at a special low price.
- An exciting array of brand-new Christmas albums—seven of them.
- And a great catalog of proven Christmas product. The ones that you've been selling year after year. And will keep on selling.

This Christmas there's really going to be something to celebrate about.

Here's what's new for Christmas.

Seven exciting new albums that are just right for the holiday season. Because there's something for every musical taste.

Inspirational. Orchestral. Sound Spectacular and Star Spectacular.

And here's the proven product.

The current best sellers that make Columbia the hottest label in the industry and the best-selling Christmas catalog of all.
"The Generations of Israel"

The creation of a nation, related by David Ben-Gurion, Levi Eshkol, Golda Meir, Moshe Dayan, Abba Eban...

"The Generations of Israel" is a monumental 216-page book and 2-record set which tells the human, perhaps superhuman, story of the people and events deeply involved in the once improbable creation of a modern Israel.

"This was my dream..." begins David Ben-Gurion. And the listener finds himself enveloped in the hopes, the despairs, the struggles and the achievements which forged and created a nation from a dream.

The emphasis is on personal recollections. An early settler relates her family's flight from Rumania to the earliest Palestinian settlement. Golda Meir remembers a later Kibbutz and the battles with the sandflies as she worked in the fields. Other battles—with the British, the Arabs, Hitler, and the six-day war—are relived by veteran soldiers, in a dialogue between pioneers, by survivors of the Nazi holocaust, by leaders of the Israeli army.

Native songs are scattered between the narratives. Providing a musical backdrop which leaves the listener time to think yet sustains the wide range of emotions spoken and felt in this presentation.

"American Record Guide" calls "The Generations of Israel" "a powerful drama of inhuman testing, of almost superhuman endurance."

This set is truly a monumental chronicle of history. A story of faith that belongs in homes of all faiths.

The CBS Legacy Collection
**Maggie Flynn Is Muddled Musical**

NEW YORK — "Maggie Flynn" is a muddled musical. It either flounders in a sea of tranquility or is bedeviled by a whirlpool of confusing sentiment, notwithstanding. And the chances of its failure to stay alive, comes from the overabundance of authors. The credits list: Rock and music by Harry Belafonte, lyrics by Bob Thiele and Morty Allan, collaboration with Morton Da Costa. The songs are not bad, however, like "Brendan," the song about the Irish hero, is directly linked to political management conflict during the Civil War. In another scene, Brennan's daughter returns from the desert to find that Robert the First is a failure, and sings a song about her ex-husband being a failure. She is the son of a popular lute player, and the song is sung against the background of a battlefield.

The plot is simple. A deserted wife, a prolific playwright, and a dead and dying woman by Stephen Jones, takes over an orphanage in New York. The Negro walks during the Civil War. She and husband meet again. He tries to rescue her, but she's promised to a Union Soldier. The husband wins her back. Around this familiar theme is woven the conflict of partition versus war. However, one can see and feel the characters are essentially fictional. The latter statement is all too correct.

**Talent**

**Rascals Take the Middle Road To Tell It Like It Is Socially**

By ED OCHS

NEW YORK — Skeptics of rock 'n' roll's future on the American music scene have for 15 years ceded the like of forward drugs prophesied its imminent col- lapse on grounds that rock spawned no Bing Crosby and no veteran talents. But the success of the four Rascals, des- tined to become the pop patri- archs on some mod Mt. Rob- ertson, have disproved the errors with their almost $2 million a sales figure, periodic gold records and frantic soul rhythms.

Since 1965, the Rascals have risen to a place of prominence as the senior rock firm of Cavali- e, Bifari, Danali and Cora- lium. Their seven gold records and current "Time Peace" album on Atlantic are testimony to their gross roots popularity while their "live" appeal to both white and black hustled audien- ces stands out from the rock- sptle like little upstarts of working democracy. Now committed to open protest, the group has once again fallen to stay in the mainsteam. "We don't believe in violence and we don't believe in utter passivity," said 25-year-old Cavaliere, the group's markplag on organ and vocals. "We want to point out a middle road to satisfy both extremes and solve the prob- lems."

To the extent "After King and Kennedy and what happened in Chicago," said Cavaliere, "we just had to say something. What the Rascals had to say was "People Got to Be Free," their latest million- seller, a subtle braid of 'where it's at' and the Rascals' customary rhythm 'n blues bar- rage of rapid drumlifts, organ goshes and dart panthons of soul singing. The group's next single, "A Ray of Hope," written about Sen. Ted Kennedy, further marks the Rascals' switch to grooming for the above- sub-schizophrenic set who locks to the four Rascals as crus-aders and competitors whenever they tour America with their jubilant, kinetic live show: their durability has given them a larger voice. Praising the youth movement and pushing the prof- its, the Rascals have hit upon the right formula—tailoring to the times—the secret to a mid- dle age in the music business.

Their scout's pedagogy to "spreading good vibes" and mov- ing social unity through mu- sic has not only promised the Rascals long life, but sustained the durability of rock music in general. The long list of vocalists behind them lie "Groovin'" and "Good Loving" (1965) at Fillmore West and the Young Rascals, while ahead lie the Racialization of Europe, a deeper role in democracy at home and a global plea for the participation of youth in the global market. Musically, the Rascals will stick to their reli- ant rock-occasional best flexed with subliminally-quick social (Continued on page 20)

**Cash Paints Country In Sparkling Colors**

NEW YORK — Grey stone walls, old paintings, raking, American Indians, lumberjacks and railroad men: Jackson, Mina, and Folkson Pri- on, long black coats, down and out and out of host, Hank Williams and Bob Dylan folk group poli- tics and old-time religion, walk- ing the line.

In short, CBS artist Johnny Cash presenting as complete a picture of modern country mu- sic going around today. Cash, as a master of the guitar and sin- ging, was more gistant than star of his own Carnegie Hall show; Wednesday (2). He was the standing ovations and the rebel yells from the packed house.

And if Cash and his 25 songs aren't a value for money there is a pair of modern country mu- sic going around today. Cash, as a master of the guitar and sin- ning, was more gistant than star of his own Carnegie Hall show; Wednesday (2). He was the standing ovations and the rebel yells from the packed house.

Feliciano Lights a Musical Fire in Cleveland Concert

CLEVELAND — They stood up for RCA artist Jose Feliciano because he was a savior at his Public Music Hall ap- pearance. And they kept standing up for him, then. Feliciano opened with his soul version of "Star Spangled Banner," a patriotic salute directly the Buckinghams, Mitch Ryder and the Detroiters, Mikes Express, Max Frost and the Troopers. The firm will also service Stipment management acts such as the Cream and the Beatles when they tour the U. S.

**November 2, 1968, Billboard**
Coming!

Beck, Buckley, King Pop It Out

NEW YORK—The Jeff Beck Group, increased to five members, were the strong headliners of a power-packed Fillmore East bill on Oct. 18 and 19. The program also included the thoughtful folk singing of Tim Buckley and the superb blues of Albert King.

King opened the second show on Oct. 18 with one fine number after another, including the title number and "Pretty Woman" from his "Born Under A Bad Sign" album on Stax. Clearly one of the outstanding traditional blues men, King's singing and guitar playing hit the mark consistently. His backup musicians also were excellent.

Buckley, an Elektra artist, has a tendency to meander, but his lyrics pervaded the theater with strong effect. Buckley, towards the end of some of the as yet unified selections, apologized for their length. However, Buckley cannot be confined by time when he has a message to get across. His set continued the over-all high level of the show. His backup men also were good.

The Jeff Beck Group, who dynamically scored at Fillmore East last spring when a supporting act, still had that dynamic as headliners. Beck, who has few peers as a pop guitarist, was in brilliant form in a program that included two instruments, "Mother's Old Rice Pudding" and "Beck's Bolero."

Lead singer Rod Stewart's bluesy wailing also was good as he included "Rock My Plimsoll" and "Shape of Things," which are on the group's successful first album on Epic. Drummer Mick Waller and bass guitarist Ron Wood also were in top form.

The big addition was Nicky Hopkins, one of England's top studio pianists. While some groups have lost by expanding their membership, this one has not. Hopkins' pianistic brilliance was a match for Beck's guitar. "Bye Bye (Baby Goodbye)" was the encore, with the large and enthusiastic audience joining in.

FRED KIRBY

Sandler & Young Click in Any Tongue and Cheek

NEW YORK—Tony Sandler and Ralph Young, opening at the American's Royal Box on Tuesday (15), presented a different approach to a night club act. Their multi-lingual singing is carried to an illogical conclusion—for instance, one sings "Dominique" in the original language while the other partner intones "Deep River" in English.

An interesting technique, it's repeated with "I Believe" and "Ave Maria," and also "Gonna Build a Mountain" and "Down by the Riverside" (this time both were sung in English). Sandler and Young gain much humor out of the situation that Sandler (born in Belgium) is the language expert while Young remains perfectly insular and American.

Actually, Young is no slouch in foreign tongues, more than pulled his weight in the Capitol Records duo's version of "Malaguena."

Highlight of their act remains the humorous versions of "Bill Bailey" which they string together, ranging from a Nashville parody to an Italian opera take-off.

With all the languages flying around, the pair could play the United Nations building, but meanwhile "The Royal Box sets" are quite good.

IAN DOVE

OPEN LETTER TO GENE PITNEY

Dear Gene:

I heard your record, "Billy You're My Friend." How could you say such terrible things about me. I'm your friend . . . you said so yourself. We grew up together. Remember?

Besides if you hadn't been there watching you wouldn't have seen us.

Your former friend,

Billy

P.S.: Anyway it's a great record.

Musicor 1331


Maurice Makeba, Reprise artist, will appear at UCLA's Pauley Pavilion Nov. 16.
Buffie Sainte-Marie, Vanguard singer, will open UCLA's first annual folk concert series in Royce Hall Nov. 24. The series continues with Judy Collins, on Jan. 16, and Arlo Guthrie on Feb. 9.
Brian Carson, of Fred Weintraub's Coffee House Circuit, makes his concert debut at Long Island's Adelphi University (6).

The charts tell the story—Billboard has THE CHARTS

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200 W. 6th St., Ste. 16, Highland Park, Illinois 60035

NOMBER 2, 1968, BILLBOARD
Chart Bound!

 ACTION SINGLES

#408
900 MILLION PEOPLE DAILY
THE SEEDS
#411
IT'S WRITTEN ALL OVER MY FACE
MARVA HOLIDAY

#410
UGLIEST GIRL IN TOWN
PARIS SISTERS
#7255
DO YOU KNOW THE WAY TO SAN JOSE!
Buddy Merrill
GLEN CAMPBELL'S "WICHITA LINEMAN"

Busy. That's what you'll be. Busy ringing up sales. We planned it that way. With a great array of exciting material supporting the introduction of this beautiful new Glen Campbell album.

TREMENDOUS SCHEDULE OF COAST-TO-COAST RADIO.
37 MARKETS! / 78 STATIONS! / OVER 1400 SPOTS!

Plus a special guest appearance on National Television on THE SMOOTHERS BROTHERS SHOW — SUNDAY, NOVEMBER 3 when Glen will sing Jim Webb's new song, "Wichita Lineman" before an audience of 30 MILLION POTENTIAL CUSTOMERS!

Call now. The number you want is Capitol ST-103
'Record-In' by Henry Gibson

LOS ANGELES—Henry Gibson, a regular on NBC's "Laugh-In," has returned to the music business after a seven-year absence, with an album, "The Grass Menagerie," and a single, "Flowers," on Epic Records.

In 1961, Liberty Records discovered Gibson on the Jack Paar TV show and recorded an album, "The Alligator and Other Poems," with Gibson singing and reading poetry. The album bombed in 1961, "he said, "but Liberty reissued it this year to take advantage of the show's success."

Liberty is not the only record label to jump on the "Laugh-In" bandwagon. Reprise Records signed Jo Anne Worley to a contract, with her single being a Paul Anka-written tune, "Why Won't You Come Home?"

Epic recently released a Dan Rowan - Dick Martin album, "Laugh-In."

Teams With Werner

Gibson, who produced his own album, teamed with Fred Werner on a follow-up album on the American Indian. The "Grass Menagerie" examines the hippie movement through poetry, songs and comedy, said Gibson, who spent a week in San Francisco's Haight-Ashbury district gathering material.

"The album looks at hippies and the hippie movement with sympathetic humor," he said. "For the next album, on Indians, I'll spend time gathering material on a reservation."

During spoken word segments of the "Grass Menagerie," Werner has arranged contemporary music for background support, with the album's five songs also in a contemporary vein.

Gibson spent 10 weeks touring with the Rowan and Martin cast, preparing and testing his album material before audiences at the Sahara Hotel, Lake Tahoe. "I had a seven-minute spot on the nightclub show," said Gibson, "and I'm hopeful I can get time on the TV show to do a few songs and recite some poetry."

Because of the show's tight shooting schedule, Gibson can only do promoting work on the album via the telephone. He plans a phone campaign to disk jockeys on underground and easy listening stations.

Cash Paints Country In Sparkling Colors

- Continued from page 15

with new guitarist, Bob Wooten, replacing the late Luther Perkins.

However, Cash was the magician of the evening, fusing all the different elements of country music together. People in Europe are predicting a revival of country music there—they could do no better than hitch themselves to Cash's long black coat and let him be the catalyst. He is about to start a short British tour.

IAN DOVE

Rascals Take the Middle Road To Tell It Like It Is Socially

- Continued from page 15

beefed up with a half-serious classical air, and at a benefit for the RFK Memorial, Friday (19) at Indian Rivers, Miami, with Joe Tex, the Moody Blues and "hopefully, Ted Kennedy," Cava- liere is attending guru school with Satchi Amund, a non-profit prophet who is helping the singer-songwriter by trans- quillizing his lyrics. But it's the Rascals' tenor as the top rock, act, sandwiched oddly between the underdog and the rom- per room, that will make the group's soul yell as good as gold. The Rascals are the first pop patriarchs of the rock gen- eration.

OPEN LETTER TO GENE PITNEY

Dear Gene:

I heard your record, "Billy You're My Friend." How could you say such terrible things about me? I'm your friend...you said so yourself. We grew up together. Remember?

Besides if you hadn't been there watch- ing, you wouldn't have seen me.

Your former friend,

Billy

P.S.: Anyway it's a great record.

Musicor 1331

November 2, 1966, Billboard

Copyrighted material
Sergio Mendes and Brasil '66

SCARBOROUGH FAIR

B/W CANTO TRISTE - A&M 986

smash!

Sergio Mendes Brasil '66 / "Fool on the Hill" / A&M SPX 4160
Tape CARtridge

Motorola Unit's New Life
By HANK FOX

NEW YORK—Motorola, who developed the industry's first battery-operated 8-track tape CARtridge player last year, has since gone on to introduce a new line of 8-track tape players that will minimize or eliminate audio playback equipment installation problems. The product line will be introduced this Friday by Quixonic.

The new line, which currently includes four models, will be marketed in the United States. The four models are:

- Model 8T1: This model features a built-in FM radio and incorporates a stereo system with a built-in FM tuner and a mono amplifier. It also includes a built-in microphone and recorder for making cassettes.
- Model 8T2: This model is similar to the 8T1 but includes additional features such as a built-in AM/FM tuner, a built-in cassette recorder, and a built-in microphone.
- Model 8T3: This model includes all the features of the 8T2 but is also equipped with a built-in cassette player. It also includes a built-in microphone and recorder for making cassettes.
- Model 8T4: This model is similar to the 8T3 but includes additional features such as a built-in AM/FM tuner, a built-in cassette recorder, and a built-in microphone.

Motorola has also introduced a new line of portable 8-track tape players, which will be available in the United States. The new line includes:

- Model 8T5: This model is a portable 8-track tape player that can be used with a variety of accessories such as a built-in microphone and recorder for making cassettes.
- Model 8T6: This model is similar to the 8T5 but includes additional features such as a built-in AM/FM tuner, a built-in cassette recorder, and a built-in microphone.

The new line of 8-track tape players is expected to be popular among consumers who are looking for a convenient and easy-to-use audio playback system.

MGM, Wellington in Giant PT Radio Push

PHILADELPHIA—MGM, in a tie-in with seven Wellington automobile stereo centers here, has launched a saturation spot radio advertising campaign for its line of MGM-Playtape 2-track cartridge players and Playtape cartridges. MGM is Playtape Corporation's software distributor. The campaign, which is tailored exclusively to top 40 radio stations, will utilize 120 spots per week for six stations during the next three months. The spots will air on WPLM, WTBG, WDOX, WHIT, WTTM and WMFR-FM. A limited amount of radio time will also be reserved to break in New York. Other markets in which the program will run include Kansas City, Cleveland, Los Angeles and Washington.

"We've tried a pilot project," said MGM's Jerry Geller, "and we've got our act together. We're going to make the most of it."

Avco Enlarging Of Plant Planned

EXCELSIOR SPRING, Mo. — Avco, Inc., a subsidiary of Lear Jet, has acquired 20 acres of land next door to its old location, which the company says is the first step in a major expansion project.

The new plant will be used to manufacture and assemble aircraft components.

The new plant will be used to manufacture and assemble aircraft components. The company plans to start construction on the new plant in the summer of 1969.

Katz Co. Will Add to Plant

LOS ANGELES—A 47,000-square-foot addition to its plant to allow stepped-up production of cartridges has been announced by Irv Katz, Audio Magnetics president.

The new addition will give Audio Magnetics about 100,000 square feet of office and manufacturing space in addition to another 10,000 square feet storage space recently leased adjacent to the plant.

A new sales office, additional cassette assembly lines, tape testing and research development will be housed in the new plant addition. "The new wing will enable the company to produce about a million cassette units a month by May, 1969," Katz said.

Rose-Wood Into Tape Carousels

LOS ANGELES—Rose-Wood of California, manufacturer of reel-to-reel tape products, has begun to produce a carousel for 4- and 8-track and cassette tape players.

Aimed at the home market, the Rose-Wood reel-to-reel tape transport mechanism has been designed for 4 and 8-track tape players and also for cassette players.

The mechanism has been designed to handle a variety of tape speeds and to be compatible with a wide range of tape widths. It is expected to be widely used in the home market.

Kaziko Makes Its First Fully Automatic 8-Track Home Unit

By ELIOT TEGGEL

LOS ANGELES — Kaziko Electronics has introduced a new line of fully automatic 8-track home units. The new line includes a variety of models that are designed to provide superior sound quality and performance.

The new line includes:

- Model 8A1: This model features a built-in FM radio and incorporates a stereo system with a built-in FM tuner and a mono amplifier. It also includes a built-in microphone and recorder for making cassettes.
- Model 8A2: This model is similar to the 8A1 but includes additional features such as a built-in AM/FM tuner, a built-in cassette recorder, and a built-in microphone.
- Model 8A3: This model includes all the features of the 8A2 but is also equipped with a built-in AM/FM tuner, a built-in cassette recorder, and a built-in microphone.

The new line of 8-track tape players is expected to be popular among consumers who are looking for a convenient and easy-to-use audio playback system.

A NEW 2,000-WATT TUNSTALL Zephyr 2455 6 X 6-inch transformer, designed for an 1800 to 2200 square-foot residence, has been announced by Schneller, Inc. The unit, Model ZF-2455, will be supplied with a transformer of 2200 square feet or more.

NOVEMBER 2, 1968, BILLBOARD

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"THAR'S GOLD IN THEM THAR GROOVES!"
HEAVY, HEAVY SOUNDS FROM
THE AMERICAN BREED
"KEEP THE FAITH" ACTA 030
FROM THE MAN WHO WROTE THE AMERICAN BREED'S
MILLION SELLING SINGLE "BEND ME, SHAPE ME": LARRY WEISS
CASH IN ON THE ACTION!

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New Tape CARtridge Releases

**MERCURY**
- Smash
  - JAMES BROWN & SUGAR ORANGE - Out of Sight
  - JSC 6709
  - JSC 6706

**MUNTZ**
- ABC
  - LOUIS ARMSTRONG - What a Wonderful World
  - 45 A 410

**Philips**
- HELLO PEOPLE - Initials: (F) PCE 602 276
  - 45 A 400 277
  - BLUE CIRCUS - Quicksilver: (F) PCE 602 279
  - PCE 400 278

**Capitol**
- Tell Your Time
  - RHYTHM AND BLUES: Ain't Nobody But You
  - 45 CL 117

**Dunhill**
- THE GESSROOTS - Golden Brass
  - 45 CL 274

**End**
- VARIOUS ARTISTS - Alan Freed's Memory Lines: (F) 45 CL 275

**Gordy**
- BOBBY TAYLOR & THE VANDUVERS
  - 4044

**Impulse**
- OLIVER NELSON & STEVE ALLEN - Soul of the Seven
  - 45 CL 276

**Mercury**
- CHUCK BERRY - St. Louis to Frisco (4) JSC 6701
  - LICK COUNTY - Proud Dad Scandinavia: (F) JSC 6702

**Motown**
- CHUCK CAMPBELL - Hits of the Starmans
  - DC ARE 420

**RCA Victor**
- JOSE FELICIANO - Soothing: (F) PES 1381
  - 45CL 277

**Philips**
- HELLO PEOPLE - Initials: (F) PCE 602 276
  - 45 A 400 277

**RAE DORSEY**
- THE THREE DOG NIGHT
  - 45 A 400 278

**Smash**
- SCOTT WELTER - Stunt Vol. 2: (F) SCJ 67026

**Soul**
- SMOOTH SUNDAY - Here Comes the Judge
  - 45 A 400 279

**MGM, Wellington**
- Continued from page 22
ten cartridges per machine. PlayTape cartridges sell for $1.59.

Using deejay Ed Michael's program on WPIL as the pilot, MGM, through Wellington, bought all advertising time during the 6-10 p.m. time slot Monday through Saturday. With advertisements continually interspersed with music, MGM and Wellington heightened the excitement with contests in which PlayTape machines were given away every 15 minutes. MGM and Wellington will also promote its products through high school newspaper advertising. Wellington is using two walls in each of the seven stores作文 PlayTape products, one for the players, the other for music.你说你看到了它在比尔博德。
"Chér's Golden Greats"

Worth its' weight in sales power!

Dream Baby
Sunny
Come and Stay with Me
Elusive Butterfly
Where Do You Go
Hey Joe

Imperial

You Better Sit Down Kids
All I Really Want to Do
Bang Bang (My Baby Shot Me Down)
Alfie
Take Me for a Little While
Needles and Pins

LP 12406

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WHITE WHALE

HAS GOT IT

"LO MUCHO QUE TE QUIERO"

THE MORE I LOVE YOU

BY RENE & RENE

80,000

RECORDS SOLD IN
TEXAS ALONE AND STILL GOING STRONG

EXCLUSIVELY ON
White Whale Record Co.

Also watch for the forthcoming Rene & Rene album soon to be released
3 COS JOIN IN
DAY, DATE PACT

NEW YORK — PlayTape Corp. has acquired the music right for its cartridge system from Buddah and Scepter Records. The agreement with both companies calls for the simultaneous use of their singles with PlayTape’s four-song EP cartridges.

PlayTape’s initial release for Buddah will be two 1970 Fruitgum Co. cartridges — “Simon Says” and “1, 2, 3, Red Light.” These Divine Warwick cartridges comprise the Scepter release — “Golden Hits, Vol. 1,” Vol. 2” and “Valley of the Dolls.”

WANTED!


Send qualifications to:
Box GI4
Billboard
165 W. 46 St.
New York, N. Y. 10036

HERE’S A YOUNG BAND! Known as Quixotic and the Red Coats, the group is composed of boys all grade school age. The band is sponsored by their teacher and arranger, Harry Rempe, Harry Rempe Music House, Fort Madison, Iowa. Rempe, once an army band director and bassist with the Andre Kostelansky Orchestra, is one of the leading record retailers and music instrument dealers in his state. The band includes Kevin Murphy, lead guitar; Timmy Mapes, rhythm guitar; Steve Cooper, bass; Duane Wostler, drums; and Rempe’s son, Bob, on organ. They have appeared on radio and TV and won in talent contests.

Quixonic Will Introduce
A ‘Problem Free’ Speaker

The speaker is one-half-inch thick and features self-adhesive mounting. The styrofoam speaker, which can also be mounted with self-locking screws or clamps, is not a new concept, according to Quixonic engineers Carl Fushan and Andy Raftis. “But earlier attempts to use styrofoam never resulted in the kind of fidelity we have in this unit,” Raftis said. “We can come below 60 cycles and produce an absolutely clean sound.”

The flush-mounted speaker is being considered by one major automobile manufacturer for original installation in the arm rest of its 190 line, a Quixonic spokesman indicated. The unit will probably retail for $14.95 a pair.

Another speaker in the Quixonic line is aimed at the ‘do-it-yourself’ stereo customer. Called the “Snap-Fast” speaker, the unit pulls apart and attaches to the door, fire wall or at other places in the car. It is 3 inches by 5 inches, has a three-inch magnet. It will also sell for $14.95 a pair.

Mail This Coupon Today

HOW TO WIND 700
CASSETTES IN 8 HOURS

You’ll discover how easy it is to increase your cassette output with the sensational new RD-7 Winder. Designed and developed by Liberty Tape Duplicating engineers, the new RD-7 Cassette Winders are equipped with a totally new tape splicer for maximum loading precision. RD-7 Cassette Winders are available in 3 versions:

RD-7B, for loading blank cassettes, priced at $854.00.

RD-7R, for loading recorded cassettes, featuring electronics to stop tapes for cutting, splicing and to verify program ends — automatically! Priced at $717.50.

RD-7BR, for loading blank & recorded cassettes with all of the above features, priced at $935.00.

If you’re looking for increased speed, improved accuracy and lower production costs, clip and mail the coupon today! We’ll help you wind up a little faster.

LIBERTY TAPE DUPLICATING
A Subsidiary of Liberty Records, Inc.
ANDヘADED FOR NUMBER 1
JOHNNIE TAYLOR "WHO'S MAKING LOVE" STAX 0009
EDDIE FLOYD "BRING IT ON HOME" STAX 0012
THE DECK IS STAXed,
SO BET YOUR MONEY ON A WINNER!

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A STAXed DECK

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HOT ALBUMS:
Booker T. and the M.G.'s
"Soul Limbo" STS 2001
Eddie Floyd
"I Never Found A Girl" STS 2002
Albert King
"Live Wire Blues Power" STS 2003

ALBUMS SOON TO BE RELEASED:
The Staple Singers
"Soul Folk In Action" STS 2004
Johnnie Taylor
"Who's Making Love" STS 2005
Total Pre-Registration For ‘Opry’ Fetes Mulled

BY BILL WILLIAMS

NASHVILLE—WSM officials may resort to total pre-registration as an answer to crowd control at the anniversary celebration of the “Grand Ole Opry.”

Company officials said this might be the answer after it had to turn away several hundred late applicants for registration at this year’s record gathering, held through Oct. 16.

Six thousand received convention buttons and admission books after paying a $10 contribution to the Opry Trust Fund. They availed themselves of eight bungalows, a dozen or so shows featuring more than 200 country artists, serious seminars, interviews, and hospitality rooms so abundant everyone lost count.

Despite the crowd, it was perhaps the most smoothly run convention of the previous 17. Officials, however, were convinced that 6,000 represented a maximum figure and said another concerted effort would be made next year (Oct. 16-18) to pre-register everyone, using a cut-off figure. The heavy pre-registration this year may account, in part at least, for the orderness of the crowds. The vast majority of those present were actively involved in the music industry. Overall, the quality of the shows this year far surpassed that of previous years in production, and the increase in attendance.

Unquestionably a standout was Johnny Cash, the Columbia artist, who received a gold record for his “Folsom Prison.” He similarly received a gold record a year ago for a Don Law production. Bob Johnston did the honors this year. Cash was an overwhelming success as an artist and showman in his post-CMA awards banquet presentation. Repeating it the following day at the Columbia luncheon, he again received a standing ovation. Aside from the Cash show, however, the Columbia affair was much too long, and cut sharply into the time allocated Capitol Records.

The fact that it was an excellent show did not diminish the fact that it was over-loaded, including a strong pop set, the Bird, Carl Smith was a standout.

Dot Luncheon

The Dot luncheon show came up with the greatest improvement over a year ago. Straight down the line the talent was exceptional, with special emphasis on Diana Trask, who came to Dot in the recent acquisition agreement with Buddy Killen of Tree Publishing and Dali Records.

Capitol, too, had an outstanding party and show, as did other sponsors such as United Artists, RCA, Decca, and, of course, Columbia—where Marvin Plantation presented the first show of the convention in conjunction with Minnie Pearl's Chicken.

The Country Music Association Awards show was, in the eyes of most critics, one of the tightest, best-produced shows of its kind anywhere. It displayed not only an empathy for the country feeling, but solid professional quality which should stand the awards in good stead in future years.

The hospitality suites were, for the most part, operated smoothly, and there was a minimum amount of paperwork. The convention commemorating the birthday of the oldest continuous show in the history of American radio now is a recognized nine-day affair, beginning with the Music City Fro-Colorful golf tournament. This, too, was a successful venture, realizing money for the charities of operating agencies for the first time, received the praise of the people of Nashville to top-notch entertainment as well as good golf. Frank Rogers, who directed the tournament, was cited with the presentation of a guitar by Amon Carter Evans, publisher of the Fort Worth Star-Telegram. Rogers, in turn, praised WSM president Irving “Irv” Davis. At the “Grand Ole Opry” on Oct. 19, a special citizen was given, with the presentation of a plaque to the stage manager, who has been with WSM for 22 years. Fortunately for one customer of the record industry, WSM's in the U.S. and some 40 foreign countries. Many also have julep boxes. He said that during the 12 years he had previously bought for the WSM, he bought in estimated 75 million records for sale in the U.S. He pointed out that the Exchequer and Commissary of the army recently commented that 40 per cent of all record sales in WSM's are pop, with country music a close second.

Foreign Country Ties Lined Up By ‘Opry’ Birthday Celebration

NASHVILLE — Foreign organizations from England, Greece, and France, all of which have interests in country music, were invited to attend the Opry’s birthday celebration.

Among other things, they arranged and produced an American talent to come to Europe and opened avenues for greater exposure of British talent in the U.S.

Five groups, headed by RCA's Jan Grant, told of the plans of the group, which included a club (or pub) called the Griffin Catering Co., of London. With a predicted audience of 700, it will feature country music seven nights a week, in West London. The Griffin, as it is called, will feature men and women with a stable of 120 players. Some are babies, others are world-class players. The broadcast will then be on the air, to be part of the BBC network, assuring it exposure not only through the British network, but also worldwide.

The show, which will run from 8 p.m. to 11 p.m., will be broadcast in most parts of the world. The broadcast will feature an hour's worth of music plus interviews with foreign artists.

Grant said he hoped to somehow have a free broadcast place for every American artist who comes to London. This could not be done, he said, especially those who are available to promote country music. Grant and his associates, Ted Poulton, John Lee, and Mervyn Conn, are looking for these two things. They are involved in the Griffin Catering Co., which owns five venues in the West London area. London's estimated that 20,000 country fans visit these five locations weekly. He feels that the television exposure the viewers there, as contrasted to the American market, would do wonders for selling records.

Many of the artists who come over perform only for the soldiers, he said. We want to give the American soldier an opportunity to hear and see them.

Grant currently is producing a country music show on the BBC. One is an hour-long show each Saturday with the artists. He is using some of the artists as his audience and six artists. Called “Country Meets Folk-Music,” the program is under Wally Whyton, and features such groups as the Hillisters, and the Lorne Gibson band. Whyton also is a leading performer. The other other productions, which are “Country Style,” which is pre-recorded with live artists, and done on a professional basis similar to that of the best American recordings so as to match their standards.

Grant said that distribution of country records in Britain is improving, and that they should appear when the American

Mervyn Conn and Murray Cash of London are greeted at the airport by airliner Joyce. They were to fly to Nashville by twin engines on a twine engine. They were to fly to Nashville by a twin engines on a twin engines.
A proud salute to those BMI writers who won the Second Annual Country Music Association Awards.


Album of the Year: Johnny Cash for "Johnny Cash at Folsom Prison".

Instrumentalist of the Year: Chet Atkins.

Entertainer of the Year and Best Male Vocalist: Glen Campbell.
Female Vocalist of the Year: Tammy Wynette.
Vocal Group of the Year: Porter Wagoner and Dolly Parton.
Instrumental Group of the Year: Buck Owens Buckaroos.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE
"I WOULDN'T BE ALONE"

Roy Drusky

Mercury 72865

BOOKINGS:

HUBERT LONG TALENT AGENCY
806 16th Ave. S.D.
NASHVILLE, TENN. 37203
(615) 244-3124
### Billboard Hot Country Singles

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label Name</th>
<th>Publisher</th>
<th>Date Released</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td><strong>Plastic Saddle</strong></td>
<td>Melba Montgomery</td>
<td>RCA 47-5647</td>
<td>(Arista, BMI)</td>
<td>May 1968</td>
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</tr>
<tr>
<td><strong>Cry, Cry, Cry</strong></td>
<td>Minnie Pearl</td>
<td>RCA 47-5647</td>
<td>(MGM, BMI)</td>
<td>July 1968</td>
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</tr>
<tr>
<td><strong>Baby, Ain't That Love</strong></td>
<td>Skeeter Davis</td>
<td>RCA 47-5647</td>
<td>(MGM, BMI)</td>
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<tr>
<td><strong>Leaves Are the Tears of Autumn</strong></td>
<td>Patsy Cline</td>
<td>RCA 47-5647</td>
<td>(MGM, BMI)</td>
<td>September 1968</td>
<td>10</td>
</tr>
<tr>
<td><strong>White Fences &amp; Evergreen Trees</strong></td>
<td>Johnny Cash &amp;</td>
<td>RCA 47-5647</td>
<td>(Columbia, BMI)</td>
<td>October 1968</td>
<td>3</td>
</tr>
<tr>
<td><strong>Let the World Keep on Turnin'</strong></td>
<td>Johnnie Wright</td>
<td>RCA 47-5647</td>
<td>(MGM, BMI)</td>
<td>November 1968</td>
<td>15</td>
</tr>
<tr>
<td><strong>Gentle on My Mind</strong></td>
<td>Waylon Jennings</td>
<td>RCA 47-5647</td>
<td>(MGM, BMI)</td>
<td>December 1968</td>
<td>15</td>
</tr>
</tbody>
</table>

**Tree's Stapp Wins 'Metronome' Award**

NASHVILLE — Jack Stapp, president of Tree Publishing, was named winner of the "Metronome" award at the conclusion of the convention here last week.

Mayor Beverly Briley in presenting the award cited Stapp as the individual who had contributed the most to the growth of music in Nashville during the preceding 12 months. Among other things, Stapp had been the person primarily responsible for bringing about network television coverage of the CMA awards show. He also had expanded his own company in many ways and worked with others in the overall promotion of the music scene.

The presentation, a surprise, was made on the stage of the Opry. Stapp had been called there ostensibly to be a part of a group picture involving all past managers of the "Grand Ole Opry."

**Monument's Davis Will Do Radio Series for Military**

NASHVILLE — Tex Davis, promotion director for Monument's country product, will do a series of radio shows for the armed forces radio and TV service.

Fred Foster, Monument president, said the show will emanate from here, and will feature top stars of the music industry. Davis says the show will be aired on 35 stations in some 35 countries throughout the world. The show's listening audience has been estimated at 500-million.

The "Tex Davis Show" will feature such artists as Ray Stevens, who will guest on the first show, Stevens, a Monument artist, currently has a new single, 'The Great Escape,' and an I.P., "Even Stevens." Monument engineer Jim Malley will work the board.

A former disc jockey, Davis joined Monument about a year ago.


**Country Music**

when answering eds . . . .

Say You Saw It in the Billboard
Nashville Scene

Kenny Price of Boone Records leaves Dec. 4 for a long trip through the Orient. It will be his first Christmas overseas, entertaining troops. Ronnie Prophet, who is on no label, was chosen to lead the entertainment at a top country supper club here during convention week. Ronnie Guitar has recorded "Johnny Tillotson's "Keep Right on to the Dawn" in her latest Dot LP, and "Going, Going, Going," written by Evans and Paul Evans, is on her latest single. It's published by Nat- " "Son Forte. Pete Drake has just cut his first session on Decca. His title is "Dick Din." Lee Russell has recorded the old "Harry Vester" tune, "Mom, My Drone and the Whole Wide World." Pete Drake has his first instrumental release in two years, and his own label, Stop. He previously was on Smash. The new Drake Instrumental is called "Joggin'," and is said to have another new Drake album. Ben Colden made a trip here to record a new comedy album, and was over- whelmed with his CMA award. The Incorruptibles have changed the format of their syndicated TV show. Now the new shows will include major guest stars. Those taped in the new series have been:

(Continued on page 35)

PX's Sales Wealth
- Continued from page 30
lished a worldwide image for the city.

Murray Casper, British deep-voiced, gave a detailed history of the development of country music in England. He said that a Nashville Room in the club meeting more than 700 people is being planned in England, that a seven-day tour of the country music seven days a week and entertains some 20,000 people at the seven clubs.

But there's a "crying need to get country artists to England," he said. A BBC survey showed that country music ranked third in popularity of music in England, and that his shows (he has two on BBC) are heard by 2 million each.

Foreign Country Ties Lined Up
- Continued from page 30

went as DJ and Gordon Smith, who first brought the Hillbillys to America a year ago and got them a contract with RCA, and a session with Bobby Bare. Now an independent producer, he heads an organization known as Country Music Enterprises, and has an Opry Publications, Ltd. He prints a monthly magazine titled "Opry" which deals with everything from biographies to discographies. Smith brought with him British recording artist Phil Bradley and sought contractual arrangements similar to those obtained a year ago for his other group.

ASCAP VETERAN Charlie Tobias accepts from president Stanley Adams a silver bowl inscribed with the society's appreciation for the contribution to music made by Tobias.

LATE REGISTRANTS line the walk in front of Nashville's Municipal Auditorium for the 43rd anniversary celebration of the "Opry" and the CMA convention.

BILLBOARD'S ACHIEVEMENTS
- Continued from page 2

BILLY SHERILL holds one of the BMI writer awards presented at the banquet in Nashville. Left to right, Frances Preston, Edward Cramer, Al Gallico, whose firm published all the Sherill hits, Glenn Sutton and Sherill.

RCA'S ARCHIE CAMPBELL and Monument's Billy Walker display the "Grand Ole Opry" 43rd birthday cake, as Mayor Beverly Briley looks on.

MAYOR BEVERLY BRILEY presents the city's "Matronum" award to Tree Publisher Inc. president Jack Staggs for his contributions to the music industry. The "Opry's" Ray Auff looks on.

Yesteryear's Country Hits

Change-of-pace programming from your listeners' shelves, featuring the disks that were the hottest in the Country field 5 years ago and 10 years ago this week. Here's how they ranked in Billboard's chart at that time.

COUNTRY SINGLES—5 Years Ago November 2, 1956
1. Love's Gonna Live Here—Red Sovine (Columbia)
2. Talk Back Trembling Lips—Ernest Riddle (MGM)
3. 8 X 10—Bill Anderson (Decca)
4. Make the World Go Away—Roy Price (Columbia)
5. Alabama—George Hamilton IV (RCA Victor)
6. You Combo Her Hair—George Jones (United Artists)
7. Cowboy Boots—Steve Dudley (Capitol)
8. Mountain of Love—David Houston (Capitol)
9. Faded Love—Patry Cline (Decca)
10. Thanks a Lot—Ernest Tubb (Decca)

COUNTRY SINGLES—10 Years Ago November 3, 1958
1. City Lights—Roy Price (Columbia)
2. Squares Along the River—Rank Thompson (Capitol)
3. There's a Million—Young Couple (Capitol)
4. All Over Again—Johnny Cash (Columbia)
5. You're the Nearest Thing to Heaven—Gene Apple (Columbia)
7. Blue Bay—Joe Reeves (RCA Victor)
8. Give Myself a Party—Ron Gibson (RCA Victor)
9. Country Music Is Here to Stay—Sonny Cahn (Capitol)
10. Tennessee County Jail—Webb Pierce (Decca)

BE PART OF THE BILLBOARD HORDE

Country Music

Backstage at the Dot Luncheon show are Bill Compton, of the Compton Brothers, Janie Trask, Tom Compton, Jack Barlow and Harry Compton.

Forty-Seven Acts of the "Grand Ole Opry" crowd on stage for the finale of the WSM breakfast observing the birthday of the show.

NOVEMBER 2, 1968, BILLBOARD
Billboard Award

49th Annual Billboard Awards

December 10, 1959

Union Club, Los Angeles, CA

Host: Bobby Darin

Presentation: \*

- Continued from page 34

The Great StoneWALL JACKSON

Today StoneWALL Jackson is more popular than ever. And great country songs are just great.

This album combines both.

And it's a combination that's bound to remain constant—right on the charts.


TAMMY WYNETTE and Glen Campbell, female and male "Vocal of the Year" at CMAs Awards show.

Country Scene

Nashville

WSM PRESIDENT Irving Waugh announces a feasibility study leading toward new " Opry" house and a complex including an amusement center to be known as "Opryland."

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Musical Instruments

Instruments Hold Key For Electronic Music

By RON SCHLACTER

CHICAGO — Although electronic music has been on the scene for some 15 years, it is now on a threshold.

This is the evaluation of Robin McBride, product manager of Electronic Records. The avant-garde label of the Mercury Record Corp. is noted for its product in this area.

"The next six months will see some surprising developments in records," said McBride, "and the next two years will see broad use of electronic music and hopefully commercially available instruments for this music."

"I do believe strongly that as electronic instruments are developed, they will be heavily used in the pop field. Right now, a lot of the instruments

Accordian Event Picks New York

NEW YORK — The 1969 World Accordion Championship, the 22nd annual "Concorso Mondiale" of the International Confederation of Concertists, will be held in this city. The event, which is scheduled for Aug. 6-8, has its headquarters at the Hotel Commodore.

RUTH WHITE, an artist-composer of the West Coast, is shown here creating her own brand of electronic music. Miss White, whose first album, Light of Line, will soon be released, believes much of today's electronic music is sounding the same.

The computer stigma is really a false stigma. Like any other music, electronic music can be as interesting or boring as the performer cares to make it. The talent is still in the composer-arranger.

"We are not even close to where a machine will take over a valid arrangement. The mind is still superior. With electronic music, it's just that we've come up with a new type of instrument."

While portable electronic instruments are greatly needed for live performances, one very important item in the field has been on the market for some time. This is the combo organ.

Goetz Restaurant

COLUMBUS—Lloyd Goetz, who has operated the Goetz Music House here for many years, has ventured into a second business, the new Leipzig Haus on East Livingston Ave. The restaurant's menu features violins and mandolins, a reminder of the owner's first love in business.

H & H Managers

HAMILTON—Woman Cunningham has been appointed manager of the H & H Music Store here, to the Northwest Shopping Center. Meanwhile Fred Camp has been named manager of the Morris Plains Shopping Center outlet.

We don't just supply quality phonograph needles—we supply everything you need for greater sales and profits. Our MAKE IT EASY merchandising program makes Fidelitone the profit line. Join the many leading department and music stores already practicing what we preach. Fidelitone offers you:

- Quality products
- Top-notch service
- Sales training
- Easy-to-use replacement guide—displays complete in the industry
- FULL LINE of replacement phonograph needles
- Footprint inventory management program
- Plus sales aids and P.D.P. materials

Contact your local authorized Fidelitone distributor for complete details on his "Magic Touch" merchandising program.
Heartwarming Satrates Country DJ's in Drive on Gospel Singles

NASHVILLE — Heartwarming Records is making grounds into the country disk jockey field, hoping to broaden gospel markets in the single record field. Bob McKenzie said Heartwarming has mailed to 2,000 country disk jockeys three singles pulled from albums by gospel groups.

"These are singles which are of extraordinary interest to country people," McKenzie pointed out. "The sale of singles is relatively rare in the gospel field, so we have hopes of selling them country.

The record company executive said the albums themselves have been mailed to gospel disk jockeys, while the singles pulled from the albums have gone to the country stations. The first of these is from an album of the Singing Rambos titled "An Evening With the Singing Rambos." The "A" side of the single is a tune written by Dottie Rambo, "Where Did All the Good Folks Go." The tune is backgrounded with solid country sounds, and the "B" side of the record, also written by Dottie Rambo, is "If I Were My Brother."

The second single involving a man long active in both the country and gospel fields, Buddy Goodman, taken from his (HWS 1954) LP "Country Soul Inspiration," the single is "What Will We Tell Our Sons?" a powerful recital with country background, and "Old Uncle Andy (They Tore the Church Down)." The third single, by the Sego Brothers and Naomi, is from their album, "This World Has Turned Me Down." The plug side album title is "Good Morning Neighbor," a tune which has long been utilized by many country stations as a sign-off or theme song.

Panther Hall May Get Menu Of Gospel Music & Chicken

FORT WORTH — Panther Hall, long famous for its country music on Saturday night, may combine gospel music and chicken on Sunday.

J. D. Kuykendall, operator of the hall, said he is negotiating plans which may take him one of two directions. The first calls for the appearance of a strong gospel group on a Sunday afternoon at the 2,500-seat hall, perhaps with a chicken franchise to feed the people their post-church meal.

"We would get the people between church in the morning and the evening services," he said, "and would not conflict in any way with any gospel groups performing on Saturday night."

The second alternative would be to take the star of the Saturday night country show at Panther Hall and keep him over to perform nothing but religious music on Sunday afternoon, thus getting a double-date.

"All of the country artists know a lot of religious music and if we can't get the gospel groups to come in we'll go that route," Kuykendall said he planned to negotiate with one of the chicken franchise owners to have the chicken dinners catered and brought in, and have something similar to an all-day sing with dinner on the grounds, except that it would be inside the hall.

There would be no conflict with the current booking by W. B. Rowia, who brings in gospel acts on an irregular basis on Saturday nights. Kuykendall said, "I've talked with Mr. Rowia about this, and he understands what I'm trying to do," he added.

"I can give them the advantage of 52 weeks a year," said Kuykendall. "In addition, I have an hour-long television show each Saturday afternoon which I can use for promotional purposes. And, on Saturday night, I can promote the show the next day."

People All Over the Country Want to Spend an Evening With Buck, Dottie Reba & Ken... The Singing Rambos

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21 Latimer St. Toronto, Canada

WHY NOT GIVE THEM THE CHANCE
WRITE:
Heart Warming / Impact
136 4th Avenue N.
Nashville, Tenn. 37219

P.S. Watch for their new single (Heart Warming / HW 5087) "Where Did All The Good Folk Get?" b/w If I Were My Brother

Shape Notes

Wendy Bagwell and the Sunshine Lighters have signed a new contract with RCA. Darrell Rice is to produce the sessions. The group will continue to live in Atlanta, and to record in Nashville. The Nov. 1, Anniversary Sing at the War Memorial Auditorium in Nashville will be the 21st consecutive show in the city. On the following night, it will be the same situation in Atlantic 21 consecutive years of the sellout show. Mr. and Mrs. Lee Beasley are parents of a new son. The Stamps Quartet now have eight men, four singers and four instrumentalists. On the drum now is Billy Blackwood, son of all-time great James Blackwood, while Tim Cazzy is playing guitar. Tim, a teen-ager, was hired directly from the Stamps' Conservatory where he showed outstanding promise, who since has born fruit... Dates for the 1969 Gospel Quartet Convention in Memphis have been set for Oct. 8-12, and reservations are being accepted already for next year. The convention recently concluded was the greatest gathering of singers and fans in the history of the 12-year-old convention.

NOVEMBER 2, 1968, BILLBOARD
**Concert Review**

**Bavarian Symphony Makes An Impressive U. S. Debut**

**NEW YORK**—The Bavarian Radio Symphony Orchestra made an impressive U. S. debut at Carnegie Hall on Oct. 7 as Rafael Kubelik's third concert to visit North America. The program included Tchaikovsky's "Sinfonietta," and Bizet's "Symphony No. 4." (Continued on page 35)

**NEW YORK**—The Bavarian Radio Symphony Orchestra, conducted by Rafael Kubelik, made its U.S. debut at Carnegie Hall on Oct. 7 as part of its American tour. The program included Tchaikovsky's "Sinfonietta," and Bizet's "Symphony No. 4." (Continued on page 35)

**Newspaper Article**

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HOLLYWOOD—Angel Records has joined the classical single field with a plastic disk designed to sell on its own and also promote the new Me- lodi-Angel recording of the "Carmen" ballet suite, adapted by Robert Schrader from Biz- ets opera. The single was the "Cor- dale II" for strings and percussion backed by "The Changing of the Guard" with Charles Rodney conducting the Bolshoi Theater Orchestra. Covers of both the single and the album feature a color photo of the Bolshoi Ballet production and Schrader's wife.

Hannikainen is Dead at Age 72

HELSINKI—Tauno Hannikainen, Finland's most widely known conductor, died here on Oct. 11. He was 72. Hannikainen conducted in Vienna, Milan, Paris and Berlin from 1924-1945. He had a director of the Finnish Opera from 1922-1927 and the Turku City Orchestra from 1919-1940. He toured the U.S. in 1944 and later was conductor of sym- phonies in Boston, Chicago, Cugl and Dutil. He was ap- pointed director of the Helsinki City Orchestra in 1943, a post he held for 12 years. Known as a Soviet conductor, Hannikainen appears with the London Sym- phonies in every disk of that composer.

Moravec plays with brilliance

NEW YORK—Pianist Ivan Moravec gave a brilliant virtu- oso recital at Philharmonic Hall on Sunday (20). Included were Chopin's '24 Preludes, Op. 28," which are not part of the nation- al Society recordings credits. Beethovens Sonata No. 23, appeared at a faster pace than is usual, but with flawless technique and oval shape, the program opened fittingly with a great selection. Janacek's "Son- nata, October 1, 1902," a moving piece, delicately played.

Moravec, until recently a resident of Prague, replaced the Russian pianist Bella Davivdovich in the opening concert of the Sun- day International Festival of Pianists. His three encore ends with a glowing "Waldesfliess."—FRED KIRBY

'SINFONIA' Cut by Columbia

NEW YORK—Columbia Records has stopped recording with the American "Sinfonia" Oct. 12 with the Swing Singers and the New York City Symphony. The same forces premiered the 28-minute work at Philharmonic Hall on March 12. The recording was an outstanding five-minute performance, but the Columbia label reportedly decided against it.

Baldwin Sale

HOUSTON—Baldwin Lively Piano and Organ Center has opened this doors at 2601 Main. A great grand opening, featuring Baldwin pianos and organs was concluded Oct. 15.

Classical Notes

'Tosca' Comes Up Rose

NEW YORK—Lucy singing by soprano Birgit Nilsson and tenor Franco Corelli highlighted a spirited performance of Puc- cini's "Tosca" at the Metropolitan Opera on Monday (13). The performance, under the baton of conductor Gianandrea Gavazza, was a tour- de-force. Miss Nilsson, a gifted soprano, has appeared on London Gramophone, and her portrayal of Tosca was received with ovations from the audience and critics alike. Miss Nilsson was backed by the fine singing of tenor Franco Corelli as Cavaradossi. Miss Nilsson's voice has grown in power and range, and her portrayal of Tosca was a tour-de-force. Miss Nilsson has also been heard on RCA and has recently recorded for Deutsche Grammophon.

...Continued from page 38

his Cleveland Orchestra debut on Thursday (3), was the soloist in the opening concert of the Queen's Symphony Orchestra on Sunday (2). The program will be repeated on Monday (28). The concert is sponsored by the Queen's Symphony Orchestra, and the performance is free to the public. The concert will feature a variety of music, including a concerto for orchestra by Tchaikovsky.

Baldwin Sale

HOUSTON—Baldwin Lively Piano and Organ Center has opened its doors at 2601 Main. A grand opening sale, featuring Baldwin pianos and organs was concluded Oct. 15.

-FRED KIRBY

BILBOOARD CLASSICAL BEST SELLING CLASSICAL LP'S

Classical Music
Motorola Promotes 'Fenwick' For Christmas Spectacular

CHICAGO — Motorola, Inc., announced here last week that it will sponsor the premiere telecast of a new Christmas story entitled "Fenwick," in several major cities, including Chicago.

Area viewers will be able to watch the spectacular which tells the story of the power of love and faith, Dec. 1 on WBBM-TV from 6-6:30 p.m., with hopes that the "Fenwick" will become a seasonal classic. Motorola is considering a national television schedule for the show next holiday season.

"Fenwick" will star veteran actor Walter Slezak as narrator and Santa Claus, songstress Anita Bryant in an inspirational finale, Michael Tink of "Juliet" in the title role and Johnnie Whitaker of "Family Affair" as Snap, the foreman of Santa's elves.

The writer of "Fenwick" is Joseph Schrank, who scripted Rodgers and Hammerstein's "Cinderella," "Smokey the Bear" and Shirley Temple's "Beauty and the Beast." The producer is Peabody Award winner Henry Jaffe.

In association with the premiere telecast, a deluxe book and record edition of "Fenwick" will be available to Motorola dealers. The record, a 12-inch stereo LP. is produced by Fenwick Industries and includes "Fenwick," Santa's Workshop, "What a Land Santa Land," "Reprise of Fenwick" and Miss Bryant's inspirational finale, "Keep Thy Faith Children."

Motorola is planning a community service program in connection with the premiere telecast.

Urge Small Businesses To Utilize Computers

ST. LOUIS — More than half of the 40,000 computers in the U.S. are small scale and by 1980 it is estimated that 60,000 of the then 85,000 computers will be small models. This is the estimation of Dr. Saba, manager, small computer marketing, General Electric, who thinks more small businesses should investigate the use of computers.

By "small," de Saba said he means a computer that ranges in terms of monthly rental from $1,000 to $3,000. Many small computers, he said, can do work previously only possible on larger machines. He lists such chores as inventory control, payroll figuring, billing and accounts receivable handling.

Many record retailers are already utilizing some form of inventory tagging. A number of distributors and rack jobbers have gone heavily into merchandise ticketing programs. As one example, a salesperson, considering the rental of a computer, de Saba, who addressed a group of associations here recently, said, "A small computer is justified from a cost standpoint whenever some of the equipment utilized to handle routine office jobs within the company is in the neighborhood of $500 to $700 per month."

He said that stock control was probably the single most important aspect in considering a computer. A distributor recently increased his stock turnover from 15 to 17 per cent after renting a computer, de Saba said.

The computer expert advised businessmen to study computer applications in companies comparable in size to theirs and to look for computers which have sufficient flexibility to allow low for different "peripheral" units. Such peripheral units would include card readers, card punchers, paper tape readers, magnetic tape handlers and disc drives.

Hi-Fi Show

LOS ANGELES—The High Fidelity Music Show opens here Wednesday (30) at the Civic Auditorium under the auspices of the Institute of High Fidelity, with two days of high fidelity displays and demonstrations of their hi-fi and stereo component lines during Wednesday and Thursday.

A series of seminars explaining equipment, uses and techniques will be given. As a consumer incentive gimmick, manufacturers will receive a bonus saving certificate which will allow them a saving on component purchases of at least $200. The certificate excludes non-trade merchandise or products by special franchise limitations.

Radiation Safety Act Spells Out More Time for Record Keeping

WASHINGTON — Retail dealers and distributors of color TV's and other electronic products will have some new record keeping to do, now that Congress has passed the Radiation Safety Act, enabling the Health, Education and Welfare department of the government to investigate and outline standards for sale of levels of radiation to protect consumers.

Dealers and distributors will have to keep records of purchaser's name and product identity for all products costing $50 or more, on which HEW sets safety standards for radiation emission.

The retailer does not have to forward the information automatically to the manufacturer (dealers would have to keep records on their own), but may elect to hold onto his records unless he is called on to report to the manufacturer and—or HEW in cases where sets that violate the new standards must be called in. He must notify the manufacturer and HEW that he is electing to keep his records until they are required. If he does not place the records with the manufacturer, the latter must keep them confidential.

Everyone will have ample time to comply with standards, since the law sets the effective date two years from the setting of the safety standards. The standards will be evolved by HEW working with a 15-member advisory commission made up equally of government, manufacturer and consumer representatives.

Some senators were dissatisfied with the price limit of $50 and up, which was set to save dealers the job of record keeping on various small-ticket items. Consumer groups want the $50 price floor a periodical review to make sure that has not been fixed too high to protect consumers from any possibility of "significant" radiation injury (which includes genetic injury) in cheaper sets and electronic gadgets.

The bill makes manufacturers responsible for repair, replacement or refunding of money on any color TV set or other item that is in violation of standards or is faulty in service of source of injury to the buyer. The bill eases the burden by providing that even if a color set is technically in violation of a standard, if it can be proved non-harmful to health, the manufacturer does not have to notify the dealers or recall the sets.

The manufacturers must certify any product that comes under established safety standards for radiation emission, and provide a certificate for the item. The manufacturers can set up their own testing programs, as long as HEW is satisfied that they safeguard the consumer and bring the product into conformity with the established standards. HEW is to make a continuing review of the test programs.

(Continued on page 41)
Safety Acts Mean More Record Keeping

- Continued from page 41

In past, inspection is limited to the safety-check segment of the assembly line. The government can inspect the manufacturer's testing program only if HEEW has "good cause" to believe it is needed. Example would be if the product violates the standards are set by a few rules, but the manufacturer keeps on issuing and when the color TV or other product is clearly dangerous, even though standards may not have yet been established under the new legislation.

Before Sale

Further, the manufacturer's testing program has been found inadequate, he would have to take the responsibility of testing each individual set before he could certify compliance on it before sale. Once HEEW has found a manufacturer at fault enough to require inspection, the government can thereafter review his testing program with special emphasis on "reasonable times."

There is no power of seizure of dangerous product granted to HEEW in the bill,—an omission which, according to Staple Washington (Prof. Text), says he intends to rectify in future congressional action. Sen. Bartlett (Alaska), who has special interest in radiation safety law, also promises to work on the seizure aspect, "particularly at the next session."

In conclusion, the safety act is a necessary step in protecting the consumer against dangerous products. It is hoped that the testing program will be strengthened and that the government will continue to monitor the industry to ensure that products are safe for use.

To ATTRACTION NEW RECORDISTS and to make it easier for the neophyte to dive into tape recording, Robbins Industries Corp. has prepared a group of essential accessories in an attractive vinyl recordable Robins sale kit. The kit is priced at $9.95 and is available at your nearest outlet. For more information, contact Robins Industries, 17733 W. 15th St., Los Angeles, Calif.
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LARRY FINLEY:
Barnum and Shakespeare All in One

For most men, being a pioneer in the tape industry and successfully bringing an infant company—International Tape Cartridge Corporation—to a position of leadership in the field would be the achievement of a lifetime. For Larry Finley it was a wildly successful two and half years... but just another step forward in an outstanding career filled with a myriad of career achievements.

In his two years as President of ITCC, Finley saw his company bring in a gross income of some $15 million. He saw that company grow from a small one office operation to one of the three most influential firms in the industry. ITCC made it because Larry Finley has the four fundamental business virtues: vision, knowledge, energy and enthusiasm. When he sold his interest in ITCC, Finley did it with a feeling of supreme accomplishment. His feeling is justified because ITCC's growth over a short two year period is a reflection of the growth of the entire tape industry in the same time period—a growth to which he made a significant contribution.

As a prime mover in every area of tape configuration, Finley has to be credited with a pioneer's share in the fantastic explosion in four and eight track cartridge systems. After RCA, ITCC took the big step into eight-track stereo, at a time when four track was the key to success. Time has proven him a master prophet. His dynamic approach to selling tape broke open new marketing areas and accelerated the growth pattern of the whole tape industry.

In July of this year Larry Finley turned his back on the outstanding success he had created at ITCC and moved again to another beginning. With Jerry Tenney and Harry Bank of Omega Equities, he formed a new firm, North American Leisure Corp. Finley left ITCC because he had no equity in that company. He is a forty-five percent owner of NAL, however. As a subsidiary of Omega Equities, NAL will concentrate initially on tape products, but the entire entertainment spectrum is within the scope of NAL plans for the future. Omega has already acquired the Roulette and Starday record labels, and Finley has hinted at NAL activities spreading into television, radio, the audio-visual market, motion pictures and the worlds of the performing arts, theater, night club, etc.

Such diversified activities might seem beyond the talents of a man who has been an administrator and promoter of tape products, but Larry Finley is a man with a 40-year background in business, ninety percent of it in the entertainment trade.

In his 55 years, the president of the new NAL firm has done many diverse things as: having his own numerous popular radio and TV shows; founding his own radio network which grew 500 stations strong; producing his own motion pictures, owning and operating Finley's Credit Jewelers; owning and operating his own Hollywood restaurant; owning his own radio transcription business and owning and operating three major California ballrooms. At one point the indefatigable Finley was involved in the ownership of an amusement park, a radio station, his transcription business, three ballrooms, a jewelry store and a stuffed fruit business, all at the same time. Larry Finley was also among the first to form his own television production company and offer shows for syndication.

His background in the record business has been formidable too. Finley has served in executive capacities with three labels, Top, Dot and MGM. He was one of the first in the industry to see the highly profitable possibilities in the premium record. At MGM he developed and exploited the label's extensive catalog by interesting national product advertisers in the idea of using a self-liquidifying phonograph album, or specially prepared 45 r.p.m. singles, as a promotional tool. Through his efforts a special John F. Kennedy memorial set offered through the Longines Synphonette Society made $250,000 for the J. F. K. library. At MGM he used the company's catalog to create special disk packages for a wide group of clients ranging from Alemite CD-2 petroleum products to a highly successful Montgomery Ward campaign.

All of this experience is bound to stand Larry Finley in exceptionally good stead in his new capacity as President, founder and power source for North American Leisure. And once again, although he has been a pioneer in the tape field, a moulder of the industry's structure and image as it appears today, Larry Finley is still at work developing these ideas that will broaden and improve the tape market. He has an acute awareness of the present marketing and production problems that beset the business and has determined that NAL is the company to solve them. At the head of his NAL list are product and delivery. The company is specifically geared to zero in on two of the major causes of distributor and retailer anguish, hit product and the speed with which it is delivered.

To combat these twin evils, Finley has searched out excellent chart product on the Amy-Malia-Bell, Roulette, Project 3, White Whale, Tetragonomat, Kapp and Plantation labels among others, and then has concentrated on getting the product into the hands of his distributors in less than 48 hours. Unlike any other company in the business, NAL guarantees a 100 percent fill of order within 48 hours. Jeannie Riley's "Harper Valley P.T.A." smash on Plantation is a perfect example. While the record was first breaking on Top 40 radio stations around the country, NAL's production facilities were already pouring out cartridge product on the hit. Less than 48 hours from the time product was manufactured, it was in the hands of distributors around the country.

Solving the production and delivery problems is one facet to the Finley plan for success, but the larger and more important part can be summed up in two words: create and promote. By far, these two aspects of his business scene are closest to his heart. Larry Finley is by nature a showman. He loves excitement, the thrill of sensing audience reaction and the feeling of accomplishment that comes with pleasing large masses of people. Throughout his career he has always concentrated on what he felt were the good things in the entertainment world and then promoted the "hell out of them." He is aware that nothing sells itself. "People do not buy what they do not know, have not heard and cannot see," he says. "Product awareness is essential on every marketing level. The ultimate consumer has to hear, see, read of and then talk about your product to friends and acquaintances. To accomplish this a product must be brought to his conscious mind in every way possible, by every means available. It must be displayed, advertised, publicized and sold in any and all combinations of printed and spoken words; with and without pictures."

In something less than three months with NAL, Finley has already begun to roll his promotion-exploitation steam roller. This special trade newspaper section is a typical example. Typical too are the deals he has cut to have his product exposed on television on "The Dating Game," twice a month, and once a week on "The Newlywed Game" (see separate story). Unusual and promotion minded too, is his idea for the creation of a hospitality suite for distributors, buyers and retailers (see separate story).

In every way possible, Larry Finley is moving to make his company, North American Leisure Corp., the hottest property to hit the entertainment scene since the stone age. Knowing his past record of accomplishment it is a safe guess to assume that NAL will come across to the trade and the American public like Shakespeare and P. T. Barnum all rolled into one.

Special Market Profile Sponsored by North American Leisure Corp.

NOVEMBER 2, 1968, BILLBOARD

NAL-3
Acquisitions Trigger Omega Growth

As a subsidiary of Omega Equities Corp., North American Leisure Corporation is a member of one of the most dynamic and sophisticated financial organizations in the country. Eight years old, Omega is publicly owned, originally a real estate company but now geared to diversification and growth, and under the leadership of its President, Jerry M. Tenney, the company has made significant strides in a number of industries.

Sound investment, solid acquisitions with forseeable growth potential and aggressive management seem to be the keys to Omega's growth. Effective in January 1971, Omega acquired National Audio Logic Corp. (NAL) and has made major acquisitions on both the East and the West coasts. In September, Omega President Tenney announced that the company had acquired all the stock of Raleigh Music, Inc., of New York City and Baltimore. Raleigh Music manufacturers is described as a manufacturer of quality suits, sports coats and slacks for men and the second largest manufacturer of men's formal wear in the United States. The company makes the Raleigh, Wall Street and Domino brands.

In one of its most recent announcements Omega Equities announced that it had reached agreement in principle to acquire Rajac Industries, Inc., a diversified firm which controls the Omega, Tucson, Arizona-based holding company. Publicly owned since 1961, Rajac is engaged in agricultural land development, meat operations and low cost foreign housing and construction.

The company, through its director of Acquisitions, Larry W. Baek, is constantly on the lookout for new properties with solid growth potential.

NAL Story: Leisure Time Is Where It's At . . .

The North American Leisure Corporation is a subsidiary of Omega Equities Corporation. The company was incorporated by Larry Finley because he sees the leisure time market as one of the most volatile areas of business in the coming years.

Finley formed NAL in July of this past summer, and by August 1 he was forming a functioning company. North American Leisure's initial entry into the entertainment market has been made through a field in which Larry Finley is a pioneer. The pre-recorded tape industry.

Finley formed NAL because of the specific needs within the industry that needed tending to. He has addressed the need for top quality tapes and is already establishing his company into a prominent place in the music industry. Larry Finley also formed NAL to bring the enormous room for growth that the entertainment and its allied industries will have in the near future. The growing affluence and shorter work time of the average man in the industry in the coming years should make leisure time activities an especially attractive field.

So far, Larry Finley has directed his activities and his sales efforts to both the service and product organization. He has instituted new policies meant to solve basic distribution problems: getting the distributor and the retailer to work together.

Other portions of this edition outline the details of these plans much more clearly, but in a nutshell what NAL is doing is to take the fast-paced pipeline for production that will accelerate the movement of cartridge tape, cassette and reel-to-reel.

He is using conventional tools to accomplish this, but in a most unique way. An incoming WATS line is one example. Any dealer or distributor may phone NAL's main office for information (in the case of a dealer) or place an order (in the case of a distributor) free of charge on the companies incoming WATS line. NAL guarantees 48-hour service. If the distributor does not have 90 per cent of his order filled within four hours, NAL will give 5 per cent of the dollar value of distributor's order free, with no limit on order size.

To the future: Larry Finley is taking an active interest in records, television, the audio/visual market, and whatever else might be construed as being the leisure market. "Leisure industries are the key to tomorrow's business," Larry Finley says, "and NAL is at the core of tomorrow's leisure."
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and
BUNNY SIGLER - THE PRODUCERS
Diversification: Keys Company's Goal

The North American Leisure Corporation was created by Larry Finley because he believes that the future of the entertainment industry will be found in companies that control and coordinate a multiplicity of different media. "NAL may be starting out in the tape field," the president of the firm said, "but that doesn't mean that tape is out of interest." Finley believes that the entertainment scene is so diversified and yet so interdependent that any company that attempts to make a success of any phase of the world of music, motion pictures, television, etc., today must become involved in many other phases of the entertainment complex.

"Thanks to Omega Equities Corporation which has made it all possible, NAL is out front in the diversification process." In his statement Finley was making reference to the very astute and aggressive action Omega Equities Corp., NAL's parent company, which has taken in the formation of the music complex so far. "In the few short weeks that we have been operating," Finley said, NAL has been formed and has established a foothold in the tape market. At the same time, Omega has been scouting out other properties in the entertainment industry that would complement the NAL operation. As a result the company has contracted to purchase Roulette, and its Tico, Allegro, Latin Soul, and other associated labels. Omega has also acquired some of the foremost music publishing firms including Robert Mellin Music, Vicki Music, and to acquire the Big Seven and other prominent music publishers.

Finley continued, "But I believe that these first few Omega acquisitions will be considered child's play when we look at the true scope of Omega influence is realized, especially when we announce the acquisition of other prominent recording artists, songwriters and producers, all of which will greatly aid NAL."

Finley believes that as far as NAL is concerned, the company is starting to move into other show business areas in less than a year. "Entertainment is the backbone of leisure time," NAL and NAL is the backbone of entertainment," he said that future Omega acquisitions would be seen over the next few months which would shake the music and allied industries to their very foundations. "I believe that the Omega-NAL setup is the most advantageous of any I have seen in business today. Emerging out of it will be a complex of inter-related entertainment companies that will make NAL, a high-powered and efficient conglomerate with an all-media focus. Our plan of activities will reach into every facet of the entertainment industry; television, the audio-visual market, records, tape, motion pictures, instrument manufacture, TV production, equipment, record pressing and many, many more communications fields," he said.

"I know that we can guarantee," Finley concluded, "Exciting new projects for producers and dealers and a huge stake in the future to all those people who have the faith in us today. North American Leisure is at the core of the leisure time explosion, and the fallout will carry it into every phase of leisure activity."

NAL Sets Premium Position for Super 8

The creation of special and premium albums in the recent industry trend is of importance to almost all major labels in the business today. Almost any company with access to a catalog of depth has ventured into the business of producing specialty and promotion LP's for advertising agencies and nationally advertised manufacturers.

To date, however, little if anything has been done in the premium area when it comes to prerecorded tape, despite the fact that tape has all of the advantages disk music has, plus a few—like mobility and ease of handling—that disk recordings don't have. In his capacity as American Leisure Corp., under the direction of Larry Finley, president, plans to make a concentrated effort in the premium field using the firm's Super Stereo 8 and cassette configurations as the main weapons of attack.

The premium field should be a natural for Finley to enter because he has a long and successful history in that specialty area. While with MGM-Verve Records, Finley headed the company's premium department and was responsible for a number of significant industry breakthroughs. One of the most successful of his endeavors was a special John F. Kennedy Memorial package—a multiple album set—that he assembled. This package was offered through the Longines Symphonette Society and the sale of the package realized over a quarter of a million dollars which were donated to the John F. Kennedy Memorial Library.

In addition, Finley was instrumental in doing packages for the Alemite CD-2 petroleum products company. Besides directing and producing an album for the company out of the MGM and Verve catalogs, he also recorded a special Jingle for the company which proved extremely successful. Other clients included Montgomery Ward, White & McKay Scotch and various other nationally known products.

Finley sees the prerecorded tape market as a potentially significant and lucrative area for NAL. "With the flexibility of cartridge and cassette configurations and its quality of sound, the possibilities are limitless. Just on the trade level alone, the cassette and the cartridge give you the opportunity to reach distributors, their sales and promotion people and high level executive personnel. They can visit these accounts or travel to and from work."

The cartridge and the cartridge as a selling tool are unique in that special instructions to salesmen promote the image and the cartridge can be prerecorded onto a handy cartridge which the salesman listens to and then plays for his accounts. Onto the same trade tape a sales manager or president of a company can explain the firm's policies and programs himself. "Music," Finley said, "is only one of 178 applications for the cartridge."

"In the consumer market," Finley continued, "the possibilities are likewise limitless. This same kind of personal quality can be brought forward to create an image of warmth between manufacturer and consumer. Between specifically programmed pieces of music or spoken word product, a national product can be sold—almost subliminally. In the same way, a specific artist-singer, actor or other celebrity—can be brought to sell a nationally recognized product, thus providing continuity for television and radio campaigns that also feature the celebrity."

Still another feature of the tape premium album is a combination of blank and pre-recorded tape, whereby consumers are invited to participate in contests, games and other traffic building promotions. And then too, existing music catalogs can be put aside. Original shows, commercials and other material can be recorded on cartridge and cassette which again carry the continuity of sales programs in a highly entertaining fashion, according to Finley.

"You can be sure," the NAL president concluded, "that NAL is going to be first and the biggest in the field. Tape is the next and best medium for premium purposes, and NAL's tapes are going to be the best creatively and technically."

WILLIAM C. BISHOP

Vice-President, Production

One of the key positions with any manufacturer is the highly sensitive one of new product planning and development. Another is production supervision. The duties of William C. Bishop, North American Leisure Corporation's Vice-President in charge of Production, encompass both of these areas.

From the time a contract is signed to produce tapes for a leading company, Brandt is totally involved in every aspect of bringing the product to market. His responsibilities range from repertoire selection, to new concepts in packaging to the final production of merchandise in time to meet the fast shipping deadlines which are a vital element in NAL's service to its customers.

None of Bill Brandt's responsibilities are new to him. He has a solid background in both production and marketing. Joining Ampex Corporation in 1963 as Tape Sales Promotion Manager, he soon advanced to the position of Special Markets and Repertoire Manager for Ampex Stereo Tapes. His liaison with recorders, and selection of albums to be produced, made him a key factor in the growth of the Ampex catalog from open reel tapes only, to a product line including cartridges and cassettes.

Bishop's career history also includes international marketing management positions with the Brunswick Corporation and A. B. Dick Company, and account executive experience with a Chicago advertising agency. A graduate of Miami University of Ohio, he is a member of the National Academy of Recording Arts and Sciences. He will headquarters in NAL's New York City office, and now resides with his wife and three children in Harrison, New York.

ALLEN ROSEN

Assistant to the President

In Allen Rosen, Larry Finley has an assistant to the president who is eminently qualified to provide the know-how that is utterly essential in the sales and marketing of his products. Rosen is a music and tape sales veteran with a wealth of knowledge on the distributor and manufacturer levels.

He cut his teeth in the industry working for distributors in the New York and New Jersey areas and then moved on to national sales management post with Fiesta Records. Rosen entered the tape field and soon rose to the position of national sales manager for the then large company, TPCO. He joined Finley in September of 1968 when the NAL president formed his new company.

Rosen views today's tape market with an astute eye that is invaluable help in today's highly competitive scene. Finley calls him, "My strong right hand. The kind of executive with the kind of general know-how that it takes to make a go of it in this industry." The kind of man who will help us direct NAL's tape cartridge and cassette divisions to leadership within the industry."

NAL 8

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NAL Spins Country Sound on Tape

Special programming is one of the many important factors in the tape cartridge and cassette field. The ideal package, studded with hits, makes for tape product with high sales appeal. North American Leisure Corp. has created a specialty series in its Super Stereo 8, cassette and open reel line that looks like it has that something extra that spells success. It's a special country music line called "The Tennessee Sound Series."

"The Tennessee Sound Series" contains 20 top hits in the country and western field. It is a "walk-n-talk," which means that it is a double-length, 8-track cartridge, cassette or open reel that sells for the same suggested list price as the normal configuration, but has twice the amount of music with twice the number of hits. In this case the Super Stereo 8 unit sells for $6.95, the cassette for $7.95.

The selections that fill the 12 different volumes in this series are drawn from the rich catalogs of a number of the leading labels in the country and western field. And the imposing roster of singers and instrumentalists on each of the cartridges reads like a country and western hit chart listing. One immediate example is the inclusion of Red Sovine who has had a string of solid country items over the past two years or so, including "Gididaw-Go" which can be found on volume 1. Then too there's Minnie Pearl, one of the most original comedy stars of the country circuit. She has also shown recently that she was a way with a song that is distinctly unique.

The country and western super-star George Jones is included in the "Tennessee Sound Series" of Twin Paks as are Flatt and Scruggs. These two artists have been almost as hot as the charts in the country field. Just about every TV viewer and movie goer knows that they created the music for the "Beverly Hillbillies." The hit song "Man of Constant Sorrow" and their "Foggy Mountain Breakdown" was used as the theme for "Bonnie and Clyde." This tune is featured on volume 2 for the Super Stereo 8.

Of equal stature with these country acts in the super-star class is Johnny Cash, who is also presented in the "Tennessee Sound Series." Cash has been an influencing country and western star for more than 10 years now and some of his most famous performances are included in the packages in this series. In addition to these artists a great many other very solid country stars are presented.

The series is also studded with some of the other great contemporary names in country music. Buck Owens is represented, as is Sonny James, with "I Wish This Night Would Never End," among other tunes. Putty Cline is to be found in the series with a string of fine selections, amongst them "Just Out of Reach." Some of the other top-flight artists are the Willis Brothers, Moon Mullican, the Stonemans, Johnny Bond, Roy Drusky, Faron Young, David Houston and Dave Dudley. Another special hit feature is the inclusion of product by Frankie Miller, especially "Black Land Farmer."

The great traditional names as well as the finest in contemporary country artists can be found in the "Tennessee Sound Series," the Stanley Brothers, Justin Tubb, Hawkshaw Hawkins, Charlie Monroe, Webb Pierce and the great Cowboy Copas all star. Included in volume 6 is "Alsham," one of the great country hits of all time.

The NAL "Tennessee Sound Series" figures to be one of the most important tape contributions to the world of country music. Individual selections on 8-track and cassette and open reel-to-reel are being merchandised singly and in a Twin-Pak, pre-pack. Distri tors are advised to stock the full series of 12 volumes prepackaged in a colorful self-merchandising carton which functions as an impulse display piece and counter top merchandizer.

Warranty Rx Relieves Dealer, Distri Headsaches

In an effort to cut down on distributor and dealer inconvenience and speed up customer service and satisfaction, North American Leisure Corp. has devised a unique warranty on all of its Super Stereo 8 cartridge and cassette product. The warranty stipulates that any defective merchandise should be returned directly to NAL rather than to retailer or distributor.

In an easily readable legend carried on all of its NAL packages, the company backs up its product by stating that the cartridge is guaranteed to be free from defects in material and workmanship for 30 days from date of purchase, under normal use. If the customer finds that it should be defective in that time period it should be returned for replacement at 50 cents for handling to the NAL offices, 1776 Broadway, New York City, N. Y.

In setting this policy, president Larry Finley of NAL stated that it was an attempt on the company's part to provide a more direct service to the consumer. "Any purchaser of NAL cartridge," he said, "has trouble with our product will find a replacement in the mail to him in a matter of days. The idea, of course, is to have a more direct line and to alleviate the replacement burden for the retailer and the distributor. "It's also quite obvious," he continued, "that the incidence of such a warranty on our product shows that we are really not expecting our customers will have trouble. We've taken the pains on the manufacturing side to make a superior cartridge product. And we expect that replacement of defective cartridges will be minimal, especially with the special techniques used for NAL's Super Stereo 8."

Jack Lewis, co-ordinator of Sales for North American Leisure Corporation, is a young man with a special touch in the tape, music, record-
AND ITS INTERNATIONAL FAMILY

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AND NORTH AMERICAN LEISURE CORP.
TO THE
WONDERFUL WORLD OF MUSIC

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Bell Sound Studios is proud to announce its association with North American Leisure Corp. Bell Sound has based its reputation on service within this community of music reproduction. A & B, one of the largest and most complete duplicating facilities in the world, is capable of duplicating, packaging, and drop shipping your product with the utmost in quality, care, and efficiency. Our equipment is marketed under the name of Electro Sound, Inc. This is a prime vendor and manufacturer of professional audio equipment including high speed duplicating machinery and accessories.
NAL Opens All-day Hospitality Suite

North American Leisure Corporation has come up with one of the most unique service and promotion ideas for the travel-weary distributors, buyers and retailers since the invention of the dry martini. Taking a cue from its very name, the company has opened a permanent 24-hour-a-day NAL leisure time hospitality suite in New York City at the firm’s home offices.

The NAL Leisure Suite is geared to assist distributors in any way possible while they are out of their own home towns and staying in New York. A staff will be on hand to provide them with help in securing hotel rooms, theater tickets (through special arrangement with the Newman ticket agency for prime locations for hit ticket shows) and the Leisure Suite staff is even prepared to secure baby sitters for distributors if needed.

Sales Team All Heavyweights

North American Leisure Corporation is putting together one of the ablest sales departments in the tape industry. Drawing people from both the record and tape industries, NAL president Larry Finley has built one of the most experienced sales teams in the business. The staff is evenly balanced with the greatest weight going to each man because of his personal knowledge and experience. Added together the total comes to more than 100 years of music industry experience.

Heading up the sales division of NAL is Sid Schaffer, a veteran sales executive of the highest order who comes to NAL from the post of vice-president of sales for Kapp Records. Schaffer bears the title of marketing director for NAL (see separate story).

Co-ordinator of sales for the new firm is Jack Lewis. Lewis comes to NAL from ITCC where his official title was assistant to the president (see separate story). It is his responsibility to see that smooth co-ordination exists between the various sales, production and merchandising wings of the company.

Irwin Schwartz is in the highly critical post of paying special attention to key accounts. As key account executive, Schwartz is specifically charged with the responsibility of servicing key distributors in the NAL operation. Schwartz comes to NAL with many years of experience in the record business. He comes from A.A. Records where he was assistant national sales manager.

Prior to that he had spent several years with Keystone View (a manufacturer of educational projection equipment) and he also worked for the Golden Records division of Golden Books. He was district sales manager for Golden. He has also owned his own business. Along with his knowledge of the music industry, Schwartz brings with him a knowledge of the audio-visual and children’s markets.

Director of special sales for NAL is Larry Sikora. Sikora comes to the tape industry from a particularly successful career in the record industry. He most recently held a key post with Liberty Records’ Sunset division where he was sales director for the East Coast. Prior to his joining Sunset, Sikora was national sales manager of Cameo Parkway’s Wynotte division and subsequently, national sales manager for all of Cameo Parkway. He was also assistant national sales manager of Premier Albums before joining O’P.

Rounding out the sales division of North American Leisure is Mort Weiner, another young, dynamic sales figure who has moved to the tape industry from the record field. Weiner comes to NAL from the job of national singles sales manager for Verve Records, the division of MGM. Weiner is a young veteran of the disk industry, having served with Columbia Southeast in Miami, Fla., and then moving into the job of District sales manager for Columbia covering the same section of Florida. Weiner came to MGM as local field rep and was quickly moved up to post and regional manager and then brought to New York as singles sales manager. With NAL, Mort Weiner will fill the post of regional manager.

Sharing sales duties with all these capable men is the president himself and his assistant, Allen Rosen. For those in the industry who know him, a call from Larry Finley usually means an order for whatever company he happens to be working for. Allen Rosen, of course, cut his eye teeth in the distributor networks of the music industry, and his judicious advice is of incalculable help to Finley and the rest of the sales force.

With a young, solid and knowledgeable sales staff, North American Leisure has the nucleus of a sales wing that will broaden and deepen as the company moves into other areas of the entertainment industry.
October 1, 1968: North American Leisure introduces the Super Stereo 8 and Super Quality Stereo, new dimensions in taped entertainment. For their tape packages, NAL found the best: cartridges and cassettes from Data Packaging Corporation.

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Manufacturers of precision-molded 4- and 8-track cartridges, EP and standard compact cassettes, and reels and cases for the computer industry.
This column appeared in Billboard on July 24, 1965. It marked Larry Finley's launch into the Tape Cartridge industry...we thought you might enjoy reading it again...The rest, of course, is history.

TAPE CARTRIDGE TIPS
by Larry Finley

We'll be in from time to time with this column to keep you informed on the fast growing continuous loop cartridge tape business.

We're going to be covering all phases of the industry. Today's column is slanted directly toward you who are in the record business. We are in a position to bring you additional revenues at no initial cash outlay on your part for your catalogues.

* * *

It's been a long time since "Mad Man" Munz started producing automobile stereo sets, and a lot has happened since Earl's start.

Now, there are many other manufacturers and importers who are trying to fill the constant growing need for the automobile stereo units as well as the home and marine units.

Some very substantial firms are in the business today: Craig, Ortronics, SJB, Automatic Radio, Telepro, Auto-stereo, plus many others.

Motorola and Philco have announced production plans, and almost every major manufacturer of appliances will soon have sets on the market.

* * *

Many in the industry felt that Bill Lear "muddied" the waters when he announced his eight-track principle. This did cause a great deal of confusion, but out of the confusion came something that is a tremendous lift for the industry...Ford's announcement that the Lear Cartridge Unit would be available as optional equipment in their 1966 line.

* * *

We are not in the business of manufacturing or importing units. Our business is confined solely to the production of completed tape cartridges.

We admire and respect our competition, but we honestly feel our knowledge and experience enables us to offer a superior tape cartridge, beautifully packaged in a record company's own distinct four-color cover.

* * *

If you would like to hear more about our new method of mastering (that makes each cartridge sound like an original master), about our packaging, merchandising and custom plan which enables you to supply your distributors, as well as have us handle sales in the automotive and electronic field, we would like to hear from you.
Special Label Sheds Light on NAL CARtridges

In order to provide product that is more identifiable, easier to handle and more attractive to the eye, North American Leisure Corp. has devised a number of unique packaging features for its product in both the NAL Super Stereo 8 cartridge, cassette and open reel lines.

The NAL cartridge is made of the most durable materials modern technology can provide. The unit is not boxed, but rather is shrink-wrapped so that original art, corresponding to the hit album, and all of the songs in the package can be viewed with ease.

A special feature is the special day-glo end tab. This is of special significance to both dealers and customers. The customer can easily read the title of the album while it is playing in his car unit, even at night, since the title strip on the end tab facing him is printed in luminous day-glo ink which can be read as easily in the darkened interior of the car as it can in broad daylight.

When the Super Stereo 8 cartridge is not in use, the tape is protected by a special sure-grip dust cap that keeps the recorded material from damage. This cap is specially fitted so that so that it will not work loose by itself.

EDP Speeds NAL Service

With electronic data processing playing a more and more significant role in the merchandising of albums and tape product in the music industry, North American Leisure Corp. vice president in charge of production Bill Bishop, has created a 10-character alpha-numeric coding system that may be of help to distributors and retailers in their inventory control and sales logging chores.

The 10-position system works in such a way that NAL product is coded according to licensor, number of LP's in the original package, price, configuration and original catalog number used by the record company.

In explaining the system, Bishop took as an example the new NAL/Super Stereo 8 cartridge PLO6-80031, Plantation's "Harper Valley P.T.A.," by Jeannie C. Riley. The first two characters PL refer to the name of the licensing label. The third character, 0 in this case, refers to the number of LP's in the package. Zero in this case applies to a standard package, equal to one LP. Two would indicate a double play, equal in time to the contents of two LP's, and three would indicate three LP's, etc. The fourth and fifth characters—in this case 06—indicate the suggested retail price $6.95. The five characters on the right hand side of the dash begin with the configuration of the album. In this case for Super Stereo 8 track, the digit 4 would indicate a four-track; numeral 6 indicates cassette; 3 means 3 1/4 i.p.s., open reel and 7 indicates 7 1/2 i.p.s., open reel. The final four digits are picked up from the corresponding stereo LP number. In this case Plantation's catalog number 0001. This combination of letter and digit coding will be applied to all current and future NAL releases with modifications where needed.

"Better Mousetrap" Cues NAL Rise

At the core of the formation of North American Leisure Corp., was the explicit need for quicker and more efficient service to distributors of new tape product.

For that reason, Larry Finley, president of NAL, has built the company's initial operation around the best service the recording industry to distributors.

In creating the "better service" idea, the company's sales and production departments have come up with a number of rather unique features offered by no other tape supplier in the business.

First and of paramount importance is the company's policy of filling at least 90 per cent of any distributor's order within 48 hours. This means that within two days time, the distributor in the field can expect his badly needed order to come rolling into his warehouse. Not only is NAL making this statement, but the firm is backing up its policy with a guarantee. The company is willing to give 5 per cent of the dollar order free to any distributor who does not receive at least 90 per cent of the order placed within 48 hours from receipt of the order at the NAL offices in New York City.

Another unusual feature of the North American "better service" plan is the installation of an incoming WATS line. This means that a distributor, at no charge to himself, can get instant communication with the NAL sales department by just picking up the phone and dialing 800-221-7276. Incoming WATS is something brand new that the Bell system has been installing around the country and the North American installation is one of the first to be placed in any New York area.

The company has also instituted a policy of prepaid shipments to any location 950 truck miles from New York City. Shipments outside this area will be sent by prepaid air freight if the order is 100 pounds or more.

Still another portion of the better service plan is the creation of a permanent hospitality suite where distributors can not only rest their weary bones, but get all kinds of personal services on a 24-hour basis. At the "Leisure Suite," it is known, a staff is on hand where distributors can phone in advance to secure hotel rooms, theater tickets and even baby sitters for themselves and for their dealers. The idea is to be as helpful as possible while the distributor is visiting New York.

Acceptance of NAL's initial better service plan has been enthusiastic by distributors throughout the country, and it is believed that further steps in the implementation of more rapid sales communication will be instituted as quickly as equipment can be found.

Blank CARtridges Planned

In addition to its growing line of hit pre-recorded tape product on its Super Stereo 8 cartridge, cassette and open reel lines, North American Leisure will soon introduce blank tape cartridges on which the consumer may record his own voice, his favorite records or other spoken word items.

The addition of blank tape cassettes to the NAL product line reflects the growing importance cassette equipment with recording as well as playback facilities is having upon the market.

NAL blank cassette tape products will be of the finest quality with faultless operation and maximum recording time features.

90 in 48—Or Else

In order to underline the importance North American Leisure Corporation places on speedily and efficiently filling orders, the company has instituted a policy of filling 90 per cent of any distributor's request for merchandise within 48 hours of the receipt of the order. And the company is willing to back this policy up by offering to give 5 per cent of the dollar order free if an order is not filled within the 48-hour time period.

Special Market Profile Sponsored by North American Leisure Corp.

nal-20

North American Leisure Corp., has special cassette racks for counter display and merchandising. The racks come in two types: a 20-cassette rack unit and another that holds 30 tapes. These two cassette displays come pre-packed with product geared to sell in specific areas of the country.

The cassette pre-packs have been carefully pre-packaged and pre-programmed to sell in given markets. Individual pre-packs are available for six different regions of the country, the Southeast, the South Central, Northeast, Northwest and West Coast areas.

The individual pre-packs are filled with music specifically designed to please regional audiences with their favorite artists and their favorite kind of music. "Tennessee Sound Series," for instance would be strategically distributed throughout the South Central South Coast and Southwest, but actually would sell in almost any market that has an affinity for the country music sound.

NAL President Larry Finley and Project 3 top scoring Enoch Light are pictured reviewing the new Project 3 product being issued on NAL cassette and open reel configurations. Among the Project 3 product being issued by NAL are 21 Trombones, Pearl Bailey, Tony Manola, Bobby Hackett and Enoch Light's performances.

Better Mousetrap: Larry Finley, president of NAL, demonstrates the company's policy of filling orders within 48 hours. His company has set up a hospitality suite for visiting distributors.
We're all going to enjoy more "leisure time"... thanks to Larry

Good luck to North American Leisure from Tape Distributors of America

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Bernie Block & Mel Albert and the entire staff of Empire State Record Sales wish Larry Finley and NAL "Congratulations and Continued Success"

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Empire State has a better idea
Tape CARtRidges and phonograph playback equipment are becoming so important that large mass merchandisers such as Zayre's and K-Mart are setting up complete stereo departments. Such departments, according to Morton Ohren, will end the confusion of whether CARtRidges should be handled in the record department, the audio section, or out where they sell tires.

In viewing this newest merchandising development, Ohren, who heads Tape Distributors of America, indicated that tape CARtRidges will remain with automotive equipment in these stereo centers. Such centers will not carry records, which are usually racked in a separate area by a different rack jobber.

Ohren said the automotive accounts probably does 50 per cent of the total tape business right now — of this, 80 per cent is 8-track. "But there is such a proliferation of accounts that it is becoming difficult to break out areas of merchandising into types of stores."

"There's a novelty store at the corner of Randolph and State in Chicago doing a terrific job in 4, 6-track and cassettes. This store sells all types of novelties. How would you classify this kind of account?"

**Categories**

Ohren breaks down the market into four basic categories: automotive, installation centers, electronic stores and record stores or departments.

He is servicing two types of automotive stores. Installation centers such as Tape City, the type of outlet that handles nothing but tapes, account for 20 per cent. Electronic stores account for 10 per cent and record stores account for 20 per cent, according to Ohren.

Ohren's view of the possibilities of the automotive end of the business is summed up in the word "infinite," since he guesses that only 10 per cent of these outlets are now carrying tape. In Illinois, for example, Ohren has 150 different accounts.

Ohren said Tape Distributors of America got into the automotive field "by mistake." Prior to our entry into automotive accounts last year, I was on a soapbox trying to get record dealers into tape CARtRidges. Finally I went after the automotive business.

Describing two basic types of automotive accounts, Ohren said, "One is the mass merchandiser, the 100,000-square-foot outlet like Zayre's or K-Mart. The other is the Western Tire type of outlet, strictly automotive."

"When we went into automotive accounts we made one mistake and so did our accounts — we approached them like a one-stop. If one of the clerks liked Johnny Horton, for example, the stock became top-heavy with Johnny Horton. We had problems."

"Finally we decided these accounts had to be racked. This is the way we do it. We have a carte blanche. We put in from 120 to 500 tapes, running right across every music category. The pieces are ticketed and color coded by month. We issue a re-call list once a month and know exactly where we're at all the time."

Ohren said all his automotive accounts handle the physical aspects of the inventory. "We rack from here in Chicago. We have five WATS lines and ship the product into the store."

Tape Distributors of America have a number of national representatives covering the country. Ohren said, "But these are account openers, they do not service the accounts once they're established. Basically, these are manufacturer reps who work with chain store buyers."

Ohren said pilferage was no particular problem in automotive type accounts because most merchandising is "under glass. Pilferage," he said, "depends on the type of outlet. If you're talking about a small store with close supervision, you can have tape - out in the open. The mass merchandiser must use cases."

Display is another problem, he said. "Too often, product is displayed heller skelter. The best way is to maintain displays according to music category."

Ohren said automobile accounts are moving 30 per cent 8-track and 20 per cent 4-track. "There is no cassette business in the automotive field yet and there won't be until the cassette hardware is out there," he said.

"As far as 4-tracks, it depends on the area. St. Louis is a strong 4-track market. So is the Southwest, Oklahoma and Texas. But up in Michigan they don't even know about 4-track."

Stores now setting up complete stereo sections, he said, will probably double their present inventory of tapes. "These stereo departments will consist of car radios, tape playback equipment, car record players, phonographs for the home and tapes."

"One typical store that just set up its stereo department recently had been carrying 230 tapes. They increased this by another 250 pieces."

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**Stereo Dept. Handles Equipment**

By E A R L, PAIGE

**A&B Exclusive NAL Duplicators**

Exclusive duplicators for North American Leisure product at the present time is A&B Duplicators, Ltd. of New York City. Under the direction of Al Weitnaph, president of Bell Sound, and Matty Polkoff, general manager of A&B Duplicators, Ltd., the company is currently turning out all of the product being released under the NAL ensign.

NAL Super Stereo 8 track cartridge, cassette and reel-to-reel tape merchandise is produced under the most stringent quality control at the A&B plant. This plant is a 17,000 square-foot complex with a capacity of 18,000 8-track cartridges per eight-hour shift and 9,000 for 4-track and cassette.

A&B employs a minimum of 60 workers on various shifts. The company has a facility that is composed of two separate duplicating facilities. Each facility consists of one master and ten slaves which function throughout the day.

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**A&B Duplicators master playback rolls tape for duplication on 10 slave units. A continuous loop master unit is utilized regardless of configuration.**

**Quality control checks for defects on all tapes produced by A&B Duplicators, Ltd.**

**Pictured above is a close-up of the winding process as it is done on A&B's automatic unit.**

**One of four machines, this automatic labeler has a capacity of 6,000 labels per shift.**

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**NAL-24**

Special Market Profile Sponsored by North American Leisure Corp.

**NOVEMBER 2, 1968, BILLBOARD**
Congratulations Larry Finley!
NAL
is sure to be a Leader

Pearl Bailey and Enoch Light listen to her new Project 3 cassette.

Project 3 Total Sound Stereo repertoire is available on NAL cassettes and reel-to-reel tape.

Listen to Project 3 Total Sound...you may never again be satisfied with any other recorded sound.
Racks Faced With Triple-Pronged Dilemma

Choosing the proper department, type of display and depth of stock are the three areas where tape cartridge rack jobbers face agonizing dilemmas. This is the view of Pete Stocke, Taylor Electric here, a firm that enters directly into that very vexing; the dilemmas are:

- Merchandising tape cartridges in the auto accessory section as against handling them in the record department. (Stocke said where he has a choice, the record department is the answer.)
- Displaying tape cartridges in locked as against unlocked cases (Stocke said Taylor Electric still favors the locked kind).
- Serving departments with a full inventory, which usually means including marginal sellers, as against leaving empty spaces and stockin' gone, out items. (Stocke leans toward handling the hotter items and is currently experimenting with a Billboard Top-Seller inventory list.)

4 Types of Outlets

Through its subsidiary firm, Record City, Taylor Electric is racking four types of outlets: the mast merchandise types, the display types, the types on which automotive accessories such as Gimbels-Shusters; the "Tape City" type of outlet; and record shops.

Stocke and his right-hand man, Don Bergmann, who is responsible for the tape playback sales as well as pre-recorded tapes, indicated that the exclusive Tape City type of outlet racks at the top. Next is the record shop and running third and fourth are the mass merchandisers and department stores.

"The free standing rack in a store is not the answer," Stocke said. There are a lot of multiple sales when you've got the tape displayed and the clerks with a knowledge of music handling the customers on a personal basis. This is why the Tape City accounts and the record shops are doing it.

Stocke said the problem with the mass merchant usually hinges on merchandising philosophy. "So many stores' time is spent trying to sell new items," he said. These are the ones on which automotive accessories. This is wrong," he said. "Because we're talking about recorded music, even though it is on an endless loop cartridge.

The problem in department stores, according to Stocke, centers on allocation of inventory. "Getting a department store to allocate $4,000 for tape cartridges is like an act of Congress. This type of account is still propping up.

800 Pieces

Stocke said the normal inventory in a Zayres type of store will run 800 pieces; in the department store he usually stocks between 250 and 300 pieces. "The department store in a good shopping center will often increase this rapidly if they're getting action," he said.

In percentage of sales, Stocke said 8-10 per cent, cassettes, 2.5 per cent; 4-track, 2.2, and the balance will be reel-to-reel. Taylor Electric is shipping its tapes in the stores, using a tagging method and following this up with a man using what Stocke calls "the beside technique." He said, "Our men who service the accounts aren't delivery men or tie-dressers, they're salesmen. Their job is to follow up the shipping and analyze what the store needs to do.

"The biggest problem is whether to keep the cases full or only go with 200 of the top-selling titles. With dealers and distributors running less than 50 cent, this is a real challenge. If we get static from buyers because the cases are empty, we have to fill with marginal seller.

In terms of display, Stocke favors running inventories by music category. "We are experimenting with another type of display, using an approach centered on Billboard's Hot 100."

"All this is evolving because the real job in tape cartridges is going to be done by record-minded people. I've yet to find many playback unit salesmen getting excited about helping a customer find a tape cartridge. They're tied to a display center with a choice between handling tape in a record department or against the auto accessory section, the record department wins out.

Display Case Design

Taylor has just completed the design of its third generation display case. "Our first one was really comical, when you think back to that time," Stocke said.

"It held 150 pieces and had a grill on the front that locked at the bottom.

"Our second case featured sliding glass doors and individual slots for each tape. This proved very expensive.

"We're now selling a case that can be adapted for hanging on the wall, free standing or used on a counter. It holds 260 full-size tape cartridges. One section can be removed for the picture of a spring attachment. There are two tiers at the bottom that will accommodate reel-to-reel tape packages.

"The bottom row is at such a height conducive to Memories. I do not believe that the Tape City outlet will go all the way to the floor. People just don't browse below a waist-level height.

Stocke said Taylor Electric handles Lear, Borge-Warner, RCA and some Tenna playback equipment. "We're also handling Norelco cassette players. We went into cassettes last fall and it has been growing."

Reel Market

Stocke said Taylor Electric hasn't been big in reel-to-reel but that this part of the tape market had picked up. "I think there will always be a market for reel-to-reel but that it will never be a mass-merchandising product."

With exclusive Tape City types of accounts and record shops doing the best job with tape cartridges, Stocke said that mass merchandisers and department stores will pick up fast when they realize tape cartridges have to be sold.

The ideal plan is to have the bulk of the tape cartridge stock with the records and just show a limited number of cartridges with the playback equipment.

"We have one store that does this. In the playback equipment department they have a Herb Albert pre-press, or maybe a $4.95 Cadenza assortment. They then refer customers to the record section for a more complete selection."

Through its Record City subsidiary, which was formed in 1955, Taylor Electric has established several Tape City types of stores and is servicing a great number of record shops.

NAL Is Cornerstone of Omega Equities' Broad Move Into the Leisure-Time Entertainment Market

By JERRY TENNEY

President, Omega Equities Corp.

Omega Equities is a company that is first and most importantly considered a future in building holdings of participating companies. Future and diversification stand as the two key words to success in industry today, and Omega is seeing to it that both these economic virtues are placed as paramount considerations in making acquisitions.

So far, Omega has acquired companies in the men's clothing, knitted sports wear, technical fields, oceanography, and the company has also acquired real estate. In addition, Omega Equities Corporation has begun a series of moves in the entertainment and leisure-time field. The concern, which is known as Omega Equities Corporation will build its entertainment and leisure-time complex is Larry Finley's North American Leisure Corp.

Music, of course, is the backbone of today's—and even more importantly, tomorrow's—entertainment business. More contemporary super stars are made through the musical and photographic record arena and any other way.

In NAL I believe Omega Equities Corporation has not only a solid and aggressive subsidiary in the tape cartridge, cassette and reel-to-reel field, but the cornerstone for an entire complex of companies encompassing all forms of media for the future. Under the able leadership of Larry Finley, I believe NAL will move into a commanding position in its own tape and associated fields, and then branch out surprisingly into a wide variety of endeavors never considered by most record-tape businessmen.

NAL is a cornerstone of Omega Equities' broad move into the leisure-time entertainment market.

Tape Keys Bigelow's $6-Mil. Sales

A close-knit family operation, built on a philosophy of service, has produced handsome dividends for Bigelow sales, located in Burnsville, a suburb of Minneapolis, Minn. The company, headed by president Don Bigelow, started in August 1964 as a record business. Its only facility was a garage. Six months later, the rack job was expanded to 250 outlets; today the company has 431 outlets, which is 10,000 square feet within another six months.

Four months later in January, 1966, we bought a second warehouse," said Bigelow. "At that time, we did $1 million a year in sales and we added tape. Our company was one of the first to enter the tape field."

"We moved to our current address of 22,000 square feet in this past July. Last year at this time, we served 17 States and we were serving 36. Our projected 1968 sales total $6 million."

Other officers of the company are Bigelow's wife and two sons. Bob Bigelow serves as vice-president and sales manager; Mike Bigelow, secretary and purchasing agent, and Mildred Bigelow, treasurer and head of the accounting department. The company employs 27 persons. "Our business was primarily built on service," said Bigelow. "And we're trying to keep it that way. We want to maintain a high service level, about one year off half of the ticket and send it back to you. This way we can effectively keep the inventory up close."

"Every four to five weeks, one of our route salesmen goes into a location to straighten racks and replace old merchandise. We are very fussy about getting the newest releases to the stores. This not only boosts sales but establishes good will."

Special Market Profile Sponsored by North American Leisure Corp.

November 2, 1968, Billboard

Copyrighted material
the core of the leisure explosion

• HIT LABELS
• HIT ARTISTS
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• 30-DAY CONSUMER WARRANTY
• MOST DURABLE PACKAGING

• GUARANTEED 48-HOUR DELIVERY
• ORDERS PLACED ON INCOMING WATS... FREE!
• EXCLUSIVE TWIN-PAK GIVES TWICE THE MUSIC AT SINGLE CARTRIDGE PRICE

the tape division of
North American Leisure Corporation
a subsidiary of Omega Equities Corporation
North American Leisure Corporation was formed by Larry Finley as the beginning of a total entertainment complex. With the financial support of the Omega Equities Corporation of which NAL is a subsidiary, Finley is building a company with branches that will soon dip into all phases of leisure time activity: tape, records, television, radio, motion pictures, the audio/visual crafts, the educational field, background music, video tape, and all types of audio and video reproduction equipment.
IRST STAGE IN A CHAIN REACTION
E ENTERTAINMENT INDUSTRY!

SETTES-REEL TO REEL

SUPER STereo 8

NAL explodes on the leisure time market with a complete line of 8-track, cartridge, cassette and reel-to-reel products. Leading the line is the NAL Super Stereo 8 tape cartridge that is acknowledged to be the finest quality cartridge in the industry today.

...and as Larry says: "we're selling tons of tape!"
SECOND STAG

SUPER STEREO 8 TWIN-PAK AT THE PRICE OF THE SINGLE CARTRIDGE

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* Incoming Wats just Dial 800-221-7270, FREE OF CHARGE!...and place your order. Dealers: phone us and we'll give you the name of the distributor nearest your store who can give you the NAL merchandise you need when you want it!

* 48-hour delivery guaranteed to distributors.

TAPE CARTRIDGE & CASSETTE HEAD CLEANER

a great self-merchandising display unit that contains individually packaged head cleaners for cartridge and cassettes which protect valuable tapes insures best reproduction. Adds many years of life to cartridges and cassettes.
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Here are just a few of the exciting things NAL has on the drawing board...

TAPE: The finest in product and services which will continue to expand into broader representation of Super Stereo 8 — cassettes — reel-to-reel.

TV-RADIO: Syndication of shows and television programming that will revolutionize these two media.

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NAL will be in the heart of tomorrow's leisure entertainment such as video tape, picture discs, back ground music, special products for the educational field, and all types of audio and video reproduction equipment. North American Leisure is the name that means total entertainment today ... and tomorrow!

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Please send me the name of my nearest NAL distributor.
As an established distributor I am interested in details concerning NAL Super Stereo 8 8-track, cassette and reel-to-reel stereo tape.

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Record
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Manufacturers of Precision Gauges.
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Omega Equities Acquisitions
Provide NAL with Needed Proprietaryship

By LARRY FINLEY
President, North American Leisure Corp.

There is an old Armenian saying that, when freely translated, goes: “The fruits of the marketplace are most fully to those who own the sheep from which their rugs are made.” Now I’m no old Armenian, but I do know that the message in this old saw is as true today as when it was originally coined.

To me, this old saying translated into today’s terms means that the only way to fully develop a tape operation in today’s market is for the tape producer to have more than transitory control over his creative sources of product. What this means, of course, is that a tape manufacturer, interested in continued growth in the cartridge, cassette, and reel-to-reel fields, must somehow control the raw creative product that is ultimately found on his tape cassettes held up. Because of the fields nation of the American public—a sudden change in music fashion—the most important portion of any record company’s inventory, its catalog, may become virtually worthless. Today, any recorded music is only as valuable as the popularity of the artist who performs it, and the songs he sings.

For this reason, anyone involved in the acquisition of music publishing and record companies must have a good working knowledge of the current market and its value to the purchaser.

The acquisitions Omega Equities has made so far in the music and record fields have been with the thought in mind of entering the record business. Omega Equities Corp. has acquired the Roulette label and the Big Seven Music complex associated with that disk firm. Omega Equities Corp. has also acquired the Rolling Medlin Music and the subsidiary companies. It is planned that many other music and record interests will be acquired by Omega Equities so that NAL will be able to build a firm base for its expansive moves into the many phases of today's entertainment industry.

For tape industry as is traditionally conditioned it is a matter of survival. For NAL it is a matter of greater expansion.

LARRY SIKORA
Director of Special Sales

As NAL continues its expansion and diversification, its director of special sales will be paving new and untrodden sales avenues.

In his short tenure in the record industry, NAL’s director of special sales, Larry Sikora, has shown that he has the ability to not only pave new avenues, but to build superhighways for NAL.

Some 5½ years ago, Sikora joined Prestige albums after graduating from New York University. Beginning as a sales trainee, Sikora was named within one year as Eastern regional manager. The following year, he was promoted to assistant national sales manager.

Sikora left Prestige to assume a similar post at Cameo-Parkway's Wynote label, to take over the company's budget line. After Sikora was appointed national sales manager, Wynote sales were said to have tripled. Sikora then was named national sales manager for all of Cameo-Parkway, including Wynote.

Before taking on his present duties at NAL, Sikora was Eastern regional sales manager for Liberty Records' Sunset division.

Substantial Catalog & Growth Potential
Key to Acquisition Decisions

By HARRY BANK
Member of the Board of Directors
Chaiman of the Executive Committee and Special Consultant on Acquisitions to Omega Equities Corp.

One of the prime considerations in the acquisition of one corporation by another is the current worth of that company, its inventory of goods and its growth potential. In the music industry these usual rules of thumb have new dimensions in the current market, due to the importation of goods into the American public—a sudden change in music fashion—the most important portion of any record company’s inventory, its catalog, may become virtually worthless. Today, any recorded music is only as valuable as the popularity of the artist who performs it, and the songs he sings.

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At the present time Omega Equities Corp. controls 55% of NAL, its subsidiary, and has contracted to acquire Roulette Records and Big Seven Music Publishers and has also acquired Rolling Medlin Music, Inc. But this is mere beginning as far as we are concerned. We will use all of these firms to control and supply material for the tape division of NAL.

Realizing that the possible source of material for tape recorders' needs is to shrink, Omega Equities Corp. is currently on a search for properties in the music production and recording fields that will provide the necessary raw product to make NAL the potent force in the business...the only way this can be done is with an exclusive source of recorded hit product and substantial catalog to draw upon.

Through its current series of acquisitions, Omega Equities Corp. is attempting to build just an extensive supply for the various members of its entertainment complex.

Car Tapes: Total Involvement a Must

Car Tapes, Inc., which recently entered the tape playback marketing field, is taking a total approach to the automotive sound field, according to Edwin Swire, marketing vice-president. Although Swire is enthusiastic about the acceptance of Car Tapes' cassette automotive player, he cautions those who try to promote any one segment of the field.

"We have a 4-track, 8-track, cassette and radio equipment. People are very much interested in these when they talk of one type of equipment dominating the automotive field. All we can do is to analyze trends, look at reasons and then reach a conclusion."

Since its founding by Jim LeVitus in 1966, Car Tapes, Inc., has been a supplier of tapes. But the firm also is marketing 10 playback units under its own label and featuring point-of-purchase display packaging.

"We're in the middle of a very successful period, and as a trend, we're very enthusiastic about the acceptance of 8-track tapes. The 4-track CTT 9000 has been in very good sales. With new features, slot loading and record/playback, we think this kind of unit marks a new direction in the field. We have the only cassette unit with slot load that is ready for delivery."

This direction is based on two aspects, Swire said. First, from the standpoint that the packaging (the unit's package cover carries a sales story) compounds display possibilities, increasing the exposure for the product. Secondly, from the standpoint that cassettes are continually interesting to consumers.

"Cassette brings the listener to the point of greatest selectivity with its fast forward and fast rewind capability. This is only speculative logic, but it seems that selectivity will be the final determining factor in what system gains the widest acceptance.

Swire, formerly executive vice-president, automotive division, Allen Electric, explained that Car Tapes marketing concept has a dual function. "For one thing, store inserts are made for a variety of products that are not in the playback equipment field now can get in easily. The package sells itself. Secondly, where stores handle products in one section, this new packaging concept broadens the area of exposure."

Car Tapes, which has two warehouse shipping points, each stocking 2,900 cartridge and cassette units, is marketing a cassette unit, a 4-track car unit, an 8-track car unit, a home 8-track unit, a 4- and 8-track combination, a cassette AM/FM tuner, an auto cassette unit without record feature, a reverberator unit, AM/FM tuner and the multiplex tuner.

NATIONAL ASSOCIATION OF RECORD CHAIN STORES

NAL Rolls in Canada

With the Canadian market showing all indications of evolving into one of the world's major tape CARtridge markets in the next 12 months, North American Leisure has set up a Canadian distribution operation.

Modern Tape Cartridge Co., Ltd., has been formed specifically to distribute NAL products throughout Canada, according to marketing manager Gary Salter.

Salter said the company has hired five salesmen to cover all of Canada, with three located in Toronto, one on the East Coast and one in Alberta. The company has headquarters in Toronto.

In addition to the NAL line, Modern Tape will also distribute several other cartridge lines and it will handle some lines of players.

Currently, the company is importing finished cartridge products from NAL. But, Salter said, the company is planning to go into cartridge duplication and packaging during the beginning of 1969. Its current NAL inventory of stock cartridge is above 20,000. Modern Tape will move into the cassette field at a later date.

According to Salter, Modern Tape will follow all of NAL's customer service policies. However, because of slower shipping services, the company guarantees 90 per cent delivery within 96 hours, rather than the 48 hour service guaranteed in the U.S.
8-TRACK MARKET BOOMS

By OSCAR P. KUSISTO

The tape cartridge industry is emerging as the fastest growing consumer electronics market in the United States, exceeding color television. The 8-track segment of this boom is much larger than the largest.

Most of us in the 8-track business have constantly underestimated the phenomenal growth rate and potential of the entire tape cartridge industry. An extensive manufacturer and retailer surveys indicate a potential $500 million in sales at retail in the U.S. in 1968. This figure includes $350 million in systems and $150 million pre-recorded cartridges.

Music of every major record label is available on 8-track. RCA, Motorola, and NAL are the major 8-track companies. "...8-track exclusivity. They feel..."...8-track stereo tape system offers significant advantages to the consumer, and to the industry compared to any other cartridge playback system."

In 1967, with 8-track accounting for over 50 per cent, recorded tape sales considerably exceeded $100 million. This represented a 250 per cent increase in 8-track sales over 1966 and the 1968 trend indicates a substantial increase.

As the product matures, prices will decline. Probably some 8-track players will be produced in less sophisticated form, minus automatic features, to close the price gap between 4- and 8-track. Conversely, as the market demands new features will be introduced in the 8-track system. Some features appearing now or slated to appear in the near future are: karaoke identification, fast forward, preselection of track and musical selection: jukebox concept, recording capability, and an automatic cartridge changer.

The future of 8-track in the international market is very bright. In 1967 Motorola established a joint venture company, Alpa-Motorola, in Japan to produce units for world-wide distribution. This company has a considerable potential in the Japanese domestic market.

Our associate in Mexico is producing units in volume. Other programs are under way to establish licensees and partners in the European Economic Community, United Kingdom, Latin America and Australia.

With increased advertising, promotions, and demonstrations to the consumer the 8-track market will continue to set phenomenal sales gains.

New Package Needed: Record Rack

A new package is needed for the tape cartridge, one which will allow the public to once again hold, feel, and touch the product. No more black covers and not stealing the merchants blind. This new package, asserts Ed Mason of Record Rack Corporation, is really the "old Capitol donut we all remembered when it first came out."

The industry needs something that doesn't have to be placed under lock and key. Mason emphasized in his Los Angeles address that the key to the success of the record industry is the accessibility of its product. Mason contends that by keeping cartridges away from curious hands a certain amount of sales are lost.

"The deman may not be the answer, but manufacturers understand the problem and are investigating the situation."

Mason said he could not ascertain the amount of business lost to inaccessibility of merchandise behind locked cases or in rear storage areas. He said that it's a matter of theft protection. For the past two seasons, the rack and United Tape and Instrument distributor have been

Shift Swinging L&F's Sales Into High Gear

The shift from selling of tape CARTRIDGES to record cartridges in sales increased awkwardness and public distribution of cartridge inserts to regular record dealers in the large variety of products has resulted in a surge of business for Jack Geldhart's L&F RECORD SERVICE in Atlanta, Ga.

"Tape cartridge sales have become an important factor in our business during the past six months," Geldhart said. "In regular record outlets," he continued, "sales personnel are trained to sell music. And tape is another format for music."

Prior to this shift, a large percentage of its tape product to the automobile and electronics parts retailers and to new car dealers. As more record store people became involved in tape cartridges, Geldhart said, "these nonmusic stores are shifting away from tape. At first, there were only a few outlets which carried cartridges so automotive and accessories stores had to stock tape in order to sell players. But now," Geldhart explained, "they're happy to sell a buyer of a tape player to a neighborhood music store."

Geldhart believes that this trend will be extremely beneficial to the tape cartridge business, "Tape is now coming into the culture of those who know the music business the best."

L&F, who markets many of the variety stores in Georgia, such as W.T. Grant, Sears and the Woolworth chain, supplies 8-track tape cartridges and cassettes.

Special Market Profile Sponsored by North American Leiswue Corp.

90 in 48-Or Else

In order to undermine the importance North American Leiswue Corporation places on speed as the primary factor in filling the market, L&F has established a policy of filling 90 per cent of any distributor request for merchandise within 48 hours of receipt. L&F is willing to back this policy up by offering to give 5 per cent of the dollar order free if an order is not filled within the 48-hour time period.
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Where do you go after you've seen Europe? More and more seasoned travelers are heading for Africa. So starting November 1, Olympic Airways heads for Nairobi and Johannesburg twice a week. Direct flights via Athens. With our bouncing bouzouki music all the way.* (But please no dancing in the aisles.)

Nairobi is a natural for travelers who want to combine the convenience and comfort of a large city with the excitement of exploring the big-game country and untouched natural beauty of Africa.

Johannesburg is much more cosmopolitan. Many Europeans have found a new Riviera in South Africa, with its magnificent beaches, golf courses, ultra-modern hotels, and gourmet restaurants.

So whether you're going to Europe, the Middle East, or Africa, you'll be able to get there on Olympic. Just don't get carried away on the way.

*As normal charge per IATA Regulations.

When NAL and "Show-Biz" travel to Europe, Middle East or Africa, they fly Larry Finley's favorite airline, "Olympic."
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Grady Brown

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Columbia, South Carolina 29204
hits and a string of fine country artists including Leroy Van Dyke, Mel Tillis, Bob Wills and Freddie Hart.

The greats of the Latin American music market sparkle in the Latin Soul catalog as it is represented in the NAL product lists. La Lupe, Tito Puente, Joe Cuba, Johnny Colon, Eddie Palmieri, Joe Bataan and Ray Barretto are just a few of the first class Latin music makers on hand.

Still more pop market hits are represented by the chart-making Mitch Ryder singing on New Voice. And then on Philly Groove, the Delphonics do their chart buster, La La Means I Love You. On Plantation, NAL has Harper Valley, P.T.A. by Jeanie Riley.

Shifting to the highly and yet entirely different Project 3 label of Enoch Light, NAL has a solid core of great material from that fine catalog. Pearl Bailey, Tony Matalva, Bobby Hackett and the 21 Trombones led by Urbie Green are all on tape.

From Roulette NAL is distributing cartridge and cassette and open reel material on Sarah Vaughan, Count Basie, Joe Williams, Dinah Washington, Lalo Schifrin; fine representatives of the pop and jazz markets. On the rock side are hit makers Tommy James and the Shondells, Little Anthony and the Imperials and the Big Three featuring Mama Cass.

The Moon People from the Speed label have an 8-track Super Stereo 8 cartridge that NAL has released on their product, while North American has its own highly provocative series of 12 volumes of country stars called the Tennessee Sound series. This series is released on 8-track and cassette and is being marketed in a twin-pak which gives the consumer 20 selections (twice the playing time of the usual cartridge on 8-tracks) at the same retail price, $6.95. The artists are all of the very best country caliber and the series is studded with hits (see separate story).

The currently very hot Tetragrammaton label is on hand with the chart topping Deep Purple on both 8-track and cassette. The label also shows Biff Rose and Ivory on 8-track.

Also hot is the White Whale product available on NAL cartridge, cassette and reel-to-reel. New items feature the Turtles and J. K. and Co.

In all, the product represented on the North American Leisure cartridge, cassette and reel-to-reel configurations would seem to have something for everyone. It's a well-rounded catalog that should become even more impressive as it widens and deepens.

---

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Skeptical?

Will our track record of a standing start with 2,000 Sq. Ft. to over 22,000 in just 2 years change your mind?

Will anticipated '68 sales of $6,000,000.00?

People in 36 states already know us and now we add Larry Finley to our line-up.

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CALL OR WIRE COLLECT
JUDGE CRATER, CALL LARRY FINLEY AT NORTH AMERICAN LEISURE!
Larry Finley, President of NAL, and his wife Betty are shown with Mr. and Mrs. Grady Brown of Brown Sales, Columbia, South Carolina.

The late senator Robert F. Kennedy is shown here with Larry Finley during his stay with MGM Records as director of the Premium division. The photo celebrated the successful completion of a special John F. Kennedy Memorial set which Finley compiled for the Longines-Wittnauer Symphonic Society.

As the host of his own TV program in Los Angeles Larry Finley interviewed and hosted many super stars. He is shown here with Mahalia Jackson.

Good humor has always played a significant role in Larry Finley's promotional activities. Finley is shown here planning his latest promotion campaign with Chee Chee, one of the stars of the film, "Dr. Dolittle."
Our Sincere best wishes to a fine company... may you live forever.

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Copyrighted material
This column usually appears in the weekly Tape Cartridge section of BILLBOARD. Instead of being a one-page format as it now is, it is a one-column in-
scription that keeps BILLBOARD readers informed of the stereo tape cartridge industry, as well as other leisure time activities.

The column originated back in July 24, 1965, and was originally called “Tape Cartridge Tips.” It has been written from many places, very often from mid-
way between New York and Los Angeles on board one of the TWA flights, from the middle of the Atlantic on Olympic airways flights, from London, from Milan, from Paris, from Rome, from Geneva, from Zurich, from Athens, from California, from Nashville, from Texas, from Detroit, from Chicago, and from our office in New York City. It has been written from wherever news in the tape cartridge industry has been made, as it has been our aim to factually report the “going on” in the industry and to expose our thoughts and diverse information that could be of value to our readers.

This column has been accredited with many “scoops” in the cartridge business, and hundreds of letters and calls from our readers tell us that we are read regularly so that they may keep abreast of the happenings in the industry. On many occasions we have made predictions concerning the future of the stereo tape field. At the time some of these were made we received letters and calls from distributors and dealers in the record business telling us of “how wrong” we were. One record company president told us, in no uncertain terms just three years ago, that we were ten years ahead of our time. This same ex-
ecutive apologized just over a year ago, telling us that not only were we right in what we had written, but the way this business was mushrooming, that he now felt that every one of our predictions was most con-
servative, and that we were not “behind,” but ahead of what we had predicted.

One of our predictions was the acceptance of the 8-track versus the 4-track concept, as well as the status of the pre-recorded cassette. This writer was the second in the industry to accept the 8-track prin-
ciple, being the first one to follow in the footsteps of RCA. At that time the entire industry was leaning toward the 4-track concept, and it was after our entry that the battle of the configurations really started.

At the inception, the 4-track led the field and it was approximately two years ago that 8-track began to break the 4-track. At this time theproducer increase in 8-track is so overwhelming, that NORTH AMERICAN LEISURE CORPORATION has decided not to enter the 4-track field. All of NAL’s production is centered on 8-track, the pre-recorded cassette, and open-reel tapes. One of the most significant reasons for the great surge in the 8-track is the backing given the system by the giants of the automotive industry. In the September 21, 1968, issue of BILLBOARD magazine, the lead article on the front page was the fact that the Ford Motor Company had extended its stereo-8 player contract with Motorola’s Automotive Products Division for another three years. This action of Ford, plus the action of General Motors, Chrysler, and American Motors in endorsing the 8-track con-
figuration has been a most deciding factor in the in-
dustry. Then, too, we can add that our prediction that people who purchase an automobile with an 8-track unit, or people who purchase an after-market 8-track unit for their automobile, would want to get double use out of their stereo tape cartridges so they would take advantage of the wonderful fidelity offered by hemo stereo tape players. This, too, has been proven as sales of home decks are increasing at a most tremen-
dous rate.

Instead as sales of pre-recorded cassettes are con-
cerned, this has been most disappointing to those in the business. Despite the tremendous amount of money backed by some of the cassette player manu-
facturers, the majority of distributors and dealers are reporting that the pre-recorded cassettes are a very small portion of their overall tape sales. This is brought about mainly by the fact that a cassette player owner can buy a blank cassette and record their own music. NAL urges its distributors to be conservative in their purchases of pre-recorded cas-
settes, even though the NAL catalog offers a great variety of these items. The cassette player market will grow in great bounds, but the primary use will be for record and playback.

As far as the future is concerned top management of NAL are “putting their money on the STEREO 8 concept.” The NAL SUPER STEREO 8 CARTRIDGE offers the utmost in quality and performance and the modern merchandising innovations offered by NAL will prove a great boon to this giant exploding industry.

In addition to NAL’s duplicating facilities in the East, plans are now being made for similar duplicating facilities in the Mid-West and on the West Coast. Under the able guidance of Al Weintraub, head of AAB Sound, NAL will have three of the most modern and up-to-date duplicating facilities in the world. NAL is also planning to open duplicating facilities in Canada and will also enter the world-
wide market this coming year.

As for the future of the industry, there are many things on the drawing board at NORTH AMERICAN LEISURE CORPORATION. Less than two weeks ago we took a good “hard” look at a plan for a video camera which is approximately the same size as the present “Super 8” movie cameras, where instead of inserting film in the camera, all one does is insert a blank STEREO 8 audio cartridge in the camera. One then takes their own home movies, and at the end of up to 20 minutes of use, removes the SUPER STEREO 8 cartridge from the camera, and then to view the pictures they have taken, all they do is take the same cartridge and place it in a very small unit which will be located on top of their present television set. This unit, which is even smaller in size than the present 8-track audio playback units, will be connected to the antenna ports of the television set. There can be an immediate playback of the tape which was just taken in the audio camera, with the SUPER STEREO 8 video cartridge offering audio as well as video. The price of the cartridge itself, which will offer 20 minutes of both audio and visual entertainment, will be at a cost lower than the cost of 20 minutes of film.

It is our prediction that these units will be on the market sometime during 1970. The price of the cam-
era will be comparable to the price of a good movie camera, and the price of the playback unit will be comparable to today’s present 8-track playback unit.

There are many other revolutionary items on the drawing board at NAL. Spearheading our present activity is the “SUPER STEREO 8” cartridge, as well as pre-recorded cassettes, open-reel tapes, plus a com-
plete line of 8-track headcleaners and cassette head-
cleaners. The headcleaners are packaged in a most attractive counter display and are proven to be a “plus” item for tape cartridge dealers. In addition, NAL has introduced a “twis-pak” country and western series featuring the nation’s top C & W stars. This “twis-pak” (which is advertised elsewhere in this sec-
ction) is a genuine $9.55 value, but the suggested retail list price is only $5.95, with the distributor and dealer paying the same prices as they normally would for a $5.95 cartridge.

The NAL “Research and Development” Department is constantly striving to set new standards of quality for the entire industry. In addition, new forms of merchandising are being developed which will give even greater impetus, not only to the tape cartridge industry, but to all phases of the leisure time industry.

Readers of our column are invited to phone us—
toll free—by dialing directly on our incoming WATS line at: 800-221-7220 with any suggestions or ideas to help further the stereo tape cartridge industry which we believe to be the most explosive factor in the entertainment business since the advent of color television.
When a man tells you of the great things he will do tomorrow... ask him what he did yesterday!

Congratulations Larry Finley

Bresee, Smith & Associates, exclusive television merchandising representatives, pledge to continually provide Larry Finley with television's most valuable nationwide exposures.

Frank Bresee
Gary Smith

Bresee, Smith & Associates, Inc.
Cassettes to Play Key Role
In Music Instruction

By JOHN BRIMHALL
Editor-in-Chief, Hansen Publications

The future holds great promise for music in the home. New instruments and techniques will remove much of the labor from the study of music while making it more interesting. An innovation of the future will be the use of tape cassettes fed directly into the sound system of the home electronic organ or electronic piano. These cassettes will contain complete methods of instruction, instrumental or combo accompaniments or demonstrations as part of a course of instruction.

Music lessons are no longer the exclusive province of the very young, and the sight of a graying head among the students in the college classroom is not unusual today. With more and more leisure time made available through earlier retirement and shorter working hours, many thousands of adults are turning to some phase of music as a leisure-time activity.

Even larger than the resurgence of music as a listener’s art is the growth of music as a medium for amateur participation. Adults are taking lessons on piano, organ and guitar in larger and larger numbers. In addition to those taking private instruction, many are enrolled in group piano classes in adult education facilities and junior colleges throughout the country. Class piano is “in” and here to stay, thanks to some recent technological innovations which allow a drastic re-evaluation of teaching techniques.

Traditionally, class piano teaching was of necessity a barely adequate substitute for private instruction. The advent of the Electronic Piano, however, has changed all of that and allowed the teacher to teach creatively by a variety of tested methods. The electronic class piano has some unusual characteristics: It can be played through its own high fidelity speaker, or through headphones, so that only the player can hear, and he can take his lessons home on a cassette attached conveniently.

The typical classroom installation of electronic pianos consists of eight to 24 instruments, all connected to the teacher’s console. The teacher can listen to them individually or by groups, converse with them or demonstrate on his own instrument. There is a switchboard facility, so that groups within the class can be paired together by ability levels, into smaller ensembles. The sound of any one piano or group of pianos may be switched into the master speakers of the classroom, so that all might hear. The possibilities for excellent instruction are unlimited for the imaginative teacher. A real plus feature of an electronic piano class is that the room need not be soundproofed or isolated. Properly run, it is probably the quietest room on the campus.

There have also been great changes in the method of teaching private piano students. In addition to adults beginning the instrument, there are many who are anxious to re-learn long-forgotten skills—many who took piano lessons as children and who haven’t played since. Now, with increased leisure time, they want to begin again.

A great many teachers are teaching these adults in the same new way that they are teaching their younger students—by using popular music as an interest builder. They are using popular and standard songs and techniques as a supplement to the traditional classical curriculum, presenting the full spectrum of music, not just a portion of it.

What You Should Know
About A MAJOR IN IOWA

It seems a few years ago there was a very enterprising private record company that had just been sent out on its own by its parents, Mid-State Distributing Co., of electronics fame.

The youngster was something of a prodigy in the record industry’s boot camp but that was quite natural since his training was being given by the team of drill sergeant Bob Pockrandt and Commanding Officer Jack M. Silverman. Upon completion of basic training the youngster entered advanced training in the tape industry.

Before long, the recruit had outgrown his barracks and took up residence at a brand new fortress with more than 24,000 Sq. Ft.

Fairly precocious as youngsters are, an outpost was added at 2901 Grand Ave. In Kansas City, Mo. Then, as a further assertion of his independence, he took over the locations of R&R Record Distributors at 7059 W. Addison St. in Chicago and 313 Franklin In Peoria. This is what’s known as making rank.

Now you know what Larry Finley knows, the tale of how the Major in Iowa made it in just 3 years. What we’d really like to tell you however, is what we can do for you. And believe us,

THE MAJOR WANTS YOU.

MAJOR RECORD CORP. 1520 Walnut, Des Moines, Iowa (515) 288-7001

NAL-56 Special Market Profile Sponsored by North American Leisure Corp. NOVEMBER 2, 1968, BILLBOARD
CONCERNING RELIABILITY...

- IT'S MEASURABLE...
- AND AVAILABLE...
- NOW...
- IN A SECOND GENERATION CARTRIDGE...

REQUEST A FREE SAMPLE
ON YOUR COMPANY LETTERHEAD

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TELEPHONE 313-455-2500
WHY DID ALL MAJOR MANUFACTURERS CHOOSE 8-TRACK STEREO FOR AUTO AND HOME PLAYERS?

... Because the 8-track system possesses those major features that appeal to the broadest market: simple operation, compact size, long playing time, a degree of selectivity, superior sound quality, reliability ... and most importantly, auto and home compatibility.

Today, the entire U.S. auto industry offers factory or dealer installed 8-track systems. Many truck and foreign car manufacturers have adopted the system. The big names in the auto accessory field are selling 8-track.

All major home entertainment manufacturers will include the 8-track in their 1969 lines. The system was selected because it approaches the audio quality found in present-day disc systems with features not found in conventional record changers.

WHY DID MOST MAJORS SPECIFY THE MOTOROLA 8-TRACK SYSTEM?

... Because they could count on the same sophisticated engineering reliability that designed and produced such Motorola market-makers as the electronic alternator system, the transistor ignition system, and the broad line of hi fidelity Motorola AM and FM car and home radios.

It was Motorola engineers who, working with Ford and RCA and the Lear cartridge, developed the first 8-track player for Ford's 1966 auto line. It is Motorola you can count on for product reliability and capability.

The majors specify Motorola. Do you?

THE WORLD'S LARGEST PRODUCER OF 8-TRACK SYSTEMS

MOTOROLA
Automotive Products Division

BEST OF LUCK, LARRY — YOU'RE ON THE RIGHT TRACK
TONY BENNETT: 20 Years in Show Biz
Billboard - November 30
Radio-TV programming

Stations Playing Progressive Rock

EDITOR'S NOTE: This is an addendum to the recent list of radio stations playing progressive rock.

KTRT-FM—Glen Adams, 9929 Chapman Ave., Garden Grove, Calif. 92641, 714-530-3100. Stereo. Doesn't get too far out in its programming, but does play progressive rock heavily. 24 hours.

WMMS-FM—Operations manager Pat McCoy, 5000 Euclid Avenue, Cleveland, Ohio 44103. 216-391-5000. Stereo. (Formerly known as WHK-FM.)

KBFY-FM—Music director Mike Tyr, 333 Union Avenue, Bakersfield, Calif. 93307. 327-1992. 24 hours.

KNX-FM—Manager Jerry Sawyer, Box 7100, 475 N. Central Avenue, Phoenix, Ariz. 85011. 602-257-7700.

KQCB-FM—Bob Green (Koopy Chipman), 6320 Eby Street, Merriam, Kan. (Serves Kansas City.) 66202. 913-381-7800.


KMYR-FM—Program director Ed Mitchell, 7200 W. Alameda Avenue, Los Angeles, Cato. 80226. 303-390-4955. Stereo. Progressive rock 7 p.m.-6 a.m. Serves several major universities. May soon go progressive rock around the clock.

KQW-FM—Music director Johnny Mathews, 63 S. First Street, Minneapolis, Minn. 55401. 612-332-8943. Johnny Mathews hosts 11 p.m.-5 a.m. progressive rock show on this AM Hot 100 format station.

KTRF-FM—Deejay Bill Gresham, 335 S. Main Avenue, Suite 300, San Antonio, Tex. 78204. 512-226-9384. Stereo. Progressive rock show 11 p.m.-1 a.m. Sunday through Friday and 10 p.m.-1 a.m. Saturday sponsored by local Records Town store.

KFLF-FM—Operations director Barry Garton, Suite 1025, Wesh Plaza Bldg., Wichiha, Kan. 67202. 316-244-9171.

KQVF-FM—Program director Tom Ramblen, 7000 Dodge Street, Omaha, Neb. 68132. 402-336-8500. 100,000 watts. Stereo. Now progressive rock 2 p.m.-1 a.m., but expects to go 24 hours shortly. Bills itself as "Radio Free Omaha."

NATIONAL AD SELL AT COUNTRY STATIONS AT ALL-TIME PEAK

NASHVILLE—Country music radio stations are having their greatest year in history, regarding both sales and Alan Torbet, president of Alan Torbet Associates, national representative firm. Speaking to about a hundred broadcasters at a seminar here Friday afternoon (12) during the annual WSM birthday celebration, Torret said that a company breakdown had shown that country music radio station sales on a national advertising level were 72.3 per cent over a year ago, according to his firm, with only 41.7 per cent increases for Hot 100 format radio stations and 22.4 per cent increases for easy listening format radio stations. And this boom period has "just begun," he said. But he

armed stations who were so preoccupied with local sales that they failed to realize the full business potential of the increased national sales that went on with national sales. The seminar, chaired very ably by KSON President Dan McKinnon, featured, besides Torbet, Jim Skan, general manager of KQBS; Tuacum, Dick Schofield, general manager of WCSS, Greenville, N.C., and Jim Searson, manager of KBER, San Antonio.

Schofield, once an announcer for Bob Wills, told of being deeply involved in the sound of his station, stating that country music audiences know what they want and that records should be selected to please

LOS ANGELES — The attempt by artists and record companies to have deejay riders for recorded performances onto the proposedandard has been called "one of the most important legislative attempts to come down the pike," by the president of the National Association of Broadcasters Vincent W. Lazen

and the cable television industry's expansion was termed the "most serious problem broadcast industry has faced in a long time." Communications commissioner Kenneth A. Cox.

WMCA Shifts Scheduling Of Di's, Adds Murray K

NEW YORK—WMCA, the Hot 100 format station here, has revamped its schedule, moving a seven-day sound to the 101 WABC-FM network and moving a seven-day sound to the 101 WABC-FM network and Murray the K (Kaufman) on weekends to give the station stronger weekend sound. Previously, all of the major deejays were on Monday through Saturday and Sunday was handled by stand-by personalities. Murray will also have their schedules changed so they would be appearing on weekends. The Prime time show "Dancing in the Street" has a total sound seven days a week. Kaufman, who has been on the air the No. 2, will also be spotlighted occasionally, Matheny said, with an experimental feature. For example, we may give a regular deejay the day off and hire a Murray the K special in that time period. He pointed out, however, that they would have to stick within the format of the station. Murray the K is credited with the development of the progressive rock format now sweeping through the nation's FM Top 560.

Kaufman will do 6-11 p.m. Monday, and 2-7 p.m. Sunday, leaving his weekdays open for his TV projects.

Terrell Meeks Jr., program director of WMCA, said personally with that station's format.

WCVF Widens Playlist

SPRINGFIELD, VI—WCVF has launched a pilot project to give more adult listeners. Program director Ron Bas- tone said that although the Hot 100 format station would continue playing rock 'n' roll rec ords, he felt "there are so many releases by groups today that are pleasant sounding—groups like the Status Quo and the Poco Sngers. We'll play more of a variety of sound to the station. The school station has always screened out local talent, and it's time for the "real" program to get into the game. The Sandpipers, the Union Gap, the Panton, the Trolley Band, and the Rolling Stones are just a few of the local groups that are just not getting airplay. So, the station will play all the local talent, and they'll be the ones of which the students will be proud."

School Gets WIOD Discs

MIAMI — WIOD has donated some 4,200 records, fully catalogued in the University of Miami School of Music. WIOD general manager John Berman was joined by John Berman to announce the donation. A 7 p.m. variety, music director Dr. William Lee said he expects occasional guest appearances by the band, and they will be playing for listeners who are impressed with the band's music. The band's repertoire includes such popular numbers as "Second Time Around," "Someday My Prince Will Come," and "I Will Survive." The band has been well received by the students, and they hope to continue their success with the new donation.

JOHNNY DALLAS, program director of the new country outlet, KYL, and a member of the band,Generate with Jeanne C. Riley, Plantation Rec ording owner, and Bruce E. Morgan, President of the S.A. Casino.

Miami was program director of KAYA, a new WIOD. While he was at KAYA, he was a program director at the S.A. Casino.

NAB Hails Bid to Tack Fee Rider to Copyright

By ELIOT TIEGEL

He made both statements here Monday (2) during one of the NAB's meetings of the year seminars into radio and TV topics begun in New York last week. NAB president Walserski's comment came during a panel discussion on the topic of fees riders to Copyright. Walserski was moved by a one-time royalty when Harry Trenner, owner of CKC, San Berna- diano, Calif., said that the movement related to "the Fred Warling action of years ago which I thought we had laid to rest." Walserski answered the attempt to have radio stations pay an additional royalty stipend above that paid to the music licensing societies related to the 1930 movement by voice.

During the seminar on es-

ters with Washington politicians, Holli S. Seavey, on NAB's government affairs staff said:

The reported lobbying expense of the record industry and the approximations in its own group, $216,000. The caliber of the legal and lobbying talent em- ty faced, are the people is most impressive. This is a legislative battle that NAB cannot afford to lose.

Peter B. Comstock, NAB's vice-president for government affairs, added the comment that this figure "was three or four times the amount being spent by NAB in lobbying efforts."

Seavey noted in his prepared speech that the proviso to require payment for record use by broadcasters to manu- facturers and artists could "run as high as $50 million a year.

Commissioner Cox, a leading advocate of a broad range of local TV stations, the luncheon speaker, reported his appointment to the NAB conference, with other FCC commissioners speaking in the other cities.

Cox told the station owners and managers that CATV oper- ators were "winning the propaganda battle" in claiming local community program develop- ment. He continued that he felt these CATV claims were "un- realistic," adding that the "expansion of CATV was the most serious problem to broadcasting faces."

During a seminar dealing with (Continued on page 52)
Tommy Boyce & Bobby Hart
WE'RE ALL GOING TO THE SAME PLACE

b/w "Six+Six A&M 998
Take one home to mother.

*YOUTH FARES AND MILITARY FARES ARE ON A STAND-BY BASIS.*
If you’re still her baby for real (under 22 years) you can visit home for half fare. If you’re grown up for real and have babies of your own, you can get a family discount fare (⅓ off for your wife, ⅔ off for your children). If you’re in the service, you can get a half-price military fare. And if you’re a mother who hasn’t been visited lately, you can send this ad to your prodigal kids.

*Fly the American Way*

**American Airlines**

*See us or your Travel Agent.*
DEALER'S CHOICE

another winning hand from IMPERIAL RECORDS
Yolanda Paragon
Music Director

Miami Beach-WBBM
Donny Gee
Program Director/Personality

Tom Miller
Program Director

Mountain Sound-Making Walker-Eivets Mills-LP De "Talking"
Terrell, "Not Love Worry Valley."

Eurelia, Cloyd
Music Director

Other Picks

Charlotte—WOCM
Cloyd Bookout
Personality

Chicago—WCKW
Jim Harper
Program/Personality

Providence—WHIN
Tom Allen
Program Director

Drifter—Found Star.
"White"
Rear to Faron Young.

Pike Director

Philadelphia—WRCA
Don Paul
Program/Personality

Stuart—WULZ
Lyle Reed
Station Manager

Miami—WATB
Carolyn Bleam
Music Director

Burbank—KBBQ
Larry Scott
Music Director

Other Picks

San Francisco—KNBR
William Gay Brown
Program Director

Rhythm and Blues
Beaumont, Tex—KJET
Walter Carr
Director

Chattanooga—WNOG
Steve Soul
Radio Director

Memphis—WQID
Bill Thomas
Program Director
BP: "Let's Make a Promise," Peaches and Herb, Kapp. BLFP: "Don't Be Fooled By the Moon," Otis Redding, Vanguard. BLFP: "Money

Flint—WXFM
Jim Harper
Program/Personality

St. Louis—WXED
Lyle Reed
Station Manager

Homestead, Fla—WILL
Dave Elliott
Program Director & DJ
BP: "Smoker's Bar," Hank Thompson, His Rickshaw Valley Boys. BLFP: "Curt's Last Night," Bobby Goldsboro, UA.

Vacuum
In my listing of TV programing spectacles, I must be reported "Beat '69," hosted by Bob and Janis, NBC-TV, Alexandria, Minn. He needs film clips, video programs, TV shows, and call him at 215-324-1440 for all interviews by phone. ... Letter from Bob Bobbi-Anne, "I can't get to WMCA in New York to see him. Can you write him a bill with a billfold looking like in Norfolk, Va, Supy, 'It's just beautiful. Even when you're on the road..."

Herman, who does a progressive rock show on WMCA, said the show will soon go 9-2 p.m. a.m. He is preparing to go on the road for 3 months. Publishers don't send out sheet music or orchestrations, so we buy a piano lead sheet at a music store and the men make their own arrangements out of that," Means said.

Herman perked up a late afternoon audience when he said he was against record libraries and that his "contemporary- sounding" studio puts all its music on cartridges. KOY uses eight cartridge machines and all hits and standard tunes are duplicated. When a song fades in on a three minute reel, it is erased and filled with a new song. Each song has its own cartridge.

The presence of Ken Mansfield, Capitol's national promotion manager, at the final radio seminar resulted in several questions from small market operators concerning the possibilities of communications between small town radio and record manufacturers. Ken Mansfield, Capitol, and general manager Bill Hes-sing, of KOY, Portland, said his station has a live band which plays mornings and at noon. KOY is the only station in the five men in the a.m. to eight men in the p.m. KOY's "Publishers don't send out sheet music or orchestrations, so we buy a piano lead sheet at a music store and the men make their own arrangements on that," Means said.

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KOSU-FM at Umpqua College in New Orange, N.J., has been playing progressive rock, and is to be frank, has some of the best programming in the U.S.

(Continued on page 54)
NOW! EXCLUSIVELY ON IMPERIAL RECORDS

LEGENDARY MASTERS SERIES

VOL. 1
RHYTHM 'N' BLUES
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**RESULTS**

I received several inquiries from the ad in the job market column. A satisfied advertiser.

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A pleased advertiser.

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**RAdio-TV JOB MART**

An ad service for radio & TV personnel. Reach the man who is looking for you. Maximum exposure—minimum cost.

To make next week's issue, mark your copy TODAY! (All information confidential. Box numbers will be used.)

**Country Station Ad Sales at All-Time Peak**

*Continued from page 46*

The bottom line on word ratings in Indianapolis: WZIP tied for fourth with the highest total shares with a 9.4, while WZIK was third with a 9.2, and WWLF was second with a 9.5. WZIP's ratings put them over 70 percent above the average for the city.

John Stevens is the new program and music director at KOMR in Salt Lake City. He is a veteran of the industry, having served in various capacities for several years. He is the first person to hold the position of program director at KOMR.

Mr. (L. Keram) Lee is a well-known figure in the music industry. He is a former host of a popular music program in Chicago, and has been a familiar face on television and radio for many years. He is the perfect choice to fill the shoes of the late John Shirk, who passed away recently.

Steve Voss of KYSM has joined the staff of WNN in Atlanta, Ga., and is putting the finishing touches on the station's new programming schedule.

**VOCX Jox**

Radio-TV Job Mart, 165 West 46th Street, New York, N.Y. 10036

**ADVERTISING IN**

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**NOVEMBER 2, 1968, BILLBOARD**

**Radio-TV Job Mart**
Ellis Maps Strategy for Boosting Industry Image

By RON SCHLACHTER

OMAHA, Neb.—"The only long-range goal we have set so far is to carry our public relations program as far as we can." This forecast was made by newly elected Music Operators of America (MOA) president Howard Ellis, prior to a scheduled planning conference here this past weekend with Fred Granger, MOA executive vice-president.

"In the past, the MOA did not fall in its public relations efforts," said Ellis. "It was simply a case where the MOA did not have the time. It had more pressing problems to worry about. But now we are in good shape financially and in good shape as far as standing on our own feet. The time is right to launch a public relations program and I feel I'm going to get the co-operation of the entire industry. All facets of the industry have expressed a willingness to do their part."

According to an initial outline, the MOA public relations program calls for four major activities: establishing one month during every year as Coin-Operated Music and Amusement Month; sending a public relations kit to all MOA members; establishing an MOA Civic Service Award to be given only to members who have really distinguished themselves through service to their communities; and establishing a program for naming the outstanding young men in the industry each year.

Grass-Roots:

"The industry's image has gained considerably during the past few years and now we are going to try to build it even further," said Ellis. "We're going to focus our attention on the grassroots area, namely the operator himself."

"It used to be that the operator couldn't care less about the image of the industry. But all over 900 people helped John Bilotta celebrate his 40th year in the coin machine business last week during the MOA convention here in Syracuse, N. Y. Shown here are a contingent of Albany, N. Y., area operators. Bob Catline (fourth from left) is manager, Bilotta Enterprises' Albany office.

Bilotta Pushes Record Acts

SYRACUSE, N. Y.—John Bilotta is becoming an impresario and used the occasion of his 40th anniversary party here last week as the vehicle for launching the idea of making recordings strictly aimed at jukeboxes. The event, attended by over 750 people, tied together music, amusement games, politics and baseball and featured singer Roberta Quinlan.

Bilotta, who addressed the recent Music Operators of America seminar on jukebox programming from the audience, makes the point that jukeboxes automatically program the top 40 or 50 most popular songs. "We need easy listening programming beyond this. We want Roberta Quinlan to record a song that's tailored to jukebox play."

Bilotta has his own label, but it may happen that the Quinlan recording would be made available to the record company for maximum distribution. Miss Quinlan appeared.

(Continued on page 56)

ROWE INTERNATIONAL, INC. has announced appointments at the Montreal and Toronto offices of the firm's Canadian subsidiary, Rowe Electronics Industries, Ltd. Jean Charlebois, shown here on the left, has been named sales manager of the Montreal office and William Rossen, shown here on the right, has been appointed sales manager for the Toronto facility.

New Equipment

New Seeburg Is Real 'Gem'

CHICAGO—Dramatic styling and coloring changes highlight Seeburg's newest coin-operated phonograph, the Gem.

Boasting a bluish color scheme, the jukebox maintains basically the same contour as last year's model at present new styling for extra plays and profits. A madre pattern is featured on the grille, while a ruby jewel-like design on top of the model lends itself well to the Gem name.

The selection panel is waist-level for easier tone selection and is clearly illuminated for quick selection by letter and number.

The Gem is described as having achieved a "new breakthrough" in sound reproduction through use of specially designed speakers. The unit features eight voice coils and mounted on a hallow flange, eliminating the usual vibrations accompanying bass sounds.

The player assembly features two 12-inch bass speakers and twin horns, mounted at curved or vertical position. A total of 130 watts output is produced by the stereo amplifier.

Other features include backdoor access, a special burglar-proof inner door inside the regular coin compartment opening, a new dollar bill validator, a mechanism for easier viewing during servicing, elongated selector cables; a special guard to prevent record spill during moving.

(See Seeburg—160-Selection Gem)

C OIN'CIDENTALLY

More Leisure Means More Amusement Industry Work

Surely the most dazzling and sophisticated generation of automatic amusement devices ever produced was displayed at the big trade show recently in Chicago. Jukeboxes are now more trouble-free and play-prone than ever before. Games look and work better than any of their predecessors in the long, colorful history of the business. In short, coin machine craftsmanship has reached a new high.

The thoughtful show visitor had to be nagged, however, by contradiction inherent in the exciting industry exhibition. There is a large and widening gap between the real and potential markets for the kinds of entertainment our industry offers the public today.

The jargon of Wall and La-

Continued on page 60

WILLIAMS—Two-Player Flipper Game

PET STORP, a two-player flipper game by Williams Electronics, features competition for total tops and high scores. A player can control his car in 14 different ways and scores one tap each time his car passes the finish line. The game is adjustable to three or five-ball play and convertible to the add-a-ball model.

Continued on page 60

WORLDWIDE's Tom Higdon (left) with Jack Porter and Art Jentzen of New Mexico who visited the Chicago showing after attending the Music Operators of America show.

WORLDWIDE salesman John Neville (left) with two guests.

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Ellis Strategy
Boosting Image

Coming Events

Nov. 10-14—National Association of Concessionaires, annual convention and trade exhibit, Hilton Hotel, San Francisco.

Nov. 12—Florida Amusement and Music Association, District 5 meeting, site to be announced, Jacksonville.

Nov. 13—Florida Amusement and Music Association, District 1 meeting, site to be announced, Pensacola.

Nov. 16—Montana Coin Machine Operators Association, regular meeting, site to be announced, Wolf Point.

Nov. 20-23—Music Operators of Virginia, annual convention, Hotel Roanoke, Roanoke.


SEEBURG'S John Stupertz (left) demonstrates points of the new Seeburg Gem phonograph during the recent showing held by Nate Faenstein at Worldwide Distributing, Chicago. Others from left are from Western Automatic Music: Paul Brown, Larry Cooper and Ken Thom.

Say You Saw It in Billboard

Having playfield problems?

Eliminate warping and breaking with new Marquee by Fischer

with patented steel reinforced honeycomb playfield

The ONLY coin operated table with a playfield guaranteed for 5 years.

Guarantee covers warpage and breakage for a period of 5 years to the original purchaser. Same quality as the REGENT:

100 Series 56" x 101"
90 Series 52" x 91½"

Fischer

FISCHER MFG. COMPANY, INC. TIPTON, MO. 65081 Phone: 816-433-5531

NOVEMBER 2, 1968, BILLBOARD
NEW STYLING...BIG NEW SOUND
...EXTRA PROFIT PLAY
with the 1969 GEM by SEEBURG

The all new Seeburg GEM is specially designed for profit conscious operators who want the choice locations, want the bigger collections.

The New Seeburg GEM with “2-for-25¢” and dollar bill acceptor really stimulates additional play and profits to keep well ahead of escalating costs. Optional pre-selected programming features provide higher override ratios than any other phonograph in the industry!

Exciting GEM styling attracts the crowds...attracts the plays.

New “tuned enclosure” speaker system and amplification delivers the strongest and purest sound in the industry. Improved design keeps service costs to a minimum. All are backed by the fine Seeburg reputation.

Contact your Seeburg Distributor today.

SEEBURG
1500 N. Dayton St., Chicago, Illinois 60622
NVA Defends Efforts In Fla. License Battle

MIAMI—In response to complaints that it has moved too slowly, the National Vendors Association (NVA) said last week it would continue its present course in protecting operators from exorbitant license fees. NVA co-coordinator Don Mitchell was to confer here with Paul Feingold, Operators' Vendor, last week.

The NVA has been the center of an NVA project during the past year, revolves around the right of cities and municipalities to charge license fees that exceed one half the amount charged by the State under a general law passed in 1967.

"The State has the right to charge $75 for a yearly license and 75 cents per machine. Cities, according to the general law, would be limited to not charging more than $37.50 for a license and 37 cents per machine," Mitchell said. NVA has hired legal counsel in the State, and through Feingold has mailed out 100 letters to operators who are asked to show the letters to city officials. The letter spells out the language in the statute that limits the amount cities and municipalities can charge, Feingold said. The letters went out last week and we have heard nothing from cities either pro or con," he said.

Mitchell, who expects an opinion from Florida's attorney general, upholding NVA's position, said, "It's true, this will be an opinion. If the operator does not come into court and prove they can charge more than half the amount, we are ready for them."

Roger Folz, Folz Vending, Oceanside, N.Y., whose operation extends into Florida and across the U.S., said, "I can't understand why the attorney general would give an opinion that might hurt him politically. I question whether NVA has moved fast enough on this or whether it has moved in the right direction."

Folz, who had conferred with the National Automatic Merchandising Association, said cities were pressing operators to pay license fees. Mitchell had advised operators to tender the amount charged on the unlicensed machines.

"These are basically young men, recently married, looking for every way to make money. A few have been victimized by these city promoters. Others have ticked up to bulk operators they happen to notice in locations. We tell them not to use the telephone book. Cohen said.

"We do not try to paint an elaborate picture of bulk vending when explaining the business to these people. We tell them the machine is not the machine, that it is the money."

Cohen, who with Moe Mandell, heads the distributor operation here, said, "We show them the various types of merchandising involved. We show them how to set up stands and displays. We tell them how to advise them on how to add machines to new locations. They may have and how to avoid overloading a location.

"We also show them how to keep up with the machine and explain that the bulk vending business is a thoroughly legitimate one. We want them to know what is happening in other cities, and we want them to tell us what is happening in other cities."

"Many of these new vendors will be in operation in other cities, and we will be in every other city. We welcome both types of operators."

25c Capsules Move in Any Type of Stop

NEW YORK—Quarter capsules are finding good acceptance in every type of location, according to the observation of Alan Cohen and Moe Mandell, Northwestern Sales & Service Co., here.

"There was some early resistance to using quarter machines in certain locations," Cohen said. "Many vendors thought that quarter machines could only sell in large supermarkets. Now, we hear vendors say quarter machines are moving in every type of stop."

Cohen said his last 25-cent item was a series of football helmets from Carl Guggenheim, Inc. They come in a box of 100 and there are 25 helmets in the collection. A jewelry mix and an cognac mix are also moving well, he said.
MORE MOA Pictures

ON LOCATION
THE
SUPER 60
EARN
MORE

A super-sized version of Northwestern's Model 60, the SUPER 60 EARNs even more profit. That's because of the Super 60's greater capacity for capsule, 200 count gum or gum and charms, bring you bigger profits per service. Available in 1c, 5c, 10c, 25c, penny/ nickel, and 3 for 5c play. Just a quick change of the wheel and brush housing and you are in Super 60 business. Wire, write or phone for complete details.

RALLY pinamamas get a tryout from H. B. Brink and James Gens of Montana while Sandy Moore looks on.

MONOMIAL International's booth was crowded.

DIPLOMATS Milton Green and Abe Westberg.

EMPiRE DISTRIBUTING in Detroit held a recent showing of the Rock-Ola 440 at Pierson's Hall. The Empire headquarters was undergoing repairs following a freak accident in which a car crashed through the front salesroom. In this picture (from left): Empire president Gil Kitt, Empire Vice-president Jack Burns, Detroit office manager Jim Fye, and Bud Long, Empire operator and director of Music Operators of America.

ALSO AT EMPIRE (from left): Greer Aaro, Louis Ambrose, John Welch, Ralph Shogun, Richard Griffen, Ralph Scheiden and Arian Bannak.

EMPIRE'S Jack Burns makes two ladies laugh.

GLEAN WAGNER (right) with Michael Kaman and John Bilotta (left).

WEIGHT TRIED the Jagger, a new piece from H. Braun & Co.

CINEMA Manufacturing.

INDEXING VENDING SALES
IN ANY LOCATION

3 NEW CAN COLD DRINK VENDORS
for prestige and heavy volume locations
GIANT 360 can capacity—48 cans in pre-cool

LOOK TO
ROCK-OLA
for advanced products for profit!

Rock-Ola Manufacturing Company
40 North Kettel • Chicago, Illinois 60651
More Leisure Means More Amusement Industry Work

Americans pass time pleasantly. Since World War II, however, while Americans have been spending more time and money amassing themselves, our industry has remained static, showing only the 8 to 10 per cent annual sales growth consistent with an inflationary economy.

"This is a replacement business," is the dejected admission of many operators, distributors, and manufacturers.

The disappointing fact is that too many operators have been content since the War to merely replace their jukeboxes and games intermittently while putting their expansion energies into vending or some other business enterprise. At the same time, traditional coin machine locations have been disappearing. Or at least they have become changing character. The old-fashioned jukebox spot and all it contains is a vanishing part of America.

It is long past time for the coin machine industry to launch, on an individual operator basis, an all-out effort to place its new machines in the new leisure-locations that are coming into being. Money-spending crowds are there. (The lounges on the upper deck of some of these jumbo airliners coming out next year, for example.) In some cases, particularly with this may involve totally new game concepts and design. It is a fact that a major vending company on the West Coast is putting rollers and pinball games into its industrial plants for the amusement of idle workers at lunchtime. But these games have all belts disconnected so as not to irritate other lunching employees.

Even America's favorite pastime, baseball, finally admitted that to grow and continue to thrive it had to find some new locations. Our business must come to the same conclusion. Many progressive individuals in our trade have come to this belief, but far too little has been done about it.

The rate for the leisure-time dollar has become a relentless handrail. But it's not too late for this industry to make its move and stake out its claim. Don't forget, we have about 40 years head start on most of the upstarts.

All Machines

Ready for Location

American Indy $445
AMI Continental 2-100 $165
AMI Continental 1-100 $150
AMI 0170 $545
LPC 1-100 $645
Swing $645
Rock & Roll $645

Cable: LEWJO
Call, Write or Cable

JUKEBOX
RECORD
RECORD
REPORT

Best Picks
for Week Ending Nov. 2

ALTON, ILL.

CHATTANOOGA, TENN.

CHICAGO

HOLYOKE, MASS.

LINCOLN, NEB.

NEW ORLEANS, LA.

OAKLAND, CALIF.

PEORIA, ILL.

as reflected in a weekly poll of jukebox programmers across the country.

NVA Defends Efforts in License Battle

and are in the direct line of NVA's scut. to all concerned. Feingold said, "In some cases an operator down here pays more expense in occupational li-
PREFERRED STOCK

If there was ever a sure thing on the phonograph market, AMERICANA III is it! Both the 100 and 200 selection models are paying a higher rate of return than even we expected. See your Wurlitzer Distributor. He can prove in black and white that this is a Blue Chip investment.

WURLITZER

Americana III

Investment for music operators

THE WURLITZER COMPANY
118 Years Of Musical Experience
North Tonawanda, New York
BEST NEW RECORD OF THE WEEK:
"YOU GOT THE POWER"
ESQUIRES
(Wand)

SOUL SLICES: Melvin Van Peebles, the first black American to direct a film ("The Story of a Three-Day Pass"). His film, "Sweet Sweetback's Baadasssss Song," which was released on 20th Century-Fox, has been a huge success. The film's soundtrack, which also features songs by the Esquires, has been a hit. The Esquires' single "You Got the Power" is currently the best-selling record of the week.

BEST SELLING
RHYTHM & BLUES
SINGLES

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Title, Artist, Label, No. &amp; Pk.</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
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<td>&quot;I SAY YOU LIE&quot;—PM BLACK &amp; I'M PROUD</td>
<td>8</td>
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<td>2</td>
<td>2</td>
<td>&quot;I SAY YOU LIE&quot;—PM BLACK &amp; I'M PROUD</td>
<td>8</td>
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<td>3</td>
<td>3</td>
<td>&quot;GREAT BIG APPLE&quot;—G. C. Smith, Decca 46180</td>
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<td>4</td>
<td>4</td>
<td>&quot;FOOTPRINTS&quot;—Forrest, Capitol 1922 (Coral)</td>
<td>7</td>
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<td>5</td>
<td>5</td>
<td>&quot;HEAT WAVE&quot;—THE KAPP BROTHERS, Atco 72036 (Coral)</td>
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<td>6</td>
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<td>&quot;OH! I'M GONNA HAVE LUCK&quot;—Blackwell, Blackwell 772 (Soul)</td>
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<td>7</td>
<td>7</td>
<td>&quot;CUMBRAIN&quot;—Jr. Walker, Scepter 872 (Stax)</td>
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</tr>
<tr>
<td>8</td>
<td>8</td>
<td>&quot;DON'T JUMP THE GUN&quot;—Jr. Walker, Scepter 872 (Stax)</td>
<td>6</td>
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SCEPTER SIGNS TO HANDLE PEPPER

NEW YORK—Scepter Records has signed to distribute the song "Say It Ain't So," performed by the band Pepper, to Cet's label. The band, which includes singer Nancy Sinatra, drummer Jerry Scheff, and bassist Brian Wilson, is known for their upbeat sound and catchy tunes. Pepper is expected to release their debut album later this year.
### Scepter Signs to Handle Pepper

- Continued from page 62

... will be run by vice-presidents Marvin Schlichter and Sam Goff, assisted by the Scepter promotion staff.

Pepper Records is a subsidiary of Pepper's Inner, Inc., an international supplier of creative packages for radio and TV.

### Soul Sauce

- Continued from page 52

"Stone Blues,"... Jubilee Records is moving heavily into soul and gospel with its "I'm Tired of Being a Nobody," by the Valentinos. The group is made up of the Womack brothers, Henry, Cecil and Curtis. Cecil Womack is the husband of Mary Wells and co-writer of her recent Jubilee disk, "The Doctor," Jubilee has also signed Priscilla Price, Donald Height and Mary Love, already moving with "The Hurt Is Just Beginning." Ex-Supreme Florence Ballard gave birth to twin daughters in Detroit Oct. 13. "Love Ain't Love," Miss Ballard's second outing for ABC, was released last week. ... Thank you, Jadyn Clark of New Castle, Pa., for your "Thank You" to Soul Sauce. ... Frank Shively, Decca promotion man in Detroit, writes: "I'm titled of seeing who reads your fantastic column, and not seeing my name." Since Soul Sauce has a soft spot for flattery, here goes: Frank Shively of Decca Records reads Soul Sauce. Do You?

**MAKIN' SMOKE: Peaches & Herb, "Let's Make a Promise."** (Duke) ... "Peaches & Promises." (Duke) ... Jane Feliciano, "The Star-Spangled Banner" (Scepter) ... Clarence Carter, "Too Weak to Fight" (Atlantic) ... Stevie Wonder, "For Once in My Life" (Tamla)... "Cadet" ... Sam & Dave, "Everybody Got to Believe in Somebody" (Atlantic). ... Intruders, "Slow Drag" (Gimbel's). ... Martha Reeves & The Vandellas, "Sweet Darlin' (Gordy). ... Hestatious, "Shade of White" (Pep). ... Franklin, "Some Kind of Wonderful" (Phil-L-A) of Soul). ... Jackie Wilson, "You Brought About a Change in Me." (Brunswick).


**FIRE & SMOKE**... Unifies, "Court of Love" (Kapp)... Marvin Gaye & Tammi Terrell, "Keep On Lovin Me, Honey." (Tamla)... Impressions, "Fool for You." (Curtom)... Diana Ross & the Supremes, "Love Child." (Motown).

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**Billboard SPECIAL SURVEY for Week Ending 11/2/68**

#### Rhythm & Blues LP's

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>No. &amp; Pos.</th>
<th>Works on Chart</th>
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**Billboard has the "IN" slide story on Audio Retailing**

**NOVEMBER 2, 1968, BILLBOARD**
From the Music Capitals of the World

EMI S. Africa

Puts on Show

Argentina

ARGENTINA—The Argentine Society of Musicians (SADAIC) 50th anniversary

ITALY TO GET Latin-Americans to New Fests

20 Argentine Writers To Vie at Song Fest

BUENOS AIRES—The Society of Authors of Latin America (SADAIC) is celebrating its 50th anniversary this year. As part of the celebrations, a song festival is being organized in Italy, specifically in Rome, as an initiative to promote Latin-American music. The festival will feature 20 Argentine writers who are expected to vie for recognition.

The festival aims to highlight the rich cultural heritage of Latin America and foster international cooperation. It is a testament to the strong bonds between countries and the promotion of artistic exchange. With participation from leading figures in the Latin American music industry, the event promises to be a significant milestone in the cultural landscape.

The SADAIC, founded in 1969, represents authors, composers, and performers in Argentina. It has been instrumental in promoting the rights of creators in the music industry and advocating for fair compensation. The 50th anniversary is an opportunity to celebrate the achievements and contributions of the society to the cultural sector.

As an extension of the festival's initiative, the SADAIC is also organizing a series of workshops and discussions with experts from various fields. These sessions will provide a platform for artists, scholars, and enthusiasts to share insights and ideas, further enriching the cultural discourse.

The festival not only celebrates the artistic heritage but also acknowledges the contributions of Latin American musicians to the global music scene. It is a testament to the enduring legacy of Latin American music and its influence on contemporary art.

The event is scheduled to take place in the coming months, with detailed plans being finalized by the SADAIC. Expectations are high as the festival promises to captivate audiences and celebrate the rich tapestry of Latin American music.
FROM THE NEW BACHARACH-DAVID BROADWAY MUSICAL

"PROMISES, PROMISES"
A SPARKLING SINGLE BY
DIONNE WARWICK

PROMISES, PROMISES  WHOEVER YOU ARE, I LOVE YOU
(BACHARACH-DAVID)     (BACHARACH-DAVID)
Produced by Burt Bacharach & Hal David
Arranged and Conducted by Burt Bacharach

SCEPTER RECORDS
"Today"

Jimmie Rodgers

B/W "THE LOVERS" A&M 976
E.M.E.'s New Instrument Plant in Italy

MILAN — E.M.E. (Electronics Inc. of Europe) has opened its new $3.2 million plant at Montecanzone, Italy (near Milan, home of the noted electronic musical instruments and equipment manufacturer). The three-way international joint venture involving U.S. (Electronic Music Labs), British (E.M.E.) and Italian (Montecanzone) interests, was set up in 1966 in Milan. The shareholders are E.M.E. with 34.5 per cent interest, and 25.1 per cent is held by the electronics manufacturing facilities to 10,000 square meters (107,645 sq. ft) and boost the number of employees on the payroll to 125.

Track Battle In Israel

JERUSALEM — Israeli and foreign film soundtrack albums are vying for sales here following what has been called a “sonic war.” The war is primarily between film soundscapes. Latest Israeli film LP’s issued here are “Lilac” and “Adoni” on EMI-Columbia. But most of the new or forthcoming LP’s are of foreign films. Following a distribution deal with the French Le Comptoir des Film records, EMI-Columbia issued the Les Jeunes Loups album and an EP from L’Enfant Noiret on Le Comptoir label. RCA released the classic MGM soundtrack LP from Gone With the Wind.

Electronica has issued the Dot LP soundtrack of the movie “The Bad News Bears” and the RCA soundtrack LP of “Half a Sixpence.” From EMI origination, it has released “The Man in the Streets,” a soundtrack EP, as well as the album from “The King and I.”

Although the films have not been released here, pre-release promo copies of God, Ren and Men have been released as the Warner Bros. soundtracks from “Candide” and “Pinafore’s Rainbow.”

In addition, CBS is planning release of the soundtrack of the LP of “The Graduate” as well as an LP from the musical film “Fiddler on the Roof.”

Israel’s Vote Their Favorite

JERUSALEM—Most popular Hebrew song of 1968, according to a poll by the Israel Broadcasting Authority and the Alchet Hachomer, is by the Northern Command Variety Ensemble, the favorite recording of the year. The song is featured on an original album release, “Israel’s Vote,” the record company of the year.

The song was featured on an original release, “Israel’s Vote,” a recorded concert of the band, which included all the top Israeli rock record company of the year.

From the Music Capitals of the World

Budapest—New Philharmonic Company of Hungary, under American conductor George Szell, has released a special five-record set of Mahler’s 5th, 6th and 9th symphonies, and also a series of “Hajdu” by the Budapest 100,000 with a release.

HAGEMAN

TOkyo

Randy Boman, a relatively unknown composer of film scores, who has recently been living in East Asia, appears in major posts at Sony, and will be the musical director of Salute and Bangkok in December. Production for the tour is handled by A&M Artists, a new entityset up specifically for foreign artists. A&M is organizing Japanese fan clubs for Boman, records of Epic, plays key roles in key teenage magazines, arranging telecasts on the competitive dates and record sessions.

The Budapest Philharmonic’s1970 Autumn concert, the major Latvian Quarter appearances here and tours the whole country, will be on all along the tour from Tokyo to Bangkok despite the complex number of artistic agreements. Carl Christian, the director of the Budapest Philharmonic, said.

Shirley Ann, a rising star of the classical world, will be the musical director of the city. The Budapest Philharmonic will be in Japan for six weeks and will conclude the season with a tour of the country.

The Budapest Philharmonic is the most popular orchestra in the country. Their group returned to Japan in 1969 for a series of concerts, and have been at the forefront of the city’s new musical life.

The Budapest Philharmonic has been on tour in Japan for many years, and has been particularly successful in the last few years.

The concert series will include the Budapest Philharmonic’s first performance in Tokyo.

The concert series will also include the Budapest Philharmonic’s first performance in Osaka, and will be held in the Osaka Municipal Auditorium.

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Miki Jevremovic has recorded "All I Need," the latest single by Bobby Goldberg hit "Bee" for AM's New Market, released on Tuesday.

The Blue Horizon label, also known as "Bee," includes tracks by Bobby Goldberg, Jimmy Barnes, and others.

The recent releases by Yugoslavia include "Hey Joe," by the Beatles, "Hey Joe," by John Lennon, and "Hey Joe," by Buddy Holly.

John Lennon and Paul McCartney are the songwriters for "Hey Joe." Lennon and McCartney have formed their own recording company, titled "Hey Joe."

The Beatles have released several singles and albums, including "Help!," "Hey Jude," and "Let It Be."

The Blue Horizon label is known for its unique sound and has released albums by artists such as the Beatles, the Rolling Stones, and others.

The Beatles have contributed to the music industry with their innovative sound and unique style, influencing generations of musicians and fans worldwide.

The Blue Horizon label continues to release new albums and singles, maintaining its reputation for quality music and unique sound.

The Blue Horizon label is home to many famous artists, and their music remains popular today.

The Beatles have sold over 1 billion records worldwide, making them one of the most successful and influential bands of all time.

The Blue Horizon label continues to produce and release new albums, ensuring that the music of the Beatles and other legendary artists remains accessible to music lovers everywhere.
Metronome, German Co., Kicks Off Album Line

HAMBURG — Metronome, Hamburg, has launched a new LP line. Titled Corona, the line will feature top international artists, top international repertoire and high fidelity reproduction. Backed by an intensive publicity campaign, 15 albums will make up the initial release in the series and they feature Aretha Franklin, Otti Redding, Whisky Pickett, Acker Bilk, Charles Aznavour, Silvia Malmström, Anna-Lena, Egon Castror, Rolf Rosemeyer, Roy Etzel, Glenn Miller, Django Reinhardt and Ernst Senflankowski.

In a search for new recording talent, Metronome produce-
ers Thomas Meisel, Peter Meisel and Gunter Henne, recently opened a mobile studio and made a train tour of the major cities of Germany giving auditions to 400 young singers, some of whom will be given recording contracts.

To tie in with the Olympic Games, Metronome has released a de luxe album of Mexican music accompanied by a six-page color booklet on Mexico. The album retails at $3.20. Meanwhile, Metronome reports that its best-selling singles are "Hartlein," by Silvia Malmström.

CRMA SEEKING FEES ON DISKS PLAYED ON RADIO

TORONTO—A brief from the Canadian Record Manufacturers' Association seeking a Canadian radio station to pay royalties on disks played is being prepared for submission to the Copyright Appeal Board, Canada. Deadline for the brief is Nov. 1.

The Manufacturers' Association represents the Canadian subsidiaries of RCA, Columbia, Capitol and London, among others. They now control 99 per cent of the radio stations in the country—about 400 in all—while the state that is imposed, could cost them $5 million a year. They also stated that a study could be made by the Canadian Radio Manufacturers' Association and the Canadian Association of Leads and Publishers, the right publishers to get paid for every piece of music played on the air in Canada.

EMI knows the record markets of the world...

EMI has now released their "We Can Help You" single here. Les Hanson (Columnist) has recorded "I'd Be Just Like You" (Those Were The Days) by Lulu (Reprise) visited Sweden to discuss publishing business with Mag Anderson of Swedish Music and made a guest appearance on TV. Al Sharif (International Artists) to tour Sudan, Africa, Dec. 22 to Jan. 5. Ranna Ross and Supemase (Tamba Motora) return to Sweden this month for concerts at Berns... Fontana has released the latest Folk album 'This World Goes Round and Round... Page One has its hit 'Hip Hop Hoppy' by the Tramp's... Sweden Music has acquired the publishing rights to the songs in the new musical "Hair"... New publishing company Impact Music of Scandinavia AB, led by Englishman Richard Reed-Edwards, formed here.

Helsinki

More and more Finnish artists are being booked for dates in Sweden. Following the recent visit of Eara (Blue Master), other Finnish artists are set to appear in Sweden are Fred (Philips), Seppo Hamin (Decca), Tapani Kuurna (Scandia), Asa-Christian (RCA Victor), and Katri Helms (Top Voice). Erkki Palls, head of Westland's record department and PR manager, STC, now concentrating on independent PR work and journalism. Sweden artist D'aura, who represented Finland at the Eurovision song festival, has now released his first album "The Ballad Of Bonnie & Clyde," and MGM has now released their new album "Set The Mood."

Population (1960) 1,055,926

Population by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
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<tbody>
<tr>
<td>0-14</td>
<td>252,000</td>
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<tr>
<td>15-24</td>
<td>203,000</td>
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<td>104,000</td>
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<tr>
<td>65-74</td>
<td>58,000</td>
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<tr>
<td>75+</td>
<td>40,000</td>
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</table>


EMI NOVEMBER 2, 1968, BILLBOARD
COLOR IN DANCE
STEREO PALETTE PBP 5-561
COLOR IN DANCE NO. 1:
POLKAS
STEREO PALETTE PBP 5-563
COLOR IN DANCE NO. 2:
TANGOS
STEREO PALETTE PBP 5-564
COLOR IN DANCE NO. 3:
THE PETITE WALTZ
STEREO PALETTE PBP 5-565
COLOR IN DANCES NO. 4:
MARCHES
STEREO PALETTE PBP 5-566
COLOR IN DANCE NO. 5:
BIG BAND: MANHATTAN SPIRITUAL
STEREO PALETTE PBP 5-570
COLOR IN DANCE NO. 6:
DANCE TO THE MOVIES
STEREO PALETTE PBP 5-571
COLOR IN DANCE NO. 7:
IN THE MOOD FOR LOVE
STEREO PALETTE PBP 5-572
COLOR IN DANCE NO. 8:
COCKTAIL PARTY
STEREO PALETTE PBP 5-573
COLOR IN DANCE NO. 9:
CHARLESTON
STEREO PALETTE PBP 5-578
COLOR IN DANCE NO. 10:
DANCE TO THE CLASSICS

EACH YEAR WE SAY
IT WAS A VERY GOOD YEAR
BUT THIS YEAR...

PALETTE RECORDS INT'L
250 WEST 57th STREET
N.Y. 19 — U.S.A.

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13 MADELEINE
BRUSSELS 1
BELGIUM

PALETTE RECORDS LTD.
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LONDON W.1
ENGLAND

www.americanradiohistory.com
IT WILL BE A GREAT YEAR

THANKS TO ALL OUR FRIENDS

AROUND THE WORLD

BEST WISHES FOR

A FANTASTIC WINTER SEASON

MEET US AT THE MIDEM ´69

www.americanradiohistory.com
MESSENGER MUSICALI S.P.A.

would like to express their warmest appreciation to their distributed C D & D B S. for the wonderful and so successful awards achieved during the current year:

* Festival di San Remo, Roberto Carlos “Canzone per te”
* un disco per l’estate, Riccardo del Toro “Lupilo”
* Gattinara, Caterina Caselli “Il volo della vita”
* Festival bar serie verde, Sergio Leonardo “Non ti scordar di me”

Premio speciale città di Asiano.

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THE SIGN OF GREAT READING

INTERNATIONAL NEWS REPORTS

From the Music Capital of the World

- Continued from page 60

opened with his summer show “Rock Side Story” in Sweden. Three of Finland's best groups — Jorma (Columbia), the Blues Section (Love) and the Tomson (Fontana) — have split up within the space of a month. . . . Harri Sakuinen, formerly with the Tomson, has replaced U.S. singer Al Sharp as lead singer with the Sonset. Sharp has moved to Sweden.

- Newly launched Filmadora Productions, headed by August Rismal, has joined forces with Oy Discophon Ab, the Finnish RCA licensee. The move means that the artists Valonan, the Snookins and Kristian will appear in future on the RCA-Victor Westerland, which lost the EMI catalog when the British company set up its own operation in January this year, is ceasing record production. No new releases have been issued by the company in the last five months. Scandia managing director Paolo Enrico has formed a variety agency in Finland, Oy Artik Ab, in collaboration with Aslak Enrico and Roland Sabacho of Scandia Music and Tom Hertell, director of the Finnish Booking Office. The company will manage mainly Scandia artists and has so far signed Tight Kama (Scandia), actor-singer Janne Leskela (Scandia), people singer Waltraut Tegnstrom (Scandia) and Tita Supanen and Taina Iklaloto.

KARI HELAPOLTO

MILAN

CA-DI of Rome is the new distributor in Italy of Parade Records, newly formed to distribute the CD-1 line in Italy. The label, distributed by Decca, CA-DI, a subsidiary of the CD-1 Group, is distributed Del Cam, Tank, Manna and Amato. The new label will be in Italy in November for appearances on RAI-TV, Italy's state-run television network. The label will be managed in Italy by Fabio Decca, a veteran Italian artist Decca has just signed.

Metronome LP Line

- Continued from page 60

vist and “Say a Little Prayer,” by Aretha Franklin. In the album, the title track, “Once in a Lifetime,” is the best known song of the 1950’s. Brazil’s singer, Antonio Carlos Jobim, has just signed to Metronome with his new album, “Paris.”

Reports good sales of the Elektra Deos album, following two concerts by the group in Frankfurt.
"AGE OF WORRY"
B/W "IS THIS DESIRE"

Latest Album: "Billy Walker Salutes The Country Music Hall of Fame" (18101)

Don’t Miss Billy’s New Syndicated TV Show: "Billy Walker’s Country Carnival" Soon in your market

A SHOW BIZ, INC. PRODUCTION, NASHVILLE

MONUMENT RECORD CORP
NASHVILLE/HOLLYWOOD
AS HIGH AS THE SKY

JOHNNY NASH

HOLD ME TIGHT

JOHNNY NASH

ALSO BREAKING BIG R & B MARKET
LLOYD PRICE "TAKE ALL"

JAD RECORDS 221 WEST 57 STREET, NEW YORK, N.Y.
The LONDON Group

Proudly Welcomes

SEYMOUR STEIN • RICHARD GOTTEHRER

and

SIRE RECORDS

Initial Release

"HONEY DO"

THE STRANGELOVES

written by Jeff Barry and Marty Sanders

Produced by Feldman, Goldstein, Gottehrer

for F.G.G. Productions
**Billboard Hot 100 Chart**

Week of November 2, 1968

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
<th>Sales Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;You'll Never Walk Alone&quot;</td>
<td>Lennon &amp; McCartney</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Hello, Darlin'&quot;</td>
<td>The Righteous Boys</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Where Did Our Love Go?&quot;</td>
<td>The Supremes</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Wonderful World&quot;</td>
<td>Sam Cooke</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>&quot;I Can't Help Myself (Sugar Kane)&quot;</td>
<td>Nancy Sinatra</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Papa Dalila&quot;</td>
<td>The Isley Brothers</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Don't Let Him Fool You (Cherubim and Seraphim)&quot;</td>
<td>TheLet Him Fool You (Cherubim and Seraphim)</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>&quot;The Bells of St. Mary's&quot;</td>
<td>Andy Williams</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>&quot;Lauer's Love Theme&quot;</td>
<td>Ludek Kavan</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Public Image&quot;</td>
<td>Marlo</td>
<td>10</td>
</tr>
</tbody>
</table>

This chart represents the top 10 songs on the U.S. pop music chart for the week of November 2, 1968.
There’s this horn, see, and it’s biting through wild sounds. It’s Doc playing Burt. And before you know it they’re walking on home with today’s super-gas smash single.

Doc Severinsen
plays Burt Bacharach’s
"Knowing when to leave" RS 4125
the stand-out song from the Broadway show "Promises, Promises."
b/w "Barbarella"
the title song from the Paramount film.
Arranged and conducted by Don Sebesky
Executive Producer: J. B. (Joe) Carlton
Command Records Probe Records
### Billboard Top LPs for the Week Ending November 7, 1968

<table>
<thead>
<tr>
<th>Artist/Group</th>
<th>Title</th>
<th>Label</th>
<th>Peak Position</th>
<th>Sales Rank</th>
<th>Critical Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>BARBRA STREISAND</td>
<td><em>A Star Is Born</em></td>
<td>Columbia</td>
<td>1</td>
<td>39</td>
<td>**</td>
</tr>
<tr>
<td>BOBBIE GENTRY &amp; GLEN CAMPBELL</td>
<td><em>The Voice of Love</em></td>
<td>Capitol</td>
<td>2</td>
<td>159</td>
<td>**</td>
</tr>
<tr>
<td>BOBBY VEE</td>
<td><em>Randy Man</em></td>
<td>Epic</td>
<td>3</td>
<td>237</td>
<td>**</td>
</tr>
<tr>
<td>THE DOORS</td>
<td><em>Waiting for the Sun</em></td>
<td>Elektra</td>
<td>4</td>
<td>245</td>
<td>**</td>
</tr>
<tr>
<td>FRANK SINATRA</td>
<td><em>September of My Years</em></td>
<td>Reprise</td>
<td>5</td>
<td>246</td>
<td>**</td>
</tr>
<tr>
<td>HARRY S. ADAMS</td>
<td><em>American Gospel Songbook</em></td>
<td>RCA Victor</td>
<td>6</td>
<td>253</td>
<td>**</td>
</tr>
<tr>
<td>JEFFERSON AIRPLANE</td>
<td><em>Sons ofthe Sun</em></td>
<td>CBS</td>
<td>7</td>
<td>260</td>
<td>**</td>
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<tr>
<td>JOHNNY CASH</td>
<td><em>Johnny Cash</em></td>
<td>Columbia</td>
<td>8</td>
<td>264</td>
<td>**</td>
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<tr>
<td>BOBBIE GENTRY &amp; GLEN CAMPBELL</td>
<td><em>The Voice of Love</em></td>
<td>Capitol</td>
<td>9</td>
<td>267</td>
<td>**</td>
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<tr>
<td>PETULA CLARK</td>
<td><em>The Best of Petula Clark</em></td>
<td>CetSwan</td>
<td>10</td>
<td>270</td>
<td>**</td>
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<tr>
<td>BOBBY VEE</td>
<td><em>Randy Man</em></td>
<td>Epic</td>
<td>11</td>
<td>271</td>
<td>**</td>
</tr>
<tr>
<td>BARBRA STREISAND</td>
<td><em>A Star Is Born</em></td>
<td>Columbia</td>
<td>12</td>
<td>272</td>
<td>**</td>
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<tr>
<td>BOBBIE GENTRY &amp; GLEN CAMPBELL</td>
<td><em>The Voice of Love</em></td>
<td>Capitol</td>
<td>13</td>
<td>273</td>
<td>**</td>
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<tr>
<td>BOBBY VEE</td>
<td><em>Randy Man</em></td>
<td>Epic</td>
<td>14</td>
<td>274</td>
<td>**</td>
</tr>
<tr>
<td>BARBRA STREISAND</td>
<td><em>A Star Is Born</em></td>
<td>Columbia</td>
<td>15</td>
<td>275</td>
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### Billboard Top LPs for the Week Ending November 7, 1968 (Continued)

<table>
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<tr>
<th>Artist/Group</th>
<th>Title</th>
<th>Label</th>
<th>Peak Position</th>
<th>Sales Rank</th>
<th>Critical Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOBBIE GENTRY &amp; GLEN CAMPBELL</td>
<td><em>The Voice of Love</em></td>
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<td>16</td>
<td>276</td>
<td>**</td>
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<tr>
<td>BOBBY VEE</td>
<td><em>Randy Man</em></td>
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<td>17</td>
<td>277</td>
<td>**</td>
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<td>BARBRA STREISAND</td>
<td><em>A Star Is Born</em></td>
<td>Columbia</td>
<td>18</td>
<td>278</td>
<td>**</td>
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<td>BOBBIE GENTRY &amp; GLEN CAMPBELL</td>
<td><em>The Voice of Love</em></td>
<td>Capitol</td>
<td>19</td>
<td>279</td>
<td>**</td>
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<tr>
<td>BOBBY VEE</td>
<td><em>Randy Man</em></td>
<td>Epic</td>
<td>20</td>
<td>280</td>
<td>**</td>
</tr>
</tbody>
</table>

Compiled from National Retail Sales Shows by the Music Regularity Chart Department and the Record Market Research Department of Billboard.
Heavy.....Traffic

Their new album is in the shops now. Buy it! It's fantastic!

United Artists Records
Entertainment from Transamerica Corporation

AN ISLAND RECORDS PRODUCTION / PRODUCED BY JIMMY MILLER

UAS 6676
Continued From Page 82

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>Title</th>
<th>Label &amp; Number</th>
<th>Date Released</th>
<th>Chart Peak</th>
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<td>BASTA</td>
<td>Band</td>
<td>Eddy A.M.</td>
<td>NA</td>
<td>NA</td>
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<td>eoka</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<td>National</td>
<td>160</td>
<td>109</td>
<td>160</td>
<td>110</td>
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<td>57</td>
<td>17</td>
<td>57</td>
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<tr>
<td>39</td>
<td>101</td>
<td>SOUNDBACK The Good, The Bad &amp; The Ugly</td>
<td>1967</td>
<td>219</td>
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<tr>
<td>103</td>
<td>109</td>
<td>SERGE MENDO &amp; BRAZIL '60</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>51</td>
<td>104</td>
<td>ARLE BOUTIN Nice Restaurant</td>
<td>1967</td>
<td>77</td>
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<tr>
<td>47</td>
<td>108</td>
<td>PAUL MAURITZ &amp; HIS ORCHESTRA</td>
<td>1967</td>
<td>125</td>
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<tr>
<td>11</td>
<td>102</td>
<td>BYRD The Sweetheart of the Radio</td>
<td>1967</td>
<td>12</td>
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<tr>
<td>38</td>
<td>112</td>
<td>HUGO MONTENEGRO Nouns</td>
<td>1967</td>
<td>12</td>
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<td>26</td>
<td>102</td>
<td>SPIRIT</td>
<td>1967</td>
<td>12</td>
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<td>37</td>
<td>119</td>
<td>SMOKY ROBINSON &amp; THE MIRACLES</td>
<td>1967</td>
<td>12</td>
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<td>3</td>
<td>140</td>
<td>Mercury 61179</td>
<td>1967</td>
<td>12</td>
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<td>57</td>
<td>114</td>
<td>WEST NORTON A Day in the Life</td>
<td>1967</td>
<td>12</td>
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<td>58</td>
<td>118</td>
<td>FOUR TOPS</td>
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<td>31</td>
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<td>IRISH ROVERS</td>
<td>1967</td>
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<td>33</td>
<td>128</td>
<td>IRON BUTTERFLY</td>
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<td>12</td>
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<td>30</td>
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<td>JOHNNY MATHIS</td>
<td>1967</td>
<td>12</td>
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<td>35</td>
<td>116</td>
<td>DONNA WARE</td>
<td>1967</td>
<td>12</td>
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A-Z (LISTED BY ARTIST)

Artists: A - Z. Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard Magazine.

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NOVEMBER 2, 1968, BILLBOARD
CONTINUED FROM PAGE 84

NOVEMBER 2, 1968, BILLBOARD

4 STAR ALBUM OF MOTION PICTURE THEMES FROM MULTIMILLION-DOLLAR MOVIES

CINEMA '69 LEROY HOLMES

HE'S DONE IT AGAIN!

Open Letter to Gene Pitney

Dear Gene:

I heard your record, "Billy You're My Friend." How could you say such terrible things about me. I'm your friend ... you said so yourself. We grew up together. Remember?

Besides if you hadn't been there watching, you wouldn't have seen us.

Your former friend,

Billy

P.S.: Anyway it's a great record.

Musician 1351
Agents Seek

5% Fee Hike

Whether AGWA will move to change its laws to permit the record companies to be certain that the fee fund is in open for a fire that may burn for some time. There is a

Action Records

Albums

**NATIONAL BREAKOUTS**

- NO NATIONAL BREAKOUTS THIS WEEK

- NEW ACTION LP's
  - MYSTIC HOODS ORCH.—Drawers
    - Phillips PHS 600-777 (v)
  - DECCA DL 75077 (v)
  - EDDY ARNOLD—Walter in Love
    - Decca LPS 3240 (v)
  - RCA Victor LP 4069 (v)
  - HOLLAND—How Can You Tell
    - Philips PHS 660-276 (v)
  - LEONARD HINES—The Way I Feel
    - Univ. EUP 22836 (v)
  - MUDGY WATERs—Elegant Mod
    - CDS 3146 (v)
  - GLENN YARBROUGH—Such is Us
    - Warner Bros.—Seven Arts WM 1726 (v)
  - VARIOUS ARTISTS — A Collection of 16 Old Time Radio Shows
    - Mahavri WS 658 (v)
  - HAPKERS BIZARRE—Secret Life of Us...
    - Warner Bros.—Seven Arts WM 1729 (v)
  - REESE ROULFS—AB Hump
    - RCA Victor LPS 4069 (v)
  - ZARATHUSTRA
    - Venice Philharmonic Orch. (Concert)
      - London Treasury STS 15083 (v)

- PORTRAIT OF AN ARTIST
  - BERNIE HOFFMAN—Seven Artists
    - RCA Victor BLS 3279 (v)
  - BERNIE CARTER (BALLET AKR.
    - Scherker)
    - Bullock/Thurso Orsh. (Charles B.)
      - ABRayl/Alroy A 50266 (v)

Singles

**NATIONAL BREAKOUTS**

- I LOVE HOW YOU LOVE ME — Bobby Vinton, Epic 10297 (v)
  - CARSIN-ON—How Do You Know
    - Epic 10297 (v)
  - PROMISES, PROMISES
    - Dionne Warwick, Scepter 12231 (v)
      - Betsie/Okell/Martin, AEG (v)

- **REGIONAL BREAKOUTS**

  - BOTH SIDES NOW
    - Judy Collins, Elektra 10439 (v)
      - Down/Quinn/Guskov, BM (v)
  - LIVING IN THE U.S.A.
    - Steve Miller Band, Epic 2287 (v)
      - John Valley/Scotts, BM (v)
  - STANLEY GORTKOFF, left, president of Capitol Records, and astronaut Scott Carpenter, right, from left, and Bob Stewart at a recent luncheon honoring Stewart-Ford's first Capitol album.

RCAaising Ante to Get Full House of Producers

- Continued from page 1

so RCA is attempting to make the best of both the "house" and the "outside" production worlds. At the "outside" production end, RCA wrapped up deals last week with Sidewalk Producers, P. D. & Co, and Koppelman & Rubin (See Sep 22). In addition to staff-produced and independent-produced projects, RCA will continue to build its pop catalog through multi-purchase deals. "The independent producers we are working with want us to listen to a master," said Jenkins, "I will find a sympathetic ear at RCA." The door to Jenkins' office will be "wide open" to the independent producer, as will the door to the office of Ernie Alschuler, RCA vice-president and executive artists and repertoire producer.

As far as the "house" producer is concerned, Jenkins pointed out that the company is on a constant look for producers who can relate to today's market, and, to some extent, to yesterday's market.

Among the young producers who have been drawn to RCA's "House" staff recently are Rick Jarrold and John Flores in Los Angeles, and Felton Jarvis in Nashville. Jenkins also pointed out that a major company such as RCA will always need a staff of competent music men, producers, of good music for major artists, who fill the needs of the "good music" and/or "middle-of-the-road music" audience.

Other Deals

In addition to the production deals wrapped up last week, RCA's other "outside-the-house" production agreements are with Mike Berniker for Lana Cantrell, Kerry Parcell for Al Hirt, Charlie Davis for the Youngbloods, Jack Clement, who co-produced with RCA Charlie Pride and the Deep Water Reunion, and Joanna Gault and the Brotherhood, who produce for themselves. In the rhythm and blues field, RCA has deals with L.A. productions, and Gerry Parcell's Good Times. Another aspect of RCA's growing involvement with "outside" producers is a label such as with Screen Gems-Columbia's Colgems Records, Slim Williams Chart Records, and Don Kirshner's Calendar Records. Kirshner is currently riding high with the Archies, the disk in the offshore of the CBS-TV series of the same name.

Barclay Into Int'l Drive

- Continued from page 10

Michel Dietrich Pachabel (France), all on Vanguard; the Peebles (Belgium) group on Mainstream, and Dijange Reinhardt and the Guitars Unlimited (France) on CBS Records. Fernandez said he is also in negotiation with other producers.

At present, Fernandez is striv ing to sign a deal with the U.S. product abroad with the U.S. release date, he feels this would be a boost to record sales in countries like France and Spain.

Jonah P. Jones on A U.S. Promo Tour

NEW YORK — Deca Rec ords' latest British discovery, Jonah P. Jones, is in line for a month-long promotion tour of eight major cities. Actor-model Jones is part of Deca's push to establish British talent in this country, which has so far nestled the Who and Steppenwolf. Under the ARA plan, if commissions are raised to 15 per cent, all deals and contracts will be between the artist and the buyer. A deposit of 50 per cent of the charge for the date will be required and the other 50 per cent, to be picked up by the artist either in a certified check or in cash, before he goes on.

HARRY JENNINGS, center, vice-president of record operations at RCA, goes over independent production deal with Don Rubin, left, and Charles Koppelman.

Dunhill Cuts Off Advances

- Continued from page 10

come up some way. Lasker has an idea for developing something "tempting" for artistic something which will stimulate the market to come with Dunhill in lieu of big money advances. His idea is to rent a night club in the Los Angeles area where new groups can be spotted and develop them before formally recording. He says several locations have been checked out and he hopes to get the club in operation before the end of the year.

Joint Venture

Operation of the club will be a joint undertaking Dunhill and the parent ABC Records. The club will not be on the Sunset Strip ("there's a stigma of arrests and narcotics") and will be targeted to a young audience, with soft drinks served. The club will be called Bell's.

Dunhill would rent a facility and is prepared to subsidize the operation to the tune of $1,000 a week. An act like Steppen wolf, for example, would perform material at the club before making its next album. The recording will be for Bell and other non-Dunhill acts. But the emphasis at the outset is to produce a facility where acts can sharpen their performance before going into the studio.

Conelco Bids

- Continued from page 10

Conelco common shares. Beneficiaries of the U.S. Phillips Trust are the shareholders of N. V. Phillips of Holland.

Under the agreement, a Nether land's corporation affiliated with Philips Photographic Industries will be known as Philips Gram phon Gesellschaft von Ger many will be at the 50 per cent participation in Chappell and the resulting conglomeration of a facility where acts can receive a 49 per cent participation in Chappell & Co., Ltd. (London).

BILDBOARD GETS BIO MATERIAL

NEW YORK — "Photo File," Billboard's expanded library of photos and biographies of recording artists, is now up-to-date material for use in Billboard's weekly issues and special editions. Representation in the photo library will include complete and currently updated photos and biographies of recordings artists and talent agencies. Public relations firms are requested to send up-to-date photo and bio kits to Billboard's New York office, attention "Photo File."

How to Produce Lightnin' Disks

NEW YORK — Bell Records has just announced that it will produce the West Coast group of Smokeylightn' and the record is a joint effort of Bell Records and RCA. How's, whom Mr. Bones Productions firm has produced hit product for the Fifth Dimension, the Association, and the Turkeys, was also music producer for both the Elvis Presley and Petula Clark TV specials.

Trefferson Bows LineWith Khouri

NEW YORK — Steady Records, which has just been launched by Art Trefferson, in partnership with Ken Khouri of Federal Records, Federal is headquartered in Jamaica. Steady will not only make use of the record-producing complex of Federal, one of the major firms in the island, but will also be serviced by producers at Federal's New York, Memphis, and Los Angeles producers. Literature Dixon and Doug Best will work for the firm in New York, access to the labels are under the U.S. and England simultaneously.

ASHLEY FAMOUS, London Intl. Tie

NEW YORK — Ashley Famous, a subsidiary of Kennay National, has united with London International through an exclusive agreement.

London International handles actors, actresses, writers and directors in Europe. Final contracts will be signed before Jan. 1, 1969, when Otis S. Bredger, who heads Ashley Famous in London, will join the board of the new company. London International executives Laurence Evans, Robin Fox and Olive Harding will continue as the new company in the same ca. The new company will operate under the Ashley Famous banner.

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