Radio Programming Forum Luring Foreign Broadcasters

By CLAUDE HALL

NEW YORK — Registrations for the second annual Billboard Radio Programming Forum at the Waldorf-Astoria Hotel, June 19-22, are pouring in from around the world and from a cross-section of the United States. Virtually half of the registrations come from program and music directors; the other half from station owners, general managers and air personalities. Indications are that there will be a much larger turnout of radio station managers than a year ago. Among the countries coming in are Peru, Canada, Brazil, Australia and Puerto Rico.

The first Forum drew about 500 broadcasters to New York last June. Its roster of speakers included such top radio men as (Continued on page 8)

City's San Remo Takeover

By MARC

SAN REMO — San Remo's City Council has voted to have the city take over control and management of the San Remo Festival. Italy's No. 1 annual pop music event.

The move, which takes the festival management from ATA, the concessionaire company which operates the San Remo Casino where the event is staged, and of its owner manager Ezio Radaelli, had been in the wind for some time (Billboard, Feb 8). San Remo has decided to recall Gianni Rava to run the festival. Rava directed the event for seven years until he was replaced last year by Ezio Radaelli, who had become a majority stockholder in ATA. (Continued on page 80)

U.S. Hip Acts Erupt In U.K. in '70: Davis

By JAN DOVE

NEW YORK — Albums by U.S. underground groups should be selling 50,000 to 80,000 in the U.K. by the start of 1970, predicts CBS president Clive J. Davis. At present, sales average about 10,000 per album, he said.

"Contrary to many opinions, the U.K. market has neither had nor discarded the underground movement," he said. "They are on the verge of it. It is in the embryonic stage in Britain."

Davis cited a current Record Retailer (Billboard's sister publication in London) Top 30 album chart where CBS artists hold 11 positions. "I believe that CBS is poised for the same kind of chart explosion in the U.K. that we are experiencing in the U.S. regarding underground music and artists."

And this is—as we have experienced in the U.S. a form of music that changes the complexion of the marketplace." Davis believes that underground groups, with their reflection of the contemporary scene and social comment, have

(Continued on page 94)

Filmanion, RCA Pegging TV' er To New Group

By BRUCE WEBER

LOS ANGELES — Filmanion, producer of animated TV programs, and RCA are teaming again to spring another TV-berithed group for the record market.

Patterned after both the Archie and the Monkees' series, the Filmanion-RCA effort will be pegged on the Hardy Boys, a rock group formed for the upcoming animated series, "The Hardy Boys," debuting Sept. 6 on ABC-TV (Saturdays at 10:30 a.m.).

RCA plans to distribute at least two Hardy albums and an

(Continued on page 94)

Pop Speaks Soft, Carries Big Stick

By MIKE GROSS

NEW YORK — Pop music — soft music — has been entering "soft" sound creeping into the works of the hard rock groups and, even more dramatically, there's been a resurgence of sales and airplay for the "good music" artists.

The "good music" artists, in fact, have been dominating the pop charts in many of the record retail outlets and discount stores in key markets around the country. In some stores, it's been reported the shelves are covered with albums by Tom Jones and Glen Campbell, and little else.

Campbell, a Capitol Records artist, and Jones, a Parrot Records artist, are pacing the chart sweeps with four albums each on Billboard's "Top LP's" chart this week. The steady sales of both Campbell's and Jones' LPs is attributed to the regular exposure they've been receiving the last several months on their weekly network TV shows.

The pop drift towards soft music is also bringing programming and chart play to such standards singers as Frank Sinatra, Andy Williams, Tony Bennett, Dean Martin, Eddy Arnold, Ed Ames, and comparative newcomers, Engelbert Humperdinck and O.C. Smith. Instrumentals, too, are once again getting a share of the pop action. Among the instrumentals

(Continued on page 4)

Orpheus fills hearts with joy. And registers with the beautiful sound of cash.

Orpheus—Bruce, Harry, Eric and Jack—gives you every good reason to be joyful. A prime example is "Brown Arms In Houston"... smash single included in this great album.

Produced and Arranged by Alan Lorber for Alan Lorber Productions, Inc.
Kids go for it.

"SUGAR, SUGAR"
c/w "Melody Hill" #63-1008
THE ARCHIES'
latest single. Both sides from their new album, "Everything's Archie"KES-103.

Produced by Jeff Barry
©1968, Archie Comic Publications
Manufactured and distributed by RCA RECORDS
**TAPE FORUM TO BE HELD ON WEST COAST AUG. 3-5**

SAN FRANCISCO—The third annual Tape Cartridge Forum, sponsored by Billboard and Merchandising Week, will be held here Aug. 3-5 at the Mark Hopkins Hotel.

The forum will examine the growth in the audio tape industry and the direction in which it is heading; a report from all facets of the industry is expected; and their solutions, handled by specialists renowned in their fields.

The forum will again be co-ordinated by Coleman Finkiel, vice-president of sales and promotion of Associated Business, a well known field of business education and executive training. This forum has handled all Billboard Forums and the first two highly successful Tape Conferences. Conference inquiries may be made through the Tape Cartridge Forum, 300 Madison Ave., New York, N.Y. 10017.

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**Decca Will Cover 'Country Side' With a Giant 2-Month Promotion**

By J.申請er

NEW YORK—Decca Rec-

orders has designated July and August country music months, and will ride with a campaign theme of "Decca-Land of the Country Giants." This marks the first time in Decca's 40-year history of national country music promotions that two months have been devoted to such a campaign.

While emphasis will be placed on the entire Decca country music output, special promotions will be spearheaded by the release of 17 new albums by Decca country artists.

Artists represented in the new album releases are Bill Anderson, Jimmy Davis, Sonny Dickens, Jack Greene, Jan Howard, Loretta Lynn, Jimmy Martin, Bill Monroe, Hoyt Pennington, the Osborne Brothers, Webb Pierce, Don Stamps, Sonny Van Tubb, Conway Twitty, Jay Lee Webb, and the Wilburn Brothers.

In addition to the new album release, Decca will meet the burgeoning demands for country concerts and sponsored tape product with the release of 42 pieces of new country product. This material is from the library of the above-mentioned artists as well as other current Country Westerns, Red Foley, Rick Nelson, Dinah Shore, Warren Mack, Buddy Holly, and the Everly Brothers.

To demonstrate the scope and importance of this promotion campaign, Decca will call on the field force of branch and district managers to New York.

**‘Aspen Summer’ Is Off; Lack of Time**

NEW YORK—"'Aspen Summer' is off; lack of time." This is the New York charge to Slim Williams, president of Chart Records, to whom the July 24 edition of "Summer," has been called off from Billboard (May 24). A festival organization for the Aspen Summer Festival has folded, thus making a leaving deal for the album. The group will be managed by Windfall, Shelly Finkel and Gary Kurfurst.

**LP Features Pappalardi as Prod & Artist**

NEW YORK—Felix Pappalardi, independent record producer, has produced a tour for one album, which he has released as a double. He does all the arranging himself "officially" as the artist. The album is entitled "Restless." In addition to Pappalardi on bass, Lesley West, formerly with the Vagrants, provides vocals, and N.D. Smart, former drummer with the Hello Goodbyes, provides vocals. West's Mountain Pappalardi is under- standing, according to Pappalardi, the launching of the group via an extensive tour of one-night concerts in major venues and audito-

**Stax's 2Mil. Meeting—Gets Fountain Distrib**

MEMPHIS—The Stax com-

plex of labels (Stax/Volt/Hit) topped the $2 million mark for the 27 albums and 30 singles presented at its distribution conference, in addition, Jim Stewart, president of Stax, released a division of Paramount Records, that the firm has taken over distribution of Fountain Record Co. of Chicago.

The Fountain Record Co. is owned by Joe Bullock and Clavin Carter. According to Stewart, Bulter and Carter will produce the records and Stax will distribute them.

Included in the album re-

lease conference were the MG's, Eddie Floyd, Johnnie Taylor, Ike Turner, William Bell, Albert King, the Staple Singers, the Soul Children, Sam & Dave, Joe Cocker, Pop Staples, Ollie and the Nightingales, Rufus Thomas, the Mar-kins, J. J. Barnes, and Steve Manca, Darrell Banks, the Bar-Kays, Wilson Pickett, the Emotions and Isaac Hayes.

More than 200 members of the C & R attend the meeting which included a tour of Stax Record Co., and a dinner party with K us Thomas, the Bar-Kays, Eddie Floyd, Johnnie Taylor, Carla Thomas, the Knobs, Beverly Lee, Booker T. and The M.G.'s, and the Staple Singers.

**Rama, Rama in Distib Deals**

LOS ANGELES—Rama and Re- member Records have signed a major distribution pact with Philip International for future domestic distribution. The labels will issue albums by Vince Taylor, Melba Moore, Patrice Rushen, Adam Wade, Jon Rogers, the Invictas, and the Year 200 next month.

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**7 RCA SINGLES RIDE CREST —15 ALBUMS ON TOP LP'S**

NEW YORK—RCA Records is picking up a hot chart stride.

The label is riding with three singles in the top 10 of Billboard's "Hot 100" and with three albums in the Top 10 of the "Top LP's" chart.

Facing the singles field for RCA, which has a total of seven titles on the "Hot 100" chart are among the new groups that RCA has been grooming for a pop breakthrough. The other RCA artists click-

**Cosby & MCA IN DISK DEAL**

LOS ANGELES—Bill Cosby has signed a seven-year exclusive recording contract with MCA. It's not yet been determined for which of the disk companies in the RCA complex Cosby will record.

Any rumors that Tetragramma-

tion records a label company, or that it will fold.

The label is planning to re-

lease 40 albums and 100 singles in the year beginning June 1, spanning rock, pop, folk and soundtrack LP's. It has written orders for $1.5 million to cover its first release—14 LP's—scheduled for June 1 release. The company's first product includes two double-LP packages by Cosby and two 16-page, triple-LP original cast album of "The Great White Hope," and "Cosby's Tune." The five albums are distributed by Warner Bros.-Seven Arts Records, released nine albums and grossed $12 million in its first—without releasing any Cosby albums on the market. The company's first—and only—Cosby product is a double LP, "It's That Time Again" and there will be released Sunday (1). "There will not be any other product by Cosby on Tetramorph. His (Cosby's) leaving has not diminished our profit or growth picture at Tetra," said Silver, "but, rather, gives us more creative freedom."

More importantly, he feels, the departure of Cosby dispels any rumors that Tetrogramma-

tion records a label company, or that it will fold.

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More importantly, he feels, the departure of Cosby dispels
EXECUTIVE TURNTABLE

Bud Katznel resigned as vice-president and general manager, ABC Records, to become general manager of the newly formed Aceo Embassy Records, a distribution arm of ABC-Paramount. The appointment is the first made by Hugo Peretti and Luigi Creator, who head the new music publishing and record complex. Katznel will be involved in all aspects of the business as well as in heading the label's marketing activities. Katznel has worked with Hugo and Luigi before — when the two brothers were public-ity and ending as national sales manager. Katznel joined ABC in 1966 as national sales manager and was appointed vice-president and director of sales of the Embrey-Paramount firm in Nashville, he will co-ordinate programs with distributors and their promotion force. . . . Scott Cameron joins Original Sound Records, Nashville, to co-ordinate special marketing projects and work with distributors and radio stations. He previously took over the promotion of RCA's Woodstock-Kalaparusha, the pressing unit formerly under vice-president Michael S. Giesler.

Jeff Clark promoted to sales and promotion director, VMC Records. Terry Munford joins the label as promotion director. . . . David Gold of Goldstar Records, L.A. EMI producer, joins JMC Productions, Hollywood, as ad man. . . . Lynne Shuls appointed marketing assistant for Standard Records, Nashville, to co-ordinate special marketing projects and work with distributors and radio stations. Shuls previously has been A&R director of St. James B. Lansung Sound Inc., California, producer of loudspeakers and associated electronic equipment . . . with Columbia Records and with Big Craig Enterprises to represent his Gee Mac production company. Previously McGreggor worked as staff producer for Golden World Records, Detroit. He was a general manager with A&B Duplicators, joined National Recording Studios, New York, to head a new custom duplicating tridge, and reel-to-reel using duplication equipment. He was previously with Gees. We have the new package marketing manager for the Aucff-Iro-Hickory Records complex in New York. . . . Jeff Shults, former A&R manager, to become sales manager and public relations coordinator for The Beach Boys. . . . Robert T. McCarthy has joined Zenith Sales Co. as audio products marketing manager. He was formerly sales manager, A.C. Electronics, Inc., Chicago. John V. Wilson named radio marketing manager. He was manager, national accounts and special market sales, ABC-Paramount Records. . . . Daniel Reshen appointed assistant manager of A&R department for ABC-Paramount Records, New York. . . . Roger Fair, named a staff writer, has left ABC-Paramount for the new ABC-Paramount Records division.
That’s why we’re not going to try to tell you a lot of great things about Spiral Starecase’s new album, “More Today Than Yesterday.”

We’ll just tell you this. If you liked Spiral Starecase with their hit single, “More Today Than Yesterday,” you’ll love Spiral Starecase with their hit album, “More Today Than Yesterday.”
Col.'s Promotional Powerhouse

NEW YORK — Columbia Records has put together the largest promotional staff in its history to compete more forcefully for the highly competitive retail audience. Since becoming director of national promotion for Columbia some seven months ago, Ron Alexander, the industry veteran has been reorganizing, expanding and broadening the label's promotion staff. Columbia's promotion staff now numbers approximately 30 and the success of their endeavors can be measured by the fact that the label has 51 albums and 23 singles on the charts. Columbia, which claims that he is the largest promotion staff in the industry, said, "It is not the quantity, but rather the quality of the people involved, which makes this staff the most effective in the industry."

In This Issue

In this week's issue, Columbia has divided the country into six regions. These areas are handled by the promotion department's six regional promotion managers: Saj Ingham, West (the new position); Zim Zemeler (Mid- and Southeast Regions); Jim Green (Northeast Commercial Division); Scheila Chilana (North Central Region) and Chuck Thagard (Far West Region).

Key positions on Alexander's team are held by Steve Poppovich, assistant director, national promotion; Jim Brown, national album promotion manager; Mari Proctor, national rhythm & blues promotion manager; Gene Ferguson, national rock & roll promotion manager, and Sheila Chilana, coordinator national promotion. The regional promotion managers, four of whom are also regional sales managers, and 27 local promotion men round out Alexander's staff.

The regional promotion men, based in key cities, are: Joe Casey and Mike King (Atlanta); Ed Agner (Boston); Dave Breeden (Chicago); John Galobchik (Chicago); Mike Moore (Cincinnati); Paul Braverman (Cleveland); Joe Mansfield (Dallas); Hank Harmon (Denver); Al Berger (Denver); Russ Yerge (Detroit); Al Gurewitz (Hartford); Bob Moering (Hollywood); Stan van Durme (Milwaukee); Terry Kehr (Minneapolis); Dave Ezzell (New Orleans); Di DeVevo and Joe Senkiewicz (New York); Ted Kellum (Philadelphia); Sally Solomon (Pittsburgh); Dave Swengst (St. Louis); Jack Campbell (San Francisco); Ken Fuscado (Seattle); Jack Perry (Syracuse); and Earl Rollins (Washington).

In this issue:

- Continued from page 4

Executive Turntable

Joh F. Rosica appointed promotion and artists relations vice-president at Dot Records. * * *

Dante C. Marinelli named audio products district sales manager in New York. * * *

Harry Munnatt has left Capitol and joined Sound Assured products division to join the newly formed Creative Music Productions in New York. * * *

Al Kassem joins newly formed National General Music as vice-president. He was previously head of the West Coast office of April/Blackwood Music and was associated with GNP Co., NFC Music and Cathay Music. * * *

Alan Landau named head of the Los Angeles office, Al Hawkins of the Dallas office and Harris Rogers of the Atlanta office of North American Leisure Corp. Opening of the offices precedes the opening of warehouse and shipping facilities in each area. * * *

Andy Miele appointed sales manager at Sound Assured. Andy Miele was previously associated with Polysound Inc., responsible for all merchandising aspects relative to sound records. Previously, Miele was national sales manager for project 3, before that national head, United Artists Records.

Jeanne Green named administrative assistant of Bob Thiele's Flying Dutchman. Jeanne Green, formerly Miss Greenwald was with Neil Reshin and with the Basin Street East nightclub. Lillian Seyfort has also joined the Flying Dutchman and will be involved with the recording and production side of the company. Miss Seyfort was 10 years with ABC Records, Flying Dutchman, Ems and ABC Sound. Lillian Seyfort's accountants will be Schultz, Gladstone and Co., with Kaplan and Gunick serving as attorneys.

Joe Fields named Midwest operations manager and Cynthia Badie appointed West Coast regional promotion manager of Buddha Records. Hakim was previously editor of the radio trade weekly, Foray Reporter and discovered the Vagueness singing group. Before his Buddhah appointment he was general manager of the Bamboo Records. Cynthia Badie was previously with Eric Mainland distributors in the promotion department. Chuck Baseline and Joe Fields are named Western regional managers for the Detroit and Baltimore-Washington, D.C., areas. Baseline will operate out of Jay-Kay Distributors and Belleo out of Zamoski. Both companies are formerly covering the Midwest for Buddha, named Eastern operations manager for the company.

Ronald Ballantine and E. Peter Larmer have been elected vice-presidents of Ampex Corp. Ballantine will be general manager of the professional and industrial products division while Larmer will serve as general manager of the consumer electronics division. In another Ampex move, Roy Pynbarn has been named manager of product management for the company's professional audio and video products.

Jack Trace joined Dot Records as director of a&r administration. He was formerly a staff producer at Liberty and is also a staff producer at Mercury and Chess-Chetler Cadet. He will report to Jay Lowry, Dot's a&r vice-president.

May 31, 1969, BILLBOARD
You're A Friend of Mine

Sonny & Cher

Produced by Sonny Bono
ATCO 6683
1969
Week's
High
High
Low
Low
Week's
Week's
Change

Admiral
21 1/4
20 3/4
19 1/4
19 1/2
1 1/2

American Broadcasting
76 1/4
56 1/4
38 7/8
70 3/4
70 3/4
1 3/4

Amex
44 3/4
43 1/2
43 1/2
43 1/4
-1/4

Automatic Radio
41 1/2
40 1/2
39 3/4
39 3/4
-1/2

Automatic Retailer Assn.
117 1/4
101 1/4
75 7/8
105 1/4
105 1/4
-4 3/4

Avco
36 1/2
34 1/8
31 1/4
19 1/2
19 1/4
3/4

Capitol
52
29
14 1/2
49 1/2
49 1/2
Unchg.

CBS
59 3/4
41 3/4
35 3/4
55 3/4
55 3/4
-2

Chief, Musical Inst.
33 7/8
33 1/2
25
33 1/2
33 1/2
1/4

Columbia Pic.
42
29 1/4
23
33
33
-1

Commonwealth-United
24 1/4
12 1/2
6 3/8
13 1/4
13 1/4
-1

Disney, Walt
34 1/4
29 1/4
19 1/2
33 7/8
33 7/8
3/4

Emi
81 1/4
61 1/4
9 1/4
78 1/4
78 1/4
-3/4

General Electric
98 1/4
85 1/4
138 7/8
94 9/16
94 9/16
1/16

Gulf & Western
50 1/2
38 1/2
16 3/8
39 29/32
39 29/32
+1/4

Handelman
48 1/4
36 3/4
24 1/8
47
47
-1/4

Harvey Radio
25 3/8
19
21 3/8
20 1/4
20 1/4
-1/4

Harvey Services
39 3/4
29 1/2
14 1/2
33 1/4
33 1/4
1/4

Marx Co.
29 1/4
17 1/4
19
30
30
1/4

MCA
44 3/4
33
38 3/4
35 3/4
35 3/4
-2

Metromedia
53 5/8
33 1/4
37 3/4
37 3/4
37 3/4
-1

N.J.
121 1/4
94
77 1/4
107 1/4
107 1/4
-2

Motorola
133 1/4
101 1/4
438 123 7/16
118 11/16
118 11/16

North Amer. Phillips
43 1/4
32 3/4
71 1/8
44 1/4
44 1/4
-1/4

Pickwick Int.
65
40
14 63
60 61/8
60 61/8

RCA
48 1/4
41 1/8
156 47 3/4
44 45/4
44 45/4
-1/2

Sears
49 1/4
35 1/4
106
50 21/8
50 21/8

Tennco Corp.
67 1/2
47 3/4
372 60 51/8
53 51/8
53 51/8

Trans-Amer.
38 3/4
32 1077 36 3/4
34 3/4
34 3/4

Translation Invest.
37 1/2
30 1/4
348 5/16
36 1/4
36 1/4

Triangle
37 3/4
30
32
30 1/8
30 1/8

20th Century-Fox
41 1/2
31 1/4
19 34 3/4
32 3/4
32 3/4
-1/4

Venable
32 3/4
21 1/8
113 22 22 22 22
22 22
22 22

Viewfinder
35 1/4
24 3/4
33 33 33 33
33 33
33 33

Warner Bros.-7 Arts
64 1/4
35 1001 35 55 35 155 Unchg.

Wurlitzer
221 1/8
193
30 201 201 191 191
191
191

Zeitak
38
58
50 7/8
45 49 49 Unchg.

As of Closing
Thursday, May 22, 1969

CHICAGO--The Wurlitzer Co. has registered record sales and an increase in earnings for the year ended March 31.

Consolidated net earnings totaled $2,157,948, including non- recurring income of approximately $300,000, equal to $1.75 per share. This compares with the preceding year's total of $2,037,161, which also included non-recurring income of approximately $300,000, equal to $1.66 per share.

Consolidated sales were $61,009,512, compared with $59,832,299 for the preceding year, an increase of $1,171,833, which was the highest in the 113-year history of the company.

Los Angeles—Creative Sound Productions will distribute religious product by Mark Productions and Charity Records. Mark Productions, owned by Martin Jones, is a four-year- old company that has been in business one year.

Product will be distributed through Creative Sound's independent outlets which cover 3,700 gospel product stores. Initial product will carry the two company's separate logos, but future releases will carry both the Creative Sound and second company brands.

Among the artists on Mark are Rev. Bob Harrington, Cam- put Life Singers, Kip Landen, John Webb, Dean McClure, and Beatleford and Clarr- borne quartets.

Creative Sound's artist roster encompasses the Christpro- Dale Evans, Dan Harrison Singers, Dr. William Bright, the Spectrums of Sacred Sound, the Wedgewood, Emil Cadin Orchestra, Dr. David Cripp- er, Don Klein and the Bethany Quartet.

A single by the Dan Harrison Singers, "Make America Proud of Me," has been selected as the theme song for the syndi- cated TV show, "World of Youth." Don McNell, former host of the "Breakfast Club" on ABC Radio, narrates the song, written by Jack Palfreyman.

May 31, 1969, Billboard
WELCOME ABOARD
THE UNI HIT WAGON!
JON FRED AND HIS PLAYBOY BAND
with their new smash single!
"SILLY SARAH CARTER"

UNI 55135

UNIVERSAL CITY RECORDS
A DIVISION OF MCA INC
The Greatest
of the Greatest Hits

Being first to create new ideas to give your customers better listening pleasure, and to boost your sales and profits is what Columbia does best. It's our business. Creating Greatest Hits programs which meet with great success year after year is an example. We pioneered the GH concept; now we have the largest and best-selling GH catalog in the industry. And you just can't beat the sales potential of GH releases.

In May, we started our biggest GH program ever. Featuring GH albums and tapes by our top artists in every musical category including Pop, C&W, Rock, Jazz, etc. Product that's already started to sell itself. Just look at what '69 has in store for you.

1 First with the best of GH releases.

ROBERT GOULET'S
GREATEST HITS
MY LUCK FORGIVE ME
WHAT KIND OF FOOL ARRT?
IF EVERY TV LEAVE YOU
THE IMPOSSIBLE DREAM
THIS IS ALL LARK
and more
CS 9815/18 10 0565*/EC 11459
CS 9814/18 10 0654*/EC 11444

RAY CONNIFF'S
GREATEST HITS
Somewhere
For You In My Life
The Shadow Of
Your Smile
A Time For Love
Greatful Rose
People
CS 9820/18 10 0666*/HC 11541
CS 9822/18 10 0652*/HC 11431

The Buckinghams'
Greatest Hits
Including:
Kind Of A Drag
Mean Baby
Mercy
Mercury
Round Back At Love Again
Laurel lee
Waltz
CS 9847/18 10 0686*/HC 11401

MILES DAVIS'GREATEST HITS
Including:
Round Midnight
Seven Steps To Heaven
All Blues
My Funny Valentine
CS 9808/18 10 0644*/HC 11401

STONE-WALL JACKSON'S
GREATEST HITS
VOL. 2
SOMEWHERE
FADED
WHERE ARE YOU?
TO THE TOWN OF WACO/CATTLE CALL
AND THE LITTLE BIT CLOSER/FOREVER
MMCEES
AND MORE
CS 9740/18 10 0652*/HC 11431
CS 9750/18 10 0668*/HC 11401

MONK'S
GREATEST HITS
GROOVES
AND MORE
CS 9757/18 10 0668*
CS 9757/18 10 0668*

CARL SMITH'S
GREATEST HITS VOL. 2
FAT LEE AND THE WILLY WALKER BAND
DO WHAT YOU LIKE
DEEP WATER
I'M DOING IT FOR MYSELF
THATS WHAT THE BLUES ARE
AND MORE
CS 9407/18 10 0686*/HC 11401

F. POWER BIGGS'
GREATEST HITS
BORN: Toccata and Fugue in D Minor
THE LITTLE FUGUE/SIEGFRIED AWAKE
JANUARY: The Caruso and the Nightingale
CLOSER/TEST OF TIME
WINTER: TRIO IN F
NEW VARIATIONS ON AMERICA
AND MORE
CS 9837/18 10 0570*/HC 11439
CS 7269/MQ 11437

BILL WALKER'S
GREATEST HITS
COME A LITTLE BIT CLOSER/FOREVER
CROSS THE BRIDGES AT HIGGICUTT CALL
IF IT PLEASES YOU
AND MORE
CS 9796/18 10 0648*/QC 11423

LIBERACE'S
GREATEST HITS
NEW YORK CONCERTO
AS TIME GOES BY/SECURITY
SONG BEARER/POLLED/I'M ALWAYS CHASING RAINBOWS
AND MORE
CS 98645

CARL PERKINS'
GREATEST HITS
Blue Suede Shoes
Every Time
Daddy Sang Bass
Mean Woman Blues
Honey, You
and more
CS 9837/18 10 0570*/HC 11439
CS 7269/MQ 11437

BERNSTEIN'S
Greatest Hits Vol. 2
New York
Philharmonic
Somewhere From "West Side Story":
The Ride Of The Valkyries/The Moldau
Dance Macabre
and others
CS 9760/18 10 0568*/EC 11021
CS 9770/18 10 0668*

ANDRE
KOSTELANETZ'GREATEST HITS
INCLUDING:
THE SHADOW OF
YOUR SMILE
SOMEWHERE
MY LOVE
BLUESETER
DANCE ON THE TAIL
CS 9760/18 10 0568*/EC 11021
CS 9770/18 10 0668*

APRIL 15 - 18
Greatest Hits
Volume II
TMY BENNETT'S
GREATEST HITS
CS 9814/18 10 0654*/EC 11444

*Available in 8-track stereo tape cartridge
**Available in 4-track stereo tape cartridge
Unavailable in 4-track reel-to-reel tape
First with composers' Greatest Hits albums.

This collection of great masterworks by the masters are mass appeal albums. Even people with the most contemporary taste will be turned on by this important first. The albums are also ideal for chain stores and racked outlets.

3 Specially priced two record gift sets.

Your customers get more of the artists they want to hear at a price they can afford with our two, multiple artist GH gift sets. They sell for a little more than the price of one. And judging from the past success of our gift sets you can start ringing up those sales right now!

4 More than 100 Greatest Hits sellers that are in constant demand.

JOHNNY'S GREATEST HITS (J. MATHIS)
CS 8681/18 10 0105*/CQ 1035

MARTY'S GREATEST HITS (M. ROBBINS)
CS 8682/18 10 0096*

JERRY VALE'S GREATEST HITS
CS 8756

RAY PRICE'S GREATEST HITS
CS 8806/18 10 0094*

PAUL REVERE AND THE RAIDERS' GH
KCS 9440/18 10 0014*/CQ 1001

BOB DYLAN'S GREATEST HITS
KCS 9463/18 10 0020*/CQ 1019

ARETHA FRANKLIN'S GREATEST HITS
CS 9471/18 10 0022

JOHNNY CASH'S GREATEST HITS
CS 9478/18 10 0041*/CQ 940

THE BYRDS' GREATEST HITS
CS 9536/18 10 0059

THE MORMON TABERNACLE CHOIR'S GREATEST HITS, VOL. 2
MS 7065/18 11 0071/MQ 972

5 Better business comes from better merchandising aids.

You give your customers listening pleasure, and they'll give you what you want. And just to guarantee it, we'll give you lots of support to go with it. A complete program of rack fixtures, major display pieces, local advertising kits and more advertising dollars to make it all work together.

The best of the best of the best.

And they'll give you what you want.
Here are some of the best-selling singles of all time in check-list form. Use it as a handy inventory sheet or as an order form to send in to your local distributor. Another first designed for your convenience.

- 4-3301 Matthew, Johnny
- 4-3302 Miller, Mitch
- 4-3303 Bennett, Tony
- 4-3304 Horton, Johnny
- 4-3305 Mitchell, Guy
- 4-3306 Cash, Johnny
- 4-3307 Faria, Tere
- 4-3308 Four Lads, The
- 4-3309 Clodney, Rosemary
- 4-3310 Sinatra, Frank
- 4-3311 Robbins, Marty
- 4-3312 Darnell, Vic
- 4-3313 Morrow, Barbara
- 4-3314 Ray, Price
- 4-3315 Horton, Johnny
- 4-3316 Brothers Four, The
- 4-3317 Di Mici, Dino
- 4-3318 Lawrence, Steve
- 4-3319 Williams, Andy
- 4-3320 Bennett, Tony
- 4-3321 King, Claudeon
- 4-3322 Purcell, Bill
- 4-3323 Gorme, Eydie
- 4-3324 Artistry
- 4-3325 Miller, Mitch
- 4-3326 Revere, Paul, and the Raiders
- 4-3327 Williams, Andy
- 4-3328 Griffin, Ken
- 4-3329 Seeger, Pete

- 4-3334 Armstrong, Louis
- 4-3335 Bennett, Tony
- 4-3336 Brubeck, Dave
- 4-3337 Davis, Miles
- 4-3338 Doris
- 4-3339 Faria, Tere
- 4-3340 Faria, Tere
- 4-3341 Griffen, Ken
- 4-3342 Mathis, Johnny
- 4-3343 Morgan, George
- 4-3344 Price, Ray
- 4-3345 Robbins, Marty
- 4-3346 Vale, Jerry
- 4-3347 Price, Ray
- 4-3348 Mathis, Johnny
- 4-3349 Williams, Andy
- 4-3350 Yankovic, Frank
- 4-3351 Dean, Jimmy
- 4-3352 Smith, Carl
- 4-3353 Mubag, Harmonicats, Jerry
- 4-3354 Mathis, Johnny
- 4-3355 ACouf, Roy
- 4-3356 Tillman, Floyd
- 4-3357 Cash, Johnny
- 4-3358 Williams, Andy
- 4-3359 Cash, Johnny
- 4-3360 Perry, Bob
- 4-3361 Simon & Garfunkel
- 4-3362 Simon & Garfunkel
- 4-3363 Simon & Garfunkel
- 4-3364 Simon & Garfunkel
- 4-3365 Simon & Garfunkel
- 4-3366 Simon & Garfunkel
- 4-3367 King, Claudeon
- 4-3368 Artistry
- 4-3369 Artistry
- 4-3370 Artistry
- 4-3371 Artistry
- 4-3372 Artistry
- 4-3373 Artistry
- 4-3374 Artistry
- 4-3375 Artistry
- 4-3376 Artistry
- 4-3377 Artistry
- 4-3378 Artistry
- 4-3379 Artistry
- 4-3380 Artistry
- 4-3381 Artistry
- 4-3382 Artistry
- 4-3383 Artistry
- 4-3384 Artistry
- 4-3385 Artistry
- 4-3386 Griffin, Ken
- 4-3387 Seeger, Pete

We told you we would be the greatest of the Greatest Hits programs ever. What else could you expect from Columbia—the company who makes it business to be first with exciting innovations? After all, the biggest should give you more—more of the best in recorded entertainment. Musically speaking, it’s only right!
Tape CARtridge

Stereo City's Franchise Plan on Road

By EARL PAIGE

CHICAGO — Stereo City, Inc., will use a $6,000 demonstration trailer to open a series of new franchised stores in the U.S. this summer under a national franchising program.

The four-chair shop will open in Sarasota, Fla., in June; Stereo City is advertising for franchises in the Detroit, Chicago, Milwaukee, and Indianapolis, Indiana; Rockford, Ill., and Milwaukee.

The heavy advertising support of the specialty stores, promotion and advertising and inventory control will be patterned after the firm's four Chicago outlets, said managing director Herbert Levin. All franchised outlets will have the same color scheme and logo: Stereo City, U.S.A.

Manny Green has been named franchise manager, and all activities of the new program will be concentrated in Stereo City's headquarters here.

The plan consists of:

• Market surveys to determine the best market area.

• Requirements include parking on three sides, with two installation bays, and a free-standing building.

• Existing stereo specialty stores will not be franchised with Stereo City moving the facility if necessary.

• No advertising soliciting franchises are placed until a suitable location is found.

• Franchises are trained and must be capable of handling installation and repair on equipment; or willing to be trained.

• Franchises are trained for four months. Training consists of administration, installation, parts and services and sales.

• Inventory is handled through Stereo City's 170-piece electronic data processing facilities; all hardware and software is 100 percent computer controlled.

The store will be kept clean on a 90-day basis," Levin said.

• Advertising, including mailings and promotion, is coordinated from the Chicago office.

• Fixtures, signs and tools are supplied by Stereo City. Inventory will include both home and auto players, alarms and accessories.

Software inventory will be geared to the individual market's projected potential.

"Our outlets will carry everything from the top-of-line opening reel. There are many open reel players on the market and we want a part of this business," said Levin. "As for records, television, telephones, and plug covers, we're not interested. Our stores will be specialty tape outlets.

A Natural Idea

Levin said Stereo City's newly franchised tape specialty stores was a natural one. "We had all our stores here reporting on daily sales report forms and all data coordinated on IBM. We know we can service out-of-State outlets just as easily as our own here can offer the advantages of our centralized buying, promotion and advertising.

Amplex Has 2 New Units

ELK GROVE VILLAGE, I11. — Two new automobile stereo cassette units, the Micro 40 and Micro 42, have been introduced by Ampex Corp. They represent the first recorder/players offered by Ampex in the automobile use.

The Micro 42, with a suggested list of $119.95, is a slot loading, mono record, stereo playback unit. The model incorporates a slide-out accessory tray, mounted on the underside of the unit, that holds extra cassettes and the remote control microphone.

Other features include fast forward, rewind, stop, play, eject button, tone and level separate volume controls. Also featured are a pilot light, record light, jacks for an earphone and the remote control microphone.

The Micro 40 is a stereo playback-only unit which comes with mounting bracket, hardware and demonstration tape. The suggested list is $99.95.

As for summer promotion, Ampex' "Cassette Frenzy" and "Cassette Audio" campaigns which involves cassette-demonstration units, trade shows and offers dealers spot radio commercials, advertising mats and promotional literature. The promotion offers to consumers a free microphone with the Micro 30 cassette recorder and $23.80 worth of stereo tapes with the purchase of either the Micro 86 or Micro 88 units.

Panasonic Bows In Cassette Units

By WAYNE HARADA

HONOLULU — Five stereo cassette recorders, including an auto-home unit priced at less than $100, will be released Thursday (15) as 300 Panasonic distributors, dealers and executives assembled at the Hilton Hawaiian Village.

The national convention marked two anniversaries, the fifth birthday of Matsushita Electric of Hawaii, which distributes Panasonic products here, and the 10th year of operation of the Matsushita Electric Corp. of America, which distributes the Japan products under the Panasonic name.

The new tape units unveiled were:

• The Englewood, an AC or battery-operated auto-home cassette recorder featuring Pana- jet, an automatic slide-in, pop-up cassette system whereby when the recording is completed, it automatically pops up for faster, simpler changing. The Englewood produces 1/2" tape of peak music power, and carries a one-year warranty.

• The Constellation, and the Orbiter, the latter with built-in AM/FM radio. Both feature sludge-side and push-button controls. Both produce 20 watts of peak music power, and come with one-year warranties.

Muntz' Volume Release

LOS ANGELES — Muntz-Stereo-Pak is"experimenting" with a suggested list to sell classical tapes. The duplicator has released 15 titles from the library. The library is emphasizing this merchandise in its company-owned store in the San Fernando Valley.

Muntz has offered classical titles in the past but never went into a releasing campaign involving 15 titles all at once. The company's over-all classical catalog is small, with representation from such other lines as Commac, Gennett, as Monitor, Westminster, Philips and Muntz.

Muntz is making its first major classical merchandising effort with this product because there seems to be a market for long-term composition in the 4-track configuration.

National sales manager Don Bohanan would like to develop a monthly classical release program. "A lot of the Muntz dealers on the West Coast are setting up classical departments for the firm," Bohanan said. College students seem to comprise a major portion of this buying audience.

Muntz' own Cartridge City store has opened a separate classical department as the over-all umbrella for the material, and the company suggests that its dealers follow suit.

The $5.98 Angel product is being purchased by the same percentage of the public as classical albums, so in essence the music attracts a similar audience, for an appreciative listener. The classical cartridge buyer is a quantity purchaser, selecting from six to 12 titles at a setting.

Bohanan says that an increasing number of stores have discovered there is a classical tape market.

Liberty Giving Cases New Look

LOS ANGELES — Liberty Stereo-Pak announced the debut of its 8-track and cassette cases to feature a black front instead of white. The company announced that it has designed to allow the cartridge's four-color artwork to stand out more.

The 8-track cartridges now offer a reprint of the front cover artwork plus complete programming information.

The new cases are a new fea- ture the title and the artist: previ- ously the artist had the greater graphic impact. The back space is given to program sequencing.

The new black casing now blends with the company's black outer cardboard holder.

Kraico Into the Player Field

LOS ANGELES — Kraico Products, auto accessory manufac- turer, is getting into the player field with a line of auto cassette and 8-track units.

Since its introduction this winter with players in January, Kraico has introduced an initial line of five units, and is offering four more models in June, including an 8-track combination auto/home unit.

The Compton-based company plans to expand its dealer op- eration to 600 dealers and to spec- ially outlets to supplement an established auto stores network, said Larry Kraines, sales vice-president. Kraico will also set up a dis- tributor network of about 60-70 representatives across the U. S. to handle the nine model line of auto-cassette players. Kraines said a national warranty program will be established for new warranty stamps in the warehouse planned for the Midwest area to supplement an existing facili- ty at the company's 100,000 square-foot complex in Com-pton.

Working with Kraines in de- veloping the player line is Hy Surnick, national electronics sales manager.

The Kraico line includes a straight 8-track (KS-700) at $69.95 (list); an 8-track with speakers (KS-800) at $79.95; a de luxe 8-track with speakers (KS-888) at $99.95; a 4 and 8-track compatible unit with speakers (KS-408) at $129.95, and an auto cassette unit with speakers and microphone (KS-999) at $169.95.

Kraico said the company is introducing four models at the consumer electronics show in June.

Kraico said the company will eventually have a complete player field, probably in 1970.

Kraico also has developed a four-stereo receiver (KS-91), pack- aging concept for impulse buy- ing, said Kraines. The units are displayed through a "window" in the shipping box, with a styro- foam cover protecting the hardware.

Our outlets will carry every- thing from the top-of-line opening reel. There are many open reel players on the market and we want a part of this business," said Levin. "As for records, television, telephones and plug covers, we're not interested. Our stores will be specialty tape outlets.

A Natural Idea

Levin said Stereo City's newly franchised tape specialty stores was a natural one. "We had all our stores here reporting on daily sales report forms and all data coordinated on IBM. We know we can service out-of-State outlets just as easily as our own here can offer the advantages of our centralized buying, promotion and advertising.

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Jet Stereo

LOS ANGELES—Jet Stereo, distributor of Lear Jet home and auto players in Southern California and Las Vegas, is now handling the line exclusively in California.

Phil Contanzo, Jet Stereo president, is expanding the dealer network in Northern California to more than 200, and has initiated a promotional/advertising campaign on radio/TV to stimulate dealer-consumer excitement in the Lear line.

Lear pulled the home unit

Stimler to Organize a Tape, Videotape Cartridge Combine

NEW YORK—Optronics Library Corp., V.T.R. Corp., and Waterbearer Films Inc. form the nucleus of a new tape CARTridge and videotape cartridge complex now being organized by Irv Stimler.

Stimler, director of special promotions and tapes for MGM Records, leaves the record label June 1 after eight years (see Executive Turntable).

The new tape and videotape firm, backed by a group of Wall Street investors, is negotiating for distribution for a line of 12 cassette and 8-track cartridges, according to Stimler. Four have been produced and the rest are in production.

Stimler said that Optronics will engage in buying rights for audio and visual products for home use devices. He felt that the nation was gearing for a major explosion in consumer use of videotape products and that Optronics would be ready when it came.

Waterbearer Films will be involved in production of films and short subjects for use by television, TV stations, and VTR customers. First product is a short starrving the Edwin Hawkins Singers which will be distributed by the Walter Reade Sterling theater chain. V.T.R. will specialize in tape cartridges for the present. In addition, Stimler will act as a consultant through a firm known as Merchandising Economics Consulting Corp. in the music field for Wall Street firms and other financial interests. He expects to hire a staff within the next few weeks.

Francisco operation will be "Clean Sweep," a trade-in gimmick to promote Lear's Jestro 4 and 8-track compatible unit (A119) at $39.95/$39.95. Jet Stereo will give customers $20-$40 on a 4-track trade-in for Lear's 4 and 8-track compatible unit.

The month-long promotion includes advertising, both co-op and factory, in community and metropolitan newspapers and in store retail promotions.

With much of the Lear promotions geared to the young adult market, Contanzo will take television time on teen-type programs, including "Ross City" and "Groovy," where Jet Stereo uses portable decks ($49.95 and $79.95) as contest giveaways.

ITCC Bows 'Super Goodies' Promotion on 'Great Oldies'

NEW YORK—International Tape Cartridge Corp. (ITCC) is launching a "Super Goodies" promotion costing 'great oldies' culled from its catalogue.

The campaign, which will be spearheaded by 20 4 and 8-track titles, will run through May 1. Artists represented include Dio & the Believers, the Kingsmen, the Turbans, the Skyliners, the Dimensions, the Five Satins, the Olympics, Jimmy Clanton, Maxine Brown, the Shirelles, Gene Pitney, Gary, (U.S.) Bonds, the Lemon Pipers, Ohio Express, Carnival and the Headhunters, and the Platters.

The "Super Goodies" promotion is the latest in a series of ITCC campaigns which had centered around country music and soul.

ITCC will supply dealers and tape merchandisers with store banners and full color "Super Goodies" posters.

As part of the "Super Goodies" promotion, ITCC has released the special cartridges on its ITCC label containing some of the "classics" of rock and roll music. Entitled "16 pieces or Gold, Volumes 1, 2 & 3," these cartridges include "Lamb of 1,000 Dances" by Carnival and the Headhunters, "Rhythm and the Rain" by the Cascades, and "So Fine" by the Fiestas, among others.

NAL Opens 3 Wings in New Policy Plan

NEW YORK—North American Leisure Corp. is opening branch sales offices with warehouse facilities in Los Angeles, Dallas and Atlanta to expedite its new high-speed product delivery policy.

According to NAL president Larry Finley, this policy assures customers of a 24-hour fulfillment of orders.

The opening of the branch sales offices is the first step toward implementing the high-speed delivery plan, Finley said. These offices, when equipped with warehouse facilities and fully stocked, will be able to provide 24-hour air delivery on all NAL tape product to customers in these territories. Until such time when these facilities will be supplied with in-depth stock, each branch office will teletype orders to NAL's New York headquarters, and product will be air-shipped to the accounts from there.

Finley appointed Alan Landau to head the Los Angeles branch, Al Hawkins in Dallas and Harris Rogers will head the Atlanta office (see Executive Turntable).

As reported in last week's Billboard, Finley now owns 100 per cent of NAL following his buy-out of the 55 per cent interest in his company, previously owned by Omega Equities Corp.
But soon the days of sand and shovels,
Gave way to the mysteries of life.
Then I noticed she was changed,
And I looked at her through different eyes.

Monument Record Corp.
Nashville/Hollywood
Norelco Study: Male Is Buying Boss; Dept. Stores Sales Key

NEW YORK—A marketing study of tape recorder buyers and users, and their preferences, conducted by the Norelco Home Entertainment Products Division of North American Philips Corp. revealed that men are making the purchasing decisions, and that the large percentage of sales are being made to department and radio/TV stores.

The study, dealing with recorders priced under $50 and up, also documents the recent popularity of self-contained systems, according to Wyb Semmelink, vice-president in charge of the division. Semmelink noted cassettes and cartridges—including 4- and 8-track equipment—accounted for 42 per cent of all tape recorder sales in 1968; this compares to 17 per cent in 1967. Additionally, cassettes comprised two-thirds, and portable units 88 per cent, of all 1968 cartridge-type sales, he added.

Semmelink drew a profile of the purchaser derived from the data. The “composite” buyer is male, married, over 25, earns more than $10,000 annually, and lives in a major urban center, Semmelink said.

He reported that department and radio/TV stores share top spot as leading retail outlets for tape recorders—each with 20 per cent. They are followed by discount stores at 12 per cent, and appliance stores at 9 per cent. Audio specialty, camera, music and jewelry stores trail. This order has remained fairly constant over the last three years although department stores lost five points last year, while radio/TV gained three, and discounters lost three.

Only One Store Regardless of where the tape recorder store is, 60 per cent of the buyers shop only one store, Semmelink observed. Eleven per cent will visit two stores; 20 per cent shop three or four, and the remaining 9 per cent will visit five or more stores.

This pattern also shows little change during the past three years.

H. H. Semmelink said, two-thirds of all brand decisions are made by shopping. He attributes this, in part, to strong advertising and promotion—both in print and premill consumer. He cited Norelco’s heavy advertising campaign in efforts to strengthen the brand name and its heavy traffic and sales for dealers.

About 50 per cent of the time, the husband does the shopping—almost twice as frequently as the wife. The third most important shoppers are “other adults,” with teenage boys, girls and family following in that order.

A further breakdown disclosed the average purchase of 90 per cent of all tape recorders are self-purchase. The remaining three per cent are 14 per cent for teen boys, 14 per cent for wives and 12 per cent for teen girls.

The male influence is maintained at home; husbands are the principal tape player users, while teen boys use the equipment almost as much as wives.

Muntz Deal With Audio Fidelity

NEW YORK—Muntz has concluded a deal with Audio Fidelity Records to manufacture Audio Fidelity’s catalog of 4-track cartridges.

It is a non-exclusive contract.

AF expects a release of its product by Muntz early in the fall.

Sports Education Cassettes Push Bell & Howell Units

SOKKIE, III—Bell & Howell is promoting its cassette players this summer with a series of sports education cassettes.

The initial offering, “Julius Boros’ Professional Golf Lessons,” is being test-marketed in Philadelphia, Miami, Chicago and Los Angeles. The 13 sequenced units are accompanied with a 40-page booklet, cassette booklet and cassettes ($14.95) or on one cassette ($9.95).

The tapes, available only through Bell & Howell, will be sold in conjunction with the company’s hardware line. The cassette package is being produced by Nightingale-Conant, Chicago.

Two additional summer promotional products are cassette kits, the “Road Runner,” featuring a player and two tapes with stories, travel facts and sing-along songs, all set to original music, and “Record All—A $5.99, 559 cassette player/re- corder with a 30-minute blank cassette.

The company is introducing five cassette recorder/players at the Consumer Electronics Show in June.

Espo Develops Machine to Cut Label Work on Pkgs.

CHICAGO — Manufacturers and distributors of prerecorded cassettes can avoid excess inventories of software caused by the necessity of having to label packages in large quantities. A new machine that automatically labels both sides of a cassette simultaneously has been developed by Espo Engineering Corp. here, allowing manufacturers to label product as it is manufactured.

The pressure-sensitive labeling machine will handle up to 36,000 cassettes per seven-hour shift.

Don Espo, vice-president, research and development, said the five-year-old firm is working on a similar machine for jewel cases. Whether any setup is developed is methods to automatically print graphics that use color separation.

Espo, according to Espo, has been involved as a consultant firm with Ampex, Bell & Howell, Zenith, Motorola and other firms. The firm has two labeling machines, the Cassette 60, an smaller Cassette 20, which will handle up to 6,000 cassettes per shift.

RCA Ships 250,000 Copies Of Catalog to Distributors

NEW YORK — More than 250,000 copies of RCA’s new 8-page Catalog were shipped to distributors as part of its first-month release of 1969. According to Mort Mauro, manager of its record and reel advertising and promotion, this means that dealers’ equipment will be out about 25 times the initial demand for the new catalog, about 500 units for its previous catalog, which eventually found its way to more than a million consumers. RCA’s catalog, with almost 800 titles, contains product from the following labels: RCA, and play or stop. Motorola’s consumer products division has announced Lee Distributing, Chicago, as the new distributor for consumer products, Realtron, of Harrisburg, for the mid-Atlantic region, and Record-Max, which originally handled seven products at the Consumer Reports label, for records. Another tape recorder with AM/FM radio (model 7843) retails at $99.95; an AM/FM radio (model 4488) at $69.95; an AM/FM radio (model 7620, record/playback, at $69.95; a cassette recorder (model 7609) at $33.95, an AM/FM stereo modulator unit with speakers (model 43701 at $89.95). AM/FM stereo modulator unit with speakers (model 43701 at $69.95, and a cassette recorder (model 5379) at $33.95.

Muntz has added three new units to its catalog, including a FM stereo modulator unit with speakers (model 43701 at $89.95.

Stereo Magic division of Eastern Specialties, Inc., Montclair, N. J., is introducing an equipment kit that includes a complete line of universal plug-in radios for use with all 4 or 8-track tape players. It lists for $19.95. Other, smaller kits for PP/DC power supply for use with a digital tape recorder, and a $9.95 flat chrome speaker (DELS-100) at 99.99.

Pat Cominsky moves to Detroit as sales manager for the Midwestern market, spokes Colorado, Idaho, Montana, Nebraska, New Mexico, Utah, Wyoming, Idaho, New Mexico, Pennsylvania (eastern and southern) and Pennsylvania (eastern). Part Cominsky moves to Baltimore as sales manager for Southern California, Carolee, and Roy O’Connell of Denver, spokes Colorado, Idaho, Montana, Nevada, New Mexico, Oklahoma, Texas, Utah, and Wyoming.

The catalog is available to most of the country, with additional requests to the Record Industry Association of America, 1 East 77th Street, New York, N. Y. 10022.

Tape Happenings

So it shouldn’t be a total loss, why not be on the profit wagon with our fast selling groove series:

12 ORIGINAL ARTIST OLDIE HITS

And don’t forget who has the greatest R&B tape catalog in the whole world.........it’s MODERN, and if you write and ask for one, we’ll be happy to oblige.

Join the FLAIR REVOLUTION

Unlock your cartridge and cassette cases to those extra summer sales profits........with the very best merchandising concepts this side of heaven.

Ask your MODERN / FLAIR 30 tape rep, or your tape distributor or rack jobber about the new look of FLAIR 30, or even write for a free sample. It is worth your while because FLAIR 30, is to put it modestly, America’s biggest sound buy today.........a complete line of promotionally priced cartridge & cassette tapes.

Tape CARtridge

New Bulletin Is Out by RIAA

NEW YORK—An updated version of the RIAA bulletin, "The Record Industry's Tape Records," containing revisions approved Feb. 17, is now available from the Record Industry Association of America, 1 East 77th Street, New York, N. Y. 10022.

The Sign of the Great Reading

May 21, 1969, BILLBOARD
THE BUBBLE PUPPY

‘BEGINNING’

AND

‘IF I HAD A REASON’

PRODUCED BY

RAY RUSH

LA-133

INTERNATIONAL ARTIST
Hendrix, Cat Mother & Miles
Turn Garden Into a Rock Roost

NEW YORK — A Madison Square Garden performance of folkish,
teeny, calling from the tiers like lilies in a cross, clothing,
cowed and clawed each other to
flash a camera in the face of
the announcer. Linton.
Richard's guitar player, work-
ing up to a typical Jimi Hendrix
Experience sound, to Cat Mother
and the All-Night News:
breakfast of bread and Mer-
cury's Boddy Miles Express on
May 19.
Big Buddy Miles, who hustles
a pressure cooker and swats
drumsticks as though he were
beating down a door, has
gathered together the kind of
group predicted when Miles first
lowered the electric flag to
catch the Express. A beefed
up brass brigade, Herbie Richard's
bandleader, has doubled the organ, plus Jim McCarty's mad
basher, has fused with Miles strongarm
drumming to make the Express hit.
The charging soul experience working in
the rock idiom. Razzored on the
roping strings, bent mercilessly in every
direction, Miles' down sounds penetrate
like a blade, as Miles' remote,
humming second thoughts, adding to
the edge by conjuring up a band
of blues that is far away and
unsympathetic. Yet the group's
hybrid of rock, 'n' roll and the most
exciting guitarist to date, under-
standing of its kind, though the lead
heavy music may be,
because of its density, the
seemingly weak for fans of the
hard drive. Miles newest
collection, "Electric Church," is
about to be released.
Cat Mother, five local boys
who dig old rock 'n' roll and a lot of these same
materials, bound momentarily
through musical territory un-
touched by the show. Offer-
ifying light and forgettable
tunes as they wander
less through "Bad News," "The
Brindle Bush" and "Marie,"
sound here style and Munke-
like vitality, but disappointing by
adding the music's title to their
name to the rock picture. Bob
Smith on organ and Larry Pack-
er on vibra-Sound and lead
guitar, could lift the group to
more meaningful heights.

Hendrix, a Reprieve artist,
of course, was low and
hearing, bucking and flaming to
the grooves of his guitar, which is
his specialty. Despite the show-
manship that keeps serious rock
burgs away from his self-cele-
bration, Hendrix is a brilliant
technician and stylist, squeezing
from his arsenal of guitar's every
shock of plugged-in power.

Who Show Why, How They're Best

RAY BLOCH, right, musical director of the "Ed Sullivan Show" since 1946, presents Sullivan with copies of his first two album releases for Ambassador Records.

Unmatched in Quality at Any Price

Glossy Photos
8¾ x 11 in.
$12.45 per 100
Pep Cards
$49 per 1000

LIBERATED

MULTI-COLOR

8¾ x 11 in.
$10.75 per 100

LIBERATED

3½ x 5½ in.
$2.65 per 100

LIBERATED

1½ x 2½ in.
$1.90 per 100

LIBERATED

1½ x 1½ in.
$1.30 per 100

LIBERATED

1 x 3½ in.
$1.35 per 100

LIBERATED

10x13 COLOR

$175.00

LIBERATED

300 Postcards
$125.00

LIBERATED

28 x 30" MOUNTED

LIBERATED

$35.00

LIBERATED

FREE SHIPPING

16 W, 46th St., N.Y. 367, 7-0233

Utley Tours With Artists

NEW YORK — Bill Utley, president of Deejay Associates, which was making its first public tour of Scandinavia, Amsterdam and London in connection with the tour of Steppenwolf, the group, which has broken up or dropped personal appearances, but have be-
come better and better.

For the first time here, Peter Townsend didn't end to
ving the show by shattering his guit-
a instead. He was an
exciting performer, he doesn't need this
device any more. However, it was im-
portant after a long absence.

Many of their set consisted of material from their upcoming
debut album on Columbia, "Hot Summer Day" and "White Bird," both utilized the voices of
LaFlamme and Santos as solos, in
counterpart, as duet, and with organist Fred Webb. LaFlamme,
Webb and guitarist Hal W cannons also had good instrumental segments.

Drumming Mike Hol-
man and bass guitarist Val
Funk also supplied solid support.

Then came the Who, a re-
markable, dynamic group whose
electricity never lets up. Roger Daltry's vocals are as strong as
anyone's in the field, while
Townshend is a formidable challenger to the title of the most
exciting guitarist around.
Moon, at times a comic per-
former-conductor, ranks among
the upper echelon of rock drum-
mers. John Entwistle, not as
animated as his three colleagues, is one of the steadiest of bass
players.

There were differences in the material this time as much as the
bulk of the set was devoted to selec-
tions from their new two-LP rock opera set, but the excitement was there
throughout. The conclusion's "We're not gonna take it" was devast-
ing.

Then came two hard rockers familiar to Who fans and "Sum-
miting Blues" and "Shake It All Over" have never sounded
stronger. The lunacy of Daltry and Townsend, who also con-
tributed solid singing in the, set, and Moon's remarkable ending
brought the large audience to its
feet. Half of his drum set fell over, but he kept playing.
He carried one snare drum onto
the stage and played it. Before the show ended, this drum and
cymbal were sent flying.

Perhaps the most remarkable individual was that it went off at all. A fire gutted
adjacent store the preceding
night and caused the May 16
second show to be switched to the
afternoon of May 18, but with
for a scorched marque, there was a danger from Fire to
Miles. Daltry and Town-
shend also had a problem with a plasterbroad due to the
fire, but it didn't hamper their
superb performances. The Who
is unique in its musical
gallop.

FRED KIRBY

Taylor/McKendree

Two Topflight Acts

NEW YORK — Two excep-
tional folk-style voices contrib-
uted to a topflight show at the
New York Coliseum on May 19
Taylor and Frank McKendree.
The latter also had strong
instrumental support from
other members of his Decca
group. McKendree's tight
Taylor, accenting himself
on acoustic guitar, relied
heavily on material from his
movie, "Something's Wrong,"
and "Something's Wrong,"
"Someday Sunshine," and his
single, "Reach Out." McKendree's
the last was one of his many
highlights.

He went in "People God, and Compulsion in Oh, Susanna," a tune by
"Something's Wrong" and tender specialist, in "Something in the Way She Moves,""Someday Sunshine,"
Taylor also sang the Coca-Cola commercial and a
blues single, "Reach Out,"
Taylor's easy-banter also

Paxton Parleys Folk and
Drama into Winning Double

NEW YORK — Due to an
overnight with the pop public
and the genre, uncompromising
folk singing of Tom Paxton, the
Electra hard knock had to
enjoy his uncelebrated, but
undeniable status as America's
unique urban troubadour. Accom-
panied by a Nashville-flavored
and bass, Paxton pre-
viewed his show in the
Bitter End, Wednesday (21).

Simple, yet suggestive in
his presentation, Paxton has mas-
tered a subtle interaction
of music and mime, cleverly manip-
ulating the house lights to die
of rise, with the drama of
song anecdotes. His eyes are
the gesturing hands of his
audience, outing the distant
dreams, rage and emptiness in
the lyric as his hands are tied
nimbly to the quiet, consistent
 task of picking his guitar.
His finest numbers were "If I
Had a Troubadour," "About
the Children," "Angie" and
"Chances," while Paxton, as
always, skipped with critical,
paronomastic puckishness through
politics, pop culture and coun-
ty tunes.

Sometimes pretentiously un-
pretentious as in his apologies for the war in his
"Bottle of Wine" laughter, Pax-
ton instantly closes in on the
warm irony of passive love,
longing and the soft fantasies of life and death that
emerge from the spotlight in and across his
eyes, always deep in sympa-
thetic expression. A fine
filmic trade, his practice,
Finn won't forget his in the
Leonard Cohens and Tim
Hardsins have dropped off the
theatre charts with the
assumption of self-conscious allusion, Pax-
ton's detailed descriptions of
city folk and the gang
neighbors will last as long as
real folk music continues as a
tradition in America.

FRED KIRBY

The Talent

163-65, 48th St.
New York, N. Y. 10036
245-6138

The Gourmet's Have A Ball

OF THE WEEK WE SALUTE

Atlantic & Alco Records
 record, and free
to all promotions.
JERRY WELDER, V.P. & S.A.

Diners' Club
American Express
Carte Blanche
Brubeck's Oratorio A Bright Light in Jazz-Classical Music

NEW YORK — Dave Brubeck's oratorio, "The Light in the Wilderness," received a stirring performance at Philharmonic Hall on May 16. The forces included the Cincinnati Symphony, the Miami (Ohio) University A Capella Singers, baritone Robert Hale, and the composer, all ably conducted by Ertz Kunz. Except for Hale, these are the same performers who appeared on Decca's successful recording of the religious work.

Brubeck's lengthy work imaginatively utilizes jazz and more standard classical elements, while the text is mainly drawn from the Bible. Musically, the strongest part is the choral writing, and the Miami chorus was perfect in its handling of the music, adding as much to the oratorio as added to the work's impact. Hale demonstrated that local performance both vocally and interpretatively. The jazz sections included improvisations by Brubeck at piano and by members of the Symphony Jazz Band, including Wilbur Little, and he did a fine job. The orchestra's disciplined tone was good. Brubeck is a Columbia artist for the oratorio, and young crowd pleaser, drew an enthusiastic audience response. Brubeck, Hale, and the Miami chorus will accompany the Cincinnati Overture when the oratorio also will be performed.

Maxfield, the Cincinnati's music director, opened the program by conducting Niehans' "Symphony No. 4 (Inestinguishable)," which he has recorded with the orchestra for FRED KIRBY

World Series Of Jazz Set

SAN ANTONIO — The first World Series Of Jazz will be held here in the Theatre for the Performing Arts on Monday (2) at 8 p.m. Sponsored by the Alan & Jim Cullums' Happy Jazz Band against the World's Greatest Jazz Band of Yank Lawson and Bob Haggart.

In addition to Lawson and Haggart, other musicians in the World's Greatest Jazz Band whose mission is to save American jazz are Billy Butterfield, Lou McGarity, Carl Fontana, Buddy Rich, Nat "King" Cole, Sullivan, Gus Johnson Jr. and Maxine Sullivan as vocalists. Cullums' Happy Jazz Band with its seven-year-old identity is also in addition to Cullum Jr. of Jim Cullums, Gene McKinney, Cliff Gillette, Curly Williams, Harvey Kendver and Wilson Davis.

The Nice Booked For a U. S. Return

NEW YORK — The Nice, British group which recently closed a six-week U. S. tour, have been set for a return visit to America in July. During the interim six-week period, the group has been touring in several series of dates in England and the Continent. Meanwhile, the Nice is riding high with their current album "Longa Vita Brevis" on Immediate Records (distributed by CBS).

Brother Jack McDuff signed a long-term contract with Blue Note, where his first album will be produced by Lew Futterman of Concert House Productions. Inner Dialogue to Ranwood, Bill Cowlis signed an exclusive production contract with Leonard Stas & Associates. For Atlantic's F.E.L./Flair, where his debut album will be issued on the F.E.L. religious label, Jimmy Withers signed with Jubilee through George McGregor of Gee Mac Productions. Will's first single is "F. E. L. Woman," with "February". Composers Edward Mills and Chris Durey are signing with James Byrom for personal management. Boxer Jerry Quarry signed with the Charles Stern Agency for exclusive representation.

Talent From The Music Capital of the World

Mary Holiday, who has been backing up numerous Memphis records, is now at work. With Elvis Presley, B. J. Thomas and others, Holiday begins work on several additional sessions with Jeannie Green, Donna Jeanne, Thelma Washington from Florence, Ala. They work at World Sound Factory Productions.

Phillips Jr. is now a producer-engineer for Dave Hassinger & Associates and Memphis' Sounds. He worked for Son Rec Co. and Holiday Inn Rec Co., as a producer-engineer. He is now going to the West Coast. He is now producing sessions in Memphis for the Sound Factory organization. He is also producing in Memphis for other labels. Phillips is a husband-wife team from San Francisco, have been working on the west side and now in Hi Rec Co. under the aegis of producer Will Wilson.

Robert Russell, president, and Quintino Clanci, vice-president have completed a production session on James Carr. Robert Russell, president of Atlantic Records, has produced a two-week engagement at the Rainbow Grill on Monday through Friday. The Mr. Stress Blues Band headlined the Rainbow Grill from Monday (22) to Saturday (27). At the Rainbow Grill on Monday the Stress Band headlined the Rainbow. At the Rainbow Grill on Friday (23) and Saturday (24). At the Rainbow Grill on Monday the Stress Band headlined the Rainbow. At the Rainbow Grill on Friday (23) and Saturday (24). At the Rainbow Grill on Monday the Stress Band headlined the Rainbow.

Billboard's Ed Ochs has gone completely underground. He was still underground, probing R&B in Soul Sauce and reporting the rock scene from Fillmore East. Ed's crisp writing and sharp insight will go heady and inside, and under and inside the "new" music in Billboards, In June

You Say It Saw You In the Billboard

May 31, 1969


For about a year now Apple has been producing pop records. And it's done quite well too, with Artists like Mary Hopkin, Jackie Lomax, and of course, the Beatles.

Many people have asked, why don't we try something different for a change? Enough pop is enough, they've said.

Well, we don't want Apple to become a 'one product company' any more than anybody else does.

So we've done something about it.

This something is called Zapple.

What's Zapple about?

We want to publish all sorts of sounds. Some of these sounds will be spoken, some electronic, some classical. We'll be producing recorded interviews too. Some of the people we put on record will be well-known some not so well-known.

This means that you'll get plenty of variety. We don't want Zapple to become a one track record label.

We'll publish almost anything providing it's valid, and good. We're not going to put out rubbish, at any price.

What will Zapple cost?

We decided to divide the Zapple label into three price categories. These prices will depend by and large on the contents and production costs of the album. If the album doesn't cost much to produce then you won't pay much. The three price categories* are as follows:

(a) 15/- (ZAP.)
(b) 21/- (ZAPREC.)
(c) 37/5 (ZAPPLE.)

The first 2 Zapples will be out May 26th.
One's by John Lennon and Yoko Ono. It's called 'Life with the Lions:

Unfinished Music No.2'.

The other's by George Harrison. It's called 'Electronic Sound'. This is a new thing for George. It's all done on a machine called the Moog Synthesiser. One side's called 'Under the Mersey Wall'. The other's called 'No time or space'.

The third Zapple will be by American poet Richard Brautigan. It'll be called 'Listening to Richard Brautigan'. We're hoping to release it soon along with one other, which we've yet to decide on.

Where to buy Zapples.

Zapples should be on sale in most leading record shops and some book shops. If you're not sure what a 'leading' record shop is and whether there's one near you, fill in the coupon below and pop it in the post to us.

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*In U.S., price is optional with dealer. Distributed by Capitol Records Distributing Corp.

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Not only will we tell you where to get hold of a Zapple, but we'll keep you informed about future Zapples.

Our future Zapples will include records by Lawrence Ferlinghetti, Michael McClure, Charles Olson, Allen Ginsberg and American comedian Lord Buckley.

So listen to Zapple, it's something else again.

---

I'm interested in 'Zapple', could you please let me know what you'll be up to next before you get up to it.

Name.
Address.

Send this coupon to JACK OLIVER
1750 NORTH VINE
HOLLYWOOD, CALIF. 90028
Joan Baez

from Vanguard.

Joan Baez  David's Album  VSD 79308
Buffy Sainte-Marie  Illuminations  VSD 79300
Country Joe & The Fish  Here We Are Again  VSD 79299
BUFFY SAINTE-MARIE

COUNTRY JOE & THE FISH
Talent

Davis, 30 Other Performers To Appear at Jazz Festival

SAN DIEGO—Sammy Davis Jr. and about 30 other performers will appear in a "jazz by the bay" festival here June 21-22 in the International Sports Arena.

The festival program includes concerts by Davis, Oscar Peterson, Gabor Szabo, Cal Tjader, Jimmy Smith, Joe Zawinul, the Young-Holt Trio Unlimited, Ahmad Jamal, Herbie Hancock and Stan Getz.

"Jazz by the Bay" is scheduled as part of a series of activities being held that will include a jazz workshop at San Diego Preparatory School and jam sessions featuring local talent in San Diego parks and schools.

Davis kicks off the festival June 21 with an afternoon concert, with Oscar Peterson, Freddie and the Frei- lipe Singers, Gabor Szabo, pianist Michelle Nicholls. An evening concert featuring Tjader, pianist Calvin Jackson, Oliver Nelson and Jimmy Smith. The first scheduled concert will be a June 22 afternoon concert with the Elroy Panther, Ahmad Jamal, Peggy Menifee, the Young-Holt Trio Unlimited and the San Diego Youth Symphony.

Also scheduled to perform during the festival are the Fabulous Impressions, Shelly Manne, the Clara Ward Singers, Herb Haring, Gary Van, Bud, Ralfo Moore, Bob Bell, Bill Evans and the San Diego State Jazz Ensemble.

The festival is produced by Jim Hamman, general manager of the Monterey Jazz Festival, and sponsored by the National Multi-Service Programs in Education in conjunction with San Diego's 200th anniversary.

Low-Priced Concerts Star Elektra Acts

LOS ANGELES—Elektra Records will showcase its artists at several low-priced performances at the Aquarius Theater here in July and August. Run- downs for the concerts, which are set up in conjunction with the series, have a tentative ticket price of $2 each.

Elektra acts scheduled to perform are the Doors, Spider John Koerner and Sonny Bono and the Paul Butterfield Blues Band. Also appearing will be the Soft Hand, the Dillard's, Lonnin Mack, Bird, the Stooges, and Bonnie and Friends.

The Aquarius has been the home of the San Francisco production of "Hair" since December. The arrangement for the series were made by Jack Holtz, Elektra president, through Pat Faradia, West Coast pub- licist.

Elektra will also rent the Aquarius stage for an open concert on Monday (26) with the Incredible String Band. This con- cert is being held at the Aquarius because the Sunset Theater, which holds more than 1,000 people, has been commandeered by the Hallubaloo Club and later Ka- lidoscope. Alan Emig, a West Coast booking agent for Elektra, will handle sound for the concerts.

Campus Dates

Epic's Sly & the Family Stone play Hampton Sidney Institute on July 16.

Capitol's Cannonball Adderley performs at Rutgers University on July 23.

The Queens (N. J.) College Golden Center Concert Series for 1969-70 includes violinist Isaac Stern, Oct. 10; the Detroit Symphony, Nov. 1; London pianist Vladimir Ashkenazy, Nov. 8; tenor saxophonist Sonny Stitt, Nov. 26; the Temptations, Dec. 19; the Student Nonviolent Coordinating Committee, Jan. 30; the Five Flourishing Youngsters, Feb. 13; cellist Janos Starker, March 19; the Sixto Luna Sinfonia de Campo, March 28; and Rotter- dham Philharmonic, April 25.

September dates for United Artists' Josh White Jr. include St. Barnard (Ala.) College, Oct. 19; and Idaho State University, Sept. 12.

The College of Idaho, Sept. 13; Boise State College, Sept. 16; and University of Idaho, Sept. 18.

MAY 31, 1969, BILLBOARD
THE AMERICANS' DREAM COMES TRUE....
(Now they've got a third smash single from their great hit album)

HUSH A BYE
#50535
JAY & THE AMERICANS

United Artists Records
Exhibitions from Vehiculine Corporation
Commercials

Warwick & Legler Join Bulb Set

By CLAUDE HALL

NEW YORK — Warwick & Legler Inc.—which handles such accounts as Seagram liquor brands, Beck’s Beer, Choice, American Can and Times—has wrapped up a TV commercial for the Holland Bulb Association. The animated cartoon strip shows bulbs of various varieties growing, such as the Prince Charles and the Queen of Sheba—all to music, reports creative director Bob Miller of Warwick & Legler. The music will probably be cued on this commercial. On a recent Beck's beer commercial, Warwick & Legler used music from Corelli Jacobs Film Music Inc. that was composed by Kurt Reichfeld—specifically two music selections called "In the Tyrol" and "Vienna Rendezvous." Miller said he hoped to get Warwick & Legler deeper involved in the creative aspects of music in commercials. Just recently joining Warwick & Legler from BBDO where he was an associate creative director, Miller has a varied background emphasizing both copywriting for advertisements and music. With another copywriter named Bill Conklin, Miller wrote a musical play in 1964 called "Oh, Say Can You See" that ran six weeks in New York. To illustrate his belief in music, he pointed out that in his 12 years at BBDO, they'd come up with the Schaefer Beer commercial tune and used it for the past eight years. "That’s the secret—if you have a good jingle you can stay with it indefinitely and keep attacking it with fresh ver-

Phillips Deals New Hot Hand

By RON BATISTE

LOS ANGELES — What do movies, records and beer commercials all have in common? The answer—Stu Phillips, one of Hollywood's most successful and prolific arrangers, producers, composers—and now a top commercial writer. Phillips, 35, and originally from New York, recently completed work on a series of Hamms beer advertisements for J. Walter Thompson, the giant New York advertising firm. Also among recent commercial credits is an Eldon Toys series. And while all of these were going on, the graduate of the Eastman School of Music, Fred Brown, scored "Follow Me," arranged "Through Spray Colored Glasses" for Dino, Desi and Billy, and scored the movie, "Run, Angel, Run." He is working on two other films—"Gay Deceiver" and Commonwealth/United's "The Big Blast," starring Peter Lawford. For the beer commercials, Phillips said most of his work consisted of 20 or 30 spots, aired already, in the public domain for a small combo. Ad copy was used rather than lyrics.

The return to commercials ends a seven-year hiatus for Phillips. The last time he wrote ad music was in 1962 when he scored the Yuban Coffee presentations. Among others he did earlier were General Times, Herbert Tareyton cigarettes, and O'Henry. He is now an independent producer and has no contract with any studio. His records have been produced on several labels. He plans production of a special on the rock singer, Sagid Khan. Phillips already has produced one of Khan's albums.

Phillips would not say exactly how much time he spent on his projects—"Some never come easier than others"—but he said arranging was easier than composing original music. He credits his big break in music to Milton Berle. Berle hired Phillips as a music copyist for the "Texaco Hour" on TV out of scores of other applicants. He added this would not be his last venture into commercial music scoring; he expects to be more active in the medium.

Ad Notes

By CLAUDE HALL

Radio-TV Editor

"I’ve Got a Tiger by the Tail" and "Sam’s Place" are slated for Coke commercials. The man who’ll be airing them is Buck Owens, Capitol Records artist, who made both tunes country music hits. He just finished recording the spots, which will be blanketed over the nation... Maurice Webster, vice-president of division services at CBS Radio, and Kusdeye City advertising executives that there are five ways agencies and clients can turn a good radio commercial into a disaster. Andy wong commercial in a clear concept, can be poured if that doesn’t work. Write, use bad lyrics on a music spot or hire completely incompetent singers; have background music or sound so loud that the listeners can’t get the band message; in casting announcers or actors, use only agency secretaries or junior account men, or, if possible, the client’s relatives.

Theme Productions, 17296 Wyoming Avenue, Detroit, has recently created commercials for such national clients as Kent cigarettes, Mustang Malt Liquors, Lincoln Plus, and Mystery of Black amem-

Renfrew Rides Via Capitol Department

By ELIOT TIEGEL

LOS ANGELES—Renfrew of the Groupies is the lead character in a running series of 120-second radio spots promoting progressive rock stations. Renfrew is presented by Capitol’s pop merchandising department.

The Renfrew spots are designed to create a comical serial- ization type of commercial. "Our approach is akin to a soap opera," explained Al Davis, a former broadcaster who is now the label’s pop product merchandising manager and its chief commercial creator.

Commercials Living Formed by Farrell

NEW YORK—Wes Farrell, head of an independent record producing and advertising firm, has established a subsidiary for producing commercials that will be known as Farrell Commercials Management Group Inc. The Wes Farrell Organization’s publishing wing—Pocket Full of Tunes—has two songs now being aired as commercials. "Indian Lake," which was a hit for the Cowboys on MGM Rec-

(Continued on page 48)

(Continued on page 48)
Kapp records takes pride in introducing a distinctive new international star

THE EXCITING

JOHN ROWLES

M'Lady
One Day
By the Time I Get to Phoenix
If I Only Had Time
Honey
Only You
(and others)

KAPP ALBUM #KS-3597
THE "NOW" CONFERENCE
FOR THE RADIO INDUSTRY

2ND ANNUAL RADIOPRAGRAMMING

JUNE 19-22
WALDORF ASTORIA HOTEL N.Y.C.

SPONSORED BY BILLBOARD

THE AUDIENCE
PROGRAM MANAGERS
STATION OWNERS AND MANAGERS
DEEJAYS
RECORD COMPANIES
AND EVERYONE INVOLVED WITH INCREASING EFFECTIVENESS AND IMPACT OF RADIO

THE FORMATS
TOP 40 • COUNTRY • R&B
MIDDLE OF THE ROAD
PROGRESSIVE ROCK

STATION TYPES
AM & FM
LARGE, MEDIUM, SMALL RURAL, METROPOLITAN

FEATURES
"SOUNDS OF THE TIMES" EXHIBIT
A first-ever exhibit of the actual sounds of trend setting stations in every format throughout the country. Tapes of the stations will be put on cassettes through the cooperation of the engineers of Norelco. You will hear the jingles, the commercials, the news approach, the deejays, the music and every aspect of a typical radio day. Representatives of the station will be on hand to answer your questions—an unprecedented chance for you to listen to what’s happening in radio nationwide.

THE PROGRAM

THURSDAY, JUNE 19
12:00 noon-8:00 p.m.
REGISTRATION
3:00 p.m.-8:00 p.m.
EXHIBIT—"Sounds of the Times"

FRIDAY MORNING, JUNE 20
8:00 a.m.-12:00 noon
REGISTRATION
9:00 a.m.-12:00 noon

Session 1
The Dynamic Power of Radio
a. The Future of Radio—Decline, Growth or Stability
   Quo
   Miles Davis, President, Radio Advertising Bureau
   New York, N. Y.
   b. How and Why Radio Must Help Stem Deterioration of City Life and Commerce
   (If be announced)
   c. The Vital Impact of Proposed Copyright Changes on Radio and the Record Industry
   Harry Omen, General Attorney
   CBS
   New York, New York

FRIDAY AFTERNOON, JUNE 20
12:30 p.m.-1:30 p.m.
LUNCH
12:00 noon-2:15 p.m.
EXHIBIT—"Sounds of the Times"
2:15 p.m.-5:30 p.m.
CONCURRENT CONFERENCE SESSIONS
These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 2:15 p.m. and the other at 4:00 p.m.

Session 2
Finding the Hit Records
a. Checking Music Popularity in Your Market and Roulette it to Air Play
   Norman Wain, Vice-President, Secretary
   Newsholter Corporation
   General Manager: WIXY-1260 and WDKK-FM
   Cleveland, Ohio
   b. Record Popularity Charts in Magazines and Newsletters—What Value Are They
   Don Quen, Director: Charts and Reviews
   Billboard Publications
   New York, New York

Session 3
Building Your Audience With On-The-Air Promotions
a. What Practical Results Can On-The-Air Promotions Achieve for a Station?
   Howard D. Kester, Vice-President, General Manager
   AVCO Radio Corporation
   AVCO Broadcasting Corp.
   San Francisco, California
   b. New Promotional Ideas—The Winners and the Losers
   Charles R. Parker, Vice-President and Program Manager
   Radio Station WOR
   Hartford, Connecticut

Session 4
The Need to Look at Your Station Objectively
a. The Danger Flats that Indicate You Need to Make a Change
   David R. Klemm, Director of Marketing and Operations
   John Blair and Company
   New York, New York
   b. A New Way to Look at the Impact of Your Station—The Brand Rating Index
   John E. Allen III, Ph.D., Vice-President
   Brand Rating Research Corporation
   New York, New York

Session 5
Top 40 Programming
a. Top 40 Radio Trends
   Bill Stewart, Operations Manager
   WHGE Radio
   New Orleans, Louisiana
   b. What Variety of Music Should Top 40 Program to Complete Successfully?
   John Borders, Group Program Manager
   Texas State Network Owned Stations/and Network
   Fort Worth, Texas

Session 6
Achieving Greater Impact With a Small or Medium Market Station
a. The New Records—Keeping Up With and Deciding Which to Play
   Ron Folsom, Program Director
   WMOR Radio
   Norfolk, Virginia
   b. Competing With Major Stations Reaching Your Market
   Jack Murphy, National Program Manager
   Susquehanna Broadcasting Co.
   York, Pennsylvania
   5:30 p.m.-7:00 p.m.
   EXHIBIT—"Sounds of the Times"

SATURDAY MORNING, JUNE 21
8:00 a.m.-9:00 a.m.
EXHIBIT—"Sounds of the Times"

9:00 a.m.-12:15 p.m.
CONCURRENT CONFERENCE SESSIONS
These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 9:00 a.m. and the other at 10:15 a.m.

Session 7
Selecting Records for Air Play
a. Picking the Records—Who Should Select Them
   and What Criteria Should Be Used
   Drane Johnson, Program Director
   Radio Station KDWV—Vallon, Inc.
   Minneapolis, Minnesota
   b. How Do You Pick the Best LP Cuts?
   Pat McMahon, Program Director
   KBZ Radio
   Phoenix, Arizona
Session 8
Where Country Music Rules Today
Jim Harrison, Program Director
Radio WFDE
Sunderland Broadcast Company
Long Beach, California
b. Programming a Modern Country Format
Jack Gardner, Program Director
"KBOK Radio
Dallas, Texas

Session 9
How Important Are Personalities to the Station
a. What is the Difference in the Skills Required Today for the Successful Personality?
Allan M. Newman, Program Director
KFSO Radio
San Francisco, California
b. How Do You Handle Personalities Effectively—The Super Personality, the Over-the-Hill Deejays, etc.
Richard F. Carr, Vice-President and General Manager
WIP Radio
Philadelphia, Pennsylvania

Session 10
Outside Aids to Help Programming
a. Using Production Aids Effectively—10 Singles, Sound Effects, Tradeouts, Show Promotions
Don Bruce, Vice-President
Albany International
Division of Pepper & Tanner, Inc.
Memphis, Tennessee
b. Beyond Demographics—A New Research Approach of Completing Totally Targeting Your Audience (Psychographics)
Frank Magid
Frank Magid Associates
Cedar Rapids, Iowa

Session 11
Developments in FM Radio
a. What Are the Prospects for FM Profitably Competing With AM?
Lynn A. Christian, President
Dawson Communications Inc.
Dallas, Texas
b. Two Success Stories of FM Programming
Peter V. Taylor, General Manager
WHIR—Kaiser Broadcasting
Boston, Massachusetts
Robert Poucela, Owner-Manager
KREP
Santa Clara, California

SATURDAY AFTERNOON, JUNE 21
12:30 p.m.-1:30 p.m.
LUNCH
12:15 p.m.-2:15 p.m.
EXHIBIT—"Sounds of the Times"
2:15 p.m.-5:30 p.m.

CONCURRENT CONFERENCE SESSIONS
These five sessions are concurrent. Each session will be held in a separate room and repeated. Every registrant will select two of the five sessions, attending one at 2:15 p.m. and the other at 4:00 p.m.

Session 12
Middle of the Road Listening
a. How Contemporary Can Your Sound Be Without Chasing Listeners Away?
Donald L. Shaffer, Program Director
WTAE Radio
Pittsburgh, Pennsylvania
b. Music vs. Personality—Determining How Much and What Kind of Each
Buzz Lawrence, Deejay
KHOW Radio
Denver, Colorado

Session 13
"The Day I Dreamed I Was a Program Director"
"...
"a. What the Deejays Would Do
Dick Brent, Deejay
WCFL Radio
Chicago, Illinois
b. What the Record Promotion Man Would Do
Wade G. Papper, National Country Sales and Promotion Manager
Capitol Records Distributing Corporation
Atlanta, Georgia
c. What the Advertiser Would Do
Harry Szaz, Vice President, TV-Radio Services
Ted Bates & Co., Inc.
New York, New York

Session 14
New Direction in Music
a. The Growth of Progressive Rock as a Music Format
John Dett, Station Manager
WABS (FM)
Detroit, Michigan
b. The Broadening Listener Appeal of R&B Music
Al Jefferson
Radio Station WWJ
Detroit, Michigan

Session 15
What Programmers and Deejays Should Know About Advertising
a. The Changing and Different Demands of National vs. Local Advertisers
Ben Holmes
Edward Petry & Co., Inc.
New York, New York
b. How the Local Station Can Creatively Produce Better Commercials
Larry R. Ryan, Program Director
LIM Broadcasting Corp.
KELJ Radio
Shreveport, Louisiana

Session 16
Setting Record Policy at a Station
a. A Re-examination—Should the Personality Pick His Own Records
Lee Sherwood, Program Director
Radio Station WFIL
Philadelphia, Pennsylvania
b. Deciding on Frequency of Playlist Additions and Play of Oldies vs. Top Records
Bill Sherard, Program Director
WAVE, New Haven
K. a Division of Koppers-Moreno Communications
New Haven, Connecticut
5:30 p.m.-6:30 p.m.
EXHIBIT—"Sounds of the Times"
6:00 p.m.-7:00 p.m.
BILLBOARD OPEN HOUSE AND COCKTAIL RECEPTION AT THE BILLBOARD OFFICE AND ROOF TERRACE

SUNDAY MORNING, JUNE 22
10:00 a.m.-11:00 a.m.

CONCURRENT CONFERENCE SESSIONS
These two Sessions are concurrent. Each session will be in a separate room. You will hear on tape the music described by the speaker, giving you a first-hand experience of the kind of sound that is happening now or will be breaking on the music scene.

Session 17
New Trends in Modern Music
Frank Zappa
Bizarre Productions
Los Angeles, California
Peter Yarrow
Peter, Paul & Mary
New York, New York

Session 18
Innovations in Sound Introduced by Creative Recording Approaches
Phil Ramone, Executive Vice President
A & R Recording Inc.
New York, New York
11:15 a.m.-12:15 p.m.

ROUND TABLE CONFERENCE DISCUSSION—CONCURRENT SESSIONS
These five discussions are concurrent. Each will be held in a separate room. Each registrant will select one session to attend. Each room will be set with round tables with ten people per table. Under a discussion leader, every group of ten people will exchange ideas and experiences on prepared questions, relating to various aspects of the one subject. The discussion approach will permit every registrant to discuss his individual problems and to gain a host of new ideas from success stories—and failures—of stations throughout the country.

Session 19
Developing Teamwork at Station to Achieve Programming Goals
Khan Hamen, Program Director
KTSK Radio
San Antonio, Texas

Session 20
Deciding on Time, Frequency, Kind of News Coverage
Buddy McGreger, Program Director
radio station KNUE
Houston, Texas

Session 21
How to Attract the Housewife Listener During the Day
George Williams, National Program Manager
Southern Broadcasting Company
Winston-Salem, North Carolina

Session 22
What Variety of Music and Non-Music Do Teens Want to Hear
Rob Todd, Program Director
WAXL Radio
Louisville, Kentucky

Session 23
Keeping Up With and Evaluating the New Record Releases
Harry E. Gathen, Operations Director
KFH Radio and KMF-FM
Wichita, Kansas

SUNDAY AFTERNOON, JUNE 22
12:45 p.m.-2:15 p.m.
LUNCH
GROWING SIGNIFICANCE OF COMMUNITY INVOLVEMENT FOR RADIO—PROGRAMS OF ACTION
AWARDS FOR COMMUNITY INVOLVEMENT
BILLBOARD PRESENTATION
2:15 p.m.-4:00 p.m.
EXHIBIT—"Sounds of the Times"

MAIL IN YOUR REGISTRATION TODAY

REGISTRATION FORM

Please register me for the BILLBOARD RADIO PROGRAMMING FORUM, June 19-22, Waldorf-Astoria, New York City. (If you wish to register others besides yourself from your organization, please send the names and payments on your letterhead.)

NAME: 

TITLE: 

COMPANY: 

ADDRESS: 

CITY, STATE, ZIP: 

□ Check enclosed (Registration Fee $125). Send registration and check to RADIO PROGRAMMING FORUM, 9th Floor, 300 Madison Avenue, New York City, New York 10017.

Complete refunds will be made for cancellations received before June 12. After that time a cancellation charge of $35.00 will be charged.
Radio-Television

WWRL Does Its Thing—Well

NEW YORK—WWRL’s goal is to be the type of rhythm and blues radio station from which those who love the music can hear their favorite artists. Says Cookies King, says Jerry Boulding, operations manager, “The sound has to be something that people can listen to for as an hour or more. That’s why we don’t allow commercials on the air that offend human dignity and that’s why we do as little in the way of soundproofing as possible.”

WWRL is a still very listenable station. Our aim is to appeal to the people who like the music and not to make them work to hear it. We know we’re reaching an integrated audience.”

Recently, the station placed a proof of its “total audience” reach. Shell Oil Co. bought a recruitment commercial on the station specifically seeking black secretaries —“of the girls who showed up were white,” said Boulding. For this reason, WWRL counter-program to WABC and WON-FM and even WMCA to some extent. The station has won a service award from the National Association of Commercial Broadcasters, plus KGB, NBC affiliate.

In his radio career, Randal has drawn a lively audience. They have come to station’s daily 15-25 year-old local station, which has been drawn out for about seven years. For the past six years. Randal has been a part of the station and had built WYOU-AM in Cleveland, WLY in Pittsburgh, and KICK, Kansas City.

WPIX Into Syndicated Specials

NEW YORK — WPIX-TV, local independent station, is entering the syndicated “specials” business for the first time. Twenty-four hour programs centered largely on record artists and albums.

The move into the syndication field is program vice-president Hendrix Daniels’ idea. The shows are being produced by WPIX-TV in collaboration with producer-director Jack Wilson. Those most are being produced in New York, some can be done in other TV stations, in various cities.

The station has produced specials featuring Tanya Bennett, Lainie Kazan, and Tony Martin. Specials centered around artists like Kay Stevens are included for the future, including Abby Lane.

Boorem notes that the idea for doing syndicable music specials stemmed from a happenstance remark by Tony Bennett. The record promotion man Joe Petralia. The station had done a couple of specials with Bennett, one of which was taped at the Waldorf-Astoria last year when Bennett was headlining the hotel’s Empire Room show. Petralia said sales of Bennett’s album had jumped following the broadcast. Towson and Tulchin then head together to determine how many in how many the specials they could co-produce. (Continued on page 44)

JACK WILSON, HOST of the “High Noon” show on KBTX-TV in Denver, welcomes the First Edition of Reprise Records. From left: Wilson; Edition members Mike Sette, radio host and headliner, and Dennis Payne in a promotion firm called Bakersfield Entertainment Enterprises.

KUDU goes All Country

VENTURA, Calif. — KUDU has switched to country music around-the-clock, according to general manager Mike Thomas. Larry Daniels, who’d been operations manager and program director for the Buck Owens-owned KUZZ in Bakersfield for recent years, has become program director of the new country station, and will assume his new duties today. Daniels had most recently been involved in the management and sales team of a former Dennis Payne in a promotion firm called Bakersfield Entertainment Enterprises. KUDU, which covers such cities as Santa Barbara, Oxnard, and Santa Paula, is in the process of increasing power to 5,000 watts, Thomas said.

KYA’s Campbell Hosts TV Show

SAN FRANCISCO — Tom Campbell, evening personality on radio Station KYA, will host a new version of the old “Paw” TV show, now in production for KPIX-TV here. The half-hour channel 5 show, tentatively slated for Sunday viewing, will feature music as well as other types of entertainment. Campbell, who also writes a column on music for The San Francisco Examiner, said the new show would be a non-band stand- by show, but touch all music and entertainment bases.
IN A POPULAR RECORD SHOP...

CAN YOU BELIEVE WHAT'S STANDING NEXT TO ME??

FAR OUT!

GEE!! WHAT A FINE ALBUM.

FAR OUT!

FAR OUT!

COURTESY BOOT IN 30 MIN.

COURT BOOT 30 MIN

© 1969 DOT RECORDS
AND DJP'S
GOT IT!
FAR OUT!

GEE!
WHAT A NEAT ALBUM!!

FLASH ON THIS BRO'
Speaking of colors...

KELLE GREENE
COLOR HER CLASSIC!
COLOR HER JAZZ
COLOR HER KELLE GREENE

Later that evening, Alvin has scored...

Colors?! Far out!
I'd love to Alvin

2 tickets to the Count Basie Dance! Wanna go, Jane??
Meanwhile... at Ajax

Melts in your mind.

Hey! I used to live on Pleasant Street when I was a kid too!

Good old Pleasant Street.
YOU'VE GOT A MOLE UNDER YOUR LEFT ARM JUST LIKE MINE!!
YOU MUST BE MY MISSING BROTHER!!!

Hallelujah!

PEACE ON THE EARTH!

OM
ALL THE REALLY NEAT ALBUMS FEATURED IN THIS SUPER COMIC ARE NOW AVAILABLE AT YOUR LOCAL DOT DISTRIBUTOR...

Available on Stereo-8 cartridges & cassettes, too!

Dot Records, a division of Paramount Pictures Corporation.
Grant Spawns Summer Series

NEW YORK—Under a million-dollar grant from the Corporation for Public Broadcasting and Ford Foundation, an 18-week series of summer-festival concerts, folk, opera and jazz debuts Sunday (1) over most of the commercial stations in the 161 stations of the National Educational TV Network.

Steve Allen, who had his own syndicated TV show on a string of commercial stations, will host the weekend series, which programs titled "Sounds of Summer," "Folkways," "Jazz," "Classical," and "Opera," going on the U.S. and Europe, searching out and presenting the festivals.

Syndicated Specials

* Continued from page 34

Their first project, "Love Is Love" starring MGM Records recording artists, is part of their syndication plans due to a contract situation.

Tulchin's well in small studio capacities; Tony Martin's version of "Aquarell" for his special is done, making it a specially designed astrological sign for the Scorpion. Sixth, in the series, will receive its first airing sometime this summer. Tulchin feels that each artist "is to tape a show that has the artists singing or playing directly to the viewer at home. This is the person-to-person, unique to TV series."

Five more shows are slated for taping this summer. Several will be available as early as May, hopefully by the end of May. The idea is to have the programs available by the end of May. The idea is to have the programs available forsyndication.

One of the important aspects for these specials, "Boo-boo" said, "is that they can be done at the artists' convenience. We tape them on Sunday nights, the New York nightclub appearance and we arrange for them weeks in advance."

Each is a mood musical from beginning to end, Tony Martin's, for example, limited his character to only a "good night" on his show.

With syndication of a package of four shows already, several have already been "spoken for" even before completion of the market calls.

A spokesman for WPX-TV said.

NBC-TV to Bow Country Pilot

NEW YORK—Among the six "specials" that the NBC-TV network will bow this summer, a country pilot will be "A Country Happening," with Roy Rogers and Dale Evans. The program, a package of song, dance and conversation with guests, with Roy Rogers as executive producer and the show is produced by Don Van Atta for Warner-Van Atta Productions. The show will air 7:30 p.m. Sept. 8.
Radio-TV programming

Programming Aids

Programming guidelines from key, preselecting radio stations, including Best Leftfield Picks, Biggest Happenings, and Biggest Leftfield Happenings.

HOT 100

New York (WOR-FM)
Sebastian Strange, Program Director
BP: "No Matter What You Say After," Blossom Dearie
Hey, Little Girl, Henry Mancini, LP.

Abbeville, La. (KROI)
Joe Martini, Program Director
BP: "Fats on a Moon-up on a Moon Pie," John J. and His Playboys, LP.

Albany, N. Y. (WSUA)
Keith Moan, Music Director, Personality
BP: "No Matter What You Say," Blossom Dearie
My Old Kentucky Home, Henry Mancini, LP.

Alanoa, Po. (WFGE)
Junior Johnson, Program Director
BP: "Intrascale," Desmond Dekker
Lively Little Indians, Studio One Sounds, LP.

Babybly, Long Island (WXBS)
Jill Jeffries, Music Director, Personality
BP: "Good Morning Stirling," Oliver, Just Dancing, LP.

Coldwater, Mich. (WVBY-FM, WANG-FM)
Lambeau, LP.
BP: "Green Door," June, LP.

Monaca, N. H. (WDCR)
Paul Gambordia, Station Manager
BP: "Baby Don't Take You Crying," Timmy Lopez, R&B.
"London Town," The Rascals, LP.

Lewiston, Maine (WLMJ)
Bob Quatell, Music Director, Personality
BP: "Good Morning Stirling," Oliver, Just Dancing, LP.

Middletown, N. Y. (WALL)
Larry Glanzer, Associate Program Director
BP: "Cryin' Blue Persuasion," Tommy James and the Shondells, BP.
"Rainy Day," Neil Sedaka, BP.

Muscle, Ind. (WEBS)
Big Joe Lunden, Associate Program Director
BP: "Crystal Blue Persuasion," Tommy James and the Shondells, LP.
"Rainy Day," Neil Sedaka, BP.

Orangeburg, S. C. (WOR)
Ted Bergman, BP.
BP: "Mandy," Barry Manilow, LP.
"Got To Get You Into My Life," The Beatles, LP.

Phila., Pa. (WXEL)
Steve Martin, Personality
BP: "Crystal Blue Persuasion," Tommy James, R&B.
LP."

"Good Morning Stirling," Oliver.

Pittsfield, Mass. (WBC)
Jim Walker, Program Director
BP: "I Could Never Eat You," New Orleans (Fats Domino), LP.
"Let It Go," Al Green, LP.

San Antonio, Tex. (KTSA)
Kuhn, Personality
BP: "Oh Happy Day," Edwin Hawkins Singers, LP.
"In The Garden," Holloway Singers, LP.

San Francisco, Calif.
Dick Strong, Program Director
BP: "(Calling You) Baby," Marias, LP.
"Don't Go AWOL," The Who, LP.

Syracuse, N. Y. (WOLF)
ob Oh, Tomorrow Tomorrow," The Goats, AC.
BP: "Unmissable," The Who, LP.

Troy, N. Y. (WETF)
Mike Mckibb, Music Director, Personality
BP: "Stormy Weather," Storm, LP.
"Best Town In The World," The Who, LP.

Breaks, Colo. (WXCL)
Bob O'Brian, Personality
BP: "Sleeping In The Street," Recorda.
"(Calling You) Baby," Marias, LP.

Brownsville, N. Y. (WCRS)
Lambeau, LP.
BP: "Sleeping In The Street," Recorda.
"(Calling You) Baby," Marias, LP.

Jacksonville, Ill. (WIDS)
John Jeffery, Chris, Personality
BP: "My Green Green Grass Of Home,
BP: "Who's Crazy, Who's Deep," The Byrds, LP.

Norwich, Conn. (WICJ)
Bob Strong, Program Director
BP: "I'm A Fool To Care," Frank Sinatra, LP.
"Sleeping In The Street," Recorda.

Springdale, Ark.
Dale Woolworth, Personality
BP: "I Need You Now," Ronnie Dove, LP.
"Sleeping In The Street," Recorda.

Springfield, Mass. (WSPR)
Bud Cloan, Program Director
BP: "When Yesterday Was Young," The Byrds, LP.
"Sleeping In The Street," Recorda.

F Fillmore, Fla. (WFLI)
Tom Mitchell, Personality
BP: "Baby Don't Take You Crying," Tom Jones, LP.
"Sleeping In The Street," Recorda.

Dorothy May, LP.

Grassville, S. C. (WYHZ)
Big Green, Personality
BP: "Instant Groove," King Curtis, LP.
"Sleeping In The Street," Recorda.

Memphis, (WOLP)
Bill Thomas
BP: "Hijackin', The Pianist, Tower, BP.
"Sleeping In The Street," Recorda.

Miami Beach (WSP)
Donnie Gee, Station Manager
BP: "Don't Let The Jones," Temptation, Gosp.
"Sleeping In The Street," Recorda.

Ashland, Ky. 
A. Huntingdon, W. Va.
(A. huntingdon, W. Va.

Buffalo, N. Y. (WKBW)
Program Director, Personality

Golf, LP.

"Sleeping In The Street," Recorda.
"(Calling You) Baby," Marias, LP.

"Sleeping In The Street," Recorda.
"(Calling You) Baby," Marias, LP.

"Sleeping In The Street," Recorda.
"(Calling You) Baby," Marias, LP.

John Jeffery, Chris, Personality

Norwich, Conn. (WICJ)
Bob Strong, Program Director
BP: "I'm A Fool To Care," Frank Sinatra, LP.
"Sleeping In The Street," Recorda.

Sugarland, Tex.
BP: "I Could Never Eat You," New Orleans (Fats Domino), LP.
"Let It Go," Al Green, LP.

San Antonio, Tex. (KTSA)
Kuhn, Personality
BP: "Oh Happy Day," Edwin Hawkins Singers, LP.
"In The Garden," Holloway Singers, LP.

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Bud Cloan, Program Director
BP: "When Yesterday Was Young," The Byrds, LP.
"Sleeping In The Street," Recorda.
BOBBY SHERMAN, co-star of television's "Here Come The Brides," has become one of the most popular television personalities in the history of the medium. He has a following of FANS that numbers into the UNCOUNTABLE—and now, with his debut single on Metromedia Records, he is about to break through into the music world with a smash single—

"LITTLE WOMAN"
SOUL SUICES: Replacing Diana Ross when she splits from the Supremes next August to concentrate on films will be studio singer Rita Wright. ... Eddie Holland's Invictus Records will be pressed, distributed and marketed in the U.S. by Capitol. Holland has retained creative freedom in running the label. ... Jerry Butler breaks into the commercial field with a series of five radio commercials for Ultra Sheen hair care products manufactured by Johnson Products Co. of Chicago. The spots feature Butler singing lyrics co-written with his brother, Billy. ... Harold Battiste, executive producer with Pulsar Records, former arranger-producer with Sonny & Cher and Dr. John the Nighttripper, has rejoined his former West Coast partner Melvin Lastie of Halmac Productions. ... Speaking of commercials, Detroit's Theme Productions, Inc., a black-owned company, creates the radio spot jingles for 80 per cent of the nation's black-oriented stations, including a new package for Detroit's WJLB, which is soon due to go r&b 24 hours a day. The company will soon enter the newspaper syndication field with a black comic strip, "Captain Soul." ... The current Joe Tex single has been flipped to "Chicken Crazy." ... Atlantic has hired ex-pro footballer Bob Guiters, NFL Rookie of the Year with the Giants in 1961, to do West Coast promotion for the label. ... Ida Sands is making local smoke in Norfolk with her Howbig Records' "Start All Over Again," and headlining her own review with the Soul Duo, the Action Pack, Sebastian William and the Gold Bees. ... C & the Shells will appear on the East Coast next month with a date at the Beach Ball Club in Boston, June 2-15. ... "Gettin' It All Together," the hour-long TV show featuring Stax/Volt artists, aired in April, attracted more than a million viewers. ... Raymond Patterson, president of Bedford Records, and Kip Anderson, executive vice-president, and former Chess/Checker artist, have debuted on the Brooklyn-based label with Chuck Carter's "A Tear Drop Fell." Carter once hit the charts with "Pretty Little Brown Skin Girl." ... Joe Jones of "You Talk Too Much" fame has penned a tune on his own label for Alvin Robinson. The artist bows with "Whatever You Had (You Ain't Got It No More)" b/w "You Brought My Heart Right Down." Jones recently produced the "Crazy Strut" hit by the Meters and formerly handled the Dixie Cups and Aaron Neville. ... Buddha media man, Richard Robinson, has debuted with the first issue of his "Black Music Review" magazine and will interview Eddie Floyd on his upcoming Channel 5 TV show, "Comin' Around," aired in the afternoons. ... Atlantic has grabbed "Take Your Love and Shove It," by the Cousins, distributed by Atco on the Shove Love label.

** TIDBITs: Mercury will toss a party, put up the bread and cut a single for—not a new rock group—but Moms Mabley. Moms will record a live comedy album, Tuesday (27) before the trade press, decayers and friends, following up the album with a promotion push on major media. She'll issue a rare single when she releases a serious recreation of the hit "Abraham, Martin and John" song.

New albums of quality to consider: Young Hearts' first on Minit, Dee Dee Warwick on Mercury and a new B.B. King on Bluesway. King's LP is half live and features his "Why I Sing the Blues" chart disk. It could bring his big pop breakthrough.

Holly Maxwell should score a hot hit debut on Custom with her Curtis Mayfield penned and produced recording of "Suffer," backed by "No One Else." ... Roulette is finding a leftfield winner with Sam Moulier's "Funky Jerk." ... Cilla is working on Big Ella on the Lo Lo label. ... Junior Wells opened for a week at Ungano's on Wednesday (28), to be followed by a June engagement by Little Richard and, in July, by Screamin' Jay Hawkins.

The "First Generation Blues" festival continues at the Electric Circus every Wednesday night, but we don't recommend it. ... Double Shot is working to establish the Bagdad with their latest release. "Love Has Two Faces," ... Sonny Cox has recorded an instrumental version of Joe Simon's "Chokin Kind" disk for Bell. ... Blue Thumb has purchased an LP master, to be titled "Truckin'," featuring blues guitarist Albert Collins, presently included in Imperial Records' blues campaign.


On his way to England to scout new talent is arranger-composer Horace Ott, who reads Soul Sauce. Do You?
The only trouble with being #1 is that it leaves little room for improvement!

FIRST — #1 IN SCANDANAVIA
THEN #1 IN CHARLOTTE — WAYS

NOW BREAKING NATIONALLY

"LET'S DANCE"

OLA & THE JANGLERS

GNP CRESCENDO #423

9165 SUNSET BLVD., HOLLYWOOD, CALIFORNIA 90069—PHONE 275-1108, CABLE: CRESREC

GENE NORMAN — PRESIDENT EST. 1954
JAN BASHAM — PROMOTION DIRECTOR
nightside is like coming from a foreign country, reading paragraphs two on page six of Billboard and making a judgment. When criticizing someone's personality construction... I think we should realize how important what a person says is. I've always been a great believer in Vox Jax. That's why I felt compelled to let you know that I don't have the time to turn it into a programming concept. It's not good for you or your experience in programming radio...

**Humphrey Bogart**

**Jax Vox**

but rather a local banking executive whose voice is frequently heard on commercials. I read your column with great interest every week and feel you would appreciate the following letter. From Larry Kenny of WOO in Wovo, Wayne, Ill. "I write to Vox Jax, May 10: "His name is Larry Kenny and he thanks you for the kind remarks." And from Philip Bradshaw of WHIN in McComb, Miss. "I thought I'd let you know how much I enjoy your columns each week, especially those weeks when you have just returned from overseas trips. It's interesting to note your column comments on just about anything we all use some constructive criticism, I especially agree about the comments on the program made concerning KAAV, Little Rock, Ark. It is disappointing to know a 50 kw. puts so little in its programming. I was surprised that you didn't mention the fact that KAAV uses very little personality, since you sit in a box...

**I need more resumes from small and medium market personalities who'd like to move up. Please note you have first and third class license and all that jazz. I've been in the business for dozens stations looking — secretly — right now. The station is in and have a good history of being a part of its community. Sometimes, these work out well. On the other hand, Eastern liner "Eastern edge" to "fly" tag was too musical and stylish — "even now I have trouble singing it." It lacked certain values, he feels. But the new "Smiling faces going up is good."

One thing that always seems to have a lot of popularity in the commercials field, besides old songs. Fifty thousand dollars is now the going price on some of these songs. For example, I once picked out the Marching Society song from the Broadway musical "Where's Charlie?" by Frank Loesser for General Electric and that was the price we paid. TWA built a whole campaign around "Up, Up and Away," a year ago. United had its 'Come Fly With Me.' Contact had 'You Belong to Me,' United used 'Take Me Along.'

For so many commercials, of course, the producer must create a mood. Some of the best writers for this type of thing include Sid Ramon and Bill Giant, who wrote many of the tunes for the Elvis Presley movies, and Ray Ellis. Most of the themes in these commercials used original music of this type. And it will be one of those concerns of Miller for the future with Warwick and Legler projects.

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**Renfrew Rides Via Capitol Department**

* Continued from page 30

**Warwick & Legler Join Bull Set**

* Continued from page 30

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**Vox Jax**

* Continued from page 44

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**MOTRON's MARRYN GAYE accepts a presentation of three gold disks from Barney Ales, left, Motown vice-president in charge of sales, for his single, "I Heard It Through the Grapevine." Motown's best selling single ever. Holding two of the gold records are Al Klein, director of Motown's single sales, and Motown's national promotion director Gordon Prince, right.

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**May 31, 1969, Billboard**

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"Is This What You Want?"
Is a question
The answer to the question is "yes"

The answer to the album is
YES YES YES
YES YES YES
YES YES (yes)

Jackie Lomax
on Apple Records
"Is This What You Want?"
Well, is it?
"Yes" a million times "yes"
(But you've got to listen. Always you must listen.)
The charts tell the story — Billboard has THE CHARTS

Commercials Wing Formed by Farrell

- Continued from page 30

Thespian has been double the proposed number of spots. The "Indian Lake" tune backs up the Dodge Charger commercial. Mr. Farrell, who will have an account executive shortlfor the firm, said he set up the separate company because of the "growing demands of the advertising industry for product identiﬁcation through the use of provocative contemporary music."

The advertising agencies need direct access to lyriccopyrighters and composers, he said, "what we will offer the advertising industry, then, is a staff of knowledgeable experts in the music industry under one roof, one source of advice, counsel, and performance by experienced professionals."

He said Commercial Management Group would seek the services of outside producers as well as in addition, the firm will be involved in producing background scores for movies and television shows.

It’s Now WUFE

BAXLEY, GA — WUFE are the new call letters of the station that used to be known as WHAB here. The 5,000-watt station serves some 40 towns in south and midde Georgia, according to general manager Al Girsham. Personalities include Bob Joiner, Bill Edenﬁeld, Jim Oversreet and Bobby Holland.

* Continued from page 48

received it’s from Chuck Brigm, music director at KDKR in North Wilkesboro, N. C. Perry Sams, a pre-pre-ident for radio of AVCO Broadcasting, will speak at the graduating ceremonies of International Broadcast School, Dayton, Ohio.

Program director Roger McClish and air personality Edward W. Wending need easy listening records at KRCX, 1,000-watt station at P.O. Box 625, King City, Calif. 93930. Station plays progressive rock during weekdays.

* * *

A note from Wes Dickens, who will be at the station temporarily and he reports that Wes Allen is a sister in law as well as one of the ﬁnest in this busi- ness. Rick Roberts is program di- rector of the rock-formated station. Music director David P. Shudt at WZCC, an MOR station at P.O. Box 377, Streator, III. 61364 needs records from Warner Shield Shannan, an announcer at WNOE in Norfolk, Va., is now program director and air personality at WPVL in Painesville, Ohio.

* * *

Here’s the staff at WJAD in Indiana, Pa., now General man- agey Gino, program director Paul Todd, Music manager Jim Stanley, and Gary Persons.

Jim D. H. has been appointed station manager at KGW, Portland, Ore.; he has been the program director since 1959. Jim Hunter has been named production director of the station; he has been the produc- tion director of such stations as WLS in Chicago, WABC, New- York, and KOL in Orlando.

WRAV in Richmond, Va., during the past year received letters from 76 listeners in foreign count- ries, including a British fan named Richard Wood who picked up the station while visiting in Hawaii.

Gary Stone, formerly 6:30-7:00 morning personality with KPRR in Bismarck, N. D., is now after- noon drive deejay with KDAY Minot, N. D., using the name of Meal McKay. KGBY program di- rector Davie Boat knows that the Hot 100 format station will up power to 30,000 watts at this fall.

Line-up there also includes Terry Roven, Jim Groom, Dean Allen, and Lee James.

WOKY in Milwaukee is still king of the mountain with a 22.7 Total Rated Tunes in the last quarter. The latest Hooper, followed by MOR- formatted WTMX with a 16.3. Staff at WOKY includes general manager Ralph Barnes, program director George Wilson, deejay Dave Barry, Jack McCoy, Carl Conno, and Ron Knight with talk-man Jan Esther. Deep Downtown Chuck at KKNX in San Francisco really knows how to hurt a guy. Celebrating the birthday of Don Beckles, the cut ‘n slash comedian, he aired cut ‘n slash be beaks from George Starching, Buddy Rich, Red Fox, Johnny Carson, Bill Cosby, etc. Jim Kennedy has left as program director of WWAY in East Galile, Fla., to join KHL in Hilo, Hawaii, where he’ll do a 4-9 show.

Program director Johnny Hyde at KROI, San Antonio, reports the February March Pitch shows KROI a 22.2 for 18-hour average. KRAK has a 12.7 with country music. KKOZ has 12.5.

Deep down at KYYO, a Top 40 station, goes: Uncle Johnny Hyde, Bob Sherwood, Chuck Loy, Dr. Tom Becker, and Mr. Lee. KROI has a 26 from 3-midnight.

Dick Widdons is the new oper- ations manager at KZEU in Rapid City, S. D., and plans to use a "modiﬁed Drake of Most Music" playing the best of country music in the wee hours and the soft rock in the afternoon. Needs records. Widdons had been with K2MM in Rapid City.

Seminar on Communication

CHICAGO — A conference on such ﬁelds as radio TV commercials production, au- dio recording, video recording, ﬁlm making, advertising, music produce- production and others will be held here Monday (26). The event, a ﬁrst in the Chica- go market, is under the aus- pices of Chicago Unlimted, a communications association, and will be held in the auditorium of the Prudential Building starting at 6:30 p.m.

Admission is free. Invitations are extended to all individually interested in developing Chica- go as the "Middle Coast," Chicago Unlimited said. Among the speakers will be Bernie Clarence Howard, Recording Studios; Dick Marx, Dick Marx Associates, B r a d Edmondson, WGN Outdoor Productions, Bill Newton, Sara I n c, Carl Turk, Production; Len Levy, Leo Burnett, John Mann, Camer-Krasselt; and Joe Slatter, Mrs. Esther Edwards, Universal Federation of Television and Radio Artists.
EXCLUSIVE BOOKING

ACTION TALENTS INC.

"LENTS

(CAN MAKE YOU HAPPY)

FEATURING THE ORIGINAL HIT RECORDING

300 West 55th St., N.Y., N.Y. 10019, Suite 4V. (212) 765-1896
Tina Turner, Tammi Terrell, and Marvin Gaye are generating a growing number of smash hits, each one a hit in its own right. In fact, Gaye has a major hit on the Billboard charts with his recent single, "I Want You." This recording, produced by the legendary Motown team, is a departure from Gaye's usual soulful, R&B-oriented style. The song features a driving beat, a catchy melody, and a powerful vocal performance by Gaye, who delivers a passionate and heartfelt delivery.

Meanwhile, Tina Turner is riding a wave of success with her new hit, "What's Love Got to Do with It." This song, written by the team of Barry Gibb and Robin Gibb, is a powerful love ballad that showcases Turner's emotional range and vocal skills. The song's production is equally impressive, with a lush arrangement that includes strings and background vocals.

Tammi Terrell is also making waves with her latest release, "Ain't No Mountain High Enough." This song, written by Motown's legendary songwriting team, is a classic example of the label's ability to create timeless, memorable hits. Terrell's vocals are supported by a driving rhythm section and a catchy hook that is sure to stick in the listener's mind.

Overall, these artists are shining a light on the diverse and dynamic landscape of contemporary soul and R&B music. With their powerful performances and memorable songs, they are sure to continue to captivate audiences for years to come.
This is a locked display-case lock for cartridges. This is a Liberty Stereo Tape PIK-PAK which contains one cartridge.

You won't have to lock-up a case (usually consumers see the tape, with only the title name visible to them).

Liberty Stereo Tape's PIK-PAK eliminates the "behind locked doors" concept of tape merchandising. The PIK-PAK offers the consumer the opportunity of seeing the complete, full color tape cover without asking for a salesman to un-lock that case.

You won't see your PIK-PAK inventory reduced by pilferage (you just can't pick-pocket a 3' x 12' PIK-PAK).

You will see your tape sales increase when you display Liberty Stereo Tape's PIK-PAK.

CONVERT FROM LITTLE TO BIG AND YOU'LL GET:

PIK-PAKS containing "The Age Of Aquarius" by The 5th Dimension and "A Touch Of Gold" by Johnny Rivers, plus a unique point of purchase custom tailored browser-box with a posterized header card that insures the maximum point of sale benefits that no consumer can miss.

The free PIK-PAK and browser-box will increase your sales and decrease your theft rate, plus PIK-PAK gives your customers what they really want: a tape product to see and hold, not just a name and an artist, behind lock and key. PIK-PAK displays the actual full color cover in its entirety.

This new visual and physical approach to tape merchandising is really the PIK of the year...

SO CONVERT ALREADY!
JANKOWSKI

JANKOWSKI Plays Jankowski,
Mercury SK 6179 (5)
Jankowski's playing is very smooth and something special is his touch. It is soft and captivating, light and buoyant in tunes such as "Any Problems Now?" "Little Old Town" and "Dream Flight."

FEELING LIFE-GRACIE TATE

Gracely Tate, a drummer who is turning more and more to singing, has produced an album of high quality material that he calls "Little Old Town." His last album, "Soft and Sensitive," proved quite a success and we can expect a similar success with "Little Old Town." There's a very easy reading of "My Ship" that gives an idea of the album.

Vivian Reed

Vivian Reed-Arty, EMI CL 4047 (5)
A classic symphony entirely at home at the Forty-Fours. "Love" has already climbed up the pop and chart lists with her "Tonight," "Are You Lonesome Tonight," "Ships That Come to Cane" and "You've Lost That Spark" earning her a popular audience. Reed's voice is keen, her music is well written, her ensemble is well featured. Reed's trio is capable of dressing trends and styles with her genuine talent.

RALPH CONCERTO IN G/ASCOYNE SYMPHONY NO. 3-Parich (Paris, 1891), Columbia 58 1110 (5)
Munch is highlighted here, of course. But it is Mengelberg-Schwarz's rich array that endangers the uninitiated. It's a sober No. 2 that chases grave masterpieces by the distinguished composer supported admirably by the French orchestra.

LOW PRICE CLASSICAL

BACH/CHOPIN/SCHUMANN/DELUXE BOXING SAINT-SIMEON 5 0009 (5)
John Browning's poetic piano artistry is in full flower on this super-album with compositions by Bach, Chopin, Liszt, Schu- mANN and Debussy. It is a repertoire that is perfect for his piano manner and broad enough to appeal to a wide audience.

LOW PRICE POPULAR

LUIS ARMSTRONG-The One and Only Louis Armstrong and His Hot Five, Mercury 5 7087 (5)
Robert Jankowski's New Hot Five. This set is a classy songstress and has a number of some of his best hits. There are "Take Five," "Fly Me" and "Good Night and Good Luck." Also, "It's Over Now" and "Take Off." An excellent extended cut.

LOW PRICE CLASSICAL

BRUCKNER: SYMPHONY No. 6-Vieste Philharmonic Orchestra, Seraphim 5 0004 (5)
Offenbach's "Caractacus," "Pagliacci," "Don Quixote" is a genuine palace. It is supported admirably by the French orchestra.

LOW PRICE POPULAR

LENNY DEE-Little Green Apples, Doane 3 6047 (5)
The Piedmonts-Three in a Bell, Epic 3 6041 (5)
LENNY DEE-Little Green Apples, Doane 3 6047 (5)
The Piedmonts-Three in a Bell, Epic 3 6041 (5)

CLASSICAL

THE SPECTACULAR SOUND OF STRAVINSKY-CBS Symphony/ Columbia Symphony (Stravinsky), Columbia 58 1110 (5)
Stravinsky sets off fireworks of his own as he conducts his own compositions such as "The Rite of Spring" and "The Mikado." "Mikado" is the familiar theme from "The Rite of Spring" is particularly exciting and a fitting climax to a larger album.

ALBUM REVIEWS

B.B. SPOTLIGHT

B.B. Spotlights are among the week's most anticipated events. Here are some of the highlights:

1. "The Rite of Spring," a performance by the Stravinsky Symphony Orchestra, Columbia 58 1110 (5)
2. "The Mikado," a production by the Columbia Symphony Orchestra, Columbia 58 1110 (5)
3. "Mikado," a recording by the Stravinsky Symphony Orchestra, Columbia 58 1110 (5)
4. "The Rite of Spring," a recording by the Stravinsky Symphony Orchestra, Columbia 58 1110 (5)

SPECIAL MERIT

Albums with sales potential that are deserving of special consideration at both the dealer and radio level.

FORTH STARS

Gambling: "The Rite of Spring" and "The Mikado." A large-bore con- tinues to explore musical tech. and, to this album, drives home the message that "The Rite of Spring" and "The Mikado" are more popular than ever.

JAZZ

Dixieland: "The Rite of Spring" and "The Mikado." A large-bore con- tinues to explore musical tech. and, to this album, drives home the message that "The Rite of Spring" and "The Mikado" are more popular than ever.
Billboard launches the first industry-wide promotion to make Summer a Tape Thing for everyone—manufacturers, dealers, consumers!

SUMMER IS A TAPE THING is more than an exceptional issue for your advertising message. It's the perfect vehicle for tape and tape product merchandising—

The way to move tape off the shelves!

Peter Max, whose designs have revolutionized the American poster industry, has created a full-color cosmic 24" x 36" art presentation based on the theme, SUMMER IS A TAPE THING.

This outstanding Max original is part of a merchandising kit that includes logos strips and ad mats, the entire package is available to Billboard readers for only $1 per kit. Extra posters for your dealers are also available at volume prices.

Make TAPE your SUMMER THING—and join in this industry-wide promotion. For the "SUMMER IS A TAPE THING" kit, and extra Peter Max posters, just fill out the order form on this page.

Ron Carpenter, Billboard Publications
165 West 46th St., N.Y., N.Y. 10036
Yes SUMMER IS MY TAPE THING!
Enclosed is a ( ) check ( ) money order in the amount of $____ for the following:
$____ for _______ kits at $1.00 per kit
$____ for _______ extra Peter Max posters at 60¢ each
Name:
Firm:
City State Zip

Billboard Easy Listening
These are the best selling middle-of-the-road singles compiled from national retail sales and radio station air play listed in rank order.

Title, Artist, Label & Number

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Billboard
HOLLYWOOD: The most
misnamed group in America
has just got a new album.

Originally from the
fabled land and bound by
Seemom Penchant, the Foot first made
itself — or themselves — known
on an international basis shortly
after forming and being
commissioned by John male Populists
to paint his treasured upright pi-
ano in the "London London"
Residence. The 88 keys ended
up in 88 colors, shades and
shadum." (Continued on page 76)
BIFF ROSE
CHILDREN OF LIGHT

June 1st Begins The Ten Days Of Biff Rose

This Month Is Pronounced Tet'rá-grámmá-tón
Thomas Gets New Direction From Bloomberg Leadership

By RON SCHLACHTER

LAS VEGAS—"We want to help dealers pull our products through instead of pushing them," said Robert Bloomberg, president of Thomas Organ Co., summed up his company's slogan. Bloomberg said, "We've tried to reconstruct the company, explained Bloomberg, when asked about Thomas suffering from several problems. Our pushing got to the dealers and stopped there. Now, we are working very hard to serve our dealers better and the result is that we have a much stronger dealer structure. "We want to help dealers pull our products through. We want dealer-oriented promotions. We want to help dealers sell. In short, we are teaming ourselves with dealers on a long-term basis. The dealers must participate with us in serving the consumer. We have courted a number of dealers. "As for our company itself, we have reoriented sales, set management responsibilities. Everyone knows what his responsibilities are and what responsibilities everybody else has. I went from a large company to a small company. But Thomas is not minute, by any means," he added (Continued on page 60).

WELK ALBUM FEATURED IN THOMAS JUNE PROMO

LAS VEGAS—Thomas Organ Co. will launch a June promotion featuring exclusive 60-day distribution of Lawrence Welk's latest album, "I Love You Truly," prior to its national release.

The tour for Lawrence Welk with Bob Raiston at the organ and will be available at Thomas stores for $1.49. The Welk re-release represents the first time that Welk has ever featured himself as an organist or pianist. (Continued)

A Harpsichord 'Happening'

- Continued from page 5

Neely Bruce (Hubbard double) and Philip Corner (Neupert double) played partial scores. The computer-generated tapes, which were played on a total of 885 different pitches, were handled by 13 teams positioned near the ceiling around the box row of seats and interspersed with bass loudspeakers. Each team used four tape recorders and 16 tapes, each approximately 20 minutes in duration.

Happy Birthday Kawai Meeting

COLUMBUS, Ohio—Coyle Music Centers here were represented at a recent sales meeting and seminar conducted by Kawai Piano Corp. in Hamamatsu, Japan, by Dennis Iguchi, manager of the U.S. operation who flew in from 2864 North High Street.

Except for a specified set of four tapes, to be played at 8:30 p.m., and another set of four to be played at 11:05 p.m., the concert will go on as scheduled.

HARPSICHORD APPLAUDED BY PRUIEON OWNER

CAMPAGNIA, III—Waldermuth, who might be described as a harpsichord "buff," thinks his favorite instrument is the most popular as a result of adding electronics. He is doubtful, however, about any promotion possibilities accruing from such events as held here last week in which seven harpsichords were played by Kawai Piano Corp. in Hamamatsu, Japan, by Dennis Iguchi, manager of the Kawai Piano operation who flew in from Japan.

Except for a specified set of four tapes, to be played at 8:30 p.m., and another set of four to be played at 11:05 p.m., the concert will go on as scheduled.

Cello Patent

ST. LOUIS—The St. Louis Music Supply Co. has filed design patent on the Hammond Cello Patent on the Karl Knilling Porta cello. List prices on the student cello start at $69.55.

Hammond's Artists Top NAMM Show

CHICAGO—Organists and recording artists George Wright, Richard (Gala) Hornsby, Lucho Azcarraga and Denny McLain, the latter a Detroit Tigers baseball star, are among musical performers who have claimed the Hammond Organ Co. during the National Association of Music Merchants (NAMM) show June 22-26 held at the Sheraton Hilton Hotel. The concerts will be part of an innovation by Hammond which will be introduced the first time, show its line in the Town Hall, top of the hotel. Nightly concerts will be held in the Sheraton-Blackstone Hotel.

Amid a great number of displays will be the H-262, a console designed specifically to tape, and institutions, featuring two 61-note manuals and a 25-note pedal board. Hammond recently introduced Cadette organ, which is coupled with a special "Instant N."variant to loan promotion program, will also be featured by the Chicago-based company.

Don Lewis, Denver organist, and Tony Macaluso, who hails from Mexico, will also be featured in Hammond's entertainment schedule. Performance will be held three times each day at 11 a.m., 2 p.m. and 4 p.m. in a special Hammond show which will consist of 60 and 52 tape recorders used in an extravaganza concert of computer-programmed music.

Pollee, who lives in Michigan, nevertheless, said he was honored to be invited to build $6,250 hand-crafted instrument to award to composers John Cage and Lejaren Hiller, who spent nearly two years developing 'HPS I,' a piece which spells harpsichord in computer language.

"We don't just buy a harpsichord and let it sit," he said. The humidity and temperature of storage has been the main problem. "We have to take care of this," Pollee said. He has given 70 degrees is the ideal temperature. "I have to tune mine every eight weeks. The harpsichord is a very delicate instrument."
Audio Retailing

Phonographs and Recorders Featured in Webcor Showing

CHICAGO — Consolidated Merchandising Co., div. of U. S. Industries, Inc., plans to open warehouse facilities here and expand its marketing activities of Webcor and Viscount home entertainment products. At a recent show here, 49 Webcor models and 31 Viscount models were presented. Viscount is a promotion brand, while Webcor is a well-known trade name that Consolidated recently acquired.

Six complete phonograph lines were among the Webcor models. These consisted of the Lisbon, Model 5066, with 40-in. Mediterranean walnut cabinet, six matched speaker system, AM/FM tuner, listing at $399.95; Model 5060, the Majestic, with 65-in. Continental walnut cabinet, six matched speaker system and AM/FM/FM tuner, listing at $369.95.

Also, Williamsburg Model 5030, a 50-in. maple, Early American style cabinet with four balanced speakers and AM/FM/AMF stro, tuner, listing for $299.95; the Revere Model 5040, a 40-in. maple Early American unit with four balanced speakers, and AM/FM/AM/FM tuner, listing for $299.95; the Wakefield, Model 4020, with a 40-in. Continental low-boy cabinet, four balanced speakers and AM/FM/FM radio, listing for $249.95; and the Berkeley, with a 60-in. Continental cabinet, four matching speakers, AM/FM/AM/FM/FM radio, listing for $299.95.

The entire line included two color television sets, two modulator amplifiers, two stereo console phonographs, four home photographs, nine cassette tape recorders, three five-track CArtridge stereo players four portable phonographs, one 3-in. open reel recorder, four 7-in. open reel recorders, six AM/FM table radios, six AM/FM portable radios and one AM portable radio.

Open reel recorders included Model 620, a 2-speed unit with 3-in. reel list price at $99.95; Model 2008, a 4-track stereo unit with automatic shut-off and satellite speaker system, listing for $199.95; Model 2000, featuring 4-track stereo or monaural record and playback, two heads and automatic shut-off, listing for $249.95; Model 2500, featuring 4-track stereo record and playback, three-speed, automatic shut-off and 20-watt peak output.

Two other open reel models were Model 4000, listing for $399.95, featuring a record changer; and Model 3000D, a stereo tape deck listing for $249.95 with such features as three heads, three-speed operation and 4-track stereo and monaural record and playback.

Consolidated, which recently moved into new headquarters in Manhattan, N.Y., has service offices in Los Angeles, Atlanta, Dallas, Tokyo and has two plants in Tennessee and one each in Japan and Taiwan.

Panasonic Unveils Line Marking 10th Anniversary

NEW YORK — Panasonic's 10th anniversary line includes two new stereo phonographs designed specifically with the needs of the college set in mind.

Both the Brookville and the Highland Park are AC battery-operated units and offer a four-speed custom record changer, ceramic cartridge and a flip-over stylus, plus an electronic RPM governor motor control to keep the turntable running at a uniform speed. The Brookville has a suggested list price of $99.95, while the Highland Park, which also features a slide-rule tuned FM/AM radio, retails for $125.

As for complete home entertainment centers, the 1969 Panasonic line boasts the 60-watt Kips Bay, the unit is a stereo module system with a built-in AM/FM/AM/FM Stereo tuner and separately sealed twin two-way air suspension speakers. Features include Panasonic's magnetic cartridge with a flip-over-dias-

stereo stylus, plus automatic four-speed record changer, FET tuning and a tilted control panel equipped with a black-out and illuminated slide-rule tuning.

The suggested list price is $399.95. However, it is a 1970 stereo center from Panasonic. A precision automatic turntable features a Pickering magnetic cartridge, while two two-way acoustic suspension speakers provide improved bass response.

The newest addition to the company's line of stereo component products is a 70-watt SA-40. This instrument features Panasonic's flywheel tuning mechanism with a black-out dial. The suggested list price is $229.95.

The Brookville is a new AC/battery-operated portable phonograph, SG-634, with a suggested list of $129.95, for four-speed custom turntable, record changer, ceramic cartridge and a flip-over-dias-

stereo stylus, plus continuous tone control and dual voltage controls.

THE BROOKVILLE features an AC/battery-operated portable phonograph, SG-634, with a suggested list of $129.95, for four-speed custom turntable, record changer, ceramic cartridge and a flip-over-dias-

stereo stylus, plus continuous tone control and dual voltage controls.

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stereo stylus, plus continuous tone control and dual voltage controls.
**Country Music**

**Chart Cuts Distrib Ties With RCA: Broader Plan**

NASHVILLE — Chart Records, purchased by RCA five months ago for $1 million, has amply covered its distribution tie with RCA and announced a broad new distribution plan.

Germard E. Williamson, president of Chart, said he has been in talks with RCA over a distribution agreement, and that the company has been in discussions with RCA about the terms of the new agreement.

Williamson said that the new agreement would allow Chart to distribute its product more effectively and efficiently than it has in the past.

The new agreement would give RCA the exclusive right to distribute Chart's product in the United States, while Chart would retain its rights to distribute in Canada and other foreign markets.

Williamson also said that the new agreement would allow Chart to expand its marketing efforts and increase its sales.

**Carrol Acquires 50% Of Circle Talent Co.**

NASHVILLE — Carrol Enterprises, the new management company formed by Carrol Patterson, has acquired a 50% stake in Circle Talent Corporation, a prominent talent management firm.

Carrol, who is the chairman of Circle Talent, said the acquisition will allow Circle Talent to expand its operations and reach new markets.

**Hee Haw Show Puts Down Critics**

NASHVILLE—Despite many comments regarding the title of the forthcoming CBS "Hee Haw" show, its producers say it promises to be more than a typical country music show.

There have been recent comments suggesting that the show is a "barnyard comedy" venturing into the world of music or relegate it to its image of 20 years ago.

Frank Peppianti and John Aylesworth of Youngstreet Productions, Inc., Los Angeles, say that the critics come from those unfamiliar with the show's contents.

"First of all," Peppianti said, "the show is named for its animated star—one adorable, pro-life, phrase-shouting mule who is accompanied in part by an animated cow, crow, a chicken and a scarecrow."

Aylesworth said the show is a "laughing matter, all right" but one of "clean, earthy and good humor, the family type that has made artists such as Minnie Pearl, Roy Clark, Grandpa Jones and Arche Campbell favorites throughout the years."

The idea that the show is just another country music variety program is false, Aylesworth said. "We are augmenting the funniest and most enjoyable human to a -man network in many a moon with renditions of No. 1 hits by such artists as Charley Pride, Buck Owens, Tammy Wynette, George Jones, Merle Haggard, Waylon Jennings and that old scarecrow, Jack Greene, and others. It's all presented in colorful and tasteful surround-
ings and sound." Peppianti said people "surely are intelligent enough to wait and judge 'Hee Haw' on its quality and entertainment abili-
ties before they throw rocks at its title."

The show premiers Sunday, June 15, on CBS.

**Lynn Expands On 3fronts**

NASHVILLE — Lynn Productions, whose president is Lula Wager, has moved into new quarters and expanded all facets of its operation.

The firm includes Wager Enterprises, a booking firm; Lula Music, a publishing house; and a demo recording studio. Lode Records, owned by Terry Fells, will also share the building at 806 18th Avenue South.

Fells will run Lula's Music, while the booking at Wager Enterprises is handled by Don Fowler, formerly of the Circle Talent Agency.

Miss Wager said she will soon name many artists who will come under the wing of the booking agency, and writers who will sign exclusive contracts with the publishing firm.

The company was begun with a booking agency for musicians. Miss Wager keeps a stable of musicians at her disposal, and provides them to artists in need of promotion for a one-day placement for the road, or for recordings sessions. She also can provide an entire group.

**INDIANS SAY 'HOW' TO COUNTRY HALL OF FAME**

NASHVILLE — The Country Music Hall of Fame and Museum was invaded by Indians last week, members of the Intertribal Council of the United Southern Tribes of American Indians.

The gathering in 150 years, the members were introduced to the hall of fame by Bob Ferguson, producer for RCA, and president of the Southeastern Indian Antiques Survey, Inc.

Those of Indian heritage who greeted them were Lois Johnson, Charlie Walker and Billie Ray Reynolds. The tribal delegation was headed by Phillip Martin, chairman of the United Southern Tribes of America, Buffalo Tiger, vice-chairman; Mrs. Betty Mae Jumper, secretary-treasurer; Emmit Yorke, chief of the Mississippi Choctawas; Joe Dan Opeka, president of the Seminoles; Susie Henry, princess of the Choctaws, and Cherokee princess Penny Oteri.
"BE GLAD"

Great new hit by

Del Reeves

United Artists Records #50531 - BMI

Published by TREE MUSIC
Warner Mack Has a Super Smash!

"Leave My Dream Alone"

Also A Super L. P.

"THE COUNTRY BEAT OF WARNER MACK"
DL #5092

BOOKINGS:
JOE TAYLOR AGENCY
1717 WEST END BUILDING
NASHVILLE, TENN.
PHONE (615) 255-8497

D. J.'s Samples:
1209 Gallitan Rd.
Madison, Tenn. 37115
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<th>Hot Country Singles</th>
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<td><strong>STAR Performer-UP's registering greatest proportionate upward progress this week.</strong></td>
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<td>Waddy Jenkins, RCA 74-0215 (Bar &amp; Oker, BMI)</td>
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<td><strong>75</strong> DON'T LET ME CROSS OVER</td>
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<td><strong>53</strong> THE BIG MAN</td>
<td>Jim Nixley, Plantation 17 (Surfords, ASCAP)</td>
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<td><strong>55</strong> BIRMINGHAM BLUES</td>
<td>Jim Nixley, Plantation 17 (Surfords, ASCAP)</td>
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<td><strong>64</strong> I'M NOT THROUGH LOVING YOU</td>
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<td>04 Bruce, Monument 1128 (Tenn. Star, BMI)</td>
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<td><strong>67</strong> A MAN AWAY FROM HOME</td>
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<td>Barbara Fairchild, Columbia 4-4979 (Champion, BMI)</td>
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**MAY 31, 1969, BILLBOARD**
**UPSTAIRS IN THE BEDROOM**

*New Hit*

by:

BOBBY WRIGHT

Decca #32467

published by:

TREE music

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**Hot Country LP's**

<p>| Star Performer-LP's registering proportionate upward progress this week. |</p>
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**Thank You**

**Academy of Country Music**

For Voting Me Most Promising Male Vocalist

"BEER DRINKIN' MUSIC"

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**Current Imperial Hit**

**MAY 31, 1969, BILLBOARD**
Germany that her promotion was new and scheduled.

Allison, here for recording sessions, said the programs offer a "comprehensive look at the country music field." It is built around the contemporary, mid-decade-of-the-country-road songs, but features everything from bluegrass to country folk. The programs are engineered by Jim Smick and produced by Cambalosi.

This is the only "strip" show on Armed Forces Radio, although 30-minute weekly shows before were done by other disk jockeys as Tex Williams, Jeanne Seely, Hugh Cherry and Biff Byrnes.

Show Overseas

Because of the program's exposure overseas, Allison was approached to bring his show. "They say I'm the best-known person among the Armed Forces because of the wide-spread coverage of the show, and I have people now looking for show images," he said. Allison added that he would probably take an outstanding band and a good vocalist along. "I'm used to producing shows, but not doing my own," he said. "This would be an experience." He said someone like Eddie Dean would be unusually helpful on such a show because "he's the next performer for an hour and a half, and then I go around to talk to the servicemen."

Allison was here to record a revival album with Roy Clark, an immediate follow-up to the Clark single "Yesterday, When I Was Young." This Charles Aznavour-written song, produced by Allison, became an immediate best seller.

"I came in here without a studio, without a musician lined up, without anything but blind faith in Nashville," Allison said. "The idea was that Tommy Allsup of Metromedia would relinquish a scheduled date so I could go in and do a session at the Woodland Sound Studios. Then old Bradley went out and got me the best musicians in the city. Then Fred Foster allowed me to become the first 'outsider' to use the new Monument studios. Finally, I'm finishing up at Bradley's Barn because they somehow managed to fit me in."

Although he lives in Los Angeles, Allison currently records only 25% of his sessions here. Through his independent recording projects, he has owned jointly by Hank Thompson, Bobbi Martin, Clark, Mary Taylor and Curtis Potter, all of Dot, and Jody Miller of Capitol.

The onetime Nashville disk jockey and air personality said that Roy Clark's versatility is just beginning to show. "He can do so many things well we're not quite sure how to record him. Clark currently is co-host of the new CBS summer comedy show, 'Hee Haw.'"

In addition to his Armed Forces work, he produces, he also retains his publishing firm, Nashville Music, which is located in his home in the Los Angeles area.

---

RCA's Hank Locklin has decided to rent out his famous Florida ranch and move to Nashville. He filed suit against his son, who is to take over his business operations.

Dwight Kennedy of New York has signed with a new label, with two of them bargain-hunting for a "project." "You Fight Your Fight, I'll Fight Mine," a fact he was written by a writer by Bradley.

Don Law, producer at WSM, told reporter Ren exclude, "The Mike's, Martin, Tenn., is working on a biography of the country's foremost disk jockey, Dalhart. He points out that, recording under the 74-different names between 1916 and 1938, Dalhart cut close to 3,000 different tracks, major and minor labels. Now he wants to exchange information with others about his life, career, and recordings. The material apparently may be reached by merely writing to U. of Tenn. at Martin, Mr. Hayler and the Reverend broke club records at the Fireside Inn, Kearney, Mo. The song, as far as country act ever to appear there. ERS built the brass front man... Rockford, Ill., manager-producer Richard Brown has signed Debbie Witt & Jerry Moore to a personal management contract. His Witt records for Buddy Records of Marshall, Tex. Moore recently signed a potential Illinois handle of singer...

The WNNN Country Shindig number five drew a standing room only crowd of more than 500 at the Louisville convention center, with more turned away. Now Shindig No. 6 is set for Jan. 30 in the Teve, Hattie, Williams, Jr., and the Harmonic and Tennesseans.

Jimmie Atkins zipped a weekend entertaining Dale Robertson of the "Wells Fargo" series with golf and Tennessee country music. In June, Chet jets to Boston for recording sessions with Atlantic Media and the Boston Pops Orchestra, then travel to Finland and make a visit to Take-Take Tahko, a music center in the Minnea.

Jim Key, producer of key, Canada, has released a most dynamic country album. In June, Chet jets to Boston for recording sessions with Atlantic Media and the Boston Pops Orchestra, then travel to Finland and make a visit to Take-Take Tahko, a music center in the Minnea.

Singer Jimmy Dewell is said to be in critical condition in Methodist Hospital (Room 300), Nashville, Tenn., his greatest need is blood, and it may be donated in any part in the country in his name through the Red Cross. The four-time disk jockey has been operated on after taping the "Hee Haw" show here, flies to Los Angeles, but the "jockey Bishop" show 20 after an appearance at the First Annual country music festival at Millrace, Saturday and Sunday, May 29-30.

Jimmy has been sent a new capitol release is "That's Why I Love You More," which sold 12,000 units to a Bemis, head of H&G Sales Distributors, Dallas, has acquired manufacturing rights on the re-activated Danite Record Company. Her first release is a "blue" version of "Ain't That Lovin' You," a song by a Japanese singer who has been featured by her throughout the Midwest. Acquired from independent producer Charles Wright, the record is odd on a three-state tour to promote his new re-activated Danite Records. He does a benefit show in Oklahoma, Indiana, and Illinois. Promotions have sent Mike Satur to the Los Angeles area to cover promotion efforts in the West Coast. Jane Zollo has been added to the staff, with recent work in Los Angeles and Bakersfield. John Work is signed with Columbia, writes from Germany that her tour will take her into Holland.

Tommy Cash has been signed to a contract by Epic, and Johnny Cash, first release in "Your Loving Takes the Leaving Out," Metromedia's Clar Hart, whose "Harpischord 'Happening'"

* Continued from page 59 "tops" could choose at random from their other tapes.

Only twice during the entire performance (the two specified items) was "everything going at once," said Polly. He explained that volumes and a giant circular screen can't hear the tape recorders on each side of you, you're too close," he said. He must have the groups to play their teams 40 yards to his right and left.

Adding to the aura of the event were six slide projectors, eight movie picture projectors, 6,600 special blackboard texts, and the entire stage was projected on 11 rectangular screens and a giant circular screen 340 feet around. Another screen surrounded the outside of the building. "The windows could vi laptop to projected images from overhead projectors. Waiden and Polly were probably the most pleasurable spectator. His hand-crafted Neupert double harpsichord, played by Miss Vincher, was shipped here from his home in Benton Harbor, Mich. It was made from Braziilian Rio Pataiander wood by Stefan Eichler, who recently retired from the steel industry. Trommberg, Germany, harpsichord factory and has a list price of $6,245."

After "at first, everybody talking to each other bothered me," Polly said, describing the concert. "But after three hours I like that, too. It's unusual when you enjoy a concert and are able to discuss among themselves at the same time."

Recording Session Set as Top Prize

INDIANAPOLIS, Ind.—The First Indianapolis Combo Conflict, to select the top, young, musical combo group for 1967, will be held Saturday (31) at Penney's Store in Lafayette Square. The winning group will have a recording session at a local professional studio and two hundred and two copies of its record distributed to retail outlets.

HOSTS for the festivities held during the ESCMI Convention at Providence, R. I., included, left to right: Red Harris, Vernon Strongburg, Lou Casarella, Peter Cohale, Pete Pakeal, William Darso, Lynn Jones (Caponist artist); Chuck Eastman, William Castro, Lynda Calver (convention queen), police chief George Rohca and Jack Bawor (Dot).

---

* SING YOUR RECORDS FOR REVIEW TO: Britte Star Promotions, 200 Stallman Road, Nashville, Tenn.

* Brite Star Pick's Hits... Brite Star Pick's Hits...

Picking Up the Pieces—Steve Lawrence—RCA
Kaleidoscots—Shirley's Head Band—Epic
Individual of Society—Basis of the Thing (Chi-Line)
Here Comes Heaven—Jack Hunt—Northland
Pick My Time—Frankie Laine—RCA
Losing You—Will Bang—Geequa
Hand Luck Man—Gary Workman—RCA
A Million More Like You—Jody Vac (Chance
This Is the Day—Johnny Williams (Victor
Love's Not What It Used to Be—Renie Perri—Soulville
The Man—The Good Humor Band (Ignite
Funky Wally and Curtis Potter—Dot
Southwest—National
My Make On Love The Rocks—Lee Wilson (Rich-R-Tone
Honey Sweet Gospel Album—The Moore Family (Malinda

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Brite Star Pick's Hits... Brite Star Pick's Hits...

* Brite Star Pick's Hits... Brite Star Pick's Hits...

* Brite Star Pick's Hits... Brite Star Pick's Hits...

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Brite Star Pick's Hits... Brite Star Pick's Hits...

* Brite Star Pick's Hits... Brite Star Pick's Hits...

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Brite Star Pick's Hits... Brite Star Pick's Hits...

* Brite Star Pick's Hits... Brite Star Pick's Hits...
The Giant is now three feet off the ground.

Which is not a bad start.
And we're gettin' higher every day.

"Yesterday, When I Was Young"
(Aznavour-Kretzmer)
Roy Clark
Dot 17246

This is a national hit. Right: NATIONAL!
With across-the-board airplay across-the-country.
Thank you, Charles Aznavour, for a magnificent song.
Thank you, Joe Allison, for an outstanding production job.

And thank you. We needed that.

"Baby, I Love You"
Andy Kim
Steed 716
Produced by Jeff Barry

And this is a national hit, too! Do you believe that? Wow!

Thanks again.
They're both good records and we really appreciate the play.

We've got three hit records happening all at one time...
all across the country...
and they've been a long time coming.

Now for the third hit...
FROM THE BUBBLE GUM CAPITAL OF SUNSET BOULEVARD...

BRIAN HYLAND DOES IT AGAIN.

Many jocks around the country have said, "What would summer be without Brian Hyland?" Really. Lots of them DID say that. Remember...

"Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini"—1960
"Sealed With A Kiss"—1962
"The Joker Went Wild"—1965

Well, always delighted to oblige, we now present

"Stay And Love Me All Summer"
(A. Kasha—J. Hirschhorn)
Brian Hyland
Dot 17258

This is a good record. A really good one. All the trades think so. An awful lot of stations think so. And we think you'll think so.

Production credit goes to our own Ray Ruff. Thanks, Ray, for a super Summer record. And we thank you for staying and loving us all Summer. Brian thanks you, too.

That's right, DOT Records. The one with a whole bunch of artists who are as good as gold.

The Giant that woke up, sprouted wings, and is now three feet off the ground.
Biggs' LP Continues Col Greatest Hit Series; Gould 2d Volume Out

NEW YORK—Columbia next month continues its "Greatest Hits" series with an album by Vladimir Horowitz. Biggs, which features pieces by Bach, Handel, Schubert, Clara, Ives and Stravinsky, has also played pedal harpsicord in the LP. Richard Bong has the second volume in his series of complete piano sonatas, and another Mozart disk features George Senn and members of the Cleveland Orchestra in selections by Mozart, J. S. Bach, and Haydn.

Schoenberg and Mendelssohn concert pianist by Rudolf Serkin and the Philadelphia Orchestra under Eugene Ormandy are recoupled in another album. The Gregg Smith Singers present 20 choral songs of William Billings, an American composer of the Revolutionary War peri-

Columbia will issue music of Webern, Mahler and Berio, in the Avco-Embassy film "The Female Prisoner (La Prisoniere)" as the official album of the movie. The album contains Webern's "Five Pieces for Orchestra" by pierre Boulez and the London Symphony Orchestra under Mahler's "Symphony No. 4" with Leonard Bernstein and the New York Philharmonic, and Berio's "Visage" featuring the voice of Cathy Berberian and electronic instruments. Released in New York in a French version, the film is set for national distribution in an English performance. The album's cover will be signed by Glenn Gould, and other Mozart titles will be in promotion of the disk with local theaters and exhibitors.

Tosca' to Open 13th Santa Fe Opera Year

SANTA Fe—The 13th Santa Fe Opera season will open on July 24 with a new production of Puccini's "Tosca," which will be conducted by John Crosby, the company's music director. scissors in the series will be "Le Rossignol," by Robert Biau-

Featured in the Menotti opera will be William Workman, Dun Iglehen, John Reardon, Suramie Endic, Miss Krafth, Richard Best, Douglas Perry, Clyde Philip Walker, William Harlow, and members of the Texas Boy Choir.

Baustiau also conduct Mozart's "The Magic Flute," which will feature Sandy M. Sco- voti, Miss Yarik, Workman. Donald Gramm, Burrows, Ul-

The cast of the "Devils of Loudun" will include Miss Sar-

"The Tosca" principals will be sopranos Miss LaCambre, Miss Terkowr, Elaine Bynon-Jones. Hickman and Best. In "Tosca" the leads will include soprano Maralin Niska, tenor George Shirley.
**Coin Machine World**

**Warn FAMA Of Expected Tax Increase**

By BOB LATIMER

**Programming**

**Rowe's Film/Record Expert Tells Of Concept's Success**

By EARL PAIGE

**Seeburg Complaint Against NSM Dist.**

**Sega's Rosen Tells Need For Increase In Pricing**

By RON SCHLACHTER

**Daddis Praises TCU As a 'Money Saver'**

By BERNARD SMITH

**Setting Hearing On Ill. Pins**

By WESBADEN, Germany - After seven years as president of the West German coin machine operators' association (ZOA), Haslo Leffenger of Cologne has been succeeded by the association's former treasurer, Werner Schmid.

New treasurer is Willy Mueller of Frankfurt, chairman of the Hamburgh branch, who was re-elected vice-president of the ZOA.

The ZOA's general secretaries, Hans Oldenthal and Bernhard Kochard, will be resigning their positions before the end of the year, so no replacements have been appointed.
Daddis Praises TCU

"As for reaction, comments have been to the effect that we ship nothing else into the area. Without a doubt, we definitely believe that this is the biggest advancement that has been made in the pool table coin mechanism."

Working as a tension spring, the TCU gives the players about a 15 second margin of error by holding the interior trap open until the last ball drops down. According to Daddis, the Silver Fox line, featuring the TCU, will be ready for delivery in June.

Rowe's Film/Record Expert Tells of Concept's Success

Continued from page 71

The one-stop choice in Jacksonville, Tampa and here. I listen to about 100 different records every week in an effort to stay on top of picking the ones to go with the eight films we release each month," he said. "If I hear a good ballad, for example, I note it mentally and pray the time is the right duration to be coupled with a film."

He said if he can come within five seconds in matching the time of film with record he is satisfied.

While he concedes that much of his criterion is of necessity based on artistic and subjective decisions—whether a given recording is r&b or pop, for example—he does have definite guidelines.

"Oldies"

"After determining which records fall into three basic categories, r&b, pop and c&w, I try to match the film to a current release and an oldie. He said "oldie" and "standard" are synonymous in his mind, but that the terms describe a recording that has sold "at least 500,000 copies."

"Basically, I want to list a record that operators can find at their one-stop. Why list something that might be a cut-out and no longer available from distributors just because it fits the tempo and time required to fit a film?"

As an example, Check In, a new Rowe Phonovue film, was paired with "Heather Honey," Tommy Roe's new ABC recording. "The Weight," by Arthea Franklin on Atlantic. "The latter is a standard by now and most distributors around the country and one-stops, too, maintain stock on it," Goldfarb said.

Another example: Wishing Well, coupled with "Bad Moon Rising," the new fantasy release by Creedence Clearwater Revival, and an oldie also.

(Continued on page 75)

West German Distributors See '69 Rise

Continued from page 71

for 1969 were made at the meeting. According to the DAGV general secretary, Wolf Meyer-Christian, one third of the total turnover for 1968 came from pay-out machines, which are statutorily required to pay out 60 per cent of the coins inserted.

DAGV members control nearly 80 per cent of the West German coin market outside the vending field.

Last year produced a slight recession because of the introduction of machines with a 15-second game cycle paying out two marks instead of one. Investments in these machines had caused a slight fall in the purchases of phonographs but the association was confident that the lost ground would be more than made up in 1969.

There are currently 60,000 jukeboxes operating in West Germany and the figure had remained virtually static for the last 10 years. But it was expected that the replacement quota would climb from 7 per cent to 11 or 12 per cent in 1969.
FAMA Elects Jim Tolisano

* Continued from page 71

director, who reported on current activities affecting the industry at the State Legislature in Tallahassee. The situation has remained relatively serene through the year, he pointed out. He warned, however, that the Legislature is "searching for $80 million" from any possible source, and that sales tax may be expected to increase. (Currently sales tax in the amusement machine industry is slated to drop to 3 per cent in June.) Chief concern of the industry is the changes in the basis whereby sales tax is paid on one half of gross. Exemptions of the past, such as automobile dealers and private utilities, may be eliminated and a new bill asking for a 4 per cent sales tax is in the works at present.

Sturm also pointed out in raising the occupational license fee on vending machines from 75 cents to $3, a provision was added which levies a $10 fine if the license is not attached to the machine by a certain date. "A penalty of 133 per cent of the license amount is not enough," Sturm said, "which is the way we are presenting our stand. Actually the State Legislature is using this avenue as a means of getting every machine on the State tax rolls."

Games Law

Sturm also touched on the free-play problem which was brought up abruptly later for the 1969 session, which sought a clear definition of gambling devices, and which tentatively set a ceiling of 15 free games, restricting them to machines, which make no announcement of the number of free games won, and which activated free games by the same plunger used to play the game.

He stressed that arcade operators had won designation as a complex of 50 machines or more, and received approval of free games and prizes—a step which strengthened the hand of FAMA. The above elements had little chance of becoming a considered bill this year, Sturm stressed.

He likewise emphasized the importance of pool tournaments, citing the experience of operators in South Dakota and Arizona as well as Long Island. The excellent returns are matched by the fine potential for landing new locations in every case. More will be forthcoming in this area, he promised.

Vendors

The possibility of bringing state vending operators into FAMA was discussed, with the thought that vendors might easily benefit from the same representation. Later in the meeting, however, George Harvey Duckett, president of the huge Automatic Merchandising, Inc., Tampa, active in both music and full-line vending, struck this proposal down with the statement that "The two operations have very little in common and very little need for the same organizational services." On motion, the suggestion was dropped.

Granger outlined current standing of the copyright bill which has been with the Senate Judiciary Committee for two years, pointing out that the MOA is standing pat on an $8 per year for phonograph fee, "a real achievement in view of the fact that the original proposal called for $60 per box," he said. Underscored was the fact that this issue is being pushed aggressively by the National Committee for Recording Artists, headed by operatic leader Sian Kenton.

Much of the meeting was devoted to better public relations and practical methods of improving the operator's image, with Granger moderating. He distributed copies of the prepared MOA speech for operator members, and suggested "self-training" methods for getting it efficiently. "Operators should sit down and read the speech several times, over a considerable period of time," he said, "in order to appreciate its points. He should practice delivery in front of a mirror." Ideas were volunteered by members for good public relations, including charitable donations of machines, participation in civic events, better identification with business. Ellis urged the display of a new phonograph wherever a speech is given.

Elected for the 1969-1970 presidency of FAMA was Jim Tolisano of Treasure Island Fun Center, Treasure Island. His acceptance of the gavel highlighted a unique career in that he has now been president of two State associations, as well as MOA itself. He is a past president of the Connecticut Music Operators Association. Six regional vice-presidents named are: Herman Owens of Vero Beach Music Co., Vero Beach; Bob Bell of Frank Pell Amusement Co., Orlando; Fletcher A. Blalock of Blalock Music Co., Pensacola; Wesley Lawson of Lawson Music Co., Winter Haven; Buster Fallin of Buster's Music, Layton, and Ralph Sherborne of Bar-Stell Music, Gainesville. Elected secretary was Sol Tabb of Sol Tabb, Inc., Miami, with Pleasun Stambaugh Jr. of West Palm Beach being elected treasurer. Jim Mullins became chairman of the board.

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Reconditioned SPECIALS Guaranteed

<table>
<thead>
<tr>
<th>PIN BALLS</th>
<th>BOWLERS</th>
<th>ARCADE</th>
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<td>CHICAGO COIN</td>
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<td>PIN BALLS</td>
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<td>CABLE</td>
<td>GUITTLES</td>
<td>BULL FIGHT</td>
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<td>ATLAS MUSIC COMPANY</td>
<td>NEW</td>
<td>HULA-HULA,</td>
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<tr>
<td>WRITE FOR COMPLETE 1969 CATALOG OF PHONES, VENDING, AND GAMES.</td>
<td>NEW</td>
<td>ARCADE</td>
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Please write for complete 1969 Catalog of Phonographs, Vending and Games. Established 1926.

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Billboard Publications

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MAY 31, 1969, BILLBOARD
Bulk Operators Put Artistic Talents to Use in Promotions

DOThan, Ala.—Bert Wikos, owner, Bert's Vending Service here, is considered one of the most promotion-minded bulk operators in the area. He does much of his own art work and sign painting and even contributed graphics for the 35th anniversary celebration of Birmingham Vending Co. One of his slogans is "home owned and operated," which he uses to combat competition from national operating companies.

Wikos is a young operator with more than 300 locations in this southeastern-Alabama community. He identifies every machine with a bright, gold label with his name, telephone number, and address. Instead of remaining anonymous with many locations such as service stations, bowling alleys, supermarkets, airline, bus, and train terminals, Wikos is a "hand-shaker" who is positive about letting everyone possible know that he is a Dothan native. He stresses that he is in the bulk vending business, and out to please "his public."

In many locations, he tailors stands and enclosures, to match the surroundings, a fact which invariably pleases location owners and leads to more worthwhile spots.

He has likewise taken over many "difficult" locations, such as an outdoor-sidewalk spot in a busy shopping center, building a heavy, protective cabinet in which it bulk venders can be easily secured. It can be closed by a locked door, in one motion, after the Center shuts down for the night.

Like many operators, Wikos made no specific attempt to (Continued on page 75)

Guaranteed Used Machines

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250 PER BAG with
MONEY MAKING DISPLAYS

81.25 3 Cent. Mix
80.00 5 Cent. Mix
32.00 10 Cent. Mix
81.00 25 Cent. Mix

50.00 50 Cent. Mix

560.00 50¢ V-1 Capsules
680.00 50¢ V-2 Capsules

560.00 50¢ V-1 Capsules
1,440.00 50¢ V-2 Capsules

GUM & CAPSULE VENDORS

A REAL SALES STIMULATOR IN ANY LOCATION

Yields 100 count each, V-1 and V-2 capsules. Available in:
1 c. 2 c. 10 c. or 50 c. a box, or bulk. Be-
movable cash box for easy collecting. Large capacity. Holds 1600 bulk items (192 V-1 capsules, 30 V-2 capsules and 80 V-2 capsules. Chrome front optional.

Write for Beautiful Illustrated Circular and Prices.

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Arms Whist, Chicago, III.

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MONEY MAKING DISPLAYS

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80.00 5 Cent. Mix
32.00 10 Cent. Mix
81.00 25 Cent. Mix

50.00 50 Cent. Mix

560.00 50¢ V-1 Capsules
680.00 50¢ V-2 Capsules

560.00 50¢ V-1 Capsules
1,440.00 50¢ V-2 Capsules

NEW VICTOR 77

Hold 30 more V-2 Capsules. 
Can be installed on your present 77's, or purchased with your 77 machines.

Only $450 each

Includes new center red.

See your distributor for information on write us direct.

VICTOR VENDING CORP.

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CHICAGO, ILLINOIS 60639
Rowe's Film/Record Expert Tells of Concept's Success

- Continued from page 72

"Stitching It Back" by Clarence Carter on Atlantic.

Other examples on Rowe's newest film/record pairing list contrast new releases with older songs that sold in good quantities. Check Cut is a film that Goldfarb suggests can be used with "Gentle On My Mind," the Dean Martin Reprise recording of some time back. Or, "Honey: B Good," the newest Buck Owens recording on Capitol.

The combination of records for one film, obviously demonstrates the kind of artistic and intuitive judgment Goldfarb has to make; and as well, the matching together of music categories.

Waiting, another Rowe film release for May, can be used with "Apricot Brand," the not-so-recent Rhinoceros recording on Electra, or, with "Juliet, The Melody," the new Brunswick release by Young-Holt Unlimited.

Still more film/record pairings: Star is Born, to be used with either "The Time Is Today" on Warner Bros.-Seven Arts or "Anything Better Than Love," on Philasoul: Fun City.

Hurwich Bros. Set
- Continued from page 74

will be held at company head- quarters on May 12. The meetings have been made at the Guest House in Birmingham for guests who plan to arrive Saturday, June 7. In addition, plans are being made for a dinner-dance for all guests who will be in town Saturday night.

Both brothers are married. Max has three children and five grandchildren, while Harry has two children and four grandchildren. Al Torano, Max's son-in-law, was made a partner in the company.

The Hurwich brothers are well-known for their active participation in trade associations and other industry affairs. Max is currently on the board of directors of the Music Operators of America (MOA), the National Vending Merchandisers Association (NVM) and the National Vending Distributors Association (NVDA).

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Mint rules, playing, Hill to Hill 1.

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8c Du Luxe Mix...........5.00
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10c Hip Hop or Swimmer...8.00
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WORLDWIDE AGENTS
Club Specialty Overseas Inc.
APARTADO 133 PANAMA I. R. & P.

MAY 31, 1969, BILLBOARD
# Hits of the World

<table>
<thead>
<tr>
<th>Country/Artist</th>
<th>Title/Origin</th>
<th>Label/Year</th>
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<tbody>
<tr>
<td>Argentina</td>
<td><em>Ko-Ko</em></td>
<td>RCA</td>
</tr>
<tr>
<td>Brazil</td>
<td><em>Happy</em></td>
<td>RCA</td>
</tr>
<tr>
<td>Belgium</td>
<td><em>Tina</em></td>
<td>RCA</td>
</tr>
<tr>
<td>Britain</td>
<td><em>Here Comes the Sun</em></td>
<td>EMI/MGM</td>
</tr>
<tr>
<td>Japan</td>
<td><em>Nagare</em></td>
<td>RCA</td>
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<td>Japan</td>
<td><em>Kazemae</em></td>
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<tr>
<td>Poland</td>
<td><em>Ostrego</em></td>
<td>RCA</td>
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<tr>
<td>Puerto Rico</td>
<td><em>El Zafrano</em></td>
<td>RCA</td>
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<tr>
<td>Mexico</td>
<td><em>El Jaleo</em></td>
<td>RCA</td>
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**Spain**

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<tr>
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<th>Title/Origin</th>
<th>Label/Year</th>
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<tr>
<td>Spain</td>
<td><em>Carmen</em></td>
<td>RCA</td>
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</table>

**Dexter's Scrapbook**

- Continued from page 56

wood, a landmark that for 30 years was known as Earl Carroll's and, more recently, the Mardi Gras.

With a little help from their friends, the Fools transformed the 12,000-seat Coliseum into a sort of Gargantuan, psycadelic rainbow, about one-fourth the size of a football field. It reverentially depicts the current Aquarian Age, and shows that the band, for all of its combustible, will forever remain as testament to the genius of the Fool.

Judy Collins simply took Southern California by storm on her recent visit. Her concerts were sellouts, and weekdays she spent completing her autobiography, one which will feature the music and lyrics of her same text and stillness.

Miss Collins made her first album in 1961 and has recorded exactly one each year. And while she once considered herself a solo performer, a storyteller, she now wants to augment her repertoire with a comic duo leading partner and a man who Triples on flute. och, she is planning a couple of more wind instruments. As a child, she would sit at her piano and play.
HERE IT IS:
LP NO. 4 BY
THE MOODY BLUES

The Moody Blues
On The Threshold of a Dream

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Mook Bionder
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Ray Thomas
Graeme Edge
John Lodge
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TEN PAGES OF GREAT PHOTOS INSIDE ALBUM COVER
This is TOM JONES

...and this is “Mr. Excitement’s” sure #1 chart LP...

...and this is Tom Jones’ in-person U.S.A. tour...

May 22-June 4 Copacabana, New York City
June 6-July 2 Flamingo Hotel, Las Vegas, Nevada
July 5 Oakland Coliseum, Oakland, Calif.
July 7-12 Greek Theater, Los Angeles, Calif.
July 15-20 Oakland Theater, Wallingford, Conn.
July 21-26 Carousel Theater, Framingham, Mass.
College Conference Is Given 'S' for Success

WATERLOO—The first College Entertainment conference, sponsored jointly by the University of Waterloo and the Waterloo Lutheran University, was a success.

The conference was held on campus in Waterloo from May 8 to 11, drawing more than 350 participants from as far as Winnipeg, New York and Vancouver.

The conference featured interesting discussions, talent showcases, and there were ample opportunities for college bookers to get together with performers.

Lectures were given by W. Martin McCollum, of the Albert Grossman Management Corporation, Marilyn Lipsius of the Fredina Management Corporation, and by various key university bookers and promoters.

Many of the problems were discussed which have been ailing Canadian universities in their quest to provide students with first class entertainment at reasonable prices and, hopefully, some answers will be forthcoming. The committee is planning the second College Entertainment Conference.

Sugar-Pye

In the U. K.

LONDON—Pye has signed a pressing and distribution deal for the new Sugar label owned by Ashley Kozak, Ronnie Oppenheimer and Mike Collier. Sugar's parent company is the Jamaican record firm Flair, owned by Charles Ross.

The label will be launched at the end of next month, with three singles—by Tony Kinsey, Joe White and a new group called Frenz. Sugar is also being launched in America and Canada by Bell.

Parley Explores Problems in Booking Talent for College

TORONTO — Representatives from almost every Canadian institute of higher learning gathered together May 8-11 with many of their competitors from the major Canadian and American talent agencies, to explore the second booking scene in Canadian colleges.

It's too early to tell if any thing positive resulted from the conference, which was convened under the auspices of Waterloo Lutheran University, and the Western Ontario. But that it happened at all indicates a growing interest in the Canadian colleges and universities, that there are many unresolved issues.

There is the issue of a so-called "booking circuit," for example. No such thing exists, or if it does is on a very small and localized basis. Almost every college in Canada seeking name talent books on a one week or two week basis. While this time it can get and the price it can afford. The reason for this is lack of size and lack of funds which could enable colleges to play on high-priced acts on off-nights.

Canadian colleges generally lack the student body size or most U. S. schools. They can't afford to take the risks on a Monday or Tuesday night. This would be necessary if any organized booking circuit were to be set up. Weekends, acts will draw off nights they may not. Talent agencies all over the Continent are whooping. This effect less well-known Canadian schools before it hurts (Continued on page 80).

Campaign To Tour U. S.

TORONTO—One of Toronto's very best R&B showhands The Christopher-Edward Campaign returned to Canada recently from a sold-out seven week tour of the North-Eastern U. S. during which the band met with much success.

Concentrating on the Boston area for the first week of their tour, the band found themselves booked solidly throughout the duration of their stay and did so well that repeat booking offers are now being lined up. Among the engagements the band has accepted is an appearance on the bill with The Rascals at Boston's Fenway Park on July 11.

The group is currently negotiating a recording contract and is in the process of parodying original material for their initial LP.

From The Music Capitals of the World

TORONTO

Promoter Ward Poole had Mothers of Invention, at Massey Hall May 19—the group's second local appearance within months. Next on his slate is J. C. Lee's; ample Haggard package for Toronto at the Modran September 10, 12. Another Linda Ham perlyneR, with Mary Hopkins at O'Keefe Center a sellout for 3100-seat house in April with the Supremes also did sellout business.

Polydor Samplers to Push Blues & Jazz

MONTREAL—Polydor of Canada will release a series of samplers designed to boost acceptance of blues and jazz product on U. S. ABC Paramount subsidiary labels in May.

"The samplers are to re-introduce the ABC lines to Canadian publics," said David Garneau, Polydor's label manager in U. S., "sold by a company here," said Garneau, Polydor's label manager in U. S., "sold by a company here."

The samplers include: a two-record "Best of Broadway" set which will sell for $5.98; a two-record "Best of Riverside" set which will also sell at $5.98; a single disk "Best of Impulse" LP, and a set of Tangerine sampler to sell at $2.98, and a two-record "Best of Command" LP.

Later in the year, says Garneau, Polydor plans to re-introduce the Jazzy and Jazzland labels. The label is also very concerned with budget product, he said. "In the fall, we have a substantial release of Riverside material."
International News Reports

Brazils Acts to Stop Talent Exodus
Plans Reforms in Collection

By HANK JOHNSON

RIO DE JANEIRO — The Brazilian government plans to reform the system for collecting royalties from music performed in Brazil.

A State-controlled Central Collections Agency has been prepared by the Ministry of Justice's legislative committee. The agency will be conducted by a National Council of Authors and Connected Rights.

The collection agency and the supervisory council are some of the representatives of government ministries and the private groups.

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TALENT AUDITIONS
If You Have a Program Such as Yours
CONVENTION, AUDIENCES WORKSHOPS OF SERVICE CLUBS, SCHOOLS, COLLEGES, HIGH SCHOOL
Here is your opportunity to audition before National Business Managers attending THE INTERNATIONAL PLATFORM ASSOCIATION
July 21-25, Washington, D.C.
whose members are interested in over 60,000 such programs yearly.
All applications must be in as soon as possible, as the number of auditions is limited.
For information write:
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HELP WANTED
EASTERN AND MIDWESTERN REGIONAL SALES MANAGERS
AEG MAGNETIC TAPE PRODUCTS
Princeton, New Jersey
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We offer salary, incentive programs, and opportunities for advancement.

Please send your resume to: AEG, 1234 Market Street, Princeton, NJ 08542.

Parley Explores Problems in Booking Talent for College

Continued from page 79

By DAVE PARLEY

Parley, a young talent manager, has discovered some major problems in booking talent for college events.

According to Parley, it is essential to have a tight booking policy to ensure the success of events.

"It's not a matter of money, but it's about finding the right talent for the right event. The key is to have a clear understanding of what the event needs and to match that with the talent's availability," Parley said.

He added that it is crucial to have a well-planned booking schedule to avoid last-minute changes and cancellations.

Melniker on London Trip

LONDON—MGM's film division vice-president Bob Melniker is scheduled to visit the British capital for a two-day visit, breaking his busy schedule. Melniker is expected to attend the Cannes Film Festival.

It was expected that Melniker would discuss the recent developments in the British film industry with local film executives.

Since the end of March, John Nathan, MGM's European representative, has been here supervising the running of the record division.
Pre-Soled!

The Peppermint Rainbow's "Will You Be Staying After Sunday" stayed on the charts Sunday after Sunday after Sunday - eighteen Sundays in all. Now they're back and they plan to stay again. Watch for their soon-to-be-released album "Will You Be Staying After Sunday".

Incredible new excitement on Decca Records.
From The Music Capitals of the World

**From The Music Capitals of the World**

*Continued from page 9*

The singer-composer of "Tiny Bubbles" and "Mambo Taxi" was born in the city of Havana. His music, which blended Latin rhythms with pop and rock, became popular worldwide.

**MILAN**

Giuseppe Giannini, general manager of WIGIT, celebrated his 10th year with the company. ETV is planning a new, exclusive contract with Arthur to distribute the Ariston catalog on 8-track cartridges. Ricordi released a new song with Equipe 84, "1 Dik Dik, and Miwa.

**AMSTERDAM**

Phonogram has acquired Dutch rights to the "The Love That Never Dies" Mundu label, formerly distributed in the Netherlands by Venture. It includes recordings by Genevieve Leonard, Tamaam Elah, and Amel Mekhemer.

**ANTONIO CONTRERAS**

**The Graham** album is the latest release by Herb Alpert's Tijuana Brass (Liberty). The album features a blend of Latin and jazz music.

**SAN JUAN**

Singer Abbey Lincoln (Impulse) is at the Caribe Hilton Hotel. "The Eyes of Love" (Hula) is currently being promoted in San Juan. "The Eyes of Love" is featured on the album "The Wonder of World" and has been nominated for a Grammy Award.

**HONOLULU**

Elvis Presley is performing in Hawaii, part of his "Change of Habit" tour. He is scheduled to appear in the Hawaiian Village Dome. The concert is a sell-out, with Presley fans from around the world attending.

**CHUM in Radio Deals**

**MONTREAL** — The Canadian radio station CHUM has reached an agreement with the BBC to broadcast music from the BBC's Radio 3, BBC 2, and BBC 4 to Canadian listeners. The agreement will allow Canadian radio stations to broadcast BBC programming and will help promote cultural exchanges between the two countries.

The deal includes the broadcasting of BBC's "The dome of Sound," a program that features classical music and jazz concerts.

**ELLENING FOR CZECH FEST**

**PRAGUE** — The Duke Ellington Orchestra and the Kenny Clarke Big Band will perform at the Ellering For Czech Fest, a jazz festival that will take place in the city of Prague.

The Ellering For Czech Fest is one of the major jazz events of the year and will feature concerts and workshops by some of the world's leading jazz musicians.

**Ricordi's Italy Deal With Stax**

**MILAN** — Ricordi has acquired Italian distribution rights to the American Record Company's Stax label and will launch them on the Italian market with a new deal. Ricordi and Stax will also release Italian music by up-and-coming artists known for their style and sound.

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recording of Joaquin Rodrigo's "Concierto de Aranjuez" by Narciso Yepes and the Spanish Radio and Television Orchestra conducted by Odón Alonso. After a tour of the Fonogram building, the journalists went to lunch at the students' inn of the Alcala de Henares University where the visit was wound up by speeches from de Zuñiga, the Catalan musicologist Doctor Querol, Joaquin Rodrigo, Narciso Yepes and Enrique de la Hoz, representing the Ministry of Information and Tourism.

TOLEDO, Spain—Deutsche Grammophon, in association with its Spanish affiliate, Fonogram S.A., arranged a special two-day program for the press in Toledo and Madrid, May 7 and 8, to introduce the new "Hispanica Musica" series which will be released on Archiv.

Described as "a panorama of Spanish music on six LP records," the Hispanica Musica series represents the first classical collection from Archiv to be devoted to the music from a particular geographic area. The collection includes works by Morale, Victoria, Palero, Soto, Lacerda, Bermudo and Tomas de Santa Maria and features music played on viruela, guitar and the historic organs of Saronos, Toledo and Madrid.

The presentation of the series opened with a talk by the Spanish musicologist Lothar Siemens given in one of the luxuriously furnished rooms of the Palace of Fuensalida in Toledo.

The journalists were then taken on a tour of the historic city, visiting the synagogues of El Trasito, the Santo Tome church, the Santa Cruz museum, the museum-house of El Greco and the cathedral.

After lunch in the private rooms of the Duke of Lerma, located in the Palace-Hospital of Tavera, there were speeches by Fonogram general manager Mariano de Zuñiga, the governor of Toledo Enrique Thomas de Carranza and the director of the Beaux Arts, Florentino Perez Embid.

On the following day, the party visited the Fonogram studios in Madrid to watch the Tonodisc Back In Production

MONTEVIDEO — Tonodisc, a company that stopped production a year ago, has been revived, handling the same labels as Prodisa SRL in Argentina, which include ABC, Impulse, Monument, Project 3, 20th Century-Fox. Chief executive is Edgar Baines.

First releases from the company are the soundtrack LP "Joanna," by Rod McKuen and "Dizzy," by Tommy Roe. Argentinean masters will be used, the records being pressed at American Products S.A.

Barros also announced that Tonodisc would soon put cassettes on the market with Enoch Light, Dick Hyman, Ray Charles, Tony Motola and Boos Randolph featured in the first releases.

IMMEDIATE IN N. Y. INVASION

New York—U. K. company, Immediate Records, has opened a New York office with Paul Baines as general manager. The Immediate group of companies release U.K. acts such as Amen Corner, Humble Pie, Fleetwood Mac and the Nice and are distributed through CBS.

Baines will look for record and publishing product and act as a liaison between Immediate artists and CBS. The temporary address of Immediate is 85 Central Park West.

All of a sudden he's a hit. And now you can't get him out of the house fast enough. What you need is new biaxial Resinite AW. The film that wraps albums up to 25% faster.

And Resinite AW does it at a lower packaging cost. Lower than any other film in the business.

And another plus, our new film can be used on all existing machinery. No matter how fast you go, you'll get better tracking, better slip and fewer rejects with Resinite AW.

For more information mail us this page. And we’ll show you how to move the hot ones before they cool down.

WILFRED JUNG of Electrola, extreme right, and Hienz Gietz of Cornet, left to right, are Dr. Krajewski of Electrola, and Guenter Ilgner of Cornet.
**Lintridge to Be Handled By SG-Col**

**LONDON** — Screen Gems-Columbia has acquired world-wide rights to the theatrical version of Lintridge Music, the new publishing company formed by actor Richard Harris, his brother, Dermot Harris, and John McMichael.

Lintridge will also be active in record production and has secured Vinny Edwards from the London cast of the musical "Hair." Lintridge will produce three singles and at least one album a year for U.K. release on CBS.

Edward, who is managed by former disk jockey Mike Lennon, will be produced by Dermot Harris. Copyrights already in the Lintridge publishing catalog include the Jim Webb score for a film based on the life of Dylan Thomas, which will star Richard Harris, the score for a film of "Hamlet" and the score for the 1970 production "Stranger in Town," which will feature Richard Harris and Robert Mitchum.

Lintridge will also be producing a series of 26 30-minute TV films, with music by John Hawkins.

Other Lintridge projects include an album of the music of Ceredig Davis by actor Stanley Baker, for release on MGM, and a souvenir album, with music by Eric Wetherill, on the label of Prince Charles as the Prince of Wales.

**U. K. Puts New Lyrical Life in Oldie Tunes**

**LONDON**—Britain is proving a hot outlet for old-style quality lyrics with updated tunes, according to songwriter-composer Henry Tobias.

Before leaving London after Monmouth in Distrib Deal

**NEW YORK** — Monmouth Evergreen product will be distributed by M.E.'s subsidiary, M.E. Vox, and the U.S. independent label has also set up a distribution deal with Tempo Record Sales in Australia.


Tempo Record Sales will initially release 12 of M.E.'s Collector Series LP's featuring a three-volume set, "Irving Berlin: All By Myself," "The Things You Are" and "The Carmichael Package." Joint promotions are being planned for the June 1 release date.

M.E.'s other foreign representatives include Musimart, Canada, and the World Record Club as the Publisher in the U.K.

**MERRILL WOMACH Thrilling — Exciting — Sensational!!**

"A TIME FOR US"

(U.P. 01-5-11)

Conducted by Richard Matlby

Featuring

LOVE THEME FROM "ROMEO & JULIET"

(A Time For Us)


**D J RECORDS Personal Management DISC JOCKEY, INC.

P.O. Box 4423, Panorama City, Calif. 91412 (213) 988-1393

Dee Jays—if you haven't received your copy, please write!

MAY 31, 1969, BILLBOARD
Arranged and Produced
by Bob Cowsill
A Product of Gregg Yale, Inc.
Personal Management:
Leonard Stogel & Associates Ltd.

THE COWSILLS

Since I was a child, I've always wondered about the destructive force in our world and nature, and why it should be so, and that pushed me to the search for truth and some meaning, like time went by, after many books and many questions, I came across the Scripture. I began to read it and began to understand many things. This book was written by men who were inspired by the Divine Spirit. Among them, there are Daniel and St. John the Divine, the prophets of our time, there is a destructive force which has twisted humanity with wars and rumors of wars, greed, vanity, etc. But soon, this force (adultery) will be eliminated and peace will be forever.

666 (Six hundred three score and six) is the mystical number of this force, and she is manifested and symbolized by the prophets in many ways.

Here is wisdom: Let him that hath understanding count the number of the beast, for it is the number of a man, and his number is Six hundred three score and Six; Revelation, Chapter 13, Verse 18.

Piero Capra
**TOP 20 POP SPOTLIGHT**

TOPPERS Predicted to reach the top 20 of the HOT 100 Chart

**COUNTRY**

TOPPERS Predicted to reach the top 20 of the HOT COUNTRY SINGLES Chart

**PORTER WAGONER & DOLLY PARTON—ALWAYS, ALWAYS**

(Wrote: Porter Wagoner & Dolly Parton)

**LUKE THE DRIFTER JR.—**

**MELBA MONTGOMERY—**

**CHARLIE BUNNY—**

**LEROY GREGORY—**

**COUNTRY**

**SLM WHITMAN—**

**JIMMY KNOX—**

**CARL RAY—**

**RICKY REED—**

**CHARLIE BUNNY—**

**LEROY GREGORY—**

**TOP 20 R&B SPOTLIGHT**

TOPPERS Predicted to reach the top 20 of the HOT R&B SINGLES Chart

**RIOCE ROBINSON—**

**CANDI STATION—**

**DIPLOMATS—**

**THE BILLY MITCHELL GROUP—**

**JOE TURNER—**

**LUKE THE DRIFTER JR.—**

**JIMMY KNOX—**

**CARL RAY—**

**RICKY REED—**

**CHARLIE BUNNY—**

**LEROY GREGORY—**

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**JOE TURNER—**

**LUKE THE DRIFTER JR.—**

**JIMMY KNOX—**

**CARL RAY—**

**RICKY REED—**

**CHARLIE BUNNY—**

**LEROY GREGORY—**

**SPECIAL MERIT SPOTLIGHT**

Spotlighting new singles deserving special attention of programmers and dealers.

**SPARROW AND THE DOGS—**

**ELEPHANTS MEMORIES—**

**ROBERT SHERRID—**

**LESLEY GORE—**

**MAURICE—**

**BILLY BLOCKER—**

**EVERYBODY—**

**GORDON WALLER—**

**N.S.R—**

**FRANCO Perea—**

**THE WEEK**

137

**LAST WEEK**

124

**NUMBER OF SINGLES REVIEWED**

88

**THE WEEK**

May 31, 1969, BILLBOARD
RANWOOD RECORDS
HAS THE
ORIGINAL
AND ONLY HIT RECORDING OF
QUENTIN'S THEME
BY
CHARLES RANDOLPH GREAN SOUND
A SMASH SINGLE HIT

(FROM THE T.V. SHOW "DARK SHADOWS")

ORDER NOW FROM YOUR NEAREST RANWOOD DISTRIBUTOR

RANWOOD RECORDS, INC., A SUBSIDIARY OF RANWOOD INTERNATIONAL, INC., 9034 SUNSET BLVD., LOS ANGELES, CALIF. 90069
<table>
<thead>
<tr>
<th>#</th>
<th>Artist</th>
<th>Title</th>
<th>Label &amp; Number</th>
<th>Sales</th>
<th>% of Pop</th>
<th>% of Sales</th>
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<td>LIONEL  BROWN</td>
<td>TELL ME GOODBYE</td>
<td>RCA</td>
<td>50,000</td>
<td>60%</td>
<td>55%</td>
<td>18</td>
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<td>RHYTHM IN THE NIGHT</td>
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<td>COME ON, COME ON</td>
<td>RCA</td>
<td>2,000</td>
<td>2%</td>
<td>2%</td>
<td>2</td>
</tr>
</tbody>
</table>

CONTINUED ON PAGE 92
This year's most talked-about score isn't "Mackenna's Gold."

Yet.

Music from the score of MacKenna's Gold composed and conducted by Quincy Jones and featuring the voice of José Feliciano performing "Ole Turkey Buzzard."

Available on RCA Stereo 8 Cartridge Tape.
"...This might just be the first pop masterpiece."

- THE NEW YORK TIMES

May 15, 1969

"TOMMY"
THE WHO

OXSW 7205

To further quote The New York Times:
"...'Tommy' is just possibly the most important work that anyone has yet done in rock."

"Tommy" - a deluxe, two-record set with a fantastic triple cover and a full-color twelve-page book enclosed. It also includes their smashing recording of "Pinball Wizard."

Also available in 8 track stereo and cassette.

Incredible new excitement on Decca Records.
New York — The Record Industry Association of America (RIAA) and the National Association of Broadcasters (NAB) have announced the forma-

...tion of a Liaison Committee to provide a channel of communications between the two organizations and establish a forum where the com-

mittee was announced by Henry Brief, executive di-

rector of the NAB, and M. Stone, NAB vice-president for radio.

"This joint industry com-

mittee," they said, "will concern itself with matters involving either or both of the groups, but one might assist the other. In this manner a line of communication will be estab-

lished so that each interest knows what the other is doing. Its purpose is to enable a more effective area of mutual planning to meet the challenges of both programming and production of recorded music and recorded sound programs.

The following will represent the RIAA on the committee: Stanley Goldstein (Capitol), Joe Holzman (Columbia), George Nelye (Starday-King), and Jerry Wexler (Atlantic). Representing the broad-

casting groups will be the NAB: Robert L. Pratt

(KGFF, Coffeville, Kan.), Dan Haystek (KIXL, Dallas), Lester M. Smith (KJJR, Seattle), and Jack T. Chalmers (WLS, Chicago). comfy.

...tion, W. "Hardy" Davis.

...ers. Rascals have set a new national gold record for Million Sellers. The group's reissue "Good Lovin'" has earned three gold rec-

ords. 

The group's recording of "Good Lovin'" has earned three gold records.

...atic relations, W. "Hardy" Davis.

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(KGFF, Coffeville, Kan.), Dan Haystek (KIXL, Dallas), Lester M. Smith (KJJR, Seattle), and Jack T. Chalmers (WLS, Chicago). comfy.
Maybe once a year, one single comes along where everything is right.
   The song is right.
   The artist is right.
   The arrangement is right.
   The recording is right.
1969 has just filled its quota.

FRANKIE VALLI
The Girl I'll Never Know
(Angels Never Fly
This Low)
40622
PRODUCED AND DIRECTED BY BOB CREWE
There are about 50 hot musical talents in this collage.

Like Steppenwolf, Lawrence Welk and James Brown. 
The kind of names that will leave their mark on the charts, the kind of entertainers that we call Hot. Regardless of their specialty. 
Identify the other 47 and you know what you get? 
Fifty individual reasons why, to distributors, the words "GRT" and "HOT" are synonymous.
SUMMER IS A TAPE THING.
In 8-Track, Your Only As Good As Your Catalogue.

We Deliver.
Music Maker
For The Masses

By BRUCE WEBER

The tape industry is going to be doing its thing with a promotional flying this summer.

Two years ago at a National Assn. of Record Merchanders convention, a CBS executive discounted the effect cassette tape would have on retail merchandising. Now, however, members of NARM feel that with Columbia and RCA moving into cassettes, the system has "turned the corner."

"The appeal of Stereo 8 (8-track) has strong sensual overtones, with users emphasizing the "power" and "all enveloping" quality of the sound. Its appeal, in cartridge geometry, mode of cartridge insertion, and sound is strongly weighted toward males."

"The rise of the cassette has added substantially to the great buzzing confusion that characterizes the tape cartridge business. A variety of competing cartridge systems—differing mechanically and in the amount of music they will hold—have battled for supremacy in the market place. Retailers have been walking a configuration tightrope for several years now (8-track vs. cassette, etc.)—that many are in a mood just to relax and welcome all systems."

While cassette obviously now has the glamour appeal (simpler to operate, more compact and more footproof than the cartridge) the 8-track system is supported by Detroit, which installs that system as original equipment in most vehicles. And it was Detroit, with its great love affair with the 8-track, that squeezed the pioneer, relatively lower-priced and teen-oriented 4-track, a favorite of West Coast teen-agers, into the background.

The advantage that the cassette has over the 8-track cartridge is that it can be used for recording as well as playback, and this is generally conceded to be a factor in the RCA and CBS decisions to enter the cassette field.

But Detroit, Lear Jet and RCA, among others, feel there is room for each system, with each carving out a distinct market for itself. Irwin Tarr, RCA marketing vice-president, says it this way: "The 8-track cartridge and the cassette can and should coexist in the U.S. and the world market for many years to come. The real question is the relative level of that existence. It will be the young consumer that will make that determination (8-track or cassette) as they enter the market and decide how to spend their money."

One of the rising stars of spending by the consumer is giving the tape industry a blue chip appearance. Just how big the industry has really grown can be seen in this. By 1970, about 11.3 million Americans will own either a tape recorder or a cassette player. Six years ago, by contrast, cartridge sales were just above the 100,000 mark and cassette sales were zero. In 1969, experts figure sales of cassette recorders will hit 3.4 million, while 1.8 million cartridge players will be sold.

And how fast the tape industry has grown can be seen in this. By 1970, total tape sales should strike the $450 million level, and by 1975 tape sales could account for as much as 40-45 per cent of the total recorded music business.

Total retail volume in 8-track players and cartridges above 1968 was about $350 million. Adding the value of player sales, one can project a total 8-track industry of more than $500 million in 1970. Retail sales of 8-track tape in 1969 was about $250 million, and about $350 million in 1970, according to NARMS figures.

Cassette technology also promises to add greatly to this growth. With the introduction of Ampex 8-track and the Lodge and Commodore systems, the number of units sold will continue to increase. In addition, the introduction of the stereo 8-track system will add to the popularity of tape players.

The tape industry is in for a boom, and the retailers are hoping that the boom will continue. The companies are pouring multimillion-dollar promotion campaigns aimed at a mass market.

MAY 31, 1969, BILLBOARD

Summer Is a Tape Thing
The present and the future of cartridge entertainment seems locked in the hands of a new generation of young America's youth. Not only have young people become the major audience, but they have come to expect some of the financial remuneration normally going only to the manufacturer and duplicator.

A crop of enterprising youngsters across the country has discovered that tape duplication is a new-found way of earning money and they have joined the ranks of legitimate companies specializing in reproducing music for cartridges. In many instances young people buy their favorite songs from classmates who have invested in the proper duplicating equipment and have turned their homes into part-time factories with nary the signs of industrial wear and tear.

"A kid can buy the equipment for $100 and in three weeks he can pay it off," says Bill Munz, who perhaps better than anyone, knows the impact of the bootlegger. Munz, the indefatigable defender of the 4-track concept, paints a rosy picture for the teen-age bootlegger.

"The bootleggers are doing big business and they always will." They have the best selection of material because they pick the top 40 best selling singles off the national chart and their customers pick the 10 songs on their selection. These songs are duplicated in a cartridge sometime by the kid's mother while he's in school learning about the financial structure of the country, its industrial complex and the capitalistic form of enterprise.

Eight-track blank cartridges are selling like blank cassette tapes. But there is a larger market for the blank cartridge business has always been plagued by the illegal duplicator, who fills orders on sales not available on 4-track, but who now sells for a price that has been determined for sales in business.

Younger buyers across the country discover who their friendly backyard duplicators are and often knock up on their own hit parade type of sampler cartridges. "I wish we could have a kind of trade-in system," Munz laments, looking at the Billboard single chart and envisioning kids selecting 10 tunes from the top 40 positions.

"The bootleggers operate at a one-to-one ratio, so their sound reproduction is rather shallow. Kids buy bootlegged tapes for around $2.98. Duplication are even wholesaling them in either the 4 or 8-track versions for $1.50. Stores are even buying and selling product obtained from these illegal operators."

"There are more kids now involved in bootlegging than ever before," cries one music company executive. "There's a lot of activity in Chicago and Los Angeles."

One estimate is that around 65 percent of the bootlegging occurs in California where tape cartridges have become a marketing activity that seems to represent a common form of youthful entertainment. The music being supported by young people covers the broad range of popular styles. If the artist bows with a hit, the album, its counterpart tape is sure to gain the nod from teens.

Geographical location can be a factor in the daily or seasonal sale of taped music. On a weekend a few weeks ago, teen-agers flocked to two San Fernando Valley stores in the sprawling Los Angeles suburb Business the next day was not nearly as good. In Detroit, motor driven kids packed tape stores on Saturday.

The reason? In Southern California where the weather is generally conducive to outdoor fe-tures, teen-agers prefer to do their shopping prior to the weekend. On Saturday and Sunday "surf's up" and the highways leading to the beaches are jammed with cars of all sizes. The din of music, usually rock, wafts through the air, and is clearly heard when cars stop to park and one hears the natural sound of the pounding surf.

In Detroit, the theorem goes, teen-agers are not nearly as magnetized toward spending as much time outdoors all year round and the lack of oceanfront cramps any romantic thoughts of listening to one's favorite performer on a spring tan.

The effect of the teen-ager with his regular allowance and inevitable appetite for musical entertainment has created the most monopolistic state in the cartridge business. In five years, the cartridge business has come out of the infancy stage and into the maturation age, prodded by young America, which has supported the system once the core of players came down out of the elite $200 category.

Teenagers account for 50 percent of the total cartridge business, estimates Bob Demain, vice-president at Modern Tape Corp., a blues specialty house. Sales of vintage blues performances which appear on the Modern line hold up well in the South and Southwest. There are a few areas where rhythm and blues just doesn't make as much sense. Tape sales in Rocky Mountain States, or Pacific Northwest. Blues markets are Chicago, Atlanta, Dallas, San Francisco, New York, Los Angeles, Philadelphia, Baltimore and St. Louis.

Young people today are oriented toward blues packages, and such old-timers as Elmore James and Howlin' Wolf are reaping the benefits of exposure for the first time before young ears. Vintage blues cartridges haven't become an overwhelming part of the teen market, but sales are gaining steadily. Young people who dig a rural blues carver for the first time at a coffee house, or college concert, can be expected to re-create the experience by buying a tape by that performer or someone who sings in the same mode.

Since cartridges initially were related to automobiles, individual state driving laws affect sales patterns in various regions. In Florida, where kids can drive at 16, the tape market has grown nicely. Tape sales in Texas and Louisiana, for example, are linked to the fact that kids also drive at a young age.

Since boys generally own more cars than girls, boys tend to buy more cartridges. With singles and albums, girls traditionally were few in numbers.

In Florida, "kids are constantly out to buy what music," says Panama's Dave Hirsch, a resident cartridge player salesmen in the Florida State. Miami is the second largest cartridge market, Hirsch claims. Cartridge buying is very heavily in the cassette configuration, according to Hirsch. This surge forward for cassette music has occurred during the past six months. "Because of the weather," Hirsch says with the same kind of civic pride as would a Southern Californian, "kids aren't confined indoors and they need portable equipment because they're outside so much."

Florida is also a state of universaries, and this conglomerating of students is a major factor in turning the area into tape town. "The students are very music conscious in Florida," Hirsch avers. "There are some who have gotten involved with cassettes because they can record music or speech with the equipment. The kids are very aware that 8-track machinery doesn't have this capability. Youngsters are aware that the sound quality is improving all the time in the cartridge field. Kids have never been the mass buyers of high fidelity equipment, points out Capitol's Oris Beucler, so the sound they are accustomed to is often better than what they hear on their small transistorized radios. "Teens have always been interested in a big sound in the midrange. They have no feel for great fidelity in the extreme high or low ranges," but Beucler does feel that the people are "demanding better sound" from the set manufacturers.

The teen set seems to have discovered the cassette system. Beucler feels that loyalty and allegiance is as strong as when 8-track was the newest electronic baby. In the cassette system there is one special feature going for it which endears it to teens. A manufacturer can program four tunes on a cassette, and the teen has his oldies but goodies tape for less than $2. Eight-track duplicators are held back economically in this category.

Economics are also a factor in introducing money-conscious youngsters to tape systems. Machinery is down low enough for most people to afford. "I don't think a kid will buy an album if he's got a cartridge player," comments Earl Munz. Machine duplicators, Munz included, promote their wares on rock radio stations because this is where young ears are tuned into.

Tape to a good many youngsters comes to represent "transportable entertainment" and teens have "led the revolution into packaged music." The quotes are from Liberty/UA's corporate vice-president L. Mendell.

This revolution which at first saw kids buying whatever was available—just so there was consistent music playing while they showed their new sound rig off to friends—has evolved into the buying term of kids for something of interest in the excitement of new products.

But this excitement is prone to wane if the tape counterpart of a hit album is not available. "If the record's cooled off and you're just getting the cartridge," says Music City's Ethan Carson, "the excitement factor is cut and it can affect sales."

Kids are more aware of tape than their parents, the retailer believes. Usually this interest begins when a teen-age comes of driving age. By the time they are 16 they have developed artist loyalties and taste patterns.

The teen in New York, Atlanta or Denver usually seeks out those first artists heard on records when his time came to stock a library. That's why the great hits are duplicated. Past hits stimulate past memories.

The formula seems to read: past hits stimulate past memories. And new hits motivate new excitement.

Since many mass appeal pop music keep the teenage buyer on an up-tempo path to his favorite tape dealer. Or favorite school lunch turned duplicator.
Motown Stereo Tapes...
for Sound Summer Profits

Nothing Moves Like "The Motown Sound"
The Sound of Young America
The sweet sound of money is bouncing high from the tape cartridge market to retailers across the nation. 

Inventories in both hardware and soft goods have shot the volume level for summer sales at a record-breaking high. 

So, what are retailers doing to stimulate additional summer sales? 

At Sears and Montgomery Ward the marketing and merchandising concepts are geared to the affluent middle-income, young adult found living in Southern California’s sprawling freeway suburbs. 

If you want to make it selling tape and related hardware equipment at White Front, a 22-store chain in California, you have to become a player in the teen market, where discount pricing rings the cash register. 

At music shops where teenagers are known to be taking a hard, long look at sales and are now making room for additional tape stock. 

And at Munts Stereo-Pak, a retail store, “It’s music on wheels, man, and like if you ain’t got it, you ain’t got it.” The teen-age press of business recently so clogged installation facilities that the company canceled its regular radio sales ads and substituted a message to delay purchase-young people are coming out to the facility. 

It didn’t work. That same day, despite appeals on teen-oriented radio stations, pleading with teens to get in with less-priced an appointment,” the four-lane installation center again was a traffic jam. 

The reason: a 4-track stereo unit regularly retailing at $39.95. 

A push for each tape concept, whether it be cassette, cartridge, and open-reel, is coming from most retail outlets. And they’re jumping on the hardware bandwagon, too. 

The report from key mass merchandisers is that “summer is not only a summer thing but a year-round happening. And manufacturers are beefing up their co-operative advertising programs in the book. 

Specialty stores such as Sprouse-Reitz, a 16-store chain; Kay Jewelers, which operates in Sacramento, and the Pep Boys, an automobile supply outlet, are all taking advantage of the summer tape superboom, too. 

Player manufacturers are using radio, TV and newspaper advertising to promote their products. And some manufacturers are providing a complete line of turntable player equipment available to the teen-age this year, several companies are placing emphasis in equipment giveaways through regular promotions. 

The teen-age group is going in a big way for cartridge players and open-reel recorders, particularly those priced from $40 down, is beginning to come on strong. 

Cardiff retailers are showing a wide alliance of cartridge and cassette. 

With a good business going for them in both 4 1/2 and 8-track players—in homes now, as well as in automobiles—merchants here apparently have no reservations about the influx of cassette recording. 

Just how big the player market is in California is evident from the results of a recent survey. Next year, White Front, May Co., Sears, and others, are looking toward an even larger inventory in players. 

Summer promotions aimed at teenagers and young adults come right to the point. They stress low-cost units. The White Front Stores, for instance, are advertising cassette tape recorders in both the 4-track and track player at $11.96. Concord’s portable reel-to-reel recorder at $39.95, a portable 4-track recorder at $59.95, and a 4 and 8-track cassette recorder at $29.95. 

Just how big the player market is in California is evident from the results of a recent survey. Next year, White Front, May Co., Sears, and others, are looking toward an even larger inventory in players. 

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May Co., a 16-unit department store chain, also joined the summer promotion parade with Playtape’s Hipster player model at $8.95, and Concord’s compact cassette recorder at $9.95. May Co. also offered a 6-track player at $24.95, and up plus two portable open-reel units at $14.95 and $24.95. 

Specialty shop promotions are being concentrated on lower priced merchandise. The Pen Boys, for instance, is featuring a 4-track auto unit (sans speaker) for $14.95. Concord is promoting cartridge and track compatible cars at $14.95, with tape cartridges at $1.49. 

In the specialty field, Sav-On, a drugstore chain, is offering a Craig portable tape recorder (model 212) at $34.95, and a budget line of Premier brand cassette recorders for 69 cents (30 min.), 99 cents (60 min.) and $1.29 (90 min.). The tape sale also includes 8-track and cassette tapes at $2.95. 

For car-bound teens, Sears is pushing 4 and 8-track stereo players at $79.88 and a 4-track player at $29.88. In Sacramento, Grand Auto Stores, a five-store chain, is advertising a 4-track stereo player for $29.88. It also is offering 8-track tape from Capitol, Atlantic, London, Spectr. A text at a Moche and Liberty for $5.79, with a twin pack bonus special for $4.99. 

Munts Stereo-Pak features a 4-track stereo unit for $21.95 (regular price: $19.95); a 4 and 8-track cartridge at $39.95; a Sony 8-track tape recorder at $129.95; 60-minute blank cassette at $9.95, 4-track tapes at $1.98, and 8-track tapes at $2.98. 

In Craig’s outlets, a cassette portable tape recorder (model 27) at $39.95 retail at $35.95, a compact tape recorder with AM/FM radio (2606) at $119.95; a portable 8-track tape recorder (2602) at $69.95, a portable tape recorder (2108) at $54.95, and another portable (2106) at $69.95. The company’s low-end 4-track player for $29.95 and a second brand cassette recorder at $29.95. 

Higher priced tape equipment is also advertised, primarily with top names at top prices. White Front features a Sony cassette recorder priced at $90.50, a $74.95, and another cassette recorder for $34.95. 

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K-Mart, a division of S. S. Kresge Co., has a cartridge player for $49.99, while Kay Jewelers is offering a cassette player for $99.99. Handy store stores in Sacramento also are carrying more cassette equipment, including a Panasonic cartridge cassette player/recorder at $29.95 and another cassette recorder for $34.88. It also offers an RCA reel-to-reel recorder for $28.88. 

A drug chain, M.D.X., is jumping on the hardware bandwagon with a 4-track turntable player for $23.88 (regularly $29.95). 

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THE HITS KEEP COMING ON ATLANTIC ATCO COTILLION 8-TRACK STEREO CARTRIDGE TAPES!
About the New Tape Cartridge Charts

This issue inaugurates a new weekly series of best-selling charts covering all types of cartridges by configuration.

Research to produce these charts was conducted among 1,500 dealers of various types—backed and independents, including music-record stores, department stores, appliance dealers, tape centers and automotive outlets.

Dealers, ranked in order, their 15 best sellers based on the most recent week's sales. Points were assigned, by title, on an inverse point system, with the No. 1 best seller listing getting 15 points, No. 2 getting 14 points, etc., down to the No. 15 listing which earned 1 point. Points were added, by configuration, for each best seller listing. Rank, as shown in the charts, was determined on total points by each title. Completed responses were received from outlets in 23 different States, with each major region of the country represented. All responding outlets offered 8-track, 75 per cent offered 4-track, 21 per cent sold 4-track tapes.

The number of positions shown in the charts in this issue are not fixed. They will grow in depth as the number of respondents grow and the range of ranks beyond the positions show marks Billboard's research standards.

Population charts are published basically to provide buying guidance for retailers, although they are also used in many other ways at all levels of the industry. Dealers are cautioned not to limit their buying within the narrow range of these charts. These charts are not that which can be counted on to deliver substantial sales, but there are many other titles in these configurations which are in high consumer demand and should be part of the basic inventory. Many of these can be found in the tape cartridge columns of Billboard's weekly Top LP's chart. Thus, for buying evaluation purposes, these two charts—supported by Billboard's regular listings of new tape cartridge releases—should provide excellent buying guidance for all outlets in the tape cartridge business.

RCA Follows the Sun

RCA Records will be rolling with the theme "Follow the sun" with musical fuel to its advertising-promotion-publicity campaign for Stereo 8 this summer.

"Although Stereo 8 is in every sense an all-year business, it is true that the number of places where Stereo 8 is sold increases in the summer months—beaches, sail boats, picnic areas, pools and the like," said Mark R. Ettner, manager, recorded tape advertising and promotion.

The advertising scheduled in the following publications, some with multiple insertions:


In addition to extensive print advertising, RCA will conduct a comprehensive spot radio campaign in major markets during the summer, Barnett said. "Our past experience has shown us that radio is very effective for cartridge sales," he continued.

Promotionally, RCA is introducing two new display/allowance prepacks, one a 10-cartridge container for "Hair," and the second a 20-cartridge container for assorted country cartridges. These have been designed to merchandise product at point of sale to the performances. In addition to a header card for store display, the prepack contains a win dow-counter-wall streeter in configurations are also available. The prepacks have been prepared as a result of the success of four such packs introduced in January for "Oliver," "Sound of Music," "Elvis" and "Felicia," and are designed to attract the "impulse buyer" in retail outlets.

Superscope Planning Tape Windfall

Sony Superscope will use this summer as a time for development and consolidation of ideas for the launching of the company's line of budget-priced 8-track tape cartridges.

The company is also staffing up its duplicating facility to eventually handle the anticipated demand for these Superscope tapes which will cover all fields of musical entertainment.

"This is a time for developing management, since it can go full steam in the fall," explains marketing man Bob Behrens.

Superscope will unveil its pre-recorded music at the consumer electronics show in New York in mid-June.

The company will develop promotions in conjunction with the 500 franchise Sony Superscope record dealers in the U.S. "The public will relate our tapes to our recorders," Behrens said.

To develop its own graphic appearance, the company has created an art department for music products, headed by Mary Scott, formerly of Capitol. Behrens as well as executive ad producer Jack Wagner are all former Capitol people.

President Joe Tothinsky has set a $9.95 list for his tapes which will present a good sample of his original piano rolls as recorded on the Welte vortone. These "Keyboard Improvisations," performances will be augmented by other classical tapes as well as a full line of pop products.

RCA Takes the Sun

While continuing the monthly releases throughout the summer months, Ampex will mount an extensive consumer campaign at the Teen World's Fair, beginning at the New York Coliseum, May 27. Ampex advertising manager, James W. Johnson, explains marketing man Bob Behrens.

This will provide the impetus for a consumer sales campaign that will continue through the summer, backed by heavy trade and consumer advertising on all configurations.

In addition, a special promotion on cassettes and micro cassettes will be mounted for distributors and dealers at the Consumer Electronics Show at the Hilton Hotel, New York, June 15. Ampex are currently completing details for a new concept for micro cassette racking also, which will be unveiled at the Hilton Show.

Ethnic Goes to College

Ethnic Tapes, a subdivision of Roulette Records, is planning to enter the college market with its new series of authentic African music cartridges. Richard Gur lek, sales and promotion chief of the operation, said there has been a recent spurge of African product in the New York cartridge market. Biggest seller, of course, is Spanish language cartridges.

Ethnic Tapes, brainchild of Roulette president Morris Levy, has roughly 160 titles out in 8-track, including the Roulette label and affiliates and such labels as Philips, Vogue, Cotique and Musicor. The business is still growing and Gurlek speculates that there was a chance of product being released sometime in the future on cassette.

The New Tape Cartridge Charts

Start this week—see this page

T-8

Summer Is a Tape Thing

MAY 31, 1969, BILLBOARD
“Summer is a Tape Thing”

Only NAL offers you super stereo 8 sound with twin-pak economy (all at the price of a single cartridge)

For the name of your nearest NAL Distributor contact:
NORTH AMERICAN LEISURE
1776 Broadway, New York, N.Y. 10019
or phone collect (212) 265-3340
Capitol Goes to Airwaves for Tape Promotions

Capitol has bought time on the top 50 radio networks this summer, with the upcoming moon shot to promote its tape products.

The campaign, in the tradition of 1970's marketing control over its own 8-track product. Now the company is using this resented merchandising skills and eroding and finally to "educate", the public and enable the W-7, a stable catalog of tapes.

Display kits will be provided to all the W-7 tapes. The manufacturer who has the exclusive selling rights to all W-7 8-track cartridges.

W-7 has been field testing in the East its own portable container which allows the customer to inspect both sides of the plastic casing.

Consumer reaction will prod the company to either go ahead and package all its 8-tracks in the cardboard holder (which fits in a browser rack) or seek another outer package.

W-7's tape sales manager Ted Ponsetti has been visiting all the company's distributors to help in the "education" process. Ponsetti has also been visiting retail accounts and in some instances established department stores which still haven't discovered the child called cartridge.

"There are still people who don't know that our acts are on tape," admits marketing vice-president Joe Friedman. "We take you to a department store in Los Angeles or Chicago and show you the absence of tape," he tells a visitor. "Why?"

"I'll be visiting over with additional money being planned for the next fiscal year.

In addition to pop music, country sounds are very good area for cartridge sales. "The country music market has become quite affluent." feels Oris Beueller, special products vice-president. "These people are looking for innovations such as tape cartridges." All Capitol's major country acts have been released on 8-track and cassette. Beueller says youngsters are buying cassettes with the same speed as when 8-track was first unveiled.

Would Capitol engineer a hand to handle both cassette and 8-track since it distributes both these configurations? "We are working on a design for an adapter which would play a cassette through an 8-track system," answered Beueller.

Liberty Hot With Exploitable Items

Liberty Stereo-Tape has three major items to exploit this summer.

First is its national expansion of its big little cassette line, which has been field tested on the West Coast. Second is the debut of its own "pick pack" cartridge holder and third is the advancement of its newly bowed "Move Music" series of programs.

June 1 is the launching date for the national sale of $1.98 cartridges. The summer's line is designed to offer top hits by an artist. "We have found out that there is a good market for a $2 buyer," reports sales manager Charlie Brattbauer. "Big little cassettes are very appetizing because of the large number of portable machines on the market."

Twenty new big little cassettes will be offered in June, with another 10 planned for for July.

Liberty calls the release of its own designed cartridge holder for 8-track tapes an experiment. The container is being built by an Omaha manufacturer and is a key ingredient in a promotion centered around the new Johnny Rivers "Touch of Gold" and Fifth Dimension "Aquarius" tapes.

Liberty's package has a lock of a heat seal. The package is black in color with a handle pointing to the open window through which the customer sees the tape.

The program whereby an account receives a browser bin and a number of tapes is tied into the rush-release of these two titles.

The browser box for the special tapes is 13½ inches wide, 6½ inches high at the front, 8½ inches long and 1½ inches high at the back with a header card. These header cards may be changed to use with other merchandise.

Liberty will pre-pack the River's and Dimension tapes in the holder, but after that each store will be responsible for assembling its own packaging.

Liberty's pick pack measures 4 by 12 inches and 33 can fit in a 12-inch browser bin. The black cardboard is designed to offset the artwork of the cartridge.

The company will release four additional titles to its "Move Music" series, including its first "Rock on the Move" program. A large two-piece display will be offered as a sales stimulus for this series.

The tape division is preparing more merchandising and sales programs than ever before, adds general manager Earl Horowitz.

Fantasy Sees Sales Tripling

By GEOFFREY LINK

Fantasy Records expects to at least triple its tape offerings as the end of the year, according to general manager Zentz.

Fantasy has about 25 selections available now and is adding tapes to its present line. With a spate of fall releases, the firm will have 75-100 LP's on tape by the end of December.

"Eight-track is by far the leader," he continued. "Credence Clearwater Revival is Fantasy's best seller, with tapes representing over 20 per cent of LP sales, which on 'Bayou Country' is 400,000 so far."

Fantasy does own distributing through 30 record distributors, Zentz said, but it also has a deal with Ampex, which re-releases tapes to electronics houses. Nationally, Ampex sales about double Fantasy's sales in California alone. Fantasy sells more than 10,000 tapes a month.

Ampex is buying radio time to promote the Credence tapes, plus it has commissioned posters, Zentz said, but Fantasy doesn't have any plans to duplicate Ampex's promotions or any of its own.

Zentz predicts that the "tape market will come close to doubling when the new cars are out in the fall."

Fantasy began offering tape two and a half years ago, with only five-six, selections, mostly 4-track and open ree. This May, Fantasy released tapes by Charlie Mingus, Billie Joe Bostol and Cal Tjader.
BILLYBOARD launches the first industry-wide promotion to make Summer a Tape Thing for everyone—manufacturers, dealers, consumers!

SUMMER IS A TAPE THING is more than an exceptional issue for your advertising message. It’s the perfect vehicle for tape and tape product merchandising—The way to move tape off the shelves!

Peter Max, whose designs have revolutionized the American poster industry, has created a full-color cosmic 24” x 36” art presentation based on the theme, SUMMER IS A TAPE THING.

This outstanding Max original is part of a merchandising kit that includes logo strips and ad mats, the entire package is available to Billboard readers for only $1 per kit. Extra posters for your dealers are also available at volume prices.

Make TAPE your SUMMER THING—and join in this industry-wide promotion. For the “SUMMER IS A TAPE THING” kit, and extra Peter Max posters, just fill out the order form on this page.

Ron Carpenter, Billboard Publications
165 West 46th St., N.Y., N.Y. 10036
Yes! SUMMER IS MY TAPE THING!
Enclosed is a ( ) check ( ) money order in the amount of
$______ for the following:
$______ for ______ kits at $1.00 per kit
$______ for ______ extra Peter Max posters at 60¢ each

Name
Firm.
Address
City__________State__________Zip__________

BILLYBOARD
165 West 46th St.
New York, N.Y. 10036
212-757-2900
188 W. Randolph St.
Chicago, Ill. 60601
312-679-6181
9000 Sunset Blvd.
Los Angeles, Calif. 90069
213-279-1555
1905 Broadway
Nashville, Tenn. 37203
615-244-1836
7 Carnaby St.
London W.1
437-8090
The tape market has received enthusiastic support from Decca Records. As untested majors begin to enter full production, rapidly increasing cored entertainment is continuing its efforts in summer months.

The Decca cassette sets are now numbered and in 8-track titles to 564 titles. To support the June country market, the label will add a cassette catalog of 8-track cassettes and its 8-track catalog this product will run publication ads.

The tape market has received enthusiastic support from DGG and DGG has a large-scale advertising campaign set.

Deutsche Grammophon, leader in the classical cassette field, has a large-scale consumer advertising campaign set.

DGG advertises the first releases on Country and rock and roll is in.

Fixed tape guides help prevent "wow" and "flutter" often caused by imperfect roller guides. Splined design cuts friction and drag.

Summer is a Tape Thing

MAY 31, 1969, BILLBOARD
FROM MUNTZ:
THE WORLD'S BEST SELLING BOOK!
(Get your copy now . . . it's got a full-color cover and it's free.)

The 4-track Cartridge King stocks it to you with a great new catalog of hit product. Great stars! Great labels! Great sales!

ABC — AMY — APPLE — BELL — BLUESWAY — CAPITOL — COMMAND — CRESCEPDO — DIRECTION
DOP — DUNE — DUNHILL — ELEKTRA — FERMATA — FONTANA — GORDY — HICKORY — IMPULSE
MERCURY — MONITOR — MONUMENT — MOTOWN — NONESUCH — PAGE ONE — PARAMOUNT
PEACOCK — PHILS — PHILLY GROOVE — PLANTATION — PROBE — REPRISE — REVUE — ROULETTE
SHELBY SINGLETTON INTERNATIONAL — SMASH — SOUL — SOUND STAGE SEVEN — STEED — TAMLA
TETRAGRAMMATON — TRX — UNI — VANGUARD — VAULT — WARNER BROS. — WESTMINSTER
WHITE WHALE.

The Originator of the Cartridge Concept
The World's Largest Library of Stereo Cartridge Entertainment
7715 Densmore Avenue • Van Nuys, California • 213 989-5000
Musicassettes go places

Pre-recorded music in handy, compact cassettes. Music to take along, wherever you go. Music to match your moods, music to suit every situation. Choose from over 6000 titles. Top talent, top entertainment...

Yes, the music cassette, developed by Philips has been adopted by all major recording companies.

Why?

Because of its many, unique advantages: Familiar E.P. and L.P. length. Big sound in a tiny cassette, no larger than an ordinary pocket-diary. Sealed against dust, grime and scratches. Conveniently lightweight, easy to store and easy to use. Recorded in stereo, also playable on mono. Fast forward and rewind for easy selection of your favourite number, anywhere on the track.

On sale at record-stores all over the world.

It's the same system, that's so popular with millions of recording fans. Compatible with a wide range of Philips portable or home recorders and players. Make your own recordings if you want!

Stereo on wheels

Now, Philips stereo-players or de luxe radio/stereo-player combinations, specially developed for your car. The full satisfaction of stereo sound, while you drive.

Keep a musical library in your glove-compartment. Simply slip a music cassette into your dashboard player and you have music to brighten routine journeys, music to shorten the route or to relax by. It's the latest idea in driving comfort!
Tender Loving Care.

Dubbings processes more than 50,000,000 feet of tape per week . . . and every foot is handled with the kind of care that results in a perfect product. The most modern automated duplicating, editing and loading equipment are only part of the story. Add to that precise quality control, and you know why Dubbings is today's leader in meeting the growing demands of the entertainment industry for compact cassettes, 8-track and reel-to-reel. Learn more about the unique facilities of Dubbings . . . write for a copy of our new facilities brochure.

Sound thinking . . . leads to Dubbings.
Summer High Seen

The Washington, D. C. retailers' plans for promoting and stimulating summer tape sales seem to be largely expanding the display area, buying more tapes, providing whatever safeguards possible against pilferage—then just opening the door wide, and letting the tape sales tide rise to an anticipated steady summer high. None interviewed had any particularly ambitious promotional schemes—all planned to include tape, featuring cassettes and 8-track, in their regular schedules of newspaper and/or radio advertising.

The retailer confidence in the irresistible sweep of tape into the recorded music market was without a single exception—whether the interviewee was head of a section of a large department store, an uptown or downtown record dealer, or a specialty store dealing in books and tapes, or a mail-order operation. In each case, too, they remarked that as tape sales had gone up, so had record sales.

There was general agreement that cassette sales were making great strides in catching up with 8-track. There was less agreement on whether tape sales would cut into record sales, or to what extent. Some said this would become clearer when technology brings down tape prices to the same or lower cost than records.

All the retailers interviewed were satisfied that the public is already very knowledgeable about tape in cartridge and cassette. This was thanks in part to some manufacturers' hard work in promotion of tape per se, and thanks to the young who are already tape-oriented, and rapidly converting a rising percentage of the adults. Credit goes, too, to the tape characteristics of easy handling, safe and space-saving storage, constantly improving sound on the cassette and cartridge, and all around versatility.

Graduation season is expected to be an automatic promotion for the summer tape sales, with players and record players presented as a most wanted graduation gift. (And all are looking forward to a bonanza in sales with fall college returning, and Christmas gifts.)

Retailers here are basking in the prospect of larger summer tours crowds than ever before, a burgeoning youth market—particularly for the inerradicable cassette tapes and players—and a college set that will see tape as entertainment. To say nothing of a market that includes car and outdoor as well as indoor use.

The joy of a product that sells itself means a temptation to let it go on doing its own work, but the danger is for the non-promoter to be elbowed out by the store that knows how to sell itself and its services along with a suddenly, startling successful new product.

Below each of the names in this writing (in this area) the retailers are a little too sure of the upward tape sales curve for their own and the tapes' own good. They may be selling themselves short for lack of the nourishing extra that could add even more startling momentum to the growth of both. The customers, undoubtedly could use the elbow-judging cassettes, for instance, of poster-charmer Peter Max, part of the Billboard promotion.

Modern Tape Thing."

Modern Has a Flair For Summer Sales

Modern Tape will release new titles June 10 in both its Flair 30 and 12 Original Artists Oldies Hits lines as its first warm weather promotion.

There will be three new oldies tapes bringing that catalog up to an 18 title high. This material sells for $6.98 in 8 and $5.98 in 4-track. There is no cassette representation for the vintage hits.

There will be 12 new Flair tapes (retailing at $3.98 in both 4 and 8-track), for a 24 title catalog.

A Flair low pilferage merchant will be offered in conjunction with the release of the new material. The unit is like the Reeco hold which fits into a 12-inch LP bin, only Modern will manufacture the cardboard holder itself in its Los Angeles factory. This outer case will come in red and black.

Jobbers will be able to specify this 12-inch holder or the conventional 5-inch holder, says Modern vice-president Bob De main.

For its oldies series, Modern has designed a black and gold holder with a round die-cut to give the impression of a gold record. This is a departure from the standard square viewing window.

The Modern emphasis is on repackaging its vintage blues material, although the Flair line has a broader scope of pop and jazz product.

There are 128 titles in the Modern Tape library, 27 in the Modern/Fax party line and the oldies and Flair lines.

"We expect an extremely strong summer," summarizes Derrin in Chicago. "We expect it to go continue strongly through the first of the year. I don't see any back slide over the summer months as we have been used to seeing with records."

Paramount Stereo Tape-A 'Unified' Image

A new Paramount Stereo Tape line will be unveiled this June encompassing product from Dot, Alca, Steed and Paramount Records. Approximately 150 titles will be released within one year in 8-track and cassette, reports Paramount's chief music executive, Arnold Burk.

The only Paramount-owned label which will not henceforward be merchandised under this new logo will be the Stax/ Volt line in Memphis.

Paramount Stereo Tape will release 37 titles in both the cassette and 4-track formats in June. A $6.98 price will cover both configurations.

Wally Peters, who joined Paramount Stereo Tape May 19 as operations director, will be in charge of developing product. A major campaign will be initiated to sell the established catalog for material for cartridges. The initial 25 tapes released on Dot last January will be re-released under the new Paramount logo.

A series of soundtracks will be developed, as will be a variety pack program. Peters was instrumental in developing various packs at Liberty Stereo Tape.

There is a possibility that a series of variety packs may be developed culled from the Dot catalog and then released as albums. There are over 500 titles in the catalog from which to select repertoire.

Paramount has devised new black box packaging for its 8-tracks and cassettes. Four-color artwork highlights the casing itself.

Each of the company's 13 record promotion men are being given an education course in the tape business and will henceforth promote both tapes and records.

The tape business is moving so rapidly that work is motivated to predict: "In one year tape sales can account for 25 per cent of our music business."

Modern Tape and Telepac Compact Cassettes

For new in your area contact: TELEPRO WORLD'S OLDEST AND LARGEST MANUFACTURER OF CARTOUCHES AND CASSETTES

For new in your area contact: TELEPRO WORLD'S OLDEST AND LARGEST MANUFACTURER OF CARTOUCHES AND CASSETTES

COMPATIBLE CASSETTES

• Pre-loaded with our own FiDelita Reel to Reel - 1 4 1/2" and 3 1/2" Reels
• Patented in U.S.A. and Europe
• Patented and protected by various patents
• Patented in U.S.A. and Europe
• Patented in U.S.A. and Europe
• Patented in U.S.A. and Europe

Compact Cassettes

CLEAR TOP 4 & 8 TRACK • PROFESSIONAL QUALITY TAPE

Channel can fill all your orders for Empty or Blank Loaded 4 & 8 Track Cassettes. Any standard length shipped from stock. Custom lengths on order.

GUARANTEED! IMMEDIATE DELIVERY!

FOR DIRECT PRODUCT AND PRICE INFORMATION PHONE (212) 682-2284

CHANNEL MARKETING, INC.
342 MADISON AVE., NEW YORK, N. Y. 10017
T.E.L.: (212) 682-2284


For details write:

radio forum

Ninth Floor • 300 Madison Avenue • New York, N. Y. 10017

T-18

Summer Is a Tape Thing

MAY 31, 1969, BILLBOARD
Do you have all that it takes to profit in the tape business?

ITCC Does!

These 10 hit tape cartridges are available exclusively through ITCC.

International Tape Cartridge Corporation
1275 Bloomfield Avenue
Fairfield, New Jersey
(201) 228-1050
Hot Tape Sales Predicted for Washington’s Summer

By MILDRED HALL

Here’s a rundown on what individual retailers here think of their prospects for summer sales in the lively tape market...

Herb Fribush, buyer for three Washington Super Music City stores says sales of 8-track and cassettes are growing bigger all the time. Their stores will be stocking heavily for the summer, and continue their advertising in all media—including the backs of theater-ticket envelopes.

Fribush, a veteran of over a decade in the recorded music business, says the 8-tracks are still ahead in Music City stores, but cassettes are catching up this summer. The young set particularly has boosted the sales of cassette tapes and the easy-carry, inexpensive players—but all ages are buying the 8-track for car use and home use.

The higher-priced newcomer cassettes by Columbia and Victor came as no shock to Fribush—and he expects them to sell well even if they are priced somewhat higher. (“We’re used to higher prices from these two companies — Broadway shows, classical and light classics and even pop singers have generally cost us more on these labels.”) He expects them to sell well to the young set because “these kids really have the money.”

Advertising Tapes

However, the higher price for tape in general has held back sales somewhat, together with the lag behind record release dates. The lag is rapidly being overcome, which adds to good summer prospects. When Super Music first got into tapes there was too much old catalog, but ‘now they are in the mainstream and meeting record release dates.”

Another plus for the retailer in the “good job” some companies are doing in advertising tapes, and educating the public. The more educated the public, the more sales rise because the tapes are easy to store, easy to play, have better recordings, and there is less wear and tear on cartridge recordings. Fribush says they find very few of the kind of defects that first plagued earlier tape products.

Super Music, like others in the Washington area, finds the 4-track fading fast and reel-to-reel going out with it, among their particular cross-section of customers (downtown mid-town)—so they have discontinued the open-reel entirely, truly fast.

The only fault to be found with the 8-track and cassette cartridge is that they are playing too fast for manufacturers to keep up with the sales. Super Music has carried 8-track for about a year and a half, and cassettes for 6 months. Fribush feels conventional records are safe for at least another two months from serious competition from tape, partly because tape prices are high. In any case, he does not foresee any fast phase-out for records—the record and tape sales have both maintained an уверенчиво с низкими значениями в течение осязаемого периода, unless there is a repeat of last summer’s rioting.

Waxie Maxie

The District’s famous rhythm and blues and jazz retailer, Waxie Maxie Silverman says his in-city Quality Music store is having very good sales of 8-track and he expects it to go right on through the summer. Cassettes are selling so well the veteran retailer expects they will be “the big thing”—but in his downtown store they amount to only 2 per cent of tape sales as yet, and have not begun to catch up with his 8-track sales. The 4-track is “just about finished.”

He feels a really big display is needed to give the sales a push it needs. (He advertises consistently on radio, and in newspapers, but like others in the area, was not as of this interview, planning any special summer tape promotion.) Quality Music is selling “everything” in the 8-track, although Waxie Maxie specializes in rhythm and blues and pop. He sells a great deal of country western on tape, too.

The small record store, he pointed out, can’t show enough tape product—they may average up to 200 tapes at best—and this can mean that in a category like Country and Western there may be only 10 tapes—not representative enough to build on. The store that can stock five to ten thousand tapes, across the board and in depth, has it made. In his Rockville store, Waxie Maxie says he has a bigger display, wider selection, and tape should pull well this summer.

He mentioned—as did others—that while 20 per cent of sales are in tape now in his stores, the record sales have gone right up with the tapes. If tapes do overtake records, Waxie sees no problem: “The companies will simply phase out the conventional records gradually, as they did with the old 78 speeds, and move their recordings into tape. After all, if a record company is making two million a year in records and tapes—and can make three million in tape, they’ll be perfectly happy about that!”

Pilferage Proof Racks

Pilfering is a problem, particularly with the cassette cartridges. The blunt and forthright Waxie is not too impressed by manufacturers’ pilfer-proof rack that requires unlocking of the tape. “Thieves can get them out anyway. We put ours in a case, under lock and key.” He spoke of other companies that furnish a fair-sized carton with a plastic front to allow self-service but said, “They can break them out of the box and slip out with them.”

Waxie, who lost his famous 14th Street, ghetto-area store in the riots last year, is philosophical about pilfering—which will probably increase in the summer with all the kids out of school. “There’s no doubt that if tapes could be merchandized like records, people could pick them up, touch them—they would sell more. In any case, there will always be a...” (Continued on page T-22)

Summer is a Tape Thing

MAY 31, 1969, BILLBOARD

DEALERS - MANUFACTURERS REPRESENTATIVES:

Concertone will present the STARLINE at the June CE Show. The place: Americana Hotel, 5th floor, the St. James Suite.

This merchandise program, embracing every aspect of tape recording and playback, is a dynamic profit mover in the tape industry.

Selected dealer and representative franchises available.

(Continued on page T-22)

STARLINE 8-TRACK CARTRIDGE RECORD & PLAYBACK UNITS
7 Models Available — from $39.95 to $269.95
Featuring the MODEL NO. CC-6-R. The first fully automatic 8-track tape cartridge recorder built to professional standard. "Schematic" permits selection of any part of any channel. Tape release automatically at end of playing time. No contact. Special inputs permit recording from any sound source.

Playback frequency response: 10 to 20,000 Hz. See and hear it at the CE Show! Also available: Two 4/8 and 8-Track De Luxe units for home, auto and portable use.

STARLINE CASSETTE RECODERS
6 Models Available — from $39.95 to $199.95
Featuring the MODEL 240 MINI-CASSETTE: Weight: under 2 lbs. Complete record/playback unit with built-in speakers, fast forward, fast rewind, pop-up cassette ejection. Five integrated circuit boards and in low-noise recording and hi-fi play back. Takes 6 pens for batteries. Frequency range: 80 cps to 6,000 cps or 10 Hz to 20 kHz. See and hear it at the CE Show.

STARLINE REEL-TO-REEL STEREO RECORDERS
5 Models Available — from $79.95 to $219.95
Featuring the MODEL 001 PORTABLE STEREO RECORDER. Powerful, solid state, AC, stereo recorder with facilities for sound-on-sound recording. Two VU meters, fast forward and rewind, pause function for editing, two miles and patching cords. See and hear it at the CE Show.
That's right... ask the entertainers... they'll tell you... for the no. 1 stereo sound for Car, Boat or Home... it's Automatic Radio. Ask them... they'll tell you that Automatic Radio makes the only complete cartridge stereo entertainment centers. Like the GES-8111 for your car. It plays 8 track or 4 track with Gidget™. Or converts to FM radio when you insert the Exclusive FM Radio Pak Tuner cartridge. Ask them... they'll tell you how the TapeDek Convertible fits neatly under the dash and slides in and out of its own theft-proof locking bracket... to go where you want it to go.

Ask any entertainer... he'll tell you about the fabulous quality of sound from Automatic Radio's Home Entertainment Centers that play all the cartridges and even have built in stereo multiplex. Ask them... and they'll tell you about cassette recorders and players... 8 track portables... portable tape recorders... and much more.

All this plus Automatic Radio's fabulous National Advertising program. A program that includes LIFE MAGAZINE, ESQUIRE, and SPORTS ILLUSTRATED. Plus NATIONAL TELEVISION... the SATURDAY-SUNDAY TONIGHT SHOW starring JOHNNY CARSON on NBC TV.

So listen to the ENTERTAINERS. Sell the no. 1 stereo... Stereo from Automatic Radio.

See us Booth A-228 CONSUMER ELECTRONICS SHOW, AMERICANA HOTEL, N.Y., JUNE 15-18
Let audio put you in the tape duplicating business

A full program with all Electro Sound equipment, installation and training, for top quality hi-speed operations.
We've got the guts!

We leave nothing out. We make our Compact Cassettes exactly like Philips. (They spent many years and millions of dollars to design the Compact Cassette. And you know they're right.) We won't substitute a single part. We won't put stationary pins where rollers are required or paper liners where curved lubricated polyester is needed. And ordinary steel isn't substituted for Mu metal. Nor do we just snap a cassette together, we use screws or sonic welding. And we've also changed to the latest Philips development in pressure pads. We even manufacture the magnetic tape right in our own plant.

We keep quality control going all the way; making 22 tests before each cassette is “Certify-Tested” and then we back all this up with an unconditional Lifetime Guarantee.

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The Magnetic Tape Merchandisers
14600 So. Broadway • P.O. Box 140 • Gardena, Calif. 90247 • Phone: (213) 321-6841 • Cable: Magtape
Must be Jelly, 'Cause the Tape Don't Jam

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

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Your stock replaced quickly.

* MOST COMPLETE STOCK
We have IN STOCK almost everything you need.
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Here is the only truly
Deluxe Tape Cartridge Case
BUILT TO LAST

#85 TC
(Holds 24 Tapes)

Completely covered with top grade vinyl (not a coated paper) this case can best withstand scratches and nicks from constant wear. Made of solid wood construction, brass hardware, the case has a red Flocked interior with individual tape compartments.

Available in 4 colors
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Look for Our Newest Cassette Carrying Case 86TC Coming Next Week.
For full info. on all Recoton Tape Cartridge and Cassette Accessories Write:
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46-23 Crane Street, Long Island City, N. Y. 11101 (212) 392-8442

MAY 31, 1969, BILLBOARD
Is this Kraco Kassette an auto stereo, dictating machine or tape recorder?

Yes.

...and you better believe it! Having fabulous stereo sound in an automobile is one selling point. Having a unit that can be used for both listening and dictating is another nice feature. Now, when you consider that this Kraco Model KS-999 is the finest cassette auto stereo that accepts the cartridge in the center of the unit, well, now you've got something to really sell. How many business men would like to have an auto unit like this to make notes or reports while they drive the highways and still be able to listen to their favorite music?

Kraco also has attractively designed display units, at right, that are available to dealers on a special low cost basis. We think you know how huge the market is out there, an, write or phone us for more information on this new competitively priced, easy to demonstrate and sell Kraco Kassette Auto Stereo system.

Finebilt presents the mul-tip’ô-tent 69-5

A versatile new system for the precise high speed duplication of 4-track, 8-track, cassette, reel-to-reel or Playtape...5 positions in one machine!

Webster defines multipotent as "having manifold power, or the power to do many things."

The Finebilt 69-5, by any definition, qualifies as a super duper.

Here are just a few features:

☐ Produces 2000 units per 8-hour shift.
☐ Quick 10-minute format changeover...thanks to Finebilt's exclusive "plug in/plug out" head assembly.
☐ Value engineering throughout. Electronics are solid state and plug-in.
☐ The single self-contained unit occupies just 14 sq. ft. of floorspace.
☐ No installation required. The 69-5 rolls on casters to any position - plugs in as easily as an electric shaver.
☐ Smaller original cost, minimum maintenance and operating cost, plus matchless performance, make the multipotent 69-5 the unduplicated duplicator.

Special Hollywood Preview!

Visit us anytime between 9 a.m. and 5 p.m. this week and get an exclusive finebilt look at the multifunctional 69-5.
**ECONOMIC LONG OR SHORT-RUN PRODUCTION**

**LABELS AUDI INDUSTRY STANDARD CASS**

**AUTOMATIC T-26 e spo ingenne corp.**

**• SOUND TRACK**

**RAM S&E GO GOLDEN NATURE S SON SANNIE CRH, BUT R**

**THE BOX ISW,, POST CANDY MOTHER M**

**CASSETTE 60**

**g a t r gR eo.**

**1/4 i f f e r.**

**- 134 e ar o u n d v a r i o u s s p e c i a l t y s h o p s o n “M” s t r e e t , W a s h i n g t o n ’s m e m b e r s ) c o m e t o t h e a r e a t t o s c h o o l - a g e , f a m i l i e s w i t h y o u n g s t o r e g e t s g o o d t r a d e n o t o n l y m i d - M a y d e a l l i n e ) .**

**Promotion of its own (as of this B o o k S h o p i s p r o m i n e n t l y m e n -**

**dent s, but much to u r i s t t r a f f i c .**

**Led them to expect to sell all of their 8-track and cassette recorded tapes for their new car players. The younger set was greater for the cassette product.**

**Nevertheless, the higher cost of the tape is a big factor among their customers, in holding down tape sales in favor of records, said Griffin. He feels that if it wasn’t for this price differential, the conventional records “could go over the hill within a few years.” The constant improvement in quality of tape and in home reproduction on tape is another strong booster factor among his customers — many of the younger set using tape in their courses, research, etc.

**It is too soon to calculate probabilities in dollars, said Griffin, but the store is keeping a separate breakout on the 8-track and cassettes. This will be one to watch with extra interest because of its location in the heart of a specialty area, a university locale, and a generally young population.**

**At Saxitone, Saxitone, on Columbia Road in far uptown Washington, is a specialty all-tape store. It is half counter-retailer, and half mail-order, and a discount store as well. David (Wally) Wals trom does a many-sided thing: serves regular store traffic in every variety of tape and tape equipment; serves schools and government; carries on an international mail-order business in all varieties of prerecorded tape, which he carries in depth to meet special requests.**

**Walstrom is highly optimistic about summer sales of 8-track and cassette. Saxitone is one of the few stores in the District where open reel sales are steady, by way of mail-order sales to soldiers in Vietnam, military clubs and club buying. Most of the open-reel tapes he sells the military are in pop and rock, with a fair amount of country and western.**

**Customers can mail-order almost any kind of tape, selected from the Harrison mailing list, and in almost any amount, and have it mailed to them out of Saxitone’s. Building a good mail-order customer list is the toughest part of this kind of operation, and the detail involved in follow-through and keeping records Walstrom hopes to computerize if and when it becomes cheap enough to do so. It will make things a lot simpler when, for example, he wants to make the kind of graph he is now making to compare the sale of open reel sales as against 8-tracks and cassettes.**

**Pick-up Expected**

**Walstrom had no special plans for large-scale summer promotion, beyond the usual. He expects the in-store trade and the domestic mail-order trade to pick up in the summer because of the extra car use, with 8-track and cassettes more than holding their own.**

**The in-store traffic at this all-tape operation has a fair amount of spread, but the market is getting younger. Walstrom finds a good deal more rock selling on tape — perhaps 25 to 30 per cent of the cassettes, and, surprisingly, ‘‘in 8-track it may be an even higher per cent.’ His best store sales of tapes are in rock or classical—with very little middle-of-the-road, and not too much country-western.**

**One other specialty aspect of this unique operation—the clientele has a heavy Spanish-speaking contingent, for which the store has a special mailing list of a helper, Miguel Diego. They sell a lot of Spanish music in 8-track.**

**Saxitone’s has greatest expectations for the highly versatile cassettes, which have one such wide use range. Walstrom expects it to make heavy inroads on the 8-track. The growing factor is the suburbs, which are very much tape-oriented, and the influencing of the older groups by the younger set and the college population, toward tape.**

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**New Tape Cartridge Charts**

**Start This Week**

See Page T-8

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**Baker’s Dozen Sale!**

**gives you an extra $6.98 of bread**

**GET 1 FREE GR8 TAPe WHEN YOU ORDER 12**

Or 2 tapes free when you order 24, or 3 tapes free when you order 36. Get the idea? There’s no limit to the extra profit you can cash in on—it’s free. The store ends June 30th.

Call Toni Tape collect at our office today to get the complete details on this GRT Sale. Bread is bread baby, and that’s what we all need to eat.

---

**NUMBER**

**TITLe AND ARTIST**

ABC6504  **BEST OF THE IMPRESSIONS**

ABB846  **TIME FOR LUV—Young Americans**

ABB675  **I’M ALL YOURS, BABY—Ray Charles**

ABB692  **YOU GAVE ME A MOUNTAIN—Frankie Laine**

ABB585  **DIET—Tommy B**

ABB621  **NEIL DIAMOND’S GREATEST HITS**

ABB627  **OUTTA SEASON—Tina Turner**

CAB821  **MOTHER NATURE’S Son—Rayman Lewis**

CAB822  **ALWAYS TOGETHER—The Dells**

DUN5026  **I WENT TO THE FIRST GtDEN ERA—**

Mam’s & Papas

DUN5029  **STEPHENFOL**

DUN5037  **STEPHENFOL THE SECOND**

DUN5047  **GOLDEN GRASS, THEIR GREATEST HITS—**

The Grasses

DUN5048  **3 DOG NIGHT**

DUN5052  **LOVIN’ THINGS—The Grassroots**

DUN5053  **AT YOUR BIRTHDAY PARTY—Stephenwolf**

DUN5055  **BUBBLE GUM, LIPMOUTH FOR MAMA—**

Mama Cass

DUN5058  **LADIES NIGHT—**

DUN5029  **A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 2**

DUN5026  **A TREASURY OF GREAT CONTEMPORARY HITS, Vol. 1**

EV5200  **PARTRIDGE FAMILY/GOLDEN HITS**

KAP5530  **GOLDEN HITS—Roper Williams**

KNG100  **SAY IT LOUD, I’M BLACK, AND I’M PROUD—**

James Brown

MON2000  **ROY ORONZIO’S GREATEST HITS**

MON2056  **BOOTS WITH STRINGS—Boots Randolph**

NV2004  **ALL MHT HITS RYDER**

PLA1  **Hllever VALLEY P.T.A.—Jeanie C. Riley**

PLA2  **YEARBOOKS AND YESTERDAYS—**

Jeanie C. Riley

RA8919  **GALAXVIEW—Lawrence Welk**

ROG4292  **CRIMSON AND CLOVER—Tommy James**

SGS65  **GOLDEN HITS, Part I—Dionne Warwick**

SGS67  **PRINCES, PROMISSE—Dionne Warwick**

SGS67  **SOULFUL—Dionne Warwick**

UN12345  **BUILD ME UP BUTTERCUP—Foundations**

VIW1735  **THE TURTLES’ GORDON HITS**

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Our tape thing...

Helps you do your sales thing.

Stereo-8 cartridges now available featuring:

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- Womb
- Bugsy
- Mint Tattoo
- Hamilton Streetcar
- Colours
- Mount Rushmore
- The Sound Symposium
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- Billy Vaughn
- Lalo Schifrin
- Count Basie
- The Mills Brothers
- Leonard Nimoy
- ...and others

Stereo cassettes coming soon.

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sell them all

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Whoever they are—whatever they're listening to... folk, rock, pop, jazz or classical, Ampex has it all. And it's available on Open Reel, 4-Track Cartridge, 8-Track Cartridge, Cassette, and the exciting new Micro-Cassette for on-the-go portable cassette players. Every kind of music moves today, and Ampex provides you with it all—the greatest labels, the best-selling artists, the newest releases. Make Ampex your prime source for pre-recorded tapes.

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