DGG to Widen Foreign Focus In Pop Step-Up

By FRED KIRBY

NEW YORK — Deutsche Grammophon (London) Ltd. will broaden its activities here to develop properties with international marketability. DGG will delve into such areas as films, Broadway and off-Broadway to acquire acts and publishing firms with worldwide potential.

Roland Rennie, chairman and managing director of the new (Continued on page 10)

26 Tunes in Remo Fest

By GERMANO RUSCITTO

SAN REMO — Twenty-six songs and 52 singers will compete in the 20th San Remo Song Festival, February 26-28.

Due to restrictions imposed by the Italian Singers' Union (FIRAS/UCI), only four non-Italian singers will participate in the festival: two residents in Italy, U.K.'s Mal (RCA) and U.S. Rocky Roberts (Durium), plus French Arriere (Vogue) and R.P. G. (Continued on page 62)

RCA's In-Depth Promotion

NEW YORK — RCA Records is opening its coffers to give each release a tailor-made advertising and promotion treatment. According to Bill Lucas, RCA's manager of advertising and promotion, "more money of the total advertising budget will be going directly to advertising and sales promotion."

The new advertising and promotion concept was launched with the February release for which RCA laid out the most extensive advertising and sales promotion push in its history. It's a long-range concept, Lucas says, and "will be continued with every forthcoming monthly release."

Under Lucas' new format, individual LP's will be supported with varying degrees of advertising and promotion, depending on the album's market potential. Lucas plans to go after each market in depth and to give individual LP's support on radio, in print, and with point of sale material and promotion kits.

And because Lucas believes that advertising cannot run in a vacuum, he's coordinating his department's efforts with the RCA field force so that the print and radio time buys around the country can be tied in with distributor and dealer activity.

"The dealers," Lucas said, "will know when the ads are going to run and when the radio spots are going to be used so they can take full advantage of our buys."

(Continued on page 10)

N.Y.——Atlantic Rec.

NEW YORK — Atlantic Records is taking a dramatic step in the industry's campaign to stamp out unauthorized tape duplication. The company has notified the distributors of its Atlantic, Asylum and Coatline labels that they will lose the lines if they are discovered to be handling pirated products.

The distributors were told by Atlantic to "make certain that none of this product finds its way into your inventory. If we should obtain concrete evidence of any of our distributors, or of any outlets affiliated with one of our distributors, handling any of the unauthorized tape, we will consider it as sufficient reason to immediately cease doing business with them."

In addition, Atlantic told its distributors to alert their personnel to the gravity of the piracy situation and to instruct them to get all possible pertinent information in the event they come into contact with any pirated tapes or distributors of pirated product.

Bob Kornheiser, Atlantic's vice president in charge of tape sales, told the distributors that the company is seriously concerned about the problem of piracy and that it is taking some positive steps to try to put an end to these activities. He said, "We have been and we are continuing to cooperate with the investigative and legal staffs of both the Recording Industry Association of America and the Harry Fox office, as well as both federal and local district attorneys. We will pursue all possible avenues of legal recourse, both civil and criminal, in our efforts to deter the unauthorized appropriation of our property."

Legal Action

Kornheiser also noted that Atlantic will take all possible legal steps to secure its interests in regard to collection of copyright fees, royalties, punitive damages and criminal prosecution.

Meanwhile, the RIAA is stepping up its activities against the tape pirates. It plans to demonstrate to Congress the urgency of antipiracy legislation which is now part of the revised Copyright Law and which still has to be voted upon. Harry Brief, executive secretary of the RIAA, said that the organization is now considering the possibilities of separating the count

(Continued on page 8)

E.M.I. Increases LP's to $4.79-5% Return Out

By BRIAN MULLIGAN

LONDON — EMI Records will increase the recommended price on its pop albums by 30 cents. This will bring the price up to $4.79. The new price schedule will go into effect on Monday (2).

This is the first manufacturer-imposed price rise since July, 1963. EMI will also scrap the 5 percent return allowance but will give dealers a 3 percent increase in discount.

NEC: Rules & Rhubarbs

By BOB GLASSENBURG

MEMPHIS — The 10th Annual National Entertainment Conference introduced many controversial changes during the four-day meet here Feb. 15-18.

For the first time the 1,000 delegates composed of college students and booking agents were asked to sign letters of intent when booking acts on the campus. It was an effort by the NEC to gain a firm commitment from both the booking agents and college students attending the conference for placing artists on the campus.

In previous years, the students (Continued on page 74)
The Lighthouse plays for peace: “The Chant (Nam Myoho Renge’ Kyo)” #47-9808.

The basic chant of the Shokutu Buddhist movement (meaning “the sound of the universe brings inner happiness and world peace”). A new musical sound for the Lighthouse, already picked by Gavin and the trade magazines. Getting airplay in New York, Los Angeles, Boston, Washington, D.C.—and that’s just the beginning.

It’s news when The Friends of Distinction release a new single. It’s not news when it hits the charts.

Expect another smash with “Love or Let Me Be Lonely” #74-0319 with another fine production by Ray Cork, Jr. From their upcoming album, “Real Friends.”

Henry Mancini: his sound is his signature again on “Theme from Z1” Single getting strong sales, heavy airplay in 12 major markets as film “Z” opens across America. Latest LP, “Six Hours Past Sunset,” continues very well. Another Mancini plus: three Grammy Award nominations for “Love Theme From Romeo & Juliet.”

RCA Victrola: now, Stereo & classical Tapes bargain-priced for today’s mobile market. $4.95 suggested list price.

Great names in music: Lee Munch, Reiner, and Mancini. “Collection of cartridge tapes will find many enticing releases in this new Victrola series” (High Fidelity), 15 tapes now selling briskly, with 5 new releases in March.

When was the last time “The Last Supper” broke you up? Welcome Ace Trucking Company.

Top improvisational comedy groups are as scarce as grass at a policeman’s ball. The Ace Trucking Co. is one of America’s best—and their new LP will cut across diverse consumer markets. You’ve seen them on the Tom Jones Show; they’ll also be with Jones in Vegas and other choice pieces.

One great thing about “Minnie’s Boys” is that Jane just recorded a big song from it. “He Gives Me Love” #74-0316 is one of those slow, burning ballads that could have been written just for Miss Morgan. (It’s from the new play about the Marx Brothers.) Watch for her new album, too: “Jane Morgan in Nashville.”

This is Browning Bryant. He looks like the boy next door—but he sounds like the hottest new pop singer in America.

Meet your new dinner companion in the Empire Room of New York’s Waldorf: Eddy Arnold.

If you’re coming into Manhattan Feb. 23-Mar. 7, you now know where to take her till the wee small hours. Eddy’s never sounded better—or more contemporary.

The newest things going on, are going on RCA Records and Tapes
Taylor Bows Label—

In Deal With King

NEW YORK — CTI Records has been launched here by Crewe Records, a division of A&M Records. Taylor had been producing jazz, jazz-pop, and other types of music, and is actively involved in a special production deal. With the management of Vic Chirumbolo as director of sales and marketing, the label has released two albums on its new label, a folk-rock LP featuring Zevon and an album featuring Roy Black, recorded mostly in Memphis.

The label has already signed a three-year contract with King Records of Japan calling for 12 albums a year in that country. The first release in Japan will be in April. There is no marketing arrangement with any companies in other parts of the world for distribution.

CTI Records will immediately be available in two series. The 1000 series will feature pop material and retail for $4.58. The 8000 series will feature jazz and retail for $6.58. For the first week, the 1000 series will be the first jazz artist featured and his album is due out on April 6.

Other artists signed to the label include Billy Vera and a group named the Florida Poets, a progressive rock group which recently appeared on Dunhill. Billy Vera is co-partner in Taylor in a publishing company known as Safford, and he will be writing for that firm as well as starring as an artist on CTI.

RARE BIRD TOUR OF U.S. SET

NEW YORK — Associated Booking Corp. has lined up for an American tour for Rare Bird, which was recently in England. The British record act recently released a single on the CTI label. Arrangements to tour the act in key markets during April were made by Erich M. Lutwak, corporate vice-president.

The band, which originated in London, England, is the brainchild of Andrew Close, who, in 1970, founded the band and signed the contract. The label manager, who is also signed to the GRT Corp., has the band to promote concerts in the New York area. The band is made up of three parts, with each individual singing and playing an instrument. The group has been playing listening parties in the New York area, and has played in several weekend shows.

The American tour, which negates the cancellation of future shows, includes exchange restrictions, will include a concert location in New York, and the Filmmore West East and West. The band is seeking a three-month schedule.

CHESS RECORDS MOVES TO Company

LOS ANGELES — Chess Records, traditionally based in New York City, is opening a West Coast branch office to get into new areas of music. The move also allows the GRT Corp., Chess parent firm, to consolidate Chess and GRT Records divisions, which deal with both sales and administrative force.

The entry of Chess into the West Coast market is significant, said Richard Salvadori, Chess' executive vice president, in that there is a vast contemporary music market on the West Coast that could easily thrust Chess into today's musical directions.

GRT Records will now utilize the Chess distribution network, as well as its sales organization. Merchandising, retail, and marketing will be integrated through Chess' Chicago headquarters, with Chess personnel in the Midwest maintaining close contact with staffers here.

The purpose of the consolidation is to expand on product and promotion to provide the company with the strongest possible sales and merchandising support. Also added to the organization, is John W. Bayley, GRT Corp. president.

The new Chess office will serve as a staff of contemporary, underground and motion picture music, with the entire Chess organization moving into the new building on Western Avenue.

The Chess office is the first of several moves that the company is making to consolidate its operations. The company has recently moved its executive offices to a new building on Western Avenue, and is currently moving its recording studio to a new building on Western Avenue.

The move to the new office is scheduled for late April, and will be completed by mid-June.

CHESS RECORDS MOVES INTO OFFICE

NEW YORK — Chess Records, one of the nation's leading producers of independent music, has moved into new offices here in Time-Life Building, 55 West 42nd Street.

The new location, which will serve as the company's main office, will be located on the 20th floor of the building. The office will be used for all company operations, including production, promotion, and distribution.

The move is part of a larger restructuring of the company's operations, which includes the consolidation of its production and promotion departments, as well as the opening of new offices in Los Angeles and Chicago.

In addition to the new office, the company has also recently opened new offices in New York City, with space for personnel working on a variety of projects. The new offices are located on the 21st floor of the building, and are designed to provide a more efficient and streamlined work environment.

The move is seen as a key step in the company's ongoing efforts to expand its reach and grow its business. The new office will allow the company to better coordinate its operations, as well as to provide a more modern and comfortable work environment for its employees.

The move to the new office is scheduled to be completed in early April, and will be fully operational by mid-April.
NEW YORK—As the Search for the New Sound, launched Feb. 14, has been heard on more than 200 Top 40 radio stations coast to coast, several radio station groups are reaping bonus results through public service ventures and tie-ins with local businesses.

WHHO in Holland, N.Y., set out to raise funds for the local YMCA, which is suffering financial difficulties. Station manager Jim Wallerstein says the "response to the Search has been fantastic." WHHO plans to sponsor a "summer contest" for one group with members under 18 years of age, and the other for groups with members 18 years old and older. The events will be scheduled for March 6 and 7, with proceeds going to the YMCA.

Joe Finn, program director of KITL in Denver, said the Search has been "very successful in the Denver market." In addition, representatives of the Tea Council of the U.S.A. have visited Denver to create extra publicity behind the Search. Both the Denver Post and the Rocky Mountain News will be carrying additional stories as the Search continues. KITL printed information about the Search on its playlist, asking group leaders to visit the station for entry blanks.

Working closely with WPPI program director Dan Clayton, Council sought help with newspaper publicity about the Search in Hartford, Conn. Station manager Ken Weeks offered the services of KNOE-FM in Monroe, La., and the station pitched in with CDL Electronics. Bill Tanner, station manager of KNOE-FM, said he was impressed with Youngblood on the promotion. The Search is also being expanded to include television variety shows by KNOE-TV — "Hard Money, Ask La-Miss". Tanner is recording the groups in the television station's studio, saying that they were "at least one group deserved special attention who won in the national competition or not." He pointed out that the Station Managers have been scrutinized with "Holly Go Sofly" on Liberty Records, and a local group may be chosen.

In Eau Claire, Wis., program director Steve Kane said that KEMQ and KEMQ's "House of Rock and Roll" will sponsor the pre-recorded promotion further than the station's Billboard as well as their own promotions. The station is distributing "Entry blanks" throughout local record stores. "We are also making them available at local radio offices," Kane said, which is also going to award free studio time to the best group from area parks.

Jay Sands said WAEB, in Allentown, Pa., is running a one-minute spot twice per hour round the clock and the "response has been fantastic." WPPI program director Ron Stanselle, Springfield, Vt., said that the station will hold its new sound competition in early March, with bands to be selected from those entering. Local winners will receive cash prizes, plus equipment. The winner will also receive a contract from a local independent record producer, Milan Rhode, who has produced such labels as Epic, Capitol, Mercury and Dot.

NARAS Atlanta Dinner Lines Up Entertainers

ATLANTA — Joe South, Tony Joe White and Clarence Carter will entertain at the first NARAS banquet ever held here, March 29 at Municipal Auditorium.

Atlanta-Born Ray Stevens, who made it big in Nashville, also Atlanta, will be CMCS. The announcements were made by Phil Walden, operator of the Capitol Records-owned Tube Farm Reel Time Productions Roll and his co-chairman, Bunky Odum. Larry Goss will lead the orchestra, which will be held at the American Motor Hotel.

Josephs will be Tom Dowd, Ray Whittle, Ronnie Van Houten, Jack Young, J.J. Caia, J.R. Cobb, Glenn Kemler, Jerry Wexler, Joe South, Don Loggins, Roy Buch, Buddy Buie, Mrs. Otis Redding, John Taylor, Eddie London Sets 19th Mantovani Month Promo

NEW YORK — RCA Records Eddy Arnold will be promoting "Rockin' With The Promotions" and will be seen around the new "Mantovani Today" album and a push on the London Set's Melodious catalog.

The promotion includes merchandising aids, including display materials, special Mantovani catalog cards for stations and a newsletter for local newspaper advertising. The new album features new pop material, All of his previous albums have scored chart successes.

The artist, who concluded his 14th annual two-month U.S. tour in December, is planning a 15th annual tour to begin in September. London's entire staff of music executives, who have been promoting the district sales and promotion efforts, will participate in the drive to distribute Mantovani's "Mantovani Today."

"Never Love Again Master to Ato

PHILADELPHIA — Ato Records has acquired the master of "Never Love Again" by Holly Maxwell from the Smith-White label. The deal was set by Sam Shain of SRS Enterprises, and Henry Allen, Ato vice-president, in charge of promotion, and Jerry Greenberg, head of pop promotion.

NEW YORK—Many of this year's Grammy nominees have been announced. The NARAS shows in New York, Nashville and Atlanta. The shows and the award presentation will be held in the five cities on March 11.

Already set to perform at the Los Angeles dinner in the Century Plaza are Bill Medley, Henry Mancini, Oliver, Mac Davis, Bertha Valle and Brasil '66. In addition, Bill Medley, Steve Miller, Clyde McPhatter and Tito Silicone, and music will be supplied by the Los Brown Band.

New York, which will be staging a theatrical-type presentation in Lincoln Center's Alice Tully Hall, has lined up four performers, with more to come. Set at press time were three Grammy nominees: Miles Davis, B.B. King and John Denver, with are, and the Imperials. Don Twombly will direct the orchestra.

Chicago, still in the stages of negotiations, will have a show at the Ambassador West and will be headlined by Bunky Odem and Kenneth Soderlof will handle the music. The rest of the NARAS chapters, has set Ray Stevens and Steve Alm to perform in their ceremonies to be held at the American Motor Hotel.

WB's Talks on Foreign Buys

LOS ANGELES — Warner Bros., is negotiating with a number of international record companies about acquisitions.

Two of these companies are Ariston and Rife, both in Italy. Phil Rose, WB's international director, said his company has been talking with foreign companies about entering the country, including the country's plans to expand into independent channels. The country's market needs are faced.

WB's own creative operation is operating in Canada and has a creative services office in London. Distribution negotiations continue, WB could begin making its first international expansion moves within six months.

WB's purchases are dependent on what's available to it and what its market needs are in each nation, like strong distribution, a good creative office working in the native language. WB's is talking with many companies to work, to talk with its companies as an "international company," said Rose. There are many companies involved in all markets of the world.

Steve Hyman and Neeshi Etridge, Atlantic's vice-president, have been discussing joint overseas ventures. (Continued on page 70.)

Oscar Candidates Listed In The Musical Categories

LOS ANGELES — Bert Bacharach's score from "Butch Cassidy and the Sundance Kid" landed Oscar nominations in two musical categories in last week's Academy Awards competition.

Bacharach's score made the top five in the best original song category, and the song "Raindrops Keep Falling on My Head," with lyrics by Hal David, was among the five best songs. The original song category is scored by a single song on UA has been a major threat. The other original songs were "Saturday Morning," by Fred Karlin and Dory Previn from "The Sterile Cuckoo"; "Jean" by Rod McKuen from "The Prime of Miss Brodie"; "True Grit" by Elmer Bernstein and Don Black from "True Grit" and "What Are You Doing in My Backyard?" by Michael Legrand and Marilyn Bergman from "The Happy Ending."

Best original score candidates in addition to "Butch Cassidy" include: "Anne of the Thousand Days" starring Richard Burton, "The Reivers" by Johnny Williams, "Two-Lane Blacktop" by John Barry and "Vittoria" by Ernest Gold and "The Wild Bunch" by Jerry Goldsmith.

In the best score from a musical, the candidates are: "Goldfinger" by Jerry Goldsmith, "Paint Your Wagon" by Elmer Bernstein, "A Fistful of Dollars" by Nicola Piovani, "Sweet Charity" adapted by Cy Coleman, and "They Shoot Horses, Don't They?" composed by John Green and Albert Hague. (Critics and adapter are eligible if the music was written by either composer.}

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Readers Mark Quotations . 59
It's good to know that you were right. Especially when somebody else tells you.

"The next time Columbia Recording Star, Billy Joe Royal, plays Las Vegas you can be looking for him in the main room. He's formidable and a stylistically defined talent, and a forcible bid for major stardom in the Elvis-Tom Jones league. Royal has the basic ingredients necessary: he's young, good looking, virile, gracious in manner and sings with verve and vitality."—Mark Tan, Hollywood Reporter

Billy Joe Royal has a new single, called "Me Without You." (4-45085) It was written by the same writer who put down the good words to "Cherry Hill Park." And needless to say, it's sung by the same, winning Billy Joe.

Billy Joe Royal, "Me Without You" on Columbia Records
Soviet Tour Booking

- Contined from page 3

a guest on Mike Levine's "Open Radio Program over Station KOKA in Volgograd, where Wemram spoke for several minutes about the trip, and public response is reported to have been very good. Here, the program is to be broadcast on Pervy WNW by William B. Williams.

The trip, which will include visits to recording and film studios in Moscow, Leningrad, East Berlin and France, is designed to give persons in the music and recording industries an opportunity to get first-hand information on the latest musical trends in the Eastern European and Iron Curtain countries. It is scheduled to run from April 4 to May 5 and will cost just under $1,000.

EMI Price Boost

- Continued from page 1

Classical albums will go up by $5 each, and red- 
to-blue tapes will go up 30 cents to $3.22. The prices of singles and cassettes will remain un-
changed.

Major companies in the U.K. are expected to follow EMI.

Supplementary and special dis-
counted items will be put into the educational market. The company plans offering EMI to all school levels.

Graham has been contacting book publishers about the LP which could be sold through regular book stores and campus record stores.

Graham is also pursuing a few other education-oriented LP ventures. He spoke of reissuing part of the profits from these special LPs into valid "modes of communication and education" that would be open to all, including_color broadcasting, regular radio and television editors.

Class R. Petersmann, head of International Music Consultants (IMC), New York, named head of sales and marketing, Polydor Records, and was named the new music manager at IMC, an independent label office for DGG, Germany, and Phillips, Holland. Winterfeldt joined DGG 12 years ago as a sales rep with a record company. He was formerly marketing manager at DGG's German office before coming to New York.

Keith Coley will head up the newly opened Eastern regional office of 4-Star Music and Challenge Records, as part of the general expansion of the company. Writer, producer and artist, Coley has been with 4-Star/Challenge for several years in California.

Bob Weinberg appointed national sales manager for the company, working out of Chicago. Previously he was a branch manager for Liberty. Replacing Weinberg in Chicago is Jack Leiner, who worked in record distribution in the Milwaukee area.

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Hey, Everybody.

Stop for a moment just to see where you're going,
If you're sure that that is what you want to know.
Now that you think that the end is worth knowing,
Back to the start is where you want to go.

Hey, Everybody is JUST ABOUT THE SAME,
JUST ABOUT THE SAME.

Hey, when you finally see from where we came,
Ask me a question and I'll give you your answer.
Are you part of everybody? Yes you are.
Where do you think all these people have come from?
Are you their brother? Well, I guess you are.

Hey, Everybody is JUST ABOUT THE SAME,
JUST ABOUT THE SAME.

When you finally see from where we came.

THE ASSOCIATION

(The New Single From Warner Brothers)
MGM Country

NASHVILLE — MGM Records stepped stronger into the country music field last week with the signing of three new artists and the re-signing of Hank Williams Jr., Tampolli & the Glaser Brothers, and Shep Waisy. Mike Curb, president of the record label, also signed Billy Walker, Mel Tillis, and Lannan Music.

The label will launch a special promotion behind each single and album. First in line will be a campaign centering on Williams' new "Sun Country" syndicated television show which is being aired on KTLY-TV in Sacramento, and KSAT-TV in San Antonio. The new "Sunday Morning" album featuring Williams, Tampolli and the Glaser Brothers is through-in-store displays calling attention to the TV show as well as album. Slides on a TV screen will show a background of the LP, with an overlay announcing playing time and date.

The newest album by Tompall and the Glaser Brothers is the soundtrack album of "tick... tick... boom!" now on a personal appearance tour promoting the album and the movie.

MGM RECORDS furthered its program of "MGM Country" with the signing of five major artists. Standing from left to right are B.J. Thomas, Hank Williams Jr., Shep Waisy, Mike Curb, president of MGM Records and Buddy Lee of the Buddy Lee Talent Agency in Nashville.

Polydor Will Distribute Blue Horizon in the U.S.

NEW YORK—Blue Horizon Records, British label specializing in blues-oriented material, will be distributed in the U.S. by Polydor Records beginning March 1. The agreement was concluded by Seymour Stein, Blue Horizon's American director, and Jerry Schoenbaum, Polydor's U.S. chief.

Featured on Blue Horizon's initial release are Duster Bennett, Otis Spann, Jellybreak and "Blues Jam in Chicago." These LP's are scheduled to be shipped during the first week in March. Also being readied for release is the Chicken Shack's new album "Stomp," which is scheduled for the last week in March to coincide with the group's initial U.S. tour.

Richard Vernon, co-owner of Blue Horizon with Mike Vernon, is planning to visit the U.S. at the beginning of March to supervise the label's American kickoff. Mike Vernon is expected to arrive at the end of March to supervise the Chicken Shack tour and to arrange sessions with several Blue Horizon artists including George Smith, Otis Spann and Bacon Fat.

Two New LP Acts Unveiled At Epic's Special Meeting

MEMPHIS — Epic Records unveiled two of their newest album acts during a specially called meeting to present blues-rock singer Brenda Patterson and Indian rock group Redbone. Redbone before the press and members of the National Entertainment Merchants Association.

Larry Cohn, vice president of Epic, premiered Miss Patterson's album, "Keep on Keepin' On," and the album by the Indian group, "Redbone."

The SIGN of great reading...

BUDDAH GOES COLLEGIATE

MEMPHIS — Buddah Records capitalized on the Nashville hit "Redbone," which hit number three last week, and has capitalized on its artistry, to promote its artists. Neil Bog, vice-president of the label, said the album set featured both a series of past hits and "days of the week" by the Edwin Hawkins Singers, but several new unreleased recordings. After the continued success of Buddah were Joe Cocker, Richard Robinson, Bob Jackson and Sootin Kazick.

U.S. & Soviet Enter a New Cultural Exchange Contract

WASHINGTON — The cultural exchange between the U.S. and the Soviet Union has been stepped up into high gear again, after a year's incubation during the Vietnam war. A recently signed pact calls for exchanges of five trips a year between the performing arts, addition of two new exchange students, a maximum of 40 exchange students, an exchange of 20exchange professors. Also in the two-year cultural agreement, there will be exchange of one national exhibit, plus individually arranged exchanges of films, sports events, cultural visitors and promotion of tourism to both countries.

The Russians have already launched the Moscow Philharmonic Orchestra's first appearance here, and other shows will reportedly include the Moscow Philharmonic Orchestra, the Bolshoi Opera and Ballet, the Circassians on Ice and the Omaha Choir and Dance Group. In exchange, the U.S. is expected to negotiate concerts in Moscow, on the Band and the Harkness Ballet, the stunningly new era of the Moscow State Ballet Theater, the Holiday on Ice and the Detroit Symphony of Michigan Chamber Choir.

The recent agreement, formalized in March, marks the first year of the Soviet Foreign Ministry and the American Foreign Depts. of Michigan Luknov and U.S. as co-secretary of State and European Affairs, Martin J. Hillenbrand.

New Depts Set Up RCA Move

Continued from page 3

He added, "Each of these men will specialize in his own particular field, but the albums released fit a need of our company. In instances he will have to find new ways of producing and promoting the LP."

In explaining the new concept, Racasin said, "No textbook ever explained exactly what lines and boxes can adequately describe this operating technique of RCA. The line of authority, utilization of manpower and talent. Its inherent characteristics are especially applicable to the ability and expandibility of personnel responsible for the new department and as most traditional organization charts do."

Each of the product lines will draw on the resources of RCA's services-advertising, public affairs, business affairs, etc.

RECORD REVIEW

Atti's 'Best of Displays Names At Jazz Best

NEW YORK — Atlantic has taken six of their top selling jazz names and compiled a "The Best of Displays Names At Jazz Best" album. The album features Case of Ray Charles, John Coltrane and the Modern Jazz Quartet. The album is available in its complete form or in nine separately tamable units to work into their week of Columbia, December 23rd and a dozen, including George Smith, Otis Spann and Bacon Fat.

Atlantic War

Continued from page 2

are pirating portions of the bill from the U.S. Patent and Copright Law so that Congress can move on it more quickly. On another front, the RIAA will increase its efforts on the Federal side. The group is seeking and pirating a criminal offense. The group is also seeking the use of copyright laws to their advantage.

Also in the debate on the Federal side, the RIAA with the aid of the new Department of Justice in New York, will issue a declaration of principles. The group is also regarding civil offenses in the courts.

Brief also noted that piracy has become so rampant that they will no longer use their support to the duplicators alone. Henceforth, he added, "we're going to attempt to make the retailer and distributor involved and we're going to make piracy as a duplicate."

NEW YORK — "Joy," the off-Broadway musical, will be presented at the opening night of the new reopening of the New Amsterdam on March 20 at the American Hotel in Bal Harbour, Fla. The show features the entire original cast of 11. The show, a record, which recently returned to the original cast of 11. The show, a record, is currently running and is written by "The Sign of great reading..."
28 February 70

Jerry Ross
Heritage Records

Dear Jerry:

You’re HOT!!! Congratulations...

'NOTHING SUCCEEDS LIKE SUCCESS'

and you’ve got it with—

BILL DEAL

and the RHONDells

on Heritage—821

P.S.: The song "NOTHING SUCCEEDS LIKE SUCCESS" was written by Larry Brown and Raymond Bloodworth. I just wanted them to see their names in print.

A.L.
Embers' Kruger in U.S. On Film, Pub, Disc Talks

NEW YORK — Jeff Kruger, president of Embers Records, is in the U.S. to negotiate film, publishing and disk deals. In addition to heading Embers, an international company that handles record companies, music publishing firms and recording productions, a motion picture company.

Kruger’s visit will include side trips to Toronto to take part in the launching of Embers Records in Canada through Transworld and to Jamaica where he’ll meet with Leslie Lord, producer of Emmerland Decker, Decker. Kruger will also go to Hollywood for talks on “Head of State,” which will be Hillbrow's first major motion picture in 1970. The film is financed by Embers in coproduction with German associates.

Kruger’s music firms include Sydneys Film, Modern Musicales Catalogue (jointly owned with Eddie Barclay), International, Servimal, Kentwood Music, and Hillbrow Music.

Kruger publishers works with the Holland Union Blues, Foundation and represents Glen Campbell, who is outside the U.S. and in Canada, Norman Newell, John Barry and Hat Shaper. The Embers Records is distributed by Buddah Records.

DGG to Widen its Foreign Focus in Pop Mart Step-Up

NEW YORK — Columbia Records will introduce 10 new models to its Masterwork Audio Product line in a series of coast-to-coast meetings. The new spring lineup includes radics, tape recorders, equipment, and a new “Century Series” of ultra-high-quality components.

Millon Selkowitz, director of the Masterwork Audio Products division, pointed out that although there was a general industry decline late in 1969, Masterwork saw a sharp gain during the same period, and achieved a significantly increased share. Selkowitz attributes Masterwork increases to the highest promotion campaign in Masterwork history.

Lewis Promotes Month by Chess

CHICAGO — To help promote Ramsey Lewis' March through Chess Records, Lewis has been taping interviews here, appearing on television, and conducting interviews with key members of the new Chess record company. He is also preparing a personal letter to all disk jockeys across the country about his two recently released albums.

Chess is showing increased sales with new and catalog material by Ramsey Lewis, according to Helen Roman, executive manager. This includes 23 albums which have sold over 4,500,000.

RCA's In-Depth Promotion

Lucas also plans to step up the company's advertising/promotion involvement in the college market. He’ll be holding talks soon with college media specialists on how best to direct his advertising/promotion budget.

Vend today's hits! You too can get a bigger piece of the action by... college radio, college newspaper and college record stores.

“Each market,” Lucas said, is multi-tiered and we're going to give each album an original hook so that we can go after the market with an individual approach.”

Lucas is being assisted in his division by Jack Mahler, advertising manager; Bernie Berman, sales promotion manager; Pat Kelleher, advertising promotions; and Gus Breuer for Red Seal.

Decca Names Segovia Month

NEW YORK — Decca Records has designated March as “Segovia Month.” A full-scale advertising and promotion campaign has been designed to support Andrews Segovia. Segovia catalog of records and supply the new release, “Castles of Spain,” which will be released this past December in Madrid.

Segovia’s entire stereo catalog will be available for the first time in cassette, cartridge and open reel tape form. The Segovia tape catalog presently lists 11 units, will now number 23.

OCTOPUS

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Tony Joe White
"the Swamp Genius"... writer, producer, artist... does his own thing with gutsy realism from the Bayou country.

"High Sheriff" "Groupy Girl"
Published By Combine Music, Inc.

monument record corp.
nashville/hollywood

TONY JOE WHITE IS ANOTHER REASON WHY MONUMENT IS ARTISTRY.
The Cassette Comes on Strong at AAMA Show

NEW YORK—Everyone at the Automotive Accessories Manufacturers of America (AAMA) show here last week was talking cassette.

Renewed excitement was generated by Detroit's unofficial willingness to accept cassette systems as optional equipment. (Chrysler is planning to offer a Phillips cassette record-playback unit in 1971 models.)

Detroit's acceptance—be it official or unofficial—of the cassette configuration may be the single most important influence for cassettes.

But quietly and efficiently, and with little bullishy, 8-track manufacturers are talking, too.

What they're saying is that there is no question that 8-track systems are, and will continue to be for some time, the money maker in the auto tape concepts.

The automotive division of Motorola Consumer Products, for instance, devoted its exhibit entirely to 8-track equipment. Oscar Kusisto, director of the Motorola division that produces 8-track equipment for General Motors Co., it convinced that 8-track is the only functional system for auto use.

Except for Motorola, however, the Stickler (figurehead producer of auto tape equipment at the show was either exhibiting cassette equipment or announced plans to introduce cassette units in the near future.

There is a strong feeling that technological progress in resolving cassette problems has accelerated in the past year. For one thing, a number of auto tape producers say the automatic reversing feature now being applied by a few manufacturers has been standard in Bell & Howell, for one, introduced an automatic reversing cassette playback unit. And California Audio Radio displayed to continue play on cassette models, one with AM-FM radio.

But many are still hedging—believing that cassette equipment is taking the playaway from 8-track. The 8-track system is still the bread-and-butter product forever.

Other developments at the show included:

—Bell & Howell is offering a 8-track field for some time while concentrating on the line of a unit, is considering some 8-track models.

—Lear-Jet is thinking of introducing a cassette player—Selection International is of.

(Continued on page 18)

Tape CARtridge

Mfrs. Push to Make 1970 Yr of 8-Track Portables

LOS ANGELES — There's nothing more exciting to all that talk about 1970 being an 8-track portable year than a look at the volume of new and skimp product dossiers are likely to be found in California, for instance, where car-bound commuters jam freeways and the society scene, 8-track portables is a determination by hardware producers to develop an 8-track stereo portable.

Because of its compactness, flexibility, transportability, at price, 8-track portables are finding a new retail haven. Dealers are still talking about 8-track portables.

While continuing to pour cassette money into the marketplace, many manufacturers are beginning to talk about portable equipment to supplement lines.

Capitol Line

Capitol Radio, which is a part of the 8-track field for some time while concentrating on the line of a unit, is considering some 8-track models.

The company is working on a portable AC/DC 8-track unit, plus several lines with radio combinations. "The sturdy portables will open up a new market to our kind of selling through regular record channels," said Oren Bernbaum, assistant vice president and marketing department vice president. "We are not set up to sell high-priced gear, but the 8-track portables do have a good price range.

Fearless Telerad, a New York based manufacturer, is adding several 8-track portables to its line, including those with radio combinations. With 8-track portables ranging from $69 to $159. The units will be radio combination models, with one being a multiplex.

Belair, specialists in the portable tape stereo, has a broad range of portable stereo 8-track equipment, including units with radio and multiple combinations.

The company has jumped ahead of the field in marketing portable equipment, with heavy emphasis on in car support, radio-TV promotions and appearances by recording artists, the specialty retailers, and creative merchandising-marketing programs.

On Fire

"The portable market is on fire," said Ed Mason, Belair president, and we expect this year to be the best we've ever sold. "We're preparing a new line of portable stereo products to show our confidence in the market.

"People may be the reason for the big surge in portable players," explained Ma
tan. They're able to take these units to the beach, sporting events, in the car or even on boats. Portability is a prime factor in the California market, for instance, where car-bound commuters jam freeways and the society scene, 8-track portables is a determination by hardware producers to develop an 8-track stereo portable.

Lear Jet Stereo also is doing well with portables. Jim Gall, chief executive of Lear Jet, said, "There are no blue skies in the statement that our business in portables is booming. The dol-

MotoWorld Sees Tape Sales Up 25% in '70

DETROIT — What business slump?

Tom Mel DaKroob, marketing director, expects the label's sales to show an increase about 25 percent this year. "And that's a conservative estimate, by the way."

Last year MotoWorld sold more than 1.8 million units of 8-track and cassette tapes, with the latter configuration only under the label's marketing direction for the last six weeks of 1969. With both configurations now receiving the full MotoWorld promotion-merchandising-marketing treatment, DaKroob, sales should noticeably perk up, especially in cassettes.

After the last six weeks of 1969, when MotoWorld sold more than 400,000 cassettes, DaKroob sees close to a 100 percent increase in that configuration over a full year's projection.

Unlike many in the industry, however, MotoWorld has a prize tab on both cassettes and 8-track cartridges is healthy. "If the product is good, we're not going to ask the consumer to buy it," said DaKroob.

MotoWorld does not see any reasons to join a growing trend of offering budget tapes. "Why ask DaKroob, "We don't have a budget record line, so we should have a low-priced tire series." DaKroob is still a firm believer in the "sell the tape, not the package" despite an industry trend away from the merchandising tool.

MotoWorld was the only label to retain a "sell the tape, not the long box" packaging concept, and only recently did it change in that manner. It finally had to pull back when other record manufacturers failed to support that packaging concept.

"Eventually, DaKroob said, "the industry will move in the long box. It's the ideal marketing tool. Many race cars and distributors are giving the box a try, especially in cassettes."

OFL the last six weeks of 1969, Kmart sold more than 400,000 cassettes, DaKroob sees close to a 100 percent increase in that configuration over a full year's projection. Much of the increase, however, was due to a one-week promotion, which pushed sales up by 50 percent.

"The consumer has to see the product to buy it," said DaKroob. "That's one of the best reasons why they buy it."

We get plastered a lot.

Seventy-seven different labels put their good name on the line on our cassettes and cartridges. And we don't let them down. We make sure Audipak® magnetic recording tape or cassettes is the best you can buy. That's why we make Audipak with fewer parts (fewer things to go wrong) but more care. And pre-loaded Audipak contains specially formulated media. If you have a label that's looking for a cartridge or cassette to carry it to fame and fortune, give us a call. Then hang one up.

By BRUCE WEBER

ATLANTA, Ga. — The General Music Corp. has ordered the conversion to EVR cartridges of the first music courses to be offered on this format. Announcement of the order was made jointly by Leonard Elliott, chairman of the board of General Music, and Robert E. Brockway, president, CBS Electronics.

General Music is a designer, producer and marketer of audio visual music educational systems for schools, community youth programs, offering curricula and specific areas of music education.

In announcing his company's plans to convert a number of its courses to the EVR format, Elliott said, "We see the EVR system as an excellent means of supplementing present music instruction in schools. We view EVR as an ideal way of making our courses more diversified, and of enabling us to tie in economically with existing school television systems."

Elliott added that General Music was especially pleased with the total flexibility EVR makes possible since it adapts to a single television set or to a closed circuit network. General Music also is planning conversion of a variety of music courses especially designed for the EVR format.

In other news from the CBS Electronics division, Terrence C. O'Connor has been appointed midwestern district sales manager for the company. His district includes Michigan, Ohio, Indiana and Kentucky.
GAS IS HOT—but NATURAL GAS IS THE HOTTEST !!!!

EXCLUSIVE FROM NAL ON 8 TRACK & CASSETTE
Firebird
8 Tr. 80018
Cass. 60018

HOW MANY TIMES HAS AN ALBUM BEEN PICKED BY BILLBOARD, CASHBOX, RECORD WORLD & WEEKLY VARIETY?

IS IT HAPPENING?

ASK: EARL WOOLF • GORDON DINERSTEIN • DON DALEY • BERNIE BLOCK • JIM SCHWARTZ • JOE SIMONE • ED RILEY • SID TALMADGE • SAM or GEORGE GOLDNER and LARRY FINLEY (the last three, of course, are prejudiced)

Order now!
Write, wire or phone collect. (212) 265-3340

Naturally

North American Leisure Corp., 1776 Broadway, New York, N.Y.
LOS ANGELES—With two stores servicing the black community, automotive specialists AI Brotsky and Ed Ziona are now planning to open a third stereo tape center in still another black area of the city.

The two partners are negotiating for a vacant lot around Pico and LaBrea Blvds, which would put them in the middle of what is a high income section of the black community. AI and Ed's first two Big Sound Corners are located in downtown Los Angeles and in Compton, a neighboring city.

The Compton store, opened last summer, is a three-room operation, and any future Big Sound Corner will also be designed to meet this overhead concept. Brotsky admits the company has done a turnaround in its expansion thinking as a result of being able to put up this kind of store.

The nation's downward business spiral over the past six months caused Zion and Brotsky to hold back their expansion plans. But they now feel they can open other stores because they can put a ceiling on the overhead.

Brotsky and Zion feel they can do a monthly volume of $20,000 with two salesmen in a new location. The Compton store is presently doing $10,000 to $17,000 a month, Brotsky claims, selling a complete array of prerecorded music, home speakers, other auto accessories and blank tape.

The Sound Corner stores are selling less than one percent of their volume in blank tape, but that is indicative of something which is starting to move. One year ago we had a zero percentage in blank tape. Blank tape for cassettes appeals more to Compton customers than in their inner city brethren. "The people in Compton are more price conscious," Brotsky explains.

Last January the company reduced its prerecorded music to sell for 4.98 and 8-track and cassette sets for 5.98. Business went up when the price went down.

Eight-track accounts for 75 percent of the company's music business, 8-track 20 percent. Six months ago 4 and 8 were split evenly sales-wise. The company has been stocking up on jazz and soul in 4-track from Muznik to build up a good inventory. In 8-track, Muznik is getting out of the music business a comment he made several months ago in an interview.

The Big Sound Corner has cornered Muznik for its new 4 and 8-track record/players, which Brotsky feels will spark new interest in blank tapes. The two store operation already feels the impact of blank tape sales in these two blank tape operations.

In the hardware field, the company plans taking on four auto cassette manufacturers that AFW around March 15 as an addition to their present player representation from Mintz, Craig, Motorola and Lear. In the home field, choice of local or national are the three main lines offered providing three configuration coverage.

The black community is completely involved in tape equipment, Brotsky said. Having noticed that there is some trade friction between the American and the American community, the two partners are talking about opening a store in East Los Angeles once the Pico and LaBrea store is in operation. The East Los Angeles area is a "hot spot" community as an education center for Spanish-speaking people.

Lib/UA Information Program Launched

LOS ANGELES—Liberty/UA executives have begun offering information—not advice—to foreign licensees in matters of tape cartridge industry. This is the case with Liberty/UA's travel service.

The campaign was initiated at the company's recent second international licensees meeting outside Cannes by marketing director Lee Mendell, who spoke on the company's growth history with taped music.

Phase two of the educational program is underway with Earl Horwitz, the tape division's general manager, conducting meetings on the Continent with licensees.

Whereas Mendell spoke in generalities about Liberty's involvement in the American tape cartridge industry, Horwitz is going into specific areas and trying to pinpoint attitudes and results of the company's programs.

Liberty/UA has just hired a tape department head for its London company who will be responsible for launching the firm's tape program in England. Horwitz's trip to Munich last week to talk tape with Liberty/UA's representatives from Germany, England, France and Italy, is an extension of Mendell's own discourses into the company's tape history.

Horwitz's trip is designed to answer specific questions about how a tape division can operate, with each licensee gaining information relevant to his own market.

Representatives from around 20 nations attended the licensees meeting, with a number not yet in the tape business. However, most companies are preparing to enter the tape market, according to Mendell.

Mendell's talk was designed to offer a surface view of Liberty/UA's own tape achievements. "We didn't make an attempt to pretend and we didn't go in and wave a product at this meeting," he said. Mendell gave the licensees what Liberty and other companies can do. "If you want to apply it," he told them. "You are your own experimental unit."

Mendell said the licensees asked probing, intelligent questions like the ratio of cassette to 4-track, what 4-track means, problems in quality control, where the mass of the world is, and what kind of product is considered for release.

Liberty/UA's move to set up tape-manufacturing companies in Europe—England being the first country—where this has happened, Mendell described as an attempt to "educate" the tape industry on an international concept.

Audiovox's Converter

NEW YORK — The Audiovox Corp. has developed a new unit which converts any standard CARtridge tape player into an AM/FM/PM Multiplex Stereo receiver. The unit, called the Travelmate, weighs 19 ounces and is inserted into the player's tape cartridge opening. The player can then be used to play stereo cartridges, and it can be adapted to play tape cartridges, and it can be adapted to play tape cartridges that are available today. The Travelmate List is $59.99, with carry case, $74.95.

Amberg put a little something extra in this unique cassette case

Send today for information and literature on this and the complete cartridge headphone line. Write to Amberg File & Index Co., 1025 Duarte Blvd., Kankakee, Ill. 60901.
Now you can get Head from Chess

Chess Records has now become the sole U.S. distributor for Head Records—an English owned and operated company. So, it's only reasonable that our new LP releases include two new ones on Head.

Harvey Matusow's Jews Harp Band which, as the saying goes, you'll have to hear to believe.

Mighty Baby which is as heavy a group as you're likely to hear.

Coming soon: Heavy Jelly
How to Go Public by Really Applying, All Tapes’ Style

by EARL PAIGE

CHICAGO—All Tapes, Inc., has proved that there is a solution to the dilemma of selling out to a rack giant on the one hand, or on the other, capitalizing to a point where the small tape supplier can compete with the rack conglomerates.

All Tapes went public.

Founded six years ago by Eddie Yadowitz and Ben Beauchamp, primarily as an open reel tape wholesaler, the firm is not typical of most tape suppliers. But All Tapes does typify many tape companies now experiencing steady growth and the problem of capitalizing that growth.

The key factor in going public?

"Be sure your audits are certified," Beauchamp said. "We were fortunate in that our company enjoyed pretty steady growth, we paid our taxes, we had clean books and we didn't go crazy depreciating our inventory. The only hole really was our lack of certified audits.

"If you want to go public you must have two consecutive years of certified auditing. We were fortunate in that it didn't take a lot of time to do a back certification and dig up the bodies. Between the time we decided to go public and the final approval only seven and a half months elapsed."

Tremendous Work

"Aside from the need for certified audits, you need to hire a tremendously diligent lawyer, accountant and underwriter because there is a tremendous amount of work involved," Beauchamp said the amount of money required to go public depended largely upon the deal that is worked out with the underwriter.

Obtaining certified audits isn't so much a question of additional money. Beauchamp said, as it is obtaining the services of a competent auditor who is willing to put his name on record with the Federal government. "You have to decide if you are going to play by the rules. Once that auditor certifies your record it's like guaranteeing the gold in Fort Knox."

Turning to the decision to go public, he said:

"Like a lot of small companies in the tape business, we had some very attractive offers from companies wanting to acquire us. But we started thinking about all the people who had worked so hard for us during the years. Basically, we have a bunch of young guys who have worked very hard and the deal we could give them through our going public was a hell of a lot better than by selling out."

"The second factor was the consideration of those who had invested money in our firm from the beginning. Eddie and I had sold some money to start out but relatives and friends came through with some substantial sums. There were no interest payments and no notes."

Although we paid off our debts in six months as it turned out, we considered how best we could reward those whose generosity had made our success possible.

"Finally, we saw that the only way to move the business further was to obtain sufficient financing. When you talk about putting in conveyor belt equipment and sprinkler systems and all the other things involved in expansion you are talking about a substantial amount of capitalization."

250,000 Shares

All Tapes (OTC) offered 250,000 common shares. The firm is an umbrella for Rapid Disc Dist., Inc. (founded in 1964), Rapid One Stop Service, Inc. (1968) and All Tape Dist., Inc. (founded later in 1968). One aspect of the firm's unique evolution can be appreciated in the fact that initially it was a supplier of open reel tapes—one of the first Ampex Stereo Tapes distributors—and only recently it became one of Ampex Corp.'s outlet for disks.

"As a tape and record rack jobber, the firm offers a complete rack service in 8-track, cassette, open reel and discs. As a record wholesaler, it has numerous lines including Atco Records, Decca Gramophone Records, Polydor Records, Prestige Records, Buddy Records, Bang Records, Jubilee Records and some 60 to 70 lines. As an open reel tape supplier it is steadily building an album service business. The firm employs over 400 employees.

In one respect, All Tapes has "handed out" the tremendous expansion seen in prerecorded music retailing and is now a total supplier of software. This has made for some interesting twists. For example, one cassette dealer doing well in cassettes was convinced by All Tapes that he could sell 8-track cartridges, too. In another instance, an electronics store handling only tape, was advised to put in a stock of 300-500 LP's.

Beauchamp summed it up: "We can go any direction a retailer wants to go."

We make Audiopak, Audiotape, Audiodiscs and satisfied Audiocustomers.

That just about tells the story. (Except for our video tape and computer tape.) We make just about everything that has anything to do with tape. And we concentrate on making the best there is in all those categories. And on developing the things that are going to make waves in the future. Think of us as the tape people who don't divert their energies into making machinery and gadgets. We know that that way, we can make more of those happy customers. That's where we get our satisfaction.

Audio Devices
Audio Devices Inc., Glenbrook, Conn.
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The Big Little Integrals That Can Make Or Break Your Product.
Sweet Henry
recorded
Paul Simon's
CECILIA
and people love it...
produced by Tim O'Brien

Paramount Records 0018
Cassette Auto Mart Seen Zooming

By RADCLIFFE JOE

NEW YORK — A major American cassette manufacturer has predicted that the cassette auto mart will rise on the scene, developing into something very significant.

William Semmelink, Norelco's vice president in charge of the Home Entertainment Products Division, made the statement while speaking recently on the growth and development of the cassette in this country.

Dispelling rumors that the cassette had been undermined by the automobile market, which has run into serious difficulties, Semmelink disclosed that at least one major car manufacturer had placed an order for cassette equipment which will be offered as an option in future models.

He said that the car buying public was largely dissatisfied with the cassette's performance because of its fragility, lack of proper fidelity and absence of continuous loop, were, for the main part, untrue. Semmelink added that manufacturers, particularly those manufactured by Norelco, meet the rigorous standards set by the automobile industry. "This is more than can be said for some 8-track units now available," he said.

Sennelink pointed out that it must be remembered that the cassette, unlike its 8-track and 4-track counterparts, was developed as a home entertainment unit, and is still very much in its embryonic stage in the automotive field.

"Until recently, we at Norelco have been concentrating on improving the cassette's versatility as a home entertainment unit, and our main efforts are directed toward the automotive market," said Semmelink. "We have, since our introduction of a cassette into this country in 1964, made tremendous improvements on such technical flaws as poor fidelity and poor tape speech.

"We have reduced much of the wow and flutter in the units, and can today boast of frequencies of up to 10,000 Hertz. With the use of the Dolby System and Crown tape, along with improved playback heads, we feel there will be little difference, in the future, in the sound of the cassette and a turntable, which will be offered as an option in future models.

"Kinks Ironed Out"

Semmelink said that many of these kinks had been ironed out, his company can turn its attention to the automotive market, which is expected to be a tremendous boon to the home entertainment market.

He said that the Norelco auto cassettes have been displayed at automotive shows in New York and other cities with very good results.

"There is no reason why the cassette will not be obsolete 8-track neck—vice versa. Nor will tape absolute records. There is room for both the tape and the disk, and there is room for both configurations of the tape," he said.

Ampex Microcassette Is Clicking With Young

NEW YORK—Ampex Stereo Tapes (A.ST) has registered a marked increase in the popularity and sales of its new $1.98 microcassette, which is being marketed to young consumers. According to Jules Cohen, A.ST's national advertising manager, the big attraction of the innovation introduced less than two years ago appears to the user is a copy of the recorded artist's top songs.

"Said Cohen, "it will be more through the microcassette, an abbreviated version of the LP cassette album, which was originally designed to compete with the single record release, the unit is now carried here in the form of four top songs, the reason for this is that although it is cheaper, yet it usually has one but strong tune as compared with the four top songs you get on micros.

Cohen cited one example of this, the newly released Tom Jones microcassette which offers: "I Can't Stop Loving You," "Love Me Tender," "I'll Never Fall in Love Again" and "Twist and Shout," Each of these has quickened the "Top 100" charts in recent months.

A.ST's January releases include Archives, Franklin, Creedence Clearwater Revival, Three Dog Night, Bright, Al Green, Spin Doctors and Jimmy Collin. The tunes they sang were selected from their concert to the "Top 100" tunes heard on Top 40 AM/FM and underground radio stations across the nation. One Atlantic/Ampex variety micro realease contains: "People Got to Be Free," by The Rack; "I Started a Joke," by The Rascals, and "Hey Jude," by The Beatles.

Cohen said that although most music lovers' tastes are changing, the attractive features that included the age of the listener, yet many also are being switched from "Peter Rabbit," "Little Red Riding Hood" and other children's stories.

The amplifier added that not only more listeners, yet also purchasers of the record. It is no good to say that all ages will live with the micro-

Ampex Opens Duping Plant in U.K.; Drive Set

LONDON — The opening of a U.K. drive duplicating plant is a major drive into the Continental cassette market. A new plant has been announced in London, UK, and is expected to be in operation by the end of September.

With an expected capacity of 1,000,000 cartridges and 1,000,000 cassettes per year, the new plant is to be known as "Ampex Ltd." in the London area and will be used in addition to the Nivelles, Belgium, factory. As a result of the European's pre-recorded cassette production is currently duplicated.

"We are not over-confident, but we expect that in 1970, when the new factory is in full operation, we will have a turnover of about $100 million," said Gerry Hall, Ampex Stereo Tapes, Europe, general manager.

"With Operational, the company will provide product for both the home and overseas markets.

AAMA Show

Continued from page 12

ferring a combination stereo 8-cassette player and recorder, both in its own right for a variety of audiences, said Larry Harris, president of Ampex Records. "The company is a logical extension of the corporation's growing involvement in the music business."

"Apart from providing new sources of records for tape, the record company will be developed in its own right for a variety of audiences," said Larry Harris, president of Ampex Records. "The company is a logical extension of the corporation's growing involvement in the music business."

Dicks produced by Ampex will also be available in tape form.

The Norelco official is not very concerned about the flood of low end, inferior, foreignemade tape equipment which is flooding the U.S. market and bringing headaches to manufacturers and dealers alike. "This will all soon fade off the scene," he said confidently. "The consumer today is more sophisticated and discriminating than ever before, and they will not be blamed by low-priced inferior goods," he said.

Semmelink also feels that the cassette will not obsolete 8-track or vice-versa. Nor will tape absolute records. "There is room for both the tape and the disk, and there is room for both configurations of the tape," he said.

Sales Reps Wanted

We Are Interested In Obtaining Sales Reps For Various Areas Who Are Experienced In The Tape Industry.

Write: Joe Berger—V.P. In Charge of Sales

North American Leather Corp.

1776 Broadway

New York, N. Y. 10019

or Phone: Collect (212) 265-3340

FEBRUARY 28, 1970, BILLBOARD
Tape CARtridge

Tape Happenings

Ampex will receive tape rights in the U.S. and Canada to some of the music produced by Music Enterprises Inc. of Houston. Music to Ampex will be on the West Coast and Debbie Reynolds' belt. Rose-Wood of California, Redondo Beach, is offering a cassette storage container (model 996) that holds 40 tapes. - Construction has started on a new corporate headquarters for GRT Corp. in Sunnyvale, Calif. The 58,000-square-foot structure will be completed by June, with administrative offices and engineering facilities to be housed in the two-story building. - Resident is offering a pocket-sized cassette portable recorder/player (micro 100) at $109.95. - North American Philips is exhibiting at the Master Photo Dealers and Finishers Association show in Philadelphia, March 1-3. - Cassette Corp. of America is introducing a pin-type, preloaded cassette that has two features: lubricated steel pins and two flanged guide rollers in the tape loop. - Provide a flat tape pancake in all operational modes and a better controlled wind and rewind, reducing the chance of overwinding, according to company spokesmen.

BEST SELLING Tape Cartridges

8-TRACK

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www.americanradiohistory.com
**Walden Adding Underground & Pop to Its Signing Vistas**

NEW YORK—Walden Artists and Promotions, firm based in Macon, Ga., is shooting for a multifaceted look for the seventeens. The firm, which de velops special projects for the main- field, has established a new policy of signing acts in the underground and pop areas.

New acts signed to Walden include the Allman Brothers Band, Tony Joe White, Livingston Taylor, Johnny Jenkins, Ginger Thompson and the Boogie Chillin', Ouryne Toney and Doris Duke and Swamp Dogg are further artists to be added to Walden’s soul stable.

Alan Walden, 26-year-old president of the label, said, “Since my brother Phil resigned to develop his specific interests in management and recording, we continued to follow the format he had established with soul and rock and roll and even added a few Country musicians.”

However, we have always developed acts with a wide range of multiple tastes in the public. While we are always looking for size new acts we are, nevertheless, here to supply a service and a tool, therefore, our customers with what they want.”

Bunky Odum, previously with the Atlantic agency firm, has joined Walden and will be working with the agency in extending the booking office; this will cover television, theater tours, colleges and festivals, both at home and abroad. U.S.

Artists signed exclusively to Walden are Johnnie Taylor, Percy Sledge, Arley Carole, Oscar Toney Jr., Clarence Carter, Caprice, Syl Johnson, Tony Joe White, the Boogie Chillin’, Al Green, Jimmy Hughes, Betty Lavett, Z.Z. Hill and the Boogie Chillin’.

The Allman Brothers is booked in conjunction with Associated Booking Corp. and Tony Joe White in conjunction with the William Morris Agency.

The firm, new to Walden, will primarily be responsible for booking college dates.

**Easter Pop Festival March 27-29 in Fla.**

MIAMI—Concerts Inc. will stage Winstead, a major pop festival March 27-29, in South Dade County, about 15 miles from Miami.

Among the acts signed for the festival are Keith Hart, Mungo Jerry, Nick and the Fish, Grateful Dead, Ritchie Havens, Sweetwater, Bo and Tina Turner, Johnny Winter, Steve Miller, John Mayall, Little Richard, Buffalo Springfield and the Four B.B. King and Joe Cocker. Winstead will occur at three sites where there will be two large recreation areas; each with a swimming pool, basketball, tennis, bowling, water trough, barbecue pits, concessions, shops, bazaars, motorcycles, from a general store. Both areas will serve food 24 hours a day.

Experimental and underground acts will be shown in the various groups.

**Indoor Woodstock Fest to Make Tour**

NEW YORK—Mike Quatro, independent promoter, and Russ Selig, owner of the Grand Ballroom in Detroit, will bring an “indoor Woodstock” festival to Detroit and 16 and 17 cities that have not had previous pop festival events.

Set for a kickoff show in the series on March 7 at the Kiel Auditorium in St. Louis are Steppenwolf, Country Joe and the Fish, Cradle, Rotary Connection, Charlie Byrd, Country Joe & the Fish and From.

Other cities being set up, and acts being used, are Cincinnati Gardens, Cincinnati, March 26, with Joe Cocker, Savoy Brown, MC5, Amboy Dukes, Cradle, Frost, Stooges, Lemon Pipers, and others; Aragon Ballroom, Chicago, March 27, with the Byrds, Muddy Waters and other local acts; Kansas City, March 29, no acts set yet; Maple Leaf Gardens, Toronto, March 31, with show comprised of Canadian and American acts.

Each of the acts, as in Winden, will “mark a set for festivals” in Boston (April 20), New York (May 27) and Baltimore (June 20) and New York (June 27).

Organizers are planning in placing their acts with shows, shooting for a 100,000 people, 3,362, Detroit. Also slated for approval are light shows and public relations men.

**Fifth Dimension**

Philarmonic Hall, New York

Is it possibly true that there’s a pop group around today that can never do wrong? Well, now that’s the case with the always exciting Fifth Dimension. The band, as they’re signed to Bell Records, will make their first home in nightclubs, open air stadium and on stage in concert halls around the world. And they’ll continue to prove their winning ways with an audience that is excited to have them back.

The Fifth Dimension is a group of five men who have won their way to fame by their enthusiasm to entertain their audience. They’re the kind of men who’ll make you feel as if you’re a part of the show, something that no band has ever done before.

The Fifth Dimension is made up of five men, all of whom are members of the group. They are: Scott McKenzie, the lead singer; Gail Heffernan, who sings backup; and their other members are: Jack East, vocals; George Odom, vocals; and Bob Egan, vocals.

The Fifth Dimension is a band that has been together for more than two years. They were formed in Los Angeles by two high school friends, John Staton and Barry Miller, who were both interested in music. They soon decided to start a band together and began practicing together in their living room. After a few weeks of practice, they decided to record some of their songs and sent them to various record labels. Eventually, they were signed to Bell Records and began touring the country.

The Fifth Dimension’s music is characterized by its catchy melodies and upbeat rhythms. Their songs tend to be about love and relationships and often have a light-hearted tone. They are known for their harmonies and their ability to make people feel happy.

**HAMILTON FACE BAND**

Bitter End, New York

The Hamilton Face Band, stronger than ever, had a good opening night last week and a sold-out show the following night. The band, known for their catchy tunes and charismatic stage presence, filled the Bitter End to the brim.

**ASTRUD GILBERTO**

Rainbow Grill, New York

Brazilian-born singer Astrud Gilberto returned to New York last week and gave a preview of her upcoming album, which she plans to release later this year. The album, which she recorded with her husband, João Gilberto, features bossa nova and samba rhythms with lyrics in Portuguese.

**Jerry Butler with Manchester Orchestra**

**Jimi Hendrix**
Hot Damn! another record label!

440/Plus Record Company Charlotte, North Carolina / Worldwide Distribution by Monument Record Corporation

DOES YOUR MOTHER KNOW
(Lightfoot)
THE SANDALWOOD CANDLE
Arr.: Bro. Robert Early D.S.B.
2-70
Sly Date: Many Words, Little Music

WASHINGTON—Sly & the Family Stone and their management, Goody Good Productions, set a new record in bad performances here last week. The group arrived nearly five hours late for their Constitution Hall appearance, gave the fans scarcely more than 30 minutes of playing. They took off without as much as a Pas Veuillez to the devotees who paid between $5.50 and $7.50 a ticket to the overflow concert.

As a result of the general mismanagement and overselling of tickets, when some 3,800 of the audience crammed the hall, the doors were closed on hundreds who milled around outside, many holding tickets. Crashes broke through, a melee de-

veloped outside the hall, with rock-showing and about $1,000 in damage. A number of ar-

rests were made by the more than 80 policemen called to quiet things down.

As a result, the DAR-owned Constitution Hall may henceforth be closed to rock concerts — and unfortunate backward step for the staid Capital, which had moved a long way when it permitted rock groups to play in the hallowed Constitution Hall. Two prospective February and March concerts by rock groups and stars have reportedly al-

ready been cancelled.

The audience within the Hall remained patient throughout the long wait, in spite of over-
crowding, airlessness, and a stage only occasionally peopled by a disc jockey or two, and brief appearances by a would-

be comic, and a local group. Crushers and weapons made it impossible for anyone to leave his seat, and manage-

ment made no attempt to straighten things out, beyond ordering everyone to stay in the hall, or forfeit his right to come back in.

What aggravated even the dev-

otees of the Sly group was a report that their plane was ac-

tually not even scheduled to leave New York until well after the 7 p.m. time set for the Washington concert to start. Further delays compounded the fiasco.

The experience is becoming so common, the overall and the delays by artists and manage-

ments so curiously repeated, that the observation has been made that the rock audience patience lasts so long under the abuse. But a fair number of the dis-

illusioned Washington audience were heard to say they'd had it with live rock concerts by groups and stars who deliber-

ately foster suspense by showing up hours late, then give a short performance and take a fast walk off the stage.

Demands by some to get their money back when 11 and 11:30 p.m. rolled around were met with refusals. Represent-

atives of the Goody Good New York production firm, which sponsored the concert, report-

edly refused to refund money or give any reason for the re-

fusal.

3 Form Company to Supply Promo, Marketing Services

NEW YORK—John Knodle, Dan Desmond and Tom Gelardi have set up National Promotion & Marketing Corp., a firm de-

signed to supply direct promotion and marketing services to record manufacturers, music publishers and artists. Knodle will be the firm's president, while Desmond and Gelardi will carry the title of vice president.

The firm will open at the start of three key mar-

kets—Chicago, Detroit and At-

lanta — to service accounts on the radio, television, retail, rack, one-stop and distribution levels. Knodle will work out of Chi-

cago, Gelardi will handle the Detroit market, and Desmond will take over clearing out his affairs in St. Louis.

Before forming NPM, Knodle had been district promo-

tion manager for Capitol Rec-

ords in Chicago for six years; Gelardi had been district pro-

motion manager for Capitol in Detroit for 13 years, and Des-

mond had been with Helmich Brothers in Minneapolis for five years and assistant general man-

ager of Commercial Music in St. Louis for the past year.

Sly & the Family Stone's latest album, "Funky Worm," will be released shortly.

Oliver Is Set for a Global Tour of Dates, TV, Promos

NEW YORK—Oliver, Crewe Records artist, has been lined up for a worldwide tour of concert and television engage-

ments and promotional appear-

ances. He leaves March 8 for England, where he'll take part in a series of press meetings and TV dates in conjunction with the release of "Jean," under a new deal Crewe signed with Pye Records.

Following his engagements in England, Oliver plans to visit Italy, France and Germany in

Slocum House

In Expansion

NEW YORK — Bob Slocum and Gil Murry, president and vice president of Slocum House, the publishing firm, have estab-

lished a personal management firm as well as a record label. The personal management firm will be known as STA, and the label will be called Cherry Rec-

ords. Their first two recording artists are singers Al Vino and Alex Beaton, who were signed by Cherry's ad man, Jerry Bruno.

Slocum and Murry are known primarily as publishers who have such projects as the magazines Showbell and Gildor and the new Ringing Bron, and Barmum & Bailey's 100th annin-

versey Cirens magazine.

additional promotion and concert appearances. He will also cut "Jean" in Italian, French and German. He then flies to Australia, where he'll tour from March 23 to April 7. Concerts in Japan are also in negotia-

tion to follow directly after the Australian dates.

During his recent trip to Europe, where he scored at the MIDEM convention, Oliver stopped off in Madrid to take part in ceremonies kicking off a contest to find a "Jean" from Spain. The winning girl contestant, who will be given the title of the Spanish personifi-

cation of "Jean," will be flown here for a round of promotional events, as the guest of Oliver and Crewe Records.

Swift's 14-City Promotion Tour

NEW YORK—Decca Rec-

ords has sent its latest artist, Jonathan Swift, on a 14-city promotion tour. Swift is the disc-

cover "The Last Dance and Lee Rocker" (the Cuff Links, et al) and has just cut his first single, "The Kiss."

The tour covers Baltimore, Washington, Philadelphia, Pitts-

burgh, Cleveland, Cincinnati, Milwaukee, Chicago, St. Louis, Kansas City, Houston, Ft. Worth, Dallas, and his home-

town of Detroit.

Swift's first Decca album will be released shortly.
Colossus has the Venus touch.

From their best-selling Album, CS-1000

The Shocking Blue brings you another great single, C-111

Mighty Joe
Talent

From The
Music Capitals
of the World

(CANADIAN)

CINNIGNAI

Larry and Ann Vincent are sperting a new release on their Pearl Records label. It's titled "Jungle Jangle Joe (Pike of Ko-
koon)." Larry, well known in Midwestern nitery circles for his comedy performances, has been forced out of action recently by a back ailment, but expects to resume work soon. Pearl Records is located in Park Hills, Ky., just across the Ohio from here. . . . Tommy Will, owner of Airtown Records, was at Rusty York's jewel recording studio last week to produce a single on Denny (Piano) Rise.

Lee Castle and his Tommy Donney orchestra boys last personal belongings and a saxophone, all valued at $4,365, to thieves who crashed their bus on a parking lot here last week. Castle estimated his loss alone at $3,174. . . . Paddy Rogers, former manager of Dick Clark's Midwest office here, has shifted to Santa Barbara, Calif., where she is assistant manager of KGUD Radio. The Consulis were in for a concert at Music Hall Sunday (19). Sponsored by Station WSAI, with an ice storm playing havoc with the box office. For a get-away number they introduced their new MGM release. "I'll Be Home" (Two by Two) . . . Judy Chiliays steps out for a single date at Music Hall here in March. . . . Jan Tarbells' Ludlow Garage, local progressive rock nitery, had the following talent for February: Herbie Mann, Wilbur Langmin, Grand Funk Railroad, Lenon Pipers, Savoy Brown, Neil Young, Taj Mahal and Cold Blood. Jack has been drawing good crowds, with a $3.30 tariff at the door.

TV producers Jerome (Tit) Reeves and Al Fischer used the Teal Broadcasting facilities here last Wednesday (16) to produce a pilot on a new show of interest to women, featuring Jani Gardner, local author and newspaper woman. Planned is a five-day-a-week, 30-minute show with guests. Reeves is executive producer of the syndicated Dennis Wholey TV series which recently went off the air. . . . Danny Schott, former nitery music and musical comedy singer who has been heard on several major labels in the past, is now a public information officer for Roger Cloud, auditor of the State of Ohio. Schott was forced to quit his showbiz career several years ago when he suffered a stroke in the middle of a two-year period. He has been invited to speak and sing at the White House March 4 by President Nixon. BILL SACHS

NEW YORK


Gracie's James Bennett opens a four-night stint at the Main Point, Bryn Mawr, Pa., Thursday (26). . . . Vic Dana is re-
cording a new Liberty album with sessions arranged by Al Capparo and produced by Ted Glaser. . . . Jimmy Case and Red Wilkes have formed Showcase Talent Management Agency at 107 West Brod St., Falls Church, Va. Blue Note's Elvin Jones makes his film debut in "Zacharia," a George England production for ABC Pictures Corp. Jones replaces Blind Fiddler's Ginger Baker, who withdrew because of illness. . . . Alfred Brown has been signed as musical director for the ABC-TV March 22 special "Harry and Lena," which will star Harry Belafonte and Lena Horne.

Columbia's Don McLean will be featured Friday (6) at a folk music concert sponsored by the New York Pinewood Folk Music Club in the auditorium of P.S. 41, 116 W. 31st St. . . . Spector's Blondie Dericko returns to the Radio-Television Correspondence Network for the first time Thursday (26) at Washington's Shoreham Hotel. . . . Bette Travon has signed with Pineywood Pro-
ductions, Ltd., as writer, singer and producer. . . . Joe Laner and his wife have become pro-
ponents of Temple University Hospital. . . . Maya Anjale has purchased a limited-edition album of original poetry readings for GWP Records, is the author of "I Know Why the Caged Bird Sings," which is being published by Random House. . . . Creswe's Julian La Rosa has signed for "Zacharia" during the coming year at the Cunard Hotel in the Catskill Mountains with the first engagement set for March 28. . . . Julie's Happenings has recorded "Moments" for the soundtrack of Allard Arrick's "Paddy," a film which will premiere in New York next month.

The World's Greatest Jazz Band in an extended engagement at the Roosevelt Grill . . . Doctor Brenda Lee will appear on ABC-TV's "Grunge Show," Wednesday (4) . . . Columbia's Chambers Brothers, Polydor's Ten Wheel Drive with Gonna Ravan, and Elektra's Rhi-
nevers appear at Pelt Forum, Friday (27). Slated for Sunday (1) are Warner Bros. Association, Colum-
bia's Byrds, Nashville's Shiva Na Na, and Vanguard's Frost. . . . Elektra's Holy Modal Rounders have written the original score for the play "Operation Sidewinder," which will be presented at Alvin Theatre. The group also will perform their score in the show, which opens March 12 at the Vivian Beaumont Theater. . . . Matt Shuman, formerly of "Jazz at the Philharmonic," has taken over the post of the revival of the Brelt-Welh "Mahnagen," which opens Wednesday (4) at the An-
derson Theater. Also has original cast rights to the Camelot Spanish production . . . Reunite's Kenny Rogers & The First Edition are taping an "Andy Williams Show" for March 28 airing.

Reynolds' Sammy Davis performs at Philharmonic Hall, Friday (27) and Saturday (28). Also at New York Rock & Roll Ensemble are taping "Something Else" for the play "Operation Sidewinder."

(Continued on page 7)

Start of Hair

Robin McNamara
is Jeff Barry's latest discovery . . .

He lays it on heavy with his first new single for Steed Records . . .

Lay a Little Lovin' on Me

Robin McNamara is a star of today . . . and a super star of tomorrow . . .

Steed Records, distributed nationally by Paramount Records, A Division of Famous Music Corporation, a Gulf & Western Company.

FEBRUARY 28, 1970, BILLBOARD
ANOTHER SMASH FROM MADISON SQUARE GARDEN PRODUCTIONS

NOW IT'S SLY AND THE FAMILY STONE $104,568

TO JOIN OUR PREVIOUS SENSATIONAL HIT SHOWS

JULY 4
JAMES BROWN $106,040

JULY 12
BLIND FAITH $101,473

OCTOBER 17
DONOVAN $106,511

NOVEMBER 27 & 28 (3 SHOWS)
ROLLING STONES $286,542

DECEMBER 5
JOHNNY CASH $110,326

DECEMBER 19
JANIS JOPLIN $94,097

madison square garden center
Pennsylvania Plaza, 7th Ave., 31st to 33rd Sts.
AGENCY SPURS POP IN NASHVILLE

NASHVILLE — Hallelujah Talent is a relatively new agency in Nashville, but it is fast becoming a major part of the pop scene here. Hallelujah Talent is associated with rock and pop groups and is constantly increasing its roster of high-quality acts. General manager Bobby Smith pointed out that the agency now has 15 exclusive acts, ranging from 40 and up.

L.A. TIGHTENS FEST CONTROL

LOS ANGELES — Mayor Sam Yorty has signed an ordinance which gives the city the power to revoke the营业执照 of top rock groups whose acts are not in keeping with the city's interests. The ordinance, which went into effect on Feb. 14, is designed to control the activities of rock groups.
The Doors.


A new album by The Doors/Morrison Hotel - EKS-75007 / Produced by Paul A. Rothchild
On April 27th
IMIC 2 will welcome

Registration Form for the 2nd Annual International Music Industry Conference
Registration Fee: $200 (U.S.) per person or $183–66, in sterling
Please register the following people to attend IMIC 2. Check is enclosed for all registrants.

Name of Each Registrant Title Address

Additional names can be sent in a separate letter. Acknowledgements and information on hotels and transportation will be sent to each individual who is registered.

If you’re involved in the business of sound, IMIC 2 welcomes you to Majorca, Spain, on April 27th through May 2nd, 1970.
Radio TV programming

Album Play on Top 40 on Upswing; Tape Sales Poll

NEW YORK—The trend toward more audience interest in Top 40 stations as they were hit singles has taken an upswing according to recent major market program directors. Some stations are now focusing on album sales in their markets, but one station has amassed survey data involving CARtridge and cassette sales to better program for its listeners.

WXYI in Cleveland, KOKY in Sacramento, WWFI in Philadelphia, and WHYY in Philadelphia, Ala., are making extensive use of the albums in their programming. And WXYI's program director, Bill Sherard, is not only checking album sales but also surveying stereo stores on cassette and car cassette decks. Young adults are a major market for them and these are the basis for the survey.

Several other radio stations are deeply involved in album cuts as they are playing basic hits and newer material from albums. KRLA in Los Angeles was the pioneer station in this aspect, but would be KWMR in Boston, where program director Dick Summer, is responsible for all 15-20 percent of his programming from albums. KRLA had been tuned in to the station's audience from the beginning and the station's album is always the same.

WXYI's program director, Bill Sherard, is using album sales and album cassettes to determine the market for its listeners.

Payment for Usage Seminar Highlight

CHICAGO—The controversial topic of payments regarding all kinds of media on radio will be the main event of the San Francisco music business this year held in conjunction with the annual convention of the National Association of Broadcasters. The breakfast meeting, which was attended by more than 600 broadcasters last year, will be held at the 10th annual meeting at the Conrad Hilton Hotel.

Problems and areas of misunderstanding on royalties paid to these performers and their societies—BMI, ASCAP, and SESAC—will be discussed. The panel of speakers will include Herman Finkelstein, general counsel of ASCAP; Sidney Kehoe, chairman of the board and general counsel of BMI; and Sidney Guber, director of marketing services for SESAC. Milton Hershey, president of the Century Corp., and the Makers Group will host and moderate the event.

Admission is by invitation only and the breakfast is sponsored by the American Radio History Society—WWMU-FM, 1345 Avenue of the Americas, New York, N.Y., 10019.

WDEE Vs WEXL--Can the Newcomer Beat Traditional?

By CLAUDE HALL

DETROIT—What happens when two radio stations of comparable size compete with each other in a country music market? The answer may soon be clear as WDEE marches into fray against WEXL, which has been a country music station since around 1962.

Slowly, but surely, in many market segments, country music is creeping along in new country music formats and bosting the kind of small-town or small-town radio stations. Only in a few markets do they remain strong, but the increase is certainly only because of the growing popularity of country music. These stations use to be lost in the broadcast day.

But here in Detroit, two 24-hour AM stations are now winging their way against each other. On one side, the more traditional station—WDEE—which believes it has established a strong listening audience among the older audience. WEXL, the newcomer, which believes it has a more progressive audience. WDEE is the station that's talking to the under-30 crowd, and WEXL is the one that switched. While it switched, there was a more expansive in its approach and programming.

That's how it works in country-oriented, records in formats.

WDEE has the advantage, if you talk to Chuck Renick, radio program manager who's responsible for market research on Top 40 on Upswing; Tape Sales Poll.

WDEE Fined $9,000 For Dance Promotion

WASHINGTON—A Jacksonville, Fla., station has been tapped for a $9,000 fine by the Federal Communications Commission for violations in connection with the WDEE "Dance Party" promotions, and the activities of its DJs. A station in Jacksonville, Fla., has been a 24-hour easy listen station that devoted two hours a night to a regular music format. It's image was to be "broad.

McAuliffe said the format change was a result of market research and there had been a definite programming change. In "Top 40" market, we'll try all kinds of music that's good music, we'll stay away from the light music stations.

For a while, McElroy will be strongly involved in the music, but he said he was not stressed that the station would be "heart music"—no hype.

WJRM GOES ELM FORMAT

LANSONG, Mich. — WJRM 1,000 watt station here is dropping its Top 40 format to become an easy listening music station within the next five to six weeks. The station goes to operate at 250 watts at night with a non-directional signal. Program director is Bryan Day. Further details on the programming change were not known at press time.

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WDEE Vs. WEXL — Can the Newcomer Beat Traditional?

• Continued from page 29

then before." WEXL has about 50 records, whereas MBM has 65, plus album cuts and oldies. The station checks out singles sales twice a month and its biggest problem about singles sales in the area is that only certain steers are interested in playing those that do carry country music, and those don't have all of the records.

WDEE will feature a "pretty broad song list," and note: "We'll probably publish a playlist of the top 40 records. Already, we're presenting it on the air. But we're working with a playlist that includes up to 100 records. The only song not in the playlist is one WDEE is doing in order to build up a rapport quicker with Detroit listeners that is each deejay goes on the phone for a half hour after doing his radio show. During this half-hour, he takes requests and chats with listeners. They even request requests into his program the next day. Besides the singles, WDEE airs between 40-60 current and recent album cuts. The major reason is that it increases, according to John, more frequently-played.

WDEE has just installed a package of singles created at Spot Productions in Dallas. Program and music director, John Renwick, says the station is something between an easy listening and a contemporary rock station. The deejays have now begun to pull their own records, although for the first five or six weeks the station was on the air with its country music, all of the records were slated for them. Renwick said that all of the deejays had their "homework" about country music. Now, they do their own show and send in their guides. Those guidelines include pacing in terms of tempo and a mixture of material thereof in the genre of子 than those of a Glenn Campbell and traditional country, as those like of a Stonewall Jackson or Faron Young. "WDEE plan on showing that occurs in today's hit lists, though the station is the modern country," Renwick said. To put a balanced sound hour together, the deejays would play two or three of the modern-sounding records, and then a couple of the more country-oriented songs. Album cuts are used to pick up the pace . . . to bring up the tempo. Then there are guidelines between records that have the same kind of stories. For example, if one is playing "Carolyn in Carolina from being back-to-back with 'It's a Long, Long Time,'"

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A big change for WDEE is the arrival of Joe Martin, who joined WDEE in Jacksonville, N.Y., from WQJ in Jacksonville, N.C. Martin is a former program director and will be re-programming the station to suit its new operation.

Ted Brown, left, with WNFR, New York, and Greg Crawford, left, with WTNY, Utica, Conn., as music director at WNS in Utica, he was a rock jock, is now host of a syndicated-sentimental, sentimental show produced out of Rhac, N.Y. Crawford has been appointed manager of record promotion.

The annual convention of the National Association of Broadcasters will be held at the Conrad Hilton Hotel in Washington, D.C., March 25-28. The convention and everyone within range to drop in at the NAB-sponsored "radio show" at the hotel is a rock jock, is now host of a syndicated-sentimental, sentimental show produced out of Rhac, N.Y. Crawford has been appointed manager of record promotion.

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A NEW SOUND FROM
RONNIE DOVE

"CHAINS OF LOVE"

DIAMOND D-271

A JERRY ROSS Production
Arranged by CHUCK SAGLE

SHELBY SINGLETON MUSIC, INC. AND AFFILIATES, NASHVILLE, U.S.A.
Up, Up and Away With Airlines

By DAVID R. FERRY

NEW YORK—Airplanes have budgeted an unprecendented $100 million to promote travel this year. To insure their investment, many are creating jingles that can be used in television, radio and print media. Some of these jingles are being used in series of up to five songs, each with a different take that emphasizes the different aspects of the airline's service. The jingles are being recorded by a variety of musicians, including some of the biggest names in the music business.
**Campus News**

**WBCR to Be 1st College Radio To Get ‘Outside’ Consultation**

BROOKLYN — WBCR. Brooklyn College Radio, will take its first step toward the free radio market when it becomes the first college operation to be consulted by an outside firm, Deltec Radio Productions. The consultation will be held tonight, according to Frank Suarez, executive vice president of Deltec. “Campus radio stations are on the verge of becoming major stations if the college stations are willing to step completely into the area of off-campus carrier current or low-power transmitting,” said Suarez.

Lenny Bronstein, the station’s music director, thinks the move is a “natural” because “we already have good coverage on campus and Brooklyn area news. We play the hits and the hits. And we feel the local Chamber of Commerce and newspapers want us to be part of the radio deal.” Plans are to place carrier current transmitters in “every conceivable area” according to Suarez. This includes all the local radio stations and “everywhere else we can.” The more transmitters placed, the wider the audience for WBCR.

WBCR has been programming Top 40 with an emphasis on up-tempo music, both rock and non-rock, classical, jazz, and experimental segments in the format. The format is designed to emphasize the Top 30 records of the week and choice albums.

**The College Sound: An Analysis**

In past years, there has been much talk over the question: "What is the college sound?" Of course, all of the answers are opinion, however, only some are valid.

Not all college stations program some form of contemporary music. WSU-FM, at Southern Illinois University in Carbondale, programs MOR. This is not the opinion of just the campus area, not just the university. However, the opinion of the station محافظ-محسن-دار-عالم in Carbondale also programs MOR.

In other cases, the "College Sound" is made up of rock music. The problem comes when one tries to separate the rock into "College Sound" and "Non-College Sound." So, what does one do?

In a college community, just as in any other, the college station programmers encounters many of the same problems that are happening on the southern Illinois campus has been a presentation of the old "Flash Gordon" series. Maybe, college radio would be successful if it scheduled the "Lux Radio Theater," or the "Radio City Pops" shows.

In continuous programming, one process would be to go by the top 40 hits, and then place those hits in the middle of the week. But does the Top 40 format go over on the college campus?

Other stations rely on the music director. A recent example is WKC at Kendall College, in Evanston, Ill. At that station, the music director, Jay Arjesthem, selects only music that fits his station’s style. Whether they sell or not is a different matter.

Nevertheless, one of the most popular ideas is to take one survey every week, one of the week, and the next week, the third week, the fourth week, the fifth week, the sixth week, the seventh week, and the eighth week. Of course, the problem is, what do you do with the results?

The record industry recognizes the college market as a worthwhile venture. Recently, Andy Janis of Paramount/Chicago stated that the college radio potential is very great. Therefore, the list is fast becoming since WDBC receives fine service from the record company.

Campus Dates

**Blood, Sweat & Tears appears at Colorado State University in Fort Collins, Thursday (5).**

**00-2000, Japanese Tour, Thursday (5).**

**Steve Miller Band, "Your Saving Grace," Capitol SKAO 331.**

**11th Dimension, "Aquarius," Soul City 92055.**

**14th Dimension, "Aquarius," Soul City 92055.**

**15th Dimension, "Aquarius," Soul City 92055.**

**16th Dimension, "Aquarius," Soul City 92055.**

**17th Dimension, "Aquarius," Soul City 92055.**

**18th Dimension, "Aquarius," Soul City 92055.**

**19th Dimension, "Aquarius," Soul City 92055.**

**20th Dimension, "Aquarius," Soul City 92055.**

**21st Dimension, "Aquarius," Soul City 92055.**

**22nd Dimension, "Aquarius," Soul City 92055.**

**23rd Dimension, "Aquarius," Soul City 92055.**

**24th Dimension, "Aquarius," Soul City 92055.**

**25th Dimension, "Aquarius," Soul City 92055.**

**End of the World, "Aquarius," Soul City 92055.**

**Best LPs**

The following is a list of the top selling albums at the Discount Record Store on South Indiana Ave., Bloomington, Ind., Indiana University, Bloomington.

15. The Isley Brothers, "Aquarius," Soul City 92055.
proudly appoints
as her
personal
managers:

SEYMOUR
HELLER
(West Coast)

LLOYD
GREENFIELD
(East Coast)
FILETS OF SOUL: Melvin Van Peebles, alias "Bre Soul," is back again on A&M with his own special brand of soul slices set to heavy jazz background. His second album for the label is titled "A Slave's Symphony," and it is currently in the middle of a very long tour. The album features none of the usual soul musicians, instead being all-black and featuring the likes of Wayne, who is playing the drums, and Draper, who is on guitar. The song "Amen" is dedicated to John Lee Hooker, and the album's dedication reads: "To all the people who have been black in this country, and to all the people who have struggled, we offer this album as a tribute to their struggle."
Soul

BEST SELLING Soul LP's

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist, Label, No. &amp; Pub.</th>
<th>Chart</th>
<th>Weeks on</th>
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<td>1</td>
<td>1</td>
<td>I WANT YOU BACK</td>
<td>Jackson 5, Motown MG 700</td>
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<td>2</td>
<td>2</td>
<td>PEE WILDEE</td>
<td>Tamekens, Decca 4349</td>
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<td>3</td>
<td>3</td>
<td>SWISS MOVEMENT</td>
<td>Elton John, Atlantic 12573</td>
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<td>4</td>
<td>4</td>
<td>HOT BURGERS Teens</td>
<td>Sony, Motown S 1501</td>
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<td>5</td>
<td>5</td>
<td>THIS GIRLS IN LOVE WITH YOU</td>
<td>Aretha Franklin, Atlantic 8029</td>
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<td>6</td>
<td>6</td>
<td>DIANA ROSS &amp; THE SUPREMES GREATEST HITS, Vol. 3</td>
<td>Motown 756</td>
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<td>7</td>
<td>7</td>
<td>WALKING IN SPACE</td>
<td>Smokey Robinson, Motown 232</td>
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<td>8</td>
<td>8</td>
<td>FOUR IN BLUE</td>
<td>Smokey Robinson &amp; The Miracles, Motown 125</td>
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<td>9</td>
<td>FEELING GOOD</td>
<td>David Ruffin, Motown 608</td>
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<td>10</td>
<td>10</td>
<td>DON'T BE FOOLISH</td>
<td>Jennifer Jones, King KS 992</td>
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<td>11</td>
<td>COMPLETELY WELL</td>
<td>D. H. Jones, Stax 4003</td>
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<td>12</td>
<td>WHAT DO WE TAKE TO WIN</td>
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<td>13</td>
<td>13</td>
<td>YOUR LOVE</td>
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<td>ICE ON ICE</td>
<td>Jerry Butler, Stax 6247</td>
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<td>15</td>
<td>SANTA NA ON NEW YEAR</td>
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<td>16</td>
<td>16</td>
<td>TODAY</td>
<td>Ruffin &amp; D. H. Jones, Stax 4003</td>
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<td>17</td>
<td>17</td>
<td>TOM JONES LIVES IN LAS VEGAS</td>
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<td>18</td>
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<td>BABY I'M REAL</td>
<td>E. G. Multiple, King KS 992</td>
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<td>DING DONG</td>
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<td>LET IT BLEED</td>
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<td>GET READY</td>
<td>The Miracles, Stax 4117</td>
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<td>22</td>
<td>DORPHINIUS SUPER HITS</td>
<td>The Miracles, Stax 4117</td>
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<td>23</td>
<td>DOWN HOME STYLE</td>
<td>The Miracles, Stax 4117</td>
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<td>24</td>
<td>24</td>
<td>LOSE, PEACE &amp; HAPPINESS</td>
<td>Chambers Brothers, Columbia K-20 2</td>
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<tr>
<td>25</td>
<td>25</td>
<td>I LOVE YOU</td>
<td>Edwin Starr, ABC-ABC 200</td>
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WE THREE, the Stax/Volt songwriting team of left to right, Homer Banks, Bettye LaVette and Raymond Jackson, have accounted for $6 million in sales during their first year together, with songs like "Take Care of Your Homework" and "The Whos Making Love" as million sellers. In their usual style of togetherness, the team has written an article about songwriting with some personal topics to aspiring young songwriters. Copies may be obtained by writing Stax Records, Press & Information Department, 926 E. McLemore, Memphis, Tenn. 38106.

February 28, 1970, Billboard

From The Music Capitals of the World

(DOMESTIC)

* Continued from page 20

"The Delta Reens Show," while on the West Coast, has had prominent public appearances: Howard Hughes, out of Los Angeles, and Kenny Smith, out of New York. Mrs. Smollett's Hite & Me & have signed for several appearances on the "The Beat" show, performed by Mary Jane, the president of Mary Jane Productions. R&B charting for her first birthday, a son. Warner Bros. New York, with the top hits of the year, will be distributed in the U.S. for World Entertainment Corp. It was filmed at the Waldorf-Astoria Hotel in New York.

Ray Charles produced the instrumental side of Billy Preston's new Apple single while George Harrison handled "All That I've Got," the folk; "I am a Soul" singer. Steve Winwood has signed an open Window Music with Billy Joe Whitfield's Cutsie Cutie Music. Approximately 75 percent of Golden's income is from pop and contemporary music, although his company is not for his strong Southern fan base. Contemporay artists include Joe Cocker, John Lennon and Doug Haywood.

ELIOT TIEGEL

SAN FRANCISCO

It's a Beautiful Day just finished recording a second album for Columbia at Pacific High Recording. The Grateful Dead and Cat Mother & the All-Night Newsboys, who recently moved to the area from New York, have booked time at MFR in Bakersfield. Jerry Butler opened at Mr. D's Feb. 13. Sonny & Cher will be at the Fairlawn Hotel's Venetian Room until March 12. Cop-A-Tune has a supporting act at a Darryl DeVore concert, former member of the Charlatans, the first big rock band in San Francisco. Cop-A-Tune Publishing Co. has formed by Richard Olsen, former member of the Charlatans. The first big rock band in San Francisco.

"Me & You" by the Coots, released by R.J. Records by a local group, is now available. Elektra artist Judy Collins has scheduled three Bay Area concerts: San Francisco Civic Auditorium (22), San Jose Civic Auditorium (22) and Berkeley Community Theatre (26). The proposed site of the "Ticket to Ride" event is & has moved to the area. The post office and the "Ticket to Ride," now at the former site of the "Ticket to Ride" event. The post office and the "Ticket to Ride," now at the former site of the "Ticket to Ride," has moved to the area.

GEORGE LINK

Signings

* Continued from page 20

Verve, who is issuing "Re-motion," and album, and "Po, Folks," a new single.

Your Father's Mustache signed with United Artists, where their first single is "There's Enough To Go Around" from the film "Gaily Girls." Among the songwriters are Don Cooper and Don Crawford, with music comanaged by H.M.S. signed with the Vogues. Roy Stone, joined the blind people's Alliance for the production of a series of albums and singles. Hurley Hather's Enterprises will produce the "Firebird's Natural Gas" signed with the Willamette Agency for representation. Franco Arando, Italian singer, to Russell Records.

Tommy Smalls, seated, Jubilee's vice-president in charge of sales, welcomes Jimmy Bishop, left, of Jimmy Bishop Productions, to the label for an interview. As part of the signing the link Bishop with Jubilee has recorded the first disk under the new agreement. "Make Love To Me," the JSP label, Bishop, vice-president and program director of WRAG in Philadelphia, has formed with Beka Barron on his Arctic Records label.

TOMMY SMALLS, seated, Jubilee's vice-president in charge of sales, welcomes Jimmy Bishop, left, of Jimmy Bishop Productions, to the label for an interview. As part of the signing the link Bishop with Jubilee has recorded the first disk under the new agreement. "Make Love To Me," the JSP label, Bishop, vice-president and program director of WRAG in Philadelphia, has formed with Beka Barron on his Arctic Records label.
Heartiest Congratulations to DISCOS MUSART S.A. on their 20th Anniversary and the Inauguration of the new Musart-Tower.

Many Thanks for a Wonderful Association Throughout the Years.
SALUTE TO MUSART RECORDS
On Their 20th Anniversary and Inauguration of the Musart-Tower

THE RECORD INDUSTRY IN MEXICO
Compiled by EDUARDO C. BAPTISTA, pioneer and founder.

1921—Compahia Fonografica Victoria, SA is born to sell imported records along with acoustical phonograph players assembled locally. These phonographs were wound by hand.

1922—The first printed catalog comes out for the customers, offering a few types of acoustical phonographs and imported Okeh and Odeon 78 rpm records.

1925—I saw the need to establish in Mexico the first record factory. I go to New York and buy the machinery available at that time: acoustical recording devices, electrical plating, waxes and a mill to mix shellac compound for 78's. A few months after this very small plant was in shape to produce its first records, the electrical recording system began in the industry. Therefore, it was necessary to develop electrical cutters locally for the recording industry and, of course, it took a great amount of experience to develop an acceptable product. Among the first artists who recorded in our improvised studio included Pedro Vargas, Duddy Cano, Agustín Lara, Alfredo Ortiz Tirado and others.

1928—Unfortunately, the earthquakes in this year destroyed the factory and a great part had to be reconstructed again with a lot of effort due to the many problems in this new industry and above all the lack of capital. Nevertheless, Baptista's iron will to go forward was the reason to continue with the same.

1930—After years of struggling some good news was received: the labels, Olympia and Nacional, manufactured in Mexico were awarded a silver medal at the Exposition Iberoamericana de Seville, Spain.

1933—I join efforts with Gustavo Klinckwost and together we establish the Peerless factory and our own nationwide distribution set up in Mexico.

1934—The first synchronized records are made for motion pictures.

1935—RCA Victor comes to Mexico, founding a complete organization which, of course, included studio, factory facilities and distribution throughout the country. Now, Peerless had competition from another label manufactured in the country.

1940—Klinckwost and I started to build a new plant for Peerless for a triple production increase (four presses). After a year World War II broke out and the Mexican market climbed up considerably, making this new plant insufficient for a couple of years. During the war days it was very difficult, if not impossible, to buy machinery and shellac to make the 78 compound, so three shifts were programmed for 1944. Even so, the production was not sufficient for the market and there was no need for any salesmen on the road. Imagine—we ever requested the customers to send scrap in order to receive new records!

1946—Columbia Records built a complete plant in Mexico and competition grows. Their first local records by Los Panchos had a great acceptance. The Second World War was over and the record market keeps going up in Mexico.

1947—I decide to retire and sell my 50 percent of Peerless to my partner Klinckwost. After a year of inactivity I find that I must keep engaged in the record industry and start to build a new record company (with my son Eduardo) which was called at that time Pan Americana de Discos, SA, now Discos Musart, SA. Again, it was a hard beginning but with more experience acquired throughout the years.

1948—In Los Angeles, California, I signed an exclusive contract for the manufacturing and distribution in Mexico for Capitol Records with its president Glen E. Wallichs. This happy association lasted for 17 years and until Capitol decided to establish their own operations in Mexico.

1950—In October Musart releases its first LP (10") manufactured in Mexico with the late artist Beaatriz Miranda. This was actually the first long play record made in Latin America.

1956—The EMI group signed a contract with Musart for their catalogs. This association lasted for nine years.

1956—Musart enlarges and rebuilds all its complete facilities and through the 60's the market increases considerably with Musart taking its share.

1961—It was necessary due to the growth of the company to think about new buildings so, we started early in this year to construct the Musart-Tower and adjacent studios.

1970—This year we are proud to announce the inauguration of our new Musart-Tower, celebrating our 20th Anniversary in the record industry. We are very happy to be among the first record companies in Mexico, but we know that we have many years ahead of us that require our best efforts and dedication. I have been in the record business for over 55 years and although I have dedicated a lifetime, one must learn new things every day.

Great and Constant Effort To Develop and Grow

I am very proud to inaugurate the Musart-Tower at the initiation of the 70's and also the celebration of our 20th Anniversary in the record industry.

Looking back 30 years ago, I remember with certain nostalgia the first years of our company when we had only a few records to offer in the always highly competitive market. Hard working and more or less consecutive hits made it possible to penetrate in the record world. It took a great and constant effort to develop and grow in sales.

We have become one of the leading record companies in Mexico and other countries with representations throughout the world. We also represent many foreign companies.

Our future plans include the expansion to manufacture cartridges, cassettes and other products in order to keep increase with the growth of the company. All of this progress is due to team work and I must recognize the ability of all people that collaborate with me.

I feel very pleased to know that throughout the years as record manufacturers we have taken happiness to many people in the world through the music which is the international language.

EDUARDO L. BAPTISTA, president, Musart

FEBRUARY 28, 1970, BILLBOARD

Anniversary Profile Sponsored by Discos Musart
ZAFIRO/NOYOLA

congratulate to their friends

of

Musart

MARCA REGISTRADA

Mexico

on their 20th Anniversary

Zafiro/Campomanes 10/Madrid/SPAIN

MUSICAL RECORDS COMPANY

AND

MUSICAL TAPES, INC.

EXCLUSIVE DISTRIBUTORS

OF

MUSART RECORDS and TAPES

IN THE U.S. AND PUERTO RICO

CONGRATULATE

DISCOS MUSART, S.A.

ON THE INAUGURATION

OF THEIR NEW MUSART TOWER

AND 20th ANNIVERSARY

Musical Records
780 West 27th Street
Hialeah, Florida 33010

Musical Tapes
P.O. Box 75
Hialeah, Florida 33011

FEBRUARY 28, 1970, BILLBOARD
WELCOME
DISCOS MUSART S.A.
TO THE GAUSS
WORLD-WIDE FAMILY
OF TAPE
DUPLICATING COMPANIES

gauss electrophysics
1649-53 12th street santa monica, california 90404 u.s.a.  213/451-8611
cable: gauss santa monica

a division of mca technology inc. an mca inc. company
Musart's Facilities—Among Most Modern In Industry

By LUIS ARTURO GIL, vice president, architect

The manufacturing process that Musart Records uses in their product is the most modern in the world. For this reason the production quality of Mexican records can be compared with the best manufactured in the world. Musart Records has built two recording studios equipped and designed using the most advanced techniques. Studio A has the capacity to accommodate an orchestra of 45 musicians; Studio B, smaller in size, can be used for voice setting up.

In the constructing of both studios, materials were used that guarantee perfect acoustics and total insulation of external noises. They were designed by well-known specialists. To equip them, the most advanced high quality consoles, monitors and tape recorders were obtained.

These studios are in hands of an excellent team of artistic directors and specialized engineers. The record system is performed by means of four stages, occasionally using up to 14 microphones simultaneously.

The functions of the art department are: design and presentation of record covers and the production of the promotional material such as posters, postcards, pamphlets, etc.

Musart Records covers are in Offset and Neptuno Publicity (a subsidiary of Musart) who received the originals which will serve the manufacture of these important elements for record selling.

The promotion department uses all modern means of communication. And for that, it has been divided in three offices: radio, television and the press.

The radio office attends all broadcasters in the country by means of a permanent service of new records. Salesmen visit all broadcasting companies. This office also keeps current correspondence with the stations in order to be kept up to date on programming changes, personnel changes, hits of Musart artists and other activities. It also organizes promotional campaigns and attends to requests made by broadcasters.

The television office created the first musical program in color in Mexico City and has reached its third anniversary.

This program is transmitted nationally and is recorded in different parts of the Mexican Republic.

Afterward, it is also transmitted in Central and South American countries and in Los Angeles, New York, Mexico, Chicago and San Antonio. This office also organizes different promotions through different national television links.

Finally, the sales office is in charge to help all reporters giving them all sort of communications, news of interest, distributing bulletins and letting them know about Musart material. It also organizes cocktail parties, dinners and meetings covering Musart publicity relations with the national press.

The International Department receives samples of our records from our companies who operate in all the world and according to the popularity of an artist or to the possibilities that the artistic director may think feasible, releases either one record or a series.

Selection is carefully done.

The facts that are taken in consideration are principally the public for the selection and the imagination of the artist director in choosing the composition.

The department also takes care to export the national material, distributing it in the different companies of other countries licensed by Musart.

Also the international department takes care of the promotion of its material by means of radio and of specialized publications in this field or in any other broadcasting means. Each launching is supported by a strong promotional and public relations campaign.

The sales department reflects in a precise form all the activities of the rest of the departments of Musart. The artist's fame, the manufacturing, the marketing of the selection, promotion effectiveness and the proper distribution are facts that put all together, raise or lower sales.

This department has been organized by the marketing manager who has long experience working with Musart since it was founded.

The assistant manager of this department coordinated a team of 16 salesmen who carefully call all customers in the country without omitting a single place where a record store could be located. No matter how far it may be. Some of our salesmen live in the interior of the country. Naturally they know the media in which they work.

MUSART RECORDS ADMINISTRATION BOARD

Eduardo L. Baptista, president; Luis Arturo Gil, vice president

José Luengo Macías, marketing manager
Guillermo Acosta Segura, artistic director manager
Jesús Acosta Segura, promotion and publicity manager
Antonio Maza, production manager
José Valdívica, art manager
Eduardo Zárate, comptroller

www.americanradiohistory.com
DISCOS MUSART AWARDS
THE GOLDEN CLOVER
TO ITS BEST SELLING ARTISTS
1969

JUAN TORRES (ORGANO MELODICO)
LUCHA VILLA
FLOR SILVESTRE
MIKE LAURE
CHELO Y SU CONJUNTO
OLGA GUILLOT
HILDA AGUIRRE
EMILY CRANZ
ANTONIO AGUILAR
MASSIEL
THE CREEDENCE CLEARWATER REVIVAL
CANNED HEAT
ALFREDO GUTIERREZ

LOS ARAGON
CARLOS CAMPOS
LALO GONZALEZ “PIPORRO”
ALBERTO VAZQUEZ
MONNA BELL
CARMELA Y RAFAEL
JIMMY SANTY
LOS CAMINANTES
LOS YORSY’S
LOS VLAMER’S
THE VENTURES
ANICETO MOLINA
ROMANTICOS DE CUBA
Congratulations and Best Wishes
To Our Friends at
DISCOS MUSART. S.A.

Liberty/UA, Inc.

CODISCOS SALUTES
DISCOS MUSART
S.A.
ON THEIR
20th
ANNIVERSARY

HEARTIEST CONGRATULATIONS
from
SICAMERICANA S.A.C.I.F.I.
to
DISCOS-MUSART, S.A.
on Your
20th Anniversary

J. E. URIBURU 40
BUENOS AIRES
· ARGENTINA ·
OUR CONGRATULATIONS AND BEST WISHES TO
DISCOS MUSART, S.A.
ON THEIR 20th ANNIVERSARY
AND INAUGURATION OF THE
MUSART TOWER AND
NEW RECORDING STUDIOS
WITH THE FINEST EQUIPMENT
SUPPLIED BY US

WORLDEX MFG. CO., LTD.
1248 SOUTH BERENDO STREET
LOS ANGELES, CALIF. 90006, U.S.A.
Cable: WORLDEX

CONGRATULATES ON ITS ANNIVERSARY

PADISCO

MUSART'S REPRESENTATIVES
FOR THE REPUBLIC OF PANAMA
MUSART'S STUDIOS
Facility Listing

NEUMAN MICROPHONES
487KM74

STUDIO A
(ALTEC EQUIPMENT)
Console: 4 channels
-16 microphone inputs
2 pan pots - 4 masters
-Echo chambers (acoustical and electronic EMT) Equalizers & Limiters

STUDIO B
(ALTEC EQUIPMENT)
Console: 4 channels
-12 microphone inputs
2 pan pots - 4 masters
-Echo chambers—Equalizers—Limiters
(Universal Audio)

EDITING ROOM
(ALTEC EQUIPMENT)
Console: 4 channels
-4 pan pots—Equalizers
-Limiter Amplifiers
SCULLY TAPE MACHINES
ASTEC SPEAKERS
-Multichannel Amplifiers

STUDIO C
—EAB—Entecos (Germany)
Console: 3 channels
-8 microphone inputs
2 pan pots—Limiters
-Echo chambers—ENT Equalizers

STUDIO D
(ALTEC EQUIPMENT)
Console: 3 channels
-6 microphone inputs—Equalizers
-Acoustical Echo chambers
AMPEX TAPE MACHINES
—3,281 Track

STUDIO A
Length: 55'
Width: 46'
Height: 26'
Volume: 7056 cu. ft.

STUDIO B
Length: 25'
Width: 23'
Height: 13'
Volume: 7473 cu. ft.

STUDIO C
Length: 43'
Width: 36'
Height: 26'
Volume: 40,250 cu. ft.

STUDIO D
Length: 29'
Width: 18'
Height: 8'
Volume: 4200 cu. ft.

FEBRUARY 28, 1970 BILLBOARD
TO ALL OF YOU AT MUSART
BEST WISHES ON YOUR
20th ANNIVERSARY AND CONTINUED SUCCESS IN YOUR NEW QUARTERS

INDUSTRIAS ELECTRICAS Y MUSICALES
ODEON S. A.
SANTIAGO DE CHILE

Congratulations
Discos Musart S.A.

FINEBILT ULTRA HI-SPEED RECORD MOLD FEATURE:
- Fast uniform heating and cooling
- Greater steam and water circulation
- Produce thin straight records
- Raised faces for flash clearance
- No corner pads necessary
- Sturdier Construction
- Longer life expectancy
- Focused pressure area fills all musical grooves of stampers
- No strain on case
- Springs secured with cotter pins
- Can be used without rings
- Stampers may be glued
- Available as Book-Type or Two-Piece molds
- Will fit any press

FINEBILT MANUFACTURING COMPANY
931 NORTH CITRUS AVENUE, HOLLYWOOD, CALIFORNIA 90038
Telephone 466-9511 Area Code 213
CABLE "COEXPORT"
Orfeon Records cordially congratulate

**Discos Musart SA** by the opening of their new building in México city.

---

**Peerless de México, S. A.**

IS PROUD TO CONGRATULATE

**DISCOS MUSART**

ON THE INAUGURATION OF ITS NEW BUILDING WISHING THAT SUCCESS STILL CONTINUE.

---

CBS/COLUMBIA INTERNACIONAL, S.A.
(MEXICO)
FELICITA CORDIALMENTE A
DISCOS MUSART, S.A.

POR LA INAUGURACION
DE SU NUEVO EDIFICIO EN MEXICO
DESEANDELES TODA CLASE DE EXITOS.
OUR BEST WISHES TO
DISCOS MUSART
FOR ITS NEW BUILDING

C.B.S. COLUMBIA INTERNACIONAL, S.A.
CIA. IMPORTADORA DE DISCOS
CIA. MEXICANA DE DISCOS ZAVE, S.A.
CORO, S.A.
DISCOS CISNE, S.A.
DISCOS TIZOC, S.A.
DISCOS UNIVERSALES, S.A.
FABRICA DE DISCOS PEERLESS, S.A.
GAMMA, S.A.
ORFEON-VIDEOVOX, S.A.
PANAMUSIC, S.A.
R.C.A., S.A. DE C.V.
SON-ART, S.A.

ASOCIACION MEXICANA DE PRODUCTORES
DE DISCOS FONOGRÁFICOS, A.C.

“AMPRODIS”
This Factory is dedicated to its founder and president Eduardo C. Baptista whose vision and effort made possible the Record Industry in Mexico.

For your planning for sound outside

Musart-Tower, a significant addition to the world of music.

Beautifully designed outside, where the "eyes" have it.

Functionally designed inside, where the "ears" have it.

And on the inside, really sound planning.

Scully Sound.

The building's 12 new stories contain 12 Scully recorders, master recorders, and stereo reproducers. Scully salesmen too.

And only Scully recorders, reproducers, and lamps. You might even say that Scully is the "sound of Musart".

So to Discos Musart we'd like to say, "Cheers and Ole" (on your sound planning outside and inside).

We'd also like to add, "Gracias".

For your sound planning outside

Scully

Recording Instruments Company

460 Insull Street

Bridgeport, Connecticut 06607

(203) 334-5400
WE HAVE MOVED TO
MUSART TOWER
CELEBRATING OUR 20th ANNIVERSARY

DISCOS MUSART, S.A.
AV. CUITLAHUAC 2335
MEXICO 16, D. F.
MEXICO.

TEL. 5-27-01-00
CABLE MUSART
MUSART TOWER—
MOST MODERN IN INDUSTRY

By LUIS ARTURO GIL
vice president, architect

The Musart Tower was planned and constructed especially for the offices and recording studios of Discos Musart, SA, due to the fact that, after having collaborated with this company for 14 years, I have observed their functioning necessities.

This building is composed of two great nucleuses—the first is the Tower, which is composed of 12 levels, including street level. Two of them have a surface of 300 square meters each, and the rest have a surface of 100 square meters each.

The two larger ones are: the first, where the reception, record shop and artistic direction are located; on the second, the promotion, publicity, and art departments are located.

For logical reasons, these two floors are the ones most visited by artists, newspaper reporters, promoters, etc., and they are very accessible. From the third floor on, the surface is smaller, and it includes to the manager’s office. The credit department is on the fourth floor. The marketing department is on the fifth floor. The sales department is on the sixth floor. The photo-art department is on the seventh floor. Cocktails, on the eighth floor. The accounting and savings department is on the ninth floor. The comptrolling department is on the tenth floor. The general management is on the eleventh floor.

Each floor has its own air conditioning system, external communication system, and inter-office communication system, as well as restrooms.

In another nucleus, which is constructed in back of the tower, there is a parking lot which fits 20 automobiles, and on top of this parking lot, there are two recording studios with their respective cabins for recording, files for recorded tapes, four restrooms, and a maintenance workshop. There are also resting areas for the musicians.

The walls of the recording studios are double, lined with fiberglass on the inside. Over these, there are wooden frames, covered with vertical panels of acoustic material (vitrotyl). This is on two of the walls. On the other two walls, there are horizontal panels of the same acoustic material combined with wood which is placed on the curved sections. The ceiling is slightly slanted, and the acoustic material and wood were also installed. The floor is made of small pieces of wood which are 1½" thick.

This material is beautiful to look at, and it has excellent acoustic results.

Besides this, there are eight echo chambers, which are communicated with all the recording and recording consoles.

Special credit should be given to the air conditioning system in the recording studios, seeing as how it is sufficiently silent so as not to transmit any noise which could be picked up by the microphones, and besides, it furnishes a comfortable climate for the artists, musicians, etc., as well as for the technicians who are in charge of recording.

The buildings were planned, constructed, and supervised by Mexican technicians, as well as the installations, and I consider that with all these advancements, they can be placed among the most modern within the record industry.
Fests Honor Beethoven Birth

VIENNA—The 1970 festivals in Vienna, Salzburg and Bregenz are dominated by the 200th anniversary of the birth of Beethoven.

In the Vienna Festival, May 23 to June 21, the Vienna State Opera will present in the Theater an opera in new production of Beethoven’s “Die Fledermaus,” May 24, conducted by Leonard Bernstein and featuring Gwyneth Jones, James King, Theo Adam, Franz Crass, Lucie Popp and Adolf Dallapiccola.

The Vienna Philharmonic will play four concerts under Siegfried Ozawa, Leonard Bernstein and Josef Krips. The Vienna Symphonies will be conducted under David Oistrakh, Carl Melies, Karl Richter and the two prizewinners of the Karajan conducting competition.

The program at the Vienna Festival will be the Philadelphia Orchestra under Eugene Ormandy, the Hungarian National Philharmonic under János Ferencsik, the Munich Philharmonic under Rudolf Kempe, the Swedish Symphony and the Japanese Imperial Orchestra, Gagakusa.

Soloists featured in the festival will include Igor Oistrakh, Hermann Prey, Paul Badura-Skoda, and there will also be performances by the Philadelphia String Quartet, the Barlachche Camera, the Mozart Piano Trio and the Welker Quartet.

The Salzburg Festival celeberates Beethoven’s bicentenary, the opera “Fidelio” will be performed under the baton of Karl Bohm. The festival opens July 26. Karajan will conduct a new production of Verdi’s “Otello” and there will be 11 orchestral concerts by the Vienna and Berlin Philharmonics featuring works by Beethoven, Mahler and Richard Strauss.

Another concert, by the ORTF Symphony and the Radio Chorus of Vienna and Salzburg, conducted by Pierre Boulez will feature the “St. Luke’s Passion” by Kristian Penderecki.

Nathan Milstein will open the Bregenzt Festival July 23 with Beethoven’s “Violin Concerto” and Josef Krips will conduct a great Beethoven cycle which will include all the symphonies, the “Missa Solemnis” and the piano concertos. Artists featured in the festival include the Gesellschaft der Musikfreunde from Austria, notably Arleen Arneson, Jorg Demus and Walter Klein. Also on the program are John Cheatum, Lily Pons, and Bellini’s “Norma.”

CASUALS TO LEAD BENEFIT DATE

NEW YORK—Pablo Casals will conduct 108 cellists in “La Saritana,” his own composition at a special “Sahid Casals” benefit with the American Symphony under Leopold Stokowski.

Soprano Beverly Sills and pianoforte Rudolf Serkin also will do a benefit concert, which will be conducted by the orchestra’s free youth concert program, in support of the National International School Scholarship Fund.

Cantate Catalog Series

NEW YORK—Noesnach Records is issuing the final in a series of recordings from the Cantate catalog of rare baroque and renaissance repertoire this month. This month’s album of Heinrich Schütz’s “Psalmen Davids” features vocal and instrumental soloists of the Westphilharmonic Ensemble under Wilhelm Ehmann.

Concerts:

Concerts: Steinberg Turcza in an album of first recordings of avant-garde works: John Cage’s “2165.1949” for a single performer, Pauline Oliveros “Outline for Flute, Percussion and String Ensemble” and John’s “30.6.71” with the Newberry Consort. Also playing in the Newberry Consort are Robert Moog, Wally Schirmer and Nancy Turetzky.

In the Columbia Symphony Orchestra, the Explorer Series has a set of traditional Swedish folk music. Bach’s “St. Matthew Passion” has been reissued for this month.

Review LP’s

5 Review LP’s

In Regular Price

CINCINNATI—The five classical albums that received Special Merit reviews in the Feb. 21 issue of Billboard were regular, not love-letter reviews, and a selection of Beethoven’s 12 piano sonatas by Daniel Barenboim on Angel Records. Three multiple selections on Carl, Vercudria, Vercudius Inter and Renaissance. This month’s album of Heinrich Schütz’s “Psalmen Davids” features vocal and instrumental soloists of the Westphilharmonic Ensemble under Wilhelm Ehmann.

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If someone asks you what Berio played and you say catcher for the Yankees...

brother, you’re losing business!

Berio... Luciano Berio... conceived and played many of the new electronic forms that have influenced students of modern music for the past decade.

Berio, Stockhausen, Cage, Maderne, Boulez, Earle Brown, and perhaps two dozen other disciples of change recorded a historic series of explorations and experimentations that have become cornerstones in the libraries of major music schools everywhere. These names, and the music... are legendary for everyone who studies, follows or just diggs modern classical music. This is where the electronic sound began. It’s become the framework for the rock, jazz and pop sounds you’re selling today.

Now this entire series is issued on Mainstream Stereo LP and on Ampex Stereo Tapes, and we’ve already scheduled full page underground newspaper ads announcing its release.

This is a whole new ball game for dealer profits, so contact your Mainstream Records distributor and your Ampex Stereo Tapes distributor now.
NASHVILLE — A testimonial dinner sponsored by the Nash-ville chapter of NARAS honored Owen Bradley, a pioneer of the record industry here, with a combination of accolades.

Dolly Parton
Day April 25

SEVIERVILLE, Tenn. — The second annual Dolly Parton day will be held here April 25 with a benefit show to establish a scholarship fund for the high school alma mater of the RCA singer.

RCA plans to record her appearance here and press a “live” album from it.

Two bashes of artists will make the trip from Nashville to this east Tennessee community to take part in the benefit which, among other things, will raise money for the purchase of musical instruments for students at the school.

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and jibes by his longtime friends.

Taking part in the program were Wesley Rose, Chet Atkin, Bill Williams, Jack Stapp, Bill McElhiney and Mayor Beverly Briley. Bob McClunkey was program chairman. The script was prepared by Williams, who also captured a series of slides projected on the wall of the Sheraton, cite of the testimonial.

More than 300 members of the music industry attended the function, in which Bradley’s life was traced, somewhat irreverently, from his childhood to his days as vice president in charge of the country product for Decca.

Danny Davis, president of NARAS here, was the official host and MC.

Mayor Briley named the Decca official “Mayor of Music Row,” and chamber of commerce president Nelson Andrews gave him the “Nashville-Plus” award. In addition to a

plaque from NARAS, Bradley was given a handful of recording tape, supposedly “outs” from one of his sessions.

Fourteen members of the Bradley family, including his mother, his wife and his children, were at the testimonial.

Crown Press in Nashville Set Up

NASHVILLE — The Crown Press has opened an office here, specializing in design service and consultation services for the music industry.

The Nashville operation will be headed by vice-president and co-owner Michael Scott, who said the music companies here had shown a need for specialized services.

Among other things, the company plans to work in the field of album jackets.

Pennington to Produce All Monument Country

NASHVILLE — Monument’s Fred Foster has turned over production of virtually his entire country stable to Ray Pen-nington, longtime writer and producer.

Pennington has just produced the Billy Walker release, “Dar- ing Days,” a Dallas Frazier song, and will continue to pro-duce such artists as Ed Bruce, Rusty Draper, Dave Kirby and Linda Drury.

Don Law, as an independent, continues to produce Mon-ument’s Henson Cargill, while Foster will handle the sessions in which Pennington performs.

In the past Foster had done most of the country production. He now will concentrate his efforts primarily on middle of the road and Top 40.

Nashville Scene

By BILL WILLIAMS

Pee Wee King never slows down. Recently he set up distributors in St. Louis, Kansas City and Omaha for a new movie called “Pee-Wee King’s Country Western Hoedown.” He also has been employing old distributors in Wash-ington, Charlotte, Jacksonville, At-lanta, New Orleans and Cincin-nati. And the Pee Wee King Fair Show will be busy this summer featuring Redd Stewart and the

Collins Sisters with Larry Good, other artists, and others.

Charlie Walker, back from Hawaii, discovered that his “Honky Tonk Woman” is making it not only in the country field but is being picked up by pop and underground stations. Done by the Rolling Stones a year ago, it still has great appeal.

Emile Ashworth has just completed a movie titled “Pee-Wee and A-Corin.” shot at Athens, Ala.

ARB reports show that WSIX Radio now has the audience in the Metropolitan Nashville market, and Bill Jenkins is leading the pack. He is a top jockey, etc.

San Antonio has gone all out for country these past few weeks.

Among those in town to headline shows have been Sonny James, Porter Wagoner, Dolly Parton, George Jones, Tammy Wynette, Willie Nelson, Jimmy C. Newman, Jerry Lee Lewis and Ray Price.

Television station WICT-TV in Hartford has renewed “The American Jubilee,” a country show for the 1970 sea-son. The agreement is with Rebellion Productions. Featured artists are Dick Shere and Patty Ben-jamlin and “Listeners to KODO” in the south side of Omaha have picked Charley Pride, Loretta Lynn, the king of Porter Wagoner & Dolly Parton and the Buckaroos as number one artists in their respective categories. Close runners-up were Johnny Cash, Tammy Wynette, Teddy & Dwayne Williams and the world-famed Bob and Ron Lowry visited Las Vegas to promote his release on Republic Records, owned by Glen Austin.

Ray Sanders is making personal appearances in Southern Cali-fornia, pushing his Liberty record, produced by Scotty Turner.

Dick Rich has signed a per-sonal management contract with Manley's Twentieth Century Talent. Rich is with Chasen Rec-ords.

(Continued on page 46)

NASHVILLE's first personal management contract for a nonperson was signed between Kingfish the Wonder Dog and Show Biz, Inc., the Nashville entertain-ment complex. Here the silent star of the CBS' "Hee Haw" televi-sion series signs in ceremonies with Show Biz vice president Randy Rice. The dog, "with ani-mal magnetism," will be ex-hibited through endorsements, commercials, appearances and other personal ventures.
THE NEW SINGLE BY DON RICH

THE NIGHT THEY DROVE OLD DIXIE DOWN

CAPITOL 4942
### Country Music

**RECORDS WERE SET** at the Florida state fair in Tampa with Sonny James and Charley Pride headlining, along with Mary Taylor. Shown here, too, are Jack Rodgers of WALT Radio, Tampa, James, Bill Floyd, of WYU Radio, Pride, and Frank Mull of Capetio Records.

### Ashworth Sets Up Tourist Info Center

**NASHVILLE — A Tourist Information Center, soon to be franchised, has been begun here by "Grand Ole Opry" artist Ernie Ashworth, with much of the information pertinent to country music sites.**

A self-contained unit, each resembling a closed-circuit television set, is being placed in service stations at areas off the interstates and other principal highways. There is no cost to the station; the revenue for operation is derived from "hidden" advertising. Only triple-A motels, for example, are shown on the available housing accommodations list, set so that in which triple-A pays. Other listings are similarly handled. However, all historic sites and those of general interest are shown.

Ashworth said two of the units, which he placed at the "Opry" House, as a service to customers who come there to pick up their tickets. He hopes to saturate the service stations and tourist shops of Nashville.

Eventually there will be a "hidden" advertising, Ashworth said, which gives similar directions to the "Grand Ole Opry," Ashworth, a Hickory artist, has been a member of the "Opry" for nearly a decade.

### Glasers Get Chance In 'Tick' Rescoring

**NASHVILLE — The complete scoring of the movie "Tick...Tick...Tick"... by the Glaser Brothers was the result of a decision by the film after the first set of music and lyrics failed to harmonize with the central theme of the story.**

Tom Glaser, leader of the MCM trio, said the parent company was dissatisfied with the original soundtracks, and that the Glasers were asked if they would undertake the job of making music which fit.

"We first watched a private showing of the film with the original track, and heard it with no track," Glaser explains. "Then we went to work with it."

The result was a complete volume of films from the Glaser store. Jim Glaser wrote three of the themes, Chuck Glaser, one, whose producer, Jack Clement wrote one, Jim Glaser and Tommy Payne co-wrote one. The trio worked together on the themes, which were taken from the Glaser catalog. Both ASCAP and BMI firms of the Glasers were involved. Glaser did all the mixing.

Glaser said he had the movie contains music which has special appeal to the young. "We've hoped this will open new avenues for us," Glaser said. "MGM apparently pleased, and Mike Curtiss already has promised us another opportunity to do the soundtrack of a movie soon."

This is believed to be the first attempt to be put out in its entirety here, with all words written by writers in one stable, as none otherwise can do it.

### WWC-AM in Expansion

**WATERBURY, Conn. — Radio Station WWC-AM, Connecticut’s only full-time outlet for "modern country music," has expanded its Friday night live weekend country music show and will broadcast an hour each week.**

The old Thomaston Opera House is still the setting for the show, featuring New England talent and top national artists as guest.

Giving full emphasis to the country atmosphere, the station calls its concept "Nashville, Connecticut, USA," and features country music two nights weekly at the Holiday Inn, the Friday night show at the Center, a "Nashville Room" with Nashville-style chicken, a club tour to five spots featuring country music, and horse races at the Green Mountain race track.

WWC-AM is a Merv Griffin group station.
Hear The Hagers New Single

LOONELINESS WITHOUT YOU

On Their First Capitol Album

THE HAGERS

To Be Released Soon

THE HAGERS

GIVE IT TIME · LONELINESS WITHOUT YOU · TRACKS (RUNNING THROUGH THE CITY) · WITH LONELY · GOTTA GET TO OKLAHOMA

YOUR TENDER LOVING CARE · I'M NOT GOING BACK TO JACKSON · I DON'T WANNA MAKE IT · I'M FEELING · Goin' HOME TO YOUR MOTHER

Management:
OMAC ARTIST CORP.
402 Chester Avenue
Bakersfield, Cal. (90201)
327-7201 (805)
SOUTHERN ALBUM SERVICE

We know the needs of the music business. COMPLETE RECORD JACKET SERVICE From design through printing, fabricating, prompt delivery. Brochures, inserts, creative sales promotion materials of all kinds, catalogs. Solving the jacket problems for your album producer. Featuring personal service and quality.

Call or write
Betty Cox, Manager
Post Office Box 303,
Nashville, Tenn. 37202
615/254-1022

Nashville Scene

Country Music

**Continued from page 42**

Imperial's Penay De Haven has been on a promotion tour of the Southeastern states, visiting Atlanta, Birmingham, Chattanooga, and Knoxville, then rushed back to go out with Jim Ed Brown & Black Eyed Emmos on their syndicated show, Penay will take part for the second straight year in the 43rd annual Apple Blossom Festival in Winchester, Va., in late April.

Kenny Roberts, associate head of the release of his new Sunday, has words of praise for Quintina Welby, the new bass at the "Jamboree" in Wheeling, with whom Kenny worked for a number of years. Kenny's Don Gibson appeared at Keil Auditorium in St. Louis last week.

... The Sun Antonio show honored B.B. King next month will include Johnny Bush, Bobby Stokey, Ronny McDonald, Slim Roberson, Jimmy Martin, Lee Harman, Johnny Lee Young, and Aldo and Sonny. Anu and Oskar may have to set a record for a one-day jump from Shreveport to Dumas, Ark., then to Pineville, La., and Harrisburg, Pa., in the Can-Ar Zone 100 miles later.

... Jim Greer consists of Bill Anderson is following the lead of the others with a new album of 12 songs down to about 12 or 10 shows a month on the road. It's a trend to work off exhaustion. Jimmy, for future shows for the Anderson, says the new album is a totally different show from last year. Anderson is also going on a promotional tour of Europe International, last week delivered a feature story to the music business to Aquinas College.

John Buchanan Jr., Republican representative to Congress from Alabama, has signed some of his song business—Mark McAllen (Big Mac Records)
The Wrong Pot for Your Tea—Helen Mac (Rustic)
Welfare Cadillac—Tommy D (R.A.A.)
Sandy's Castle—The Clouds (Northland)
Whistle for Haughan—Peggy Lee (Capital)
What's My Name—Henson Carr (Monument)
I Don't Always Cry—Loretta Kay (Northland)
Country Girl—Joan Lee (Plantation)
In and Out of Love—Vicky Lee (Liberty)

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

I Heard Your Song—Dottie West (RCA)
One More With Feeling—Jerry Lee Lewis (Smash)
One More—Loretta Lynn (Decca)
E Missing You—Bobby Vee (Liberty)
Searching—Flatt & Scruggs (Columbia)
Guess Who's Back—Waylon Jennings (United)
Plastic Man—Johnny Cash (Mercury)
Bottled Up—Billy Joe Royal (RCA)
Brand New Man—Teddi King (RCA)
In the Morning—Wanda Jackson (United)

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

211 North Church St.
Livingston, Tennessee 38570
LONNIE LOTT

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

Two Different Country Sounds with Lonnie Lott

Re-Cycle Records #220

Folk & Old Time
1. Guetses Hanged
2. One Little Thing of a Time
3. Breez Records #222

Modern
1. Forever Is Such a Long, Long Time
2. Will It Mean a Broken Heart

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

WHIPWIP

211 North Church St.
Livingston, Tennessee 38570
LONNIE LOTT

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

Country Music

Billboard Hot Country LP's

**STAR Performer**-LP's regulations proportionately approval on this week's

<table>
<thead>
<tr>
<th>Week</th>
<th>TRS</th>
<th>TITLE, Artist, Label &amp; Number</th>
<th>Notes on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE BEST OF CHARLIE PRIDE</td>
<td>RCA Victor LP 4522</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>STORY SONGS OF TRAINS AND RIVERS</td>
<td>Johnny Cash &amp; the Tennessee Two, Tamla ST 104</td>
<td></td>
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<tr>
<td>3</td>
<td>OKE FROM MUSKOGEE</td>
<td>Merle Haggard, Capitol CSP 384</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>TAIL DARK SMANGER</td>
<td>Buck Owens, Capitol ST 212</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>FROM MEMPHIS TO VEGAS/ FROM VEGAS TO MEMPHIS</td>
<td>Elvis Presley, RCA Victor LP 6039</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY CASH AT SAN QUENTIN</td>
<td>RCA Victor LP 6203</td>
<td></td>
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<tr>
<td>7</td>
<td>TAMMY WYNETTE'S GREATEST HITS</td>
<td>Epic EPC 3907</td>
<td></td>
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<tr>
<td>8</td>
<td>A LITTLE KINDNESS</td>
<td>Glen Campbell, Capitol SP 289</td>
<td></td>
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<tr>
<td>9</td>
<td>THE WAYS TO LOVE A MAN</td>
<td>Jack Greene, Epic SP 8791</td>
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<tr>
<td>10</td>
<td>I'M JOHNNY CASH</td>
<td>Lea Ross, RCI 9943</td>
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<tr>
<td>11</td>
<td>EVERLOVING SOUL OF ROY CLARK</td>
<td>Dale RLP 53972</td>
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<tr>
<td>12</td>
<td>A PORTRAIT OF MERLE HAGGARD</td>
<td>Capitol ESL 3144</td>
<td></td>
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<tr>
<td>13</td>
<td>GENN CAMPBELL &quot;LIVE&quot;</td>
<td>Capitol ESL 3148</td>
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<tr>
<td>14</td>
<td>BRIGHTON NIGHT</td>
<td>Johnny Cash &amp; the Tennessee Two, Tamla ST 106</td>
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<td>15</td>
<td>SONGS THAT MADE COUNTRY GIRLS FAMOUS</td>
<td>COLUMBIA 20163</td>
<td></td>
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<tr>
<td>16</td>
<td>JOHNNY CASH'S GREATEST HITS, VOL. II</td>
<td>Tamla 20163</td>
<td></td>
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<tr>
<td>17</td>
<td>WHERE GRASS WON'T GROW</td>
<td>Billie Jo Spears, Decca DL 708</td>
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<td>18</td>
<td>GOLDEN CREAM OF THE COUNTRY</td>
<td>Billie Jo Spears, Decca DL 708</td>
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<td>19</td>
<td>EVEN WERE I TO SEE YOU AGAIN</td>
<td>Bobby Stewart, Decca DL 708</td>
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<td>20</td>
<td>BIG IN VEGAS</td>
<td>Don Davis &amp; the Nashville Brass, RCA Victor LP 4592</td>
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<td>21</td>
<td>WINDS UPON YOUR HORNS</td>
<td>Lenmore Lewis, Decca DL 75166</td>
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<td>22</td>
<td>MUSICAL JOURNEYS</td>
<td>Don Davis &amp; the Nashville Brass, RCA Victor LP 4592</td>
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<td>23</td>
<td>SWITCHED ON NASHVILLE: COUNTRY MOOG</td>
<td>Lee Hazlewood, Epic SP 4595</td>
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<td>24</td>
<td>THE SENSATIONAL CHARLEY PRIDE</td>
<td>RCA Victor LP 4595</td>
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<td>25</td>
<td>COLESON</td>
<td>Merle Haggard, RCA Victor LP 4595</td>
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<td>26</td>
<td>JIM REEVES GREATEST HITS</td>
<td>RCA Victor LP 4595</td>
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<tr>
<td>27</td>
<td>THE ESSENTIAL HANK WILLIAMS</td>
<td>RCA Victor LP 4595</td>
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<tr>
<td>28</td>
<td>COUNTRY SPECIAL</td>
<td>Various Artists, Capitol STB 462</td>
<td></td>
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<tr>
<td>29</td>
<td>UDDY MISSILLIANE</td>
<td>Various Artists, Capitol STB 463</td>
<td></td>
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<tr>
<td>30</td>
<td>YOU OUGHTA HAVE A LICENSE</td>
<td>Various Artists, RCA Victor LP 4596</td>
<td></td>
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<tr>
<td>31</td>
<td>HOMECOMING</td>
<td>Various Artists, RCA Victor LP 4596</td>
<td></td>
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<tr>
<td>32</td>
<td>JUST PLAIN CHARLEY</td>
<td>George Jones, RCA Victor LP 4595</td>
<td></td>
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<tr>
<td>33</td>
<td>ROGER MILLER</td>
<td>RCA Victor LP 4595</td>
<td></td>
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<tr>
<td>34</td>
<td>JIM REEVES' GREATEST HITS, VOL. II</td>
<td>RCA Victor LP 4595</td>
<td></td>
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<tr>
<td>35</td>
<td>JIM REEVES GREATEST HITS</td>
<td>RCA Victor LP 4595</td>
<td></td>
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<tr>
<td>36</td>
<td>BUD DADDY DEE</td>
<td>United Artists US 429</td>
<td></td>
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<tr>
<td>37</td>
<td>TO SEE MY ANGEL, OR...</td>
<td>Norman Green, United Artists US 429</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>LOVE NEVER GONNA BE BETTER</td>
<td>Mark Miller, RCA Victor LP 4596</td>
<td></td>
</tr>
</tbody>
</table>

February 28, 1970, BILLBOARD
I’ll Be All Right Tomorrow
DOYLE HOLLY

On Capitol 4949
A survey of musical instrument dealers around the country shows that in the large city stores recording records does help create traffic while the dealer in the small community may find it helpful and also profitable. Here are four reports.

Los Angeles

LOS ANGELES — Records are records and instruments are instruments and never the twain shall meet. Those are the cold facts about mixing both in this area.

"The instrument buyer is looking for an item that may run $1,000 or more and music buyer is looking for $5 items," said Manny Gulber of Transcontinental Music, which just set up a complete record department in one of the Penny-Owens store, one of the largest instrument outlet on the West Coast. Two rooms were devoted to records with merchandising materials in the store window and inside. The store tried selling the LP's at cost with little result. After six months the record department was closed.

"The records here are not used to build traffic but used as a service to customers," said Dick Charles of Dick Charles Music. "I'd like to continue living close to the store." The store began carrying records five years ago.

A Fairmont Fidelitone Tune Town, is an instrument store that carries a full line of tapes and records. The department is controlled by the store itself because "most buyers only deal in the current stuff," Kevin Grayson said. "We carry a full line with no restrictions." Records account for about 20 percent of the store's gross, Grayson said.

Waukesha, Wis.

Waukesha, Wis. — Since 1953, a five-room store, Waukesha Music have been two separate stores under a single roof and sharing a double purpose.

Triangle Music sells records, players and sheet music; Wauke- sha Music merchandises musical instruments and music pieces. Together they make up one of the last combined music and disk outlet in the Midwest.

According to Bob Rippey, owner of Triangle Music, "We operate on a 'you scratch my back, I'll scratch your back.' And it has been working out nicely."

Well known for his keen interest in promoting jazz, Rippey claims that this "Siamese twin" arrangement with Wauke- sha Music is a natural for creating phonograph record traffic.

"With records, people coming into the music store each week for their musical instru- ments lessons, we pick up a lot of traffic in the record section. Parents of students do a little browsing in our record department while they wait for the lessons to finish. These are good phonograph record per- sons, because they are interested in music."

Tapes are proving important here, too. According to Rippey, both instrument and stereo tapes are selling at a strong pace.

San Francisco

SAN FRANCISCO—Columbia Music Electronics, which is San Francisco's one of the few musical instrument stores here currently stocking records and tapes. According to Chuck Hel- ler, manager of the record depart- ment, Columbia has sold records since the store opened more than 20 years ago and curr- rently records and tapes account for around 30 percent of total volume.

Why haven't more musical instru- ments store stocked record depart- ments? "We are not going to be in it," says Tom Wehr, manager of Don Wehr's Music City.

"We are at the need for records right now," says Donald Sforzo, manager of Angelo's House of Music. "If you stock records you need a lot of them and right now we don't have the space."

Milwaukee

MILWAUKEE, Wis. — A check of local music stores and disk distributors reveals that not a single instrument outlet here presently operates an record depart- ment. A handful of them show a few LP's on the rack but make no solid efforts to merchandise them. One outlet might consider leasing space for a record department.

Several years back the major instrument retailers here devoted themselves of their disk departments. Latest retailer of instru- ments to step up out of disk sales, Bradford's, with two outlets, dropped its record department six months ago.

According to John Plimpton, at Bradford's, the firm might consider opening a store in its Capitol Court store to an experienced record retailer. But it has no desire to take on oper- ation of a disk department as in the past.

Tapes are carried, however, at Bradford's. Last fall, a local rock jacket installed a single display case of pre-recorded tapes.

Squares have been "fair" according to Plimpton. "But it takes time for people to learn that we've got tapes for sale. I'd like to see a display case and tape department here again. It takes specialized personnel and lot of time to do it right, however.

And we've got plenty to keep us busy carrying other instruments, and accessories."

Doors' Sound System Adds To Challenge of Slighting

CHICAGO — The people backstage at a Doors concert here were slightly amazed. "The amplifiers are so big, and there is so many of them," one girl commented. The amps produced power, but also

NAMM Sets Fla. Seminars

CHICAGO—The subjects of the "Hair," the 1970 Music Show in Miami Beach, June 6-9, sponsored by the National Association of Merchants (NAMM) have been announced.

The mini-session will be conducted during exhibit hours June 6 and 7 at the Convention Hall. The five sessions will be held concurrently, twice each day.

The sessions will be: "Adult Organ Classes," "In Store Class Piano—Piano Rentals," "In Store Guitar Instruction," "How to Start a School Band," and "Musi- cal Kindergartens."

There will be three general sessions to be held at the Hotel Fontanella. In the first general session, special panel presen- tation will be provided by the National Association of Band Instrument Manufacturers (NABM), Guitar and Accessories Manufacturers Association (GAMA), National Piano Manufac- turers Association (NPMA), National Association of Electric Organ Manufacturers (NAEOM) (Continued on page 51)

LEADING MERCHANTING PROGRAM

...Fidelitone's exclusive Make It Easy merchandising program helps you sell more needles at top profit.

LEADING

MANUFACTURING SKILL

...Fidelitone's America's only complete manufacturer of diamond needle needing. Only Fidelitone can control quality throughout production ...from diamond tip to plastic grip.

LEADING

DISTRIBUTOR LINEUP

...Top merchandisers service your store to keep inventory turning. Sales aids and backup stock are close at hand to maximize return on your investment.

Why mess around with second-rate Gear? Groove with the Leaders...

...Fidelitone Also check out the added sales opportunities with Fidelitone's audio accessories including blank tape case- settes, 4-track and 8-track car- tridges.

Call your Fidelitone Distributor, or write:

Fidelitone

Advancing Technology and Merchandising

1970 Music Show

The TOUCH OF MAGNIFICENCE

6415 N. Ravenswood Avenue

Chicago, Illinois 60626

February 28, 1970, BILLBOARD
Which music-record trade publication do you read regularly?

When RACKJOBBERS were asked this question,
94% Said they read BILLBOARD regularly.*
54% Said they read Cashbox regularly.*
20% Said they read Record World regularly.*

RACKJOBBERS RELY ON BILLBOARD

*Routex, Inc., Survey, January, 1989. (Figures total more than 100% due to multiple answers)
The Anthony Café is an integral part of the performance, and its interactions with the audience are highly anticipated.

Everybody's Poul Anderson's novel, which explores the relationship between the protagonist and the film's title character. The novel is a classic of fantasy literature.

The Atlantic 0520 album features a unique collection of songs spanning various genres, including pop, rock, and country.

The various albums reviewed include works by artists such as The Ventures, Wilson Pickett, and Wilson Pickett Junior Group. These albums showcase a variety of musical styles, from rock and roll to country music.

The New Orleans Hotel Side album features a collaboration between various artists, showcasing their unique styles and interpretations.

The album's cover art features a vibrant and colorful design, capturing the essence of the music within. The artwork is visually striking and represents the diverse range of talents expressed within the album.

The album review highlights the album's strengths, such as its musical diversity and the unique contributions of each artist. It also mentions the album's impact on the music industry and its cultural significance.

The album features a mix of hit songs and lesser-known tracks, offering a broad listening experience for fans and music enthusiasts alike.

The review concludes with a critical analysis of the album's success, discussing its commercial appeal, critical reception, and lasting impact on the music scene.
Musical Instruments

College Sound Analysis

*Cotintued from page 34*

I program heavy rock. I don't just mean Led Zeppelin. I also include Peter, Paul & Mary. I look for a record with a beat and a message. In judging whether a record gets played after its preview, I depend on two factors: the telephone and the sales. Sometimes a record will be requested by just a few constant callers, but won't sell. More frequently a record shows up sales without requests. That record is only bought by the high school students they aren't my market.

In past years, I've noted three categories of music: Objective, Subjective and the Literal. From the late '50s until the end of 1963 was the "objective" category, which included the type of rock that left you with a feeling. All the way from the security feeling of "He's Got the Whole World in His Hands," through the "Twist stage," (which just gave old folks a young feeling) to John Ward's feeling about that "Wonderful Summer." Next, were the "subjective" years. This involved influence. The Beatles played the major role. One classic song was "When I Was Young" by Little Burdon and the Animals. That has since died out and we are now entering the "literal" stage in music. Here, the listener receives a picture identification.

WBCR's Consultation

*Cotintued from page 34*

Every one of the 60 people who work at the station are enthusiastic. Like Kaufman, they all feel this move will benefit them and the Brooklyn community at the same time. "Someone has finally come and seen the potential of a college station outside of the college market," said program director Albert McGoldrick. Bronstein added that he is glad to see people, who "know professionals when they saw them." Now the edges will be feeling to Robin Ward's feeling about that "Wonderful Summer." Next, were the "subjective" years. This involved influence. The Beatles played the major role. One classic song was "When I Was Young" by Little Burdon and the Animals. That has since died out and we are now entering the "literal" stage in music. Here, the listener receives a picture identification.

NAMM Sets Fla. Seminars

*Cotintued from page 48*

Association of Musical Merchandise Wholesalers (NAMM). The three general sessions will be: "Are We Selling All of Our Markets: Children, Youth and Adults?"; "The Downtown Market: What Is It, Where Is It Going? How Can We Keep Up With It?"; and "The Music Industry on Trial." The "Early Bird" registration for the Miami Show will be held from 8 to 9 p.m., June 5, in the Hotel Fontainebleau. At 9 p.m. that night, there will be a "Beer Stube Party" at the

Doors' Sound System Adds To Challenge of Traveling

*Cotintued from page 48*

organist for the group. "The bass piano sound comes out slightly distorted because of the range of frequencies it has. It isn't too noticeable to the audience when they hear us, but we notice it." The Doors use 24 speakers in their p.a. system, which may seem like a lot, but the instrument speakers number more than 40. The drummer of the group, John Densmore, said that the 24 speakers are needed so the drums can be heard over the rest of the instruments, and so singer Jim Morrison can also be heard.

What makes the EV Eliminator the most modern speaker system you can buy?

An ancient musical idea. The horn.

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February 28, 1970, Billboard

Joe Palumbo, engineer at WBCR, Brooklyn College, checks out the new station's weekdayanna. WBCR is a carrier current station serving the area near the school and some of the Brooklyn community.

Advertisements in Billboard mean business.
SPECIAL MERIT PICKS

POP

PETE FOUNTAIN—Nona Gaye, Own Kind of Music, CRL 71700

The pedal steel guitar in the title is quite naturally one of the highlights of the Rock 'n Roll revival and is used as an instrument on a major rock hit, the album being the debut of the rock band, the Rolling Stones. The album offers several tracks that are considered highlights of the Rock 'n Roll revival, including "I Want You Back," "I Can't Help Myself," and "Help Me." The title track, "I Want You Back," is a must for fans of the pedal steel guitar.

GRETA HANSON—Time, Rhythm and Passion, CDEA 2004

This album is a product of the trend of American popular music that emerged in the mid-1960s, characterized by a return to the roots of American music and a renewed interest in the folk, blues, and country traditions. The album features a variety of artists, including Greta Hanson, who were influenced by this trend. The album is a must for fans of the folk, blues, and country traditions.

LOW PRICE POP

YOUTH MOVEMENT—Here's the News, MCA 2537

This album is a product of the trend of American popular music that emerged in the mid-1960s, characterized by a return to the roots of American music and a renewed interest in the folk, blues, and country traditions. The album features a variety of artists, including Youth Movement, who were influenced by this trend. The album is a must for fans of the folk, blues, and country traditions.

GOSPEL

MOVIE KISTER & THE STATEMENT—(New) Sounds Today, Skelly 5120

Blackwood Singers—God Bless America, Skelly 5020

GEOFF HINES & THE GOSPEL WINGS—Atlantic 5020

DION & THE BROTHERS—In God's Country, Epic 5020

LAMAR SIBLEY & THE BROTHERS—Oh, Mother! Brother! Sable 5020

WALTER SIMPSON—Rock In God's Country, Epic 5020

LAWSON SIBELIUS—Your Mother's Day, Sable 5020

COMEDY

DAD AND DAUGHTER—Our Front, World 1025

JEFFELI & LEARY—The Buddy in the Bed, World 1025

CHILDREN

CARRABBA & KIDS—(New) Sounds Today, Skelly 5120

ENCHANTERS—The Enchanters of Tomorrow, Enchanters 1025

FOLK

JOE B. WATSON—(String) Concert Album, Folkways 5012

LOW PRICE

RELIGIOUS

TOM STINNLESS & THE RECREATION—The Power of the Holy Spirit, Argo 5013

INTERNATIONAL

HULI CONGOS—(New) Sounds Today, Skelly 5120

VOCAL ARTISTS—Kenny Allen, Babies of the World, World 5013

JAY & THE AMERICANS—(New) Sounds Today, Skelly 5120

BARBARA STINE—(New) Sounds Today, Skelly 5120

CHAMPIONS—(New) Sounds Today, Skelly 5120

BRUCE SPRINGSTEEN—(New) Sounds Today, Skelly 5120

KENDALL TAPASITY—(New) Sounds Today, Skelly 5120

Published by Billboard. Copyright 1970.
Wide Appeal Disks Aid Jukebox Programmers

CHICAGO — Although there are more new records that can be used to cover a large number of locations, there is no indication that jukebox programmers eventually will be able to put the same records in every location.

This was the consensus of a survey of several jukebox programmers around the country. Most programmers, however, thought that the increasing number of records suitable for more than one location makes their jobs a little easier. “The job is a little easier since you can buy one record and cover all spots rather than having to buy five or four different singles to cover one, two, and adult spots,” said John Power, programmer for H.C. Knoblauch and Sons, Inc., of Houston Falls, N.Y. “Eddie Arnold was one of the first recording artists to make records that could be used in all locations, although his popularity has subsided a little.”

Most programmers agreed that they were trying to reach a point where all jukeboxes could be programmed with the same records. “There are some country songs that just cannot be programmed on a teenage spot. I try to mix the songs a little more often in a while, but if customers or the owner of the location do not like the song, we hear about it.”

ELLEN DURCHUS, programmer for K.D. Music and Amusement of Ames, Ia., agreed, “We have several locations which are either all under age or too close together. Also, locations do not want kid records on the jukeboxes. They may have a Dean Martin number, but that’s as far as it goes.” She cited such artists as Ray Charles and Ray Charles, respectively.

New Bill ‘Defines’ Slots

CHARLESTON, W. Va.—In a bill aimed primarily at so-called slot machines, which are used to carry out slot machines in private clubs, the West Virginia legislature is attempting to regulate the “slot machine.”

Present statutes define slot machines and gambling devices vaguely. A variety of multiple-pay slot machines are currently operated legally in various parts of the state. The new law states that all slot machines must be operated only for the purchase of merchandise or a game of chance. The new bill would exempt from its illegal definition “coin-operated nonpaying pin tables with a free play feature.”

The new bill, some industry observers say, is almost as ambiguous as the old statutes.

Audio Marketing Corp. Ships 12-Selection Record Vender

LOS ANGELES — Audio Marketing Corp. has shipped its 12-selection record vender to a distributor. The first 120 of its newly designed single record venders will be delivered to distributors within the next ten days.

Don L. Orsatti, president of Audio Marketing Corp., said that it was originally Disc-O-Mat National, also announced the appointment of H. Douglas, former general manager of Tower Records, as vice-president, marketing.

The newly designated Disc-O-Mat vends 12 different selections in chain stores, for a total of 600. The majority of the machines will be placed on the East Coast, to which they have been shipped from the factory in the past.

The new bill, some industry observers say, is almost as ambiguous as the old statutes.

MOA Offering Open Period on Insurance Plan

CHICAGO — Music Operators of America (MOA) members have a 45-day open enrollment period during which no health insurance is required and during which they can sign up for MOA’s new group insurance plan. The plan, underwritten by Valley Forge Life Insurance, offers up to $74,000 coverage, depending upon age.

The new plan, available to all MOA members and their employees, can be superimposed on present coverage or may be arranged as the primary health insurance with no unfavorable tax consequences, according to MOA president A. L. (Lou) Puckel.

Jukebox Play Price Switch Gradual

(executives filed by Billboard reporters from different markets that show the switch to a quarter play pricing on jukeboxes is gradual but steady. Most new models are still set at the higher price.

There is little consumer resistance but location owners worry that “the guys across the street won’t change.”

Distribution in the ’70s

(Next decade will be a dramatic one for distributors of jukeboxes and automated leisure equipment. The following is the first in a series of articles on distributors.)

The most encouraging sign in the coin-operated music and leisure equipment business as we move into the 70s is the opening of thousands of new locations for the products. The locations are ideal for jukeboxes and jukebox-like equipment in new business and because this is so the competition among distributors is fierce.

Another trend will see the growth of automated coin-operated music and leisure equipment business as we move into the 70s. The opening of thousands of new locations is the opening of thousands of new locations for the products. The locations are ideal for jukeboxes and jukebox-like equipment in new business and because this is so the competition among distributors is fierce.

MINNEAPOLIS

By KEN BERGlund

MINNEAPOLIS—The switch to a quarter play pricing is nearly 100 percent in the Twin Cities but is not high in outstate cities. Most operators say the changeover is effective most in high-traffic, high-traffic, and high-traffic areas.

Operators say that 80 percent of the jukeboxes sold by Lumberman’s are switched to the new pricing for 25-cent pricing.

The number of machines switched on location, however, has not changed significantly in his estimation.

Increased revenue from the change to new pricing is estimated at between 25 and 35 percent per location.

Zieglin said: “You always have

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Zieglin said: “You always have
COINMEN IN THE NEWS

ALBUQUERQUE, N. M.

Harper's Consolidated Music Co. of Las Cruces, N.M., hosted a recent Worlitzer service seminar. Alfred D. Harper is the owner-manager. Attending were: Duren W. Damagin, Cassie Martinez, and Eddie A. Diaz of Damagin Music Co.; and Mac Knicely of Golden Music Co.; and Ronald Baldwin of Bollwey Brothers Music Co., Artesia.

ANCHORAGE

Northwest Sales Co. hosted a recent Worlitzer service seminar. The company is headed by Ron W. Pepple. Attending the seminar were: Vernon McMillian and John Knows of Anchorage Amusements here; Manuel Primonce of Billiard Vending in Anchorage; Albert A. Curley of Benson Amusements in Anchorage; Keith Copeland and Jim Trew of Action Vending in Anchorage; Eugene Breneau of Aurora Music in Fairbanks; Leonard McKinnon and F. H. Chisholm of Fairbanks Music; Jim Burnett, Vic Tyler and L. W. Peet of Kenai; David A. Keen of Delta Service of Clear; Dick Benson of Benson Amusements in Palmer; R. K. Cook of National Vending Co. in Palmer; and "Buzz" Hoyt of Northwest Sales in Seattle, Wash.

CINCINNATI

Royal Distributing Corp., with Joseph G. Westerhaus as president, recently was the site of a Worlitzer service seminar. Attending were: W. Fashnacht of Shiffer Amusement Co., Dayton; Robert W. Flamm of Gem Music Co., Dayton; Paul Kreitz and Rudy Weismann of Carson Amusement Co., Dayton; Thomas E. Frank of Servo Music Co., Inc.; George T. Groce of Kirk Music Co., Greenfield; Alfred S. Caprilli, Leo Caprilli and Stanley Smolinski of Maysville Automatic Music, Ripley; and Jack Silvernail of Royal Dist. Corp., here.

COLUMBUS, 0.

Royal Distributing Co. here recently hosted a Worlitzer service seminar. Heading the Royal operation were: Joseph G. Westerhaus Jr. and Fred Jenks. Among those attending were: Curtis Edwards of Point View Vending, Inc., Russell Point; C. E. Scott and Howard L. Klefinoff of Hopkins Music and Vending Co., Columbus; John Ellen; James J. Merlino of Miller Music, Ellida; Charles E. Miller of Howard Coin Machine, Lima; Art Bunetta of Acme Music Co., North Jackson; Carl C. Tracy of R&S Sales Co., Marietta; Richard Gilger and John McMahan of Royal Dist. Co.

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ROWES 77 CANDY, COINMASTER .... 9.95
ROWES 77 CANDY, 44 M.P., CHANGER .... 2.95
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FEBRUARY 28, 1970, BILLBOARD
Jukebox Stops Have Individual Needs

- Continued from page 53

as Johnny Cash and Glen Campbell whose records can be programmed on all the jukeboxes the company has.

There has been an increasing number of records that can be used over the entire route, especially within the past year, said Bonnie Humphrey, programmer for Missouri Valley Amusement Co. in Lee's Summit, Mo. "It makes the job a little easier knowing you can use one record in all or most of the spots." She said that artists such as Campbell and Cash are put everywhere regardless of the type of record that they make, because "if people like these artists they are going to play the records." Other artists are programmed over the entire route depending on the record. Recent songs by artists such as Elvis Presley, Tom Jones, Joe Smith and Andy Kim have been programmed on nearly every jukebox, she said.

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BILLY BUCKET 12" X 30" SNAP OUT GRILL

BILLY BUCKET 12" X 30""
LOS ANGELES

Continued from page 53

instances was increased revenue sometimes up to 25 percent higher. Still, the fear of the owner of losing his business to the man across the street was there and the machines were changed back.

A majority of operators feel that the only way to really establish two for 25 cent play as a standard is to have everyone make the move at the same time, thus allaying the fears of the owners. This, however, is at best a remote possibility.

In addition is a lack of success with installing two for 25 machines, operators also brought up the point that at this time business in Los Angeles—that is, the number of outlets—has been steadily shrinking for the past 18 months. Most operators report anywhere from a 4 to 25 percent reduction in outlets.

The main cause: The so-called 25 percent "tipplers" tax which has virtually erased the owner's profit margin, caused him to decrease prices; lose customers to the liquor stores and thus close. Comments from individual operators/wholesalers are as follows:

Marvin Jones, Jones Music & Vending: Tried the two for 25 cents play in only one outlet. Convinced the owner of increased revenue advantages and the owner agreed. Six weeks later there was increased revenue but the machine was removed because the "man across the street" was still on three for 25 cents. Jones services 170 outlets, a drop of some 15 percent in past 14 months. In the next 18 months he looks for an additional 15 percent drop. Tax is too heavy 15 percent tipplers, 5 percent sales, 1 percent extra sales tax for owners to exist. His music policy hasn't changed. He still programs what he considers to be the "music that sells." Two for 25 would not cause him to invest any additional monies in records.

Harry Burd, ACA, one of largest operators on West Coast with more than 1,200 outlets: Has switched about 10 percent of his machines over and has seen an increased revenue in all of those outlets. Many of Burd's outlets, however, are in Holly-

wood or on the Sunset Strip where the customer often will pay the higher price without quibbling. He tries to make most of his changes when he installs new equipment. "The customer isn't the problem; it's the owner who fears losing his business.

The biggest complaint is that record quality is lousy." Every company records at different levels, volume and so forth. The business, in general, he feels is bad and he guesses about 17 percent of locations in California have closed up during the past 18 months due to higher prices they were forced to charge for beer.

Cliff Jones, Cliff Jones Music: In past two years has only been able to switch over about 5 percent with a revenue increase of about 25 percent in most of those establishments. He feels that the recordings available to operators are "worse than they have ever been." He is surging to put back some of the "oldies" in his locations. He services 125 locations, and has dropped 25 during the past year.

Dave Smith, Dairin Corp.: Services just over 100 outlets and none have changed. He cites high tariff in locations as the reason for the business drop and agrees with the consensus that the owner is the man who fears the pay price change more than the consumer.

Clarence Jones, who from his Long Beach offices services about 70 locations: Feels the time is right for the new price and consequently, after surveying his accounts, has not installed any of the equipment. He cites high taxes, too.
Jukebox Play Price Switch Gradual

**PHILADELPHIA**

- Continued from page 53

- It has been suggested that there has been an appreciable increase in revenue for the machine. For the first month the jukbox machines are priced beyend the two plays for 25-cents for both 50s and 15 for a dollar. In some cases the machine to 15 plays for a dollar, balanced by other locations where the offering is 11 and 12 plays for the dollar.

- The experience of more than 100 operators, particularly in matters of the addition of the dollar changer, is that players go for the 50-cent and dollar charge. The unit price per play is still 10-cents and less. As a result, the dropping of the dime per play slot for the quarters does not represent any appreciable source of additional revenue for the operator.

- Nor do operators contemplate any change in record programming on a result of increased play. The jukbox machines are presently well programmed to meet the needs of each particular location, and it is known that the all the hits have record, but make the "hit" record to attract the coin. The days of the jukebox type and the machine may be reduced and that makes it quite happy.

- Most small cities are still pricing the machines for 25-cents, according to operators. Dealers are convinced that both cities are doing much better with the changeover.

**INDIANAPOLIS**

LeW Jones Distribution Co., Inc., headed by Lewis J. Jones, recently was the site of a Worlser service school. Approximately 50 dealers attended the seminar whose theme was: C. M. Forrest of Felix Jones Boxe, Fort Wayne; Russell Nagle of the S. E. W. U. of Multiplex Coin Machine, Monroe, Ind.


**LOUISVILLE, KY.**

Co-Operative Dist. Co., operated by Leonard W. J. and John Joff, recently was the site of another Worlser service school. Attending the school were: Ernest P. G. and R. W. M. and Mrs. Herold M. Dewey of Brame Coin Machine Co., Huntington, Ind.; James F. Meloy of the Co-Operative Dist. Co., New York; Charles M. F. and W. W. Miller of the Coinmen, New York; and Jimmie and Don R. Howard of Howard Sales Co. in Omaha.

**OMAHA**

Central Distribution Co., with William J. Joff as president, recently was the site of another Worlser service school. Attending the school were: Joseph J. Joff of the Automatic Vendering Service of Fremont, Neb.; Lester F. F. and P. A. of the Woodruff Company, New York; and Edgar A. Moore of Coin-Mat in Omaha, and John J. Joff of the John Jones Dist. Co. in Omaha.

**Campus Dates**

- Continued from page 34

- University of Wisconsin Sunday (11) at 3:00 p.m.
- Ohio State University (11) at 3:00
- University of Wisconsin Thursday (11) at 3:00
- University of Wisconsin Friday (11) at 3:00
- University of Wisconsin Saturday (11) at 3:00

- **What's Happening**

- Continued from page 34

CRTC Rules 30% Local Content For AM's; Top Content Boosted

TONQURO — The Canadian Radio-Television Commission has proposed new broadcasting regulations which would impose 30 percent Canadian content rules on all music broadcast on AM radio stations. The new rules to boost Canadian content on television were also announced.

Terry Thomas, CRTC chairman, said the new regulations were necessary to save Canadian broadcasting from complete domination and eventual extinction by U.S. broadcasting.

Beginning Oct. 1, 1970, 30 percent of the music played by AM stations must meet one of four conditions: that the music be either performed, written or composed by a Canadian, or recorded in Canada. By Oct. 1, 1973, 100 percent of the music played must meet two of these conditions.

At present, there are no regulations enforcing Canadian content on the radio. The new directives came as no surprise to broadcasters who had been expecting an announcement for some time.

Reaction Varied

Reaction to the regulations was varied, both broadcasters and record company officials were unanimous in agreeing that the regulations would be a boon to Canadian performers, composers and technicians. Most broadcasters were surprised that FM radio was over-regulated. Some subject to the new regulations have already drawn up FM regulations and withholding them for an announcements meant to stifle the MF stations because of their artists’ ability to escape any severe directives. Special rulings for underground FM stations are expected.

Record companies, who have stepped up Canadian production in an effort to meet the regulations, expect to have the product count for Canadian talent amount to more than one other plus.

For AM, the regulations give broadcasters plenty of latitude for making necessary changes in operation next year, two of the provisions that will count for Canadian content amount to more than one other plus.

Lyman Potts, director of the Canadian Talent Library, believes that if OR stations like CFRB, one of CTL’s main sponsors, will have little trouble. The CRLA, as OR stations have already agreed to meet these regulations, will have 124 albums with 1,500 selections to air,” said Potts. He further commented that the regulations give broadcasters plenty of latitude for making necessary changes in operation next year, two of the provisions that will count for Canadian content amount to more than one other plus.

In addition to the radio regulations, the CRTC also proposed rules to boost Canadian content on television to 60 percent in prime time. The rule is to take effect this fall for the CBC, a year later for private stations. British and French-made shows will not count and the changes will be 10 percent or more.

Locally, some broadcasters fear that the rules may turn TV viewers to U.S. stations and start downward spiral with a loss of audience, money and quality. Rules limiting the number of commercial breaks and strict rules permitting commercials in news and documentaries were also announced.

Juneau said that all these rulings were the first step in a series of regulations to increase and expand Canadian content.

The commission will hold a public hearing in Ottawa beginning April 14 to hear comment on the new regulations. We will not back down easily,” Juneau warned broadcasters.

Canada’s Top Albums

From the Music Capsules of the World

TORONTO — As a result of exposure at the Miller’s Country Club, Toronto, Canada, Jason Brand’s “We Were Happy” has been secured by a number of record companies for release in Spain, Italy, France, Denmark, Norway, Sweden, Germany and the U.K. The new Syndrome disc, distributed nationally here by Capitol and Ford, was first charted at CKLW, Toronto earlier this year and has since broken out in several Canadian and American outlets. A special Tree in from Holifax to cut a few singles for Capitol at RCA Studio to produce the album for release in Canada.

Canada’s Top Singles

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Quality Push On ‘Rip It Up’

TORONTO — Quality Records has kicked off one of the company’s heaviest promotion campaigns in connection with the release of an amphetamine ‘n’ roll classic, “Rip It Up” by their newly signed teenage Dance Band. The campaign was designed to introduce the group to the public and to capitalize on the current revival here of early rock music.

The push on the disk began early in January, weeks before the band was ready to perform at the end of the month. The highlight of the campaign was the specially produced disk that played backwards inviting the listener to turn the turntable top back to the ‘50s with the song.

The extensive promotion campaign on the Canadian produced disklob is part of Quality’s recently announced expansion of their a.d.r. activities.
Cap Into Holland—Davis Supervisor

LONDON — Capitol Records, the U.S. EMI affiliate company, has opened offices in Amsterdam under supervision of Allen Davis, appointed European Marketing Director for the firm.

But Davis, in London, said that the move by the U.S. company was "primarily to strengthen our own position within EMI." Independent labels have made great inroads in the EMI market, as a whole. "If things are going to happen here we want to be personally involved," Davis describes his appointment as an initial effort in coordinating Capitol policy through EMI offices in 13 European countries. Rarely staying at his Amsterdam home base, Davis has been touring EMI offices talking about Capitol product, about developments in the U.S. and lending "whatever merchandising support and expertise I can offer along American promotion and merchandising lines."

"As things develop and we find we might be helpful in certain areas with certain types of personnel, we could enlarge Capitol staff in Europe," Davis continued. "Certainly the job is too big for one man. Our participation up to this time has produced strong results."

So far, I've been learning about the places where EMI executives are most knowledgeable in their own markets, and they have been most cooperative. I have no complaints at all about the cooperation initiatives of Capitol, who are strongly promotion-minded. Europeans as a whole have more revenue to spend on leisure items than in this country. Capitol's country music catalog has been quite strong in Scandinavia and is spreading. To Germany and, with the Berlin Wall, I hope to the U.K. as well."

"I'm also working on arrangements for performances by Capitol artists in Europe," Davis said. "There is a 'Country Caravan' coming in April which is to play 21 dates in six countries, and the Band will do a tour in early spring. The sounds of American music as a whole are slowly spreading among the youth in every European city, despite the shadow of Middle Age in several countries."

BILLBOARD

Willis Bill Draws Talk

LONDON — Following the withdrawal by Lord Willis of Henley on Thames, England, to have composer royalties revised, a meeting was held in which interested parties reviewed the matter but definite measures were not decided.

Victor Knight, secretary of the British Copyright Society, said that the record royalties committee met for discussion on Feb. 10. "It would seem in due course, after further consideration, a case will be made to the Board of Trade for support of a new Parliamentary bill," Knight said.

"At the moment we feel that with no price maintenance on records, the Board of Trade can only recommend legislation again."

Aguiile Pacts For TV Show

MADRID — Spain-based Argentine singer-composer Luis Aguiile, who wrote "Cuando sali de Cuba," is in Argentina where he's a guest singer with Channel 9 TV of Buenos Aires for his own weekly television show.

Aguiile, who will be in Buenos Aires until June, has recently formed his own record label, Showman, and plans to record new material. Aguiile also plans to seek representation of foreign catalogs for distribution in Spain. Aguiile will release an LP and a single by himself on the new label in March.

Showman will be distributed in Spain and Portugal by Movieland. Aguiile has also formed a music publishing company, Editorial Asturias Europea.

International News Reports

LP Output in U.K. Hits Peak

LONDON—Latest Board of Trade figures disclose that during October production of records and albums totaled 6,893,000 copies, 17% over the figure ever recorded, as companies geared up for the seasonal ascent of the buying graphs.

Album output, 935,000 copies higher than in September, combined with 4,958,000 singles, shot the overall production figure for 1969 to a new all-time peak of 10,843,000. This was a 16 percent improvement on October 1968.

Total sales for the month, at £3,342,000 were a healthy 9 percent up on the previous October, with export sales running at an impressive £646,000.

Over the 10 months to the end of October, both production and sales were 7 percent better than in 1968, while exports improved by 21 percent.

SIAE Takes Over SEDRIM Functions

MILAN—Since Jan. 1, SIAE, the Italian Society of Authors and Publishers, has taken over the functions of SEDRIM, the Italian mechanical rights society.

SEDRIM was founded in 1926 as BEMI society, to collect mechanical royalties. Although formation was not opposed by SIAE, the question of who should control copyright law only one organization is authorized to collect copyright royalties.

However, last year SIAE said that if the regulations of the BEMI Board, which takes over SEDRIM's functions and promised stricter control over recordings of new works in the matter of royalty and cover version abuses.

The International Federation of the Phonographic Industry has welcomed the new situation, "looking forward to collaborating with the official government organization." It is one of the strongest of the European author rights societies with 1,500 members and a reputation of dealing firmly with copyright issues.

SIAE has opened an office in Milan at Via Arci 7 to handle the mechanical right operation with Lucio Capogrossi in charge. SIAE has also declared that it will not longer operate through BEMI but will make its own contract with Italian record producers.

As a result of the new BEMI contract, the responsibility for royalty collection in certain territories where no BEMI member organization exists formerly handled by BEMI (Paris) is split among three of the major European mechanical rights societies — SDRIM in France, GEMA in Germany and SIAE in France.

SEDRIM acquired responsibility for certain countries of Central and South America, Eastern Europe and the Middle East. How this responsibility will be discharged under the new arrangement is not yet clear. It is likely that SIAE will (Continued on page 67)

Finnish Disk Imports Up $151,000 in 1969

HELSEINKI—Imports of records into Finland during 1969 were valued at $384,000, compared with $383,000 in 1968, according to figures published by the Statistical Bureau of the Finnish Customs Board.

By a large margin the U.K. was Finland's biggest source of imports, to the value of $338,000, compared with the previous year's $238,000.

Country by country figures were:

1969

West Germany $225,200
Switzerland $115,400
Sweden $72,140
U.K. $60,000

1968

West Germany $219,300
Switzerland $73,800
Sweden $90,230
U.K. $41,190

Export of Finnish records was only narrowly increased in 1969 to $51,190 compared with 1968's $50,390. Sweden with 105,000 figures among its population remained Finland's leading customer, with imports valued at $38,300, but the figure was down compared with $41,440 for 1968.

Exports to Canada were slightly down at $1,869 but to the U.S.A. were $3,880 compared with $3,570 in 1968. In the vinyl tape field, imports for 1969 broke all records at $1,457,000, compared with the 1968 figure of $1,338,000. West Germany was Finland's biggest supplier ($594,760) but Sweden's share of this market of increased dramatically from $63,330 in 1968 to $285,000 in 1969.

Country by country figures were:

1969

West Germany $594,760
Switzerland $626,900
Sweden $624,400
U.K. $285,000

1968

West Germany $319,190
Switzerland $244,000
Sweden $200,000
U.K. $163,800

Big gains were also noted in the import of prerecorded tapes with a total import value of $151,100 for 1969 compared with the previous year's $86,400.

1969

U.S. $59,280
West Germany $32,200
Sweden $19,780
U.K. $27,140

1968

U.S. $17,160
West Germany $17,300
Sweden $8,050
U.K. $4,040

Germany

ITALY

FEBRUARY 28, 1970, BILLBOARD

no.4 of the Italian song

Adriano Celentano

CLAN CELENTANO CORSO EUROPA, 7 20122 MILANO TELEFONO 70.42.61

THE BEAT makes Music
HIRE AGENCY AS TAX AIDE

HAMBURG — As part of an intensive campaign to have records considered as cultural material and therefore taxed at 5.5 percent instead of the present 11 percent, the West German record industry federation, the Verband der Phonographischen Wirtschaft, has appointed the Necker & Co. agency to conduct the negotiations.

The company will be charged with establishing the claim of records to be considered cultural material and with enhancing the public image of the record industry.

W. Germany to Pick Euro Entry

HAMBURG — West Germany's RTL Television Station Contest in Amsterdam, March 21, will be chosen from one of its Eurovision performers.

Wunder gibt es immer wieder, art director of Wert Promotion, sung by Katja Ebstein (Libert), "Pierre, der Clockwork" by Dietrich Fischer-Dieskau (Philharmonia), sung by Horst Kri sti (Telefunken), "Bei jedem Kuss" by Delia Hensch, sung by Winfried Habschacher (Program). "Auf dem Kurfurstendamm" is sung by Hans Meyer, Georg Buschor, sung by Roberto Blanco (CBS); "Al ein mittleren Milien" by Gun ther Sonnhein, sung by Reiner Schoene (Arriola); "Blau Augen, Grüne Augen, kann ich gar nicht mehr ertragen" by Horst Ackermann, Herbert Heussl, sung by Josef Lauter (Miller/RCA).

Neither Deutche Grammophone nor Elektra has nominated artists for the contest.

Artists' Union In Norway?

OSLO — Because they consider the fees paid by the country's radio and television the state controlled NRK-TV, is producing a legal union, some artists are planning to form their own union.

The dissatisfaction with fees was expressed recently by pop singer Elisabeth Grammen who suggested that the television company should set up a payment bureau so that artists did not have to negotiate their fees with individual producers.

The Norwegian Broadcasting Depart ment chief Erik Dienes agreed that there were shortages, but explained that the company had to work with a limited budget.

Musher, who has a recording pro- test that has attracted the support of actors Brigitte Horney, Adam Kay Adams, Kiri Stearns, Bobb Wirey, and Bror Mauritz, also revealed that for her participation in the Norwegian Song For Europe, the Falsetto had been reduced to $2 an hour.

As Norway's famous cellist, folk singer Lars Kjesvand, satiric singer Rolf Wesselsen and impresario Birger Wegmann, who is planning a pop entertainers' union was also announced as being affiliated to the Norwegian Musicians Union.

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

CBS/Sony Claims 10% of Record Mart in Japan; Sees Rise to 20%

By ELSON IRWIN

HONG KONG — "We didn't exactly starve," according to Shuntaro Nozaki, general manager of international division of CBS/ Sony, "but the market is quite unsatisfactory, particularly in the first 12 months in business. We, of course, had the advantage of being with the TV show "The Andy Williams Program.""

Oddly enough, however, in the first year of joint operation between Nozaki's division, one of the biggest years of the "home- grown" trend.

The firm now claims 10 percent of the total Japanese record market this year, next year, according to Shuntaro Nozaki, "CBS/ Sony will be marketing 20 percent of all records sold in Japan."

CBS/Sony did not enter the Japanese market until 1968, "we had a choice of catching catch-ep style. CBS had been selling high crusta, first known arrangement with Nippon Columbia. The new joint venture turned 1 year old Dec. 31 and by March 1969, CBS/Sony had no pressing plant in operation. Several established firms in Japan are contracting to have their records pressed at the CBS/Sony plant."

"It has been an established fact that with Japan's vast population, any marketing effort will be a sure success. But the individual record distribution system, different language, huge average income still considerably lower than in many other Top 10 countries of the world, has made our joint operation a task, but these artists are from the country we have been able to educate a little bit on an international scale."

CBS/Sony's three biggest hits of the first 12 months of operation were a CBS/Sony-U.K. release of the "Torn Between Two Lovers" record of Simon & Garfunkel's "Sound of Silence," "Local Phenomon." Carmen Mak's "Sometimes I Feel Like a Lonely Bachelor."

The single still plays a great role in the record sales of the "Home Country," depending on the disappearing in other parts of the world, but all Japanese record distribution companies agree that "the album is making great strides."

He, Nozaki must examine the charts weekly to determine how different the two categories are. In the singles category, Japanese records dominate. In the album category, foreign imports have practically taken over.

Nozaki, 37, and no stranger to the record business having represented RCA, CBS, and RCA, New York for seven years. He understands the Western idioms and can speak English fairly well. His fellowship workers have pushed hard to familiarize themselves with people with such names as Bob Dylan, Ken Kesey, and the Jefferson Azority, Illinois Witchcock, the Zombies, the Buckinghams and all manner of artists. But he is a household word in most world, is a mystery to most of his colleagues. They fail to "get the message."

"It is quite difficult," Nozaki, sing ing to start 1970 with an educa tional project to "educate the Japanese public among his artists are talking about."

"When Nozaki's efforts and his young staff of co-workers (the average age of his five men and producers is 25) have successfully merchandised such artists as Donovon, the Beach Boys, Denny O. Smith, Tim Hardin, the Youngbloods, Dave Brubeck and Miles Davis."

Miles Davis was no stranger to Sweden and Japan. Hermeto Pascoal, has made "cutouts of Miles Davis, according to Nozaki, so that the average Japanese have a chance to hear American artists."

"No less than 20 Miles Davis albums have been sold every quarter, says Nozaki, since discharge."

This picture in Plant

CBS/Sony people look proud on their processing plant, where Carl Schuessler (Columbia), is a model in the poster at Santa Maria, Calif., and Bill Haensch and "other machine in operation now with 12 more coming in next year."

CBS/Sony has projected itself as the leader in the classical field of Japan, with a large catalog from CBS-U.S. It is an important division of sales since Japan has more classical records than any country in the world, according to Nozaki. He feels that allocation for "favorites are Leonard Bernstein, George Szell and of course Bruno Walter."

CBS/Sony has taken a rather show and displayed different display (the development of local artists). This division too, Nozaki says, "will like to call a "lastable stable of artists."

Nozaki said: "We are interested in long-term stars. Surely there is profit in the one-shot, but in the long run, in Japan, it is the steady market that wins."

The company, he says, points to artists such as Andy Williams, a long-time favorite in Japan. Williams has seen several visits to Japan and each time he has "two or three days."

His albums sell steadily. "We want to establish the same long-term relationships with our own stars," Nozaki says. He belie ves long-term events, with certain buying habits. They are loyal to certain performers. They might buy a fixtures in their own country, including Greece.

(Continued on page 63)

CBS Branch, Redudit Pact

LONDON — The Columbia Special Products branch of CBS, the U.S. music subsidiary of CBS is marketing Britain's Re dredit Redudit background music for use in the U.S. and Canada, except for Quebec and the Maritime Provinces.

CBS is supplying subscribers with an 8-track tape from the Redunit library and from CBS sources and is handing service throughout the U.S. using the Redunit high-speed duplicator.

Greek Poptest

Set for July

ATHENS — The Third Song Olympics, the Greek international pop song festival, will be held this year at the Panathinaikos Stadium, Athens, July 10-12.

The inaugural event in 1968 attracted participation from 17 countries; last year the figure had grown to 29 and already 80 countries and 200 nations have shown interest.

The festival, promoted and financed by the Greek govern ment under the direction of re dewire George Economides, will this year limit participation in the contest to the 13 countries, each country, including Greece.

NO BRAZILIAN TUNES IN RIO FEST; COPYRIGHT TIE

BUDAPEST—There will be no Brazilian songs in the Fifth Rio de Janeiro Song Festival this fall and the world copyright of all new compositions presented during the event will be owned by the Brazilian participants.

This was announced by Augusto Marzagoz, general manager of the festival, during a lightning-6 hour visit to Budapest to discuss Hungarian participation in the event.

Marzagoz had held discussions for young Hungarian talent in the local radio studios and announced that he would not shrink from the idea of unknown artists at Rio.

He said that all songs in the festival would be guaranteed a recording for the EMI and "no" record at the event in either their original language or in Portuguese, English or French.

Marzagoz said 32 countries would be taking part in the Fifth Festival including all the Americas, Japan, Belgium, France, U.K., Greece, Italy, Austria, Norway, Sweden, Switzerland, Israel, Morocco and Lebanon.

"The songs are being screened throughout the Americas and will be screened for Europe for Eurovision. The international jury will include Barbara Streisand (U.S.), Domenico Modugno (Italy) and Dino Mc Carron (Sweden)."

Pact Brings 10 New Labels

NEW YORK — The newly signed contract between Victor of Japan and MCA brings 10 new labels to the Victory stable. First release is set for April and the contract is to run for four years.

MCA executives, artists and others in Japan for the debut of the labels. Dick Broderick, of MCA International, held a press conference in January to sign the合同. Under the pact, artists brought such artists as Frelsh, Jiro Nozaki, Guido Modugno, Dienne Warwick and Nell Daisy, among others.

M. Torio, head of the world group section of Victor of Japan, will become the president of the new company, which will be established as a joint venture company called RCA/CBS/MCA, executive representative for MCA Inc., who has been in Japan for 10 years, will coordinate activities.

Collier in Deal With Toshiba

LONDON—Mike Collier of Mother Mistro has signed a long-term subpublishing deal with the Toshiba Musics crossed companies. The deal was initia ted at MIDEM by Collier and Dr. Mike Mastro and Ko Kitaka and Hideo Kusumoto.

Toshiba will handle the Musical Will, that where Collier has achieved several hits with songs by Dave Dee and others.

In addition to the publishing deal with Toshiba, Collier signed an agreement with Richard Usher of Haru Music to place masters of several artists that have associations with Collier including Ruz/Ozzy's Wired and MPR Productions. The To shiba deal gives Mother Mistro representation in every major country.
From the Music Capitals of the World

* Continued from page 58 *

tor of Sun-Har Productions. New LP featuring Calzada-Mer- riweather recorded and distributed by London on the Kalamazoo label. The album is "The Blues," an album of jazz artist, John Hammond, and his orchestra. The "Top Spot" is a DKX FM in Toronto, Canada. Canadian Radio-Television Commission award includes one of the major groups of CHIN's license. The station broadcasts in 23 languages. Detlef Grothe has resigned as part of the Chicago Better Times, by David Davis's "Paint Your Wagon" as an example of LP and film. Quality is heavily promoted by the station in summer and fall campaigns, respectively. The station is now airing satellite feeds from Madison, Wisconsin, and Chicago, and is also available in the UK. To continue the show, "The LP," will be aired on KCLH, Linda Baby, and Saturday mornings on WBBM, Chicago. The show will also be heard on WLS and WTMJ, Milwaukee. The "Paint Your Wagon" soundtrack will be released on LP and cassette.

TOKYO

The Victor Co. of Japan announced that it is releasing its latest "fist home"-labeled original cast album, "The Sound of Music," recorded by Harold Arlen and the London Symphony Orchestra. The score is composed of songs from the musical "The Sound of Music," which features such hits as "My Favorite Things," "Climb Every Mountain," and "Do-Re-Mi." The album will be released in Japan on April 1, for the first time in the country. The album will also be released in other countries, including the U.S., Canada, and the U.K.

HOLUHOLU

One of the town's leading pro- moters is meeting with Wayne Newton for a booking in one of the U.S. markets. Newton has announced a new recording for fall, "Am I Black Enough?" The album is a jazz album. The album includes the songs "Do-Re-Mi," "Climb Every Mountain," and "My Favorite Things." The album will be released on LP and cassette. Newton has also released a new single, "The Sound of Music," which features the songs "My Favorite Things," "Climb Every Mountain," and "Do-Re-Mi." The single will be released on LP and cassette.

BARCELONA

Los Tres Sudamericanos (Beller) were the first group to perform in the Concert of the World. They were followed by the group Los Tres Sudamericanos (Beller) and then by the group Los Tres Sudamericanos (Beller). The group Los Tres Sudamericanos (Beller) was composed of three brothers, Omar, Ruben, and Luis. They were born in Argentina and have been singing together since they were children. They were joined by a fourth member, who was born in Spain. The group Los Tres Sudamericanos (Beller) has been singing together for over 20 years. They have released several albums and have performed in many countries. Their most recent album is "Los Tres Sudamericanos (Beller) en Barcelona." The album includes the songs "Am I Black Enough?" "The Sound of Music," and "Do-Re-Mi." The album will be released on LP and cassette. The group Los Tres Sudamericanos (Beller) has also been performing in many countries, including the U.S., Canada, and the U.K. They have been performing together for over 20 years. They have released several albums and have performed in many countries. Their most recent album is "Los Tres Sudamericanos (Beller) en Barcelona." The album includes the songs "Am I Black Enough?" "The Sound of Music," and "Do-Re-Mi." The album will be released on LP and cassette.
San Remo 1970

26 Songs, 52 Singers To Vie at San Remo

Outstanding absence in the festival is EMI. Aho Decca is not represented, but the Italian affiliate of the U.K. company does not care for Italian repertoire particularly. Other absences are those of Bellkiss, Saar and Callograf.

Thirteen songs will be performed on each of the first two nights, seven per night will enter the final. Feb. 28, via votes expressed by popular juries. A first, second and third prize will be awarded.

The three shows will be broadcast and televised live in Italy, on the national network, with a probable 20 million audience. Half the show of the final night will be televised through Eurovision and Intervision (Eastern Europe countries). Taped segments of the show will be bought by several countries in America and Japan.

This year the San Remo Festival is being organized by Ezio Radders and Gannna Ravers on (Continued on page 65)

From the Music Capitals of the World

Move to Cannes, French Urged

PARES-Bazal general manager Hubert Ballay wants the French entertainment industry to transfer its base from Paris to the South of France. "You know, with MIDEM, the Cannes Film Festival, and the MIP-TV (International Television Program Market), it would be a logical move," he said.

The idea is that with state aid for decentralization and help from the regional government, the Cote d'Azur could become another Hollywood, Ballay said. He went on to say that with state aid, "If the climate is not more favorable for business, the capital is not longer viable for the entertainment industry," he said.

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20th FESTIVAL OF SANREMO

Michele
with the song:
“L’ADDIO”
RIFI MUSIC PUBLISHING

Iva Zanicchi
with the song:
“L’ARCA DI NOE”

Rossano
with the song:
“OCCHI A MANDORLA”

Fausto Leali
with the song:
“HIPPY”
RIFI MUSIC PUBLISHING

EMILIANA
with the song:
“LA STAGIONE DI UN FIORE”

www.americanradiohistory.com
### Argentina

**VOLKSWEISEN**
- *Udo Sugar* (RCA)

**GEH EINABBE**
- *Ole Reituff* (Demo)

**TEMPMA**
- *Rico Kenerie* (CBS)

**SCHNIONSTES**
- *Shocking Monism* (Paramount-Chaes)

**ORTF**
- *Johnny Capers* (CBS)

### Austria

**MOUTH**
- *Lee Okun* (Polydor)

**NUMPER**
- *Rosa* (Mole)

**ZUNG**
- *Fever One Moldr* (Moma)

### Brazil

**Covers**
- *Lee Okun* (Polydor)

**Canada**
- *Johnny Capers* (CBS)

### Britain

**SUTTEN**
- *Vanilla Fudge* (Decca)

**WIRE**
- *Vanilla Fudge* (Decca)

### Britain

**SINGLES**
- *Can* (Polydor)

### Denmark

**EASY**
- *Johnny Capers* (CBS)

**GREAT**
- *Johnny Capers* (CBS)

### Germany

**SINGLES**
- *Johnny Capers* (CBS)

### Holland

**SINGLES**
- *Johnny Capers* (CBS)

### Italy

**SINGLES**
- *Johnny Capers* (CBS)

### Malaysia

**SINGLES**
- *Johnny Capers* (CBS)

### Mexico

**SINGLES**
- *Johnny Capers* (CBS)

### New Zealand

**SINGLES**
- *Johnny Capers* (CBS)

### Norway

**SINGLES**
- *Johnny Capers* (CBS)

### Poland

**SINGLES**
- *Johnny Capers* (CBS)
26 Songs, 52 Singers To Vie at San Remo

- Continued from page 62

account of the San Remo Municipality, while a case is brought at Court by ATA— which was manager of the San Remo Festival House and the San Remo Festival.

ATA claims they still have property on the "San Rom Song Festival" name as a trade mark. ATA has held a court case on Oct. 26, 1969, but has had no success in the court on overwhelming ownership of the San Remo Festival House and Rava co-operated, independently, in organizing previous deals with Atlantis.

Each record company pays to

Rodelli-Ravera $1,600 per singer participating in the festival and each publisher pays the same amount per song. The figure is doubled when a song wins a prize.

Rodelli-Ravera paid $80,000 to San Remo Municipality, which is to appear on the list for charity.

Established artists (40) will be paid this year by Rodelli and Ravera, not established artists—there are thirty-three new artists paid $3,000, and the eight artists making their debut get nothing. It is in accordance with a general commercial agreement. It is the first time that any singers participating in the contest are paid for their performances.

CBS Meet Unveils New Promo Drive

LONDON—"Fill Your Head With Memories" is part of a wide marketing campaign, not just at CBS, but considered in the contemporary music market in this country.

This campaign involves browser, display, posters, and an eight-page cutaway ad. The promotional campaign from CBS is a joint venture of CBS Radio and CBS Records.

At the London sales conference, reported in York on Monday, Holloway told salesmen that the market was moving heavily towards the double pack album offering two discs in one release. "I firmly believe," he said, "that the single album will assume the role of the 45 rpm record in the near future. And it's quite possible that the double pack albums will become more frequent."

Hanna Aroni Signs With Ariola to Cut German Disks

LOS ANGELES—Multi-lingual vocalist Hanna Aroni has signed with Ariola of Germany to record a set of records for the German speaking nations.

The vocalist has just completed her first two songs for Ariola in its Berlin studios, reports Charles Tishman, Miss Aroni, who has been performing in Europe for the past year, is who Kopp is presenting the contest. The contestants are from the first round of the German competition, and will be held at the Hamburg Festival on Dec. 1. From there, the contestants will be flown to Paris, where they will be put through a series of auditions to select the best performer for the final round.
Mantovani sells more LP's than any other artist year after year after year after year after year.

There must be a reason

This new LP is reason no. 51....
JOAN BAEZ'S NEW ALBUM—ONE DAY AT A TIME
VRS-79310—AVAILABLE FROM YOUR VANGUARD RECORD DISTRIBUTOR IN ALL TAPE CONFIGURATIONS, 8 TRACK 8VM-79310, CASSETTE CVX-79310.

PERSONAL MANAGEMENT: MANUEL GREENHILL, FOLKLORE PRODUCTIONS, 170 FEDERAL STREET, BOSTON, MASS.
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NILSSON SINGS IT
NEWMAN WROTE IT

Nilsson sings Newman

TORRENCE DREW IT
RCA SELLS IT

WE ALL HOPE YOU’LL ENJOY IT NILSSON SINGS NEWMAN
LSP-4289/P8S-1539
### Top LPs - A-Z (Listed by Artist)

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THE AMERICAN DREAM

On Ampex Records

AMPEX RECORDS
555 Madison Avenue • New York, N.Y. 10022
NEC: Rules & Rhubarbs

• Continued from page 1

and agents made oral agreements for the artists which were not really legally binding. The company was willing to sign the letter of intent which many agents felt was not a legally binding agreement, as well as a waste of time. The letter of intent was approved by the managing partner, said Don Cartier, booking coordinator for the NEC. "Last year the letter of intent was signed by the delegates signed as many as 300 for the booking corporation. They picked the artists they wanted to play. We feel that the letter of intent is no longer needed." While there were still many grievances over the letter, George Sturgeon, president of the NEC, said that the USAC felt that it would "separate the tired pickers from the serious booking business. The letter serves no purpose of any kind." Over the years, he said, he was not authorized to sign the letter. "The true client at our level is the booking corporation," Murray Swartz of Queen Book- ing Corp. said. "It is helpful because it represents a definite commitment." He also said that the booking corporation was a "legal pad, which was the way most arrangements were made, but there was no really is of nonbinding." The discussion continued on the letter being carried on. It was not clear as to how long the letters represented a binding agreement. The NEC said the letter would be binding "for a reasonable length of time."

The second day of the conference was highlighted by a speaking session on "What the music industry can do to help the listener." The luncheon, "College concerts and the college business," but it had been very dirty, with kickbacks being exchanged between agents and subagents and colleges and agents. Yabroch also said that the artists were paid only on the college campus should be abolished. He felt that each artist should earn what he makes and not be guaranteed a sum of money. Larry Goldblatt, sole representative and manager for Blood, Sweat & Tears, disagreed. "We're not going to make money if they don't take a risk, college kids. We've got to want to take the risk and front money that's all right. We will work with the colleges and will call in a professional to supervise the films on campus. The three-part program includes a professional

Executive Turntable

Harry and Gene Goodman's Blue Ribbon Music and Triton Music. ... Bob Sheshgeld appointed Eastern regional manager, Scepter Records tape division. He was formerly tape buyer for Gem Electronics. 

Jerry Dennon has resigned as general manager of Transcontinental Distributing Corp.'s Seattle outlet. He returns to full-time status with Jerry Dennon, Al Leber, branch manager with Jerry Dennon, Seattle, named manager. ... Aaron Wasonerstrom appointed president and elected a director of Magnetic Media Corp., blank tape manufacturer and a CRT subsidiary. ... Terrence C. O’Connor, formerly Midwest district sales manager for CBS Elec- 

Jazz LP's

Barry Freeman joined Kapp as West Coast sales and promotion manager. ... Norman Gray joins newly formed Spartacus Records, owned by Hy Mitracli, as sales-promotion vice president. He was formerly president of Mercury/Chesky. He is the appointed district sales representative for Craig Corp. in Indiana and Kentucky. Kenneth H. Day will serve in a similar role in the New England area. ... Carl Michael joins Kapp in Los Angeles as national sales manager. ... Jerry Watters, the recently appointed sales manager for the City of New York, has been transferred to Warner-Reprise. ... Leney Scheer leaves MGM as director of marketing, sales and distribution to join Kapp as national sales manager for the City of New York. She will also serve as its associate publicity director in Los Angeles. ... Alan Solomon joins Warner Bros. as assistant controller. ... Barry Stanely named Capitol's product profitability analysis manager. ... Walter Bruckner named Capitol's sales and market analysis manager. Charles Weiner named Capitol's manager of manufacturing and distribution analysis.

Best Selling Jazz LP's

WFAA SPLITS FROM WBAP

DALLAS—WFAA has fi- nally reached an agreement with WBAP in Fort Worth after 48 years and will be taking over everything except the 550-K frequency. WBAP takes over the 5,000-watt 820 frequency. Clark Van, program director of WFAA, said the station will immediately launch a "more competitive" programming campaign. The two stations previously had similar frequencies, each half the time, and the debate about the situation was the longest continuing debate in radio.

Ampeg Microcassette

• Continued from page 18
great upsale in sales. "Micros are packaged for fast sales," he said.

AST packages its micros in colorful cards that feature pictures of the label and the names of the four selections. They can be displayed either on the rear of the microcassette or on its side.

"We think that microcassettes will go a long way towards helping retail tape sales reach their $621 million goal," said Cohen.

Oscar Candidates

• Continued from page 4

expressly for the screen. The adaptation was not made, so the score was written for a different medium."

NEC: Rules & Rhubarbs

• Continued from page 1

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The film entertainment program will also be part of the package. Warner Bros. will offer George C. Scott in "A Man for All Seasons," "Spartacus," "The Caine Mutiny," "Clyde," "Bullitt," and "Rachel Rachel," to campuses without guarantees for all will be paid to WB by the campuses according to the amount of people who show at the performance. The amount of films that can be selected will depend upon the enrollment of the students. Phillips expressed hope for holding the conference in Philad- elphia next year so some ar- rangements can be made with the unions of the city who charge very high rates. He also felt that the "legitimate mistakes made at the conference would be solved by next year."
TRACY JULIE
and now SALLY

"RUN SALLY RUN"

THE CUFF LINKS

INCREDIBLE NEW EXCITEMENT ON DECCA RECORDS
Leon Russell has found Shelter.

shelter records, hollywood, calif.

DISTRIBUTED BY BLUE THUMB RECORDS, INC.