All Systems ‘Go’ at IMIC; Piracy Is Hit

ALL MORCA, Spain – Approximately 850 music and recording executives from 26 countries of the world attended the Billboard-Record Retailer International Music Industry Conference here (April 26-May 2) were exposed to several firsts—these included (1) an anti-piracy stand by all manufacturers of the world; (2) the unveiling of Phillips videocassette; (3) a demonstration by RCA and Motorola of a quadracontinental video camera. A full report on the seminars and meetings of the second International Music Industry Conference will appear in Billboard May 23.

Illegal Disks on Jukeboxes

WASHINGTON — The intense demands of the new young listeners to hear their own kind of music on jukeboxes on cam-}

School $ Crisis Imperils Music

By RON TEPFER

LOS ANGELES — The Los Angeles City School District, in the midst of what is probably its worst financial crisis, is coming down to the wire on a decision that could eliminate musical instrument programs and drastically cut all other music endeavors in the nation’s public schools. (Continued on page 8)

Name 6 in Sound Search

NEW YORK — Six musical talents were selected this week to compete in the finals of the nationwide “Search for the New Sound,” to be held Friday (15) at the National Press Club in Washington. The finalists will vie for a $2,000 cash prize and a national television appearance at a gala to be hosted by Tommy Smothers, with a distinguished panel of music industry experts acting as judges for the competition.

In a separate competition for songwriters, sponsored by radio station WBNM-FM, Cincinnati, Lydia Wood won with her original song based on an Ice Tea theme. Miss Wood, known as Mad Lyda, will perform her song at the final competition. She will receive the $2,000 Grand Prize. (Continued on page 4)

Scriptures Give Disk Cos. New Faith & Hope Script

NEW YORK — The music business is turning to the Scriptures for its inspiration. The pop, rock and country swing to songs of faith and hope does not mark a return to the church because, in the view of many young songwriters and performers, the church is the establishment.

NEW YORK — The Harry Fox Agency is cracking down in U.S. District Court against an alleged piracy operation uncovered by the investigator for Fox and Al Berlin, head of the agency, in New York. (A record piracy complaint was filed in Los Angeles last week by CBS. See story on Page 3.)

The action filed in the court’s Southern District of New York by 17 publishers, charges East-
Chet Atkins goes public.

The new Chet Atkins album, "Yestergroovin’" is charming, and is winning over everyone who hears it.

It’s fresh, honest music with universal appeal. And, as a glance at the national charts will bear out, it’s opening up new markets for Chet.

The single, "Steeplechase Lane" (47-9827), is a good sample of what "Yestergroovin’" is all about.

And a refreshing contender in today’s bullish market.
**Quad-8 to Debut in Fall—3 Titles by RCA Records**

At the demonstration in New York and the West Coast, RCA Records has pressed 30,000 copies of its first-ever three-album set, "Woodstock," with a quarter-million copies planned for a three-fold cover on its Cotillion label at $14.98. (Tape price $7.98.) The set, done documentary style, represents the completion of eight months of work—on the Woodstock Music & Art Fair, produced by Eric Blackستان, and on obtaining necessary clearance for music which had been licensed to Atlantic by Atlantic executives, Ahmet and Nesuhi Ertegun, and Jerry Wexler.

Royalty arrangements, said Wexler, had been worked out on a "royal basis," on which Atlantic regards as unique for popular product in the U.S. "In this case, the publishers are paid on the basis of time heard—a system which completely eliminates duplicate payments." Said Wexler: "Negotiations were unbelievably complex and lengthy, but the deals over the albums were only a part of a series of negotiations to obtain clearance from the artists, the record companies and in some cases, the foreign affiliates and even producers. Four units to coordinate. It was harder to get record clearance than to obtain film rights, I think." Royalties were also being paid to Woodstock Ventures, which produced the event. Wexler admitted that artist enthusiasm for being represented on the album was always strong. But after seeing either rough cuts, and in some cases, the final film, of the Woodstock film, there was wholeness, a feeling of hearing music in nearly all concerned. But if people ask, "Where is so-and-so on the album? They were at the festival" by this is the result of the artist being a surrogate, in most cases," said Wexler.

Woodstock albums have been processed down from over 100 hours of tape by Blackstein and Wexler. It was the ultimate sound at the festival itself, employed by the Woodstock film producer, Maurice Wadleigh. Wexler initiated negotiations for the Woodstock albums, which were introduced before the event started to Woodstock festival producers, the attorneys for the Woodstock lawyer, Paul Marshall. Bobreport, Atlantic's vice president in charge of advertising and publicity, said that the LP's, at the time, were still listed, would open up new sales avenues. "It's a costly set as regards royalties and we will have to sell and promote it really hard. But we are sure the time, effort and money will be justified," he said. Atlantic's own distributors have ordered over 200,000 copies of the cards since the album was announced at Atlantic's sales meeting in January.

Wexler said there are no plans to break down the set into single albums. "But if we sell, really sell out, then maybe we'll do that. But they will certainly be re-released at some point. Are any Atlantic Records acts on all three albums? "Curtis Mayfield is on all three," said Wexler. "Réalson. The rest belong to our toughest competitors." old and new are Joan Baez, Butterfield Blues Band, Quicksilver Messenger Service, Whale. Other artists are Peter, Paul & Mary, Three Dog Night, John Cocker, Country Joe & the Fish, Arlo Guthrie, Richie Havens, James Taylor, Harry Nilsson, Al Kooper, and others.

**CBS Charges 49 on Coast With Piracy**

**LOS ANGELES—CBS filed a record piracy complaint against 49 named defendants in the California Superior Court for Los Angeles County on April 24. The suit alleges that the defendants unlawfully appropriated and pirated recorded performances owned by CBS, and seek both injunctive and compensatory relief on the grounds of unfair competition and unjust enrichment.**

According to a CBS spokesman, the suit is part of the company's continuing campaign against record piracy and all forms of unauthorized duplication of recorded performances. Named in the suit are Louis Anthony Aiello, Gloria J. Aiello, Virginia Lucero (also known as Virginia Lucas, also known as Mary Folden, also known as Louis Wexler, Arnold, John E. Bogart, Custom Tapes, Ltd. (also known as Bahama Enterprises, Ltd., also known as Echo Enterprises, also known as Echo Tape, also known as Italia Exporte, also known as Italia Exporte, Ltd., also known as Echo Enterprises), Audio Products (also known as AudioPhilic), Donald Washbrook, Sharon Washbrook, Joan Washbrook, Lillian Washbrook, David Hampson, William Wexler, Eleanor Bogart, Mary Folden, Virginia Lucero, Joseph Castor, Allan Woods, James Rofle, Robert Baugh, Jay Spinelli, Joseph Fordham, John Sisk, Joseph Castor, Allan Woods, James Rofle, Robert Baugh, and others.

(Continued on page 4)

**Koppelman & Rubin Bids For Music Division of CU**

**NEW YORK—Charles Koppelman and Don Rubin are negotiating for the acquisition of the music division from Commonwealth United Records.** The negotiations include Commonwealth United Records, Century Sound Studio, the former United Artists Records, Music, Blue Magic Music, and a management firm. The negotiations have been

**For More Late News See Page 98**

**Frankfurt, Ohio Express On Super K**

**NEW YORK — The 1970 Frankfurt Co. and the Ohio Express will be recorded with a new Super K label rather than Bud- dah itself. The deal was reached after the release of any product in the past five months pending the negotiation of a new contract. Both the Frankfurt Co. and the Ohio Express will continue to be recorded on their original Bud- dah label as well as on the new active Super K Records outside of the U.S. until termination of the original Bud- dah agreements.**

**Ohio Appliance Quits RCA Line**

**CINCINNATI—Ohio Ap- pliances, Inc., large distributor here, is giving up the RCA disk and tape lines. The firm had been handling RCA products in the appliance business.**

**According to a spokesman for Ohio Appliance, the firm will be offering its customers alternative brands of Andrew Herman, a spokesperson for RCA Records, said the decision to drop RCA's disk and tapes stems from the label's recent shift toward digital distribution.**

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(Continued on page 4)

**MGM Files 4 Suits vs. Klein For $2,191,000**

**NEW YORK—MGM has instituted four actions in the New York State Supreme Court against Allen Klein and his companies to recover $2,191,000. The Klein com- panies named in the suit are ABKCO Industries Inc., New York, Vintage Producers Corp., and Chips Distributing Corp. The suit involves claims for partial financing and com- plete distribution of "Mrs. Brown You've Got a Lovely Daughter" and "Stranger III," and claims for partial financing and distribution of tapes manufactured and delivered to Chips by companies of Klein in the Philadelphia area for which MGM was never paid. The actions also seek a repayment of advances by MGM to the predecessor of ARCO's Camden Parkway Rec- ords, for which MGM was the U.S. distributor. The largest single claim is in connection with the picture "Stranger III" for approximately $1,243,000.**
London Publishing Arm Wraps Up 3 Key Singles

NEW YORK—The Burlington-Manhattan group, headed by the publishing firms, an arm of London Rec-ords, has capped a two-month plus by announcing the acquisition of three key singles: They are: "Daughter of Darkness" by Joyce Jones Parrott; "Will Re- member Me" by Peggy Lee on Capitol; and "I Call Myself Free" by Greene & Stagg on United Artists Records. The group's attempt to maintain a continuing drive on "Love Is All," an ASCAP-winning version by Malcolm Roberts, which has been issued in the U.S. and England, and other versions are by Les Reed and his Orchestra on a Phase 4 single, Mantovani in a London L.P., and "I'm a Ju- liet" on an upcoming United Artists Records single.

"Woman of Love," a recent hit by Englebert Humper- dinck, has picked up numerous followings in radio, and will here, and plans have already been made to exploit a drive to establish the tune as a Christmas holiday staple.

Another Burlington-Felsted tune set for disc cover is "Dancing in the Moonlight," by Brian Parrott on World Pacific.

Name 6 in Sound Search

**Continued from page 1**

songwriter's award and a con-tract with a music publisher. 

In Chicago, plans are made al-phabetically, with their sponsoring radio stations are: 

**The Essentials, WTRY, Troy, N.Y.**

**Bill & Lauretta Huzelden, WPLB, Troy, N.Y.**

**Overland Stage, KQWB, Fargo, N.D.**

CBS Files On Piracy

**Continued from page 3**

Rodgers, also known as Herald Rogers), Hartford Guarantee & Trust Co., Television Rentals Interna-tional (also known as Television Rentals, Inc., also known as T.V. Rentals International), Chattanooga, Ten. ....

Spanish-language single, a 1959 hit for Chubby, is under consideration for a Latin radio station in the Midwest.

Mail Order Co. Formed

NASHVILLE—A diversified mail order firm that is beginning business by specializing in records, tapes and all affiliated music products, has been formed here. 

Bill & Sonny Thorton, manager of a music publisher, said future areas of product will be expanded to include pop and soul. The goal of MUSIC "is to empty out all outdated tech-niques, adding innovations and exciting to the mail order business," he said.

In addition to the direct mail currently received, MUSIC is sponsoring one-night-only programs on WRLA and WSM, and four 15-minute segments nightly over WSM, Nashville.

Earhart, a native of Nash-ville, was general manager of Ernest Tubb's label for four years, and was associated with Southern Plastics, Inc., and was appointed the 275th program director for P.O. Box 370, Nashville 37202.

Schwartz Pitches For New Talent

NEW YORK—Red Schwartz, who represents Roulette Records as president of product and promotion, is making a pitch for independent producers and artists who fit in to publicity, public management and projected expansion. Schwartz is also alerting his men in the field to be on the lookout for new talent and transfer-acquisi-tion.

"I am informing per-sonal managers and others sub-mitting material to him that the company will put its top promo-tional and marketing efforts behind their product," Schwartz said.

Alexander, RCA Executives, Dies

NEW YORK—Bill Alexander long-time RCA Records executive, died April in Har-rison, NJ. 

Alexander had been affiliated with the Radio City Music Hall and New York. Before that, he had been director of advertising, production and public relations.

A wife and two children survive.
Introducing Poco—one year and 100,000 albums later.

Poco got it together on the West Coast a little over a year ago. There was Jim Messina and Richie Furay from the late and great Buffalo Springfield. Plus Rusty Young and George Grantham.

And the sound they created was fresh and friendly—good feelin’s music that got a roaring response wherever they played.

They put it down on an album called "Pickin' Up The Pieces" which sold over 100,000 copies. A lot more than respectable for anybody's first album.

Since then they've travelled around and played a lot of dates, added one more member to the group — bassist Tim Schmit — and paid a lot of attention to developing their sound.

The result: a new album, "Poco."

The material is all new and very solid. (Check out cuts like "Keep On Believin'" and "Don't Let It Pass By.")

So while their growing number of fans now have more Poco to enjoy, you'll get even more enjoyment at the checkout counter.

Like we said, Poco is good feelin's music.

On Epic Records
And Tapes
Editorial

In This Issue

AMIDE Exhibitors Down 20% Lead To Coercion From NAMM

LAS VEGAS—Computerized music, a huge electronic animated organ and a dream car for rock car groups containing its own organ and 32 guitar jacks with two sets of the items exhibited here at the second annual American Music Industry Exposition (AMIDE). Exhibitors were down from 121 last year to 97 this year, said John Divney, NAMM's communications director. But Phinney stated that some of the decreases were due to the establishment of musical instrument organization, the National Association of Music Merchants (NAMM). Attendance figures were not up, but exhibitors who are partial to NAMM have coerced exhibitors that were at AMIDE last convention have threatened to pull their line from some distributors who were at our show. The major keyboard companies were here, but they have coerced by NAMM, but we do have some keyboard participation.

"Don’t want how much effect we have on the market until after their convention in Miami (June 6-9) but I understand they have convention in Las Vegas on June 10, the place to be." The first day of the show was open to the public. There were two special meetings, a seminar and a workshop for music dealers by various dealers to handle competitor. University of Nevada music site, with a featured speaker for the workshop.

One of the fun exhibits was the Fantastic VokKontrolis, a dream car of every rock group. The car itself was equipped with built-in Vox Continental Organ, 32 guitar jacks, 8 speakers, almost 1,000 watts of peak power amplification and stereo, and a Rolls Royce car of the future was set up for full-organ, reed, horn, woodwind, flute, and dispam sounds.

Ampeg showed two new amplifiers, the Model 200, a 1x15 box with two 12-inch speakers and tube pre-amp. Instead of 300 watts, it is 175 watts. Guitars are fed through. Ampeg’s other new amplifier is the V-3, 50 watt, 2x12 model. The unit offers a “dirty” sound for the rock group.

Hohner’s harmonicas were endorsed April 20 by Johnny Cash. Hohner also introduced two new accessories for drums. A bass drum connecting hi-hat, and a twin tom tom stand.

Ovation Instruments displayed several new amplifiers. The "Cat" is an engineering innovation designed for professional sound in any size coloring. The "Cat" is a self-contained unit which includes a new dynamic control section with a 2x300 watt RMS power amplifier, a built-in keyboard section with eight independent pre-amp channels, plus a mix switch for channel control. Ovation also showed its Dual Action System, consisting of two independent pre-amps, one for rhythm, another for lead. Each have reverb, tremolo, and other effects. The system exceeds 100 watts RMS and has eight 10-in. Ovation audience speakers. Artie Kornfeld of Artie Kornfeld and Company’s Standard Ballad; Buzzy Sainte-Marie uses the Artist Ballad; Bobby Goldsboro used the Dual 12 String; while Charlie McCoy of the Charlie McCoy and Elario Lozano favors the Artist Classic; and Eric Clapton chose the Del Rey 12.

Ovation has just introduced two models for Glen Campbell, the Deluxe “Campbell Special” and the Glen Campbell 12-string. The latter gained national attention. This was a success. "The entire music industry must realize that its products become obsolete as soon as there is any sign of interest, are actually controlled by the large department stores," he said.

SALES

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Advertising Manager: Gerald Willman Production Manager: Phil Phillip
CLASSIFIED ADVERTISING MANAGER: Mike T. Kilbourn (New York)
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LONDON: 7 Carnaby St., London W.1, 996-2060.

PARIS: 7 Rue de Melun, 10710, 996-2060.

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AMERICAN MUSIC TRADE ASSOCIATION

Tape Cartridge
FEATURES

Hot Music in Print
Hot Country Albums
Hot Country Singles
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Hot Jazz Singles
Top 40 Easy Listening
Top LP's

RECORD REVIEWS

Album Reviews
Single Reviews

MAY 9, 1970, BILLBOARD
“Ladies of the Canyon”

It used to be in these ads for Joni Mitchell albums we’d have to get tricky and sly and cute under the assumption that that was the only way an ad could make you remember Joni Mitchell. No more.

By now you know she’s made two beautiful albums (“Joni Mitchell” and “Clouds”), has won a Grammy award for “Clouds,” has graced countless concert stages here and in England and has been universally extolled by the media. So you can ignore everything we’ve said so far today.

What you might not know is that she’s enlarged her gallery of exceptional recordings by a third:

“Ladies of the Canyon.”

In it, she sings about Woodstock and the circle game and a musician who plays for free. Her special way of writing songs and her special way of singing them make each performance a masterpiece. There are 12 new classics in “Ladies of the Canyon.”

Joni Mitchell is on both sides of the Reprise label, where she belongs.
NG—Colossus Records continues to ride on an upward curve. Former Colossus vice president in charge of production, Jerry Ross, the young-old label hit a sales high for the first quarter of this year with the release of Jimi Hendrix, Blue, and the Tee Set, and the George Baker Selection all doing well.

Meantime, Jerry Ross, the label’s chief executive officer, producer, and chief production and release dates for five LP’s, the highest production and release schedule in Colossus’ history. Featured in the releases are recordings by both the George Baker Selection, Jerry Ross Symposium, Apollo, and Italian Asphault and Pavement Company.

School Money Crisis in Los Angeles Perils Music

**Continued from page 1**

second largest school district.

The district, which has to make a decision in the next two weeks, is showing symptoms of the economic pinch in some way in many metropolitan school districts—an academic/scientific emphasis in high school hiring and lessening in the availability of funds. The district was last year’s only school district with a financial crisis.

According to preliminary estimates, the school district is in the red because the district is the major victim of the state’s financial crisis. The district’s budget for the fiscal year ending July 1 has increased by $2 million, or 1.5 percent.

The school district has been in the red for the last five years and is likely to be in the red next year, even without the new state aid.

If the cuts have to be made, it’s most likely that the school will not be able to make its five-year plan (instead of the present six-day) day. Eliminated would be the electives—which means music and athletics.

"Now right," Deichert said, "the football games are holding up the band program. Without the band program, there’s little opportunity to play, primarily because the school is unable to support the music on their crowded academic schedules.

There were no new instruments purchased by L.A. City Schools in the last six months, he said, because the district was going through a financial crisis, especially in the budget for the music program.

But the 59 new instruments purchased by L.A. City Schools in the last six months, he said, were a result of the district’s financial crisis, especially in the budget for the music program.

During the last five years, the district has cut its band program by 50 percent, he said, because the district was going through a financial crisis, especially in the budget for the music program.

While most schools have been at a standstill, the city is unlikely to do much with the city’s schools, he said, because the district was going through a financial crisis, especially in the budget for the music program.

The city schools are being cut, he said, because the district was going through a financial crisis, especially in the budget for the music program.

There are no plans for the purchase of guitars, he said, because the district was going through a financial crisis, especially in the budget for the music program.

The launching of any contemporary guitar program, he said, doesn’t have to be made as part of the city’s school budget for the upcoming fiscal year.

The demise of music in metropolitan school districts is not a matter of "famine or last," said Deichert.

It’s the opportunity to hold school meetings in distributors around the country, he said, that will give a special push for the LP, "Nashville Gold" on the album label, and albums by the Garment, Galore, and the Night String on the Evolution label, as well as a package titled "Electric Hair," that will give the school a new role.

The label has prepared streamers and display signs for the campaigns, and has laid out a special promotion plan for the band tour.

Sales on the albums, according to Schwartz, have already passed $250,000.

Stereo Dimension Sales Execs Hold Nationwide Meet

NEW YORK—Irvin Schwartz and Fred Edwards, Motorola sales manager and national promotion director, respectively, are holding a national meeting with distributors around the country, on a special push for the LP, "Nashville Gold," on the album label, and albums by the Garment, Galore, and the Night String on the Evolution label, as well as a package titled "Electric Hair," that will give the school a new role.

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Ati Releases ‘Woodstock’ Set

**Continued from page 3**

Havens, Jimi Hendrix, Jefferson Airplane, Santana, John B. Sebastian, Shya Na Na, Sly & the Family Stone, Ten Years After, and Who.

The Battlefield Blues Band, Cat Stevens, and Country Joe & the Fish are also included in the Woodstock album, with a special set of 41-piece band and preserved the area in the 1970 Rome Parade.

Perhaps it is this type of involvement—private industry—will play the role of providing saving music and musical instrument programs in the rapidly growing number of highly populated metropolitan school districts throughout the country.

Although costs are still being evaluated, Kusisto explained, "the players will be somewhat more expensive than Stereo 8."

Quad-8 Debuts in Fall

**Continued from page 3**

ards committee of the Electronic Industries Association and member of the Recording Industry Association of America.

It was noted at RCA’s demonstration in New York that its new Quad-8 tape recorder is designed for the home market and consisting of an 8-track playing machine with two stereo speakers and two additional separate speaker units, will be available at an optional retail price of $199.95.

At the Motorola demonstration in Mullorca, Oscar P. Kusisto, vice president and general manager of the Radio and Electronic products division of Motorola, Inc., said that the system has been designed for the larger U.S. car manufacturers and that it has a distinct advantage over the 4-channel sound that will be offered as a factory equipment by dealers in 1973 and 1972 models. He also stressed that Quad-8 is fully compatible with existing Stereo 8 cartridges.

The quadrophonic players are still being evaluated, Kusisto explained, "the players will be somewhat more expensive than Stereo 8."

NARM's New Board Meets in N.Y. on May 15

NEW YORK—The new Board of Directors of the National Association of Record Merchandisers, Inc. (NARM) will meet at the Warwick Hotel, Friday (15).

The agenda will include a discussion of the forthcoming year. Attending will be Ed DeSero, Airel, Kinetik, Ploetkin and Kahn, NARM’s general counsel, and Paul McCartney, NARM executive director.

John H. Havens, Brookstr/Brooks District Records, NARM president, will announce new assignments for 1970-71. He also will conduct a thorough review of the 1970 NARM Tape Convention, slated for Sept. 20-24 at the Fairmont Hotel.

NARM’s role in combatting tape piracy and counterfeiting and NARM’s newly initiated project on freight rates also will be taken up. The agenda item will be consideration of new applications for NARM membership, and the fiscal year beginning July 1.

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THE CASE FOR THE LEFT-HANDED ROCK FAN

Atco Records believes it is time somebody did something for left-handers. There are 39,523,809 left-handers in the United States and nobody ever does anything for them. For instance all can openers are right-handed. Grapefruit spoons are right-handed. Even record players are right-handed.

So we have released a left-handed album. The first left-handed album in history. When you hold it in your hand (your left hand) the spine is on the right and it opens to the right.

The album is called Ginger Baker's Air Force. In addition to Ginger, it features such fine British musicians as Steve Winwood, Jeanette Jacobs, Denny Laine, Chris Wood, Rick Grech, Remi Kabaka, Graham Bond, Harold McNair, Phil Seaman. And to make sure you get enough of these rock stars we've made it a two-LP set.

Now we don't really know how many left-handers are Ginger Baker fans. We hope they all are. After all, we've created this package for them. (Our packaging chief is a left-hander).

As for you right-handers... maybe it's time you learned to be ambidextrous.

GINGER BAKER’S AIR FORCE

Ginger Baker's Air Force
First United States Tour Starts June 6th
Billy Harper, our Philadelphia Promotion man, is known as "The Hitmaker?"
This month we’re giving him Five Good Reasons to retain that title. We’re also giving those reasons to you.
I. Blodwyn Pig is back after having met with enormous success with their first A & M album, "Ahead Rings Out".

2. Further excursions into rock and the traditional English folk song format.

3. Funky country rock by America's foremost exponents. Always successful.

4. A lightning bolt attack on all senses by an electrifying group.

5. New material written and performed by an outstanding, tasty vocal duo.

Call your local A & M distributor for immediate stock.
IMIC in Piracy Move

• Continued from page 1

are distributed and sold to the public without any payment to the creators of the musical works or the producers of the original recording, and noting that this making and selling of these records now constitutes a major threat to the existence of the music industry, and to the interests of authors, composers, record producers, and publishers and performing artists everywhere, and believing that protection against theft is a right belonging to all men everywhere, urgently calls on the governments of the world and on the international agencies, particularly UNESCO and BIRPI (United International Bureau for the Protection of International Properties) to take immediate steps to outlaw, through national and international legislation, these thefts of sound recordings by reproducing records without the permission of the maker of the first recording.

Interstate United Downs

ChICAGO — Interstate United Corp. announced recently that earnings for the 40-week period before April 12 were down 7 percent from a comparable period last year. Earnings for the 16-week period before April 12 were down 50 percent from 1969.

2,000,000 Shares

ROYALTY CONTROLS CORPORATION

Price $3.25 per Share

Copies of the Prospectus may be obtained from the undesignated or selected dealers only in States where these shares may be legally offered.

Fox Securities Company

15 William Street, New York 10005

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NEW ISSUE

May 4, 1970

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these shares. The offer is made only by the Prospectus.

The hottest item in tape recording accessories! Your customers will want several for safe storage, easy indexing of their cassettes. Designed by the #1 album manufacturer to hold 12 cassettes.

SPESIALLY DESIGNED FOR STORAGE, EASY INDEXING AND QUICK REMOVAL FOR IMMEDIATE USE!

AMERICA’S LEADING ALBUM MAKER INTRODUCES THE CASSETTE ALBUM

in handsome woodgrain material coverings

Handsome library styling

Index page for cataloging each album

Washable, durable woodgrain material covering

Cassettes fit securely in molded plastic trays

Packed 24 to a carton

Write-in volume number on spine

Profitably priced to retail for $3.98

Distributors Wanted

STRAITHMORE SALES, INC.

495 Wythe Avenue, Brooklyn, N. Y. 11211

American Century has the..."IN" side story on Tape Billboard

MAY, 9, 1970, BILLBOARD
Melba Moore got a Tony Award. Mercury got a star.

New single just released 'I Got Love' (73072) from her Broadway show, Purlie.

Produced by Jim Fragale

A Product Of Mercury Record Productions, Inc., 25 East Wacker Drive, Chicago, Illinois 60601 / A North American Philips Company from The Mercury Corporation Family of...
NEW YORK—The musical theater has been given a direction it has been searching for, and it has its course set down so wonderfully in "Company" by Stephen Sondheim and Leonard Bernstein. George Furth (book) and Harold Prince (producer-director). It opened at the Alvin Theater April 26 and the lines at the box-office windows following morning indicate that it will be a hot ticket for some time to come.

Although it has something to say about marriage and bachelorhood, "Company" doesn't say it in the usual theater musical or book show format. It chooses, rather, to say it in its own terms, in a collage of vignettes linked to the main theme with an ensemble of 14 players who do everything. The sheer professionalism of everything in it and everyone concerned in its making takes it beyond the "experimental" stage and into the realm of art that works...very well.

What Sondheim, in his lyrics, or Furth in his sketches chose to do is to say that all of life, all that is pleasant nor unpleasant, is there's a never a letup in appreciations, and even a chill of their view is overcome by the mastery of their style.

"Company" takes a sampling of five New York couples, whose life style is cocktailanging, promiscuous and ever divorce, and sets them up for a once-over by their bachelorthood friend who is attempting to find out whether the outcomes of the lonely single life outweigh those of the nuptial ones. The authors conclude that both are interesting and that marriage is the lesser of two upheavals. The theme and the "with it" New York society of "Company" is right up Sondheim's alley and an extension of his work for "West Side Story" (lyrics) and his music-lyric creation for "Fanny" (music). The music is stimulating and inventive and fits into the contemporary mold so that there's sure to be a pull of several songs for pop play. The songs are so bright and knock with a catchy word: the form that they demand reeling. The Columbia Records on the album will do especially well because of the excitement of the theme.

The cast, headed by Dean Jones in the pivotal role of the bachelorette, was extraordinarily fine. Whether it be bits and/or songs, each one carries its own hand-somely sung, with a weight that commands the song department are Elaine Stritch with "The Ladies Who Lunch," Pamela Myers with "Another Hundred People," Charles Strouse with "L. Good and Charles Brussel with "Sorry-Grateful," Donna McNeeche, Shirl Fink, and Pamela Myers with "You Could Drive a Person Crazy" and Dean Jones with "Side by Side by Side" and "Being Alive." The songs will be remembered and the show will be a beacon light.

MIKE GROSS

**DAILIES ON 'COMPANY'**

NEW YORK—"Company," a musical comedy with music and lyrics by Stephen Sondheim and book by George Furth, opened at the Alvin Theater April 26. Production values, as the Florida premiere indicated from the daily newspaper reviews:

TIMES (Clive Barnes): "I was anthropologically interested because of its obviousness...but I stress that I really enjoyed the many people who are going to love it.

NEWS (Douglas Watt): "The new lyrics and music for 'Company' are wonderful. As smooth as the steel-and-glass buildings of midtown Manhattan and as jumpy as an alley cat, it is Broadway's first musical treatment for two sets of ends."

POST (Richard Watts): "...it is elaborate, at times witty, and occasionally tunefull. But I thought it was also surprisingly unintriguing.

**Signings**

The Jerry Hahn Brotherhood signed with Columbia with a debut album due this month. Sugar- loin has joined Liberty. Ric to Capitol, the group's first album started for early this month. Feather and Fluff, Elektra's hot act, signed with Capitol. The group, to White Whale. An- thony Newley, the Berlin-based duo on Gamma in their native Canada, will be issued by United Artists. Mandy provides the music for American Bandstand signed with Peraggam Records with an L.P. and Maryjo features the group with their first single, "Raindrops Keep Falling on My Head." Kallahash to Mercury where Barry Usselder and Don Orilio will produce. Joining San Francisco's Study Management for (Continued on page 18)

**'Mahagonny' Returns With Hard-Hitting Style**

NEW YORK — "The Rise and Fall of the City of Mahagony" written in the 1920's, starts its West Coast run in the Adolphus Theater April 28.

Following are excerpts from the Adolphus.

TIMES (Clive Barnes): "It is a great and lovely work, one of the most exotic and clever of the 20th-century lyric theater."

NEWS (James Davis): "...a somber and sometimes tragic story. The events of the story. The characters are strong and lugubrious too often."

POST (Richard Watts): "...a colossus of a musical."
Johnny Rivers
Into The Mystic
People movin' out
People movin' in
Why, because of the color of their skin
Run, run, run, but you sho' can't hide
An eye for an eye
A tooth for a tooth
Vote for me, and I'll set you free
Rap on brother, rap on
Well, the only person talkin'
'Bout love thy brother is the preacher
And it seems,
Nobody is interested in learnin'
But the teacher
Segregation, determination, demonstration,
Integration, aggravation,
Humiliation, obligation to our nation
Ball of Confusion
That's what the world is today
The sale of pills are at an all time high
Young folks walk around with
Their heads in the sky
Cities aflame in the summer time
And, the beat goes on
Air pollution, revolution, gun control,

Sound of soul
Shootin' rockets to the moon
Kids growin' up too soon
Politicians say more taxes will
Solve everything
And the band played on
So 'round 'n' round 'n' round we go
Where the world's headed, nobody knows
Just a Ball of Confusion.
Oh yea, that's what the world is today
Fear in the air, tension everywhere
Unemployment rising fast,
The Beatles' new record's a gas
And the only safe place to live is
On an indian reservation
And the band played on
Eve of destruction, tax deduction,
City inspectors, bill collectors
Mod clothes in demand,
population out of hand
Suicide, too many bills, hippies movin'
To the hills
People all over the world, are shoutin'
End the war
And the band played on.

Copyright 1970 Jobete Music Company, Inc.
Hear this tomorrow.

Words stronger than steel. A gutty interpretation by the Temptations. A stirring new single.

The Temptations "Ball of Confusion" (That's What The World Is Today)

It's on Gordy Records
Yesteryear Rock Is Given Lively Jolt

NEW YORK — Ethnically split into either black or Italian groups, old time rock was again blasted off in four heavily attended (over 7,000) concerts at the New York Academy of Music, April 11-14. For this time out, the format was a deliberate attempt to recreate the Alan Freed-type of show — count-em-13, trundled on and off, introduced to the audience as a group, with no interval provided and a big hand squared against the back of the curtain.

The producers claimed 100 percent original members of original groups, with original hits. So onstage, thanks not attired in their original uniforms, came the now-roofing contractors, now-plumbers even a now-New York policeman (Cletones member) — all of whom in the gold days managed to sell 75 million records among them. (Many of the acts of course are still in business.)

From the start a freed band instrumental with Al Searls prov- ing his tenor voice has not lost its jagged edge it was the nos-talgia bit.

Some classics re-emerged: "Crying in the Chapel," Sonny & The Orioles, "Buck of Love," the Monotones, "At the Hop," Danny & the Juniors, "Sunday Kind of Love," the Hurptones, "Zoom" and "Speedoo" (which now means something entirely different), the Cadillacs.

On went this Last Show of rock: the Skyliners, Mystics, Burlingtons, Bill & Jean, Dutchies. All in modern dress but rooted rigidity in the present.

The audience greeted every revival with expect- ing only and getting only, the hits and an occasional flipside. As a retrospective exhibition of yesteryear pop it worked and it was obviously put together with care and affection. For this revival there was no head- liner who had crossed the line into really contemporary appeal. It was rock without the hard, heavy, provincial music prefixes.

IAN DOVE

DIONNE WARWICK accepts Friendship Award of all her hits from Spector’s executive vice president, Sam Goff, and her son, David.

Signings

Don Cherry signed with Flying Dutchman ... The Franklin Brothers to Mercury via an independent producer deal with Hamm and Harris Productions. "Rape the Woman" is their debut album ... The Ashley Brothers joined Capitol through Eddie Ja- son’s Dartro Productions. Their debut single is "Lead Guitar Man."

Gary McKechnie is his producer.

Bernard Krause and Paul Beavers, electronic music specialists to Warner Bros. with "In a Wild Sanctuary" slated for release in the fall ... The Windsor Tunnel, a Canadian group, signed with Arco Embassy. ... Canada Goose, Jerry Ragovay’s new group, signed with Tom­Sons Records. Sundance to Soundville Records. Where "Come the Guitars" becomes "Rude Photographs." "Rare Bird to MGM with "The Magic in You." produced by Barry O’Donnell and Don Orlando, as their first single.

From The Music Critics of the World

DOMESTIC

NEW YORK

Warner Bros. hard meat opens a three-night engagement at Un- gur’s Thursday (7). Parrott’s Frijj Pick has a three-week run beginning Thursday (12). Other shows Include Charlie Brown, May 15-17; Columbia’s Rama Vana may 12-13. ... The Gallahades open one night only at the two­night L.A. Golf Club, Freepoint, Bahamas, Monday May 14. ... Chicago’debut disk, April 17-18. ... Other book- ing include Columbia’s Pacific Gas & Electric, May 5-7. For the Executives, June 8-21. ... Under the Billie: Lenon for the Troopers, June 12-27. ... Julio Gutierrez opens July 13-14 with Com- mand/Probe’s Dick Ang, June 10-12.

Coltission’s Brook Benton will be honored at a May 17 Carnegie Hall Pacque show by the groups of Edward Water’s College. The St. Alexis’s Children’s Chorus also will be featured with proceeds to go to the school’s A. Philip Ran- dolph Research Center. ... Kapp Records has obtained the sound- track for "Puff the Magic in You," composed by Charles Fox and Norman Gim- bel; Fox also composed the title music for the United Art film "In the Path to Hollywood," with Mog Synesthesizer. ... Warner Bros. will sing the title song of the upcoming film "The Blues Brothers" written by Jimmy Gryff- in. ... May 15. ... Polydor’s Jake Holmes opens for Confetti at the Palladium Saturday and Wednesday (6). ... Billy Schwaatz, who prepared "Open My Eyes," has joined Buddula’s Sha Na Na. ... Steve Decatur’s Belgie has a one­man show of jug­gler­-art­-pastels and pen-and-ink, draw- ing, pantographing, and etching. ... Woodstock, through June. ... Map City’s Mardi Gras is on a 90­night European tour, which includes stops in Belgium, West Germany, France, Luxembourg, Switzerland, England, and the Netherlands and Eng- land. They return to the U.S. in mid-July. ... Dewton Arfa has left Universal; Kommit is the lead act for full management of Vanguard’s Burke. ... Bell’s Hamilton Face Band (Continued on page 20)

DIO "HI SUE!"

Now that you are middle­weighted champ of southwestern North Dakota, Herman and I worry about you more than ever. Aside from worrying, we’re running an ad in Bill- board’s Johnny Cash issue, May 23rd. Would you like to add a few words?

3 McEuen Accounts Ride High on Showcase Track

NEW YORK — The Nitty Gritty Dirt Band, who recorded "If You’re Going to Stay," the Sunshine Co., and comedien Steve Martin have been set for major new showcases with Warner­Reprise Productions, Hollywood firm.

The Nitty Gritty Dirt Band, who refer to their LP’s title "Paint Your Wagon," are on a college tour, and have been set for a month­long run at Caesar’s Palace, Las Vegas, for the early summer. A new Dirt Band single, "Rave On," is be- ing released by Liberty Records, with an album, "Uncle Charlie," to follow shortly.

The Sunshine Co., who also are to have a new single re­ leased by Imperial shortly, have been signed for a Hollywood Bowl show June 28 with the Pasadena Symphony under the direction of John Scott Trotter. Steve Martin has announced that The Nitty Gritty Dirt Band will be signed for the Andy Williams summer replacement show, to split the hosting chores with Ray Stevens. Martin also has completed re­ cording an LP for which label deal is being negotiated.

Folk­pop­singer­composer Steve Gillette has also just com­ pleted a new LP, produced by McEuen for release on Imperial.

It will sound better!

For complete information on AKG quality performance, prices ranging from $40 to $75. See your qualified dealer or write to:

HI SUE!

1461 Broadway
New York, N.Y. 10036

MICROPHONES * HEADPHONES

C­EARS/­MOSES

C­EARS/­MOSES

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Folk­pop­singer­composer Steve Gillette has also just completed a new LP, produced by McEuen for release on Imperial.
Ray, Ray Hildebrand,
Young man with a balloon,
He's done a far out single
That you'll be hearing soon.

Ray, Ray Hildebrand,
A man of musical art,
With good old "Mr. Balloon Man" MMS 175
Rising up the chart.

Better catch it before it's out of reach.
On Metromedia Records.
1st Series of Rock Concerts
In Chicago Held

CHICAGO — The first of a series of rock concerts was held May 1 at the Aragon Ballroom and featured, among others, the Byrds and Al Kooper. The concerts, to continue each weekend through September, are being sponsored by American Tribal Productions, a company formed recently by Michael Butler, producer of "Hair."

Handling the bookings will be Scott Donen and Dan Martinson, both formerly with Pillar Artists, the first rock music booking agency here. The concerts will feature five acts, broken up into three categories: internationally known groups, new national acts, and regional talent. Comedians and theater groups will also be booked occasionally.

The sound system will be handled by Euphoria Bong Works. Special electronic lighting effects synchronized with the music will be furnished through Senovision, Inc. Tickets for each show, which will last approximately six hours, will be $5.

Among the acts booked through early July are the Ras- calz, Delaney & Bonnie and Friends, Mountain, Traffic, 10 Years After and the Grateful Dead.

Continued from page 18
from The
Music Capitals
of the World
DOMESTIC
Among the acts featured are the Ras-cals, Delaney & Bonnie and Friends, Mountain, Traffic and the Grateful Dead.

Seasons play Carnegie Hall Sunday (10).

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Continued from page 18

SOUTHERN SOUNDS STUDIO
HICKORY, N.C.

"A B.E.A.R. BRO" SOUTHERN SOUND PRODUCTION

"JO JO'S 2ND HAND BAND"

&

LET THE GOOD MAN BE

ARTWORK BY JOE BEAVER

& DAVID BROWN

BROWN CASTLE - BMI

"I'M HIT" IT HIT HIT HIT HIT HIT HIT HIT HIT HIT HIT HIT HIT

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918 3rd Avenue N.W., Hickory, N.C. 28601 Tel. (704) 327-9346

New hit group
"JO JO'S 2ND HAND BAND" & "LET THE GOOD MAN BE"

M.E. RICKETTS, right, chairman of Chappell & Co., Ltd., and Sandy Wilson, creator of "The Boy Friend," chat with Chappell's general manager Norman Werner prior to Wilson's taping of a "Chappell's Broad- way" radio segment.
No shuck. 2 months of hard work in secondary markets has paid off. This record is breaking in major cities and we are going to sell it by the bushel. We wanted to bring this record home. It was a hit record when it was released and that doesn’t change no matter how long it takes to get it to the public. 2 months from now Robin McNamara will be a well known name. We are building an artist … Robin McNamara. We are selling a hit record … "Lay a Little Lovin’ on Me.”

Where will you be when the circus comes to your town?
From The
Music Capitals
of the World

DOMESTIC

* Continued from page 20

L.A. VEGAS

Howard Hughes, owner of the Sands Hotel, has returned management to Jack Entratter, Danny Thomas, who opened the show room for Entratter Dec. 15, 1952, reopened the room under Entratter's returned management April 8. Thomas included 7 songs in his family type act, ranging from "Old Fella" to an up-tempo version of Bobby Ronnel's "Little Green Ap- ple." Third Lopez had $1,200 worth of clothing stolen while appearing at the Landmark Hotel. The singer returns to the Landmark in July. ... Silione, a five-man ensemble, headlines the Flamingo Sky Room. The Amaret recording artists are contracted to cut the soundtrack for the MGM film "The Magic Garden of Stanley Sweetheart." Soul singer Joe Tex is making his Vegas debut in the Casino Theatre of the International Hotel. ... Blues boman B.B. King headlines Nero's Nook lounge.

Frijid Pink Doing One-Night Tour

NEW YORK — Frijid Pink, Parrot Records group, are on a two-month tour of one-nighters which will carry them through 18 U.S. cities and Quebec and Ontario. Highlights of the tour are engagements at Ungano's in New York, Saturday and Sunday (12-14), and Chicago's Aragon Ballroom May 29-30.

Oldies from 1955 to 1969

All original artists
For complete catalog send $1.00.
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OLDIES
from
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1969
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45 rpm RECORDS
Oldies by mail

Talent

Music In Print

By ALAN STOLOWITZ

As everyone in the industry knows, fast selling "hot pop sheets," Broadway show songs, TV and motion picture songs enjoy a quick role on the ascending sales curve, followed by a steady cruise that terminates, unfortunately, with a whimper. Such is the life and times of the average song. Some, and these are the rare exceptions, keep on cruising and sell at a steady pace.

To solve a major problem in marketing and distribution, St. Louis Music Division, Inc., division of Hansen Publications, has instituted a music wagon. To place new and hot sheets as fast as possible, St. Louis is utilizing these "Buggies" to service their dealers and jobbers. If the experiment is successful, Hansen reports that one can expect to see music wagon in California, Washington, New Jersey and Miami, with more to follow. In our time of instant communication, this is one approach to instant distribution.

The Beatles

Hansen is starting the "70s with the Beatles. Among some of the Beatles bookings being featured are "Beatles/Abbey Road," with chord diagrams, lyrics, drawing, posters and all their new songs, "The Beatles Complete," which is just what it says, and is available in three editions: easy piano/easy organ, easy guitar and portable chord organ; and in their Elite Girl Books, "The Beatles," "The Music of Lennon & Mc- Cartney," "Beatles/Abbey Road," and "Beatles/Abbey Road," all guitar edition. New from Lennon & McCartney are sheets on "Cold Turkey" and "Come and Get It." In the future we'll run through the sheets and that'll be a column or three.

Dylan

He stands astride the decades and everyone awaits his next move. As for where he's been and what he's done, Warner Bros. offers: Bob Dylan—The Original, Song Book, A Collection. Another Side Of, Bringin' It All Back Home, Don't Look Back, The Freewheelin', Greatest Hits, Highway 61 Revisited and The Times They Are A-Changin'. Like a fine vintage wine, these songs mellow and grow greater with age.

On the Charts

(The numbers in the parenthesis following the songs indicate current Hot 100 position.)

Belwin-Mills has the current No. 2 spot with "ABC," (2) by Jackson 5, "Up the Ladder to the Roof," (17) by the Supremes: "The Bells," (41) by the Originals, "You Need Love Like I Do," (45) by Gladys Knight & The Pips, "Get Ready" (19) by Rare Earth, "Reach Out and Touch," (30) by Diana Ross and "The Onion Song/California Soul," (59) by Marvin Gaye.

Warner Bros. has five on the charts with "Vehicle," (4) by the Bee Gees, "Little Green Bag," (27) by George Baker, "The Song," (55) by Luu, "Cinnamon Girl," (64) by the Gentrys and "It's All in the Game," (76) by the Four Tops.

And from Hansa, "Puppet Man," (34) by the Fifth Dimension, "Turn Back the Hands of Time," (9) by Tyrone Davis, "Everything is (Continued on page 89)
SUMMER IS A TAPE THING
At Berkshire, the family comes first. That’s why we offer a most comprehensive line of releases on cassette and 8-track. From kids and teenagers, to parents and grandparents, Berkshire provides entertainment for everyone in the home. Classical, pop, rock, children’s music, language learning and even horoscope recordings—you’ll have them all when you stock the Berkshire line. That’s real Family Planning!

Contact Mr. Norman Skolnik, Century City Music Corporation, 1801 Avenue of the Stars, Los Angeles, Calif. 90067. Telephone: 213 553-3037.
Summer Bull Into Tape Happening

BY BRUCE WEBER

A Hollywood, Calif., retailer tries to lure buyers by offering cassette players at "rock bottom" prices. Another retail discount chain in Chicago has a "deal" on prerecorded tapes.

And in New York, several department stores advertise "dissolved" and "going out of business" sales of both hardware and software.

Such tactics indicate summer is here, and retailers are doing their thing with recording's slumping economy.

Retailers are attempting to turn the traditional summer slump into a tape happening. Outside a few affected business depressed areas, hot weather activity may top last year's when the economy was brisker than usual.

How can retailers feed the consumer pop pills?

"Easy," say many retailers. " Aim your bargains at teen-agers and young adults.

In short, many agree, if you're in a position to offer bargain prices on a short-term basis, you can reap a record summer reward.

Industry forecasts see sales increasing during the summer. Manufacturers and duplicators already have plans to aim both hardware and software promotions from May to September.

Retailers are beginning to beef up inventory after manufacturers put into motion their co-operative advertising programs to make summer bullish.

Hardware producers are using radio, TV and newspaper advertising to promote their product. A push for each tape concept, whether it be cartridge, cassette or reel, is coming from softgood manufacturers and duplicators.

With more low-priced player equipment available to consumers, especially teen-agers, several companies are placing emphasis on equipment giveaways through contests.

The teen group is going in a big way for cartridge players, and the demand for cassette recorders, particularly those priced from $40 down, is beginning to come on strong.

Summer promotions aimed at the consumer comes right to the point: low-cost, bargain prices.

The White Front stores, a discount chain on the West Coast, is going into summer with these bargains: Mayfair cassette player/recorder at $21.97; Webcor auto cassette recorder at $79.97, 4-track tapes at $1.48, 8-track tapes at $1.98, a variety of cassette recorders from $24.97 to $29.97; Webcor cassette recorder at $29.95, and Concord's portable reel-to-reel recorder at $19.75.

May Co., a 16-unit department store chain, also plans to join the summer tape parade with Concord's cassette radio recorder at $69.95, a compact reel recorder by Concord that carries a list price of $19.95, and a 4 and 8-track compatible unit at $48.88.

Bollock's department stores are promoting a Magnavox cassette recorder at $59.90, while Radio Shack offers a variety of equipment, including cassette recorders priced from $24.95 to a portable cassette recorder with AM radio at $49.95, plus two portable open-reel units at $14.95 and $24.95. It also offers a cassette deck at $99.95.

Specialty shop promotions are being concentrated on lower priced merchandise. The Pep Boys, for instance, is featuring a Motorola auto 8-track at $59.95, a 4-track auto unit (sans speakers) at $26.88, and a z and 8-track compatible car stereo at $36.95, with tape cartridges at $1.49.

Also in the specialty field, Sav-On, a drugstore chain, is offering a Craig portable tape recorder (model 212) at $34.95, and a budget line of Premier blank cassettes for 79 cents (50 min.), 99 cents (60 min.) and $1.29 (90 min.). Sales also will include 8-track and cassette prerecorded tapes at $2.95.

For car-oriented teens, Scars is pushing 4 and 8-track players at $79.88, and a 4-track player at $29.88. In Sacramento, Grand Auto Stores, a seven-store chain, is advertising a 4-track player for $29.88 and an Automatic Radio 8-track unit at $49.95. It also is offering 8-track tape from Capitol, Atlantic, London, Scepter, Atco, RCA, Decca and Liberty for $5.79, with a twin pack bonus special for $4.99.

Many stores are offering equipment from Craig at promotional prices, including a cassette portable tape recorder (model 2603) at $59.95; a portable cassette recorder with AM/FM radio (2606) at $119.95; a portable cassette recorder (2607) at $69.96; a portable tape recorder (2108) at $59.95, and another portable (2106) at $69.95. The company's low-end portable tape recorder (212) retails at $34.95.

K-Mart, a division of S.S. Kinger Co., has a cartridge tape recorder for $49.97, while Kay Jewelers is offering a cassette recorder at $29.95. Handy Andy stores in Sacramento also are carrying more cassette equipment, like a Panasonic cassette player/recorder at $29.95. It also offers an RCA reel recorder for $28.88.

Other hardware promotions include a Norelco cassette recorder at $119.88, an Ampex (micro 32) cassette player/recorder with AM/FM radio at $129.95, and a Wollensak cassette recorder with an accessory pack at $64.88.

Tapes also will become part of the summer fling. Thrifty, a major drugstore chain, is selling 4-track cartridges at $3.69 and 8-track cartridges at $4.44.

K-Mart is offering blank tapes (30 min.) at 88 cents, while blank tape (60 min.) at MXD retails at 87 cents (regularly $1.49).

Pre-recorded cassette and 8-track tapes at Save-On are priced at $2.95. Safeway is offering blank cassettes (60 min.) at two for $1. Montgomery Ward has 4-track tapes at $1.99 and 8-track tapes at $2.99, while Olson Electronics is offering 90-min. blank tape at $1.19, regularly $1.99.

In short, the tape industry wants a "tape happening" to happen this summer.
You can really tell it's summertime in Southern California by the layer of musical sound which wafts over area beaches. Although this part of the country has a long, long summer, which creeps well into October and November, recreational areas really reflect the alfresco atmosphere of Southern California when the traditional warm weather season is upon its citizens.

For then portable tape equipment is really on display on blankets stretching from Santa Barbara to San Diego. Folks who may have been a bit skeptical about heading for the beach in November, enthusiastically pack their lunches and tapes and head off to frolic near the sea from May to September.

With Southern California the first region in the country to accept the tape cartridge concept five years ago, shoulder to shoulder players are a common sight at beaches (and pools). Initially 4-track in nature, the hardware scene now encompasses 8-track and cassette machines with some compatible machines found in the home but not by the sea.

Once school lets out, tape equipment dealers report there is an increase in their music sales. Several young people surveyed along Newport Beach—a wealthy, above average community in Orange County—enthusiastically report tapes over AM radio. Two teen-age girls admitted that by bringing their Beatles tapes to the beach they could attract boys more easily than if they were merely playing KEZY, a Santa Ana contemporary music station.

Portable machine specialist Belair Enterprises finds the summer right to its liking. Most Southern California stores are familiar with the Belair line of 8-track and cassette portables. And they will be good outlets for the company's expanded line of portables which encompasses mini 8-track units with AM and AM/FM radio combinations.

Boating Fraternity

Since the Southern California coastline kisses the Pacific Ocean, there is strong to steady sales of machines and music within the boating fraternity. Around 75 percent of the players sold by the Marina Del Rey Sight & Sound store are installed on boats. This marina, located in Los Angeles County, is a major center of boating activity all year round. For this reason, the Marina store was opened by the San Fernando Valley company. Boatsmen, generally power craft owners, buy the Panasonic, Belair, Craig and Sony lines of players. People owning sail boats do take tape players out to sea, but they are generally small mono players, not stereo units with separate speakers.

In other area retail outlets, Ampex, Magnavox, Roberts, Masterworks, Capitol and Muntz, are among the units young people are buying.

College students who have been using their mono recorders to tape lectures are now shifting the emphasis to pre-recorded music for their outdoor activities. The majority of the hardware business is in new sales, but there is a small market for used machines, usually sold by teenagers and bought by their compatriots.

At a community like Costa Mesa, which is near the ocean, music and machine sales hold up steady, reports one Muntz dealer. Boat sales are looked upon as plus business, with yacht captains buying both 12-volt models or battery powered units with AC/DC converters.

In power boat accessory stores, tape players are as prominently displayed as are ship-to-shore radios. Boat patrons are generally in the 45 and up category.

For some people having a tape player in a car is a soothing barricade against being stuck in a traffic jam on the freeway while the temperature hovers around 95-100 degrees. The non-interrupted, no commercials brand of entertainment acts to insulate the driver from the heat and lagism.

That is if he doesn't have an air-conditioned car. Then he rides in cool comfort, but has to boost the volume of his tape player to dominate over the sound of the air conditioner.

But people don't seem to worry about air-conditioner noise affecting the stereo separation of music while waiting for the traffic to clear up.

This summer, tridesters will be cautiously watching to see whether the blank tape boom will show itself during the hot weather spell. The key question is, will the students who bought blank tapes for school purposes now buy blanks to take to the beach and make their own recordings? Will the gang at Malibu be taped in a communal singalong? If so, the blank boom will continue. Otherwise, it could show a decline as schools—other than summer sessions—remain closed.

At the beaches and parks summer is a musical season. Dig the bikinis or the new hardware player styles. Each to his own preference; there are plenty of both.

COLLEGIANS are stocking up with prerecorded rock sounds on cassette for backyard leisure sessions.

SURFERS AT Newport Beach wait for the big waves with an 8-track player helping keep the "beat" going.

TWO TEACHERS opt for FM listening at Santa Monica beach.

SAILORS raise their canvas with the help of some cartridgeized background music.
HERMAN D. POST, the firm’s president, said, “We are poised for the traditional summer push. We have a number of new items which we will introduce at the Consumer Electronics Show in New York in June. These include a family of cases which are ideal for storing cassette, cartridges, or albums to parties, picnics, grounds or beaches. The new cases, finished in a brown alligator grain vinyl, are designed to appear, in appearance and low cost, to the high end customers as well as the more conservative recordists.” He also said, “We also plan to reintroduce some of our older catalog items as summer specials.” Post added.

In addition to carrying cases, Robinbooths at the CES show will feature splitters, head demagnetizers and erasers for both 8-track and cassette machines. Summer specials will also include cleaning kits, which Post describes as especially useful considering equipment exposure to dust and dirt during the summer outdoor season. And tape and cassette makers for trading ‘tape talk letters’ among friends separated by the summer

Robins hard-sell theme at the CES show will be, “Free Robinboos Money,” and the company is inviting its customers to “wheel at our deals” in its hospitality suites.

Other accessory companies looking to the Consumer Electronics Show as a launching pad for their summer promotion campaigns include Dict-O-Tape, Inc., RMS Electronics, J.J. Paulson Associates, Guy Barry Enterprises, and Livingston Audio of New Jersey.

The RMS 1500 Series which will be on display at RMS Electronics Booth A597 at the Americas Hotel, include a complete line of storage units and carrying cases.

According to Arthur A. Fink, the company’s executive vice president, there will be a swivel cassette and 8-track cartridge turntable made of durable molded plastic with deep compartments to store and protect tape. The units store 48 tapes, and are in high gloss black with a gold finish top complete with carrying handle.

Modular storage units are available for cassette and cartridges. They hold 12 tapes and can be stacked horizontally or vertically on shelves or cabinets. These units are also available in high gloss durable molded plastic.

In the carrying case category, RMS has developed heavy duty molded plastic cases with deep compartments and retail carrying handles. These economically priced cases are available for storing 36 cassettes, and two dozen 8-track cartridges, and also come with vinyl covers.

The company’s deluxe line of carrying cases which will also be exhibited at the CES show are constructed of heavy-duty wood with attractive leatherette covering. Suggested retail prices for the cases range from $1.00 to $15. A line of head demagnetizers for both 4 and 8-track players complete the RMS summer line.

One of the most innovative accessory items which will be exhibited, is a combination head and capstan cleaner developed by the Long Island firm of J.J. Paulson. According to company vice president, the head cleaner is on one side and the capstan cleaner on the other. He said the unit is non abrasive in nature and carries more tension than ordinary units. It will be available in two models, a regular line which lists at $2.98 and a sofa model for a dollar more.

Katcher will also show an improved 8-track record ing cartridge which utilizes a Lear Jet cartridge and prime RCA tape. It has an exclusive spill-proof chamber. However, his surprise item will be a record changer and 8-track recorder in a furniture finish cabinet with storage space for 300 tapes.

According to Katcher, “will be the first of its kind, and is completely self-contained.” A full line of tape cartridge cases for both 8-track and cassettes completes J.J. Paulson’s summer catalog.

Guy Barry’s summer ace-in-the-hole is a carrying case that holds tapes and a small tape player. The unit is designed for both 8-track and cassette configurations.

Guy Barry is the company’s president, disclosed that his firm will also release a number of tape caddies for home, auto and portable use, as well as a pretentious home fixture unit designed for cartridge, cassette and audiovisual equipment. This unit with a rotating index system is specially designed to fit into existing home decor. Barry assures.

Out of the Barry factories will also come an innova tive display case that will store, merchandise and demonstrate both 8-track and cassette product. The point-of purchase fixture is being developed by Guy Barry with close cooperation from hardware manufacturers.

Barry sees this summer as the beginning of a new forward thrust for tape accessories which will enjoy sales increases of a few hundred percent over the next 18 months.

With this in mind, he has also reactivated his wire division, and established a new custom division which will design and supply custom display fixtures for individual and chain retail stores which the company hopes to exhibit to trade nation.

Product from the Guy Barry factories are available at stores in all 50 states. The company has four factories in New York, Connecticut, Kentucky and Florida. Its sales offices are in Cedarhurst, N.J.

Livingston Audio is coordinating a special merchandising program for its line of power supplies, radio stereo switches, head cleaners, blank and prerecorded tapes and complete auto stereo systems for summer.

The power supply is a 3 x 4 x 5 full power four control unit that converts 12 volt DC current into 110 volt AC current, making it possible for an auto stereo tape unit to be used in the home and vice versa. It can also be used for displaying and demonstrating auto units in stores. The skillet features a circuit breaker, 1/4 and 2/1 amp rating, and a special filtering system to reduce hum. It lists for $19.95.

The radio-sloper switch which sells for $7.95 enables an automobile owner to have both a radio and tape player in his car without having to install extra speakers. A flick of the switch transmits sound reproduction from either the radio or tape player through a single set of speakers. Tom Hofbauer, Livingston’s vice president in charge of sales, pointed out that this innovation saves on the cost of extra speakers, wiring and installation.

The special package which Livingston is offering at a reduced price for a limited time includes an 8-track car player, matching speakers and a five tape library containing albums by the Beach Boys, the Dave Clark Five, Sam Cooke and Bobby Sherman.

The company’s line of prerecorded 8-track and cassette tapes, “Sound-in” Tapes, and blank tapes completes the summer catalog.
1970 Compacts from Detroit.

STEREO 8
G-8-1950

STEREO 8
G-8-1947

STEREO 8
M-8-1700

STEREO 8
M-8-1702

STEREO 8
M-8-1709, Vol. 1

STEREO 8
M-8-1704

STEREO 8
M-8-1703

STEREO 8
M-8-1963, Vol. 1

STEREO 8
S-8-1723

STEREO 8
S-8-1725

STEREO 8
T-8-1298

STEREO 8
T-8-1299

Same models in the small economy-size, too.

'The Motown Sound'
Magnetic Media
Magnetic Media Corporation, 916 Fayette Avenue, Mamaroneck, N. Y. 10543

THE ULTIMATE IN TAPE CARTRIDGE AND CASSETTE STORAGE
TAPE-STOR

Both units feature:
- Modern styling to fit every home
- Sturdy construction in high-strength Regency finished Brazilian grained walnut
- Attractive sliding glass doors on closed compartments
- Locking safety features prevent accidental opening
- Easy to clean and maintain
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For further information, contact your local retailer, or write:

recoton

4023 Crane Street
Long Island City, N. Y. 11101

Full line merchandisers of Tape Accessory and Guitar Accessories.

C-60
C-90
C-120

audio tape for quality duplication

When it comes to supplying raw tape for duplication or color coded pre-leaded tape for blank loaded cassettes we are THE specialists. And since that is all we do, we try to manufacture the very best. We begin with Du Pont tensilized Mylar and carefully control our quality every step of the way. But besides our quality, we are also known for our service, dependability and problem solving ability. We would like to serve you too. Call us or drop us a line and we’ll send you our specs and samples.

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THE THEROUGHS of people crowd around Stereo City's mobile showroom at the recent Chicago Auto Show. The mobile showroom cost $6,000 and can be used open as shown above or closed if a show prohibits sound demonstrations (in the latter case, customers move through the unit on the inside). In the summer, the trailer is used at county fairs, auto races and ice events. In the winter, such shows as the Sportmen Show, Auto Show, Rod and Custom Show and Livestock Show allow the Chicago-based chain to sell tape for up to 10 days at a time and work shows that attract as many as 100,000 to 120,000 visitors.

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The tape specialty outlet is becoming a total music store offering disk recordings, hifi components, all types of pre-recorded tape and tape playback equipment, everything from car tapes to people of all ages.

This is the view of Herbert Levin and Stanley Green, partners in Stereo City, Chicago, soon to open its seventh outlet here. Three of the chain's heretofore exclusive tape outlets will be the first time stock lines and the newest store will feature hifi components. All seven stores are located in the suburbs but plans may call for a Loop store where emphasis will be on cassettes and accessories for the business and educational application of the cassette configuration.

Both men agree that summer is the best time for the tape business and that it is also an ideal time to introduce new merchandising techniques. Stereo City, for example, will shortly introduce its own theft proof display cases for 8-track software.

Other merchandising promotions — more spots of radio, more advertisements in newspaper and so on — will continue, as well as the use of a $6,000 mobile showroom which makes appearances at county fairs, auto races and boating events.

Talking about summer is better, Levin said: "The young people are in their cars, going to beaches, more recreation minded. The boaters are out buying tapes, the truckers are in their cars buying tapes, and people want music. The suburban people have lawn parties and they want music, too. Also, the college kids are out of school and the college kids are a big part of the market.

Levin, who comes to the tape business after 20 years in the coin-operated laundry field, agrees, but adds: "The specialty shops are no longer a kid business. It's an across the board field. If the kids come to us for rock music the adults soon come to us for the classics and easy listening."

Levin, who moved naturally into tapes after 20 years selling cars, explained the thinking behind the tape store moving into disk record retailing—a move mirrored by the move by Apex, GRT Corp., and other tape duplicating firms into pressing records — "We see the tape store as a total outlet for all kinds of music products. We had the additional space in our new outlets and we see this as a good retail space. We also have the traffic."

Musical Isle

Musical Isle, a rack jobbing firm, will likely handle the disks which will be in singles. And for tape, Levin and Green are buying all this product from London Record Dist., which acts as a rack jobber in tape for Stereo City. Both men praised the service they receive from London's Mel Kahn and Stan Meyer.

The expanded retail space in the newer outlets will allow for the use of the new security cases Green designed. These are made of wood with Plexiglas fronts that do not move to the side or open to the front but which contain 20 holes for people to reach through and examine the merchandise.

Merchandise that is selected is dropped them into a tough at the bottom where clerks open a door with a key.

"We feel that this type of merchandising does not create a psychologically negative response on the consumer's part," Green said. "It's not the old banana-in-the-bottom monkey joke, it needn't embarrass people. Sure, if a person is a thief we're saying he's a thief with this kind of merchandising, but intelligent, honest people know that tape cartridges are a highly pilfer prone product and understand the display."

Levin believes his case design is superior to one that features sliding doors made of Plexiglas because Green's case can be used for at least another one. He also studied a case with a Plexiglas front divided down the middle and locked at that point.

"The retailer that had these found that kids would lean against the Plexiglas at the point where the two pieces meet and force an opening so that a tape cartridge could be passed from one side to another, " he said, adding that he is using 5/16-in. lucite Plexiglas. This adds considerably to the expense of the custom made cases but Green feels that the extra expense is worth it.

Levin and Green are unsure about marketing the cassettes to other retailers. They will also accommodate cassettes, Green said, if manufacturers will commence placing the cassette in a package similar to the 8-track and 4-track (the latter is a minor part of Stereo City's inventory except in a store it took over a year ago).

Inventory in security cases and in counter cases is maintained by music category where artists are placed alphabetically.

In the stock behind the counters at Stereo City outlets, inventory is maintained by its respective "Top LP's" chart position in Billboard. Billboard chart blow-ups are featured throughout the chain's outlets.

Dramatizing the parallel between LP and 8-track sales is Levin's decision to stock LP's according to chart ranking. He anticipates handling the top 100 albums. However, catalog stock of tape is becoming more and more important, according to Green, who pointed out that stock in the security and counter case is largely devoted to this type of product.

With the exception of the (Continued on page 32)

Tape Outlets Become Total Music Stores

By EARL PAIGE

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The suburban consumer's music needs are met, it is hoped, by such stores as Musical Isle, mentioned by Levin and Green.
This Summer,
Keep It
All Together.
With Tape.

VINCENT BELL
"Airport Love Theme"
6-5212
73-5212

KAREN WYMAN
"Karen Wyman"
6-5211
73-5211

THE WHO
"The Who Live in Leeds"
6-9175
73-9175
74-9175

THE WHO
"The Who Live in Leeds"
6-9175
73-9175
74-9175

RICK NELSON
"Rick Nelson in Concert"
6-5162
73-5162

LENNY DEE
"Easy Come, Easy Go"
6-5196
73-5196

Decca Tape
Promoting That Impulse

By RADCLIFFE JOE

Allied at any other time of the year.

Wally's Stereo Tape City, for instance, has gone into a multi-million-dollar campaign that will probably give tape hard and software the biggest shot in the arm it has ever received at the retail level.

Harold Wally, president of the thriving Manhattan tape outlet, revealed that along with his father and a Japanese electronics firm, he is setting up a manufacturing plant in Japan for the manufacture of a high-quality, low-cost auto tape player which will be retail to Wally's customers at $19.95.

"We intend to revolutionize the market," Wally promised. He added that this unit, with built-in speakers, is simpler in its makeup and can be installed by the car owner with just a screwdriver.

"All it takes to have the unit working in your car is the confection of two leads, and the tightening of a couple screws," Wally said. The young executive disclosed that the main reason behind the development of the unit is to avoid stagnation of the market by continuously and aggressively expanding it.

A prototype of the unit, which is patented in the U.S. and Japan, will be on display at the Wally booth at the Consumer Electronics Show in June. There is nothing complex about the machine," Wally said, "all we have done is take the original 8-track concept and simplified it.

Wally said that the ultimate aim of his company is to give the maximum exposure to regular customers at the Stereo Tape City.

"We feel," he said, "that good customers should not have to buy a machine." The Wally Stereo 8 player is planned for consumer release this summer.

Also included in the Wally summer tape promotion campaign is a special on tape where the customer will be able to buy two 8-track prerecorded cartridges for $6.95.

"What are we trying to do," said Wally, "is create more traffic. We aim to move masses of music, but we will never sell (Continued on page 35)
BE A "TAPE MAVIN," TOO!
Stock These Scepter Hits For "GONSEH" Summer Sales

Dionne Warwick/I'll Never Fall In Love Again (581)
B. J. Thomas/Everybody's Out of Town (582)
Dionne Warwick's Golden Hits, 2 (577)
B. J. Thomas/Raindrops Keep Fallin' on My Head (580)
Dionne Warwick's Golden Hits, 1 (565)
Dionne Warwick/Valley of the Dolls (568)
Dionne Warwick/Soulful (573)
B. J. Thomas/On My Way (570)
Dionne Warwick/Greatest Motion Picture Hits (575)
Dionne Warwick/Greatest Motion Picture Hits (576)
B. J. Thomas Greatest Hits, 1 (578)
Mel & Tim/Good Guys Only Win in the Movies (8001)

THE SCEPTER TAPE NATIONAL FIELD FORCE
Chuck Dondero—West Coast
Vincent Fsadni—Midwest
Jerry Dankers—Northwest
Bob Sheingold—Northeast
Steve Cohen—Southeast
Introducing

**THE MARQUIS**

by **KRACO**

The Autostereo line for Electronics Distributors.

MARQUIS, the complete Autostereo Program exclusively for the electronics distributor. A "Sound Selling" program that includes 8 beautifully designed and engineered autostereos for every competitive price range. A great example of the new line is the Marquis Custom Eight (Model M-750). Designed to fit into the smallest areas—even glove compartments. The perfect stereo unit for compacts and sports cars. This unit plays all 8 track cartridges with precise sound control and satisfaction. Heavy duty black and chrome custom molded case. Powerful amplifiers assure the finest in fabulous Marquis stereo sound. MARQUIS offers famous impulse buying packaging in the new line. Thick, light styrofoam cushion protects each stereo unit from possible damage in shipping or storing. Contemporary design provides dustproof display and shows off the exclusive NEW Marquis styling. To assure you of "moving merchandise," we have also designed a complete new line of Marquis Sound Center display/demonstrators that will move stereo sets off your shelf right into your customers' cars. Compact design with walnut grain finish takes very little space yet gives you a true "Stereo Sound Department." SO RIGHT NOW! Cut out, fill in and mail the coupon below to Kraco or call collect A/C 213 774-2550 and receive full info on the new Marquis, competitively priced, sales building, easy to demonstrate Autostereo systems.

**KRACO PRODUCTS INC.**

2411 N. Santa Fe Ave. / Compton, Calif. 90224

Phone (213) 774-2550

Please send me your full color brochure and other info on the new Marquis autostereo line.

COMPANY NAME__________________________

ADDRESS________________________________

TYPE DIST: MUSIC ___ ELECTRONIC ___ OTHER ________

YOUR PHONE NUMBER A/C__________________
Promoting That Impulse

• Continued from page 32

inefficient merchant in our ef-
orts to achieve this.

The King Karol organization, one of the biggest moving houses of prerecorded tape products outside of California, is aiming its summer sales campaign largely at the automobile market.

Convinced that the car owner is the biggest buyer of tape products, Ben Karol, head of the King Karol chain of stores, said, "The automobile driver spends more time in his car at summer than at any other time in the year. He is constantly driving around, to the beach, to picnics, to sporting events and parties, and he has more time to relax and listen to music. So our campaign will talk to him."

"We have a large mid-Manh-
hattan warehouse outlet where tape products will be lavishly displayed, and, as incentives we will offer tape specials and free parking so that the car owner can come in and browse and buy without having to worry about whether he will be given a parking ticket."

The Long Island based firm of Dalis Marketing launched its summer campaign at the recent Auto Show held at the New York Coliseum. At this show, the firm which holds exclusive distribution rights in the New York area for Panasonic auto tape stereo, exhibited two new units which it will be pushing during the summer.

The machines include a cus-
tom-built, "in-dash" 8-track stereo entertainment system. The Daytona, Model CX-451, fits into the automobile dashboard space normally reserved for a radio, and can be used in any make of car or truck.

According to Herbert J. Blu-
menfeld, Dalis' president, the unit was specially designed to maintain uniformity in the auto-
mobile's interior decor, and to frustrate thieves and vandals.

The player utilizes Panasonic's two-stage pre-amp, dual channel amplifier, and a vertical head movement system for high fidelity performance. It also features variable tone control which balances treble and bass, and a program selection button with illuminated channel indicator for manual operation, or automatic channel changer for continuous listening.

Other features include option-
al installation kits and brackets for using the machine under the dash. Suggested list price of the Daytona Model CX-451 is $86.45.

Another unit which was the highlight of the Auto Show exhibition is the Panasonic Model CJ-980 cassette adapter, which makes it possible to play cassettes in any Pana sonic 8-track player. The unit, about the size of an 8-track cartridge, slips easily into the cartridge opening of the player. It uses any standard size cassette. A complete line of accessories and speaker systems complete the Dalis summer catalog.

Many of the other giant ret-
ailers in the New York area, are planning revolutionary summer promotion campaigns, but they are, for the most part, tight-lipped about them for fear of revealing trade secrets.

A spokesman at the Sam Goody organization would only say, "We have a very special summer promotion planned this year, but at this time I can only say it will be highly innovative and undoubtedly very effective."

David Rothfeld of the E.J. Korvette chain of stores, said cautiously, "Our sales program this summer will be pretty much the same as it was last year. But we do anticipate increased sales during that period," he added.

Continued from page 32

Tape Outlets Become Total Music Stores

"The main reason for dropping Motorola was that we weren't dealing with people — only policies. It was always a case of 'policy says we can't do this or do that' instead of some individual saying it. Company policy came from an unknown source. We had very poor communication. In the case of Gibbs, everytime we had a problem it would take 30 tele-
phone calls to get through to the sales manager."

After seven years in the tape cartridge business, Levin said that he is considering opening a kind of museum. In his office he has one of the original 4-track units. "The industry is ready for a hall of fame and yet it only seems like yesterday that we were first telling the public about auto stereo."

The car owner, Levin said, is aiming at this market, consumption of tape products.

In his office he has one of the original 4-track units. "The industry is ready for a hall of fame and yet it only seems like yesterday that we were first telling the public about auto stereo."

Protect new record jackets from tears and slits with "Scotch" Brand Book Tape No. 845.

Conforms perfectly to sharp jacket edges and holds tight. Won't bulk up. Flexible, easy to handle. Cuts with scissors or knife. Crystal clear. Never hides jacket information. Stays put. Never discolors, cracks or peels. Shrugs off moisture. Can be written on with felt-tipped pens.

Sizes: 3/4-inch to 4-inch x 15 yards. See your "Scotch" Brand tape supplier.

"Scotch" Book Tape also...

...protects book bindings from breaks and tears...holds library information jackets together...protects file numbers without bulking up albums.

MAY 9, 1970, BILLBOARD
Tape CARtridge

Long-Term Picture Bright as Growth, 'Maturity' Take Hold

By BRUCE WEBER

LOS ANGELES—For many tape companies there is little but good news these days. They are moving ahead in their wake of a downturn, and confidently predict hefty gains when the business slowdown comes to an end. So, is another superboom about to explode?

Don't count on it.

But, if a new “feeling” in the tape industry is correct:

—The consumer is spending more money on low-cost leisure products, like records, tapes and player equipment.

—Young people, traditionally good summer time buyers, are getting more money and probably will open their wallets.

—Summer time tape and equipment promotions and merchandising gimmicks are likely to signal consumer confidence.

—Retailers, distributors and rack merchandisers are willing to put forth a summer and year-end selling effort.

—Tape duplicators/marketers and record companies are “cherry picking” selected titles to release, rather than flooding the market with secondary repertoire.

—The business “shakeout” has cleared many “quick buck” companies out of business.

This doesn’t mean that the tape industry is about to embark on vast spending programs, product releases or new ventures.

But it does mean that in months ahead it probably will become easier to merchandise product, explore new avenues of growth, improve sales and concentrate on moving into entertainment-related areas.

Emerging is the prospect of a steady improvement, and even faster growth is in prospect when the sag in business is over.

New Stress

Long-term prospects are brightened by new stress by tape duplicators/marketers on avoiding financial giveaways to just-formed record and production companies.

Both Ampex and GRT, leaders in duplicating/marketing, are developing their own record product, with GRT being more selective in becoming “financial angels” to young companies.

Instead of racing blindly into licensing arrangements, both companies are maturing in such fields as music publishing, records and production.

In turn, record companies, with enough financial resources and marketing savvy, are beginning to release their own tapes.

It is the businesses that continue to expand in the middle of a downturn that often are of most appeal to the buying public at large and to investors.

As an example:

—Ampex recently established an automotive division, a record-publishing company, invested in a Broadway play, and announced plans to stimulate softgoods sales with giant promotional programs for 4-track and 4-tune cassettes.

—Audio Devices just built a new duplicating facility in the South, thus expanding its business and providing job opportunities to previously unemployed blacks and Indians.

12 Cassettes in Merc Imports

CHICAGO — An initial release of 12 cassettes spearheads the Mercury Record Corp. release of imported pre-packaged cassettes from Europe for sale in the United States. Mercury is the first domestic company to import such cassettes.

According to Harry Kelly, tape product manager, the European cassettes are being imported directly from Mercury’s parent company, Europe Philips Phonographic Industries. In addition to the 12 European cassettes, Mercury is also releasing 13 8-track cartridges and nine cassettes in the pop/country vein.

Kelly also said an extra 10 percent discount will apply to the import product, called the Philips Grand Preemier Classics.

Belair’s New Mart Display

LOS ANGELES — Belair, manufacturer of cassette and 8-track players, is offering a marketing kit to display its new home, portable and automotive lines to distributors and manufacturer representatives.

The kit outlines the company’s co-op advertising, distributor protection and warranty policies and explains its merchandising philosophies. Included in the kit (Continued on page 36)
We've got a little something up our sleeve.

See that C-120? That's why we hold the winning hand. By having a little more than the others in the cassette game. That C-120 is the ace of the industry. Two perfect hours of recording/play-back time. Guaranteed. And the other cassettes we have are just as good...perfect. Take our hand. We'll give you a lifetime guarantee on being a winner...every time.
Ampex Develops New Videotape Units With Wider Performance

NEW YORK — The Ampex Corp. has developed both a "third generation" videotape recorder, and a new high-band color videotape recorder which combines the design advantages of the Ampex VR-1200 Series and the performance and editing capabilities of the award-winning Ampex VR-2000.

According to Lawrence Weiland, vice president and general manager of Ampex video products division, the "third generation" videotape recorder was designed for television broadcasting and production, and offers marked improvements in performance, operating efficiencies and automation capability.

He added that the Model AVR-1 is compatible with all previous Ampex recorders including the VR-2000 color recorder series launched in 1964, and the historic VR-1000 series which introduced videotape recording in 1956.

Both the VR-2000 and the VR-1000 received Emmy Awards from the National Academy of Television Arts and Sciences for their contribution to television technology.

Advance Notes

Said Weiland, "The AVR-1 significantly advances the art of videotape recording through consistently higher picture quality in color and black and white. It also offers greatly improved reliability and simplified maintenance; broader studio production capabilities as a result of improved operating and editing features; and complete adaptability to studio automation through the use of computer compatible digital circuitry."

The Ampex executive continued, "Just as the VR-2000 played a key role in the color age the AVR-1 will be a movement in television, we believe, with the greatest technical trend in broadcasting."

He added, "With the AVR-1"

Long-Term Picture

• Continued from page 36... blank tapes for the educational market and for the consumer field, the military, and joint ventures with companies in India and Mexico.

—Belair Enterprises is introducing a new line of stereo portable and home equipment, and has established an automotive division to market four mini 8-tracks.

—American Tape Duplicators is expanding its custom duplicating division, broadening its marketing goals in pre-recorded music and spoken word tapes, and gearing up for a major merchandising marketing promotion effort.

—The 3M Co. is introducing a line of 8-track blank tapes.

—Roberts, Craig and Lear Jet are convinced the market for 8-track recorders is just now developing.

—Lear Jet's introduction of a mini cartridge.

There have been other innovations too numerous to outline. But it points out that a sag in business is far from enough to derail the tape industry.

Business may be in a slump, but there doesn't seem to be much danger of long-lasting cuts at the present time. The tape industry may have weathered the worst.

Belair's New Mart Display

• Continued from page 36... are product photos, marketing statistics and questionnaires.

The marketing profile is being used to launch the company's new equipment, including four stereo portable 8-tracks, ranging from $69.95 to $139.95; an 8-track deck at $59.95; two home units, and four stereo auto 8-track models.

The automotive line, Belair's first, includes a 4 and 8-track compatible, 8-track mini at $69.95, an 8-track mini with AM/FM radio at $89.95, and an 8-track with FM multiplex radio at $109.95.

MAY, 9, 1970, BILLBOARD
Music doesn't have to be dead just because it isn't live.

RCA tapes put life in your recordings. And we have whatever kind of tape it takes to do it.

Low noise mastering tape for the pros. In ¼-, ½-, 1- and 2-inch widths.

Back-lubricated tape for Stereo 8 or 4-track cartridges.

Duplicating tapes for cassettes and reel-to-reel.

And Red Seal cassettes and Red Seal reel-to-reel for personal recording.

These tapes don't miss a note.

Your music sounds alive on RCA tapes.

Sound us out. Write RCA Magnetic Products, 201 E. 50th St., New York 10022.
SUGGESTED RETAIL PRICE 89.95

BM 4000
This new product is the WORLD'S FIRST continuous play, ENDLESS CAR STEREO CASSETTE. Just insert the cartridge and sit back and enjoy true stereo.

SUGGESTED RETAIL PRICE 169.95

Record As-You-Drive In Stereo

the MAXI-8

BM-2900
AUTOMOTIVE 8-TRACK STEREO RECORDER with FM MULTIPLEX RADIO
Record your own blank tapes directly from the FM Stereo Radio, while driving. Microphone jacks are also included.

SUGGESTED RETAIL PRICE 29.95

Boman CE-10
A new concept in adaption of a CASSETTE PLAY-BACK MODULE that will play through any 8 Track or 4 & 8 combination car stereos.

SUGGESTED RETAIL PRICE 29.95

Boman has SOMETHING ELSE 8/aside...
New Videotape Unit by Ampex

Continued from page 38

The videotape recorder becomes, for the first time, a picture source as immediate as a live camera. Activation of the play button produces an instant roll-and-take picture without the usual roll cue delay characteristics of previous recorders.

Consistently higher performance of the AVR-1 is achieved by the use of integrated circuits and state-of-the-art electronics which enable it to match or exceed the performance standards established by the VR-2000, while providing substantially longer operational stability.

According to Weiland, the unit is the first recorder which can record non-synchronous picture source material with a minimum perceptible discontinuity in playback. Its output is continuously synchronized and is automatically adjusted for maximum picture quality as soon as the play button is activated. “This,” said Weiland, “eliminates the run-up time problems common in present videotape recorders.”

A system of color-coded warning lights alerts the operator that a malfunction exists. The colors correspond to the urgency of the problem. The unit will be available for delivery this summer. Prices will start at about $100,000 depending on the features included.

The new Model VR-1200C or high-band color videotape recorder offers commercial and educational television stations and production companies the greatest performance, reliability, automated operation and ease of maintenance of any videotape recorder in the VR-1200 family. Weiland disclosed that the unit utilizes the transistorized electronics and compact design introduced with the first VR-1200 recorded in 1966. “Its performance specifications are comparable to those of the VR-2000,” he added.

The VR-1200C provides a signal-to-noise ratio of 46db, a transient response K factor of 1 percent or better, and audio response of plus or minus 2db to 15 KHz when playing back 525 high-band tape at 15 ips. A new audio system permits monitoring of the audio signal either during or playback operations, and allows separate audio editing independent of video editing.

Dual monitors on the VR-1200C permit simultaneous observation of video response and system performance signals. Previous VR-1200 Series recorders only permitted examination of one set of signals at a time.

Cost of the VR-1200C begins at $89,500. This includes automatic tracking, an accessory which automatically optimizes head-to-tape position permitting hands-off operation during replay.

Scott Ent Expands

NEW YORK—Steven Scott Enterprises, Inc., has established a new talent representation and management division. The company has become the exclusive booking representative for club dates for comedienne Betty Walker, a number of rock 'n' roll groups.

The groups which the firm now represents include London & the Bridgeway, Castor & Pollux, the Brass Tax, the Sun Riser, and Lucille's Juke. London & the Bridges have recorded for the Date label. The other groups are being booked into discoteques and clubs throughout the East.

Beverly Hills in Ampex Deal

LOS ANGELES—Beverly Hills Records has signed with Ampex for tape duplication. Ampex's first release will be the soundtrack music from "The Land Raiders," a Columbia Pictures release.

Neely Plumb, IMC Productions soundtrack expert, produced the LP for Neil Diamond. The film music marks the fledgling record company's entry into the tape industry. In the past year, Diamond took over ownership of the record company which he helped form one year ago for Beverly Hills Studios, a motion picture firm.

Diamond will be discussing tape and record licensing of his product during a trip to Europe to attend IMIC-2 in Mallorca, Spain, and following the international music conference when he visits several Continent nations.

BASF SYSTEMS INC
Bedford, Massachusetts
BASF, Ludwigshafen Am Rhein, West Germany

Leading supplier of tape products to the Music Industry:

- Cassette Tape
- Cassettes
- Cartridge Tape
- Video Tape
- Calibration Tape
- Mastering Tapes
- Instrumentation Tape
- Duplicating Tape
- Disk-Packs
- Computer Tape
the world's most versatile tape duplicating system...

Electro-Sound, Inc.

237 W. 54th Street, New York, N.Y. 10019 (212) 582-4812

We design and manufacture all equipment necessary for a tape duplicating plant and are the only single source supplier who can offer customers a full line of basic equipment of its own manufacture. We produce the duplicating equipment itself, as well as winders, quality control equipment, playback equipment and mastering devices, and accessories required for a fully operating plant.

Exclusive international distributor: Audiomatic Corp. 237 W. 54th Street, New York, N.Y. 10019 (212) 582-4812 915 Westchester Avenue, Bronx, N.Y. 10459 (212) 589-3500
LOS ANGELES—Al DeLory's new career as a film scorer is providing him with an "in" for obtaining material for artists he needs as a Capitol producer.

Since he's the first person to know what material is being written and arranged for a film, he has first crack at offering an appropriate piece of material to the appropriate artist.

Having just completed work on "The Norwood," Glen Campbell's first starring film, DeLory said he's "discovering that movies are opening up a fountain of material." After he wrote material for the Paramount film, he was able to sit down and analyze the songs in a cherry picking fashion for the acts he handles. These acts include Campbell (whom he's had six gold records and two gold singles), the Lettermen and Smokey Roberds. He formerly produced his own piano albums, but has opted for Phil Wright to do the arranging on future dates. As an artist, DeLory wants to have all the freedom to concentrate on material and his own performance.

DeLory's first opportunity to do a film score resulted from his association with Campbell. A title tune was needed for "True Grit." Campbell's first film effort, so DeLory was assigned the project. For "Norwood," DeLory wrote original music, themes and adaptations of songs written for the film by several other composers. DeLory feels his association with producer Hal Wallis on these two films will open the door to additional film assignments.

DeLory said that by writing film music he is in a position to create something which he can use for his own artistic efforts, relating back to his comment about having the inside track before anyone else in the industry on a piece of material.

WELLINGTON PLAYERS BOOKED AS ANTARCTIC PASSENGERS

TRENTON, N.J.—Wellington Radio Industries, Inc., has installed a number of 8-track stereo players on board the S.S. Manhattan, the history-making ice-breaker which is preparing for a second voyage to the Antarctic.

The units will be installed in each cabin aboard the ship to provide entertainment for the crew during their six-month voyage to an area where no radio music broadcasts are heard. A main stereo unit will also be installed in the central recreation area of the ship. A library of several hundred CARtridges of prerecorded tape music has also been made available by Wellington for use in the players.

The sale was made through Wellington's newly opened stereo center in Hampton, Va. The center is the 27th in the Wellington chain, and the first in the Tidewater-Virginia area. Wellington also plans to open additional four or five centers in the same area before December.

TEAC NAMES ROSE, LIENAU AS MANUFACTURERS' REPS

SANTA MONICA, Calif.—The TEAC Corp. has appointed Irving Rose Associates of Chicago, and Lienau Associates, Inc., of Silver Spring, Md., as manufacturers representatives for the company.

The Irving Rose firm will cover the eastern territory of Eastern Wisconsin, Northern Illinois and Northern Indiana, while Lienau Associates will cover Eastern Pennsylvania, Southern New Jersey, Virginia and Washington, D.C.

According to Mikio Matsubayashi, TEAC's manager of sales and marketing, Irving W. Rose, Bill Steffey and Bill Miller, who head the Irving Rose firm, will bring to TEAC a combined total of 60 years' experience in the electronic and high fidelity components industry.

"This representative organization is generally regarded as a true high fidelity component representative specializing in that category of equipment only," said Matsubayashi.

He also noted that the eight-man organization of Lienau Associates, headed by Albert Furman, is actively engaged in a major effort to set up TEAC four channel demonstrations as part of an over all spring marketing effort.

Said Matsubayashi: "This will be our first selling year. The last two years have been largely devoted to building a network of representatives and establishing our dealer structure. This year we expect to put all our energies into achieving substantial sales increases."

In other news from TEAC, the company, at its recent sales convention here, announced winners in its incentive trips to Hawaii and Japan.

Seventeen representatives and dealers were selected for the trip to Japan which included a visit to the 1970 Exhibition in Osaka. On commenting on their selection, H. Hiram Oye, TEAC's vice president said: "We are delighted to take this group to Japan with us, and to visit Expo '70, as well as offering them an opportunity to visit our TEAC facilities and meet with some of our people in Japan."

He added, "The efforts and conscientious efforts that has been given TEAC merchandising program by all winners, deserve special recognition. We feel that their efforts have been a significant contribution to the growth and expansion, and the recognition of TEAC products in the U.S."

Seven dealers and representatives and their wives were selected for the Hawaiian junket.

When answering ads... Say You Saw It in Billboard
EVR Unveiled in Europe Captures Show’s Fancy

BY MIKE HENNESSEY
marketing director of the EVR partnership (which comprises CBS, Imperial Chemical Industries and the Swiss company CIBA), introduced the system and announced that the first non-exclusive licenses for the teleplayer had been granted to Rank Booth Murphy in the U.K., Robert Bosch in West Germany, Zanussi in Italy, Thomson-CSF in France and Luxor in Scandinavia.

He said the partnership’s role was to convert into cartridge form programs originally recorded on tape or film. A number of program agents had been appointed in Europe and their role would be to seek program material suitable for conversion into cartridge form.

Program agents so far appointed were the company jointly formed by CIBA SA, J. R.

(Continued on page 50)

No one can duplicate


PRODUCTIVITY. Up to 126 C-30 cassettes per hour.

QUALITY. Two speed hysteresis synchronous drive. 30-10,000 kHz ±3dB at 1% Tape playback. Crosstalk rejection 45dB or better. Signal-to-noise within 3dB of master. Flutter and wow less than 0.24%, Bias frequency 300 KHz. Made in U.S.

FLEXIBILITY. Half track or quarter track. Single channel, dual channel and four channel simultaneous configurations can be mixed in a single system. Front panel equalization switching. Solid state plug-in electronics. Slaves also fit open-reel duplicator models 235.

ECONOMY. Basic three slave systems from $1,860. Additional amplifiers for nominal cost. Slave modules may be added to create a six or nine slave system without modifications or additional amplifiers.

For more information, contact James R. Dow

PRODUCTS COMPANY
9600 Aldrich Avenue South
Minneapolis, Minnesota 55420
anybody can make one cassette better than all the others.

we make every cassette better.

BETTER THAN ALL OF YOURS!

The quality in any recording starts when the master is made. But, too often, that's where it ends when cassette copies are made.

We don't make copies. We make cassette duplicates; with all the care and talent, quality and control which you put into the original.

We make cassette duplicates which play better and sound better. Every time; on every player; in every cassette. Not just in special "samples."

And when we say better, we mean better than the ones which now bear your label.

And, we can prove it to you!

We're making a big claim; big enough to make a very big difference in your business. Let us show you the proof. Then, you be the judge of whether you may be losing sales because of poor cassette quality.

Let us pick up one of your tape masters. Any artist; any album. We will return it to you within a week along with 25 cassette duplicates! At no charge or obligation to you.

Compare our cassette duplicates with your cassette copies.

Then, let's talk better business.
EVR Unveiled in Europe Captures Show's Fancy

*Continued from page 48*

Geigy and Rencontre S.A. in Switzerland; the Bonnier-Luxor-Skriver group in Scandinavia; the Videothek company in West Germany; and a consortium consisting of Thomson-CSF, the Librairie Hachette and the Banque de Paris et des Pays Bas in France.

In Holland, negotiations were in progress with Edition Elsevier, Philips and Woldemar Nordhoff.

The first EVR cartridge manufacturing plant was being constructed at Basildon, near London, and the partnership's initial catalog would include productions of the BBC, ATV and leading film companies, plus industrial films made by British Leyland, ICI, IBM etc.

Ferrari said the advantages of the EVR system were that there were no pirating possibilities, high durability (the cartridge demonstrated, an episode of "Mission Impossible," had, he said, been run 700 times) and the fact that the film could be stopped at any point without heating up. This feature was particularly useful in the educational field.

The partnership hoped to have industrial and educational product available by 1971 and color productions by 1972. The partnership would offer custom duplicating to any production company and the cost of processing would be between $15 and $25 an hour.

Outlining the four available systems—the RCA system, magnetic tape, super-8 film and EVR—Ferrari said that the alternatives to EVR were either complex or costly or inferior in quality, though he admitted that where color was concerned the EVR system was likely to prove more costly to adapt to the French SECAM color process than to the PAL or NTSC processes.

Finally Ferrari agreed that there was an immense problem of rights and royalties to be resolved before cartridge TV could come into its own. Next year's MIP-TV, scheduled for April 18-23, will incorporate the world's first international TV cassette market.

If there's one thing we just won't allow
It's a cartridge with flutter or wow.
The reel doesn't rub,
There's no bind in the hub,
And we'd gladly explain to you how.

World's largest manufacturer of precision-molded cassettes and cartridges.
Unloaded, leader-loaded, or tape-loaded.

Data Packaging Corporation

---

Four Creedence LP's to Spark Ampex U.K. Drive

LONDON — Ampex Stereo Tapes will spearhead its UK cassette drive this month with four albums by Creedence Clearwater Revival which have been rushed to tie-in with the group's current European tour. The LP's are "Creedence Clearwater Revival," "Bayou Country," "Green River" and "Willy and the Poor Boys." The four albums are also available from Ampex in cartridge form.

AST's initial cassette release comprises 20 titles and covers pop, jazz, country and middle-of-the-road items. In addition to the Creedence albums, the issue also includes the soundtrack to "Magic Christian," "Newport News, Virginia" by Esther Marrow, Duke Ellington's "My People," Lynn Anderson's "Big Girls Don't Cry," plus LP's (Continued on page 64)

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**BEST SELLING Tape Cartridges**

**8-TRACK**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE, Artist, Label &amp; Number</th>
<th>Weeks on Chart</th>
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<td>1</td>
<td>1</td>
<td>HEY JUDE, Beatles, Apple 8XT-565</td>
<td>4</td>
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**CASSETTE**

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<th>Last Week</th>
<th>TITLE, Artist, Label &amp; Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>HEY JUDE, Beatles, Apple 4XT-385</td>
<td>8</td>
</tr>
</tbody>
</table>

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**TABLOID**

May 9, 1970, Billboard
“Say We Need A Revolution, Seems To Be The Only Solution”

Grand Funk Railroad brings it all Closer to Home
with the single

“Sin’s A Good Man’s Brother” #2816

Produced by Terry Knight
© Storybook Music, 1970

Capitol
WIP Seen Bigger Factor as LP Sales Influence in Phila Area

PHILADELPHIA—WIP, an enormous factor in influencing sales of records in this market, may prove even more of a factor within the very near future—in all kinds of businesses,
GO BACK
B/W TRY EKM 45689
THEIR FIRST SINGLE IS A HIT
THEIR DEBUT ALBUM (EKS-74067) SHIPPING NOW!
CRABBY APPLETON
**POSITIONS OPEN**

**Immediate opening for a top-flight programmer in a large, multi-format radio station.** Excellent working conditions, good pay, full benefits. Send resume to:

**Radio-TV Job Mart**

165 W. 46th St.

New York, N.Y. 10036

---

**Heavy Afternoon Drive Man needed for #1 Southeast Radio personality position.** Experience, knowledge, drive, and good looks a must. Call 520-264-2288.

---

**Heavy British or Cockney Accent. Which London radio station needs a pro with a good voice and a little sense of humor.** Call 310-420-6000.

---

**KING Radio, in beautiful downtown Butte, MT, is currently seeking a talented Host/Announcer.** Excellent working conditions, full benefits, and a chance to further your career. Send resume to:

**Radio-TV Job Mart**

165 W. 46th St.

New York, N.Y. 10036

---

**50 kw. contemporary MOR, serve traffic personally, education, experience, you should be involved, ready on the way up. Must be in top shape, send resume, whatever you think you can handle.** Contact:

**Radio-TV Job Mart**

165 W. 46th St.

New York, N.Y. 10036

---

**Positions wanted**

**Eastern P.D. with golden throat, enjoy nite-time adult format work.** Contact, Robert Thayer, 5601, U.S. 19, West Seattle, Washington 64100.

**Immediate AM opening at program director job.** Contact, John G. Hack, 1721, W. Michigan St., Chicago 36.

---

**Positions Open**

**Immediate opening for a top-flight programmer in a large, multi-format radio station.** Excellent working conditions, good pay, full benefits. Send resume to:

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New York, N.Y. 10036

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**Kentucky Radio, in beautiful downtown Butte, MT, is currently seeking a talented Host/Announcer.** Excellent working conditions, full benefits, and a chance to further your career. Send resume to:

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165 W. 46th St.

New York, N.Y. 10036

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---

**Heavy British or Cockney Accent. Which London radio station needs a pro with a good voice and a little sense of humor.** Call 310-420-6000.

---

**Radio-TV programming**

Billboard Magazine — read by more air personalities, program directors, and general managers than any other trade publication in the world — is the perfect place for your job needs. Already, hundreds of radio stations and program directors and air personalities have been brought together through the Radio-TV Job Mart. The cost is $15 for two times. Because of the low cost, please send payment with your advertising copy. Box numbers will be used, if you wish, but results are much faster when you use your name and address or call letters. Send to:

**Radio-TV Job Mart**

Billboard

165 W. 46th St.

New York, N.Y. 10036
Rock garden

Johnny's Music Machine

Capitol
Program Aidings

Program guidelines from key, pacasting radio stations, including Best Picks, LEFT Field Picks, Biggest Happenings, and Biggest LEFT Field Happenings.

Radio TV Programming

Selling Sounds

What's happening among the major music houses. Items should be sent to Debbie Kentz, Billboard, 165 W. 46th St., New York, N.Y. 10036.

WEEK OF MAY 11-15

GAVIN & WOLOSHIN, INC., P. 1-6020, Sid Woloshin reporting—Gavin & Woloshin, Inc. are promoting Elektra album entitled "David Peel and the Lower Eastside." Hastings Baker with this show is making sure that the war is finished and the oil is finished, two 60 second spots for Imperial Oil of Canada. Jerry Allers underscored with this show is making sure that the war is finished and the oil is finished.


by CLAUDE HALL

Radio TV Editor

Tom Campbell, equipped with banner saying, "Gov Camp- bell a Rode," has locked his car and is standing in the street with a sign he can show it drive, and is hitch-hiking. Campbell is in the all-day-long Thursday (23). Hitchhiking back on the Thursday about 30 minutes, which didn't much do. Campbell must have a little Star too happy. Call in reports to the station and put reports on the bill. Thursday is the first. Campbell has one of those strange, lonely jobs, he internsship and he's himself. He's Bitte's daughter on them show. Hidden in every- thing from a car accident to a motor- cycle to a new Cadillac.

***

Dave Michaels, former program director of WOXR in Oxford, Ohio, has joined WZNP in Cincinnati as an evening newscaster. Tom ONeill is the new operations manager at WOXR in Columbus. He, of course, has been at WIFE in Indianap-olis. Got another great promotion stum to tell you about. Taking a clue from the Mike Brody thing. He made a start started giving away almost one broadcast a month for free to Miami. Made all of the newscasts in town, radio and TV, for the newspaper newspapers. Then he announced that he had made a start and was going to be working on the APRA for the next two weeks of the every day on the air. He had been with WIFE in Monroe, N.C., Heard about the start from several peo- ple, including Mike Cloer, one of the greatest promotion men that ever parked a gold Cadillac in front of WAYS, Chil- dren's Hour. MJ Alt is now the new morning show host and Denny Mc- Donald has been added at the WAYS.

San Durrence is now the midday host at WAYS, Chil- dren's Hour. MJ Alt is now the new morning show host and Denny Mc- Donald has been added at the WAYS.

Bob Dylan, Columbia KOS 46.


 thwart the names." I'm embarrassed as a tub of lard in a wall. If I can't get you to do the best. Bob Whitney's name in a recent article in "Radio Romance," BLP. Records called up and threatened that they would beat my belt buckle unless I removed the error. John Anthony sends in the Jan-Feb. Pulse for Asheville, N.C., and in the 6-a.m. midnight period, WKRA had a 17.20, which, however, was far be- hind the best of WNNP. WKRA had 14.40. The lineup at WKRA in- cludes program director John An- thony, music director Mike (Steve Cooper) Scott, Jim (Bob) Norris, General Manager Tone E. Sinatra, and Bob Grayson. John said he'd like to put out a golden oldies program if any of those LP firms are interested.

Jim Jensen, 1361 Sherman Ave., Manistee, Ohio, 49669, looks for an三四ten, 5:45 a.m.-2:30 p.m. for a 3:10-7:00 a.m. position of WKRO in Boston and WKX in Cleveland. WRCN, P.O. Box 588, Jennifer, Ky., 41337, needs country-pop new and old records. The station recently went on the air to send program director Gary Surne. Dick Burt Kirch has become program director of Garage Radio in Chicago, now serving as operations manager of KDVA in Victoria for four years. Congratulations. Mrs. Virginia F. Powers, 4-16:30 a.m. Roulette, 5-7:00 a.m. Satur- day, was elected president of American Women in Radio and Television.

Von Roberts has been named general manager of WRRS, 95.5 in Mil- ford, Conn., a former air person- nel of WL.W in New York. He gets an account executive most recently. Tom Powers, formerly with KCMX. FM in San Francisco, is now with WAXF-FM in Detroit and is do- ing the show "What About Bob?" Don Gilbert, program director of KCMX-FM in St. Paul, Minn., is a black. A boy named Don... Mike of the "Local Flavor" show in Mobile, Ala., showing his station—WFLN— with a 27 6-10 a.m. and with a 27 10-11 p.m. tunes.

(Continued on page 58)
Make Way For The Grand Canyon Of Hits!

SWAMP DOGG
Smash single—
“MAMA’S BABY, DADDY’S MAYBE”
Canyon 30

From his Hit album—
“TOTAL DESTRUCTION TO YOUR MIND”
Canyon LP 7706

NINA SIMONE
“GIFTED & BLACK”
Canyon LP 7705

“GLORIA LYNNE HAPPY & IN LOVE”
Just released from the LP—
“LOVE’S FINALLY FOUND ME”
Canyon 36

DORIS DUKE
A solid hit—
“FEET START WALKING”
Canyon 35

From her LP of hits—
“I’M A LOSER”
Canyon LP 7704

STANLEY TURRENTINE
“FLIPPED/FLIPPED OUT”
Canyon LP 7701
His latest single—
“WEDDING BELL BLUES”
Canyon 32

Available exclusively on
AMPEX STEREO TAPES

1242 North Highland / Hollywood, Calif. 90038 / Tel: (213) 469-8317
Radio-TV programming

Letters To The Editor

- Continued from page 52
sensationalized reports they receive from the mass media.

It is true that these kids identify closely with music and the artists that produce it—but don't let this get your hopes up.

The only reason that this is true is that, at present, music reflects one of the few remaining areas which accurately represents the true feelings of these kids. Reverse the trend in music and you falsify it, deny it its whole purpose, its whole reason for being—and do you think the kids are going to believe it? Not likely—they're not so naive as you might seem to believe. The immediate reaction will again be distrust—music too will have joined the ranks with the rest of the media in coppering and fleeting to the right wing. The end results will be that another field which could have helped in this matter will have lost that potential. Radio must get in on the act, but what we need is not an all-out campaign against drugs, but a serious and objective presentation of all sides of the issue which, hopefully for the sake of our present society, will show that in most cases the disadvantages far outweigh the advantages. The way to reach these kids is not through repression or coercion, but through rationality. It's the only way.

I am not aware of how much direct experience Mr. Littleford has had with this issue, but I would like to clarify my position. I am admittedly, young, and a relative newcomer to the world of broadcasting as an announcer-operator with the C.B.C. Northern Service. But I know what it's like, for I lived with the drug scene, and perhaps I am still a part of it. I have served time as a result of my involvement, and have come back to work with these kids in an attempt to find some solutions—both for them and for myself. I know how they think because I think much like them, and I am confident that your suggestions do not hold the answer. Let's have some dialogue within the industry first, to discover what our role is and what our approach should be. Then we can proceed with confidence, with a definite goal in mind, and perhaps we can be of some assistance to our troubled world. It should be obvious from this letter alone, whether one does or does not agree with my views, that Mr. Littleford's suggestions will not work. Why? Because I and others like me exist within the radio and music industries, and we are the people who select and air the music, we are the ones who have the more direct line with the youth that concern you so much—and we are not likely to follow through with a procedure which we know is fruitless.

In closing I would just like to reiterate that I am not saying that radio and music has no role to play in this matter, for on the contrary it does or can have a very profound effect. Radio must do something about the problem—but not in the way Mr. Littleford suggests. I sincerely hope that we shall see more discussion of this matter in Billboard, and even though I disagree with Mr. Littleford's views, it is encouraging to know that a person in so influential a position recognizes the existence of the problem and does care about what must be done.

The views expressed in this letter are entirely by own, and are not necessarily those of the management of this station or of the C.B.C. in general.

Charles F. McGee
Announcer-Operator
CHAK, CBC Northern Service
Inuvik, Canada

We are most concerned, Claude...about drugs and drug abuse and have been for some time. KSON has run many spots and programs to combat drug abuse from October of 1969 to April of 1970. For example we ran a series of six 15-minute programs twice a day at 10 p.m. and again at 3 p.m. They contained interviews with LSD users, narcotic officials, law officers and doctors, giving the listeners a chance to form their own opinion on weighing the pro and con of the program. Prior to airing, it was promoted for a week in advance to gain listenership. In addition, copies were made available to all who wanted them.

KSON also broadcast 168 20-second spots on drug usage. The three spots were rotated and directed more to the younger age group.

Also, for the past six months the ABC Network carried approximately 87 60-second drug abuse spots during their news casts, which KRON carries.

Alex Dryer devoted four minutes of his 7 p.m. show on Monday, April 13 to the dangers involved with the use of drugs. We currently are working on a 30-minute program concerning (Continued on page 64)

- Continued from page 56

night, WABB had 12, 11, 37, and 61. While I'm thinking about it, would all of you guys send me in sensitive of ratings? I'd take any I can get—ARR, Pulse, Hooper. I want to do a comparative story for the entire nation. If you want to make a few comments on your opinion of the state of radio (in any format), please feel free to do so. But I would like those ratings.

Bob Harper is going to Pittsburgh to become program director of KQV; he'd been program director of WSAI, Cincinnati. . . .

VOX Jox

- Continued from page 56

Frankie Halfacre, former deejay with WNIO in Niles, Ohio, and WJMO in Cleveland, is back in a Youngstown, Ohio, hospital—his second trip. Frankie suffered injuries in an auto accident last fall coming back from a Starday-King record promotion meeting (he was at that time working as a promotion man on James Brown product). He's worked since. Supposed to be a good air personality, in case any station is looking in the next couple of weeks.

* * *

Lineup at WKRC in North (Continued on page 82)

MAY, 9, 1970, BILLBOARD
Billy Taylor, composer, arranger, pianist, and jazz musician, will give the main address in music at the University of Miami's Newcomers' Day.
Billboard is indeed proud to announce this 1970 program. The Forum is designed for all those individuals deeply involved in Radio's current scene and in building its greatest growth potential.

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

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

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

FEATURES
• BILLBOARD COCKTAIL RECEPTION
• SOUNDS OF THE TIMES
• THE NEW RECORDS
• ARTISTS STATE THE CHALLENGE
• INFORMAL MEETINGS AND
DISCUSSIONS

• You will be able to hear the generic tapes of more than 20 stations as "Sounds of the Times" • Three outstanding performing artists describe how listening audiences are changing • You will hear unreleased records and try your skill at picking the "hits" • Facilities for informal meetings and discussions.

The Program

THURSDAY MORNING, JUNE 18
REGISTRATION FROM 9:00 a.m.
THURSDAY AFTERNOON, JUNE 18
2:00 p.m. - 4:30 p.m.
Session 1
RADIO FACES THE NEW DECADE
a. Radio's Key Role in Dealing With Urgent Social Problems
Art Linkletter
Los Angeles, Calif.
b. Are We Wasting Our Most Valuable Resource—Our Personnel?
Lester M. Smith
Executive Director
Seattle, Portland, and Spokane Radio
Portland, Ore.
c. Dynamic Changes in Music—The Challenge to Future Programming
George Martin
Managing Director
Associated Independent Recordings, Ltd.
London, England
5:30 p.m. - 7:30 p.m.
COCKTAIL RECEPTION, BILLBOARD OFFICE
"SOUNDS OF THE TIMES"
Astor Gallery from 4:40 p.m. and after
7:30 p.m. The Astor Gallery will be available after 7:30 p.m. also as a meeting place for informal discussions and relaxation.

FRIDAY MORNING, JUNE 19
REGISTRATION FROM 8:00 a.m.
9:00 a.m. - 12:15 p.m.
CONCURRENT SESSIONS
Choose two — The first at 9:00 a.m. The second at 10:45 a.m.

Session 2
KEEPING TOP 40 IN TUNE WITH THE TIMES
a. Dealing With the Music Forces Affecting Top 40 — Progressive Rock, Good Music, Soul
Khai L. Hamon
Program Director
KTSA Radio
San Antonio, Tex.
b. Trends in Contemporary Music Programming — The Need to Know Your Audience
Michael Joseph
Radio Program Consultant
Westport, Conn.

Session 3
THE SOUL RADIO OF THE FUTURE
a. Keeping and Increasing Your Listeners — White and Black
Jerry Boulding
Operating Manager
WQRL Radio
Woodside, N. Y.
b. Where Does Rock Music Fit in the Easy Listening Format?
Tony Taylor
Program Director
WIP Radio

Session 4
THE AGGRESSIVE GROWTH OF EASY LISTENING FORMATS
a. Building a Successful Morning Show — What Are Its Structures and Requirements?
J. P. McCarthy
Air Personality
WJR-AM Radio
Div. of Capitol Cities Broadcasting
Detroit, Mich.
b. Where Does Rock Music Fit in the Easy Listening Format?
Tom Taylor
Program Director
WIP Radio
FRIDAY EVENING, JUNE 19
"Sounds of the Times" after 5:30 p.m. After 9:00 p.m. the Astor Gallery is available for both "Sounds of the Times" and as a meeting place for informal discussions and relaxation.
7:30 p.m. - 9:00 p.m.

Session 12
YOUR AUDIENCE IS CHANGING—THE ARTISTS STATE THE CHALLENGE
A panel of 3 performing artists. Each will describe his audiences' reaction to the music he is performing—what they appear to like and what they do not like. Each artist will give his opinion as to what the significance of his observations may have for alert radio station programming.
The panel of 3 artists: Johnny Rivers, John Rivers Music, Los Angeles, Calif., William (Swiney) Robinson Jr, Vice President, Motown Record Corp., Detroit, Mich.

SATURDAY MORNING, JUNE 20
9:00 a.m. - 12:15 p.m.

Session 13
CREATIVE SKILLS IN PRODUCTION
a. Producing Better Local Commercials Alan R. Scott Program Director, Scott-Textor Productions, Inc., New York, N. Y.
b. Production Through Modern Electronic Techniques Dan Clayton Program Director, WPSP Radio, Hartford, Conn.

Session 14
ADVANCE RESEARCH TECHNIQUES

Session 15
EFFECTIVE PROGRAMMING OF ALBUMS AND PERSONALITIES
b. The Trend Back to Personalities How to Program Them With New Meaning Pat Whitney Program Director WWDC Radio, Washington, D. C.
Soul Sauce

NEW RELEASE OF THE WEEK:

"WHATSOEVER I AM (You Made Me)"

NINA SIMONE

(RCA)

By ED OCHS

SOUL SLICES: Hottest soul disk in the country belongs to none other than Diana Ross with "Reach Out and Touch (Somebody's Hand)." Not only will her solo debut oversize the Sister disk by the Supremes, but also the Momen's building "Love On A Two Way Street" and Tyrone Davis' "Turn Back The Hands of Time" giant, nearing the million mark. National gains for the Stag and Dukar labels. Soon due on the big pic are winners from the Masters ("Chicken Strut", "Joes", the Dells ("Open Up My Heart"), Joe Simon's "Father On Down the Road" and naturals by Marvin & Tammi and James Brown. B.B. King's production company music studio produces four albums per year for Flying Dutchman's BluesTime label. First off will be "Just the Blues" by Malcolm & Chris, vocal duo discovered by B.B.. Now McCalla, president of Calyx Records, has been named executive vice-president of Roulette, while Calyx has become a division of Roulette, with Joe Simon, following by the Chairman of the Board: "You Got Me Dancing On A String," on Invictus.

Joe Medlin has resigned as Invictus' promotion director. Esmond Edwards, former staff producer for Columbia whose force is jazz, has been named an executive assistant for Jerry Schonfeld and Polysync Records. New album from Eddie Harris, "Come On Down," on Atlantic. The label also has more soul chart action with the Vanguard's "It's Too Late for Love" (Lamp), Moses Smith's "Keep On Striving" and Otis LeeVilla's "Glad I Met You," both on Cotillion. New Fame candidate: "Letter to Josephine," by David & the Giants. Cannonball Adderley is hot with his next hit, "Oh Baby." Brooklyn -- a winner has a new Eugene Record group, Lost Generation, and their debut disk, "The Sky, The Stick and the Operator," on Harlem's Apollo Theatre, May 6-12. Dee Dee Warwick is heading for glory with her first for Aeco, "She Didn't Know (She Kept On Talking)."

Garrett Minnis will garner play with his comeback disk on Verve, "Sad Song." Jerry Ross Colombo label will register soul-wise with Virginia Henry's "I Can't Believe You're Really Leaving." At Klein, which recently changed to Klein, has formed a new production company, Buffalo Bell Productions, and the Ground Sound label, with artist-partner Bruce Channel, whose album-in-production is called "The Only Things Left to Find." Klein is assembling a company from the ecology and commune movements for new talent. John Roberts looks good for Duke with "Come Back and Stay Forever." New Lovelites: "Who You Gonna Hurt Now," on Uni. Ann Williams has replaced Clay Houston in Soulsville, New from Fantasia Four: "I'm Gonna Carry On." On soul... And from David Porter's "Gritty, Groovy & Gettin' It" album: "Can't See You When I Want To" on Enterprise.

Victoria Lucas, B.B. King's press girl, reads SOUL SAUCE. Do you?

Vox Jox

* Continued from page 58

Wilkesboro, N.C., a country music station, goes Al Malone, Bob Fee, Ed Racey, and program director Roger Rogers, who took over from Billy Tate, who does a good show on WSHL in Postoffice, Miss. Bill Thomas has resigned as program director of WDA in Memphis to become operations manager of WBT in Fort Wayne, Ind. Les Anderson has departed WHAT in Philadelphia, and vice president of WDA.

Jim Tate of WPEN, Philadelphia, and Mack Owens of WOR- FM, New York, have parted with WKNR, Detroit. Dan Donovo of WDIA, Memphis, has signed with WKBW in Buffalo; he'd been at WCBM in Baltimore. Lee Shotton hopes to get his new station at Lake Havasu City, Ariz.--KFJW--on the air by the middle of summer. He's now general manager of KRAM, Las Vegas. Staff at KEYN in

Wichita, Kan.: Program director Greg Dean, Allan McKay, ass't music director Andy Barber, David L. Hebert, assistant program director J. Robert Dark, Don B. Williams, and program director Anne De Bakey, son, Dan Merit, and Dave Riley doing the weekend work.

Old friend John Riche, now manager of WRK-WKRE in Philadelp- hia, has bought the easy listening station, along with several other eminerates of the stas- tion and some local citizens. General manager T. H. Oppenrod, WYSC, Box 231, Somerset, Pa., is seeking album jackets. The National Association of FM Broadcasters has moved to suite 603, 420 Madison Ave., New York, N.Y. 10017. More details about the Chicago NAB convention a week or so ago. Frank Witting (I hope I spelled his name correctly) came by with his wife. He's Colonel Frank on local kiddie TV show every after-

noon. At first, I thought he was putting me on. But, as the colonel wore on, I grew to become sort of fond of the guy, whether it was an act or not. Colonel Frank grew and prosper in the world of the four and seven-year-olds. I liked him and I think my four and seven-year-olds would have worshipped the guy. He was a former deejay from the Phoenix area.

I think we're going to set a new world's record for a Vox Jox, proving I'm verbose if nothing else. Well, I'm going to let Robert W. Morgan. Say, would you like to know more about something about a books cover and stuff about Leonard and Morgan? Well, to tell you the truth, I don't know a lot about any of these two cats. But how about the fact that the new RCA album "Clouds in Chicago" is not paying him all he deserves. To tell the truth, Gene Taylor, general manager of WLS in Chicago, went shopping with more than one salary level in mind. Since Gene Taylor never told me this, remember, I am free to tell you about it. He visited Dick star in San Francisco but was not able to meet Star's salary demands, a Toronto program director, a Miami program director (some people say he was studying the Rogers, Tom Jones 96, BMI) and others (some Jim Dunlap). WLS hired Mike McCormick, who was next in line for the promotion in the chain anyway.

Trying to think of some people I met during the NAB and NAFMB conventions--Gene Chase, Ken Knight, Alvin Dixon, Gaylord Copeland, Stan Gooden, and Pat O'Day. Next time you see Pat, ask him about the funny story with "Two Years of PAM's."

Billboard SPECIAL SURVEY for Work Ending 2/4/70

BEST NEW RELEASE OF PHIL:

"WHATSOEVER I AM (You Made Me)"

NINA SIMONE

(RCA)

By ED OCHS

SOUL SLICES: Hottest soul disk in the country belongs to none other than Diana Ross with "Reach Out and Touch (Somebody's Hand)." Not only will her solo debut oversize the Sister disk by the Supremes, but also the Momen's building "Love On A Two Way Street" and Tyrone Davis' "Turn Back The Hands of Time" giant, nearing the million mark. National gains for the Stag and Dukar labels. Soon due on the big pic are winners from the Masters ("Chicken Strut", "Joes", the Dells ("Open Up My Heart"), Joe Simon's "Father On Down the Road" and naturals by Marvin & Tammi and James Brown. B.B. King's production company music studio produces four albums per year for Flying Dutchman's BluesTime label. First off will be "Just the Blues" by Malcolm & Chris, vocal duo discovered by B.B.. Now McCalla, president of Calyx Records, has been named executive vice-president of Roulette, while Calyx has become a division of Roulette, with Joe Simon, following by the Chairman of the Board: "You Got Me Dancing On A String," on Invictus.

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VOX JOX

* Continued from page 58

Wilkesboro, N.C., a country music station, goes Al Malone, Bob Fee, Ed Racey, and program di-

B.B. KING, left, teams up with Levi Thomas, who later teamed up with the great "Levi and the Night Holders on stage at Carnegie Hall May 2. The occasion was the closing of "Levi and Friends," a show, which also featured T-Bone Walker, Eddie "Cleanhead" Vin- son, Big Joe Turner, and Big Mama Thornton on the all-blues bill. The Bluesway artists' latest disk is "So Excited." Thomas records for Flying Dutchman.

BILLBOARD, MAY 9, 1970, BILLBOARD
Ampex U.K. Drive

Continued from page 50

from Hugh Montague, Greg, Paul Mauriat and Bing Crosby.

AST has also signed deals with CBS and RCA for the distri-
bution of cassette product to non-
record outlets. Ampex now
 handles cartridge manufacture
from the two companies.

Meanwhile, Ampex is leaving
Soho Square this month to move
into bigger offices at 1-4,
Yarmouth Place, London, W1
(629 9942).

Amplex U.K. Drive

Continued from page 54

England, and are being broadcast into over
100 stations in the U.K. The stations are
using Ampex U.K. product for
both 8 and 12-track recording.

Radio TV Mart

Continued from page 59

local drug abuse by young people
in the high school age group along
with scheduling interviews with teenagers who were
users or still were

Our concern for drug abuse is
so deep that at all times we are
running spots on KSON and our
ABC “Love” formatted station,
KSEA.

KSON will keep its crusade to
educate kids of all ages about
the dangers of drugs.

Best personal remarks.

Dan McKinnon
President
KSON, KSEA-FM

May 9, 1970, Billboard
Coin Machine World

Allied Adds to Music Routes; Has Own 'Built-In' One-Stop

By MILDRED HALL

WASHINGTON—Allied vending, a preeminently music and game operation diversified into vending here, has expanded into new, spacious quarters and is continuing to acquire more music routes. The new suburban location, in Landover, Md., comprises 25,000 square feet, and is shared by Potomac Record and Music Service, the one-stop 'Pirate' Disks From LP Cuts On Jukeboxes

* Continued from page 1

to be fairly rare, it is growing. More location owners are rebelling against refusal by manufacturers and by top album talent to make records of the songs, yet the current demand for records there is enough to make the operators do any business. The operators here, say they do not know where these singles (Continued on page 67)

U.K. Groups Save Sixpence

By MIKE HENNESSY

LONDON—The British Government's reprieve of the sixpence (six cents) for a period of two years after the change-over to decimalization, has been welcomed by officials of the Amusement Caterers' Association and the Amusement Trades Association.

The sixpence is the most used coin in the field of amusement machines, particularly the gaming machines of which there are estimated to be 300,000 operated by the sixpence in Britain.

The coin and vending industries, especially those in the London area, have long period for the retention of the sixpence when Britain goes decimal in February next year but because it did not look favorable many operators began making provisions for the conversion of their machines.

(Continued on page 67)

Florida Music, Vending Assns. In Joint Event

MIAMI BEACH—Much attention in the coin machine world is focusing on the first joint meeting of the Florida Amusement and Music Association (FAMAg) and the Florida Automatic Merchandising Association (FAMC) here (8-10) at the Ritz Carlton.

Officials of both groups have indicated that common problems in a state where the legislation meets annually not only make such a joint gathering feasible but that a pooling of efforts of the two groups might also be practical. Officials of R. S. Rhinhardt, the association, the association management group handling both state organizations, said that the questioning of a merger will be decided by the respective boards during the meeting.

Crompton Adds To Games Line

LONDON—The Alfred Crompton Group, distributors of Ramsgate, England, has introduced two types of amusement games, including Soccer and a selection of penny shooters.

Soccer, which has already been sold in most countries in Western Europe as well as in Japan, is a manually controlled electrically operated football machine with each team controlled by just one lever. The ball returns to the center of the play (Continued on page 67)

Distribution in the '70s

In the decade ahead our industry will surge ahead at a pace which will dwarf the progress achieved during the past 25 years. With the prudent application of today's advanced technology by our manufacturers it will be possible for them to produce such sophisticated equipment as to make today's machine appear "tube-goldbergian."

We are already seeing amusement type equipment which has helped the operator to do business in places heretofore closed to him. The new vending machines have also achieved a greater degree of sophistication, but if it's not mistaken, we haven't seen anything yet, as to what they will be in a few years. Music has reached a stalemate but I'm sure a new break through can be expected in a few short years even in this area. I take exception to those who predict the end of the small operator and the demise of the importance of the distributor's role in the industry. While it's true that large operations will grow even bigger, the role of the independent operator-entrepreneur cannot be written off too easily. He'll always be with us, it seems, perhaps in an even more so as the image of the industry improves thereby attracting new blood, new enthusiasm and a more businesslike approach as to the marketing of their operation.

I see a bright future for the distributor as long as he keeps up with the times. This is a whole new ball game and he must shape up so he's able to do the job expected of him by the manufacturers he represents. He must be skilful in marketing, merchandising and financing. We may see, perhaps, fewer distributors, but those remaining will be able to put their heads down and start working to fill the need they're still needed. The manufacturer will be able to put their heads down and start working to fill the need they're still needed. The manufacturer will need him even more so as the image of the industry improves thereby attracting new blood, new enthusiasm and a more businesslike approach as to the operation of his business.

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FAMA/FAMC Program

Here is the schedule for the first joint meeting of the Florida Amusement and Music Association (FAMAg) and the Florida Automatic Merchandising Council (FAMC) set for Friday through Sunday (8-10) at the Plaza Hotel in Miami Beach.

Friday, Noon—Registration on mezzanine.
1:30 p.m.—FAMA Board of Directors meeting, Lyceum Room.
3:30 p.m.—FAMA Board of Directors meeting, Lyceum Room.
5:30 p.m.-Hospitality Room open.

Saturday, 9 a.m.-5 p.m.—Registration on mezzanine.
9-10 a.m.—FAMA seminar on maintenance and service, Lyceum Room.
11:15 a.m.—FAMA seminar on promotion of location, advertising, and service, Orpheum Room.
12:30-1:30 p.m.—Seminars on the music industry, Lyceum Room.
2:30-3:30 p.m.—FAMA seminar on promotion of location, advertising, and service, Orpheum Room.
3:30-4:30 p.m.—Seminars on the music industry, Lyceum Room.
4:30-5:30 p.m.—FAMA seminar on promotion of location, advertising, and service, Orpheum Room.
5:30-6:30 p.m.—Seminars on the music industry, Lyceum Room.
6:30-7:30 p.m.—Seminars on the music industry, Lyceum Room.

New Equipment

United—Six-Player Shuffle Alley

This new six-player shuffle alley called Laguna has a new feature that allows the player to continue shooting at the changing value of the flashing ball without the same frame limitation. The ball rolls up strike! the game, from United div. Williams Electronics, is said to be ideal for competitive action. It features five ways to play: flash, dual flash, regulation, strikes 90 and blinker. The game automatically resets to regulation if in another mode. It is 4½-wide and 3½-feet long, has optional single or double or triple coin chute and is furnished with an instruction manual. Williams recommends setting the game at two plays for a quarter.

By EARL PAIGE and GEORGE KEMEMEY

KENOSHA, Wis.—Jukebox operators can capitalize on the current interest in rock 'n' roll recordings of the '50s without much extra effort, according to Gordon Larson, programmer at Six-Player Amusement Co. here. Larson has already developed what might be called "oldie parties" at three of the firm's young adult locations where in each case 20 old records are furnished by a jukebox.

The oldie party in these stops amounts to a rock 'n' roll re-visit in microcosm and is a reflection of the national interest in older recorded material. Two tours spotlighting groups that made hits in the '50s are currently touring the country.

One tour features Bill Haley and the Comets, Bo Diddley and Chuck Berry while the other tour features Little Richard, the Drifters and the Coasters. Both tours have averaged excellent crowds in almost every hall they have played.

Jukebox programmers in areas where the shows appear might well try to program oldies for these and other stars. But the idea of adding oldies isn't limited to the effects of the tour, as Larson is proving. "Actually, this all started (Continued on page 66)
GORDON LARSON, programmer for Sams' Amusement Co., Kenosha, Wis.

Crompton Adds Games Line

- Continued from page 65

The penny shooters have been sold in Sweden, several other European countries and the Middle East. Crompton is producing them in a range of five models: Jungle Shoot, Shoot Dem Bones, Push Shooter, Dippy Duck Shoot and Cheyenne Shoot.

Each machine has five knockdown targets and a strongly mounted air pistol. After five seconds any targets which have been knocked down are automatically returned to the vertical position so that a total of 10 hits can be scored in the 10-second play cycle.

Crompton expects its export business, centered mainly on these new models, to show a 100 percent increase this year compared with 1969.

Hit Vending of Liquor in Pa.

HARRISBURG, Pa. — Legislation to rescind a Pennsylvania Liquor Control Board administrative action which permits the use of vending devices in hotel and motel rooms to dispense liquor, was introduced in the state senate recently. The Liquor Board had recently authorized the electronics sales equipment, operated by a key issued to the guest, after extensive tests at two locations in the state. The equipment automatically charges the price of the liquor to the hotel bill.

With Sen. Robert D. Fleming of Allegheny, president pro tem of the Senate, as the principal sponsor, the proposal would require that liquor and beer be served separately.

The bill would amend the Liquor Code by making it unlawful "for any licensee to give, furnish, serve or deliver any liquor or beverage except in bottles, cans or containers as is given, furnished, served or delivered personally by an agent, servant or employee of such licensee."

The bill was referred to the state senate government committee.

SPEcial!

BALLY WORLD CUP

$215

AS IS... COMPLETE

Write for complete 1970 Catalog of Phonographs, Vending and Games

Established 1924

ATLAS MUSIC COMPANY

2122 N. WESTERN AVE., CHICAGO, ILL. 60647. Arnoldes 45-503

Rock 'n Roll Oldies Boost Jukebox Play

- Continued from page 65

when one location owner said he wanted something brand new.” Larson said. “I said fine and told him to get me the titles and stock numbers as quickly as possible and I would order them from the one stop. He said he didn’t know the titles and that we would ask the patrons what they wanted. “The next thing we knew patrons were coming in records from their collections. We had a pile of 60 or 70 records. The location owner and bartender went through them with me and we picked songs and went back to the shop the same day and typed up the title strips and put them on the machine."

3 New Discs

Larson said the titles were largely artists such as Little Richard, the Everly Brothers, Fats Domino, the Coasters, Buddy Holly and Bill Halley and the Comets.

He also pointed out that adding the oldies didn’t cause him to stop bringing in current records. “We always put on three new records a week. We check a stop and this was continued at the three places that have the oldies party going.

The oldies are watched closely by Larson and they cease turning over the popularity meter they are returned to the patron. In some cases we take off a few oldies and add more from the current oldies.

Larson said positioning the oldies on the jukebox programming panel was also an important point.

How to Program

“A Seeburg jukebox, for example, across the programming panel from left to right beginning at the top row of titles and is programmed much as a page of printed text is read. So I decided that the oldies should be placed in the far right columns. This way, as the mechanism scans the programming panel it will be scanning columns of new titles before it gets to the oldies ones. "This prevents the patrons from hearing a whole series of old songs and allows people to hear new songs, too. If the oldies were programmed across all of the columns the result would be a whole series of old songs. "The revenue in three places using the oldies party idea had gone up about 20 percent. Other locations are starting to ask about the same type of programming.

101 Oldies in Rock 'n' Roll

(The following artists and titles are offered as a guide to jukebox programmers wishing to select rock 'n' roll songs from the 1950s.)

Paul Anka (ABC): “Diana.”
Hank Ballard and the Midnighters (King): “Finger Poppin’ Man.”
Shirelles (Coral): “Shout Baby.”
Bobbe Jiloty (Vendome): “Stormy.”
Shirley Valentine (Hall): “Stormy.”
Kathy Valentine (Hall): “Stormy.”
Tommy McLoughlin (D.): “A Million To One.”
Jimmy Carter (Hall): “Just a Dream.”
Kathy Cavett (Coral): “I Know.”
Bucky Heard (Kapp): “I Love You.”
Billie Holiday and the Comets (Coral): “Don’t Bring Me Down.”

to Say You Saw It in Billboard

Yessir, you didn’t have to go look it up.

Say You Saw It in Billboard

MAY 9, 1970, BILLBOARD
What's Playing?

A weekly programming profile of current and oldie selections from locations around the country.

Buchanan, Mich., Adult Location
Frank R. Fabiano, programmer, Fabiano Amusement Co.

Alton, Ill., Adult Location
Harry A. Schaffner, operator, H.A. Schaffner, programmer, Schaffner Music Co., Inc.

Jackson, Miss., Adult Location
Windham Caughrum, programmer, Capitol Music Co. Inc.

Fertile, Minn., C&W Location
Duane Knutson, programmer, Automatic Sales Co.

Haddonfield, N.J., Young Adult Location
Patricia Pavesic, programmer, Cannon Coin Machine Co.

Jackson, Miss., Soul Location
Windham Caughrum, programmer, Capitol Music Co. Inc.

Baton Rouge, La., Young Adult Location
Gene Sharp, programmer, State Novelty Co., Inc.

Ames, la., C&W Location
Carol Larkin, programmer, K.D. Music

Missoula, Mont., Young Adult Location
Eva Seelhammer, programmer, Montana Music Rentals

U.K. Groups Save Sixpence

• Continued from page 65

Recently the Decimal Currency Board has come out with a report recommending that the sixpence be demonetized. It was thought that the 2 1/2 new pence coin circulating alongside a 3 new pence coin would detract from the benefits of decimalization for consumers by tending to slow down cash transactions and increase mistakes. The Board also felt it would prevent manufacturers, retailers and machine operators from making the most of the marketing and technical possibilities of the new coinage.

Coin Machine News

Pirate' Disks From LP Cuts Played

• Continued from page 65

cut from albums come from 'and we don't want to know.' The operators say they are obliged to program them into the box, or the location owner will simply get another service. The situation is especially hard on those operators with heavy service in the youth areas, like Allied, which has the young crowd on the M Street Strip in Georgetown.

The operators faced with this problem fear that simply by the physical act of unlocking the box and putting in singles provided by the location owner, they may be getting into trouble. They are hoping that manufacturers of albums, and their talent, will give more thought to making singles of the cuts in high demand by young people when they meet in school snack bars and in campus-oriented taverns.

Present law on record piracy is quite weak, and sets up mild penalties only for counterfeit-labeled product knowingly sold or distributed. The copyright revision now before the Senate Judiciary Committee, if it gives recordings a complete copyright including performance rights, would set far stiffer penalties for unauthorized use of the actual recording as well as the copyright music.

A more recent anti-pirating bill introduced by Rep. James A. Burke (D., Mass.) would require federal stamp tax on all master recordings, with identifying number to appear on all bona fide records made from it. It would set fines and imprisonment for violations by anyone knowingly selling or distributing records not bearing the government stamp.

Recent Billboard stories have documented several approaches to the shortage of jukebox programming material. In an effort to furnish all types of material now predominantly found on 12-in. LP's, a new firm was formed in Northfield, Ill., a Chicago suburb.

Little L.P.'s Unlimited will offer 7-in. disks containing songs culled from top selling 12-in. albums. The Little L.P.'s are miniature 33 1/3 r.p.m. recordings. (Billboard, April 11.)

On still another front, Cam-

eron Musical Industries, Ltd., New York, has announced a plan to import recordings that have achieved excellent sales in foreign counties. These will be regular 45 r.p.m. disks and will probably sell to U.S. operators for 75 cents. Vendo Co. distributors will handle them (Billboard, April 25).

And finally, Columbus, O. op-

erator Irv Kaplan has solved the problem of not being able to furnish jukebox patrons with material found only on 12-in. recordings — he developed a jukebox that plays the large albums at 50 cents per side (Billboard, April 25).

Moon Made of Money!

Scientific study of the coin box in every Bally SPACE FLIGHT location positively proves that the Moon is made of Money.

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U.K. Groups Save Sixpence

• Continued from page 65

Recently the Decimal Currency Board has come out with a report recommending that the sixpence be demonetized. It was thought that a 2 1/2 new pence coin circulating alongside a 3 new pence coin would detract
Allied Adds to Music Routes

**Continued from page 65**

as it can, in cafeterias and recreation rooms, "where the youngsters often get their first exposure of the kind of music their peers are listening to when they are together." Allied furnishes boxes with varied programming all over the Washington area, but its best paying and main strength lies in the George-town youth's M Street Strip, and in the suburbs, where the take runs between $100 and $300 a week.

Allied thinks long and hard about programming—from owner Richard Mason and manager Erdman, to their liaison man and programmer, Francis Boots Cady, and right on to their young, Allied-trained servicemen and mechanics who keep the boxes in high gear.

But Erdman thinks there may have been "too much emphasis" on the operator's roll as a box programmer. "The real program-mer hus to be the location owner—he's there and he knows what his customers want. They tell him." What he needs is for those who get from the jukebox programmer is help and information. The man who actually puts the records in the box can tell which are getting the heaviest play and which are dead. He can often know ahead of the location owner, who has other things to take his attention.

Even the mechanics at Allied, trained in their own semi-electronics school, are in on the vibrations. Since they are young (20 to 25) and lively, they visit other jukebox locations at night and bring back reports of where it is swinging and where it isn't.

This is a far cry from the old jukebox operation of cut-and-dried programming and replacement. At Allied, it is Cady the programmer who must pull it all together, keep alert to requests and complaints passed on by location owners, try to make each box a peak performer, week to week—show business again. The whole organized operation has made Al-lied one of the biggest jukebox operations in the D.C.-Maryland-Virginia area, where some 2,500 and more boxes are playing by day and night.

Allied Vendoring was prominently mentioned in a recent story in the Washington Star Sunday Magazine and Erdman was largely responsible for getting writer William Holland interested in profiling several Washington jukebox locations. (Billboard, Mar. 14).

S.D. Music & Vending Assn.
Holds Third Billiard Tourney

POOL TOURNAMENTS will never completely shut off direct sales to locations, but they help, according to Darlow Maxwell, Maxwell Music, Pierre, S. D., who participated in his third tournament recently. The tournament was conducted by the South Dakota Music and Vending Association. Maxwell said that the tournaments (trade group has held three now) "make good locations out of bad ones and create pool table locations where they didn't exist before." Shown from left: Lloyd Miller, tournament coordinator; Dr. Rex Smith, champion; South Dakota Governor Frank L. Farrar; Tom Vines, "B" division runnerup; and John H. Trucano, operator who serves the Alli Club.

RIKE SAYERS, runnerup in Class "A" division; Jim Myers, owners of Myers Cigar Store, Duane Stratton, third in Class "A"; Kenny Brown, owner of Muskhalah, N.Y., who flew in to conduct the event.

SHARI DURHAM of Bernie's Place in Sioux Falls shows the form that enabled her to win the women's division of the tournament.

VIVIAN BARGE, coowner of the Downtown, Don Pizza, Class "A" winner, representing the Downtown, and Darlow Maxwell, operator.

MILLER, Gov. Farrar, Marilyn Christenson, runnerup in "C" division; Jim Flynn, winner of Class "C" division; Marvin Brandt, fourth in Class "C"; Aileen Besmer, third in Class "C"; and Schneller.

Draws a Crowd!

Pool Tourney Clicks in S.D.

PIERRE, S.D.—The story of coin-operated billiard tourna-
ments is all too familiar, but appar-ently, operators that have conducted them in a number of areas have not hit upon a suc-
cessful repeat formula—this is not true in this state. The South Dakota Music & Vending As-
sociation recently concluded its third annual tournament and even survived a snowstorm that cut attendance from participants in the western part of the state.

Darlow Maxwell, Maxwell Music Service here, was host for the event. He pointed out that the one factor allowing for repeat tournaments is to limit them to one year events. The trade group held its second tourna-
ment without outside direction after Len Schneller, U. S. Billi-
ards, Amaryville, N.Y., helped get the tourneys here off the
ground.

The story of the tournament received good play in the local press and South Dakota Gov. Frank Farrar was on hand to present winners with trophies.

Originally conceived as a method to help operators com-
bat direct sales of pool tables to locations, Maxwell said the tour-
ament idea has resulted in at least stabilizing this threat to operators.

"But we have found that pool tournaments help in many ways. Business in the location—play on the jukebox, more play on other games and more business in the cigarette and snack machines—has increased."
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- WHAT CAN BE DONE ABOUT PIRACY OF RECORDINGS
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Publishing date—August 5, 1970
Country Music

Dolly Parton Day Draws 2,500; RCA LP

SEVIERVILLE, Tenn.—More than 2,500 people filled the auditorium here to commemorate "Dolly Parton Day" and to witness her live recording of an album for RCA Victor.

Miss Parton, a native of this East Tennessee town, cut her LP under the production of Bob Ferguson, who had a contingent of 70 Nashvilleans in a chartered bus to the Smoky Mountains for the occasion.

A two-mile-long parade from the center of town to the school was a highlight of the day, culminating in the formation of a Dolly Parton scholarship, a perpetuating grant to needy youngsters in quest of a college education.

Multimillion Contract On 3 Artists

NASHVILLE—A multimillion-dollar contract involving Bobby Bare, Dave Dudley and Jeanne C. Riley over two years has been completed between Kay Talbot, GM of Southerncircle, and the artists. The contract, according to President E. Jimmy Kay of the Nashville-based Key firm, would guarantee each of the artists a minimum of 10 working days per month beginning in Sept. of this year and continuing through Nov., 1972. In the winter months, December through March, the number of guaranteed working days would be slightly less.

R.A. Baham, speaking for Empire, expressed confidence that the artists would continue to have strong records and thus would remain a good drawing package. Additional acts will be used when necessary, and the three acts will not necessarily always work together on the same show.

The heaviest concentration of shows will be in the Midwest, since the artists have each worked that area to any appreciable degree.

Empire has agreed to deposit sufficient money in escrow to guarantee that the dates will be played. Although the agreement calls for a minimum of 10 days per artist, some of the annual dates might be worked.

A surprise visitor was Porter Wagoner, on whose syndicated TV show Miss Parton is a regular member. The pair also record duets together.

Among the other guests were Bud Wendell, vice president of WSM, Inc. and general manager of the "Grand Ole Opry," and officials of the Country Music Association. Chair-crooner Cass Walker, on whose shows Miss Parton got her start in the music business, was one of the speakers at ceremonies honoring the hometown girl.

In addition to plagues and keys to the city, Miss Parton received a return trip to the TV show by Mrs. Buford Ellington and all members of the legislative delegation.

Cap's James On Cash Show

NASHVILLE—Capitol artist Sonny James, who makes his third appearance in a year on the "Ed Sullivan Show" Sunday (10), also has been booked for a return appearance on the "Johnny Cash Show."

Harold E. Cohen, executive producer of the Cash ABC television production, said that an "overwhelming viewers' reaction" to the guest appearance of James on the April 8 show prompted the booking for next fall. It will be on one of the early shows.

In addition, James has given the Cash group an option for an additional appearance in the 1970-1971 season.

"The extraordinary success of James in scoring 21 consecutive number one singles, has made him a great following," Cohen said.

Williams' Life Is Recorded

NASHVILLE—"Sing a Sad Song, The Life of Hank Williams" is a book on the account of the life of the legendary singer-composer, which is out now and has been praised for its detail and attention to the subject.

Nonetheless, it is a worthwhile venture that chronicles the background of one of the most important figures in modern music, and is loaded with quotes from those who were close to Williams. The book, by Roger Williams (no kin to the subject), has unfurled the secrets of the legend, with all sorts of incidental information and details about him, which has little if any relation to the theme. Perhaps by design, however, it is of general interest to most country music fans.

There is little in the book which has not been told and (re-told) before, but for the first time someone has put it all together. The author treats carefully on the controversial figures who played a big part in the life of Williams.

More than one young life lacked color, and much of his older life was submerged in his personal problems. Consequently, the re-counting of singular experiences takes up a major portion of this book.

Anyone interested in the Hank Williams story will find much here, and many, doubtless should add this to the collection.

Country Radio Seminar For Nashville May 15-16

NASHVILLE — A country music radio seminar geared toward programming, sales and marketing will feature leading management, consultant and personality figures from around the nation.

The Friday and Saturday (15-16) seminar, sponsored by Country Music Survey, will include Bill Wheatley, WOOK, Miami; Don McKinnon, KSON, San Diego; Rocky Reich, WUNI, Mobile; and Bill Jenkins, WINN, Louisville, all in the management field.

Other speakers will be Bill Ward, formerly of KBBQ, and Jack Gardiner, a long-time disk jockey now in the consultant field. Also scheduled for talks are Les Schrump, St. Louis; Johnny Kaye, WENO, Madison, Tenn.; and Bill Robinson, WIRE, Indianapolis.

The panel of advisors for the seminar, all former or presently involved in radio, includes Bill Collie, Dave Olsen, Tex Davis, Ralph Paul, Charlie Mouk, Rudy Hickman, Early Williams and Johnny Kaye.

During this seminar there will be two golden Ear awards, one to the Promotion Man of the Year, and the second to the Disk Jockey of the Year.

The seminar will take place at the Sheraton Nashville Motor Inn. A dinner will be held at the conclusion of activities on Saturday night. The seminar will be hosted by Tom McEntee, editor of Country Music Survey.
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<td>RISE AND SHINE</td>
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<td>HELLO DARLIN'</td>
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<td>12 Mary Robbins, Columbia 4-49091 (Manuela, BMI)</td>
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<td>IT'S HARD TO BE A WOMAN</td>
<td>Skeeter Davis, RCA Victor 47-8910 (Fries, BMI)</td>
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<td>EVEN THE BAD TIMES ARE GOOD</td>
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<td>44</td>
<td>RAGGEDY ANN</td>
<td>Johnny Duncan, Decca 32644 (Tree, BMI)</td>
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YE$ LINCOLN HAD STREET

NASHVILLE — There is a Lincoln Street here, after all, and it houses one of the city’s leading industries.

Billboard’s Spotlight on Nashville it was noted that the city had a street named for each president except Lincoln. Hatch Carlock, of Music City Distributors, quickly pointed out that a three-block-long street, far removed from any of the other presidential named streets, is named Lincoln. Music City Distributors is located on it.

Rowing repeated requests of a cut the two did on Sketer’s latest album, “A Place in the Country.” Vivian Keigh of the Shelby Singleton Corp. has written three recent songs with Sketer’s co-writers, published through three different publishing companies, they had initially recorded by three different artists and released on three different labels.

Roy Bucksy and The Loners played to a standing room crowd at the auditorium in Tallahassee, Fla., in addition to turning away more than 600 in a rain storm. Paul Bryan promoted the show, sponsored by the Leon County Sheriff’s Posse. Leroy Van Dyke will share the bill with R. J. Thomas at the Indi- an County Fair on Sept. 2. Bill Johnson has announced the signing of Sonie Buckels to an exclusive co-writers contract for GreenTree Music. Merle Haggard is the newest in a long line of Kentucky Colonels. The commission was announced by C. K. Jenkins, who, on his half of Gov. Louie Nunn, .... Stan Pat, vice president of Midtown Sound Record Co., has appointed Curt Sabapath as production head of the firm’s country department. Curt is a well-known songwriter, and his next recorded hit will be “Try a Little Kindness,” which was recorded by Glen Campbell. The current Artie Harden I.P., with more than 100,000 copies currently on WKDA here, has to be one of the finest performances to come out of Nashville. It is a superb singer. Danny Harris, who is spreading in the pool machine around, takes tires off from his tours to do stand up shows on the WMWV Jamboree May 23. Headlining that show will be Carl Smith. . . . Dave Dudley has a real big hit on his hands with “The Pool Shark.” . . . Gary Lynn has rejoined the WMTS staff at Murfreesboro, and is on the air with music for both the AM and FM sides. 

MAY 9, 1970, BILLBOARD
Lewis, Playboys Off to Europe

New York—Gary Lewis & the Playboys will leave on a combined concert-promotion tour of Europe beginning May 13. The three-week trip will take them to Germany, England, Holland and France. It is their first overseas trip since their Feb. 4 European junket six months ago.

The European tour is planned as a concert tour in which they will play theaters and discos, in addition to special performances at military bases. Lewis will promote his Liberty recordings with special radio and television appearances and visits to record stores.

There's a World of Country Music!
It's All in Billboard
AQUARIUS," right up to the current, "Girl Song." This one is certain to catch right up in the charts and turn gold quickly.

A clear, control of hits turns Thomas to "Wedding Bell Blues," up to the current, "Give Me Some Room." Davis is under his Voice of Fashion, Lightfoot's "Young Stranger." Gamble & Huff's "Come Back Baby." Dianne Warwick sings "Standing In The Rain," with a unique blend of R&B and soul.接种疫苗 soul singer Jerry Butler, whose career gained a second wind thanks to his "Take Me Home," shows off a new sophistication and that old Butler sound.

"One Pair of Hands." This is a set with long-lasting value, it's made up mostly of greater musical standards, sung in a style that never goes out of fashion, and that never fails to please. It's a set with a high level of musicianship and a high level of creativity. The period's soul singer Larry Graham, whose career gained a second wind thanks to his "Take Me Home," shows off a new sophistication and that old Butler sound.
We at ASCAP are so proud of the Tony Award for Best Musical Play, we'd like to join in the general "APPLAUSE."

Congratulations to our writers and publisher:

"APPLAUSE" Book by BETTY COMDEN and ADOLPH GREEN
Music by CHARLES STROUSE
Lyrics by LEE ADAMS
Published by EDWIN H. MORRIS & CO., INC.

American Society of Composers, Authors and Publishers
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Name __________________________
Position, Company __________________________
Address __________________________
City, State, Zip __________________________
The young president of MGM comes on strong with a theatrical package that he has been planning for some time. The title track and a couple of other numbers were borrowed from his new label, Columbia, performed by a sensitive, singing group and large orchestra, the medley of "Come Together" and "Hey Jude," as well as "Sgt. Pepper's "A Day and "Happy Together" are standards.

Mac Wiseman's long and illustrious career didn't come to an end when he changed labels and joined the huge rock scene. It's in New York that he should thank his lucky stars for landing "Lonely Arms," "Whiskey Wine," and "New and Improved." The first single, "San Quentin," is not much, but "Surfing the Country Music" (Warner Bros.) is an excellent album.

The first single, "San Quentin," is not much, but "Surfing the Country Music" (Warner Bros.) is an excellent album.

Two of the label's brilliant stars team for what should be a great pop rock sales package. Together, they perform their hits, "Tea in Toyland" and "Pickin' Wild Mountain Berries," Said they would live in NYC and write a book for RCA's Columbia label, "The Bridge Walked Out." The duo on "Sank You For Showdown" is also a standout.

Mozart's Symphonies Nos. 32 and 38 pres- ent London Symphony Orchestra and London Symphony Orchestra, both of whom are winners. Mozart's Symphonies Nos. 32 and 38 present London Symphony Orchestra and London Symphony Orchestra, both of whom are winners.

Low Price Classical

MODERN SYMPHONY ORCHESTRA, GOSPEL

This is music for the Bill Cosby special which has the intelligence to use Han- son's composing talents and this is re- sults. Gayler's LP for RCA gives him an outstanding and versatile artist. It features "Bhutan Theme," which is a study of Mahler's "New World in the Morning," which is getting wide exposure. Gayler's LP for RCA gives him an excellent opportunity. He was born in London, where he studied, as he has grown.

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Melchior Carnegie Hall, April played Philharmonic, the festival, which runs through June 19, 2023, will feature Birgit Nilsson, Pilar Lorengar, Marianne Arroyo, Roberta Alexander, Lawrence Foster, Manual Nogueira, Claudio Abbado, and Arthur Fiedler and the Boston Pops. The low-price Victrola label has issued RCA's Blumenthal in a Czerny LP and two monaural processing, Arthur Toscanini and the New York Philharmonic in Beecham, and tenor Lauritz Melchior in Mozart. Perhaps, however, the Russian version also contained Rachmaninoff's famous "Symphony No. 2," which had Ivan Davis, a London Records artist, as the soloist in the closing concert. The Shostakovich was a performing gem as solo as well as ensemble sections were played masterfully. Among the London Philharmonic's principal labels are Arthurs, Columbia, Philips, London and Deutsche Grammophon.

FESTIVAL CASALS DATES TO SALUTE BEECHFORD NEW YORK — This year's Festival Casals will consist of 12 concerts, all devoted to Beechford. This year marks the centennial of the Casals Festival, which was founded by Pablo Casals in 1917. The festival will feature a diverse lineup of artists, including Classicists, Jazz, and contemporary music. The festival will also include a series of chamber music concerts, as well as a international orchestra concert featuring the Philadelphia Orchestra conducted by Yannick Nézet-Séguin. The festival will also feature world-renowned cellist Yo-Yo Ma, who will perform a solo recital at the festival's closing concert.

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April Hot for West Germany

MUNICH—April was a golden month for the West German recording industry. On March 31, in Munich, Telede's Gunther Braunlich presented five gold disk awards to Yugoslavian folk group, The Oberkrainer Quintett, for their best-sellling EPs in West Germany. Also in Munich, the Bavarian record firm Tempo Records, presented a gold disk award to Herbert Hiel, who is a best-selling artist with his humor EPs. Hiel received his seventh gold award on April 1—he has sold a total of 3.5 million EPs since 1964.

In Essen, Acalta Munich presented Udo Jürgens with a gold disk. He has 500,000 EPs in Germany between Sept. 6, 1969, and April 4, 1970.

In West Berlin, Electrola presented singer Christian Anders with a gold award for one million copies sold of the single "Gericht vor der Welt," a Christian Anders song.

Brazilian Writers Reect Rossi

RIO DE JANEIRO—Mario Rossi was reelected president of the Brazilian Society of Authors, Composers and Writers by acclamation. The society celebrated its 24th anniversary with a barbeque. Representatives of the society are negotiating with the Brazilian government concerning a new law governing payment.

MCA Sees Big Japan Mart

TOKYO—MCA officials, together with officials of the Victor Co. of Japan, Ltd., began the first step—the opening of the MCA label—in what they expect to be a $1 million plus annual sales market in the expanding Japanese recording market.

Richard L. Broderick, vice president of MCA, addressed a large gathering of the record industry in a reception at the new Imperial Hotel. He stressed that the popular music field in Japan is treated for unprecedented expansion.

He said that the 11 labels under MCA's Japanese umbrella are: Victor, Kiyorin (Victor Co. of Japan, Ltd.), Epic, Japan,ណer Co., Zuma, Tokyo, Japan, Phonogram, Toho, and Decca, all of which will open full-scale office in Tokyo on April 1. They will be handled by 14 importers, largely in the popular and jazz fields. A $5.98 album sells here at about $7.77. MCA, which now deals exclusively with Yamaha, has been able to lower this to about 2,500 yen ($18.45) in most cases.

Ken Obara, a SME representative, recently returned from Tokyo after two years in San Francisco, stated in certain special cases, this "discount" price can be offered on records arriving in Japan from San Francisco by air, allowing them to be on the racks as early as one or two months before the local pressings.

Another advantage in buying imported merchandise, said Sayuri, is the fact that the Japanese licensees often do not release Japan-manufactured pressing of certain albums which, in their opinions, have too small an appeal in Japan. This is especially true in the jazz, traditional blues and country fields, areas in which Japan has, generally, a devoted but relatively small core of fans.

Under existing licensing agreements, record importers must pay 180 yen (50 cents) per copy to the Japanese licensor for records on the following labels: CBS/Sony, RCA, Victor, DGG, and Epic. The importer and/or retailer is then free to discount his import merchant, as he sees fit.

Japanese "fair trade" laws prevent any discounting of Japan-manufactured records at this time. Sayuri admitted that Yamaha does not offer "discounts" on imported records to any notable extent because of the high profits which now realized on what is a steady and reliable trade in such merchandise. As volume increases, he indicated, this may change.

MCA's new sales representative is Mr. H. T. (Tetsu) Asada, who has been with his firm for 37 years.

RICHARD L. BRODERICK, left, vice-president, MCA and Hitoshi Momose, president of Victor Co. of Japan, Ltd., at the industry/press reception at the Imperial Hotel.

Car Stereo's New Store

MONTREAL—M. J. Isen, president of Car Stereo Center, this week announced the opening of a second store, which is expected to become the largest stereo tape location in Canada.

The new center is situated at the intersection of two main arteries, Cote des Neiges and Jean Talon, and will open with a display of 10,000 casettes and a backup stock of more than 15,000 units.

In addition to the tape inventory, the new center will feature a hi-fi department with the emphasis on cartridge playback equipment of all kinds.

The first Car Stereo Center (in suburban Laurentides) was opened in 1967, and has since become the leading stereo tape and equipment merchant in Montreal. It is also a distributor of Capitol tapes.

Ember Deal on Lena Horne

LONDON—Ember Records has acquired worldwide rights, with the exception of the U.S. and Canada, to singer Lena Horne. She will record an undisclosed number of singles and albums for the label. Her first album has already been recorded in the U.S. and a single is recorded in the near future.

Miss Horne is expected in Britain this summer to film a BBC TV special, and a concert engagement to coincide with her visit is also being negotiated.

Ember has also acquired U.K. recording rights to the musical "Big Time Buck White," starring Mohammed Ali (Cassius Clay).

The musical, which is being produced in Britain, will be presented in Britain next fall.

Pathé-Marconi Takes 3 Jazz Prizes in France

PARIS—Pathé-Marconi took three major prizes in the 1969-70 awards of the French Academic du Jazz presented as a result of the "World Jazz" television special in the Caveau de la Huchette, Paris. Awards were: Jazz release in the avant garde, modern and "musical" categories; Jazz release in the Caveau de la Huchette, Paris. Awards were: Prix Django Reinhardt; "Prix Audrey" and "Prix Saint-Denis" and "Prix de la Musique Contemporaine." Best Award Garde Disk: "People in Sorrow" by the Ensemble Jazz France, Pathé-Marconi; Best Modern Jazz disk: "Now He Sings, Now He Sobs" by Chicke Cook (Solid State, distributed by Pathé-Marconi): Best Middle Period Jazz Disk: "Together at Last" by Bill Coleman and Buddy Tate (Pathé-Marconi);

Prix Fats Waller: (for the best revival disc) Jacques Lemmers and Paul-Emile Martin (Pathé-Marconi) "Smack Down" (five LPs) (RCA); Prix Bill Brion: "Von der Prinz Angst" by R. B. King (RCA-Victor) (Pathé-Marconi); Prix Otto Redd on for best rhythm disk: "It's My Thing" by Mayva Black (Pathé-Marconi) (Pathé-Marconi); Prix Duval: "Music Plastik" by Trio (Univox) English gospel record: "The New Message" by flip Warner and Williams (Atlantic).

Special mention: for the Pathé-Marconi production "La Préhistoire du Jazz en France, 1918-1930."
From The Music Capitals of the World

**DUBLIN**

Johnny McEvoy and his Country Band made their debut with a U.K. tour which included a live performance at the Cosmopolitan in London, Coventry, Manchester and Birmingham. They scored a name clash with the U.S. Blue Band. Live concerts are now being talked to the Country Blueboys, their tour new single release—Mother the Queen of My Heart. Jim Farley promoted a one-night stay at the Savoy Club, Cockock, featuring trumpeter John Mayall & the Bluesbreakers in a joint piece local band. Several bands have recently performed at the Dublin Dick Fallow Benefit Fund Gala (Fiddle was shot in Dublin during a recent band raid.

Farley’s “You’re Such a Good Looking Woman” has been issued on the U.S. Janus label. It was a major hit here—Larry Gogan talks to leading figures in the business on Radio Firestone’s weekly program, “The Irish Pop Scene.” Theme of the program was the development of the Irish pop music industry during the last few years.

Derek Hanlan to lead Polyson’s new operation overseas for Polydor Plumper (ex-EMI South Africa). Hanlan, who has been a “caretaker” managing director of EMI Ireland for the last 18 years, has previously worked for Eireann’s new “Green” series which sees Muriel O’Reagan, Maxi, Dick and Twink in the second release.

**PRAIRIE**

“West Side Story” was staged for the first time in the Czechoslovakia in Hudebridi divadlo, Prague. The production, in the cast were Milo Svak and Zuzana Zabavka.

— At the same time that “West Side Story” was being staged in Prague, Larry Gogan was in April for talks with representatives from the Radio and TV in Artista. Aphonophobe artist Jim Farley is due to join the group in Prague in May.

**BELGRADE**

Yugoslavia’s first commercial radio station has been successfully started. The program, directed by Milan Stankovic, is called “Studio 8.” It is at present being broadcast 24 hours daily. The station is also broadcasting in mint condition.

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**SOUTH JUAN**

Michael Allen (London) appeared at the San Jeronimo Hilton Hotel. Aliza Kashi (Jubile) booked at the Top Tower Hotel. (Fonogram).

**MADRID**

Los HJ (Fonomag) have released their second LP. One of the tracks on the album is an excerpt from Tschikovitsky’s film, “Sinfonia de Amancce” (Sunrise of Amancce). The lead singer of Los Pekeneses (Hipixpo) is spending time in Madrid.

Sony has just issued an excellent album with the label name, Guitarr, is launching his first girl singer, a U.S. girl, Jackie. This album is called “Sentiamento Feminino.” It will be released in American countries. Following this, the band will tour America.

The new single is called “Paisajes Azules” and “Sospecho” and is released on the Spanish Folk label, Karton. It was written by the band for their new LP. "Karton," as well as the double LP, “El viaje de Django.” It is released on the Spanish Folk label, Karton.

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OTTAWA—The Canadian Radio Television Commission hearings on its proposed new Canadian content rulings drew to a close after 10 days—and it seems likely that they will proceed with its plan to legislate for 30 percent Canadian content on AM radio, and an increased quota on television.

Moss, Hubert to Canada Meet

TORONTO—A&M president Jerry Moss and international director Dave Hubert flew to Canada this week for meetings with the label's newly established independent operation headed up by Gerry Lucoursere.

Under their new deal, A&M is distributed in the Atlantic provinces by Canadian Anthems. in Quebec and Eastern Ontario by London, and by Capitol throughout the rest of the country.

A&M's Quebec promotion chief David Brodeur flew in for the meetings, which were also attended by Lian Mullan, the label's special happenings coordinator.

Moss and Hubert heard of the success of the Spanish master, "A Song of Joy" by Miguel Rios, which has sold 50,000 copies in two weeks here, and because of this success, A&M in Los Angeles has reversed its decision not to issue the disc. The record is due out in the U.S. this week. The group also discussed promotion activities on A&M's current "Cream of the Cream" campaign.

In general, Canadian broadcasters were against the proposed regulations, but offered no alternatives. Submissions by those in favor of Canadian content legislation seemed to have made much more impact on both the Commission and the public.

The Canadian Association of Broadcasters were opposed to the new regulations. Briefs were presented by CBC radio personality Bruno Gerussi, Jean Gascon of the Stratford Shakespearean Festival, members of the Lighthouse pop group, Alderman Ben Nobleman of the Society for the Recognition of Canadian Talent, and Billboard Canadian correspondent Ritchie York.

The hearings did, in fact, do more for the recognition of Canadian talent than any single event in the country's history. Canada's musicians and singers were described as being of world standard, and quite suitable for radio exposure.

Radio's traditional arguments that playing locally produced records lost listeners and revenue were rebuffed by several speakers. The record industry, which as a body kept their distance between itself and the hearings, looked on the results with much optimism.

In the end it seemed as though the CRTC hearings had been one of the most significant meetings in Canadian industry history. The object had been to make Canada something more than just a geographical extension of the United States.

The results will not be known for several weeks, but the sudden change of production policy at several record companies by week's end indicated that the announcement is already a foregone conclusion. Canada is on the verge of an increased domestic record production industry.

Summerlea Hot On Pub Front

MONTREAL—Brian Chater of Summertime Music has announced that the company has publishing on all the tracks of the Mashmakhan album on Columbia, five tracks on Polydor's new life album, and several tracks of Polydor's planned second Major Hoople LP.

Summerlea is also handling both sides of a new single by Freedom, "Doctor Tom." Sides were cut by Bill Bell for Summertime, and Chater is considering several lease offers.
2 Budget Mfrs to Hike Prices in U.K.

LONDON—Two of the five U.K. manufacturers of budget records have announced increases in retail prices, effective Monday 14.

Monty Lewis, managing director of Pickwick, announced that recommended retail price on all lines except Allegro would be increased to $1.90 on May 3 or 5. Allegro prices will remain at $1.44, but

TV SHOW TAPED BY 8-TRACK

TORONTO—For the first time on television (1-20), Canada an 8-track recording system was used for the taping of a one-hour TV special, Rock 2.

The show will be screened in October and features Debbie & Bonnie & Friends, the Sweet In- spiations, Allan Nicholls & the Collectors.

Pye Last U.K. Major To Make $ Increase

LONDON—Pye Records, U.K.—the last of the U.K. majors to make the increased prices on all lines, with the exception of singles and Golden Guinea. These are pegged at $1.05 and $2.39.

Of Pye's two distributed U.S. labels, A&M will make similar adjustments, but Warner-Reprise has chosen to retain retail prices at all. This makes Warner the only company to refrain from increasing prices during the recent round of increases, but the company's albums, retailing at $4.88, are already the most costly pop product available.

Pye has sided with Decca and RCA in deciding to retain 5 percent dealer returns on all products.

Pye's departure from its original thinking on the hotly debated 5 percent returns topic leaves EMI as the only U.K. major that has initiated a reform that many manufacturer believe will inevitably be adopted by the whole industry in due course.

In deciding in favor of returns and against a compensatory increase in dealer prices, EMI has followed the record industry's official statement last:

"We feel this decision will help the positive trend in the music trade by encouraging a late sale of new artists and obtain the maximum sales from trading margins."

But, the statement adds, "In the current fluid state of the industry, conditions may force us to reconsider this policy at some future date."

From May 4, Pye's 12-in. LPs will cost $4.79, twocord sets $8.39, classical albums $5.35, maxi singles $1.19 and the Marble Arch budget line $1.80, thus putting it on a par with increases announced last week. Music for Pleasure and Pickwick.

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In deciding in favor of returns and against a compensatory increase in dealer prices, EMI has followed the record industry's official statement last:

"We feel this decision will help the positive trend in the music trade by encouraging a late sale of new artists and obtain the maximum sales from trading margins."

But, the statement adds, "In the current fluid state of the industry, conditions may force us to reconsider this policy at some future date."

From May 4, Pye's 12-in. LPs will cost $4.79, twocord sets $8.39, classical albums $5.35, maxi singles $1.19 and the Marble Arch budget line $1.80, thus putting it on a par with increases announced last week. Music for Pleasure and Pickwick.
Polydor Launches New Label With 24 Heavily Pushed LP's

LONDON—Polydor will launch its 99 label, recalling at $2.38, on May 15 with an initial release of 24 heavily promoted albums. Using a seven-figure numbering system, incorporating the prefix 2484A, the albums will be drawn from best-selling acts on the Polydor, Atlantic and Track catalogs. Negotiations are still underway for Elektra and Buddha to provide product.

Included in the first release are Atlantic albums by Otis Redding, Percy Sledge, Aretha Franklin, Joe Tex, Booker T and the MG's and Ben E. King. Track's Backtrack releases offer two collections, featuring Jimi Hendrix Experience, the Who, Crazy World of Arthur Brown, Marsha Hunt and Fairport Convention, plus three albums presenting the Who on one side and the Hendrix team on the other.

Polydor's own contribution cov-

ers a wide range of the pop music spectrum, with LPs from Bert Kaempfert, the Bee Gees, Jimmy Young, James Last and Julie Driscoll with the Brian Auger Trinity. Additionally there will be a "Supergroups" compilation with tracks by Cream, Blind Faith, Jack Bruce, and Taxis, a "Stereo 99" collection of mainly instrumental mood music and an LP of film themes, including "1981: A Space Odyssey."

Apart from the Backtrack contrib-
ution, the albums sleeves have all been designed to an identifiable style, with the artists' names printed at the top of the sleeve to facilitate stacking in stepped browser boxes. One box will be available free to dealers taking one copy of each album.

Ron Drew, promotion manager, is working out a special display schedule for installation in stores in 10 major towns throughout the country.

Target is to have 99 titles avail-
able within 12 months, with the first classical release of Helicon's materiel planned for mid-summer.

Managing director John Fruin said: "99 will be used as a sampler line as well as a label on its own. It is pointless to take the best out of your catalog and ruin it just for the sake of having a midprice label. It must have a definite purpose and 99 is designed to stimu-
late sales of fullprice material, as well as sell as its own right."

Fruin added that in choosing the 99 title, it had been in mind that 1960s as a decimal convers-
ion is equivalent to 99p (New Pence) and that by the time the U.K. changed decimal coinage, buyers would have accepted that the label also meant the price and that price stickers would not be necessary.

Music Box Set Of 6 EP's Out

ATHENS—Music Box Records has released a set of six EP's under the title, "Fonosinor Hellas." Each record includes a talk on ancient Greek sites such as the Acropolis, Delphi, Argolis, Rhodes Island, Olympia and Samson, and background music for the set has been composed and arranged by Takis Athineos, who used special ancient melodies.

The records come complete with 20 color slides of the sites in question and the set is avail-
able in English, French, German and Greek.

### Executive Turntable

Ham Ro appointed general man-
ager of EMI Norsk A/S, Oslo, Norway, in succession to John Bush who has left to take up a position with EMI in Mexico City. Ro started the EMI Norsk a year ago, when EMI's contract with Carl M. Iversen ended.

'Vehicle' Rights To Peer Southern

NEW YORK—The Peer South-
ern Organization has acquired worldwide publishing rights, ex-
cusive of the U.S. and Canada, to "Vehicle," written by J.M. Peterik.

The song, by the Iides of March, on WB, is currently in the top 10 charts. Eight other copyrights including "Lead Me Home Gently," the flip side of "Vehicle," were obtained in the same acqui-
sition from Iides Music of Chi-
cago. The Peer Southern Organi-
zation plans a total territorial campaign for the songs.

Producers Magnier Forms Pub Co.

PARIS—Jean-Pierre Magnier, producer of French-Israeli artist Rika Zari, has formed his own publishing company in conjunction with Editions Chappell.

The company, F.P.M., will be located at 124, rue la Boetie, Paris 8, Tel: 225.80.30 — the pop division of Chappell headed by Michel Lar-
mand.

### Lebanon Plagued by Pirates—Dealers Offer Copy Service

LEBANON—Like the other Middle East countries, Lebanon is not escaping the world plague of illegal dubbing on reel-to-reel or cassette tapes. Although record piracy—through import from il-
legally-taped records in Iran—has always been a flourishing busi-
ness in this part of the world, the mass introduction of cheap casset-
ete players and recorders has been a severe drawback to the record companies.

Turku Fest Is Put to August

HELSINKI—The Turku Music Days festival, one of a dozen or so cultural festivals which together form the Finland Festivals project, has been put back from June to Aug. 17-23. It will feature concerts by the New York Chamber Soloists, the Suboten Quartet with Okko Kamu, the Prague Chamber Orchestra and Soviet violinist Nina Beilina.

The Music Days will also incor-
porate a special International Rock Festival which will be held out-
side the city center, possibly in Ruissalo Park.

Being invited are the Colosseum, Joky Lucy, Family and the In-
credible String Band from the U.K.; Pugh Rogefeld and Made in Sweden from Sweden; Flamingo from Czechoslovakia; Burning Red from Denmark, and a number of Finnish groups headed by Wigwam, Tasavallan Presidentti and Paradise.

Jam sessions, movie presenta-
tions and a pop seminar are sched-
uled for the pop festival.

All Lebanese dealers are openly offering their customers the service of copying all their favorite rec-
ords at the rate of 10 Lebanese pounds per hour (U.S.-$1.3). Re-
corders and playback equipment are newly installed in a corner of the shop.

To Kuwait and Saudi Arabia, countries which did not sign the copyright act, dealers are even stocking tapes recorded by them with the latest international and Arabic hits.

This situation, which is causing considerable loss to the record industry and depriving artists and composers/writers of a part of their income, is getting action. Al-
ready, the Lebanese record distribu-
tors in a private joint action are using several dealers. It is expected that the local RIEM representative will start a case on behalf of the composers/artists.

Governmental action, in publish-
ing new legislation to protect the record industry, is being requested by all parties involved.

Ariola-Eurodisc, Rediffusion Deal

LONDON—Rediffusion has con-
cluded a further deal for sale of its records in Europe by ap-
pointing Ariola-Eurodisc of Mu-
nich to handle distribution in West Germany and a number of speaking areas of Switzerland.

The deal was set by W.A. Fenton, general manager of Re-
diffusion International Music. Other European outlets for Re-
diffusion are via Diffudisc (France) and Supreme Records (Belgium). EMI handles the line in Scandinavia.

Data Packaging Corporation's famous tape cassettes and cartridges

Europe can now get the world famous Data Packaging Corporation's tape cassettes and cartridges for fast delivery from the newly formed Hellermann Data Packaging Ltd at Crawley England. Quantity deliveries when you want them of the most popular cassettes and cartridge assortments is handled by a dedicated market featuring close tolerance moulding and really smooth tape action.

### Standard Cassettes

- take all standard tape lengths.
- supplied assembled or leader loaded with welded case.

### Stereo Cartridges

- accept 6-track continuous tape.
- can be assembledjust load and snap together—no screws.

For prices, delivery details and samples contact: Hellermann DATA PACKAGING LTD

Gatwick Road, Crawley, Sussex.
Telephone Crawley 22141

Chappell & Co. Limited, Music Publishers Limited and Data Packaging Corporation U.S.A.

MAY 9, 1970, BILLBOARD
Curtain Staying Up On Theater in Paris

PARIS—The 2,000-seater Olympia Theater in Paris—one of the most famous music halls in Europe which was faced with the prospect of closing down last time on May 10—has been re-rented.

Notices sent to 200 artists, technicians and administrative staff have been delivered after a last-minute program will go on as scheduled.

Announcing the news Olympia director Bruno Coquatrix said that survival had been made possible because of a decision by the government to reduce tax on music halls to that applied to the straight theater and also because of the phenomenal success of the Marcel Amont show.

Last month Coquatrix had announced that running the theater would have been impossible should high taxes had forced up seat prices to a level higher than people were willing to pay. He said Olympia was threatened with a deficit of $40,000.

Now, however, the shows will go on—featuring successively Sylvie Varian, Jacques Martin, Gilbert Becaud, and Les Compagnons de la Chanson.

Also benefiting from the tax reduction will be the Folies Berger and the Casino de Paris.
E.M. Italiana Pushing Apple

MILAN—E.M. Italiana has devised a new nationwide publicity campaign to promote the Apple label under the slogan of “The Flavor of Apple Music.”

The E.M. Italiana campaign will be carried out between April 1 and May 15, and will cover the entire Republic.

The first wave will be directed toward youth and concentrated in 30 Italian towns after afternoon or evening sessions will be held to let young people listen to Apple prod-

The second stage of the campaign will be directed toward the retail scene that are taking part in the “Show Window Contest,” for which prizes will be awarded.

This Apple promotion campaign will be supported with a heavy advertise-


2 Giant Fests For Germany

HAMBURG—Following the success of recent pop festivals in Hamburg and in the West Germany’s leading entertainment agencies — Hans Werner Funke and Continental Artists — are combining to promote two massive pop festivals which are to be held in the Berlin Olympic Stadium, on August 21, and in the Volkspark Volkspark Stadium, Sept. 4.

Both festivals will have the participation of the leading West German illustrated weekly, Der Stern. Berlin and Hamburg have expressed interest in the project. Each festival is expected to attract more than 100,000 people.

The events will be organized on the basis of the successful model in Woodenstock, U.S., and the Isle of Wight, U.K., and negotiations are under way to hook top U.S. and U.K. acts.

Capitol Setting Up London Office July 1

COL RELEASE

BEST SELLING JAZZ LP’s

This Week

Weeks on Chart

1 3 THE ISAC HAYES MOVEMENT

2 2 SWISS MOVEMENT

3 1 LEEMO TROTTER NICKERSON

4 2 RAY MONROE

5 1 BUTLER’S BEST

6 16 WALKING IN SPACE

7 8 MEMPHIS UNDERGROUND

8 11 THE PHILADELPHIA PLAYER

9 11 JESUS OF THE BAND

10 11 HEIGH B&B

11 7 SPREAD THE NEWS

12 7 BONNIE B&B

13 6 JAYS OF THE ROAD

14 6 BUNNY & DOOLY

15 6 Blueprint

16 6 HITCHCO

17 6 MOVE YOUR HAND

18 6 HEAR THE WIND

19 6 BILL MEDLEY, center, looks over first disc jockey pressing of his new MGM release, “Make My Way,” with his manager, Mike Patterson, left, and MGM’s Sol Handwerger.

MEXICO CITY

Ignacio Zayas resigned as gen-

eral manager of E.M. Mexican.

OLSEN artist Jean Francois Michel Noy, formerly with Atlantic Records, has recently made his Paris debut. Noy’s current single, “On the Nile,” has been well received by the French public.

Jazz - Latin-International

- Continued from page 86

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HITS OF THE WORLD

ARGENTINA
(Country: Escenario a la Fama)
This Week
1 1 ARCA DE NOE-Jimmy Fontana (RCA), Sergio Lambert
2 2 VENUS-Song Of The South (CBS), John R. Derry
3 3 NA NA HEY HEY ADIOS-Jackside, Carlos
4 4 CON AMOR OH SIN AMOR-Marineas, Carlos
5 5 LE NETE-Nezokate, Chicago, Illinois
6 6 NAVIDAD DE NADA-Marina Parodi (CBS), Rosendo Azcar
7 7 10 CARLOS ALBERTO CERCA-Marineas (CBS), Agustín Aguirre
8 8 11 DON PEPE-Carlin (CBS), Agustín Aguirre
9 9 LA VIDA QUE TE AMO-Nico De Bar (RCA), Mónica Müller

BRITAIN
(Country: Record Retailer)
This Week
1 1 A★B★C★-Mississippi (ABC), Jannette Lee
2 2 TOP OF THE WEEK-Sparkle (EMI), Scott Mccoll
3 3 L'AMORE-Sparkle (EMI), Scott Mccoll
4 4 IT'S NOT THE END-STereo-Sparkle (EMI), Charles Mccoll

SPAIN
(Country: somewhere)
This Week
1 1 LET IT BE-Beatles (AT), Tom Jary
2 2 LOVE ME LIKE I LOVE YOU-Eric Clapton (Stateside), Tommy James
3 3 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini
4 4 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini

SWEDEN
(Country: Radio Sweden)
This Week
1 1 MISTER CROWD-Eric Clapton (Stateside), Tommy James
2 2 WHAT IS LOVE-Larry Williams (Stateside), Tommy James
3 3 SUMMertime-Sparkle (EMI), Charles Mccoll
4 4 SUMMERTIME-Sparkle (EMI), Charles Mccoll

SWITZERLAND
(Country: Radio Switzerland)
This Week
1 1 LET IT BE-Beatles (AT), Paul McCartney
2 2 LOVE ME LIKE I LOVE YOU-Eric Clapton (Stateside), Tommy James
3 3 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini
4 4 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini

WESTERN GERMANY
(Country: Der Stern)
This Week
1 1 GOTT SEHNSUCHT-Victor (EMI), Elvis Presley
2 2 SEIN ERSTE-Beatles (AT), Paul McCartney
3 3 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini
4 4 SOMETHING'S COMING-Charlotte (EMI), Nino Ferrini

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS
MAY 9, 1970, BILLBOARD
Listed below are the new single records (those not yet on any chart) selected by their manufacturers as having the greatest potential for chart activity in the coming weeks. These singles have been submitted by the labels as a programming and buying guide for new product.

**Labels' Disk Action Report**

**ABC**
- MISSISSIPPI — John Phillips, Dunhill 4236
- WHAT AM I GONNA DO — Smith, Dunhill 4238

**AMARET**
- SUGAR SHAKER — World’s Fare, Amaret 45-120

**ATLANTIC/ATCO**
- FLOWER GARDEN — Nick Lampe, Cotillion 44066
- FREE THE PEOPLE — Delaney, Bonnie & Friends, Atco 6756
- WHO DO YOU LOVE — Juicy Love, Atco 6751

**AVCO EMBASSY**
- LOVE FOR LIVING — Glass Bottle, Avco Embassy AVE 4527

**BRITE STAR**
- LOOKING AT THE WORLD — Ray Martin, Northland 7002

**CAPITOL**
- COTTONFIELDS — Beach Boys, Capitol 2765

**COLUMBIA**
- PRIMROSE LANE — O.C. Smith, Columbia 4-45160
- FIVE O’CLOCK SHADOW — John Davidson, Columbia 4-45155
- I WISH I HAD A MOMMY LIKE YOU — Patti Page, Columbia 4-45159

**CREWE**
- COME SOFTLY TO ME — Billy ’n Sue, Crewe 343

**CTI**
- LET IT BE — Hubert Laws, CTI 505

**DECCA**
- LET’S GET A LITTLE SENTIMENTAL — Montanas, Decca 32682
- THE SKY, THE SICK AND THE WICKED — Lost Generation, Decca 55436

**DOUBLE SHOT/WHIZ**
- I AIN’T GONNA SOUL TODAY — Senor Soul, Whiz 617

**DUO**
- RAINY NIGHT IN GEORGIA — Leroy & the Drivers, Duo 7458

**HICKORY**
- STILL LOVING YOU — Bob Luman, Hickory 1564
- YES MA’M (He Found Me In A Hanky Tonk) — Leona Williams, Hickory 1565

**JANUS**
- THAT SAME OLD FEELING — Pickett Witchy, Janus 118
- YOU’RE SUCH A GOOD LOOKING WOMAN — Joe Dolen, Janus 119
- HE AIN’T HEAVY HE’S MY BROTHER — London Pops Orch., Janus 122

**KING**
- FROM WARM TO COOL TO COLD — Earl Gaines, Deluxe 125
- NOBODY KNOWS BUT MY BABY AND ME — Solors, King 6295
- I WILL — Mee & Ewe, Look 5026

**MERCUHY**
- EVERYDAY SUNSHINE — Drydock County, Mercury 73061
- MYSTERY OF LOVE — Leer Brothers Band, Intrepid 75025
- WHAT ABOUT TOMORROW — Sir Douglas Quartet, Philips 40676

**METROMEDIA**
- HEY MISTER SUN — Bobby Sherman, Metromedia MMS 188
- MR. BALLOON MAN — Ray Hildebrand, Metromedia MMS 175
- I GOTTA GET DRUNK (And I Sure Do Dread It) — Durwood Haddock, Metromedia MMS 179

**MGM**
- HOLD ON I’M COMIN’ — Bill Medley, MGM K 14119
- SPILL THE WINE — Eric Burden & War, MGM K 14118
- NOW MY WORLD OPENS — Lois Waldren, MGM K 14125
- MONUMENT — Tex Williams, Monument 1200

**MUSICOR**
- POISON RED BERRIES — Glenn Barber, Hickory 1568
- ISLE CITY GAVELSTON SURF — Tommy Robin, Isle City St 4440
- YOU CAN’T FOOL A FOOL — Roy Montague, Isle City St 4441

**NASHVILLE RECORDING SERVICES**
- DRIVIN’ ME TO DRINKIN’ B W
- LOVE ME STRONG — Ramsey Kearney, N R S 523
- FOOLS ARE MADE BY FOOLS B W
- CALL ME SENTIMENTAL — Roger Harper, N R S 524

**PAULA**
- MORTGAGED PLYMOUTH — Cousin Tune, Paula 1228

**CRY TO ME**
- Bobby Powell, Whist 6903

**TENNESSEE**
- UNITED CAT — Neil Parker, Paula 1227

**S.S.S INTERNATIONAL**
- IT’S OVER NOW — Bergen White, SSS 796

**BALLAD OF A LONELY MAN**
- Bob Collins, Ambie 8

**TOO MUCH MONKEY BUSINESS**
- Sleepy Le Beef, Plantation 55

**STEADY**
- TOO EXPERIENCED — Federalmen, Steady S-007
- TOGETHER — Eddie Lovette, Steady S-004

**UNITY**
- NOW YOU’VE GOT THE UPPER HAND — Candi Staton, Unity U7-11
- WHAT CAN I DO ABOUT YOU — Underground Sunshine, Unity U7-12

**VANGUARD**
- AND DON’T BE LATE — Grinder’s Switch featuring Garland Jeffreys, Vanguard VRS 35105

**PASSPORT TO THE FUTURE**
- Jean Jacques Perrey, Vanguard VRS 35105

**WESTBOUND**
- STONE THING, PART II — Alvin Cash, Westbound 159
- RIGHT ON — E. Rodney Jones, Westbound 160
- WHITE WHALE
- ONE TOO MANY MORNINGS — Dillards, White Whale 351
- FRIENDS — Feather, White Whale 353

**Music In Print**
- Continued from page 22

**Belwin-Mills** has a strong new book in “Motown Sound, Book 2.” If the book does as well as soul (on the charts) these days, its future is as certain as ABC’s.

**Chappell** has a new folio by Oscar Brand, “Celebrate,” due sometime in early May.

**Big-3** has a timely book with “Today’s Fantastic Hits, Vol. 3.” Some of the songs included are “Celebrate,” “Mighty Joe,” “Welfare Cadillac,” and “Hey Joe.” There are these Louis Bellson drum method books available with diagrams, instructions, pictures and illustrations. Also available are three volumes of organ solos by David Coleman, including “Zebra,” “Three Coins in the Fountain,” “The Shadow of Your Smile,” “Elbesta,” “Love Is A Many Splendored Thing,” and “Blue Moon.”

**From West Coast** come the all new “Pop Chart” with “Rainy Night in Georgia,” “Walking through the Country,” “Chestin,” and many more, and “The Association’s Greatest Hits,” featuring “Windy,” “Along Comes Mary,” “Requiem for the Masses” and a host of others.

**Chappell** has a vocal selection from “Once Upon A Mattress” including “Shy,” “Sensitivity,” “Normandy,” “Yesterday I Loved You,” “Happily Ever After,” “In A Little While,” and “Very Soft Shoes.”

From the CBS-TV show “The High” comes a book with the same name, with Roy Clark and Buck Owens. It’s got “Okie From Muskogee,” “Silver Threads and Golden Needles,” and 15 more. It’s available through Warner Bros.
A classic single...

A SMASH FROM COAST TO COAST

The Moody Blues

QUESTION

Produced by TONY CLARKE

THRESHOLD DISTRIBUTED BY LONDON RECORDS

67004
We can love but we can’t hurt.

We have the original Cuckoo film soundtrack.
The one with The Sandpipers singing
“Come Saturday Morning”
**SPOTLIGHT**

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

**BOBBY SHERMAN—HEY, MISTER SUN (2:32) (Prod. Jackie Mills) (Writers: James-Riano) (Green Apple, R&B)—Hit on the strength of its title. STREET—and his “Top of the World” are two new Sherman efforts. Flip: "Las Vegas" (3:30) (Sherman, ASCAP).**

**TOMMY JAMES & THE SCHOENDLINGS—COME TO ME (2:31) (Prod. Tommy James & Bill King) (Writers: James-Mann) (Big Seven, BMI)—Back more in the present style and feel of “Crystal Blue Persuasion.” Tommy’s sure not missing out right here with this easy beat rhythm ballad and a sure-fire followup. Flip: "Takein’ and Skipitoff” (1:35) (Big Seven, BMI). Routers 7074.

**SLY & THE FAMILY STONE—I WANT TO TAKE YOU HIGHER (2:55) (Prod. Sly Stone) (Writer: Stewart)—(Sly City, BMI). This number is one of the best of this group’s efforts. The “Woodstock” as performed by Sly & the Family Stone. Driving rhythm item has all the ingredients and sales potential of its earlier smash "Thank You.” Flip: "Everybody is a Star.” (No Information Available). Epic 510480.

**HOLLIES—I CAN’T TELL THE BOTTOM FROM THE TOP (3:50) (Prod. Ron Richards) (Writers: Fletcher-Flint)—(A&M, R&B).—This number is one of the best of this group’s efforts. The “Woodstock” as performed by the Hollies. This strong, driving ballad offers much of the same sales and high chart potential of its earlier smash "Memphis Boy." (No Information Available). Atlantic 3779.

**DUSTY SPRINGFIELD—I WANT TO BE A GIRL (2:51) (Prod. John T. Williams) (Writer: Bert Carlin)—Firm, B.M.I.-following up "Billy Sill’s Sally," this driving ballad, penned by Garth and Hugg, should feel the sales; every ingredient of its title song. Top sales and performance potential. Flip: (No Information Available). Atlantic 3779.

**SMITH—WHAT AM I GONNA DO (2:46) (Prod. Joel Still & Steve Barri) (Writers: Kings-Storm)—(Siree Gems- Columbus, BMI)—This is an acoustic backed ballad, serves as strong material for the disk debut of the young British star—formerly of the Glasgow vocal and instrumental group. Top chart potential. Flip: "Love Is Just a Beginning” (2:29) (Beachwood, BMI). Capitol 2827.

**BARRY MANN—FEELINGS (2:16) (Prod. Barry Mann) (Writers: Mann-Weil) (Siren Gems-Columbia, BMI)—Happy folk-flavored rhythm ballad has that summertime hit sound and will prove to be a top chart item. Top chart material with a sure-fire potential to make his label debut. Flip: "Let Me Say With You” (2:50) (Siren Gems-Columbia, BMI). Scepter 12431.

**MELBA MOORE—I GOT LOVE (1:56) (Prod. Jim Frenkel) (Writers: Gold-Cubba) (Motown, ASCAP)—The tourney award-winning star of "Puffie" has taken Broadway to the stage and is about to do the same on disks with this blockbuster showstopper from the show. A sure-fire commercial winner, it could easily prove a left field item and go right to the top. Wild vocal spin. Flip: "I Love Making Love With You” (1:58) (Motown, ASCAP). Mercury 70270.

**FANTASTIC FOUR—ON THE BRIGHTER SIDE OF A BLUE WORLD (2:46) (Prod. Al Kent) (Writer: Tommy Weaver-Hamilton) (Jubilee, BMI)—Flatulently Moby item has all the ingredients to take the group high on the Hot 100 as well as the soul circuit. Powerful selling item. (For Single) 19712.

**LEER BROTHERS BAND—MYSTERY OF LOVE (2:22) (Prod. Bob Goldston) (Writers: Leer-Leer) (Brown Street, BMI)—Swinging rock item with the no-nonsense feel of an out and out smash. Potent material and vocal workout should put them way up on the chart. Flip: (No Information Available). Apollo 70855.

**DEAN MARTIN—FOR THE LOVE OF A WOMAN (2:45) (Prod. Dio Marin) (Jr. & Billy Wissel) (Writer: Wissel) (RCA, BMI)—Folk flavored rhythm ballad is a commercial outing for Martin with much chart potential. (For Single) 19712.

**JULIE BLOOD—California Showboat Boys (3:02) (Prod. Herb Bernstein) (Writer: Nyno) (Tuna Fish, BMI)—The Laure Nyno rhythm item serves as potent material for the fine crystal’s move to the label. Watch this one—it could easily break big and fast. Bell 886.


**JESSE AND ARNOLD—ALL KINDS OF Everything (2:33) (Prod. Doh Proctor) (Writers: Linty-Smith) (Screen Gems-Columbia, BMI)—Here’s a good piece of folk material featuring a sure-fire commercial chart performance. Quad 1050.


SPILL THE WINE
with Eric Burdon &
WAR
<table>
<thead>
<tr>
<th>Week #</th>
<th>Title</th>
<th>Label</th>
<th>Sales (in thousands)</th>
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<td>RCA</td>
<td>20,000</td>
<td>Top 50</td>
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<td>20</td>
<td>Aretha Franklin</td>
<td>Atlantic</td>
<td>15,000</td>
<td>Top 100</td>
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<td>RCA</td>
<td>10,000</td>
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<td>Elektra</td>
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<td>Top 40000</td>
</tr>
</tbody>
</table>

Note: The above table represents the top songs in Billboard for the week ending May 9, 1970.
A Bullet-Riddled Album

An exciting new original soundtrack album designed to move in and take over all the charts.

SHELLEY WINTERS
Bloody Mama
PAT HINGLE - DON STROUD - DIANE Varsi

ORIGINAL SOUNDTRACK ALBUM

Lots Of Good Things Are On

Something for you from

Mama and the Boys

ST. A-1031
**Ampex’s Frey Terms**

**Single a Dead Item**

NEW YORK—Jim Frey, director of the independent merchandising for Ampex Records, believes that the single disk as a viable consumer commodity is dead, and that attempts to re-vitalize it, at best, are a product of wishful thinking.

Responding to recent industry discussion about the single disk and its potential, Frey said that manufacturers and distributors are ignoring the fact that the configuration alone should realize the potential of the product. He saw the product as a consumer item and has become less tolerable than a promotional tool to stimulate the sales of albums. He added that the 45 is basically unprofitable, difficult to handle and equally difficult to sell. The AM radio station format, for instance, is not interested in the 45 because it is, in probability the only reason why the configuration is used even by the AM stations.

Frey observed that, with the advent of the FM radio station, which has been selling LPs, accepting LPs’ future, the future of the 45 for promotion, is questionable.

The Ampex Records executive further noted that not one song was ever built around the single from the music scene in the 45 format. Frey is sure that the LP will follow the path of the 45 in about ten years.

“Tape is the upcoming product,” he said, “and it would be near-sighted for the companies in the business to structure its operations solely along disk lines. Organizations in the manufacture of prerecorded music product are promoting entertainment-oriented and not committed to any single medium,” he added.

Frey feels that manufacturers of hardware playback equipment will help hasten the demise of disk products by replacing their units and equipment with tape. “This switch will become noticeable by the end of this year,” he disclosed.

He does not think that the consumer will back the system. Instead, he believes that the system will gradually become involved in the industry. Frey predicted.

With the exception of the American Dream, and Jamul, two four-year projects in progress, which have single disks available, Ampex Records does not manufacture 45s for the consumer market.

**White Whale Spurs Giant Promo Program on Dillard’s**

LOS ANGELES—White Whale Records has launched the most extensive promotional program in its four-year history to promote its newest act, the Dillard’s.

Eddie Bisceo, the label’s promotion director, is supervising the program which includes label involvement in activities ranging from ad to TV personal appearances.

Thus far, the label has become involved in the selection of an independent producer, album concept, television and personal appearances and a special campaign directed at the college level.

**CLEFTER FOR TEXAS STUDIO**

HOUSTON — Nashville songwriters who have produced cuts forCAP, the Muscle Shoals area of Alabama. This marks the second collaboration between the label and the Texas studio. Now available at the Nashville studio are Jack Clower, Steve Crank, Wayne Chesney, and Bobby and Ronnie Oldham. They will also perform in the area.

**Leontyne Price Cuts a Benefit LP in Nashville**

NASHVILLE — Leontyne Price, the famed opera performer, cut an LP here this week in a series of sessions with the Nashville Symphony and the College of Holy Springs, Miss.

Miss Price said all of the pro-ceeds from the LP released with a special display at Donovon’s two-record set, “A Gift from a Flower to a Garden,” on the Epic label. The “gardeners,” left to Tennessean regional promotion manager Hank Zarembski, Dave Young, of The Music Hall, and Chuck Graham, Epic’s West Coast regional sales manager.

**The Music Hall Record Store in the Century Plaza Shopping Center**

The store, which is Therm of the Century’s “flower show” theme with a special display of the Donaldon’s two-record set, “A Gift from a Flower to a Garden,” on the Epic label. The “gardeners,” left to Tennessean regional promotion manager Hank Zarembski, Dave Young, of The Music Hall, and Chuck Graham, Epic’s West Coast regional sales manager.

**Scriptures Giving Disk Cos. A New Faith & Hope Script**

**Continued from page 1**

a leaf from the Scriptures and speaks of belief and the good-ness of life. Dylan has remained quiet in this area, but the Bea-thes are current with the Script-ures in the song titles. "Let It Be." One of the key senti-ments in the song is, “In time of trouble, I call on Mother Mary.”

The Scriptures-centered rec-chord began catching on about a year ago with “Oh Happy Day” by the Edwin Hawkins Singers on the Buddah-distributed Pa-vilion label. Since then, and es-pecially during the past year, they have been making the market and the best selling Christian records of today.

**New Records**

Most prominent among the new records that have gone to the Scriptures for inspiration is Norman Greenbaum’s “Spirit in the Sky” on the Warner Bros. label. "Jesus Is My Friend" is the song’s main theme. In the soul market, the Scriptures is repre-sented with Johnny Robinson’s "God Is Love" on Epic Records. And the country market is also work-ing in the Scriptures area with the Nat Stuckey-Connie Smith duet of "Wet the Front " and "That Living in My Soul?" Other

**Records Review**

Westminster Releases 5 LP’s From Archives of the BBC

NEW YORK—Westminster has released five albums taken from the archives of the British Broadcasting Corp. and released through the BBC Radio Enter-prises division, London.

Four of them are spoken word albums, headed by a transcript of a TV program, in dinner table conversation with Peter Ustinov, which has the actor-writer going through a viruous series of stories and witt-i-ous accents, similar to the kind of appearance he occasionally makes on TV talk shows.

Bernard Shaw is expressive on subjects ranging from money, class and the British Empire, to his feelings about his broadcasts. As the BBC had sense enough to get Shaw in front of a microphone back as far as 1934, this album serves as useful historical documenty.

“The Importance of Being Hoffnung” may be an unknown factor to U.S. ears — Gerhardt Hoffnung was a peculiar Brit-ish creation: broadcaster-rac-oon, actor, singer and musician. He died in 1959, aged 34, and has been the sub-ject of a Jimi Hendrix cover sing-song since then. The “Song of Myself” comes from a critically well received series put out by the BBC in 1953 of Oriental Rights reading Walt Whitman and the final al-bum is devoted to “Chinese Classical Music,” which should help increase appreciation of a foreign cultural music. IAN DOVE

**The Sign of Great Reading**

BILLBOARD, MAY 9, 1970.
BARRY MANN, THE ARTIST
"Feelings" SCE 12281
(Mann-Weil)
Produced by Barry Mann
From the forthcoming Columbia Film: "Getting Straight"
Starring Elliot Gould • Candice Bergen

BARRY MANN, THE WRITER
You’ve Lost That Lovin’ Feelin’
Soul & Inspiration (You’re My)
I Love How You Love Me
On Broadway
Angelica
We Gotta Get Out Of This Place
Kicks
Make Your Own Kind Of Music
New World Coming
It’s Getting Better

(Just to Name a Few)

Scepter Gives Great Music
Sy Hoff designed a new cartridge that doubles listening life...You can have these twin pacs on the “Module 8” today.

*(Manager of Plastic and Production Systems Design—GRT Corporation)