Radio Forum to Air New Views on Play

By CLAUDE HALL

CHICAGO—At the opening night of the fourth annual Billboard Radio Forum here Aug. 19-21 at the Hotels Ambassador, three of the top musicians and performers will provide a fresh viewpoint on the day's events. They are the day's two keynote speakers, John Kay, lead singer of the Steppenswift; Peter Yarrow, many years part of the trio of Peter, Paul & Mary; and Curtis Mayfield, a former member of the Impressions now heading his own group and record-promotion company and label. This will be an open-end session and, after each of the speakers have delivered talks, the floor will open for questions and comments.

A similar session last year, with speakers Smokey Robinson (Continued on page 28)

‘Judging’ Key To Play: Drake

LOS ANGELES—The secret of success in radio is in the records you don’t play, according to Bill Drake, veteran program consultant and driving force behind Drake-Chenault Enterprises and AIR Productions. While more information about records is on hand today than ever before, “judgment in music has always been a factor and becomes more important every day we live. First of all, we don’t really know what makes a record sell. It might be television, or publicity in a teen magazine, or radio exposure. And program directors not only have the problem about who a given record is selling to, but the amount of freebies placed by record companies in stores, the growing sales of albums as opposed to singles and which cut or cuts are creating the sales, and the sales that are created strictly because of the image of the artist” (Continued on page 28)

‘Fiddler’ Still Raising Disk & Sheet Music Sales Roofs

NEW YORK—‘Fiddler on the Roof,’ which becomes the longest running musical in Broadway’s history on Wednesday (21) when it racks up its 2,845th performance, continues to be a global goldmine in records and sheet music sales.

More than 1,500 recordings of songs from the Jerry Bock-Sheldon Harnick musical have been made since its opening in New York in 1964. This is in addition to many medleys and complete albums devoted to “Fiddler” music. The original Broadway cast album on RCA Records is approaching the two million sales mark, and original cast albums have been recorded in most of the countries where the musical has been produced. The list of foreign countries where the show has been seen includes England, Brazil, West Germany, East Germany, Japan, Spain, Czechoslovakia, Holland, Israel, Mexico, Turkey, Argentina, France, Finland, Norway, Denmark, Sweden, Italy, Africa and Iceland.

On the sheet music end, the (Continued on page 62)

BlackTracks Cue New Sales Mart

By MIKE GROSS

NEW YORK — The emergence of films with a black point of view such as “Shaft” and “Sweet Sweetback’s Baadasssss Song” is creating both a new audience for soundtrack albums and new marketing techniques.

“A major film with a black director, a black star and sound by a black composer,” said Al Bell, executive vice president of Stax Records, which has the soundtracks for “Shaft” and “Sweetback,” is an enormous source of pride to the black community. It’s more than just a movie—it’s a special event. Box office figures on these films indicate the enthusiastic response.

Since music is usually such an integral part of these movies, soundtrack albums have become ready-made market if you know how to reach the people.”

An added bonus in all the soundtracks Stax has released is that the composers were already familiar to the public. Isaac Hayes, who scored “Shaft”.

(Continued on page 10)

Jazz Avalanche a Groundbreaker

By BOB GLASSENBERG

NEW YORK — Jazz, which has been riding an upward sales spiral for the past three years, has taken a solid foothold in the industry. “I have felt the surge for five years," said Jac Holzman, producer for Atlantic Records. “When the Beatles began to gain sophistication in their recordings, the people began to realize that there were other aspects to the music. This began the widening of horizons for the young rock listener.

Mainstream Records recently dropped its pop line in favor of young jazz artists. Buddah Records will soon change its Cobblestone Records label into a jazz label under the direction of Joe Fields, and recently acquired the Sky Records catalog. CTI Records and Flying Dutchman Records are devoted to the jazz musician and market their product with a pop flair, while CTI also has created special jazz product for jukeboxes across the country. Columbia Records recently launched what is tautums to a new career for Miles Davis by gearing his “Bitches Brew” LP to the pop audience. Columbia has also been reissuing its entire line of Bessie Smith records. Echoes of an Era is a series being marketed by Roulette Records. Features have established certain techniques and styles in the genre. Audio Fidelity Records have recently acquired the Milestone Records line, while Atlantic Records and ABC-Impulse Records are two of the more established jazz labels which have been employing promotion men to handle exclusively jazz product in the field.

All Categories

“Since the Beatles drew from so many different musical sources, all musical categories came forth," Dorn explained. (Continued on page 62)

Nashville Is Lax on U.K. Country: Kruger

By IAN DOVE

NEW YORK — Nashville must adopt a more realistic attitude to the country music market in the U.K., asserted Jeff Kruger, boss of Ember Records, a U.K. independent label, and of Ember Film Distributors. Kruger is visiting New York, Nashville and the West Coast on business.

Kruger also scored the U.K. major record companies. “They have to stop treating country music as a specialist market if it is to get off the ground in a positive way. They must see the potential in country music, see it for what it’s worth. To me it’s incredible that an artist of the stature of Merle Haggard is relatively unknown in England.”

But Nashville should be more understanding of the problems involved on the European side. “To book a country tour for Europe by name act at present charged is hardly realistic when you consider the outside costs, eight or ten air faces and so forth.”

“Nashville must help in the (Continued on page 8)
These days, you never can tell who'll show up at a Mancini concert.

That music does it every time. It's—Mancini. The King of the middle-of-the-road has gone off the beaten track a bit for his latest, "Mancini Concert." (LSP 4542) But what else can you say, after all, about an album that includes in close proximity such things as "Ciribiribin" and "Mrs. Robinson," the "Overture from 'Tommy'" and "March of the Cue Balls," a medley from "Jesus Christ Superstar" and "Moonlight Serenade"?

You say Henry Mancini's done it again, is what you say. And he does it in and with typical Mancini style. This summer, Henry will be appearing in concert in a number of places, and he'll be performing the entire "Mancini Concert," plus other items from his very extensive repertoire.

Mancini in concert, this summer. "Mancini Concert," is for this summer too.

Support your local Mancini Concert.

Philadelphia July 11
Minneapolis July 17
St. Louis July 18
The Sahara in Lake Tahoe August 16-22

Hollywood Bowl July 31
The Garden State Festival in Holmdel, N. J. August 2-7
Columbia, Md. August 9-14
Berlin August 28-31

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Columbia, Md. August 9-14
Berlin August 28-31
CBS Restructures: Davis Role Widened

NEW YORK—The upper echelons of CBS and its Columbia Records division have been restructured. Jack G.Kindred, president of the newly formed "CBS Records Group" takes over responsibilities for both foreign and domestic recording industry operations for CBS. Davis had been president of the CBS Records Division since 1968.

The move stems from the split of CBS-Columbia Group, headed by Goddard Lieberson who has been named chairman, and Davis, president, into CBS Records Group and a reorganized CBS/Columbia Group. Schoenbaum is now president from president of CBS International, left that position as president.

The CBS-Columbia Group will include Columbia House, which comprises the Columbia Record and Tape Centers, the Columbia Musical Instruments Division and Creative Playthings.

Stepping into Schein's vacated post as chairman of the company will be Walter R. Yentsch, who joined Columbia in 1961 as an attorney, will be responsible for the activities in all areas concerned with the 130 foreign countries presently included in the CBS/Columbia House.

Executive Staff
And at Columbia Records, Davis has named Herbert "Hank" McGough as his right hand to help meet the demands of his

Brown to Polydor in 5-Yr. Pact; Buys Pub

NEW YORK—Polydor, Inc., has signed soul artist James Brown from the venerable King Records catalogue. The five-year contract includes all James Brown product except for two current single "East Coast Hustle" and "The Holy PANTS" which will remain in the King Records fold. The deal also includes publishing.

Brown has been distributed by Polydor through its U.S. distribution, excluding the U.S., and Polydor, Inc., president Jerry Schoenbaum said this was one of the reasons why Brown had signed with his company.

Schoenbaum signed the contract following multiple negotiations with Hal Neely of Starday-King and Don Peles of Lin Broadcasting. Initial talks to bring King distribution to the Polydor fold began seven years ago. Polydor has also purchased all

Red Light Records Gets 'Clown Town'

NEW YORK—Harry Finfer's Red Light Records has added the master of the Piccolino Pop Stompers, 'Clown Town,' from Spiral Records. The instrumental was composed by Gladys Shelley, of Brown's publishing with the

Schoenbaum stated that the deal incorporated the People and Business sublabels and the artist would continue to produce for the King house and the new Polydor imprint. The label would also be marketed worldwide by Polydor.

Brown has been given a guarantee, Schoenbaum said, that Polydor would assume responsibility for making sure that Brown had material for a three-year period. If material is not supplied from the Olympia, Paris, "that he considers among his best work."

Schoenbaum announced that Polydor had retained Roy and Al Paris for the artist as promotion and marketing consultants for Brown product. Brown has also been added to the "Hot Pants" singles from King would be available later for use on Polydor. Brown album product, he said, "as a singles as well as King would have been confusing," he added.

Five Artists of CTI Featured In 3 Concerts

LOS ANGELES—CTI Records featured five of its artists in a series of three major concerts on the West Coast. "CTI Summit Jazz" included Hubert Laws, Freddie Hubbard, Johnny Hammond, George Benson and Stanley Turrentine at the California Masonic Temple, San Francisco, Friday (13). The All Stars and the Latin Jazz Pupils, Saturday (14) and South Gate Jazz at the Palladium, Sunday (15). The Los Angeles Symphony, Monday (16). The Los Angeles Pops was recorded by Wally Heider.

As soon as it can be determined whether the series was a success, CTI plans to bring the artists to the East Coast to perform in the Washington-Dulles area. Philadelphia and possibly New York. An album of the concerts will be released at a special low price, will be out before the end of the year.

Universal City, Wednesday (28).

The project will also be unveiled on "It's Your Business" hosted by president J.K. (Mike) Maitland. Attempted.# of the program will be vice presidents Joe Sutton, Johnny Musso, and Brian Weldon, sales and marketing director Don Shain, national sales director and the JazzMMF's national promotion director Pat Pilipio, field sales and promotion, Bob Clark, Geoff Borsa, Steve; Dave Hackett and Gene Kennedy, of the Nashvile office will be featured.

Attending the New York meeting, along with others, will be vice president Jack Loetz and his staff and the staff of the Glow. Joe Weldon, field manager dynamic; Sam Passamano, Sam Passamano, director, Nitro, Florida, and Atl and Atlanta. The Chicago sessions will be ticketed into sessions by Bill Galvan, Dave Wolfson, and Carmen La Rosa and MCA personal

NARAS Trustee Posts Are Filled

NEW YORK—Phil Ramone has been re-elected National Trustees of the National Academy of Recording Arts (NARAS) by board of governors of the New York chapter. The trio is Stanley Marcy, chairman, and John Hamby, chairman-elect.

Electors for the New York chapter were: Horowitz, Dick Hyman and Jimmy Owens.

G. Mills Mgt. Buys Anka Co.


The sale price was not revealed. The agreement also provides for five-year contract and option to continue in an executive capacity and for all company personnel to be administered through IAMA.

Starday/King Undergoing Revamping; Personnel Pared

NASHVILLE—Starday-King, e Nashville-Cincinnati-based la
d at the present time. The name change resulted as part of the recent negotiations and restructuring.

Jim Wilson, in charge of sales and marketing, said there would be new people, new ideas and new future.

Leuty, Neely has spent time in New York, at the Lin offices, where he is a vice president. He maintains offices in Nashville.

He again repeated that the reorg is a "cleanup of the company," and that they are working in the black. He said, "Our efforts at the moment are concentrated on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentrate on the sale of the company so that Lin can concentr

KMRC SALUTES MATHIS' ANNIVERSARY

LOS ANGELES—KMRC, lead-
ing Los Angeles' music industry around the Billboard special last week saluting Johnny Mathis and his personal电台 communications, into their own salute July 4, 1968, the 8th anniversary in show business, Russ Martin, program director of the station, said the audience reaction was very strong. Station played Mathis records throughout the day.

For More Late News
See Page 62


July 24, 1971, BILBOARD
Who to Tour U.S. in Tie With LP; Labelle on Trip

NEW YORK—The Who's management, Track International, and Decca Records are using the U.K. group's U.S. tour as a major promotional aid for their new album, "The Who's Next." Track executives, under pressure from Pete Rudge, advance man for the tour, and from Decca, have agreed to hold two concerts, the second Forest Hills, New York concert, July 29, sold out in six hours, he revealed. The original number for the concert, also at Forest Hills, was set for July 31. The Boston concerts (Aug. 4-5) have also been sold out and covering seated at Saratoga Springs (Aug. 2) has also been sold. "The first time this has ever happened for a rock group," said Rudge.

Promotion on the album starts July 30. Major advertising will be taken in underground papers and key papers in tour cities, including full-page ads in the Los Angeles Times, Chicago Tribune, New York Times, and New York Sun. T-shirts, stickers, badges, and other promotional items will be distributed. The group is also cutting their own commercials for radio.

"The Who's Next" is the first studio album done by the group since their rock-opera "Tommy," which, track executives say, will be featured on this tour of the U.S. Northeast and Midwest. The South and Western parts of the tour will be handled by another promoter, who set for New York City for the debut, Dec. 15 and include more college dates.


The Who will travel with a 10-man road staff in charge of six tons of equipment, including the group's own generators (first time in the U.S.).

The Who tour will also give exposure to Labelle, a group signed to Warner Bros last week, with Track and Track president Vic Wickham as co-manager and co-producer.

Formerly known as Patti Labelle and the Bluebelles, the group has been off the road for a year and is on all but three of the Who tour dates. Said Miss Wickham: "There has been a change of image for the group. There's no reason why a black act has to be rough."

Test acetates of the group were sent to 25 major radio stations to gauge reaction before Labelle was offered to U.S. companies. Future plans for the group include, along with Laura Nyro, both recording and college dates, said Miss Wickham.

(Continued on page 62)

Scepter Racks Upl Mil in Orders After 3 Sales Meets

NEW YORK—Scepter Records received $1 million in orders following three regional sales meetings, held at the end of June, announced for their new artists, Scepter national sales director.


All will be released between July 12 and Aug. 4. A new LP, "Sfootnotes," featuring the Kool Recordings of Commodores, is set for Aug. 9.

Scepter's West Coast meeting included: Los Angeles. ABC Seattle, ABC Denver, ABC Phoenix, Independent Music San Francisco, Big State Dallas, Micromatic Music Hollywood, United Artists Nashville, and the St. Amarios Amarillo. The meet was held at the Century Park Hotel, San Francisco.

Harold Sulman, Scepter national sales director, attended all the meetings that Scepter's new pricing policy has been for years. -was renegotiated from pressures within the industry, essentially revised to a new 90 percent discount. According to Sulman, the new pricing policy has been carefully thought out and the result of a carefully thought out and the result of the best selling record product reflect the price increase.

Sam Goff, executive vice president, introduced the new album releases and explained the promotional and merchandising programs supporting them. He pointed out the advertising/promo cooperation taking place between Columbia Pictures and Scepter Records for "The Love Machine," by Dionne Warwick.

Scepter's tape division president and general manager Jerry Geller said "the distributors have been very receptive to the surface on sales of 8-track tapes to their regular record accounts."

Trousdale in Sun V. Writer

LOS ANGELES—Trousdale Music Publishing Co., which has filed suit here in Superior Court, has asked for summary judgment against songwriter P.F. Sloan. Composer signed through Barry Schlein. Sloan's legal name, alleges that Sloan originally signed a writer's contract with Barry Schlein. Sloan and Barry Schlein, a former Warner Bros. songwriter, were involved in a lawsuit in which Sloan was upgraded and dated through option renewal. In June 1968, a suit was filed that Sloan agreed to supply 10 songs to Trousdale by Jan. 31, 1969. Trousdale charges that Sloan's failure to supply song material is willful and fraudulent. Sloan's attorney, John J. Macnab, therefore, seeking the $100,000 damages sought by Trousdale, asked for a court to judgment for summary judgment for Sloan's refusal to continue the injunction wherein Sloan would have to pay Trousdale a sum of $250. Sloan's attorney, John J. Macnab, therefore, seeking the $100,000 damages sought by Trousdale, asked for a court to judgment for summary judgment for Sloan's refusal to continue the injunction wherein Sloan would have to pay Trousdale a sum of $250.

Trousdale in Sun V. Writer

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Superstar Flia Bid Stopped By Injunction

NEW YORK—An "unauthorized" production of the rock opera, "Jesus Christ Superstar," was halted when Judge C. Cabot of the U.S. District Court for the Southern District of Florida, granted a temporary restraining order against the promoters of a personal commercial production of the opera at the Sportatorium in Hollywood, Fla.

Plaintiffs in the case were Robert Stigwood Group Ltd., a Canada-based company, owned by ex-Monkees star Davy Jones; Don Arthor, president of Hollywood Sportatorium, Sportatorium Productions, Norman Johnson, Bruce Johnson and Leon Campbell.

Judge Cabot, the authorized version of the opera, under the supervision of Stigwood, Rice and Weisberg, gave exclusive rights to the record label.

(Continued on page 62)

Butler produced. Green's side men include Emmett Riggins, Little Joe, Stringbean, electric billy, Wooten vibes, Har- rison Carden, percussion. Ray Armando, congas, and Idris Mu- ra, electric guitar. Francis Wolf and Butler produced and Alan Van Gel- ler's "Archers" was the L.A. AIM- impulse artist.

John Lennon was in New York recently and working at the East Coast Recorders studio on his first quadrupedal LP. Consulting on the LP is Hal Willner, Nipper Phil Stericker produced and Alan Steckler supervised for A P pelle Records. The LP is now on the West Coast working with Bob Car- ricieri and Emmylou Harris.

Brian Ahern, the man from the North Country and a mighty fine producer in any country, had completed production on Anne Murray's new single for Capitol Records, "Think It Over," in May. Cap- pernian songwriter Paul Williams and Roger Nichols. The sessions were held with Jim Ed Norman in John Ahern and his "Maritime Mafia," an in-house group. Williams was wind up working on Bob Car- ricieri and Emmylou Harris's "LP If Nothing Should Survive."

According to the East Coast Rec- order Plant, their next project will include Doug Mcclure for the new Honeymoon Acres from the Lon- Oznitz for Family Productions; George Rezak for the Tom Wilson Organization.

The West Coast Rec- ord Plant is in the process, for War- ner Bros., Arthur Gee and Al- bert Sumner Productions and Greenwood Moun- tain for Uni Records.

Steve Katz and Richard Factor have designed and built a digital tape tape to go with the Amex MM 1000 16-track recorder. The tape is 100 tracks and seconds and it has the capability of removing residual information that is digitally processed on the tape. Katz says the advantage to a digital time which is cut to 97 percent and 1.5 times instead of index numbers is that the tape will not be damaged on the tape on the take. No stop watch is in- volved, simply sets the play- back line of the four digital processor. The unit was designed by and for techno engineers.

SHORT TAKES: The new Jef- fery Leachies, which will probably be on their new label Granite Records, is called "Back."

Sound Ideas Studios, New York, hosted Roy Ayers for Poly- dor Records; Stidy Leggs on a debut LP for Paramount Records, Rick James for a new A&M LP. At Universal and Western Recording, Hollywood, Snuff Garrett produc- ed with Bill Thor, Sonny Burke for Daybreak Records at Western, Jackie Mills for Bell Records. Duane Becker and Jimmy Jenner in to record albums, for Bell and Stereo Di- mensions, Pegg, Recording, a new song for Capa- rose. Production by Riegel Points, Jerry Heebern for Ruggles Productions; Jerry Pecora in to dance music. The Heeber- Sauty Seven for Uni. Forty vocalist from the Amam Dance Troupe checked into the hotel. George Jones, for the L.A. Fiddle-Comey record. Jones cut his "Pickford" LP and a final set of "The Five Valley Cackle" flmarked. At Magna- graphics Studio, New York, Ele- phant's Memory is putting the new LP for Metromedia Records and Holly Wounden, Andy War- hol's latest find, was cutting the soundtrack to a new movie, "Scre- cow in a Field of Cucumbers."

JULY 24, 1971, BILLBOARD
Just three weeks ago this ad ran in all the trades. And already Blood, Sweat & Tears' latest album is No. 13 with a bullet on the Billboard chart.

By popular demand, in response to all the excitement: "GO DOWN GAMBLIN".

The first single from "B, S & T; 4." On Columbia.
WIGHT FEST IS ‘ANTI-DRUG’

LONDON—The Isle of Wight Music Festival has been earmarked by its promoter Richard Romanes as a political gesture. The proceeds of the festival will be used to finance opposing activities in England.

The festival is scheduled for Aug. 28-29. Rock groups from the U.S. and England are currently being recruited to participate.

Blue Thumb in Suit Versus Los Angeles: Blue Thumb Records has filed suit against Shelter Records and its founder, Leonard Cohen and Denny Cordell in Superior Court, charging breach of contract and seeking an accounting and a appointment of a receiver.

Complaint states the two firms entered into an oral agreement in April to sell Blue Thumb’s complete record product. Suit alleges that after the April agreement Shelter Records started negotiating a contract with Capitol to distribute Shelter's Blue Thumb product. As a result of the alleged violation, Blue Thumb asks $50,000 in damages plus exemplary damages of $75,000.

Fair Chance Gets Studio Los Angeles—Fair Chance has taken over ownership and operation of a recording studio in Tarzana and renamed it the Fair Chance Recording Studio.

The facility was formerly owned by Blue Thumb, the 6-track facility is going to next month and will increase its rates. The production company has 10 acts signed, including a group called Dakota, plus solo vocalists Steve Wilson, Steve Sherman, Vicki Rogers, and Harry Garland.

These acts use the studio for rehearsals and to record single tracks. A recent outside client was the band, Lake, from Chicago. On the staff of the studio production company are Joe Long, Bruce Wallace, Harvey Schraser, Roger Renthart and Andy Krusow. The studio will be available for single record projects and artists for studio club and live acts. Subsequent deals are then negotiated.

Pride Will Record Manfred Film Company

NEW YORK—Chad Price, RCA Records country artist, will sing the theme in the new film “Pride Will Record.” The song, “All His Children,” by Henry Mannix (music) and Alan and Marilyn Bergman (lyrics), will be sung by Price over the opening title and closing credits of the film.

Executive Turntable

DAVIS YEATKINOFF DUNLDUV

FARR RIVEL GODLAM ASHER

In a major reshuffle at CBS and Columbia Records (see separate story on Page 3), Clive Davis has been named president of CBS Records/Group, Walter Dean has been appointed president of CBS International, Walter Dean has been appointed to executive vice president of Columbia Records.

Bruce Lundvall has been set as vice president, marketing at Hearst Magazine Co. Bill Farris has been named to vice president, business diversification and planning; Art Rivell has been named Columbia's vice president, retail distribution and audio products; Elliot Goldman has been appointed Columbia's administrative vice president, Larry Harris has been named vice president of Columbia's business affairs, and Dick Asher has been set as executive vice president of CBS International.

Harvey S. Lieber is president of Columbia/CBS Group, and Goddard Lieber is president of CBS/ Columbia Group to CBS senior vice president.

Bill Williams named sales manager, Epic/Columbia custom country product, based in Nashville. He joined Columbia in 1968 as Eurycle, former named director, of the RCA Records.

He was previously manager, new product development, RCA Records.

Tracy Sterne named vice president, Elektra Records. Miss Sterne, a senior vice president, Elektra Classics' record division, is combining her ORM and promotion work in the company's jazz and soul labels. . . Russ Gary joins Fantasy as staff producer."
Taken from The FLYING BURRITO BROTHERS' superb new album, comes the Merle Haggard country-rock flavored composition, "WHITE LINE FEVER," and Burrito Rick Robert's already legendary "COLORADO." Of course they're listenable. AM1277.

On A&M Records and Tapes.
development of the music as a long-term investment and not just an attempt to make money on individual albums. Artists must also be realistic about the money to be made at present.

Country Fest

Commenting on the International Music Festival, an enormously successful annual event in England, Kruger said: "The festival draws a large country fans from all over the country to one place for two days. But that's all. It isn't representative of a U.S. country act like Buck Owens or Haggar can fill the London Palladium for just one concert at reasonable prices, without any problem. The difficulty is finding other dates in the U.K. that will pay off. Johnny Cash is the exception because he has television going for him."

Kruger's film division distributes "Festival With Music," a film including top country names, in the U.K. Kruger said the film did well there (where it was released with the Country Music Festival), Liverpool and Birmingham. "But it died in Glasgow. Scotland long has been considered a center for country music, but didn't respond," he said. Kruger considers Ireland the strongest country area in the U.K.—his Nashville film exceeded business done by "Love Story" when screened in Belfast and Dublin, he claimed.

Kruger's Ember label has 35 country albums in its catalog. "One solution to the problem in England may be closer communication between London and Nashville," he said, "I find that dealing from the U.K., or through a New York lawyer isn't satisfactory. Get- ting to Nashville, exploring the problems min to man may be the only way to deal with the situation," he said.

Kruger originally planned to launch his Ember label in the U.K., but has temporarily shelved the idea—because of current conditions in the U.S. market—preferring to do an artist-by-artist deal. He is involved in licensing deals with U.K. companies such as Bulldog, Jade Rodgers, Blonde on Blonde, and Flare. He has also signed a production deal with Larry Douglas and GM Recording Studios. East Germany contacts. He gave his black product for his label and for the U.S.

Dear Mr. Dealer:

I want to sent my mother-in-law an L.P. by Big Brother and the Holding Company entitled "Cheap Thrills." Please help me FIND it.

A Son-In-Law From Saskaton

FIND it can do it.

Nashville Is Lax on U.K. Country: Kruger

* Continued from page 1

Col Restructures; Davis Role Widened

* Continued from page 3

Pub Is Formed By Daybreak

LOS ANGELES — Daybreak Records has formed a music publishing division to be known as Daybreak Publishing. The initial material will feature three songs by Brian Wilson. L. Ron Hubbard's "Black Knight," "Believe in Me" and "You Make Love So Beautiful" is featured in his first LP for Daybreak.

Selected by Paul Francis Webster and Larry Greene will also be part of the Daybreak catalog. Various U.S. and foreign publishing possibilities are already being considered by Betty Ween, executive vice president and general manager of Daybreak, but Weiss does not expect to reach any final decisions on new U.K. material this time, when initial Daybreak product becomes available.

Filmation Forms Kiddie Line on Cartoon T'Ver

LOS ANGELES — Filmation Inc., the successful Saturday morning cartoon shows like the Archies and the Groovy Goolies, is forming its own record label with the help of four executives, five groups who will have a cartoon theme series on CBS-TV in the fall.

In conjunction, Filmation has formed a new subsidiary, the Groovy Goolies, plus five live acts. The Groovy Goolies will be in a package four tour next summer.

Norm Prescott and Lou Sheri-
mer, the head of Filmation, will also hold Filmation records with music production to be handled by Longtime. Filmation will also handle management of the groups and music publishing, both under the name Shermley Music.

Prentiss said Filmation is not yet making a distribution deal for product on the Funniest. "Groovy Goolies already record for RCA. Should any future act be signed to Filmation Records separate distribution deals for each would be worked out in the fall.

The first singles by the Funniest will be released to coincide with the premiere of the show. It will consist of five singles, one each by the groups; the album containing these singles will be released in October.

The five groups will carry the names or be related to cartoon characters, such as Dick Tracy and Alley Oop, although final names of the groups have not been chosen.

The Funniest will make the first major appearances next sum-
mer at fairs across the country. The Groovy Goolies recently appeared at Harrah's in Lake Ti-
ho and are booked to appear at the Michigan State Fair star-
ing next summer.

The five groups comprising the Funniest and the Groovy Goolies will all resemble the cartoon characters, according to Prescott that currently are being handled by Rob and Wei-
down, who also do the makey for the "My Little Pony" series.

In addition to live shows and records, the groups will be featured on Saturday morning television. The groovy Goolies will be seen on the "ABC Morning Show," and the Funniest on "CBS Morning Show."

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July Bares the Vital Vinyl and Bulging Bodies of Warner/Reprise Records (and their Ampex-distributed tapes)
Black Soundtrack LP's Are Triggering New Sales Mart

* Continued from page 1 *

Melvin Van Peebles, who wrote his own music for "Sweetback," and Booker T. Jones, composer of the "Uptight" score, are all album sellers in their own right. The fact that these composers also perform the music themselves gives the soundtracks additional value.

Bell noted that record stores will give special attention to the new black soundtrack album because of the excitement these films can generate, and that Stax has been able to go beyond the traditional outlets to gain additional LP sales.

"Many theater owners," Bell said, "were hesitant about our suggestions to make albums available in the theater lobbies until they discovered how profitable it could be." He pointed out that when "sweetback," premiered in Detroit, the theater's initial allotment of 300 soundtrack albums was sold out on opening night. A promotional tie-in with Lancer Books, which published a book by Van Peebles on the making of "Sweetback," provided another new sales outlet for the soundtrack album.

The Stax soundtracks also receive a full-scale advertising, promotion and publicity campaign at the trade and consumer levels with radio ads and insertions in such black publications as Jet. Bell said, "It's all vital in creating a community awareness of the soundtrack."

Elton John Folio
By Warner Bros.


The 144-page book contains all the compositions recorded and released by Elton John in the U.S. as well as four titles which have been released only in the U.K.

Irving Brown, WB managing director, prepared the folio with David Ronner, Dick James Music representative.

In addition to the 31 compositions, the book contains a 30-page literary and photo section.

Progress in Deal With Paramount

NEW YORK—Progress Record Distributing in Cleveland has picked up distribution of the Paramount Records family of labels, including Paramount, Dot, Deed and Blue Thumb.

The labels were formerly handled by MCA in Cleveland. Progress will handle the labels for the Cleveland and Pittsburgh areas.

Dumb Killing Budget LP's, Mgr Declares

CHICAGO — Cutout albums dumplished leaving rackjobbers with nonreturnable merchandise and a stopped cash flow, killing the budget LP business, said Herb Dorfman, sales manager, Ambassador Record Corp. New- ark, N.J., who has been selling his budget line of Peter Pan, Diplomat and other labels to dis- count store buyers at the Trans- world Navy Pier Housewares and Variety Exhibit.

Dorfman was particularly angry about a story detailing the volume been done in cutout LP's where some marketers are doing $8 million annually (Billboard, June 26).

He said, "This story just points out what is terribly wrong in the industry. The rackjobbers are buying these cutouts on a non- returnable basis and are hung with the merchandise. Their cash stops. Meanwhile, the regular budget label is deprived of product because labels won't license us and we have to compete with these dumplings.

"The budget business offers current tunes. Look, I have 'Rose Garden,'" he said, "and we guarantee the sale. We're a healthy factor in this declining economy because we keep fresh product flowing and expose artists in retail stores beyond the normal record business distribution."

Dorfman was selling small town discount store buyers packages of "Sesame Street" and other anthems. Payment of his deal is a floor display set to retail at $7.04 including 16- "School Days" records.

On Atlantic Records & Tapes (Tapes Distributed by Armpex)

45, 24 book-record sets on 45, a dozen 99 cent "Rocking Horse" LP's and a dozen $1.98 Peter Pan albums.

Elektra Sued For $285G By Promoter

LOS ANGELES—Elektra Rec- ords and its president Jack Holtz- man are being sued for $285,000 by Ronnie Mellen, local pro- moter and publicist. She charges that the sum is due her because of a promise made by Holzman when she introduced Holzman to the Doors and later encouraged the Doors to sign with Elektra.

The suit, filed late in 1970 in U.S. District Federal Court, states that during the summer of 1966, while the Doors were performing at the Whisky A-Go-Go, Miss Mellen was promoting them. Miss Mellen, in suit, states that she encouraged the Doors to sign with Holzman and that they inked with Elektra Nov. 15, 1966.

On Dec. 8, 1970, Elektra and Holzman filed a counterclaim in Superior Court here, where the Mellen suit originated, alleg- ing that Miss Mellen was not a qualified California agent and that this court seeks repayment of the $15,000 from Miss Mellen to Elektra in her at 6-month intervals from 1967 to 1970.

Several pre-trial conferences have been held in the interim.

STEPHEN STILLS

IN CONCERT WITH DALLAS TAYLOR PAUL HARRIS STEPHEN FROMHOLZ FUZZY SAMUELS & THE MEMPHIS HORNS FEATURING WAYNE JACKSON AND ANDREW LOVE

ON ATLANTIC RECORDS & TAPES (TAPES DISTRIBUTED BY ARMPLEX)
Miss Peggy Lee

Her new album and her latest single.
"Where Did They Go"
(ST-810)

Capitol
Cartridge Television is Offering 1.1 Mil Shares

NEW YORK—Cartridge Television, Inc., has gone public with an initial offering of 1.1 million shares of its common stock at $19.50 per share. The company had been in registration for the past six months.

Cartridge Television, manufacturer of the Co. 4400 player, is a subsidiary of the Avco Corp. The company makes cartridge tape recorders and is a unit of the venture. However, it is reported that Avco, which has invested $15.6 million in the company since 1969, will have its holding reduced to 16 percent following the stock offering and exercise of the underwriters' option to buy an additional 250,000 shares.

Cartridge Television is the first major company exclusively in the CCTV business to come to the public market for funds. Net proceeds of the stock offering will be used to finance capital expenditures and to increase the company’s California and Alva, Texas, tape production plants in Alabama and Indiana. The offering is the first used to meet additional preoperating capital requirements.

Meanwhile the Sears, Roebuck Co. refuses to confirm or deny the reports that it and other major retail chains, along with such other retail chains as the post office, have agreed to market the Cartridge Vision System under the Sears brand name.

However, it is learned that Sears will make its decision to offer the product, select shops across the nation sometime next year.

CBS Income Up $600,000

NEW YORK—Estimated second quarter net income from CBS is $16.2 million on net sales of $282.6 million, compared with $12.9 million and $254.5 million, respectively, in the second quarter of 1970. The company also reported an estimated 2% increase in earnings per share to 98 cents in the second quarter of 1971 in comparison with 96 cents in the second quarter of 1970.

The first half of 1971 shows considerable improvement over the first half of 1970. CBS estimated $22.6 million on net sales of $461.8 million compared with $14.3 million and $287.8 million, respectively. Estimated earnings per share equal 79 cents while the first half of 1970 showed earnings per share of $1.02.

The CBS Broadcast Group exceeded their 1970 level, while the CBS Columbia group continued up. The Educational & Publishing group was down slightly.

Gets Concord Electronics Co.

LOS ANGELES—Concord Electronics Co., the maker of a recreation-audio-photographic systems, Inc., New York, has been sold to Instrument Systems Co., Concord, N.H., for an undisclosed amount of cash and Concord Instruments common stock.

Concord will operate under Benjamin Electronic, Broadcast, Farmingdale, N.Y., a division of Instrument System Co., Concord, N.H., and Benjamin market high-fidelity and home audio-photographic systems and video tape recorders, receivers and accessories.

Net Profits Dip, Reports Hitachi, Sharp Corp.

LOS ANGELES—Hitachi—Hitachi and Sharp Corp. both report decreases in profits for the third quarter and third fiscal quarter ended March 31, 1971.

Hitachi reported a net profit of $2.53 million, or 48 yen, on sales of $1.02 billion, while Sharp reported a net profit of $2.07 million, or 59 yen, on sales of $1.14 billion.

Both companies reported a decline in sales and profits over the second quarter and fiscal quarter ended March 31, 1970.

Koss & Pickwick Register Profits Rise Over 1970

LOS ANGELES—Two firms, Koss Electronics, Inc., and Pickwick International, Inc. are reporting profit gains for fiscal 1971. Koss posted a net profit of $21,700,000 from sales of $260,000,000 for the fiscal year ending June 30, 1971, compared with $12,300,000 in sales of $180,000,000 for the fiscal year ending June 30, 1970.

Pickwick reported income from operations of $5,400,000, or $1.12 per share, on net sales of $75,900,000, as compared with $3,900,000, or 95 cents per share, on net sales of $67,750,000, for the fiscal year ended June 30, 1970.

Handelman Sales Up 9.2% On '70

NEW YORK — Handelman Co. sales and earnings in its fiscal year ended April 30 reached record high levels. Sales for fiscal 1971 were $170,305,000, an increase of 9.2% over the $155,676,000 reported for the fiscal year ended April 30, 1970.

Sales rose 23.9% to $661,300, compared to $529,000, and earnings per share were $1.42 compared to $1.18 in 1970, an increase of 20.3%.

Dear Director: It is necessary that I find ten copies of E. Power Biggs’ L.P., “Holiday for Harpsichord.” Can you do it?

—An Anxious Dealer

FIND can.
AUTO CLUB CHANGES CAR TAPE PLAYER INSURANCE

LOS ANGELES—The Automobile Club of Southern California, largest single such club in the United States, has changed its insurance policy, covering auto tape players.

In a special notice sent to policyholders the company is revising its policy to conform with California legislation on liability insurance. The policy now excludes coverage on tape unit players, two-way radios and telephones, and their component parts unless installed by the automobile manufacturer.

State Farm Insurance had made a similar change about a year ago regarding auto tape players and prerecorded tapes (Billboard, Jan. 24, 1970).

A notice to policyholders of State Farm Insurance stated that “a stereo tape player and only one tape are part of a car’s covered equipment.”

Many insurance companies are charging an average extra 10 percent of the replacement value of an auto tape machine on the premiums of those with a tape unit in their autos.

### Tape Cartridge

**Prerecorded 8-Track**

**Pacing All Time $$$ Highs**

By BRUCE WEBER

It’s the big eight-track for auto players. At one time an Ampex spokesman predicted that the increasing sales of stereo equipment would result in the auto and home market also enjoying prerecorded cassette sets. It hasn’t really happened.

**Blank Tape Zooming**

Instead, blank tape has skyrocketed. Now there are prerecorded cassettes about 15 units to the set. Since the brunt of the cassette sets sold in 1970 (about 57, according to Ampex) were monaural machines at under $369.95. (Many believe that increasing improvements in cassette quality through Dolby noise-suppression techniques and the use of extended frequency and chromium dioxide tapes will improve the long-term potential of prerecorded cassettes.

But the improved quality of cassette tape as a mass merchandising item is several years away, at any rate. Record companies and tape duplicators admit that 8-track car tape sales continue to outdistance recorded cassettes, often by as much as one to two to one. And even though several hardware manufacturers have been introducing cassette auto players, it was Panasonic who believes it will be a supplementary item of their business. Edwards, a national sales manager of Panasonics, admits car cassettes.

(Continued on page 20)

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B/W 'Little Ole Song About Love'
Written By: Bobby Russell
Produced By: Snuff Garrett
for Garrett Music Enterprises

An old hit writer ('Honey' and 'Little Green Apples') Now a new hit artist.
Blank Tape Firms Out To Entice Educators

CINCINNATI—Blank tape manufacturers are building on the success of blank audio and video cassettes and are trying to sell the educational market on the latest technology.

One idea that has been particularly strong is the blank tape sector, which, over the last year, has produced notable sales advances for a handful of blank tape manufacturers.

Most blank tape producers have established separate divisions to cater to the audio-visual education field, and the current National Audio-Visual Association (NAVA) convention here is a good indication on how far tape companies have gone to woo educators and business specialists. An understatement would be to say that education is big business. Tape manufacturers always sold both reel equipment and open reel software, but new avenues are opening for cassettes and videotape.

Cassettes are easier to operate, less bulky, and more adaptable to classroom and individual student use. This is an area where the full potential of the blank tape market can be realized. The blank tape producers jumped into the field several years ago with reel-to-reel product, but are now enlarging their product lines to include videotape and cassettes.

Companies' Activity

The following is a company breakdown of blank tape manufacturers in the A/V field and the products they are offering to educators:

3M offers cassette, videotape and reel in a variety of lengths, said Jack Bondus, sales manager of industrial-audio-educational products. Cassettes are offered in 30, 60, 90 and 120 minute lengths, in both the low noise, high and high extended range Scotch series. The company is also considering offering shorter cassette lengths.

AMPEX offers cassette, reel and videotape and a variety of merchandising and promotional aids, said Bruce McGilivray, national sales manager of the magnetic tape division. Extended range cassettes are offered in 30 and 60 minute lengths and are color coded, as are its 291 series of open reel tapes. Reels are available in eight colors for its 5 and 7 1/2 inch polyester product. Ampepx distributes in two ways: It sells direct to large customers and through Ampex distributors for smaller accounts.

MEMOREX has introduced several new products, including 10 1/2 inch aluminum reels of 2,550 feet, 15 mil at $14.49 and 3,600 feet, 1 mill, at $29.99, said Jud Phelps, audio tape product manager. Both reel units are polyester based. It is also making its consumer audio line available to the A/V field, including gamma ferric cassettes in 30, 60, 90 and 120 minute lengths with chrome dioxide cassettes in 60 and 90-minute lengths. Both 5 and 7 1/2 inch reels also will be marketed.

BASF is offering gamma ferric cassettes in 30, 60, 90 and 120 minute lengths, an intermediate cassette series, model SK, 5 and 7 1/2 inch reels and videotape, said Teon Dempsey, marketing and sales vice president. Distribution is through manufacturers' representatives and BASF's own sales personnel.

AUDIO MAGNETICS is introducing its videotape to the educational field along with its premium and standard lines of cassette and reel-to-reel products, said Hal Sandor, director of the educational department. Its new video tape line utilizes a new coating process for 1/2 inch tape and will be offered in 5 inch (1,200 feet, 30 minutes) and 7 inch (2,400 feet, 60 minutes) reels. It can be used with color and black and white video tape recorders and is compatible with existing units on the market. The cassette line will be available in 10, 20, 30, 40, 60, 90 and 120 minute lengths. Audio distributes through a network of National Educational Representatives, said Teon Dempsey.

CERTIGNON is making its debut in the educational field with a line of gamma ferric cassettes in seven lengths 10, 20, 30, 40, 60, 90 and 120. In 90 days it will introduce 5 and 7 1/2 inch reel product, said Bob McClure, marketing manager.

Blank Tape Firms Out To Entice Educators

Maxell offers the most valuable franchise in the magnetic tape industry

Quality Builds Customers

Maxell blank cassette tapes are the highest in quality. A product of today's most advanced technology. Assuring superior performance. And consistent sound delivery. Valuable in winning and keeping customers.

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Maxell blank cassette tapes are 100% guaranteed. Building confidence in customers. And valued business for you.

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**TAPE CARTRIDGE**

8-Track Holds Edge Over Cassette in Car

BY RADCLIFFE JOE

NEW YORK—The gradual de-emphasizing of the automotive cassette market, which became noticeable earlier this year with the discontinuance of Chrysler's optional cassette offer in its 1971 automobiles and Norelco's withdrawal of its sole auto cassette unit, continues its low-profile trend.

Although auto cassette units were in evidence at the recent Consumer Electronics Show, the emphasis was undeniably on 8-track equipment.

Given an additional boost by the advent of compatible four-channel equipment and reversible features, 8-track players proliferated the automotive product scene. Even a major cassette manufacturer, like Ampex Corp., that once balked at the idea of developing an 8-track unit, was on target with several such units, including one for the car.

If, prior to the show, there were any doubts in manufacturers' minds that the sale of automotive 8-track units would outstrip that of cassette, the dealers allayed them by ordering 8-tracks almost two to one over cassettes.

The usual argument for the cassette over the 8-track was its lower cost, ease of operation, and greater reliability. The consensus seemed to be that, even though cassette manufacturers have made major advancements in upgrading the quality and performance of their auto cassette units, the format would continue to play second fiddle to its 8-track counterpart at least as long as its list prices remained rigidly high.

However, despite its continued lag in the automotive field, the cassette configuration seems to be coming more and more into its own as a home, portable and educational item.

Many manufacturers, including Ampex, Norelco, TEAC, Toshiba and Panasonic, showed sophisticated new cassette equipment, featuring such advances as noise-reduction systems, automotive re-

(Continued on page 20)

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Want to know more about the Platter-Pak line of record cases? Then write to Amberg File & Index Co., 1625 Duane Boulevard, Kankakee, Illinois 60901

For Music On-The-Go!
Ten Japanese Firms Back New Mini Stereo System

LOS ANGELES—Among many of Japan's tape player manufacturers and record companies alike, it's agreed: A new mini stereo tape cartridge system has a chance to make it in America.

To prove it, 10 companies in Japan are making plans to introduce an endless-reel stereo cartridge (one-quarter the size of an 8-track cartridge and smaller than a cassette) and car stereo player. Pioneer Electronic Corp., will be the first to market the Hipac cartridge system in Japan with a car stereo player at about $55. The equipment will be introduced to Japanese consumers through release of 188 music albums. A special adapter will permit Hipac cartridges to be played in existing 8-track equipment.

Companies Committed

Joining Pioneer in producing equipment will be Hitachi, Mitsubishi, Sharp, Clarion, Nippon Columbia and Tokyo Shibaura Electric. Software companies involved in producing cartridges will be Toshiba, Nippon Columbia, Kodak* and Apollon.

The players manufactured by the seven companies will be standardized and compatible with each other. The unit will not be restricted to autos, claims John F. Doyle, director of marketing for Pioneer's general products division. "Although the automotive market offers the most immediate potential for the new product because of its small size," Doyle said, "it will have a great variety of other consumer applications."

It can be manufactured as a quadrasound unit, a monophonic unit, a portable, with stereo radios, as an automatic player (a changer holds 12 cartridges) and as a dual cartridge player which plays one cartridge and holds a second.

Eventually, Hipac players will be manufactured as playback/recording units, with blank cartridges also being marketed. Units will be monaural or stereo. A tuner for the new system has already been developed to introduce in the Japanese market.

The auto will be Pioneer's first marketing goal for several reasons, according to Doyle. "It will fill needs brought about by the ever-increasing demand for compactness in automobiles, and pending safety requirements."

Problems Involved

Doyle feels there is justification in another tape system. "There are several problems beginning to loom in the marketing of car stereo equipment. The problems:"

- Insurance companies are no longer insuring existing hang-on-type auto players.
- Pilkington and new safety regulations make it difficult to use a hang-on unit, thus forcing manufacturers to adopt in-dash-type units.
- Size and design of new autos are making it difficult to hang a unit in compact cars.
- Storage problems for 8-track cartridges and the bulky size of many 8-track players.
- The Hipac unit will be primarily an in-dash model, but it also can be manufactured as a hang-on player to service older model autos.
- "The new cartridge, despite its small size, provides the same performance as larger conventional cartridges," Doyle said. "An additional feature of the Hipac system is its ability to play continuously without break or interruption. An endless loop system is utilized in winding the tape over."

(Continued on page 21)

WHILE OTHERS FAIL, WE PLAY

Poor Nero. He was happy fiddling while Rome burned, but how much happier he would have been had he been able to preserve his performance for posterity. But then he didn't have a TDK Super Dynamic cassette — and with any other brand he still would not have been sure, what with jamming and stretching of tape, not to speak of the quality of reproduction.

Like anything man-made, a cassette can fail now and then. The trouble is, most cassettes fail more often than other things. If you're lucky, it's only a matter of wavering pitch, the sound getting fuzzy, or scratchiness coming up.

When you're not that "lucky," everything you had recorded may be destroyed in a moment. You go from violins to violence in one step, and the one doing a burn is you.

When that happens, there's only one thing of which you can be sure: you are not using a TDK cassette. There are literally dozens of safeguard features and control checkpoints that go into a TDK cassette to make it the superior product it is. When you've got the world's best cassette tape going for you — exclusive Super Dynamic formulation, with its superior frequency response, output level and dynamic range, plus extremely low noise and distortion — you don't waste all that. You put it into the best cassette anyone can devise.

When it comes to reliability or fidelity, TDK wouldn't string you along.

That's why we PLAY while others fail.

THE SYSTEM will be marketed in several formats, including as a 0(3) cartridge car stereo. JULY 24, 1971, BILLBOARD

HIPAC car stereo is a new mini tape cartridge system to be introduced in the Japanese market by Pioneer Electronics.
Tape to Make Large-Scale Pitch at NAVA

"Continued from page 1"

The tape industry pitch is directed at the educational market, and many companies are beginning to organize separate departments to pursue the educational markets. John Creighton of Craig, said: "I think those who have had this educational business have been keeping it to themselves." Obviously, many tape firms now want to end such monopoly.

Outside of traditional hardware and software tape companies, distributors and rackjobbers will undoubtedly become involved. Maynard Speegel of National Tape Distributors, Milwaukee, helped set up an exclusive marketing arrangement between his firm and Imperial Instructional Learning of Kunkakee, Ill.

James T. Tiedens, board chairman of National Tape said: "As we look into the future, other mass merchandisers will certainly follow our lead and establish complete educational departments." NAVA convention and exhibit manager James P. Thompson said he knows the new attention being paid his organization by the tape industry.

Among new exhibitors: Akai American Ltd., Memphis, Tenn. (Consumer Tape Recorders), DAK Enterprises, Education (structured instruction systems), Electrophysics (magnetic recording systems), ESP Marketing (tape reproduction equipment), Motorola Systems, Inc. (cassette TV player and programs), RCA Records (educational records), Sharp Electronics.

These will join such familiar tape industry brand names as Audio Devices, BASF Systems, Bell & Howell, Concord, Craig, Irish, 3M, North American Philips, Panasonic, Rh cadine, Shure Bros., Sony SuperScope, Telex, Tono-Tapes, Viewline, VM Corp.

—altogether over 250 exhibitors.

NAVA is turning into far more than a trade show among its 800 member companies involved in the commercial audio-visual industry.

For the first time, a national conference on multi-media in the health sciences will be held for three days starting Sunday (18) concurrently with NAVA.

The four-day program will focus on the potential of learning research centers using audio-visual concepts, television, computers, programmed instruction and related software.

The conference, to be held at the Sheraton-Gibson Hotel (the exhibit is at the Convention Center hotel), is expected to draw 600-800 delegates, including educators, medical specialists and experts from business and industry.

Pioneer Offers 6 'Q' Units

CHICAGO — Pioneer Electronics has introduced several products to its audio components line, including six four-channel units.

The line includes a discrete four-channel reel-to-reel recorder/player, model QT-2100, at $299.95; a discrete quadrasonic 8-track deck, model QT-2100, at $249.95; a four-channel tape recorder ,model QC-800, at $249.95; a four-channel amplifier, model QA-800, at $349.95; model QM-800 has four power amplifiers at $299.95; and model QL-600 is a quadraizer amplifier.

All-Time $$ High

"Continued from page 14"

sets will grow in the auto market, but they will not become the largest part of the business. "Eight-track will dominate," he said. "It has a huge equipment and software lead."

The four-channel development has also given prerecorded manufacturers an up lift in 8-track.

While many record companies continue to hedge on quadrasonic, the recent display of four-channel equipment at the Consumer Electronics Show gives 8-track a software edge.

RCA plans to release more quadrasonic titles (after viewing the proliferation of hardware at the CES) and other software producers are dipping into the water. "It's not a tidal wave of four-channel-look-alikes, prefece in, but it's avail-

able and four-channel cassette is not sold it a spokesman of RCA.

Even so, the growth rate for prerecorded tape is less than in prior years because sales are affec-

t by the business recession. Also conditioning any prerecorded tape sales predictions is the presence of tape piracy.

8-Track Holds Edge

"Continued from page 18"

verse, stop-and-reject, and other qualities designed to make it more attractive to the buying public.

In addition, software manufacturers showed endless loop, Dolbyized, chromium dioxide and cobalt tapes, and accessory manufacturers offered carry-cases designed for student or portable use and furniture-type models.

JULY 24, 1971, BILLBOARD
**International Tape**

**SOUTH AFRICA—Ster Records, Johannesburg, has introduced a budget line of prerecorded cassettes to retail at $5.20 and $5.55. More than 70 titles appear on the Europa and Sommerset labels in the South African market.**

**LONDON—Motorola has introduced three new 8-track cartridge players, including a portable stereo system, an auto unit with radio and a home unit. John Green, owner of the Tape Shop, Leicester, is planning to open a second retail store either on the south coast or in the north of England. . . . 3M will introduce its new range of low-noise, low-energy blank cartridges later this year in 30, 60, 90 and 120 minutes. . . . The British Phonographic Industry's spat with the newly formed British Tape Industry has been patched up. . . . Precision Tape has captured the exclusive tape rights to the Kinney Group ( Warner Bros.-Reprise, Atlantic, Elektra) under a two-year contract. Precision will duplicate and distribute cartridges and cassettes to the U.K. and Ireland. The tape company had shared the tape rights to Warner Bros.-Reprise product with Philips, while Elektra had been duplicated by Polydor (cassette) and Amperex (cartridge).**

**Stores Find Blank Tape Accelerates Youth Traffic**

**CHICAGO — To two retailers, Leonard Green, owner of Cheve-Chance, Md., and Fred Kenitzz of Wayne, N.J., it was the blank tape revolution.**

**In Rodman’s case it was his son, a freshman at Northwestern University, who steered him into a sales promotion. Rodman is owner of Rodman’s Discount Drugs.**

For 25 years, owner of Quality Electronics, it was blank cassettes which he used to compete with discounters for the under-30 traffic. Rodman said he has been selling blank cassettes for several years, but it wasn’t until a few months ago that he began to understand the dimensions of what was happening in that market. He attributes much of his success to Evans Industries, with which he deals, an area in the basement of his store. The room, where every one of the dormitory had a ten-track tape player and a copy of some type,” he said. Communication with his son awakened him to the cassette revolution and induced him to introduce a merchandising program for blank cassettes. He now plans to devote more store space and advertising dollars to blank tape in his Cheve-Chance outlet and five other franchised stores in Washington, D.C.

In Blank Tape has proved to be a good traffic builder for impulse buying. Rodman advertises regularly for all of his stores in the Washington newspapers. Also, his tapes out perform an average of 50-50 cassettes, Rodman said, which are dressed on the south coast or in England. . . . The group is known to the cassette tape rights holder. In Rodman also sells blank cassettes to the local school system for classroom instruction. He feels the key to blank tape merchandising is in the packaging. “It helps sales,” Kenitzz said. “We use cassettes that are blister wrapped in clear plastic on a card. The card are shipped from our plant in a simple point-of-purchase display that makes easy self-service.

**cassettes bring in the younger cus- tomer. “I have competition from the discounters on the big items where I have to cut the price. But I can make full mark-up on cassettes.” Kenitzz also sells blank cassettes to the local school system for classroom instruction. He feels the key to blank tape merchandising is in the packaging. “It helps sales,” Kenitzz said. “We use cassettes that are blister wrapped in clear plastic on a card. The cards are shipped from our plant in a simple point-of-purchase display that makes easy self-service.**

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**Ten Japanese Firms**

- **Continued from page 19**

that it operates continuously when triggered.

The cartridge is made with a choice blank tape so plays for an hour at 1 1/2% and for 30 minutes at 3 1/2%.

The liner no plans immediate to market the Hipac in the U.S. and Great Britain, will buy on American tape duplicators, record compacts, compact cassette manufacturers, blank tape producers and automatic manufacturers are forecasted to be introduced to the system in America.
NEW YORK — “Blue sky” statements by unemploy- ed actors about the potential of cartridge television have caused previ- ous一是因lecked director of the American Federation of Television and Radio Artists (AFTRA), for royalty and residual considerations.

“Meanwhile, the only hardware that has reached the production stage is that which is being used in industry, education and hospitals,” said Parks.

“With all the production problems and the absence of standards, the CTV field remains in a state of chaos, and so, as a result, it is extremely difficult for it to compete on a world-wide scale,” added Finnerty.

Finnerty suggested that the guilds divide the market into three categories: entertainment and non-entertainment. Non-entertainment would cover such areas as educational, industrial and religious service.

“We feel that there should be a reasonable payment for entertainment (category) but no payment for non-entertainment, ex- cept in the case of the actor or announcer to whom it belongs,” said Finnerty, making this point at a time when the production of the CTV before it is actually baked.

Speaking at a one-day seminar on video recording sponsored by Quantum Sciences Corp., at the American Hotel, Citron told his audience that “the last real way to make a profit on video recording is likely to be to the low cost of manufactur- ing these products abroad.”

“For the first time in the history of U.S. consumer electronics, a major new product will be speci- fied, developed and manufactured by companies outside of the U.S., and the cost factor will be the primary reason,” said Citron.

“Entertainers are so eager to be expensive when they first enter the consumer electronics market, and as labor is, especially expensive, it is a far cry from a saleable price to them to be made,” said Citron.

“Problems that standardization is the absolute price that without its chaos and market fragments, Citron said that if all the systems were al- lowed to reach the marketplace in their incompatible configurations, they could not be sold to the general public.”

He said the major problem is that everyone would like standardization provided the other fellow does it. “The reason for this is that everyone will then be unable to make the largest profit for itself and the lowest profit for everyone else,” said Citron.

“I don’t feel there is no room for a play-only system alongside a recording system. The two are self-explanatory and cannot be used by one each other,” he said. He also expressed the feeling that there could even be room for two types of systems and two types of play-only systems, each in different mar- ket segments. “But there could also be a third or more either collectively or within the same segment of record-play and play-only,” he suggested.

The Noreco executive noted that, even if the company had not opened, a mass CTV market could handle at least two types of systems by the end of the latter half of this decade. “We are witnessing today the birth pangs of first generation machines,” he said. “And we have only just begun to see that birth pangs as painless as possible.”

(Continued on page 23)
Cardio TV

See TV Program Control Moving From Stations to CTV Companies

LONDON — The "stringent-?held" tests to find out how companies now hold on to what a viewer sees, will be changed by Cardio tele-

vision, believes Howard Thomas, managing director of the Thames Televisi-

on Ltd., here.

"Ultimately, control and distribution of programs are going to spread from those who are now operating stations to an infinitely greater number of operators of Cardio TV," he said. "This is the view of the public will no longer be confined to licensed transmission-areas, it will spread to a myriad of worldwide programs and services."

Thomas predicts that Cardio TV will eventually put an end to the omission of television programs, not stinting it. Although local com-

petition and legislation will be intensified to keep the best programs available to the public, it will be possible, through Cardio TV, for programs previously limited to local schools and homes, to be available to a mass audience.

"New programs, and particularly educational programs, can be put to more effective use," he said. "Schools today are broad-

casting at certain times of day, but in the future, programs can be broadcast at any time, subject to the taste and duration of the parents." The broadcast will be stopped, repeated, and interrupted to suit the needs of the teacher.

Thomas predicts that Cardio TV will eventually reach every home in the country, not only for television programs, but for educational purposes as well. The magnetic coating of the master tape, which has been likened to a "subliminal" effect, will eventually reach every home in the country.

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

NEW ISSUE

Cartridge Television Inc.

1,100,000 Shares

Common Stock ($1 par value)

Price $20 Per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters as may legally offer these securities in compliance with the securities laws of such State.

Hornblower & Weeks-Hemphill, Notes

Bear, Stearns & Co.

Dominick & Dominick

Hallgarten & Co.

W. E. Hutton & Co.

R. W. Pressprich & Co.

Shearson, Hammill & Co.

Bateman Eichler, Hill Richards

Shields & Company

Faulkner, Dawkins & Sullivan

Hardy & Co.

Laidlaw & Co.

Newburger, Loeb & Co., Inc.

Thomson & McKinnon Auchenliss Inc.

EQUITABLE SECURITIES, MORTON & CO., INC.

F. S. MOSELEY & CO.

G. H. WALKER & CO.

FAHNESTOCK & CO.

Jefferies & Company, INC.

Oppenheimer & Co.

C. E. Unterberg, Towbin Co.

Although specific terms were not disclosed, first week actors will re-

ceive residuals from supplemental areas grosses which will be cal-

culated on a sales plateau system.

In addition, actors will receive pension and welfare stipends from

money earned through Cardio TV sales.

The union felt it had to move now while Cardio TV was still young in

order to solidify its members' future. The union felt it could not wait

around while Cardio, cable TV, and pay TV became viable in-

dustry before "getting a piece of the pie" as had been the case with

films told to commercial TV.

At the core of the contract is anticipated higher earnings from theatri-

cal films and from the use of films on prime time TV.

Rapid Duplicating

Continued from page 22

wound onto a common hub in a bifilar fashion, in which the tapes are doubled back upon themselves. The magnetic coating of the master touches the magnetic coating of the copy tape.
THE 10TH ANNIVERSARY OF BILLBOARD'S PHILADELPHIA FESTIVAL OF MUSIC 

NEW YORK — George Harrison, Ringo Starr and Ravi Shankar will appear at Madison Square Garden Sunday (1) in a charity performance for the children of Bengal, East Pakistan. The proceeds from the concert will go into a special United Nations fund for the children.

Harrison is on the West Coast working with Shankar on his new LP, in which he is making his major debut in the film field, in a project for Angstrom Film in which he costars with Tony Anholt.

The format for the concert has not as yet been set, but it is thought the program will include songs from their respective solo LP’s. Shankar will perform separately.

NEW YORK — Joe D’Arimond, president of Felt Management and Ringling Bros. and Barnum & Bailey, is chairing the 1971 edition overcame major obstacles for the Joe Louis Arena in Detroit.

Praising the “many excellent elements” and bringing in top-flight entertainment to appeal to fans of all ages, Mr. D’Arimond on Wednesday (28) at a news conference at the Palace Theatre in New York, announced the line-up for the 10th annual 24-hour New Year’s Eve show.

Joe Cocker's next LP to be released by Shelter Records in the fall. Producer Denny Cordell is currently in the final mixdown with GAC. "The Ladies Only," will feature three songs by Mary Soul, Bonfire and Denny Cordell. Tangerine Record Corp. has released the first of its "Golden Gourmet Series," "The Racketeers," "Bad Water," b/w "Ray Charles' "What's Up?" Additional singles are planned. Henry Mancini will compose the main theme title (Continued on page 25)

Talent

Sutton Artists

Selected by Modica & L. Bennett

NEW YORK — Larry Bennett and Bob Modica have formed Sutton Artists Corp. to "represent successful talent to give them full-time treatment." The agency's first client is the Sutton Artists Corp., which has been signed by GAC.

Restaurant and Nightclub Talent — The Sutton Artists Ltd. will operate in the Sutton Artists Ltd. "Cry of Jazz" Wednesday (28) as a feature of its new talent programme. The restaurant's music is performed by Sun Ra, Ray Barretto and his band, who will perform the "My Lucky Day" on Oct. 10, and "Sun Ra" on Oct. 11, in progress. "Steve Reichardt of the cast of "Godspell," is set for the Sutton Artists Ltd. Show Wednesday (28).


ED OCHS

The 10th anniversary of the Philadelphia Festival of Music will be held Aug. 27-29 at the Old Pool Farm near Swarthmore, Pa. Three evening concerts are planned with daytime workshops, afternoon concerts and recitals.

Opening night concert will be led by Gene Shay and Bruce Philpips. Performers will be Dave Van Ronk, the Bulla Freres, Basile, La. Cateron band, Martha Radloffy, Doc Miller, Sonny Timmons and his band with Joan and Roger Sprung, Bill Vanaver, John Heaney, Martin Rutan and Armstrong, Paul Geremia, Don Siegel, Rosalie Sorrels and Janis Ian.

Aug. 28, the music goes on all day with workshops on Irish music, American music, American folk music, fiddling, music. Owen McBride leads the evening entertainment, which will include Hedy West, Birth of the Blues, Bill Monroe and the Blue Grass Boys. Happening is the Arlen Roth band with Sonny Timmons, and the American Dance Ensemble. Closing night talent concert talent line-up includes Oscar Peterson and His Band, Flying Burrito Brothers, Frank and Doris, Gene Clark, Norman Kennedy, Raun Mackenzie and Maxton.

Tickets for the 3 days set at $17 for general admission with reserved section going for $20.

Evening concerts take $6 and $7 for single performances and there is a $4.50 ticket available for the performances and the reserved section going for $20.
Man's Clouded Sun Shall Brightly Rise
And Songs Be Heard Instead of Sighs....

A Musical Based Upon
The Gospel According To St. Matthew

Produced for Records by
Stephen Schwartz

Bell Album #1102

BELL RECORDS
A Division of Columbia Pictures Industries, Inc.
Mendes Changes Group's Name To Brasil '77

LOS ANGELES—The airy-light sound of Sergio Mendes and Brasil '66 is more international than Latin, more contemporary than Brazilian, and more modern than bossa nova. That is exactly why Sergio Mendes is changing the group's name to Brasil '77.

He discovered the old name no longer reflected his music, style or future direction. His own sensitivity has been broadened to encompass a wide variety of today's musical trends.

Mendes still blends rock, Latin, and bossa nova to create the instrumental harmony which has propelled him to international fame.

So why Brasil '77?

"Because we're changing," Mendes said, "I find myself growing into new sounds and creating fresh, new ideas musically. The group feels it, and they change, too. And then we all move with the times."

From The Music Capitals of the World

DOMESTIC

Neil Diamond appears at the grand finale of Seafair Week in Seattle Aug. 1...Stoppenwalli to headline at the Riviera Hotel. John Lennon of New York's Manhattan Center.

GEORGE KEMPER

SAN FRANCISCO

Columbia Records just signed (K-yan) Poon, Hong Kong singer, and he shall be in the penthouse at the Fairmont Hotel starting July 25..."The Bossa Nova from Brasil" now is Nancy Ames...The Nitty Gritty Dirt Band's newest album is "Uncle Charlie and His Dog Daddy," appears on concert on Thursday (29) at Flint Center. Dr. Anzai College, Cupertino, and Hudson and Landers complete the bill.

At the New Orleans House in Berkeley, Paco de Lucía and John McLaughlin are being taped for "Sala de Hoje" (") The Kai Windings Septet" and "Alegria"

"Bosetsu" will play three shows each in San Francisco in the coming week, so don't go to the Mark until July 25.

Airplane will continue performances at the Mark...The Catedra of Sergio Mendes & Rydie Gorme open at the Mark on Aug. 1...Stefan Kraus recently recorded his first album in Paris..."Odd Man Out" will be available in July...Do Not Ask is scheduled to go on tour in July.

The James Gang are in the midst of a European tour. The group taped a spot for the European television show "Cerebus." Albeit King was, at the Army Green "The Fitzgerald" is playing several jazz concerts in Europe and Asia during the last half of July.

Don Costa is conducting the orchestra when Steve Lawrence and Eydie Gorme open at Cairel's Pavilion...The Four Tops are due to perform at the Mark on Thursday (22)...Sun. John Stewart recently recorded his latest album in Paris..."Jean-Paul Vignon" now playing at the Playboy Club...The Grateful Dead, playing 13 concert dates this month through July 25...Al Mokh headlining the Priser Hotel in Milwaukee through Friday (31)...Oliver recently opened with the Doobie Brothers in Chicago..."The Supremes start a new engagement at the El Morocco Thursday, July 25...New LP by Tuck & Patti, "In the Armory," will be released in July...Bob Gibson's first album, "In," has been released...The kids of July have 12 concert dates, set this month through July 25.

Three Door Night grossed nearly $2000 for two shows recently at Charlotte, N.C., and Richmond, Va. They have been invited to headline a show at Fillmore East in New York this week..."Cumbia" grossed over $1500 for two shows at the University...Jethro Tull grossed over $1000 for five shows at the University and concert center...The "Beggar's Hand" has been released for the third Beggar's Banquet concert Aug. 21 in Toronto. Acts set include the Acid, Bovine, Kama Sutra, and "Bungalo Jones."

Mills to Produce Humpderlp DK

LAS VEGAS—Production offices and discovery of Engelbert Humperdink's next LP. The album is scheduled to be recorded in Los Angeles, where Humper- dink began a one-month recording period June 30.

The album, "Engelbert Live in Las Vegas," scheduled for release on the London Parrot label in the fall.

Talent In Action

• Continued from page 24

"Coda's" country television series in the fall..."The Whisky a Go Go" is offering its operations under the umbrella of A&M Records for groups. McLean has recorded a public service announcement for the "Joint," which will be played at the McLean Sound of San Francisco has opened offices here...Concert Association booked the first $40,000, with three Cav Stevens concerts in the city.

"Jazz on a Sunday Afternoon" will resume Sunday (18) and will be run again July 25 at the Hangout Bar and the Fairmont Plaza Hotel. The Kai Windings Septet will play three shows each Sunday...Pat Boone and his family appear at Magic Mountain Monday (19)...Chuck Berry recently appeared at the Warehouse..."That's a Good Feeling.""

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Dear Eydie,

Congratulations! I have just heard your new MGM album "It Was a Good Time" and I think it encompasses the finest performance I have ever heard. Son Costa's magnificent arrangements were beautifully complemented by your captivating vocals, and I'm sure the "Sal & Sally" cut will not only be an R & B smash but a Top 40 hit as well. Again congratulations and thank you.

Mike Curb
Radio- TV programming

Pare-Shaped' Judgment
Key to Success: Drake

Continued from page 4
or group. These are problems that program directors everywhere have.
But I hope the day never comes when any station I'm affiliated with ever costs me a record company one ounce of sales. If we do, we'll do the not only penalizing them, but penalizing ourselves.
"The best thing for both industries is for everyone to give as much as an audience as we can give our radio stations for their products."

If radio stations sell as many records as possible, it's better for radio," he said. "On the other hand, the most successful record men have always been those who depended on a lot of their personal judgment regarding the music they put on the air because "it's no use to call any radio stations for a list of sales and compete sales figures.

Supposed Fact
"The supposed fact is that record sales reflect broad music tastes. But, it's after programming and critical judgment, it turns out that there are instances where this fact is not true. Now, the entire premise is worth nothing if it's made up. I've convinced that teen magazines alone can sell 500,000 copies of a record."

The professor pointed out that the teen movement, monkeen. "He felt that 12-year-olds were involved in the phenomenon of the Monkeen, "and you can't say that programming. 12-year-old girls are involved in programming."

He pointed out that George Beverly Shee, when performing with Billy Graham, filled Anaheim Stadium with more people than he ever has in his church. It's lucky to fill up the smaller Hollywood Bowl, he told The Billboard. But no one would fill Shes on a top." When KHI started programming, for example, U.S. radio had almost Englished itself to death," he said. "We determined that we were not going to get into a bag, we felt that to get in today, would be like stepping into quicksand." And he pointed out that the first time KHI recorded, was when the competition, KRLA, sponsored a Beatles concert in Los Angeles.

"True, a radio station has to play a song sometimes, but how about to one's audience? We try to make the kids like the Supremes, Chicago, and the Blood, Sweat & Tears. No one ever called us the Monkeen..." he said.

"I'm convinced that teen magazines alone can sell 300,000 copies of a record." But, he added, "I've seen it before."

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"I'm convinced that teen magazines alone can sell 300,000 copies of a record." But, he added, "I've seen it before.

Radio Forum to Hear 3 Speakers
Give Fresh Views of Programming

Continued from page 4

Mr. and Mrs. Frank Senn, to be one of the few sessions of the Forum. But, Fireworks may be in store for every audience. There's an annual event of its type ever scheduled to watch a television. In just a few minutes, the television is facing the record promotion industry... and the audience. This is a national civil meeting of program directors, general managers, and air personalities... will take place with the major aim to form a Programming Society of America. The society is devoted to the programming science and the people involved in making radio programming on even greater social force and power than it is today. But, is interested is invited to att.}

ForUM REGISTRANTS

EDITORS' NOTE: Registration fee is required for all guests at the fourth annual Billboard Radio Programming Forum. Aug. 19-21, Hotel Ambassador, Chicago, IL. Admission will be given on Aug. 19. Admission fee will be $75 after Aug. 19. As of last week, the following people had already regis-

Jay Ward, station manager, KOMO, Seattle. July 26, program manager, KOMO.
Cliff Hunter, general manager, WGN, Chicago.
Ron Miller, treasurer, WEZ, Boston.
J. C. Bierce, station manager, WHTY, Greenville, S.C.
Dick Fulk, program director, WRN, Des Moines, Ia.
John Rowen, program director, WLRW, Pittsburgh.
Dave Orr, music director, KRTY, Des Moines, Ia.
Dave App, station manager, WQSB, St. Louis.
Mike Berman, program director, WSM, Nashville.
Sadie Overton, program director, WLS, Chicago.
Tom Short, station manager, WDIA, Memphis.
Hal Dunning, assistant program director, WBC, Nashville.
Dave Orr, program director, WSM, Nashville.
Steve Northam, program director, WOR, New York.
WABY, Albany, N.Y.
Gary Davis, manager, station manager, KDrun, Atlanta, Ga.

Jr. George Beverly Shee, manager, KDrun, Atlanta, Ga.

Baldwin, program director, WBRR, Springfield, Mass.
Mr. Lynne E. Feller, operations manager, KMOD, Kansas City.
Mr. John B. Martin, station manager, WBUR, Boston.
Mr. Bob Johnson, program director, WBBM, Chicago.
Mr. Carl W. Davis, Jr., general manager, WLS, Chicago.
Mr. Joe H. T. Windham, station manager, WKY, Oklahoma City.
Mr. Hal Dunning, assistant program director, WABC, New York.
Mr. Dave Orr, program director, WSM, Nashville.
Mr. Tom Short, station manager, WDIA, Memphis.
Mr. Sadie Overton, program director, WLS, Chicago.
Mr. Steve Northam, program director, WOR, New York.
Mr. Dave Orr, program director, KEX, Cincinnati, Ohio.

Continued on page 3
What is FM Doing to Radio?

This and other crucial questions concerning the future of radio will be discussed by Program Directors, Air Personalities, Station Owners and Managers.

AT THE 4th BILLBOARD RADIO PROGRAMMING FORUM.

August 19-21, 1971, Hotels Ambassador, Chicago, Illinois

The key Radio Industry personalities listed below will be among the featured speakers at the Billboard Forum. Register today and insure your participation in what is certain to be the most provocative programming conference ever held.

Leslie R. Anderson
WDIA Radio
Memphis, Tennessee

Bill Bailey
KIKK Radio
Pasadena, Texas

Neil Bogart
Co-President
Buddah/Karma Sutra Group
New York, New York

Jay Cook
Program Director
WFIL Radio
Philadelphia, Pennsylvania

Greg L. Dean
Program Director
KEYN-FM & AM Radio
Wichita, Kansas

John Detz
General Manager
WAXB Radio (Century Broadcasting)
Detroit, Michigan

James Gabbert
General Manager
K-101 Radio
San Francisco, California

James C. Hilliard
Executive Vice President & General Manager
WNAP-FM Radio
Indianapolis, Indiana

Don Imus
Morning Personality
WCAR Radio
Cleveland, Ohio

Herbert Kay
President
Herbert Kay Research, Inc.
Montclair, New Jersey

Robert E. Lee
Commissioner
Federal Communications Commission
Washington, D.C.

Harold Lipsius
President and Owner
Universal Record Distributing Corporation
Philadelphia, Pennsylvania

Brad S. Miller
President and Executive Producer
Mobile Fidelity Productions, Inc.
Chatsworth, California

Bob Mooney
Program Manager
WIND Radio
Chicago, Illinois

Eddie Morrison
Program Director
WGRT Radio
Chicago, Illinois

David Moorhead
Vice President and General Manager
WMMS-FM Radio
Cleveland, Ohio

Gene Nelson
Vice President
WLCS Radio
Baton Rouge, Louisiana

Charles R. Parker
Vice President and Program Director
WOR Radio
Hartford, Connecticut

John E. Patton
Program Director
WASH Radio
Washington, D.C.

John Randolph
Program Director
WAKY Radio
Louisville, Kentucky

Charles C. Renwick
Radio Division Program Manager
Storer Broadcasting Company
Cleveland, Ohio

Dick Reuss
Program Director
WLEE Radio
Box 8477
Richmond, Virginia

Jack Richardson
President
Nimbus 9 Productions
Toronto, Ontario, Canada

Bill Sanders
Vice President and General Manager
WWDC Radio
AVCO Broadcasting Company
Washington, D.C.

James P. Storer
Vice President—Radio Division
Storer Broadcasting Company
1025 Investment Plaza Building
Cleveland, Ohio

Joe Sullivan
Program Director
WMAY, Inc.
Exchange Building
Nashville, Tennessee

William J. (Bill) Vermillion
Music Director
WLQF Radio
Orlando, Florida

Robin Walker
Program Director
WURL Radio (Mid-America Media)
Peoria, Illinois

Joe Wells
Manager, Chicago Studios
RCA Records
Chicago, Illinois

"Big" Wilson
Program Director
WPCC Radio-AM & FM
Washington, D.C.

George Wilson
Program Director
WOKY Radio
Milwaukee, Wisconsin

Please register me for the BILLBOARD RADIO PROGRAMMING FORUM, August 19-21, 1971, Hotels Ambassador, Chicago, Illinois. (If you wish to register others besides yourself from your organization please send names and titles on your letterhead and enclose payments.)

Registration Fee: $150.00 per person
Add $35.00 per person to attend Thursday morning

Please enclose check and return registration form to:
RADIO PROGRAMMING FORUM
NINTH FLOOR—300 MADISON AVENUE, NEW YORK, N.Y. 10017

NAME ____________________________
TITLE ___________________________
COMPANY _________________________
ADDRESS _________________________
CITY, STATE, ZIP ___________________

Complete refund will be made for cancellations received before July 2, 1971. After that date but prior to the opening of the Conference, a cancellation charge of $50.00 will be made. After that "no shows" cannot be refunded, although substitutions are permitted.
**Pare-Shaped Judgment Key to Success: Drake**

**Continued from page 28**

**Continued from page 28**

because the initials were GO and suited a Top 40 station better.

Drake's first hit single, however, which was a

**Gary Owens Sweats 6-Hat Success**

**Continued from page 28**

**Hear 3-Speakers**

**Continued from page 28**

**Campus News**

by BOB GLASSBENDER

Something quite special is planned for all student broadcasters who attend the Radio Programming Forum in Chicago this year. We are going to hold a special meeting for all campus broadcasters. Add this to the $50 scholarship fee, which is now one-third of what the commercial broadcasters pay, and the trip is well worth while. Incredibly, the remainder of the $150 fee is being picked up by Billboard. This is really the only chance a campus broadcaster has to talk to all of the biggies. Register immediately with James O. Rice Associates, Radio Programming Forum, 400 Madison Ave., New York, N.Y. 10017. Then call the Hotels Ambassador to register for a room. Let's get truckin'!

There were over 30 Berklee School of Music alumni scheduled to perform at the Newport Jazz Festival before it was interrupted by a group of people who believed that they had to see the musicians in order to appreciate the music. The artists included such notables as Buddy Rich, Frank Zappa, and the Blue Notes, as well as a large number of other well-known artists. The festival was a huge success, with audiences of over 50,000 people attending each day.

**Radio-Television Programming**

**Oldies from 1955 to 1970**

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**Radiographic**

**SNW-FM AIR PERSONALITY Johnathan Schwartz, right, talks with Buzz Linhart, left, and Cary Simon, shortly before leaving for a weekend trip to a convention in Chicago.**

**Sunday July 24, 1971, BILLBOARD**

**JULY 24, 1971, BILLBOARD**

**There were over 30 Berklee School of Music alumni scheduled to perform at the Newport Jazz Festival before it was interrupted by a group of people who believed that they had to see the musicians in order to appreciate the music. The artists included such notables as Buddy Rich, Frank Zappa, and the Blue Notes, as well as a large number of other well-known artists. The festival was a huge success, with audiences of over 50,000 people attending each day.**

**Gary Owens Sweats 6-Hat Success**

Mitchell, S.D., while going to col-
lege, was a disk jockey at a small radio station from noon until 10:30 p.m. every day, then worked on the local TV from 10:30 p.m. until 2 a.m. and a sparse after-school TV program. After gradu-
ating from high school, he went to college and claims that he still has his "old hat and cap of the radio man".

His real name is Gary Allen and he worked as a radio news-
man under the name "Gary Allen".

Gary Owens was adopted at KOIL.

The letter continues, and I will probably use it in its entirety in the fall. For now, let it be known that ZBS has two packages which are offered to campus radio in an effort to expand the consciousness of the campus community. They are offering an ID package for $250. "The ID's will give the campus station an image that I take people are taking their jobs seriously," said the Meadall.

Over $100,000 is spent on a production pack-

age which consists of something called "Bitz." It is 30 minutes a night of all kinds of one-liners and longer vignettes which you can stick in between music, use over and over and build a library of stuff that will give their station a lot of professional spiff and snazz," according to Meadall. A year's production package will cost $200. Now here is the hook. For the cost of either package, the station also receives a free natural food show; a mystery serial which runs five days a week, seven minutes a day for three months; and probably 200 other shows which the ZBS people will create throughout the year. This is an all-inclusive package which includes all the above and many more.

There is no rip-off involved here. Meadall said the money will be used to support the

**Continued on page 34**
A mountain side, a flower grows
A river side and the water flows forever...
A new single by
HURRICANE SMITH
A breath of fresh air at the top of the British charts.
WGST PD Conceives Adult 'Top 40' Format

By RUTH CASTLEBERRY

ATLANTA, Ga. — WGST has shed its 13-year-old Middle-of-the-Road sound for a new format described as a "pure 40" one built by its innovative program director, Chips Elliott, who believes that the middle-of-the-road sound is on its way out.

"Radio has gone in cycles. Top 40 has become a misnomer," said Elliott. According to the program director, Top 40 became specialized when the Beatles arrived. "Radio is now realizing that it was in the 60's when they played 40-45 top tunes and blended the music. I think radio today is hearing back to a sound that will appeal. I don't think MOR will be any more. They used to play the Carpenters while Top 40 changed, and we've changed that in the last eight months."

Last September, Elliott took a look at what Top 40 was doing and what he wanted to do.

"The market is so divided into stations calling themselves Top 40 or MOR but there was no true Top 40 sound to appeal to that 18-19 age bracket."

Elliott initiated his format in March and it's already pretty well established. "We're playing 40 records—plus oldies and selected album cuts," Elliott said.

The "pure 40" format is illustrated by selections from a record list including "It's Too Late," "Riders on the Storm," "Signs," "Magic Mountain," Big Star's "St. John," and "He's Gonna Step on You."

Elliott added that WGST was one of the first stations in the southeast to go on Chase's "Get It On." "I think the Radio fifty sound is still popular as his criteria for selecting records.

"(1) Ages: 20-30 demographics; (2) Sales—local level; (3) Charts and tip sheets; and (4) The record's hit potential which he judges by "instinct or just by feel."

"The music mix is the most important thing," said Elliott, but he also considers other elements necessary to the overall sound.

"Proper presentation of news is also a factor. Any Top 40 station can have rattle-your-mind deejays in out, but the presentation is all important."

We have deejays who are real people. The sound is that of a deejay."

Elliott said that the Top 40 sound is far off the call letters, using them only as required by law. Replacing them is a pilot for a complete 24-hour country programming service that Easel plans to offer in the future. He wants to assemble three air personalities with complete programming, either on stereo or monaural.

"This show features a playlist of 40 records, plus extras. The extras are mostly traditional tunes in modern dress."

Elliott, who started out in the tape music library business 15 years ago, today also provides in-flight programs for Braniff, Western Airlines, Club International Airlines, and charter airlines.

Dear Mr. Distributor:

Please advise. I am trying to FIND an album by Johnny Zanot entitled "Tell It Like It Is." I have been besieged with twelve orders for it. Thank you.

A New York Dealer

FIND can do it.
NEW YORK—There's very little nonsense about Nonesuch Records. This is perhaps the key to the label which continues to rack up impressive sales figures. Since Jan- ny, for example, the Kingmey-named label has shown a 41 per- cent increase over the same six- month period a year ago. One of the principals who has led this growth is label president Ramsey Starne, a newly appointed president of Elektra Records, who is breaking the sex barrier. He's the first man in RCA records to do so, he says, and he's the first man who's dedicated, says, and he's not a nonsense badge around with him, tened on by a romantic notion of tat sells records which would make high-pressure peddler cringe.

"I just don't believe in the hype! The large publicity displays—tactic buyers. You can jet off a classical package with fancy menus, change its name to ap- peal to the contemporary audience and make it sell regardless of the artistic content," he said. "But a question is does the buyer come to he more or does he simply increase the record on a one- shot basis?"

Value Questioned
What "is also questionable."

Miss Starne said, "in the value this kind of sales gimmick has on the classical field in general. It does much more harm than good. In the end the buyer becomes skepti- cal because he's confused by the flashy, and everything looks alike to him. The hard-core buyer, on the other hand, evaluates the material, and after all, he's the essen- tial consumer."

"We try to give the public what we think is quality. We don't be- lieve in shoddy marketing. It may be idealistic, but we believe that the more you herd the people the more you'll get sick of it. At Nonesuch, under Jack Holz- man's guidance, our emphasis has been and will continue to be on repertoire, edited of course by an excellent sales force. Gimmicks, hard sell, hype are simply not part of our philosophy and we're very content to reject that kind of flashy marketing and mer- chandising technique, the company has flourished.

Sterren's Kinney
Miss Starne, who has been with Nonesuch for more than six years, is excited about the label's potential and what he simply increase the record on a one- shot basis?

Vanguard Offers Variety, Quality in Twofer Set
NEW YORK—Vanguard Rec- ords is starting to take a twofer set strategy in its in- the production and press relations.

stresses the Kinney role in achiev- ing the label's status and the label's sales. "Unlike other com- pany organizers, Kinney has left us to pilot our own course. This shows faith in us. He's been outstanding. And, they've also helped immeasurably in opening to Nonesuch's wide-spectrum of programming. Consequently," she said, "our firm has been able to reach areas and the classical buyer heretofore un- touched by our sales force and promotion people. Kinney's diversi-fi ca- tion policy has been the key here, and perhaps the entire family of labels has reap the price. The appreciation of the intrinsic stature of classical music has been especially gratifying.

Vanguard Offers Variety, Quality in Twofer Set
NEW YORK—Vanguard Rec- ords is starting to take a twofer set strategy in its in- the production and press relations.

"Grands Concerts"
There are many more "Grands Concerts" planned for the year, but it is anticipated that the label will have a new release by the end of the year.

The last twofers, by Heston, begins in the beginning, with the Creation, the Garden of Eden, and ends with the Last Supper, which contains songs. The act's rich, voice singing is power- ful and the text is perfectly. The "straight"; Bach pack- age has nine sections and features various artists. A Mischa Elman piano concerto for violin and orchestra is noteworthy, as is the "Dic- kies Card" Dicke Card conducting the "Concerto for Harpsichord and Orchestra" with two sections, and in Stokowski as conductor.

Martha Abravanel, the Utah Symphony, and soprano Nanette Dacurh make a triple-treat in the last concert, it too has "Sym- phony No. 7" and the "Symphony No. 4." An all-around heavy performance throughout. Herschel Berger, Jan Peerce, and Shulamit Schlama are three of the names that will attract the buyer to the "Marriage on 13 Stations."

By ROBERT SOBEL

'�Marriage on 13 Stations'

NEW YORK—Radio pioneer has been selected to 13 key stations across the nation on Sir Michael Flanders' "Marriage on 13 Stations," opera being released by Philips Records.

The grand rights fee has been waived, in cooperation with Bel- air Media and Mercury Corp., for one broadcast during August, Sep- tember, and October, to be in- terview tape with Sir Michael and conduc- tor Colin Davis has been prepared as an introduction feature. Flyers were mailed to dealers July 16. The three-record set has a suggested list price of $17.94.

CONDUCTOR Michael Tilton Thomas left, and BMI president Edward T. Cramer, with initial recordings of BMI concert works recorded under grant from the performing rights licensing organization on the occa- sion of its 30th anniversary. The Deutsche Grammophon record-ings by the Boston Symphony Orchestra, is used widely, but is in reality, one of the 13 Pulitzer Prize-winning composers affiliated with BMI.

JULY 24, 1971, BILLBOARD 33
SOUL SLICES: With Federal and King since “Please, Please, Please” in 1956, James Brown now moves lock, stock and masters to Polydor, who will repackag him for the slick market. King keeps “Hot Pants” and “Escapism” (though Polydor has them for albums), and then it’s all Polydor, most of Brown’s publishing included, as well as his People and Brownstone labels. His current Apollo appearance, closing Tuesday (27), will be taped, while a 3-LP set live in Paris just awaits the word and whim of Mr. Brown. Patti LaBelle and the Bluebelles, now simply LaBelle, have signed to Warner Bros., with “Shades of Difference” b-w “Morning Much Better.”


** **

** OVER THE AIRLINE: Album Happenings: Diana Ross, “Surrender” (Motown); New Birth, “ Ain’t No Big Thing” (RCA); Jr. Walker & the All-Stars,” “Rainbow Funk” (Soul); Nikki Giovanni, “Truth Is On Its Way” (Janus); Teddy Knight, “Occasions” (Cadet); Friends of Distinction, “Friends & People” (RCA). Wayne Shorter, “The Odyssey of Iska” (Blue Note); Edwin Starr, “Involved” (Gordy); Booker T. Jones & Priscilla Coolidge, “Booker & Priscilla” (Shanachie); Ernie K. Doe (Janus); Carla Thomas, “Love Means...” (Stax); Kim Weston, “Kim, Kim, Kim” (Vest); Eddie Floyd, “Down to Earth” (Stax); Billy Paul, “Going East” (Philadelphia Int.); Ludisputed Truth (Gordy). Soul Sauce picks & plays: Tami Lynn, “ gonna Run Away From You” (Columbia); Silent Majority, “Frightened Girl” (Hot Wax); Danny Hathaway, “Put Your Hand in the Hand” (A&M). Dells, “The Love We Had” (Cadet); Moments, “Lucky Me” (Stax); James Carr, “Hold On” (Atlantic); Funkadelic, “Can You Get to That” (Westbound); Jimmy Holiday, “Save Me” (Dial); Vivian Reed, “Feel the Earth Move” (Epica); Lea Roberts, “Can’t Get Enough of You” (UA). Bobby Powell, “Peace Begins” (Whit;):

(Continued on page 35)

Dear Mr. Dealer:

I want to send my mother-in-law an L.P. by Big Brother and the Holding Company entitled “Cheap Thrills.” Please help me find it.

—A Son-In-Law From Saskatoon

FIND can do it.

Vox Jox

** Continued from page 32 **

the staff pitched in and got together like they did here when the change happened. Not a bit of the customary complaining and egotisticalizing. Lots of team-work and smiles.”

In case any of you guys are interested in worldwide radio, there’s a book you can get called World Radio TV Handbook, $6.95 postpaid. And I’ve been promised a review copy by Steve Lappin, Billboard Magazine, 150 N. Wacker Dr., Chicago, 60604. If you mention my name when you write him, you’ll get a five-cent discount. This is the Bible for “worldly” radio; it’s the largest directory of worldwide radio stations, including frequencies, timezones, countries, etc. I set up the U.S. section myself; it features all of the 15,000-plus U.S. stations and the programming featured on most of them. This book is especially invaluable if you like to listen to radio at night when you can pick out different stations.

(Continued on page 35)

Gary Owens Sweats 6-Hat Success

** Continued from page 30 **

someone is visiting on the show, they record the tune. Owens said. “The album was already recorded, so the show was just to fill in some holes.” Owens estimated that about half of the album was adlibbed. He used two turntables for wild tracks. The engineer, he said, even plays all of the music on the show. Production is kept tight, the duty of an air personality to make things as succinct as possible. Like any good salesman, he likes to try the image of himself as something to demonstrate for “Air personalities should remember that they are the leader’s in an community — perhaps the best known person in the city. They all have to do with the public eye and must act accordingly.”

JULY 24, 1971, BILLBOARD
LaSalle, "Trapped by a Thing Called Love" (Westbound); Esquires, "Dancing a Hole in the World" (Roky Rider); Bobby Hutton, "You're My Whole Reason" (Phillips); Ed Robinson, "Just Wanna Be There" (Atco); Barbara Lynn, "Until Then I'll Suffer" (Atlantic); Ted Taylor, "How's Your Love Life Baby" (Ronnt); Patterson Singers, "Working Together" (Atco); Persuaders, "Thin Line Between" (Atco); General Johnson, "I'm in Love" (Invictus); Laura Lee, "Women's Love Rights" (Hot Wax); Ruby Andrews, "Hound Dog" (Zodiac); Barbara Mason, "Paw Paw Song" (Buddah); Impalas, "Think It Over Girl" (Down to Earth); Hugh Masakela & The Union of S. Africa, "Duba" (Chisa); Big Black, "Diggin' What You're Doin'" (Uni). ... Breakouts: King Floyd, Betty Wright, James Brown, Lost Generation, Sintec & Wylie, People's Choice, Al Green, Electric Express, Chi-Lites, Ronnie Foster, Impressions. ... The Jackson Five's first TV special, "Goin' Back to Indiana," will be aired Sept. 19. ... "New Kool & the Gang: "Hot Pep Soup" ... "Lucky for Me" (Uni). ... Brown, of "Think Soul." ... Geary Tanner reporting: "Two AM, Two FM, Florida State University, Daytona Beach; he'd add that the sounds on these LP's complement each other quite well. ... Pick and Plays WUSA, State University of New York at Albany, Keith Mann reporting: "Tarkus" (LP), Emerson, Lake and Palmer, Cotillion. ... WGSU-FM, State University of New York at Geneseo, John Davlin reporting: "Riders on the Storm," Doors, Elektra. ... Jimmy Bolen, LaSalle, sponsored by Chimneyville Records, reads Soul Sauce. Do you read?

Campus News

* Continued from page 30

used for more programs and of course the needs of the family at ZBS. For further inquiry, write to Meatball or Mike Roach at ZBS Media, R.D. 1, Fort Edward, N.Y. 12828.

Two records worth mentioning. "Cosmic Music," featuring Alice and John Coltrane as well as Pharaoh Sanders, plus others, on Impulse Records is well worth a call to the local ABC Record distributor or music store. ... Paul Butterfield Blues Band LP, "Sometimes I Feel Like Smilin'" (Elektra). I might add that the sounds on these LP's complement each other quite well. Pick and Plays WUSA, State University of New York at Albany, Keith Mann reporting: "Tarkus" (LP), Emerson, Lake and Palmer, Cotillion. ... WGSU-FM, State University of New York at Geneseo, John Davlin reporting: "Riders on the Storm," Doors, Elektra. ... Jimmy Bolen, LaSalle, sponsored by Chimneyville Records, reads Soul Sauce. Do you read?

WIRE-FM, Georgia Tech, Atlanta, R. Geary Tanner reporting: "Weather Report" (LP) Weather Report, Columbia. ... KSMU, Southern Methodist University, Dallas, Tex.; "The Ballad of Todd Rundgren" (LP); Rent, Beggars Group. ... WPFG, Florida Presbyterian College, St. Petersburg, Clyde McKenney reporting: "Songs" (LP), Orville Steele, Uni.

WMHR, University of Minnesota, Minneapolis, Michael Wild reporting: "High Contrast" (LP), Gabor Szabo, Blue Thumb. ... WKSU, WKSU-FM, Kent State University, Kent, Ohio; Jon Horning reporting: "You've Got a Friend," Roberta Flack, Atlantic. ... KFLC-FM, the Lindewood Colleges, St. Charles, Mo.; Chuck Lackner reporting: "Swallow Tales" (LP) Cachette, U.A. ... KVPX-FM, Parsons College, Fairfield, Iowa; Don Wolfor reporting: "Second Contribution" (LP), Shawn Phillips, A&M.

DENVER—The Country Music Association (CMA) board of directors and officers, meeting in a quarterly session here, cited Mrs. Gladys Hart of this city for her untiring work on behalf of the industry.

The city of Denver, in return, cited the CMA for honoring the Colorado capital city in conducting its meetings here.

The award-exchange took place at a special membership luncheon, hosted by the CMA, bringing together industry people of the Rocky Mountain area in a social gathering. Mrs. Hart was presented a Colorado flag to CMA, accepted by board chairman Dick Broderick.

President Wade Pepper and past president Tex Ritter spoke to the delegation.

In the meetings, held at the Brown Palace Hotel, the CMA heard reports on progress ranging from the use of its recently produced film (for NARM) to the introduction of the fair, parks and other outdoor shows.

Bill Farr, vice president of Columbia and co-director of the film expounding the merits of country product, noted that the film now is being distributed to many areas for promotional use, and that some record labels plan to utilize it for showing to distributors and others.

Jack Geldhardt, past president of NARM and an Atlanta-based rock-observer, also announced that the film, along with a full-scale country presentation, would be a part of the MOA convention in Chicago next October.

The board in selecting future meeting sites also agreed to continue its recently established policy of holding membership luncheons, primarily to inform the industry of developments in each area. The selected meeting places for the next year are Nashville (October), Mexico City (January), Bakersfield, Calif. (April), and Montreal (July).

Walter Heaney, publisher of Atmosphere Business, told of his utilization of the CMA film and other promotional items at meetings of fair operators.

Plants also were revealed for another NARM presentation next spring, using CMA’s “Entertainer of the Year” award.

Irving Waugh, president of WSM and co-chairman of the awards show committee, confirmed that the CMA awards program would be televised live from the Opry House by Kraft Sunday, Oct. 10, immediately following the conclusion of the Music City Pro-Celebrity Golf Tournament. Waugh also detailed plans for the coming “Grand Ole Opry” birthday celebration, also in October.

Progress also was announced toward the printing of a Jimmie Rodgers commemorative stamp, and new promotional plans, involving CMA and the country labels, were outlined for Country Music Month.

Nominations also were presented to the board for directors to be voted upon by the membership at the October meeting in Nashville. They represent all of the categories of country music and all geographic locations. This membership meeting will take place Friday, Oct. 15, at the Municipal Auditorium, Nashville.

In addition to the board meetings, there were separate committee meetings (Continued on page 41)

SRO at Four ‘Opry’ Shows

NASHVILLE—More than 12,000 visitors crowded the “Opry House” for four capacity houses last weekend. It was the largest possible crowd the building could absorb.

The four shows, Friday night, Saturday Matinee and two evening Saturday performances, presented more than 30 “Opry” regulars and special guests for the visitors, far exceeding any package show which might be promoted.

In addition to the scheduled shows, the Friday night show ran an extra 30 minutes and the Saturday night first show began 25 minutes early. All of it was broadcast.

Guests on the show were Charley Pride, Bobby Lord, Ray Pillow, the Oak Ridge Boys, George Hamilton, Lennie Lynn, Earl Scruggs, Stu Phillips (Continued on page 41)
The Southern Gentleman's newest album just came out. It includes his giant hit, Bright Lights, Big City, and a couple of his all-time favorites, You're The Reason I'm Living and It Keeps Right On A'Hurtin'. It's got some great new songs and singing on it too.

If you ask for The Sensational Sonny James, you'll be asking for it by name.
<table>
<thead>
<tr>
<th>TITLE/Artist</th>
<th>Label &amp; Number</th>
<th>Peak Chart Position</th>
<th>Weeks on Chart</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRIGHT LIGHTS, BIG CITY</td>
<td>Sony James, Capitol 3114 (Komet, BMI)</td>
<td>1</td>
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<tr>
<td>I'M JUST ME</td>
<td>Norah Jones, Elektra 47-9996 (T mr, BMI)</td>
<td>54</td>
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<tr>
<td>WHEN YOU'RE HOT, YOU'RE HOT</td>
<td>Jerry Ragwi, RCA 47-9976 (Vener, BMI)</td>
<td>16</td>
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<td>JUST ONE TIME</td>
<td>George Jones, RCA 47-9981 (MCA-BMI)</td>
<td>13</td>
<td>12</td>
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<td>HE'S SO FINE</td>
<td>Jimmy Swaggart, Swan 8-10234 (CBS) (Bright Tunes, BMI)</td>
<td>7</td>
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<td>INDIAN LAKE</td>
<td>IsleyBrothers, Columbia 4-43588 (CBS)</td>
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<td>RIGHT WOULDN'T TOUCH A HAND</td>
<td>George Jones, Monument 14-040 (Golad, BMI)</td>
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<td>SOME DAY WE'LL LOOK BACK</td>
<td>Sonny James &amp; The Drangers, Capitol 3115 (Blue Book, BMI)</td>
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<td>YOUR MAMA</td>
<td>Jeree White, Columbia 4-43506 (Flagship, BMI)</td>
<td>12</td>
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<td>ME AND YOU AND A DOG NAMED BOO</td>
<td>Pat Benatar, Epic 3-10340 (VeeJay, BMI)</td>
<td>130</td>
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<tr>
<td>DREAM LOVER</td>
<td>Billy &quot;Crash&quot; Craddock, Columbia 195 (Singer Sibs/Althouse/Bay/Bagby, BMI)</td>
<td>6</td>
<td>8</td>
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<tr>
<td>BURY (Are You Mad)</td>
<td>Hank Owens &amp; His Back Door, Capitol 3106 (Kuller Rose, BMI)</td>
<td>14</td>
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<td>GWEN (Congratulations)</td>
<td>Tommy Emmanuel, Dot 107079 (Paramount, BMI)</td>
<td>14</td>
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<td>THE CHAIR/SEVENTEEN</td>
<td>Sherry Robinson, RCA 47-9327 (Vener, BMI)</td>
<td>12</td>
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<td>NASHVILLE</td>
<td>David Houston, Epic 3-10748 (CBS) (Terry, BMI)</td>
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<td>PLEASE DON'T TELL ME NO</td>
<td>Bobby Bare, Mercury 72920 (Cowles, BMI)</td>
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<tr>
<td>SINGING IN VIETNAM TALKING BLUES</td>
<td>Johnny Cash, Columbia 4-43593 ( souvent de Cash, BMI)</td>
<td>5</td>
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<td>SHE DON'T MAKE ME CRY</td>
<td>David Rodgers, Columbia 4-43583 (ASCAP)</td>
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<td>MOUNTAIN OF LOVE</td>
<td>Bobby G. Rice, Royal American 32</td>
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<td>GOOD ENOUGH TO BE YOUR WIFE</td>
<td>J.J. Cale, Columbia 3116 (Dixie Lees, BMI, Roy Jr.)</td>
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<td>5</td>
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<td>THE RIGHT COMBINATION</td>
<td>Melvin VanPGuy &amp; Dolly Parton, RCA 47-9994 (Decca, BMI)</td>
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<tr>
<td>GOOD LOVIN' (Makes It Right)</td>
<td>Tammy Wynette, Epic 3-10779 (CBS) (Unichappell, BMI)</td>
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<td>SOMETHING BEAUTIFUL</td>
<td>Slim Whitman, United Artists 30775 (Philco, BMI)</td>
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<td>YOU WALK IN</td>
<td>Tammy Wynette, Epic 3-10026 (CBS) (Columbia, BMI)</td>
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<td>THE PHILADELPHIA FILLIES</td>
<td>Bell Rivers, United Artists 50082 (Kuller Rose, BMI)</td>
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<td>TREAT HIM RIGHT</td>
<td>Barbara Mandrell, Columbia 4-43591 (Epic, BMI)</td>
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<td>7</td>
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<td>WHEN YOU'RE SOMETHING OF THE WORLD</td>
<td>Kenny Kelleys, Epic 3-10741 (CBS) (Lotty Lane, BMI)</td>
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<td>THE YEAR THAT CLAYTON DELANEY DIED</td>
<td>Tom T. Hall, Mercury 73221 (Cowles, BMI)</td>
<td>3</td>
<td>9</td>
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<td>BABY, YOU'VE GOT WHAT IT TAKES</td>
<td>Charlie Landsborough &amp; Shirley Montgomery, Capitol 3111 (Voguer/Ekin, BMI)</td>
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<td>LOVE ON BROADWAY</td>
<td>Johnny Lee Lewis, Sun 1125 (SSS International, BMI) (Tavern, BMI)</td>
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<td>EAST LOVING</td>
<td>Tanglewood, RCA 47-9982 (VeeJay, BMI)</td>
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<td>WONDER WHAT SHE'Ll THINK ABOUT ME LEAVING</td>
<td>Hearts of Gold, RCA 47-9983 (RCA-BMI)</td>
<td>7</td>
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<td>LEFT HANDLE OF LOVE</td>
<td>Parliament-Hitmen, RCA 47-9984 (Columbia, BMI)</td>
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<td>WELCOME TO MY WORLD</td>
<td>Melba Montgomery, RCA 47-9993 (Hite/Ready, BMI)</td>
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<td>CHARLEY'S PICTURE</td>
<td>Perry McRae, RCA 47-9997 (Columbia, BMI)</td>
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<td>THE LAST TIME I SAW HER</td>
<td>Gene Langford, Capitol 3122 (Warner-Tamerlane, BMI)</td>
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**JULY 24, 1971, BILLBOARD**
and Mike Segar, . . . Roy Drusky drew standing room only at the Eleventh Frame Club in Sylacauga, Ala. The booking was by Hubert Long. . . . Tiny Harris, also booked through Long, is playing his third engagement at the Golden Nugget, Las Vegas. He is already slated for four more visits there this year. LeRoy Van Dyke has one of his busiest summers in history. . . . Fred Ellis is back in business, working the Denver area after a stint in the army. . . . Charlie Louvin has rejoined Bud Lee. . . . Bill Owens has rejoined Owegian.

There is now on the market a record called "A Sioux Named Boy." It's recorded by a genuine Indian youngster named Jeffrey J. Jeffrey (the middle initial is for Jeffrey), and it's out on Metro-Country. Written, published, and produced by Larry Hart of the Wil-Helm Agency, the song tells the story of the Indian's unfortunate young life. . . . All employees of the Shelby Singleton Corporation have been going to school, literally. Held in the Singleton studio for a 10-day period, the school is designed to acquaint every employee with all the facets of a record company. The people in the stock room now will know what the publisher is doing, the publisher will know the fundamentals of distribution, ad infinitum. . . .

A new firm has been incorporated here by a priest called Our Lady Music, Inc. Father Ray McClain is the president of the publishing company which has offices at 95 White Bridge Road. Right now the company is looking for songwriters, with room for about 15 of them. Religion has nothing to do with it. . . . We received many letters following the recent Madison Square Garden story about the need for a country station in metropolitan New York City. It's a natural for somebody . . . Steel guitarist Mike Stanton from Tacoma, Wash., who at 18 has a background of eight years in country music, is now a permanent member of the Sandy Knox show. (Continued on page 40)

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**Nashville Scene**

By BILL WILLIAMS

Dr. Sr.Bragg and his Revue performed last week at the Smithsonian Institute program in Washington. Others who took part in the event included John Hartford.

**COMING**

From WENDY BAGWELL

Famous: "Here Come The Rattlesnakes" Story Teller

"YOU WON'T BELIEVE THIS" Cas-9699

CANAAN RECORDS

Waco, Texas 76703

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**Billy Graham Heads 'Opry' Chapel Group**

NASHVILLE — Dr. Billy Graham will head a board of advisers for the "Little Church of Opryland," to be built with materials from the former Ryman Auditorium, now the Opry House. Serving with Graham will be Roy Acuff, Ernest Tubb, Tex Ritter, Bill Monroe, Ernie Ford, two local clergymen, Irving Waugh, president of WSM, Inc., which owns Opryland; and G. Daniel Brooks, chairman of the board of the National Life and Accident Insurance Company, parent firm of the radio station.

Acuff, Tubb, Ritter and Monroe are the living Opry performers who are members of the Country Music Hall of Fame.

The decision of WSM to memorialize the present Opry House by using its materials to build a non-denominational chapel in the entertainment-recreation complex announced in March. Bids have been taken for the new Opry House, an air-conditioned 4,000-seat structure. It will be completed some months after Opryland opens next April. Ernie Ford has volunteered to sing the first hymn in the new little church.

The present Opry House was originally the Union Gospel Tabernacle. It was later changed to Ryman Auditorium in honor of the riverboat captain who contributed heavily to the building. (Continued on page 41)

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**Dear Dealer:**

I'd like to FIND The Carter Family's "Keep On The Sunny" in 8-track. Can you please help me?

—A Des Moines Housewife

FIND can do it.

---

**Tommy** (congratulations) on your first album... your first hit album.

**"Tommy Overstreet"**

featuring his #1 single **"Gwen (congratulations)"**

Straight out of Country!

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**DOS 25992**
JIM RICHARDS
HAS A POWERFUL DEBUT WITH

"JUST BECAUSE I'M NOT THE MAN I USED TO BE"

Princess Pr 1015
Written by: Jim Sarsfield
Publisher: Sarsfield Songs
B/W

MUSIC NEWS

NASHVILLE—An estimated 20 top country music entertainers based here have volunteered their talents for a huge benefit show in Columbus City, Ind., July 20. The artists will perform in behalf of a 13-month-old girl, victim of a terminal liver disease. Corrective surgery must be performed within four months to save the child’s life. The transplant surgery and therapy are expected to cost some $40,000.

Among those who have volunteered to perform are Jim Ed Brown, Billie Jo Spears, Ernie Ashworth, Sunday Shaepe, Charlie Louvin, Paul Breuer, Jesse Johnson, Julie Ryan, Ralph Emery (who will host the show) and others not yet announced.

The show is being coordinated by the 23,000-farmer Buddy Lee Attractions. Artists whose schedules would not permit appearances have pledged donations, which now total more than $5,000.

Nashville Scene

Continued from page 39

Mike was previously with Judy Lynn and the J.R. St. James. The Sound of Music Distributing, Inc., is handling several new labels for distribution. They include Town & Country and PanNut labels. Richie Johnson of Bolen, N.M., heads the company.

Phyllis Hilter’s "Rhino" is doing great as a children’s album, and her single of "Love Is a Circle" is incredible. "Cincinnati’s" Terry Foster, represented by Dick Wuthington, is getting some attention here in Nashville… More than 23,000 fans turned out for "Farmers’ Night" at Municipal Stadium in Kansas City as the Royals hosted the Boston Red Sox. Johnny Western headed the country music artists who took part on this first "country music" night, produced by Hal Phippen. The Royals now plan to make it an annual affair. Tom "Tom T." Hall has been booked for the Four Seasons in Aurora, a Denver suburb, while attending the Country Music Association board of directors’ meeting in the Colorado capital. Roy Clark, as noted earlier, played an environmental date in the area at the same time. Hank Thompson will headline the Junction County Fair in Junction, Tex., in August.

The Johnny Cash show picks up momentum in August, playing big dates in Virginia, Pennsylvania and Ontario, Canada. Most of these are multiple.

(Continued on page 41)
WANTED: beads, patches 25% around the weeks. POSTERS.

The prior to date of box and phone.

JULY

St., national rule free.

Movie Promotion

Record Pressing

Magazine and Newspaper

Major Distribution Arranged

royalty. Write

Masters approved.

R.E.I. Water Columbus, Ohio 1409

for

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IN

week.

PUBLISHERS-

RECORD

It material.

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call:

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Arranged

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for

WANTED - ROUNDING ENGINEERS FOR

including territory desired and

distribution. (717) 745-6005

AMPEX CASSETTES in

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Billboard.

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TAPES-REPS WANTED

Bill and record tape to Rack

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**Jukebox programming**

**DEBATE SERIOUSNESS**

Programmers Rip Lengthy 45's

**BY EARL PAIGE**

CHICAGO—Jukebox programmers are increasingly dismayed over the trend to long singles, but are not ngOnInit() having the seriousness of the problem. The flip of the latest Steppenwolf single “For Madmen Only” is labeled by one programmer as “madness.” However, other programmers are using the Steppenwolf single, which has been on their chart for over 800 weeks. The programmers are using the Steppenwolf single because it is their single, and they are not using it if they think it is a “bad” record. They say, “We think a single should not be single long, but should be single long.”

**PARTY SPIRIT**

**POLKA DISKS SPARK JUKEBOXES**

**BY BENN OLMAN**

SUSSIE, Wis.—Polka records can be just the right tonic for some summer hours, according toLarry Von Reuden, Suburban Vending Co. Records are good, happy tunes and they provide a friendly, party atmosphere in localities that cater to the adult trade. I consider polkas just as important as music makers as Top 20 singles during the hot summer months. I program a lot of promotive on our lake resort locations. People in this area are very fond of summer cottages with out-door air conditioning. To escape the heat the vacationers go to taverns at night to cool off. Maybe they’re on vacation that they play the happy, bouncy polka records. A couple of polkas that are always in the money for us are “Astronaut Polka” by the Bethrock Band and “Hot Dog Joe” by Alvin Styczynski.

One more polka programming note from Von Reuden: “Check your locations during the summer to learn if they sponsor a baseball team. After the games most teams come back to their sponsor to open a quarter barrel of beer and have a party. This is when the polka really keep turning.”

**HOT JUKEBOXES**

MINNEAPOLIS — There are hundreds of new locations for jukeboxes opening up across America due to the expansion of Acme One-Stop's Larry Rugemer here. This expansion is why he feels programmers need more variety of recorded product.

People may laugh about the sauna jukebox, but I know of two radio stations who have said, adding that the expansion of jukeboxes has a factor in the American Music's tripled volume since it joined the firm 10 years ago. Various types and locations of every week servicing as opposed to every other week changing of records are two factors contributing to the growth of one-stop and the need for more product.

**Cin Machine World**

**GERMAN SHOW**

There is worldwide interest among sociologists and other behavioral experts as to the motivation of jukebox operators, and other amusement gamblers. The Weimar State Institute of International Automaten Machine Exhibition (IMA '71) here, Sept. 6-9, in the Kongress Hall, will be the largest Automaticer show which will deal with the motivation subject. All exhibit space is sold out and 59 firms are set to show the latest in coin-operated amusement equipment.

Organized by a joint committee of the three associations representing operators, distributors and manufacturers, as well as importers, IMA '71 will last for three days and is being held in conjunc- tion with the Kongress Hall’s “Six-Tagen” (Deutscher Automaten Kongress, 1971) which is to be held in the Kongress Hall.

A special lecture will be given by Prof. Dr. Edeltrud Meistermann-Seger, a professor of Sociological Research at the University of Cologne. She will be presenting the results of a scien- tific examination into the psycho-logical motivation for playing amusement machines.

In 1967 Prof. Dr. Rene Koenig, director of the Sociological Insti-tute at the same university, made a first examination into the sociological aspects of automatic games. Both scientific inquiries have already found worldwide in-terest from other experts.

**Potpourri**

KL Records polka releases: “Chicken Polka/Stonebody Mobile Polka (KS-26),” the Village Brass and the Modern Polka Kings (KS-25),“ Elyzor Beny. Also the following: "Echoes, Echoes," by the Echoes Band (GG 40501), "Don’t Worry/I Love Me Two Times," by Bread (GG 40551), "I’m All Right/You Don’t Have to Me/Me," by "My Little Red Rock," by "Go On/Go On Again" (GG 40502)." Anthony’s, "See You in September/Boys Do Cry" (GG 037); "Echoes-Echoes, Babu Blue/Love Me Two Times," by "Drens," "Cree," "Gee/Boy (GG 087)," Oriel’s, "Waltz of the Tule Leaves," by "Grooming the Wedding Bells" (GG 137); "Anthony’s/Her Name Is Shanny/Shimmy Ko Ko Bop/In My Right eye" (GG 819), "Joey Dee, "Peppermint Twist 1 & 2 (GG 297)" and "Shout 1 & 2 (GG 299)."

**Rugemer: Polkas Dead; No Promotion in Minn.**

MINNEAPOLIS — Polka juke-box records are not selling well in Minnesota because too many re-leases are the same and polka arti-sts are not touring the state. This is the opinion of Acme One-Stop manager Larry Rugemer here who sells to jukebox programmers in a five-state area.

“If I say this in Billboard, I’ll probably never get off the phone and will have hundreds of samples come in,” he said. “But I do get a lot of complaints about records right now, and they are all just very much the same. I don’t think there are enough long singles to worry about.”

MINNEAPOLIS — Rugemer further states that only a small percentage of polka records are released, and that many of the records are not worth listening to. “The problem is that there are very few polka bands touring the state. I really believe that polka records will be played on the jukebox.”

**Dunhill Reacts To Long 7’s Problem**

**BY JOHN SIPPEL and EARL PAIGE**

LOS ANGELES—Late last week, ABC/Dunhill Records and Steppenwolf’s “Ride With Me” were almost considered using the jukebox in a flip seat partialily silent. It was a special title trip but one button on the jukebox in its current position (the button that was pushed 5:46 seconds) would play, the execs said.

They reported in instances where a record is bad on a night service call and this flip seat was pushed and just flipped the title strip over to the blank side up. People still play it. Like the sign ‘“We play a whole lot.” People want what the state of the art is of the jukebox automatically cancels if the title strip is flipped over.

**Silence Costs**

PEORIA, Ill.—Programmer Bill Bush believes in Steppenwolf’s “Ride With Me” and would almost consider using it without a flip seat printed because the flip seat would be partially silent.

It would cause a special title trip but one button on the jukebox in its current position (the button that was pushed 5:46 seconds) would play, the execs said.

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**WURLITZER**

vice-president manager Ammie A. Addy (left) receives the World Of Wurlitzer award from Dr. Joseph A. Zizzi, Heart Asso-ciation president, honoring the jukebox company’s thirty years of re-turning cards and returning them to productive work.

**Rock-Ola**

A letterman in a unique letter to the Rock-Ola office in Pomona, CA, writes, "If you have anything on the subject of 'Longs,' let me know. I have 500 copies of some Fat Dutchman records and when they ran out I couldn’t get more."

You should understand why record companies might fail to produce more polka re-leases and the problem is more than they do. "I can understand the companies’ lack of aggressiveness, because after all, how much of a market are we talking about? A company would probably be better off getting into country music."

The other thing Rugemer men-
Rock-Ola introduces the 446. It goes where no other coin-operated phonograph has ever gone before.

Some places wouldn't even let you in the front door, right? "Too classy for a phonograph," they said. "We're not ready for the bright lights and all that jazz."

Now it's your turn to show them what stuff the new 446 is made of... the new 446 Rock-Ola Console Deluxe, musicmaker for the elegant people. Fact of the matter is, when the lid is down, most people don't even realize the 446 is a coin-operated phono. It looks like just another beautiful piece of furniture to set a drink on or to serve hors d'oeuvres from... buffet-style.

After all, the Patrician walnut-veneer cabinet is stain-resistant and aristocratically styled to fit perfectly into any elegant corner. But don't let its beauty fool you. The 446 plays for keeps, with all the features that have made Rock-Ola famous. Features like our Compute-A-Flash Record-Now-Playing Indicator that makes choosing records just a little more... grand. Plays for keeps, with all the other accessories, hard-working snap-out components and security measures that keep Rock-Ola sounding great, performing without a stop.

Let the 446 Rock-Ola Console Deluxe open some new doors for you. To all the elegant places that weren't ready for a phono before. Use it to broaden your line. To give yourself more sales, more profits, more prestige.

Go out with the 446 and mingle a little. With all the elegant people. Ain't nobody can say you don't have enough class now.

The 446 Rock-Ola Console Deluxe from ROCK-OLA
The Sound One

800 North Kedzie Avenue Chicago, Illinois 60651
Rugemer: Polkas Dead; No Promotion in Minn.

- Continued from page 42

box if there are artists touring. But without this kind of activity, the business in polkas just dies up.

Rugemer, who stretches his legs once or twice a year "just to keep up with all the trends," admits now that the polka music is becoming more diversified now that the Oberkell and Waltz are part of the whole polka scene.

I find that the muzak, a dance resembling the polka, is still popular around this area. I have also seen a number of people dancing polka while being danced. So there are new areas for the recording artists to pursue.

Polkas Spark Play

- Continued from page 42

country-western big bands and polkas off by themselves to the side. I even use different color title strips for each of these categories to make them easier to find. Otherwise, when any official position about the changes in the jukebox and give up if they can't spin in a hurry what they want.

ONE STOP service for all BULK VENDING MACHINE OPERATORS

- MERCANIDE—Leaf butt gum, wrapped gum, chewing, filled clipp- si, panned candy, bulk & gomasio, lollipops, lollies, confec- spritz candies, machine cleaners & lubricants. No nuts vend- er & hot beverages.

Equipment—Party offering, coin vend- yards, must iron stands, small vend- ers, new & reconditioned bulk vend- ers in various kinds, parts for all vend- ers.

DEPENDABLE,
FAST SERVICE,
LOWEST PRICES
FROM LARGEST INVENTORY
IN THE U. S.

Send for prices and illustrated literature.

MAIL THIS COUPON TODAY
For FREE Information on the Automatics on all Northwestern States.

NAME
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Fill in on coupon, clip and mail to:
T. J. KING & CO., INC.
2700 W. Lake St., Chicago, Ill. 60612
Phone 312-533-5982

Say You Saw It in Billboard

Coin Machine World

- Continued from page 42

strengthen their ties and empha- size the regular collaboration already agreed upon at INCOMAT 1970, in Vienna, and at the Annual Trad- es Exhibitions, held in London this year.

Agreement was reached in ex- change of ideas and experiences in legal regulations of the trade. The question of technical standards and adaptation will be discus- sed. Common problems of coins.

The social climax of lma 71 will be a banquet to be held at the Berlin Hilton on September 8. The female of lma 71 will be a discus- sion on the subject "Talking shop in capital letters," to be held at Pralat, Berlin-Schoeneberg, on September 5.

Overseas firms not represented by West German importers are Tasso Trading Company, Tokyo, Central Marketing, Barcelona, Sweden, Mexico, France, Ailsness Consolidated, England; F.A. Competiti, Antwerp; Bel- giun. WALTER MALLIN

NSM EXPANDS

Inaugurating a new 6,000-square- meter plant in Bingen, G. St. Lorenz Antonmount announced that 40,000 units of pay-out, vending machines and the music accessories have so far been pro- duced. The plant, which claims to be the largest of its kind in the world, now has more than 1,000 employees.

FLA. ASSN.

The Florida Amusement and Music Association (FAMA) will present its next year for a bill to extend dance halls (or similar locations) from the occupational li- mit of 750. In Florida there is no jukebox and no door admission is charged. FAMA is preparing for the next general session of the Legislature, but it is not yet clear whether the FAMA programmer; to be held at Pralat, Berlin-Schoeneberg, on September 5.

Other states in which the Music Council is held at various exhibitions.

Kensington, Berlin.

The following meetings of the Coin Machine World.

Sept. 2-4—International Municipo- Municipal Association (MUMA) annual exhibition, Kopenhagen, Berlin.
Sept. 11—Mississippi Automatic Merchandising Council annual meeting, site to be announced.
San Antonio.

Oct. 7-8—California Automatic Ven- ding Council meeting, Del Monte Hotel, Monterey, Calif.
Oct. 7-15—46th Salzburg International Exposition, Salzburg, Austria.
Oct. 25-Nov. 4—Consolidated Automatic Merchandising Association, Lodge of the Four Seasons, Lake of the Ozarks.

Floyd Iverdon dead

NEWARK, N.J.—Floyd Iverdon, 71, veteran jukebox salesman, died here July 12 following an illness. He was born in John Bisotta from 1941 to 1952 before going to work for Sheldon Siles here.

What's Playing?

Jukebox programming

SEEBURG jukebox distributor (Atlantic New York Corp.) Meyer C. Parkhoff and his wife (right) and LaSalle Music Corp. officer Jack Hearn and his wife (left) of the New York Architec- chur in a photo taken at a recent luncheon to show appreciation for coin machine industry support of the Cardinal Spellman’s Children’s Club.

Alton, Ill.; Easy Listening

Harry Schaffner, operator;
Helen Franklin, programmer;
Schaffner Music Co.

Altoona, Pa.; Adult Location

Wayne Hesch, owner;
Robert Hesch, programmer;
Dyersville, Iowa; Entertainers

Boulder, Colo.; Campus Location

Gus Panteleopoulos, owner;
Frank Range Music Co.

Glendale, Calif.; Soul Location

Carol Stephens, programmer;
Valley Vendors

Liverpool, N.Y.; Easy Listening

Lou Glass, operator;
Pat Schwartz, programmer;
Modern Specialty Co.

Madison, Wisc.; Teen Location

Bill Bush, operator;
Les Montooth Phonograph Service

Rockford, Ill.; Teen Location

Charles Marik, operator;
Jerry Schultz, programmer;
Star Music Co.

Sterling, Ill.; Easy Listening Location

George Woodbridge, operat-
Glen Whitmer, programmer;
Blackhawk Music

Sussex, Wisc.; Adult Location

Larry VonKollen, owner;
Sussex Music Co.

JULY 24, 1971, BILLBOARD
Mushroom Label Promotes 'Underground' Disk Club

TOKYO---"The major labels in Japan are simply not doing all they could to properly promote Japanese records elsewhere than in our small country," said Hiroshi Murai, president of the new-formed label, Mushroom Records.

Murai, who is also the president of Alfa Music, and a noted publisher and musicologist, is trying to moderate success in non-Japanese markets with Mushroom Records.

The company, based at O-ku-Azabu, near Tokyo, specializes in promoting and distributing records under the umbrella title of "Jazz Station." The label's new product, "The Youngsters," is a compilation of young Japanese rock and jazz groups.

Mushroom is now negotiating with several major Japanese record manufacturers for the distribution of new singles, and plans to create an "underground" record club for the sale of LPs.

The record club program will offer participating members a minimum of five LPs per year, plus postcards, "underground newspapers" and other material for a suggested fee of 10,000 yen (227781). It is estimated that there are over 100,000 young, hard-rock fans in Japan who would be interested in participating in such a club. Mushroom is now in the process of developing direct-mail lists and is preparing print media advertising for the club plan.

Ryoko Murai, the young manager of Flower Traveler Co., an organization of several of Japan's top rock and pop artists including Flower Traveler Band (now in North America under contract to Atlantic Records), Too Much, Arctic, Miki Ueda and the others, and is also under contract to Warner Bros. Records.

Murally's public relations concern, Music New Media Corp., is also under contract to Warner Bros. Records, and is also under contract to Warner Bros. Records.

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Mushroom is now negotiating with several major Japanese record manufacturers for the distribution of new singles, and plans to create an "underground" record club for the sale of LPs.

The record club program will offer participating members a minimum of five LPs per year, plus postcards, "underground newspapers" and other material for a suggested fee of 10,000 yen (227781). It is estimated that there are over 100,000 young, hard-rock fans in Japan who would be interested in participating in such a club. Mushroom is now in the process of developing direct-mail lists and is preparing print media advertising for the club plan.

Ryoko Murai, the young manager of Flower Traveler Co., an organization of several of Japan's top rock and pop artists including Flower Traveler Band (now in North America under contract to Atlantic Records), Too Much, Arctic, Miki Ueda and the others, and is also under contract to Warner Bros. Records, and is also under contract to Warner Bros. Records.

Murally's public relations concern, Music New Media Corp., is also under contract to Warner Bros. Records, and is also under contract to Warner Bros. Records.
ATHENS—The vote by the 40-nation jury at the fourth Olympiad music competition has cast a shadow over the festival in this comparison between the two, one, which came third, the other, which came third, would have made a difference.

A television audience was not to be blamed for failing to notice the difference. The performances were equally weak and equally weakly judged. The one, the other, were not worth watching. The ceremonies were similarly weak and equally weakly judged.

The announcement was greeted with a storm of boing and jeering and a storm of clapping and applause. The song of Israel's entry, "Sho't Emt," sung by Hanit and written by Yehuda Levi, which was supposed to have been the song of Israel, was not sung by the group which came third, would have made a difference.

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After his monster hit...
"Chirpy Cheep Cheep"!

(swingin' on the top in Holland, Belgium, France, Germany, Switzerland, Spain, Sweden, England, Chile, Argentina, Australia etc...)

Mr. Chirpy Chirpy presents his new follow up hit...Lally Stott

...Jakaranda

which is all ready to blow the summer apart thanks to the heavy and enchanting drum sound, plus the story of course, which is sheer wonderful English humour!

She's big just like "Chirpy"... so watch out for her...

and keep your eyes open for his fabulous new album
PAUL ANKA HOME VISIT

MONTREAL - Canadian-born Paul Anka returns to the country on July 31 to headline at Mas and His World and to celebrate his 15th year in show business. Organizers expect a crowd of about 40,000 for the concert, and a government ceremony is planned to thank Anka for his work on behalf of Canada through the world.

It will be the first time Anka has appeared in Canada for several years. Most recently, he was represented on domestic charts with the song he wrote for Tom Jones, "She's a Lady." The seventh Festival of El Mino, in Spain, was held last week. The first prize was won by Alfredo (Philips) with the song "La Marola."

Nicola di Bar (RCA) has recorded (in Spanish) the song with which he won the past San Remo Festival -"El Cuore e Uno Zin- caro." (The Heart Is a Gypsy). Due to the success of the LP, "Il 19th Nervous System," released by Hispavox, the record company is now releasing a single including "Il Cuore e Uno Zin-caro," in two hits -one in Spanish, one in Italian. Tony Pastor, who supervised the release of the new Rolling Stones (Hispa-vox) L.P. "Ricky Fingers," and with the Stones' single "Brown Sugar" presently in the top hit bureaucracy, has signed with Daliae (which is already a favorite in France and Italy), Ali Khan's "Was Much Ich Tun?" (What Will Become of Us) for Holland, and the same artist's "She's Coming Back," which has been issued also in Japan and Brazil.

WALTER MALLIN

Two Songs— Antibes Winners

(Continued from page 46)

by Phillips for one of its Summer Show TV programs for transmis- sion on Telstar International in Luxembourg and Swiss and Bel- gian television.

Both Richard and Whittaker took the opportunity to promote new songs in French. Richard sang "La Balade de Baltimore" and Whittaker the Pierre Andre Dom- inique version of his own song, "I Believe in Colombo."

The contest was judged by a 15- strong jury which included Ray- mond Lefebre, Norris Bannister, Claude Tabet, Roger Kreicher and Maurice Buisson. Artistic direction was handled by Allo Music.

MADRID

Camilo Sesto (Ariola) has made his official debut at the J65 disco- theatre, where he presented his latest single release title, "Lanza Tu Voz." His band, La Paquera, one of the most popular flamenco (female singers), has signed with CBS and is commencing distribution in Spain of the LP, "We'll Be Together Until the Last Day" (La Vida No se da Para). The record company has also released a new single by Domenico Modugno, which is due to be released in France and Italy. Ali Khan's "Was Much Ich Tun?" (What Will Become Of Us) for Holland, and the same artist's "She's Coming Back," which has been issued also in Japan and Brazil.

MILAN—An increase in turn- over of 13.2 percent in 1970 (in comparison with 1969) for the Messaggerie Musicale company—CBS-Sugar's distribution organiza- tion—has been revealed by general manager Sergio De Gregorio. The news conference was held in Rimini May 31–June 1.

But the flow of cash, it was stated, decreased.

According to the record division was 64.42 percent; for the radio TV/education division it was 67.2 percent. (Messaggerie also distributes the Schaub-Lorenz product in Italy). In the opinion of De Gregorio and, tentatively, American act Mc- Kendrew Stringtime, which is due to tour England this August.

Jukes envisages, however, that the coffeehouse circuit could en- compass all branches of the enter- tainment business, including steel bands, blues singers and come- dians. "There's no reason what- soever why such a circuit should become just a rock music scene," he commented.

Also aimed at colleges, Chrys- als has almost every college in five package deals at low prices. The arrangement, says Andy Roberts and McKenzie Spring for $900 to $1,080; Mick Antar- dian and Sarkisian at Turkey and Kenneth at a respectable price. For example, a two-week engagement of Blue and McCaul for $650;

The exact price will depend on the college.

One of the two most recently de- voted to Brecht-Weill songs. Domenico Modugno (CBS-Sugar) has re- corded the title of the "La Casa Degli Angeli. (The Angel's House)—of Neil Diam- ond's hit, "I Am... I Am... I Am... Milva (Ricordi), who has been for the past two months, has been promoting his album (containing "Love Needs Love") by British publisher, has two more singles on the radio and Brazil. "The Love Theme From Florida Park," a vocal written by British publisher, has two more singles on the radio and Brazil. The "Love Theme From Florida Park," a vocal written by British publisher, has two more singles on the radio and Brazil.

"Sugar's distribution organiza-

tion specifically regard it as the beginning of an upward trend. The increases were 20 percent in the music market, which is expected to be the same for the year. The increase is due to the successful sales of the LP "The Love Theme From Florida Park," which is expected to be the same for the year. The increase is due to the successful sales of the LP "The Love Theme From Florida Park," which is expected to be the same for the year. The increase is due to the successful sales of the LP "The Love Theme From Florida Park," which is expected to be the same for the year.

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HITS OF THE WORLD

AUSTRALIA

(Country: Coogee)

3 This Week
1 EAGLE ROCK—Daddy Cool (CBS)
2 TOO YOUNG TO BE MARRIED—Buck (CBS)
3 IT DON'T COME EASY—Ringo (CBS)
4 HOT LOVE—T. Rex (Parlophone)
5 JANICE (CBS)
6 PUT YOUR HAND ON THE FIRE—Ringo (CBS)
7 JOY TO THE WORLD—Three Dog Night (CBS)
8 BROWN SUGAR—Rolling Stones (CBS)
9 YOUR MOTHER SHOULD KNOW—Neil Diamond (MCA)

AUSTRIA

(Country: Steiermark)

1 This Week
1 BUTTERFLY—Danyel Gerard (CBS)
2 CHIRPY CHIRPY, CHEEP CHEEP—Middle of the Road (CBS)
3 HEY TONGUE—Carly Simon (CBS)
4 SILVERMOON—Michael Neisch (CBS)
5 BROWN SUGAR—Rolling Stones (CBS)
6 QUEEN—Freddy Lai (CBS)
7 DER SCHNEIDERNSTOCK—AUF DEM DACH—Manuela (CBS)
8 OSE GARDEN—Lynn Anderson (CBS)
9 GET IT—Val-Woal de los Rios (Polydor)

BRITAIN

(Singles—Country: West London) [Denotes local origin]

This Week

1 CHIRPY CHIRPY, CHEEP CHEEP—Middle of the Road (CBS)
2 LOVE STORY—Anne Murray (CBS)
3 THE WORLD'S GREATEST LOVE SONG—Katie (CBS)
4 PETER, PETER, TSON CONG, CONG—The Kinks (CBS)
5 KNOCK—The New Seekers (CBS)
6 CHIRPY CHIRPY, CHEEP CHEEP—Anne Murray (CBS)
7 EVERYBODY NEEDS SOMEBODY—The Young Rascals (CBS)
8 MY DOG—Smokey Robinson & the Miracles (CBS)
9 DON'T MAKE ME OVER—The Miracles (CBS)

MALAYSIA

(Country: Radio Malaysia) [Denotes local origin]

This Week

1 I DON'T COME EASY—Mitsuko (CBS)
2 IT'S NOT RIGHT—Jerry Lewis (CBS)
3 JUICE—Yunus (CBS)
4 NO. 1—B. J. Thomas (CBS)
5 WANTED TO BE—Tony Bennett (CBS)
6 POWER TO THE PEOPLE—Louis Armstrong & His Gang (CBS)

MEXICO

(Single—Country: Mexico City) [Denotes local origin]

This Week

1 YOUR MOTHER SHOULD KNOW—Neil Diamond (MCA)

SINGAPORE

(Country: Rediffusion, Singapore)

This Week

1 JOY TO THE WORLD—Three Dog Night (Stipsa)

ZURICH

Dan Fordon, Penny Lane, Joe Carsoni, the Montego topless Gogo Ballet, plus a host of others, gave two concerts at the Valkholf Park in Zurich. The package performed with the name "The London Show." Among the artists who performed were Barry Whitworth, Jerry Lewis, and others.

A&M Distrib

FINDS INDIAN TREASURE

TORONTO—A&M has terminated its Canadian distribution deal with Capitol Records (Canada). In the future, A&M product will be handled by several independent distributors to be announced shortly. The label's managing director, Jerry LeCours, was quoted as saying, "We're going to be distributed by London Records in Canada."

ITALY

(Country: Discesa Internazionale)

This Week

1 PENSEE E PAROLE—Laia (CBS)
2 DINAMICO—Paolo Bonolis (CBS)
3 ERI IL TEMPO DELLE SINGOLARE (Discord)—Lynsey de Paul (CBS)
4 LA RIVA BIANCA—The Beatles (CBS)
5 DOMENICO ITALIA (CBS)
6 MELODI DEI MORTI—Luigi Nono (CBS)
7 SING SING BARBARA—Dave Dee, Dozy, Beaky, Mike & Tich (CBS)
8 UNA STORIA COME QUESTA—Osvaldo Caridi (CBS)
9 MARY'S MAN—Robbie Robertson (CBS)
10 ARGO—The Arrows (CBS)

HIT AD

From The Music Capitals of the World

produced by Virgo. The "Wonderful World of Music," pro-
duced by Tagalog Ian Jang, was screened at the Manila Film Festival. The picture stars Vilma Santos and Eduardo Mortiz, both artists of the popular Oskar Salazar.

OSKAR SALAZAR

«MARS»

JAPANESE LABELS COMBINE SALES FORCES, FIGHT MAJORS

TOKYO—Three major labels in Japan have announced that their forces will be in an effort to combat the domina-
ting influence of Western rock and music. The new, established record retail structure has more power and influence.

The new operation calls for combined sales and distribution activities of each of the three labels and even among the major record labels, including the smaller of the major record man-
factors is beginning to strengthen.

Also one of the company's most popular local stars—has released his first German-language single entitled "Krankenmaedchen" or "Girl in the Red Dress."—BERNIE SIGG

DUBLIN

Swedish tenor William Clauzon's first Irish-made LP, recorded at Dublin's Trend Center, is tenta-

cively scheduled for release in August. Among the first releases will be the album where are We 4, Noel Keilhan and Brian O'Driscoll. A new disc which has been recorded and released in London by Liam Devally, is expected to be an extension to "Dance to Your Daddy."

DENNIS MORRIS

"Bendemeer's Stream," "The Lady and the singing Irishman," "The World of the Wonders," and "The Passion," Liam Clancy announced the "Juice of the Barley." Now released with the National Stu-
dum. The album's second LP, "34 Hours" (the time it took to cut it) is out on CBS.

"Pat Lynch & The Alcords'" follow-up to its No. 1, "When We Were Young," is another song previously recorded by Solomon Korin.

JAPANESE LABELS COMBINE SALES FORCES, FIGHT MAJORS

Japanese Labels Combine Sales Forces, Fight Majors

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EDWIN BIRDSONG > WHAT IT IS, IS WHERE IT’S AT

EDWIN BIRDSONG > WHAT IT IS
Edwin Birdsong, first born child of the new Renaissance whose message is involvement, whose medium is music is WHAT IT IS.
A New Can of Sounds Live from the Old World.

The halls were packed, The Heat was on, the tape rolled. Now you can get Canned Heat's European tour in America. On United Artists Records and Tapes.
VALERIE HERORD
"Ruby, Don't Include Me Among the Outs"

The Friends of Distinction's hit song, "Ruby, Don't Include Me Among the Outs," features the unique Stuckey touch. The female vocals are pleasant and disarming, standing out among other tracks on the album. The melody is simple, yet effective, with a catchy chorus that sticks in your head. The production is good, with a nice blend of instruments and harmonies. Overall, it's a pleasant and catchy song that will appeal to fans of soul and R&B music.

NAT STOKER-
"Only a Woman Like You"

NAT STOKER-
"Only a Woman Like You" is a beautiful love song that showcases Stoker's deep vocal range and emotive delivery. The melody is soothing and the harmonies are harmonious, creating a warm and inviting atmosphere. The lyrics are heartfelt and true, capturing the essence of a deep and sincere love story. Overall, it's a classic love song that will stand the test of time.

NATHAN DAVIS-
"Makula"

Nathan Davis is a talented saxophonist and composer who has been recognized for his innovative and unique style. "Makula" is a perfect example of his musical genius, with a complex and captivating melody that keeps the listener engaged. The production is top-notch, with a great balance of instruments and a strong rhythmic foundation. Overall, it's a must-listen for anyone who appreciates jazz and fusion music.

GHETTOBLASTERS-
"Pente"

"Pente" is a hard-hitting and soulful rap song that features some great rhymes and a catchy beat. The energy is high, and the lyrics are powerful and thought-provoking. The production is clean and polished, with a nice blend of instruments that add to the overall vibe of the song. Overall, it's a great addition to any rap music playlist.

VONNIE BAKER-
"Something Else"

Vonnie Baker is a soulful singer who has been making music for over 30 years. "Something Else" is a beautiful and touching love song that showcases her incredible vocal range and emotive delivery. The melody is simple yet effective, with a nice blend of instruments and harmonies. Overall, it's a classic love song that will appeal to fans of soul and R&B music.

DIANA Ross-
"Endless Love"

"Endless Love" is a timeless classic that features beautiful vocals from both Ross and R. Kelly. The melody is simple yet effective, with a nice blend of instruments and harmonies. The production is top-notch, with a great balance of instruments and a strong rhythmic foundation. Overall, it's a must-listen for anyone who appreciates soul and R&B music.
**HONEY CONE-STICKUP (2:46)**

(Prod. David Clayton-Thoma.) (Writer: Clayton-Thoma.) (Blackwood/Mennen-Singer, BMI). This tune from the top of the LP is a fine rhythm ballad penned by Joanne Johnson-Bond Perry. (Gold Forever, BMI).—Their "Want A's" took them right to No. 1. — One of the most catchy ballads of the season.—Flip: "Volunteer's Day." (8:56) (Blackwood/Mennen-Singer, BMI). Columbia 4-45427.

**CLARENCE CARTER-SLIPPED, TRIPPED AND FELL IN LOVE (2:44)**

(Prod. Rick Hall.) (Writer: Jackson). (BMI)—This is the driving blues ballad/rock track the Top 10 this 16 and soul. Populist vocal workout and Rick Hall production. Equally potent arrangement by Charles Chalmers and Marion Colloway. (Flip: Info Note Available). Atlantic 1981.

**JOAN BASZ--THE NIGHT THEY DROVE OLD DIXIE DOWN (3:21)**

(Prod. Robert Pulley-Jack McNaughton) (Writer: Robertson). (Caxen, ASCAP).—Her first release in about a year and a half was very well received. Superb performance of the Jamie Robertson folk rock ballad, started with the Top 10 and has remained on the Hot 100 action. (Flip: Info Available). Vanguard 19813.

**KINKS-GODS CHILDREN (3:12)**


**HEAVEN BOUND WITH TONY SCOTTI-HE'D RATHER HAVE THE LOVE (2:45)**

(Prod. Tony Scotti and Tommy Oliver with Michael Lloyd) (Writer: Cashman-Welch). (Goldman, ASCAP).—First single from his new album "Positive" is a rocking rock 'n' roll ballad with Tony Scotti and Tommy Oliver. (Flip: Come Run With Joe). (2:44). (Fantasy, BMI). MMH 16236.

**BRENT & THE TABULATIONS--A PART OF YOU (3:26)**


**RAINMASTER--ON MY MIND (3:34)**

(Prod. Terry Cashman-Tommy West). (Writer: Cashman-West). (ASCAP).—The Cashman-West folk rock ballad, the Koka TV commercial, serves as patent material for the debut of a smooth blended group. (Flip: 104) (Polydor).

**AL ROOPER-John the Baptist (Holly Joele) (2:00). (Prod. Al Cooper) (Writer: Cooper-Majeski). (Flip: Kicks Me).—A busy afternoon with a strong dance number, this group from Seattle does a fine job. (Spin): "Heaven Bound" with Tony Scotti and Tommy Oliver. (Flip: Come Run With Joe). (2:44). (Fantasy, BMI). MMH 16236.

**BRENT & THE TABULATIONS--A PART OF YOU (3:26)**


**OCEAN--WE GOT A DREAM (3:12)**


**JIMMY DEAN--WHO PUT THE LEAVES IN YOUR EYES (2:02)**

(Prod. Johnny Byrd) (Writer: Owen-Sawgrass). (BMI).—They follow "The Crying Game" with another powerful country tune that could take him right into the upper half of the chart. (Flip: These Memories). (Jill & Range, BMI). RCA 46-1006.

**HEAVEN BOUND WITH TONY SCOTTI-HE'D RATHER HAVE THE LOVE (2:45)**

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**KINKS-GODS CHILDREN (3:12)**


**LODNEY PRICE--NATURAL SINNER (3:10)**


**JOHN MAYO--STOP!" (3:10)**


**STROUD--THE NIGHT THEY DROVE OLD DIXIE DOWN (3:21)**

(Prod. William) (Writer: Stroud). (BMI).—This is the driving blues ballad/rock track the Top 10 this 16 and soul. Populist vocal workout and Rick Hall production. Equally potent arrangement by Charles Chalmers and Marion Colloway. (Flip: Info Note Available). Atlantic 19813.
As of July 1st, our Scranton, Pa. unit is strictly for custom pressing. And there are three more installations in L. A., Jacksonville, Ill., and Winchester, Va.

We have representatives in Chicago and Cincinnati, and offices at 1750 N. Vine Street, Hollywood 90028 (213) 462-6252 and 1370 Avenue of the Americas, New York 10019 (212) 757-7470.
### Top Songs of the Week

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Number</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 24, 1971</td>
<td>CAROLE KING</td>
<td>Tapestry</td>
<td>A&amp;M</td>
<td>58</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>JAMES TAYLOR</td>
<td>Mud Slide Slip &amp; the Blue Horizon</td>
<td>Warner Bros.</td>
<td>52</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>ROLLING STONES</td>
<td>Sticky Fingers</td>
<td>Rolling Stones</td>
<td>15</td>
<td>3</td>
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<tr>
<td></td>
<td>JESUS CHRIST, SUPERSTAR</td>
<td>Various Artists</td>
<td>Decca</td>
<td>33</td>
<td>4</td>
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<tr>
<td></td>
<td>PAUL &amp; LINDA MCCARTNEY</td>
<td>Ram</td>
<td>Apple</td>
<td>55</td>
<td>8</td>
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<tr>
<td></td>
<td>MARVIN GAYE</td>
<td>What's Going On</td>
<td>Tamla</td>
<td>53</td>
<td>7</td>
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<tr>
<td></td>
<td>JETHRO TULL</td>
<td>Aqualung</td>
<td>Reprise</td>
<td>36</td>
<td>7</td>
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<tr>
<td></td>
<td>EMERSON, LAKE &amp; PALMER</td>
<td>Tarkus</td>
<td>Atlantic</td>
<td>30</td>
<td>9</td>
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<tr>
<td></td>
<td>CROSBY, STILLS, NASH &amp; YOUNG</td>
<td>4 Way Street</td>
<td>Atlantic</td>
<td>18</td>
<td>10</td>
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<tr>
<td></td>
<td>BRIAN WASH</td>
<td>Songs for Beginners</td>
<td>Atlantic</td>
<td>24</td>
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<td>ARETHA FRANKLIN</td>
<td>Every Picture Tells a Story</td>
<td>Atlantic</td>
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<td>BLOOD, SWEAT &amp; TEARS</td>
<td>B.S. &amp; S</td>
<td>Atlantic</td>
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<td>STEPHEN STILLS II</td>
<td>Atlantic</td>
<td>Atlantic</td>
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<tr>
<td></td>
<td>GRAHAM NASH</td>
<td>Songs for Beginners</td>
<td>Atlantic</td>
<td>33</td>
<td>15</td>
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<td></td>
<td>JONI MITCHELL</td>
<td>Blue</td>
<td>Reprise</td>
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<td>GRAND FUNK RAILROAD</td>
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<td></td>
<td>BURT BACHARACH</td>
<td>Close Up to You</td>
<td>A&amp;M</td>
<td>28</td>
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<tr>
<td></td>
<td>JOHN DENVER</td>
<td>Poems, Prayers &amp; Promises</td>
<td>RCA</td>
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<td></td>
<td>THREE DOG NIGHT</td>
<td>Golden Moments</td>
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<td>RAiders</td>
<td>Indian Reservation</td>
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<td>PARTRIDGE FAMILY</td>
<td>Up to Date</td>
<td>Bell</td>
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<td>CAT STEVENS</td>
<td>Tea for the Tillerman</td>
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<td>OSMONDS</td>
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<td>A&amp;M</td>
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<td>LEON RUSSEL &amp; THE SHELTER PEOPLE</td>
<td>Shelter</td>
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<td>CARPENTERS</td>
<td>Close to You</td>
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<td>26</td>
<td>26</td>
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<td></td>
<td>GUESS WHO</td>
<td>Best of RCA Victor</td>
<td>RCA</td>
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<td></td>
<td>ELTON JOHN</td>
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<td></td>
<td>CHASE</td>
<td>Each One Gets</td>
<td>CBS</td>
<td>46</td>
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<td>JACKSON 5</td>
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<td>Strawberry Letter #38</td>
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<td>DOORS</td>
<td>L.A. Woman</td>
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<td>THREE DOG NIGHT</td>
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<td>Dunhill</td>
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### Billboard Albums

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<td>ELECTRIC HOT TUNA</td>
<td>First Pull Up Then Pull Down</td>
<td>RCA Victor</td>
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<td>SANTANA</td>
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<td>JERRY REED</td>
<td>When Yer Hot, You're Hot</td>
<td>RCA Victor</td>
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<td>ROBERTA FLACK</td>
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<td>HUDSON &amp; LANDRY</td>
<td>Hanging in There</td>
<td>Decca</td>
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<td>EMERSON, LAKE &amp; PALMER</td>
<td>If I Were Your Woman</td>
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<td>GLADYS KNIGHT &amp; THE PIPS</td>
<td>If I Were Your Woman</td>
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<td>Columbia</td>
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<td>IKE &amp; TINA TURNER</td>
<td>What You Hear Is What You Get</td>
<td>RCA Victor</td>
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<td>GORDON LIGHTFOOT</td>
<td>Summer Side of Life</td>
<td>Reprise</td>
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<td>RARE EARTH</td>
<td>One World</td>
<td>Rare Earth</td>
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<td>EDDIE HARRIS &amp; LES MCCANN</td>
<td>Second Movement</td>
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<td>LEE MICHAELS</td>
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<td>A&amp;M</td>
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<td>HAMILTON, JOE FRANK &amp; REYNOLDS</td>
<td>Great Times</td>
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<td>JOHNNY CASH</td>
<td>A Man in Black</td>
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<td>MANDRILL</td>
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<td>Live Album</td>
<td>Capitol</td>
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<td>ELTON JOHN</td>
<td>Tumbleweed Connection</td>
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<td>NEIL YOUNG</td>
<td>After the Gold Rush</td>
<td>Reprise</td>
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<td>TUSK</td>
<td>Atlantic</td>
<td>Atlantic</td>
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### Other Information

- **Top Gift Certificates**
  - Columbia: $5,000
  - Atlantic: $3,500
  - Motown: $1,500

- **Awarded RIAA seal for sales of 1 Million dollars at manufacturer's level. RIAA seal could be available and optional to all manufacturers. (Seal indicated with red bullet.)**

- **Continued on page 60**
GET THE NEW 2 RECORD LP THAT'S ALMOST TOO HOT TO HANDLE!

IKE & TINA
WHAT YOU HEAR IS WHAT YOU GET
LIVE AT CARNEGIE HALL
UA 9953 ON UNITED ARTISTS RECORDS AND TAPES
<table>
<thead>
<tr>
<th>WEEK</th>
<th>ARTIST</th>
<th>Title, Label, Number (Contributing Label)</th>
<th>Position</th>
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<tbody>
<tr>
<td>106</td>
<td>Ike &amp; Tina Turner</td>
<td>Workin' Together</td>
<td>109</td>
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<td>107</td>
<td>Barbra Streisand</td>
<td>People</td>
<td>108</td>
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<tr>
<td>108</td>
<td>Woodstock</td>
<td>Soundtrack</td>
<td>120</td>
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<td>109</td>
<td>Crosby, Stills, Nash &amp; Young</td>
<td>Deja Vu</td>
<td>74</td>
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<td>110</td>
<td>Simon &amp; Garfunkel</td>
<td>Bridge Over Troubled Water</td>
<td>83</td>
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<tr>
<td>111</td>
<td>Best of Wilson Pickett, Vol. 2</td>
<td>Atlantic SD 2510</td>
<td>69</td>
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<td>112</td>
<td>Lynn Anderson</td>
<td>You're My Man</td>
<td>73</td>
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<td>Lynn Anderson</td>
<td>Rose Garden</td>
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<td>114</td>
<td>Glen Campbell</td>
<td>Greatest Hits</td>
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<td>115</td>
<td>Ocean</td>
<td>Keep Your Hand in the Hand</td>
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<td>116</td>
<td>Edgar Winter's White Trash</td>
<td>Epic E 30512 (CBS)</td>
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<td>Fred Ray</td>
<td>Contact</td>
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<td>118</td>
<td>Santana</td>
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<td>Black Sabbath</td>
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<td>Jefferson Airplane</td>
<td>Word of Nature</td>
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<td>Atomic Rooster</td>
<td>Death Walks Behind You</td>
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<td>Neil Young &amp; Crazy Horse</td>
<td>Everybody Knows This is Nowhere</td>
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<td>123</td>
<td>Gordon Lightfoot</td>
<td>If You Could Read My Mind</td>
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<td>124</td>
<td>Jackson 5</td>
<td>Third Album</td>
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<td>Joe Cocker</td>
<td>Mad Dogs &amp; Englishmen</td>
<td>269</td>
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<td>126</td>
<td>Neil Diamond</td>
<td>Gold</td>
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<td>Peaceful World</td>
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<td>Buddy Miles</td>
<td>Message to Love</td>
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<td>Helen Reddy</td>
<td>I Don't Know How to Love Him</td>
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<td>Curtis Mayfield</td>
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<td>Moody Blues</td>
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<td>Charlie Pride</td>
<td>From Me to You</td>
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<td>Ray Price</td>
<td>For the Good Times</td>
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<td>136</td>
<td>Moody Blues</td>
<td>A Question of Balance</td>
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**Billboard TOP LP'S**

**Positions 106-200**

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<th>WEEK</th>
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<td>Alpert &amp; The Tijuana Brass</td>
<td>Summertime</td>
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<td>Frank Sinatra</td>
<td>Sinatra &amp; Company</td>
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<td>Charlie Pride</td>
<td>Did You Think to Pray</td>
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<td>140</td>
<td>Mountain</td>
<td>Mindbend</td>
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<td>Mark-Almond</td>
<td>Blue Thumb BS 27</td>
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<td>John Mayall</td>
<td>Back to the Roots</td>
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<td>Merle Haggard</td>
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<td>Bells</td>
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<td>Friends</td>
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<td>Earth, Wind &amp; Fire</td>
<td>Weather Report</td>
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<td>Bill Withers</td>
<td>Just As I Am</td>
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<td>Chuck Mangione</td>
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<td>Classic Gordon Lightfoot, Vol. 2</td>
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<td>Eddy Kendricks</td>
<td>All My Mamas</td>
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<td>Rest Of Clarence Carter</td>
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<td>Stevie Starch</td>
<td>Gasoline Alley</td>
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<td>Charles Wright &amp; The Watts 103rd Street Rhythm Band</td>
<td>You're So Beautiful</td>
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<td>Matthew's Southern Comfort</td>
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<td>Rides Again</td>
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<td>Diana Ross &amp; The Supremes</td>
<td>Ariola 7113</td>
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<td>Judy Collins</td>
<td>Winds &amp; Nightingales</td>
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<td>Bob &amp; Doug</td>
<td>Tommy</td>
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<td>Johnny Cash</td>
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<td>Joe &amp; The Hackmen</td>
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<td>Ride the Wind</td>
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<td>171</td>
<td>Neil Young</td>
<td>Naked Goddess</td>
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**Billboard TOP LP'S A-Z (LISTED BY ARTIST)**

... (Continued from page 58)
This Is A Picture Of Our Very Own Howard Silvers. And If You Don't Pick Up On Our New Release, He's Going To Come Around And Put A Firecracker In Your Bed.

We've got some of the best music to come along in years. So join the revolution before it explodes.
**Miller, Upton Projects Launch Fuller’s Firm**

LOS ANGELES — Independent producer Jerry Fuller has launched Moonchild Productions with projects involving Roger Miller and Pat Upton.

The former Columbia Records A&R man has just completed Miller's next Mercury single, "Loving Her Was Easier (Than Anything I'll Ever Do Again)," a Kris Kristofferson song arranged by Bill Justis.

He is working with Upton, the lead singer with the Spiral Staircase for Columbia release. As part of his departure agreement with Columbia, Fuller relinquished his ties with its staff, said Smith, Mark Landsberg and Johny Math- is and Mac Davis.

Fuller's most recent LP, cut in Nashville with H.B. Barnum charts, was "When It's Time to Be Free" for his former employer. Fuller opened his production company two months ago after four years with Columbia.

Fuller is the third production deals
with several record companies and scouting writers and artists for his publishing company, Fullness Music. Nick Rockamignon runs the publishing company and is also being trained by Fuller to become a producer.

Fullness Music has 60 titles by such writers as Jerry Taylor, Pat Upton and Fuller. Fuller works

**Jazz Avalanche a Groundbreaker**

**How to Get Extra Hit Mileage, Farrell Way**

NEW YORK — Jerry Fuller, in his role as a music publisher, is getting hit tips from several sources by moving the "hit song" into other areas of potential income. He has developed a program for the RIAA with just one of those who can be a hit seller in one market to go into general distribution. He said, "This requires the kind of creative publishing that has been in the game for a long time, but we are now bringing it to a new level."

"Candida" was so aggressively sold. We have developed a program that it is sustained through a lot of different marketing ideas, not only the hit singles but also the A&M and Polydor which will hit markets in the future."

**FOX in Film Lyricist Deals**

NEW YORK — Lyricist Ray E. Fox is setting English lyrics to Nino Rota's score for Fellini's "La Strada." He is also doing English lyrics for Kern's "The Easiest Way to Do Anything." For this film, he is working with the Melrose Young, good, acid rock group.

**Fiddler Is Raising Root**

**The Kinney-Engineered Tour TV Breakthrough**

BRIAN BLEVINS

LONDON — The current U.K. tour by James Taylor, Carole King and Cat Stevens is being sold out on the strength of the "Skid Row" tour, with no new dates on the way. The tour is divided into four parts, and the managers of each part are now concentrating on promoting the tour itself.

The tour is now making its way through London, with the final show on July 4.

**Basic Empire Forts Disk Co.**

LOS ANGELES — Fresh Air Records, a division of Basic Empire Production, has been purchased by Robert Grass. Grass has been credited as the manager of the band, and he now plans to release new material under the label.

**Superstar** Flo. Bid

**Faded Isn't Over Yet**

**Remember the Name**

**Jazz in the Suburbs**

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Emerson, Lake & Palmer
TARKUS
On Cotillion Records & Tapes
(Tapes Distributed by Ampex)

Emerson, Lake & Palmer.....On Tour

July 17 Sports Arena, San Diego, Calif.
18 Berkeley Community Center, Berkeley, Calif.
23 Agrodome, Vancouver, B.C., Canada
24 Paramount Theatre, Seattle, Wash.
25 Paramount Theatre, Portland, Ore.
30 Music Hall, Houston, Texas

31 Municipal Aud., San Antonio, Texas
August 6, 7 Pirate's World Dania, Fla.
13 Place Des Nations, Montreal, Quebec
14 Convention Hall, Asbury Park, N.J.
20 Dayton, Ohio
September 1 Gaelic Park, New York City