FORE Acts to Spur 'Black Experience'

By RADCLIFFE JOE

NEW YORK — The Fraternity of Electronic Record Owners (FORE) will sponsor a series of record product exposions in basically black communities across the country, in an effort to generate more black dollars and activity in the recorded music business.

FORE will supply booths and personnel in the selected areas, and lease these facilities at minimal cost to record companies interested in participating in the venture.

The project by FORE is designed to expose black-oriented record companies to the communities to which they cater, and vice versa, and is part of an overall project designated "The Total Bell Oldies In Expansion

By SAM SUTHERLAND

NEW YORK — Following the initial success of a two-month promotion on their "Flashback" singles series, Bell Records is contemplating releasing a "Flashback" album line. The "Flashback" catalog, consisting of 67 singles from the '50s, many of them by black R&B groups.

Library Royalty Muddled in U.K.

By BRIAN MULLIGAN

LONDON — The possibility of composers being paid a royalty for records and sheet music loaned by public libraries in the U.K. is now under consideration by the government.

This follows the publication of a report by a working party set up by Lord Eccles, minister with responsibility for the Arts, to consider how to implement an amendment to the 1956 Copyright Act to incorporate a public lending right.

The working party, which got together in March last year, was (Continued on page 38)

Anticipate Immediate Purchasing Response at CES Audio Booths

By EARL PAIGE

CHICAGO — Consumer Electronics Show's (CES) second outing in McCormick Place here will be a buying show, because for the first time in recent years, items here/fore mainly in prototype stages (i.e., four-channel sound, television cartridge players/recorders) are now in production.

The expected 30,000 delegates will see, also for the first time in CES's six years, an all audio show. Many big TV manufacturers are taking a pass—RCA, Zenith, SyL

Radio & Promotion Execs Select Radio Forum Topics

By CLAUDE HALL

LOS ANGELES—Potential topics for the fifth annual Billboard Radio Programming Forum are now being evaluated by a panel of radio and record executives and a complete slate of topics will be announced within the next two weeks.

Selected to serve on an advisory panel for the Forum for a one-year term were George Wilson, general manager of WDRQ-FM in Detroit, and national program director for the Bartell Broadcasting chain; Dale Andrews, program director of WCBM, Baltimore; Roland Byrum, program director of KGFJ, Los Angeles; Jerry Stevens, program director of WMRR-FM, Philadelphia; Dick Stark, programming consultant working out of Miami; and Don Nelson, general manager of WIRE, Indianapolis.

From the record industry are: Steve Popovich, national promotion director for the Capitol/Atlantic/Goldenwest (Continued on page 49)

Hansen to Key VidExpo '72

By ROBERT GREENBERG

NEW YORK — Congressman Orrin H. Hansen (R-Idaho) will deliver one of the keynote speeches at the opening of VidExpo '72, the first user-oriented video market conference sponsored by the Billboard Publishing Group. Hansen is chairman of the GUP's Task Force on Training & Education, and a key figure in the push for video industry standardization.

Also on the conference program with Hansen are some two dozen video industry experts culled from organizations around the world that are already financing programs involving the new video technology.

Latest additions to the speaker roster are Dick Granger, vice president and general manager of (Continued on page 38)

A Night On The Town—Brownsville Station Big Tree. BTS 2011 (Bell) Calulated mania on record for Driving . . . just plain Great!

(McKinley Spring—"A triumph of skill and energy"—tackling them to the rafters)" (Decca) Super group single ("Now and Forever") 30963 (Decca) McKinley Spring—No longer "one of the best unknown groups in the world!"

(Carroll O'Connor "Remembering You" On A&M Records.
This is the only authentic album. The actual excerpts from the sound tracks of the smash NBC-TV network show. Shipping soon!

RCA Records and Tapes
NASHVILLE — Twenty-five Nashville songwriters and three publishers have filed a Sherman Anti-Trust suit against 17 major record labels charging breaches of contracts and seeking $250 million in damages.

The suit, filed in U.S. District Court for the Middle District of Tennessee, names Wonder Grant Smith, Ben Casterrell, R.B. Parker Jr., James L. Roberts and John F. Houston, Jr. as half of the writers and publishers.

The complaint lists the labels and says they have, by industry agreement, excluded some songwriters from working on any cut. It says these agreements are intended to favor publishers and songwriters connected with the labels.

The suit says that the songwriters have been forced to deal with only one of the 17 labels and have been unable to deal with others.

The suit also says that the songwriters have been "illegally underpaying writers and copyright owners for many years."

It claims that the labels are "paying less than 100% of the money the songwriters are entitled to under their contracts." The suit says that the songwriters have been "forced to deal with labels and pay royalties to those labels even though the songwriters have no affiliation with the labels and no similar arrangement is made with other instrument "artists.""

The suit was filed on behalf of the Nashville Songwriters Association and the Songwriters Guild of America.

Bell Oldies In Expansion

Continued from page 1

has been active for some time, but no public announcement was made until last week when a 25-year-old Mr. Gipson died in a plane crash.

Mr. Gipson was the son of Mr. and Mrs. William B. Gipson of the South Carolina town of Summerville.

Gipson's plane, a Cessna, crashed in the mountains near Summerville and the pilot and co-pilot were killed. The plane was a one-person aircraft, powered by a 400-horsepower engine.

Gipson was a well-known pilot and had been a pilot for several years.

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**Proceed with caution:** The text is a mix of various topics and does not form a coherent narrative. It seems to include a variety of unrelated articles and excerpts. Here is a selection of the text:

**High Court Tests Piracy Laws**

By John Sippel

LOS ANGELES—The U.S. Supreme Court sometime this fall or winter will decide whether unlabeled records of public performances are protected under the U.S. copyright laws.

Melanie has achieved her biggest selling single ever, "Brand New Day", which will reach the number one spot on the Rolling Stone Top 100 singles chart.

**Virginia Law Vs. Pirates**

NEW YORK—The state of Virginia has passed an piracy statute.

The new Virginia law makes it unlawful to manufacture, distribute or possess any recording in which there is knowledge that the sounds have been transferred without the owner’s consent as a commercial activity, and to possess, for the purpose of retailing, and to possess a device that has been produced, manufactured, distributed or disseminated in violation of the statute.

**Audio Magnetic Recording Unlicensed Duplication**

LOS ANGELES—Audio Video, a company that leasing telephone equipment in California, has filed suit against Donald Kuehn. Kuehn is a key figure in several legal litigations, one of which is a case against a Supreme Court hearing on whether state law making unlabeled duplicating a criminal offense is constitutional (see page one).

**Sales, Chart Boom for Famous**

NEW YORK—Famous Music Corp. has reported its highest single sales and chart success since the company’s inception of 300,000 copies.

**Tape Association**

For the first time since 1966, the Tape Association has reported a 4% increase in tape sales for the first quarter of 1971.

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The statute further provides for the true name of the manufacturer to be placed on the package of every device, either transferred or possessed for the purpose of retailing, and to be removed from the device that has been produced, manufactured, distributed or disseminated in violation of the statute.

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There never was a better time for
or a better album by Eric Andersen.

Eric Andersen has just
given us his best album ever.
Nine exciting and
beautiful songs that tell you
who Eric Andersen is. Today.
Listen carefully.
It may well be one of the best
albums of the year.
New Eric Andersen.
"Blue River."
On Columbia Records
and Tapes

The first review is in:
"You could tell from the way Eric
Andersen walks, talks and carries
himself lately that he has finally
gotten his butt together. Yes he has!
His forthcoming album is
astoundingly beautiful and
infectious. Not since the likes of
James Taylor's 'Sweet Baby James,'
and Carole King's 'Tapestry' does an
album hit that perfect balance
between the commercial and the real
like Eric's new one. It is a warm joy
to listen to it."
— rock critic, Al Aronowitz

Produced by Norbert Putnam
**Rushing, Jazz Singer, Dead**

**NEW YORK**—Jazz singer Jimmy Rushing died here Thursday, Dec. 12, 1985. He was 68. He started his singing career in Chicago before returning to his hometown. Okla-
home City, to join Walter Page’s Blue Devils. He Page met up with the band’s pianist, Count
Rushing. His hard-driving singing, tinged with black gospel, was evocative. Rushing is credited with being one of the few black artists in the 1930s who could sing lead on jazz bands.

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**Audio Fidelity In Expansion**

**NEW YORK**—Audio Fidelity Records, a division of Atoll Records (Europe), has announced plans to expand its manufacturing and distribution operations. Under the supervision of Harold Draeyen, executive vice president, Audio Fidelity will launch the sale of over 500 records to increase its custom export and tape packages.

Letters To The Editor

**Live' Monitor Music**

**Dear Sir,**

Since appreciation for the front cover of *Billboard* is a concept and believe a new form of writing. I don’t hesitate to answer the question of whether Jimmy Rushing, the jazz an-

camma or not. I have several questions for you. Would you like to see me as the name of a jazz musician? Are there any questions you want to ask about Rushing? I am sure that Rushing’s cover is going to have a big impact on the jazz world.

**NARAS Meet Honors Dizzy**

**NEW YORK—**NARAS honored trumpeter Dizzy Gillespie during a combination membership and fund-raising meeting at the A&R Studios, June 5.

George Simon produced a "Pic-

nic Road" bit which Gillespie performed with Bobby Hackett, Bobby Brown, Pollard and Kirk and Idabell.

The Gillespie function is one of a series of benefits in honor of the S.A.R. scholarship, Father Norman is the promotion chairman. He is the music industry and chapter president Phil Ramone gave a short speech.

**WB Pub Gets NFL Song**

**NEW YORK—**Warner Bros. Music published the official song of the National Foot-

ball Conference, "Another One Bites the Dust.

Ed Silver, WB president, said that the song will be played during halftime of all NFL games that copies will be mailed to directors of high school and college marching bands. WB also plans a commercial record release by one of the NFL teams.

JUNE 17, 1972, BILLBOARD
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A 12-Hour Radio Rockumentary

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LOS ANGELES—Doug Weston is activating his Troubadour label, formed two years ago and distributed by Capitol Records. Weston has obtained his first LP featuring all original artists, and has now remixed the tapes. He has also recorded a group and plans having an initial release of three to five albums by fall. He claims six labels have had discussion deals with him and has not made any commitments.

Weston plans to sign other acts to the label, using his club as a mirror and showcase. The Troubadour’s Monday night hosts will provide one outlet for the development of artists for the roster. The club recently fulfilled a recording equipment deal with Parf Out Productions, whereby Weston can use their remote 16-track equipment.

M.C. NARAS Renews Jones

NASHVILLE—Frank Jones, producer and sales executive for Columbia Records here, was re-elected president of the local NARAS chapter by acclamation.

The board of directors and officers from governors to fill vacancies existing: Roger Stone, BMI; Chuck Glaser, BMI; Steve Zampella, BMI; Jan Clarks, BMI; Bob Cotton, BMI; Bill Coates, BMI; John Seed, BMI; Rosy Rosen, BMI; and Joe Waite, BMI.

Record World/Radio Guide, under the direction of Ernie Bernardt, did the show.

1972, Billboard, June 18

M. R. Merck

M. R. Merck at Inter. Meeting

CHICAGO—Mercury Records’ growing ties with the parent European firm were reviewed during the trip to Stockholm last week by M. R. Merck, Mercury president, for the Phonogram International Advisory Committee meeting. Steinberg, expected back this week, was the only U.S. representative.

Areas of discussion included a summary of U.S. development and activity and a catalog review of master deals with small European labels that have no U.S. distribution ties. Steinberg was met in Sweden by Billy Gaff, manager of R. C. Stewart and several Mercury acts.

Table Cartridge

Table Cartridge (since 1953 co-sponsor for listening to the performances of the international music record) now offers

In Billboard. Get into it!

A&M Picnic Diamond Tiff

LOS ANGELES—A&M Records will have its annual staff and artists picnic June 23 at Calamigos Ranch in the Malibu Mountains. Highlight will be the fourth yearly softball contest between A&M East and A&M West. A strong eastern contingent is on hand, due to the label’s national promotion campaign, which also takes place that week.

Studio Track

By Sam Sutherland

Since Parish and Gurvitz, the British composing and performing duo, were in New York for a date at the end of May, Parish decided to fly in for the first night’s performance here.

That producer is George Martin, former head of Parlophone, formerly producer for a well-known English quartet, and, more recently, A&M’s AIR Studio in London. Since the inception of AIR, Martin has devoted most of his energies to the studio, but he has also produced the last two albums by Stearn and work with the Paul Winter Quintet.

While Martin’s visit was brief, he agreed to discuss some activities, his experiences in producing the Beatles, and his overall approach to record production, and, while he was certainly not suffering from the deuce, he does seem to have relaxed a bit. Martin’s current production activities reflect his attitude toward music: there are a number of artists, industrial and commercial possibilities influencing his work. He has been involved with nearly everybody, and, with his peers, he is sure there are some of those aren’t in the mainstream of pop. He still produces the Rolling Stones and Matt Monro, pop vocalists who still have a bit of an instrumental base, and, while the main branch of his studio is different in many different periods and styles, has defined popularity because their style is revolutionary.

Martin has also recently completed the score for “Pulp,” a new film with Michael Caine and Mickey Rooney, which, given his other projects and his continued involvement in the music, Parish and Gurvitz, represents something of a separate style, yet thing he doesn’t have that much time for production.

“I don’t have any boundaries,” really, Martin stated. “I don’t want to limit myself to be only the boundaries are between good and bad music, or if I listen too much of the same music, I begin to get very tired. Which, in turn, punks Martin from Leon Russell to the Berlin Philharmonic.

For Martin, “pop music doesn’t have any singlefrog.” The lack of any single globally dominant artist, he feels, a reflection of the extent to which rock music, and pop music in general, has become far more technically complex. “We’ve become blue, basic the music has gotten incredibly good.

Like most producers, Martin varies his production techniques to suit the artist, and his first contribution to their work as anything is to listen to what they have to offer, and see how you can bend it to what you own tastes are,” he explained. “Often you can’t bend it, because the song is written in those instances, you don’t. But you have to respect the way they’re in the studio, and, after the first session, see how to work with one another.”

Martin does not view such an approach as constricting, he should you do what you feel is right.”

And while he recognizes the possibilities of changing a musician’s style, he feels his own orientation toward recording production is not to change, “You can’t be totalitarian,” he summarized.

Martin didn’t consider his initial production work with spoken word (the infamous Goon Shows, which anticipated much of the free-form sensibilities and media-orientation of Foreign Theatre, his backing band in clausal music, and, of course, the use of pop music as essential to the development of his “perspective,” that being his subjective awareness of the mix as a whole. Martin described this in terms of an aural picture, and, if that approach are useful to him experience, particularly in his more ambitious projects, does lend support.

At present, Martin is looking toward what he refers to as “a return” of the Beatles and their own studio, which, he modestly admitted, will probably touch many bases.

As for AIR, Martin is encouraged by the studio’s recent activities, consider much of the free-form experimentation and his mixing there (the records outside England for tax reasons), Martin is pleased.

From Silver Springs, Md., Track Recorders has noted activities there. Martin was scheduled to set up a track facility when it opened two years ago, and the first November, they became Washington’s first 16-track recording studio. The studio was owned and the equipment was manufactured and designed by the studio’s producer, uses API and A & A and systems of 16-track machine is 3M, and both are made in the building on the floor, but the second is incomplete, and the recording equipment has been redesigned acoustically, with modifications now underway.

In production, Cory Wells, Bill Jett and Jim Jermaine have been aiming the “development of the area’s local musicians, but they are now broadcasting their records to include to the area’s public and in production in addition to be considered.

Chief engineer John Carnahan, prepared sessions for the “Masked Man,” produced for Musnlo Records by Jim Farnen, Carry-Car Productions recording the Sound Searches for Sussex; Van McCoy’s production for Tom, which has been producing Miles & Lenny for Taktus Records, with John Stewart engineering.

Stewart himself has been handling production for J. J. Stewart Enterprises, and has booked sessions for September, Rose, and Em. Stewart himself engineered the sessions for September and Em, with Tom Banning handling the Rose dates.

Also at Jett’s Midnigh Special, produced for Columbia by Jim Farnen, Carry-Car Productions, and Hugod Hardy, with Hardy production and Studio engineering.

Short shot: One of the more interesting session testimonials for a studio has originated with John Tilton, noted music producer, who has been using Sam Feldman at View- less (Bell) to handle sessions from his mastering, beginning shortly after Lennon’s departure from that other band.

Lennon’s choice of Feldman for exclusive recording services, and not that which was capacitated by the artist when he described Feldman as a “dictatorial,” he felt as much of a clearer idea of what was the fundamental consideration such a case.

GE Requests FCC Review Of ‘Quadcast’

Continued from page 3

said its system is compatible with present monaural and stereo receivers. Although the system can’t use the normal S.C.A. frequencies of either 41 or 67 KHz, “theoretical investigation indicates these (S.C.A.) frequencies can be carried on below 100 KHz.”

GE also claimed the system’s distortion factor is “well within the existing FCC requirements for cable systems.” The additional information transmitted in the 4-channel mode is a seven dB signal-to-noise ratio. G.E. said this may be compared with a 23 dB loss incurred when going from monaural to 2- channel operation.

Another feature claimed for the G.E. system is automatic switching in 4-channel receiving equipment, which is provided by a low-level pilot signal.

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FINAL COMEDOWN

SUGAR

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BOBBY WO Mack

...AND FROM POPPY FOR JUNE

ERIC VON SCHMIDT
LOS ANGELES—Robert Elston, Russell Hardinger, John Baker and Greg Gellman, all members of a group, formed in Portland as Group 1972, have filed suit in superior court here against Columbia Records and several individual defendants. The suit seeks injunctive relief against the defendants, forbidding them to use the group name, "High Voltage."

Los Angeles—Citizens in the Portland quartet list engagements from May, 1970, as the time they worked as "High Voltage." It is charged that Columbia has engaged and continues to engage in the Portland area, the defendants Fred Allen, Lionel Robbin, John Ross, and James Chittum, individually and as "The Electric Band," and Billy McPherson, Mark Williams and Jeff Roos, collectively as "The H.C.M.," in breach of the contract.

Suit asks damages in excess of $5,000 to be determined by the court. The suit is being handled by the law firm of Rosenberg and Rosenberg and represents the plaintiffs.

MCA Earnings Increase 20%

LOS ANGELES—MCA Inc., which includes MCA Records and its various labels, achieved 20 per cent higher earnings in the first quarter of 1972 as compared with the same period a year ago, according to corporation president Lew R. Wasserman.

Net income for the three months ended March 31 was $3,180,000. For a similar period in 1971, net income was $4,444,000 and gross revenues were $80,227,000.

In the statement, Mr. Wasserman said, "Our high voltage earnings for the quarter were $7,540,000 and gross revenues were $170,688,000, which is a 22 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the record division, our earnings for the quarter were $2,111,000 and gross revenues were $47,682,000, which is a 19 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the television division, our earnings for the quarter were $2,022,000 and gross revenues were $46,787,000, which is a 20 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the concert division, our earnings for the quarter were $7,540,000 and gross revenues were $170,688,000, which is a 22 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

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In the concert division, our earnings for the quarter were $7,540,000 and gross revenues were $170,688,000, which is a 22 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the television division, our earnings for the quarter were $2,022,000 and gross revenues were $46,787,000, which is a 20 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the concert division, our earnings for the quarter were $7,540,000 and gross revenues were $170,688,000, which is a 22 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

In the television division, our earnings for the quarter were $2,022,000 and gross revenues were $46,787,000, which is a 20 per cent increase over the comparable period last year. This is the result of increased direct sales and distribution of recordings and an increased number of concert dates and television appearances.

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They continue to hit the charts for more years than any other group in music.

the GrassRoots

new single already on all national charts

the Runway D-4316

and their new album Move Along DSX 50112

produced by Steve Barri exclusively on

ABC/DUNHILL RECORDS
Industry Names Sparkle at Memphis Music Awards

Isaac Hayes
Jerry Wexler
Don Burt
Rufus Thomas
Dionne Warwick
Willie Mitchell
Marty Lacker
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...the best 2 minutes and 30 seconds of "breaking up" ever put together!

The Newest Single Recorded By

THE PARTRIDGE FAMILY

Starring SHIRLEY JONES • Featuring DAVID CASSIDY

"BREAKING UP IS HARD TO DO"

Produced by WES FARRELL for Coral Rock Productions

BELL #45,235

BELL RECORDS
A Division of Columbia Pictures Industries, Inc.
Merchandising, Contests In Cooper Promotion

NEW YORK—Warner Bros. Records is using a month-long marketing, merchandising and promotional campaign for "School's Out," the new album release by Alice Cooper. In forming the campaign, the company attacked the album's theme of the school's end for music. Following that theme "School's Out," the album package will include a school bag full of colorful press kits with penny candy on the cover will be included, containing a report card for grading the school. Stick-on labels, school or T-shirts will also be used, along with a car antenna plug-in, pants with a school sock used as the album's inner sleeve.

From The Music Capitals of the World

DOMESTIC

NEW YORK Three Dog Night's "Tour of Tours" kicks off on Friday (16) at the Copacabana, 181 East 52nd St., between Second Ave. and Third Ave., according to scheduling. Other dates for the Dunhill group include the Boston Garden, Sat- urday (15); the Forum, Hollywood, Calif., July 14; the reunion engagements at the Dallas Cotton Bowl Bowl and Astrodome, July 16 and 17; (2); their concerts in London, Ont., Aug. 19-20; (5); (3); and (12). (Talent International). At the Copacabana on Friday is "School's Out," with Rubber Room tickets to give smaller scholarship awards to their hosts. The winners are rep- resented by the record and record industries, and Warner-Reprise plans to give a substantial scholarship booking.

Evolution group Lighthouse drew a "replay" on the U.S. Coast Guard in answer to its bid to purchase the Point Fermin lighthouse in San Pedro, Calif. Lighthouse represented a group of people who made a formal bid of $25,000 for the property. "We thought it might be nice to have the Lighthouse light up and save the historical structure from being torn down," a Lighthouse official added. That added is the group is now con- sidering an appeal to the Coast Guard's parent agency, the Department of Transportation. New Stetts will appear on the Mono- matte television special devoted to the music of Michel Legrand. Also on the program now in taping in Hollywood, are Lena Horne and Jack Jones. Getts flies East after taping the show to tape a segment of the Mike Douglas show on Monday (12). He will be at the Cellar Door, 27 West 62nd St. (Decca), Monday-Saturday (12-17).

Lolita will tour again with the new album "London's Jacks- pack package. Bodfing and Rad- mullar, the London's newest female acts, are available from Juergen,一小- albino (14); and Ruby and the peppers, an LA-based group, will appear at the New York Times Theatre, July; the Spectrum, Philadelphia (21); the War Memorial, Salt Lake City (30); the Apollo, New York, July 2; (10); and (11). Mercury act, Lurah Heg, will tour, coincid- ently with the release this month of their current P.E.M. "Demons and Wi- rks." Stops include Pittsburgh, Fri- day (25); Toronto, Saturday (26); London, Ontario, June 25; Ashbury Park, New Jersey, July 2; Long Beach, Calif. (30); July 1; San Diego, July 2; Edmonton, Alberta, Canada (7); Vancouver, British Columbia (11); Oklahoma City (10); Grand Rapids, Michigan (11); (13); Orlando, Fla. (14); Houston, Fla. (15); Atlanta (16); Albany (19); (21); Washington, D.C. (22); New York City (23); (24) and (25).

The Miles Brothers are at the Maisonette in New York's St. Re- NPopular New Orleans, La. (17). Vocalist Jeanita Ellington and pianist Prince Cooper are at Ships Pub in Chicago until June 29. Chuparski and the Stones from Friday (16), the Pack-in-Chicago for the National Association of Record Merchandisers will host their sponsor, C.G. Conn Ltd., Manufacturers of Musical Instruments, during the show.

The Wine group are at the Copacabana, Chicago until Monday (19). New Natasha is in San Francis- co, returning home from a concert outing there of "Gold- spade," the new girl group on the road (18). Scepter's Revels are making a tour of the West Coast, with their manager David Lipton on June 3 in Los Angeles. This will be the music super of "Scepter," a filmed rock concert set in Miami. Two radio commercials for Draize, a septic tank cleaner, will be recorded at Ultra-Sonic Recording Studios.

Talent Signings

NASHVILLE AT THE GARDEN

Madison Square Garden, N.Y.

Country music came to the city for its second major engagement. To an- swer this challenge is Ellen Mc- WiIlaine, who uses her fantastically- raps the voice of a tenor saxophone into the microphone with a certain charm which delights the mind as well as the ear. With this casual approach of two men to become the salon was the even- ing's climax to Miss McWiill's guest appearance at Carnegie Hall. A brief performance, although it in- cluded "Wade in the Water" and "We the People," was a requiem for the audience, whose plebeiani for more was not asked.

Had the promoters been wiser, they would have encouraged their guest to enter into a more forceful tradition. Mandrill, billed only for a very limited engagement in the city, and this was to be an event the most important, but th- ther was, unfortunately, a substantial audience. A good balance of brass and drums was complemented by key- board and electric guitar. At times, fourteen members of Mandrill, including the group's drummer, Charlie Popping, did a dazzling job; the result was a truly memorable evening.

Mandrill, Ellen McWillaie, Carnegie Hall, N.Y.

The challenge to extract beauti- ful music from two instruments while under a concerted attempt at entertainment. To an- swer this challenge is Ellen Mc- WiIlaine, who uses her fantastically- raps the voice of a tenor saxophone into the microphone with a certain charm which delights the mind as well as the ear. With this casual approach of two men to become the salon was the even- ing's climax to Miss McWiill's guest performance at Carnegie Hall. A brief performance, although it in- cluded "Wade in the Water" and "We the People," was a requiem for the audience, whose plebeiani for more was not asked.

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"The Eagles 'Take It Easy' is simply the best sounding rock single to come out so far this year."

Bud Scoppa, Rolling Stone

Bernie Leadon, Randy Meisner, Don Henley and Glenn Frey are Eagles. Four veterans of the L.A. country-rock scene who play the cleanest, tightest, most life-affirming music around today.

Their debut album has prompted Rolling Stone reviewer Bud Scoppa to comment, "they'll stand proudly right next to the best recordings of the Byrds, the Buffalo Springfield, Burrito Bros. and the other premiere Los Angeles groups."

Their debut single, "Take It Easy," has received chart comments like these: 46 • Billboard, 23 • Cashbox and 37 • Record World.

Eagles. A breath of fresh air on Asylum Records and Tapes.
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THE RECORDINGS OF BEETHOVEN These critiques, originally published in High Fidelity, cover all the available recordings of the works of Beethoven. 184 pages. $6.95

THE 1972 WORLD RADIO-TV HANDBOOK A comprehensive directory of international radio and television stations. 384 pages. 6 x 9 Paperbound. $6.95

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From the Music Capital of the World

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LAS VEGAS

Diana Ross makes her Caesars Palace debut plus Shipstad & Johnson in July. (73)

Liberace's Hilton debut opening Thursday (22) will be his 36th local engagement for 1972. His recent release, "Sun Country," includes selections from a new show by Qarth McGee, appearing with Ross Morgan Orchestra with Jack Morgan conducting. (73)

Bob Newhart and Jerry Vale open Wednesday (14) at the Landmark. A sequel to "Rocky," Roy Clark, will open Thursday (22), while the same date has Bob Newhart and Jerry Vale opening at the Frontier. Roy Clark will be "One Night Only." (73)

CYPRUS

The Sights and Sounds of the Swing Era 1935-1955. By George Simons. Simon originally appeared in Metronome magazine, this book contains the best writing of George T. Simon on the bands, singers, and musicians of the Golden Age of popular music and jazz. Inclined in this volume are over 225 rare photos; in-depth portraits and interviews with the greatest singers, leaders, arrangers, and musicians; orchestras, reviews and records; Records of the Year, 1936-40; a massive index of 4,000 people, songs, and recordings; and much more. The complete rock book ever assembled. 611 pages. $9.95

LAURA DENO

Los Angeles: Jackson Browne is forming a travel band and will forge the solo acoustic route in future live appearances. All backing for Lou Rawls played a special high note for the Los Angeles show on one of the first sold-out dates of the tour. Ed Thrasher's BB art department is in for the most nominalization with the new Alice Cooper "School's Out" album. It's a near-lifeliife school desk. Young John Cowell back on the road and with no less than Big Brother Bob Cowsill parented the album. July 25-Aug. 5. Rita Tanner and her quartet at the Harbor City Club Reno July 26.

Talent

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Granz Bows Twin Bill: Disks and Jam Session

LOS ANGELES — Improvisor Nat Hentoff granted two shockers at his Friday (2) concert starring in trio with Clarke of the Basic One. He announced that he was going back to 1947, to the first busi- ness with new and repackaged al- bums. A. He was 45 years old and had just launched the Santa Monica Civic Auditorium crowd with close to 90 min- utes of singing and interludes — present- announced all stars in a happy re- creation of the early years. The Philharmonic open blowing classic.

Granz, who normally lives in

Stax Hits With In-Person Dates

NEW YORK—Stax Records has made more than a product promo- tion to date: the company's major recording session is being held coast to coast, is experiencing the heaviest concert and night club bookings in the company's history, said Al Green to the press.

Among the 30 performers on the road are Isaac Hayes on a 21-city tour, starting June 1 in Sarasota, N.Y.; Ben Atkin, the emotions with Son House on a nine-city tour ending June 7 in Dallas, the Singers on a 30-city tour ending at the Fairgrounds, Richmond, Va.; Frederick Knight on a eight-city tour ending June 28 in Jacksonville. The tour includes a stop at the Persian Room, N.Y., with June 21; and the Jukebox Club, Dallas, Tex.

Stax also is promoting special merchandising and marketing programs to institutions for press, film and TV exposure.

Spark in Rush On Michell LP

NEW YORK — Spark Records has announced a special promo- campaign in support of Keith Michell's new LP, "Spark's Songs of My Time/Henry VIII Series," which will begin on June 21.

Under the direction of Israel Daniel, manager-administration for the label, Spark Records will give Michell's 1972 Emmy Award for Outstanding Performance by a Male Actor, "The Wives of Henry VIII." All Spark distributors will be informed of the promotion and have been sent tie-in information.

To tie in the point-of-sale campaign with television exposure, Spark will have the call letters of stations which are airing the Henry VIII series locally. The number of stations showing the syndicated series is snowballing. Twelve outlets have added the program to a current total of 34. Easter back displays, featuring Michell in Henry VIII costume, are being made up for retailers.

Michell is recording another album in London for Spark, and is completing a feature film on Henry VIII for theater exhibition.

New Phoenix Theater

PHOENIX — The Celebrity Theater, Deep South's largest, is now a year-round concert theater. The facility will seat 2,700 in the theater and 500 in the Courtyard at the rear.

Banner Talent To Give Rock Revival

NEW YORK — Banner Talent Association & Talent Revival "gave" at the Stardust Inn in Wald- mor, Md.

The eight-day engagement (June 23-30), will feature the Five Satins, the Dowells, the Crystal and the Vegas Wildcats.

JUNE 17, 1972, BILLBOARD
WGSU-FM Puts on a Showing On a 'Local' Blues Artist

The following article was contributed by John Davlin, Station Manager at WGSU-FM, New York State University College at Geneseo. Davlin is a full-time college radio professional, and, while his station programs serve popular forms of contemporary music, Davlin and his associates have also tried to open inroads for other kinds of music.

By JOHN A. DAVLIN

Some three-and-a-half years ago, I put together a series of radio programs on the subject of the Blues. Eleven in number, and each an hour in length, the programs traced the history of the idiom from its origins to the present day. While in the process of compiling the materials for that radio series, the name "Son" House turned up frequently. House, a contemporary of Robert Johnson, Charlie Patton and other seminal figures, was, himself, an important figure in the history of the Blues. Although recorded in the '30's, "Son" House was nearly unknown outside America's Black culture until 1964 when Al Wilson of Canned Heat backed him on a session released on Columbia as 'The Legendary Son House, Father of Folk Blues' (CS 9217). For those unfamiliar with the man's music, his own country blues sung strongly and accompanied by slide guitar, House's blues are frequently extended lamentations, running as long as ten minutes.

The Columbia album revealed a Rochester, N.Y. address but, partly because I was in a hurry, and partly because I simply assumed he was no longer among us, I remember mentally filing the information away under interesting but probably-useless data while I returned to my research a mere thirty miles away from that Rochester address.

Then, about a month ago, I read in a Rochester paper that "Son" was incredibly, performing that weekend at a local benefit. A telephone call confirmed that, indeed, House was, at age 72, performing. Yes, he would love to come to WSGU for an interview and "informal" performance. A date was agreed upon and I got busy with promotion for the event.

On May 12, then, I picked up "Son" House from his home in Rochester and drove him back to Geneseo. The afternoon was spent in WSGU's studios in informal conversation, with the subject matter ranging from his association with Robert Johnson to his year spent in Parchman Farm for homocide. That lasted two hours, preserved on tape so I would later be able to compile programs (Ed. note: Davlin will be making these tapes available free of charge to those interested. He can be reached through the station, c/o S. U. C. Geneseo, N.Y. 14454). After the recording was completed, students allowed into the studio to meet the man, to get his autograph on their guitars, to simply be close to his gentle, always polite presence.

SDR

After dinner at a local restaurant, "Son" House returned to the campus with me for an informal performance in a room meant to accommodate some 100 persons comfortably. By the time of the performance, over a hundred students and townspeople were crowded into that room and standing outside. The only publicity had been spots run on WGSU-FM that previous week, and the turnout was dramatic evidence of the scope and diversity of WGSU's signal and audience.

The performance consisted of an informal talk by "Son" House about the blues, followed by a few examples of his work. While the students jammed into the room and sat on the cushioned floor, House carried on a running narration punctuated by some of the most incredibly moving music I've ever experienced. "Son" House, at 72, is no longer the guitarist he was even eight years ago when the Columbia recording was made. His voice, however, is still as rich and expressive an instrument as it ever was, and with it he wrung wave after wave of emotional response from that room full of appreciative people.

By the halfway point in the performance, the audience was spellbound in the gentle, always polite presence of the man, to get his autograph on their guitars, to simply be close to his gentle, always polite presence.

(Continued on page 66)

LOS ANGELES—Five students have been named as job scholars- ship participants for the 1972 film training program sponsored by Warner Brothers, Inc., in cooperation with the National Entertainment Conference. Held at the Warners studios, the program provides participants with travel expenses and a weekly salary.

Winners were announced by Bruce Carlson, Chairman of the NEC Film Committee, and John Whitesell, National Sales Manager for Warner Bros. Non-Theatrical Division. Participants in the program are Linda Ozag, a senior directing and editing major from North Eastern in Chicago; Philip L. Jordan Jr., a senior advertising major from Oklahoma State University, Stillwater; Otto P. Kind, a doctoral graduate student in audio-visual education at East Texas State University, Commerce; Douglas A. Taylor, a junior English major from Western Illinois University, Macomb; and Geoffrey M. Davis, a junior filmmaking major at Grand Valley State College in Allendale, Mich.

Scholarships are awarded to students elected to serve on the Board of Directors for Warner Bros. NEC Film Project. The session, which will be held from Monday (19) to Aug. 11, is designed to help students observe film production at the studio. While writers participation is not expected of the students, the program stresses the educational value of the experience, with students rotated through various phases of filmmaking to provide them with a broad knowledge of the film industry in general. Allowance for areas of specialization is also made.

Warner Bros. and NEC also sponsor a Film Production Workshop during the summer, at which 12 selected students produce a 30-minute sound and color film. Those participants are to be announced at a later date.

NEC Picks 6 New Directors

COLUMBIA, S.C.—The National Entertainment Conference has elected four students and two staff members to its Board of Directors. Students elected to serve for the 1972-73 fiscal year are: Glenn Canees, University of Connecticut in Storrs; Sandy Kieser, Lenior Rhyne College, Hickory, N. C.; August Napolitano, Jr., College of Steubenville, Steubenville, Ohio, and Michael Melder, East Texas State University, Commerce, Texas.

The two staff members named are Gus Gei and Duane Trues, both of Warner Bros. NEC Film Committee. Trues is assistant director of Student Activities at Oklahoma State University in Stillwater.

(Continued on page 66)
4-Channel Units in Spotlight But...  

By EARL PAINE & RALDCLIFFE JOE

The dominant trend in four-channel equipment is the sheer 12-camera 8-track recorder. While hardware firms are waiting and salesmen continue to tout stereo cassette models, others have as many as 10 new quadracoustic machines for 1962.

Yet, the battle is between the disk player manufacturer and the playback, as in the CBS/Sony, Electro-Voice vs. Melody. The latter is going with the "quadra-" sound, because of Molloy's superior "listening through phones" concept. And the former, because they think that the market is growing rapidly.

In other words, where 8-track four-channel is concerned, the software is now set (though it is still not in great abundance). Tape equipment, however, has diversified into easier channel sound, because two-channel 8-track was established and had the capability for four-channel; more important, perhaps, dealers selling huge amounts of 8-track equipment cards did not hesitate to stock four-channel cartridges.

On the other hand, where Quadra is concerned, the software was set (though it is still not in great abundance). Tape equipment, however, has diversified into easier channel sound, because two-channel 8-track was established and had the capability for four-channel; more important, perhaps, dealers selling huge amounts of 8-track equipment cards did not hesitate to stock four-channel cartridges.

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VDEXPO SET
NEW YORK - A dozen execs from worldwide firms—among them, record companies, television and radio networks, and video producers—will be speaking at the first user-oriented TV conference. Early registration for this issue of Videocas "72, 800 Madison Ave., New York, N.Y. 10022 or phone (212) 687-5532.

Boman-Gibbs Competing Sparks Car Unit Jostling
By EARL PAIGE
CHICAGO - The Consumer Electronics Show will find a number of strong and possibly hostile seating arrangements for competitive positions. That may seem strange for those who think of the McCormick Place extravaganza as another form of automotive products showcase. But that's what's happening, and Gibbs-Boman is going to try to move an entire "gaming" industry to the show. Actually, the industry hasn't heard much about Gibbs-Boman's acquisition by Boman parent organization Cal-Amp. Riverside, Calif., by the start of last year's CES. And according to Stanley M. Surfo, vice president and general manager of Boman, the low profile was more or less deliberate. But now he's ready to talk about the Janesville, Wis., firm and former Hammond Corp subsidiary. As a matter of fact, many in the industry are wondering what a company assimilated by Boman. "A lot of Boman reps go out of their way to ingratiate themselves with the customer," said Surf, an outgoing former manager at the Ampex disc recorder plant.

"Boman-Gibbs hasn't even said Gibbs would get a booth registration form," said Howard Sayre, Gibbs midwest manager. However, both firms will be selling in the show. Gibbs is almost completely opposite another, a pure cassette company. But since Boman and Gibbs rep buy hundreds in many stores, things can be a little confusing in this field.

Surfo, who delights in a little mystification, nevertheless in plain spoken about the marketing strategy of his company. For the company president, Bob Manaci, who cattled the California firm from a specialty recorder and installation company 10 years ago into a leading auto radio, stereo, and long range focus on home products, this is part of that long range plan. Many hardware manufacturers/marketers, of course, have gone to town with no special bias switches, or with two general categories. But the boards aren't really in the same line, aimed at the same market, and more or less compatible. Also, some accepting bids from a number of manufacturers, may work together and sometimes, end up with Boman, which is just great for C.A.R.

But the distinct is deeper. Surfow sees Boman as a "broad based" company, of which Gibbs is another. Both are traditionalists, with no special bias switches, or with two general categories. But the boards aren't really in the same line, aimed at the same market, and more or less compatible. Also, some accepting bids from a number of manufacturers, may work together and sometimes, end up with Boman, which is just great for C.A.R.

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The great entertainer's done it again.

Number 1 on the charts with "The Candy Man" is now selling for GE - number 1 in Audio Electronics.

As Sammy's recording of "The Candy Man" soars to the top of Billboard's Hot 100, General Electric signs him to sell radios, tape recorders and components. Sammy will sing out for the Great Entertainers from GE on coast-to-coast TV.

THE GREAT ENTERTAINER

GENERAL ELECTRIC

*TAXI, CBS
MADE OUTBHD & DON COSTA, MEM 1530
New Catalog Released

SAN RAFAEL, Calif.—Tele-Cartridge Inc. has developed a library of 400 programs which it lists in a newly published catalog. The catalog lists entertainment, introduction, training, education, music and information shows. Included are 75 films from Sweden. The local firm plans to distribute and produce programs for the new medium. E. M. Kettenhoven is in president.

THE JAM SESSION IS DEAD.

The tape cassette has always had its obvious advantages. Unfortunately, it’s always had one, very not-so-obvious disadvantage. Jamming.

After all, what good is a super-sensitive, super-functional tape if it’s going to get stuck on you just when you need it most?

Introducing the BASF jamproof cassette. The first tape cassette that’s actually guaranteed against jamming or we’ll replace it any time, free of charge.

You see, every BASF SK, LH™ and Chrom dioxide™ cassette now comes with a special kind of tape transport system that guides the tape through the cassette without its ever snagging or sticking. It’s called Special Mechanics and only BASF cassettes have it.

Variable tension is practically non-existent. Which means you can also forget about things like wow and flutter.

And because it’s the perfect tape transport system you can bet your sweet sweater there’s an equally perfect tape inside.

The BASF jamproof cassette. Because it’s never get stuck on you, you’ll always be stuck on it.

Write BASF Systems, Inc., Bedford, Massachusetts 01730.

Continued from page 19

One area where four-channel has not been a factor, naturally, is in cassette. Compatibility with two-channel is one problem, but again, software retailers would be less inclined to handle a slolpe pre-recorded cassette inventory, experts point out.

One more area of rapid four-channel growth however is in receivers, where the current trend is stressed the "all systems" theme. Lafayette, for example, advertises its LK-440 with $399.95 receiver as handling "all the new four-channel program sources." Of course, discrete FM broadcasts are still experimental and await FCC sanction; Lafayette has provided a detector output for this contingency.

Still another area where four-channel will be promoted in a consolet. Motorola, which has announced it will push the console market, has introduced a unit with four-channel sound from one cabinet—five cabinet designs are available.

There are more sophisticated combination units. The Philco’s component system at $739.95 (Model 1707) features four channels AM/FM stereo and built-in cassette recorder.

A number of hardware manufacturers are constructing special store displays and demonstration promotions. Among them is Motorola, which initially had a four-channel player equipped automobile dealers' showrooms and conventions. The firm now has a "sound paddle" allowing retail salesmen to demonstrate everything from phonographs to four-channel.

There, for example, is offering dealers two-four channel display, one each for tall and the other see-over height.

Pioneer, Bowan, and Astra aix are among those showing four-track or auto stereo units. Pioneer’s QT-44E is a two-channel, four-channel machine at $139.95. Bonoo’s BM-950 combines four-channel and burglar alarm at $79.95 and BM-1950 has AM/FM stereo radio at $99.95. Afco Electronics is introducing a four-channel adapter at $62.

Other auto units include JVC’s AE1352, also a two-four channel unit with burglar alarm at $149.95.

Craig is confining its 4-channel representation to one 8-track car unit and is holding back from any home models. The company plans to have some new 4-channel hardware at the midwinter CES show in January.

For the time being, however, Craig’s one tape unit is the 5122, which is offered with a Columbia Records demonstration tape and four speakers at $129.95.

This car unit which has been available for the past year, has been a "steady item," according to Loren Davies, the company’s sales director. "We’re finding the movement just on a predictable curve. It still is in new concept and right now we’re filling the supply lines. ‘Quadraiovic sound is still a conservation topic. Four-channel sound in the 8-track market is still down the road and we do see it as a potential market.’"

In the car field, Toyo has the 721 and 722 8-tracks both below the dash installations at $139.95. Already available as a home unit is the 707 with input functions for a QC decoder and phonograph and tape decks at $179.95. Speakers are additional.

C. T. L., Inc. (see Car Tapes, Inc.), will show a four-channel 40-watt 8-track car unit with automatic head cleaner, slide controls, program lights, fine tuning and 28-watt peak power, according to E. Holtz, projects director. List is $89.95.

Dyn Electronics, a pioneer with innovations such as remote controlled car units will only show one model in four-channel: DS905 at $89.95.

Sparkomatic is among dozens of firms with adapters for cars, it’s "quad-sonic" matrix adapters range $12-$16.

Home Equipment

In home equipment, one of the largest entries in four-channel is Sanyo’s line which includes 10 units.

Highlight items are DXL-5485 with AM/FM stereo, four amps, two- and four-channel 8-track deck, four.

(Continued on page 28)

Audio/Video Products
NEW YORK — Ampex Music Division, a major player in the high-end music reproduction drive, is introducing new marketing concepts to the advanced consumer audio market, to the chagrin of some industry sources. The company is utilizing a specially allocated budget to produce its own marketing, network, as well as bring in the latest in mass reproduction techniques to its customers and the consumer.

The company has changed its marketing techniques to include direct-to-consumer sales, via direct mail. This marketing concept was trying to market last year with open reel Ampex products, and proved to be highly successful, according to Slover.

The Ampex executive said his company had already developed a mailing list of 50,000 key orders, 400,000 pop tape buyers.

Dolby 8-Track

Catching the market's trend toward Dolbyized cassettes, and quadraphonic tapes, the company is expanding its catalog in both areas, with product being released at a rate that keeps pace with market demand.

Slover said that although there was, at this time, a relatively insignificant demand for Dolby 8-track product, cassette and open reel releases feature this innovation are finding ready markets.

Another area into which Ampex is trying to break ground and effort is budget product. Slover said that the market research activity showed there was a significant market for budget lines.

"Budget product," said Slover, "does not have to be old or mediocre material hushed out to the consumer. We are convinced that much more could be done to make budget lines attractive and successful, and we intend to develop our strategy along these lines."

Ampex Music has also established a distributor relations division headed by Marvin Harvey. Urman is the key liaison man between the company and its distributors.

Carriers

Moving beyond the perimeters of Ampex Music's involvement with prerecorded tapes, Slover said the company was heavily involving itself with custom duplication and the manufacture of non-music tape products.

Slover said demands in these areas were growing, and Ampex tape duplicating facilities to date in Grove Village, Ill., were vast, sophisticated and operating way below their maximum capacity. Despite Slover's optimism about the market, and his confidence in his company's rebuilding, the Ampex executive admitted that activities are still restricted by the hangover problem, and the absence of an industry-wide decision to merchandise tape as effectively as it does records without the shackles of locks, keys, and other psychologically restrictive safety devices.

"Until we have licked these problems, tape will continue to underachieve its potential in the marketplace," he said.

Brother Intl. Large Line

NEW YORK, N.Y. — Brother International Corp.'s entry into consumer electronics will encompass a number of new lines, according to consumer electronics division chief Edwin Davis. Currently with Westinghouse product development for 20 years, Davis said its line of consumer products is well developed in a number of lines.

A series of AM/FM tuner-amplifier-receiver components with built-in 8-track and synthesized 4-dimensional "(quadri)" sound will be introduced by the company. Davis said the line price and packaging will be lower than a comparable line of the company's current products.

The Domino and Encore series (Models WX 70, 21, 72, and Models WX 73, 74, 75) will require side dials and 25-watt output power. The Encore models have a mini-changer with dust cover.

JUNE 17, 1972, BILLBOARD
Sound Enhancer Design Reaches Average Buyer

NEW YORK—Robins Industries has developed a line of "sound enhancers" designed to put professional-quality sound into the home through the reach of the mass retailing system.

The six unit line, to be unveiled at the 1972 Consumer Electronics Show here, marks the first move out of technology and equipment acquisition into the recent purchase of the Fairchild Sound Corporation.

Top of the new Robins "Dynamic Sound Enhancer" line is the Model E-6000, for stereo phonograph or tape playback. The unit, according to Jack Friedland, vice-president of Robins Industries, "will be a real eye-opener to the average consumer. It will add a new dimension to the home entertainment system, and will serve to restore dynamic range, bass response, and flatness during the recording process."

The unit which carries a $35 list price, works on a system similar to the Dolby system, according to Friedland.

Number two item on the list is a solid-state stereo speaker system Powered by a small amount of current from the speaker itself. The unit which claims to project costly hi-fi speakers from overload with no electronics line which automatically limits the output of an amplifier without sacrificing tonal quality.

The stereo headphone sound enhancer, #54 High Fidelity, serves the same purpose for individual phones to suit personal tastes and improve sound quality and listening enjoyment.

Another of the sound enhancers is a quadrasonic synthesizer which, according to Friedland, drives two additional speaker channels from the existing recorded material by making use of the differential phase relationships. The adapter, model no. R-74010, retails for $6.95, and must be used with two additional speakers for the synthesized four channel effect.

Model R-64011 is a state version Model no. R-74101. It retails for $9.95, and features a dual output for each of the two speakers.

The third "De-Eaiser," also included in the sound enhancers (two are stereo and one is mono) is in recorded speech and other sibilants. The unit, Model R-74003, is self-powered.

Rounding out the line is the solid state stereo fett generator with a $25 list price which, according to Friedland, gives a low distortion, wide frequency range. "It can be used for balance and level checking, or for aligning stereo systems," he added.

To ensure that the line of sound enhancers will appeal to the vast catalog of other audio-visual manufacturers, the company, get the best possible exposure in the retail markets, used the SAM (sound after-market) convention to launch the line.

The program concentrates on what Friedland sees as the essential factors in the retail market. It is important, as the automobile industry learned in the SAM, to have theSounds of the future delivered to the customer.

Towards, colorful poster blanks, flyers, stickers and other promotional aids are being utilized to launch and maintain this project.

Meanwhile, Robins new Overseas Corp. is moving into a top gear with the emphasis on sale and distribution of Robins products on the international market.

The company's new sales muscle is a direct result of a major distribution program begun earlier this year. Sale of a new 50,000 square foot operating plant and the Fairchild Sound Equipment Corp.

Meanwhile Robins has appointed the Wometco Enterprises of Miami, Florida, as the factory sales representative for Southern California, Southern Nevada and Arizona. Wes Alondra will also provide Robins with a sales force of customer one customer anywhere within the three-state area.

Longines Bows Blank Tape Line

NEW YORK—Longines Symphonette has come out with its blanck tape field offering both cassette and tape products. The company has expanded its line of color music, voice and all purpose recorders at the average consumer, the company here to serve the mass merchandiser, is all cen-

dered. Cassettes C-40, 60, 90 and 120, 8-tracks, all priced as being "descriptive."

Audio Magnetics Tape Line

CHICAGO—Audio Magnetics will bow a nationally advertised line of blank tapes and cassette products called Tracs aimed principally at high school age and young consumer. The company here to serve the mass merchandiser was chiefly a private label manufacturer.

Tracs standard line is being marked in cassette, 8-track cartridges and open reel configurations, and a professional step-up line, Tracs Plus, is available in tape and reel-to-reel.

The Tracs brand will be adver-
tised nationally in virtually every major market, both radio and com-
sis in radio and both consumer and trade publications. A heavy fre-
quency of ads which is 50% more will be aimed at Top 40 radio, and full-page in the national press.

Dealers are receiving merchandizing aids and in-store promotions including: counter cassetones, racks, posters, window displays, etc.

The Tracs stock cassette line is available in C-40, C-60, C-90 and C-120 minute lengths and will be merchandised in a poly box for easy storing, selling and display. The striped card format for impulse selling, and poly-bagged in two's and three's for multiple retailing. Tracs extends to the rapidly growing 8-track market, with 90- and 80-minute cartridges, and opener in a variety of lengths. All tape is calibrated to reduce hum and will provide low noise and high output.

Tracs Plus is coiled energized (high energy) tape for extended frequency requirement without re-quiring any special equipment and has a lifetime lubrication to increase tape life and reduce hou-

wear.

The step-up cassette line is be-
ing marketed the same way in a Philips box carled on a buster pak in a

at Top 40 radio, and full-page in the national press.

Audio Magnetics' credentials in the popular-priced tape business position Tracs to challenge even the mass merchandisers.

With Tracs, the company is fo-
cusing its strongest advertising on the young, congenial saying to the young, congenial people.

Reaching out to the young, congenial people. We know where cassette sales are going, and we know where our brand is going.

One way to answer the many questions of the many people asking about the Tracs quality of product. To show the company's market-"Tracs" the company's market-
"Tracs" is one of the most popular products in the country. It is not the same, but it is very similar.

There is no other consumer loy-
average consumer.

"Too many tape manufacturers try to make the average consumer believe that they are doing a good job."

To satisfy the consumer's need for 4-channel, especially tape, he pointed out.

"We have tried to protect the accounts in the five-state area being han-
dled by Wometco, and that means, Se-
attle, are handling some 4-channel market."

Our chain want software to help them out in the major appliance department. We have been publishing a special list of 4-channel tape records and rec-

ons on a monthly basis for the retail trade and the people.

Bianchi told that he and a buyer from the Del Moines A.B.C. branch will attend the CES show to ap-

ly to the consumer.

Bianchi too felt that the show must have a chance to make national retailing excited about 4-channel future prospects.
2-Channel Hardware Still Viable

Continued from page 19

plex at $119.95; TP-8000E 8-track with AM/FM stereo at $144.95; KP-333A cassette 8-track with automatic re-verse at $84.95; TP-6000 in-dash 8-track with AM/FM stereo at $144.95; CS-300 auto/boat 8-track unit at $49.95.

Typifying another continuing trend in automotive, the home and auto unit, is Boman Astronomia's Model HA-808, which includes a player, cabinet, two speaker boxes, two purpose car speakers and a car bracket at $109.95.

Boman has also recently introduced other car units as promotional Model SP-88 at $29.95; SP-92 at $39.95; BM-909 at $49.95 and such deluxe units as BM-1950 with AM/FM stereo at $99.95.

Aeroc Electronics' new models include Model J-1000 mini 8-track at $59.95 and Model J-200 AFX in-dash 8-track with AM/FM stereo at $159.95. The firm has only one home unit.

There will be four new Hammond brand auto 8-tracks from Gibbs, div. of Boman Astronomia. They are HD575, deluxe slim line with FM stereo, matrix switch and tape lamp at $119.95 list; HD555, micro mini with fine tuning and burglar alarm at $59.95; HD525 deluxe slim line with slide controls, fast forward, motor stop, program repeat, matrix switch and tape lamp at $79.95; HD351 slim line with slide controls, at $54.95.

There are more car cassette players with automatic reverse.

Sony's TC-30 at $149.95 is an example. It features "Instaload" loading, locking fast forward and rewind, automatic eject at end of tape in fast forward and rewind mode, and arrows that light up to indicate direction of tape travel.

JVC's auto entries include Model 1310 8-track at $59.95; AC1310 cassette player with automatic reverse and burglar alarm at $99.95; Model 1330 combination four- and two-channel 8-track with burglar alarm at $119.95; 4AE1353 four- and two-channel 8-track with alarm at $149.95.

CASSETTE: The sophistication of cassette equipment is everywhere manifest. Of course, a dominate example is the number of machines with Dolby adaption (see separate story). Equally important, are those with switches for various new tape coatings such as chromium dioxide. Other sophistication reflects the needs of professionals in the educational/industrial markets where cassette dominates.

Among those equipped with bias switch for the new chromium dioxide tapes are two units from Akai, Model GXC-40 and Model GXC-400. The first, a recorder, lists for around $249. The other, a deck, is equipped with crystal ferrite head and lists for $199.

Typifying some of the sophistication in professional usage demands are such examples as Crown Radio (Japan) with a three-way powered cassette recorder that houses still another mini cassette memory unit in the top. The machine lists at $129.95.

Toshiba's Model KT-270, for example, is a portable featuring an edit system, whereby you can fast forward or reverse option without stopping the tape first. It lists at $599.95.

Sony's Model TC-95L Learning Laboratory cassette is a four- and two-track machine which allows two people to record simultaneously any time. It lists for $142.95 and is portable.

Cassette recorder/radio combinations continue in many lines. These range all the way from Microtron's ST-3401 compact stereo tape recorder, with a nominal 7000K of air suspension speakers at $279.95 to the monstrous portables such as General Electric's M8530 with AM/FM at $84.95 and to even lower priced models.

Many cassette units are shown with an array of accessories and added features. For example, Wol-lemzk's Model 4515 AC/DC re-

June 17, 1972, Billboard

Most cassette manufacturers tell you how great their tape is. What they forget to mention is that the tape is only as good as the "shell" it is in. Even the best tape can get mangled in a poorly constructed shell. That's why Maxell protects its own superior tape with a uniquely superior shell.

Compare the two cassettes above. On the top, a composite of leading cassette brands. On the bottom, a Maxell cassette. You don't have to be a technical wizard to see the problems and Maxell's solutions.

As for the tape itself, in the September, 1971, issue of Stereo Review, both the Maxell Low Noise cassette and the Maxell Ultra-Dynamic tape cassettes were shown under laboratory conditions to be unsurpassed in their overall quality and consistency.

Like most cassettes, Maxell comes with a limited warranty. Unlike most cassettes, you never have to return Maxell.

The answer to all your tape needs.

Maxell Corporation of America, 501 Fifth Avenue, New York, N.Y. 10017

"SEE US IN BOOTH NO. 310 AT THE CONSUMER ELECTRONIC SHOW."
WASHINGTON — The Commerce Department has announced a trade deficit of approximately $570 million for this country in communications and electronic products in 1971 — more than three times the 1970 deficit of $181 million. Consumer electronics accounted for most of the fall, but phonograph records and components were exporters to the poor electronics trade — both had exports double the imports.

The overall consumer electronics trade produced an unfavorable balance of over $13 billion last year, with $14 billion in imports and only $73 million in exports. Radio, TV sets and tape recorders accounted for 85 per cent of this deficit, and most of the latter imports were from Japan, the Bureau of Domestic Commerce noted.

Phonograph records were important in the amount of the deficit, but exports of U.S. records were $16 million, giving a favorable trade balance of $8 million. U.S. exports of components were $684 million, as against $323 million imports, giving the domestic components trade a plus balance of $361 million.

For the first time in U.S. history, trade in telephone and telegraph apparatus showed an unfavorable balance, with imports of $79 million, exports of only $61 million — and Japan is again the aggressor market maker. Commercial, military and industrial electronic-communications trade balance, however, was in its favor, with $62 million exports against only $194 million in imports.

Commerce noted that this country's unfavorable balance with Japan—the largest U.S. trading partner—falls just short of offsetting the favorable trade balances with the next largest trade partners: Germany, the United Kingdom, Mexico and France.

Commerce said these are the first full year reports after several annual foreign trade reports to be issued by the Communications-Electronics Division for the features of Domestic Commerce's Business Research and Analysis.

**Sylvania Audio Push**

**LAS VEGAS, Nev.** — Three AM-FM stereo receivers, three component speakers, four stand-up tape players, four phonographs, and 12 tape decks and tape users. Tape carrying cases, blanks, cassettes, record changers, & cleaning items: splicers... record cords and adapters. With the purchase of a pre-packaged, self-selling assortment, a free pegboard rack—floor stand is included.

Profit? Duotone accessory sales average a hefty 60%.

With audio labs meeting all these first time buyers... Duotone stocks them for everybody's sales!

**COMPLETE CATALOG FROM:**

**Duotone**

**COMPANY**

P. O. Box 1168
South Miami, Florida 33142
(305) 665-1121

Capitol Records Ltd., Milton, Ontario

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**Disks, Components Lift Trade Deficit**

**By MILRED HALL**

Memorex Bows 45-min. Cassette

SANTA CLARA, Calif. — Memorex has added a 45-minute cassette to its line, to make it easier to record albums.

The new length is available in both ferric and chromium dioxide cassettes. The firm also offers cassettes 60, 90, 120, 150, 180, 240 and 360 minute lengths, 8-track cartridges in 40, 60, 90, 120, and 180 minute lengths, and five, seven and ten-in. reels from 600 to 3,600 feet. The complete line of cartridges will have tape come in 90 and 60-minute lengths.

**Cees Booth 9319**

**Duotone Accessories Are Everyday Sellers**

**Miami Retailer Tells Effort to Cut Bootlegging**

**By SARA LANE**

MIAMI—During the four years Alan's Stereo Tape Center has been in business, said owner Alan Benjamin, the problem of bootleg tapes has been the largest problem he has faced.

Early efforts to stem bootlegging here included the cooperative effort of all stereo dealers in scouting stores selling bogus labels and distributors.

He believes the group had a successful amount of anti-bootlegging action.

Normally mildly-mannered and soft-spoken, Benjamin became a fireball on the subject of bootleg tapes.

"That music goes to foreign tapes almost ruined the tap industry," he stated. "And the average consumer cannot tell the difference. He's buying it at $2.50 or $3, but there's no comparison between these foreign tapes and authentic tapes in the sound quality. What's more you have no protection for that if it is, essentially, is putting inferior merchandise out and milking them for their money and that's what was done." When the problem of bootleg tapes first came about, Benjamin and several other reputable dealers here visited other stores and if they found a bootleg tape, they bought it and then went back to the manufacturer or the local distributor and made a note saying where it had been purchased.

"Bootleggers, usually, don't have a lot of dealers out of business." Benjamin contends that "no..." (Continued on page 35)

**Marketers Rushing Into Carrying, Storage Cases**

**Continued from page 19**

Tape/Audio/Video

Wishes tape and accessory sales penses, which discourage wide-ranging distribution and encourage regional and national, different grades of product, ranging from economy models to expensive 'quality-assured' products and the enormous swell of business in recent years.

Martin Sandler of Es & Ess, Inc., was another manufacturer who has been concerned with the oversupply. Sandler noted that the industry's trade association, which he represents, has predicted that many of the sales organizations will fall through, particularly in view of the stiff competition that now exists between the various manufacturers. When all of the statistical averages show that average American indicates that the electronics and home entertainment fields will experience additional growth, Sandler points out that there is no question that he anticipates in the near future, might eliminate other competition, since the luggage firms could manufacture cases far more inexpensively.

Sandler also commented on the factors behind case design. Like other manufacturers, he continually monitors new product lines of competitors through the trade pubs, both from the music industry and from the handbag and luggage industry. Functional design parameters are balanced by what Sandler calls "eye appeal," which includes various elements of luggage and even book design.

Quick to point out that not all marketers of carrying cases are manufacturers was Paul Hubartt, director of advertising, Amberge File & Index Co., Kansas City, Ill., although he did acknowledge that the number of actual manufacturers is increasing.

"We were at the houseswares show in January and noticed nine other firms in the case area, but the more conservative luggage look remains the one who benefits," he said. "Now, looking over the CES registration I recognize 13 manufacturers. But there's a high mortality rate.

"So often we get a new manufacturer in Minnesota, Michigan or somewhere and then the next thing you know it's gone. It may have been someone with an idea to develop a plastic case in a garage with the idea of distributing it.

"Amberg, one of the first to enter the tape carrying case business following a long period in disk cases, has been re-evaluating its distribution and has quit a large volume of pieces shipped."

"Amberg's new Ultra 24 will be a 24-capacity 8-track case in red, green, blue and brown, all basically very attractive. Each model of the 24-capacity case seems to be the better mover according to manufacturers he checks."

Established case manufacturers are tending to trim down lines, said Jack Scanlan, sales and marketing manager, Casemaker, Inc., Chicago. "We have been basically just introducing two promotional cases (ST1000, a 10-track case at $159.95, and ST1500, a 12-capacity cassette case; both list for $5.95)"

"The consumer is more sophisticated. They trim down to the cases that are more central and trendy," Scanlan said.

"Chain buyers like to buy from one source and we offer camera, cassette and accessory cases in that line."

In contrast to those firms specializing in tape accessories, larger firms have already entered the field, with cases comprising only a small part of their business. Retailers of houseswares and automotive accessories, expanded its activities to include cases largely because of its involvement with automotive products. These cases are essentially tape caddies designed for automotive use, and their distribution is handled through automotive retail and discount stores. Jim Hamlin, of Rubbermaid's sales force, noted that his firm's position is a stable one, since their customers are already established and the volume of the firm's automotive business in general is very strong.

Le-Bo Products, a New York based accessories operation which was among the first manufacturers to build tape cases, is another large firm that has already established a diversified and international distribution networks. Like Rubbermaid and other diversified compa- nies, Le-Bo is able to offset high shipping costs through the relatively large volume sales it ships.

At Alexander, Le-Bo's general manager, added to the list of design features the important consideration of security. While a lock on a case is a great aid in a retail security case, it may be easily carried, a sturdy lock still attracts buyers. Alexander also noted that floral and abstract colors are moving. "We have been experiencing an oversupply which may have been someone with a position is stable one, since their customers are already established and the volume of the firm's automotive business in general is very strong.

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Tape & Audio Buyers Expected to Stock Up at CES

Continued from page 19

major East Coast discount-department store, "and I'm hoping it will be strictly in the fall. It's a case to grow in its own way, taking a chunk this year and a little bit more next year until it's No. 1."

This buyer will go with the SQ matrix system because "the material is already available on disk. We're going to wait and see what kind of product availability RCA and its backers can offer. To me, however, the kids will soak up four-channel like a sponge and Columbia has the kind of material this market wants."

The buyer for a major East Coast audio chain agreed. "I'd like some answers about four-channel, but I'm afraid nothing will be settled as far as standardization is concerned at this show. It boils down to CBS and RCA and the same old crap. We're going to go with the SQ systems because they have the retail stores."

"Everything will be four-channel oriented," said Sam Goodby's Jay Schwab, "This is the most important show ever as far as I'm concerned because there's such a state of flux, but we're going to handle both discrete and matrix systems. We'll do 90 percent of our buying at this show and we want to offer the best four-channel we can to the consumer."

"Of course we'll look at four-channel closely," added John Merriam, components buyer for Del Padre's in Springfield, Mass., "but we especially want to look for lower-priced items. We've been building our own systems using the EV decoder and selling them for $328, and we want quality components to put in these systems."

Four-Channel

"What we're really waiting for," he continued, "is FM four-channel broadcasts. At least the public will be a little more aware of the configuration then. If I had to make a four-channel commitment now, though, it would be for matrix."

"We'll stick with compatible systems," said the audio buyer for a large midwestern department store, "but, things are up in the air as far as buying goes. I'll look for deals. But for four-channel, I'm staying away from any of the straight systems until we get some sort of standardization — which won't be at this show."

What about some of the other major tape/audio configurations buyers will be seeing at the show and what are their attitudes toward them?

Components

In components, the trend will be to purchases of systems that can be converted into four-channel in the future, systems without a major power, better design and styling, better frequency and speed.

"In order to keep standard stereo moving, you're going to see improvements from the manufacturers," said an eastern buyer. "I'm talking about better receivers with better frequency response."

"I'm looking for better quality components," said Merriam, "because a lot of people are entering the four-channel field this way. And I think the manufacturer is thinking this way.

Many products, which were audiophile items until recently will be under careful consideration at the show, especially with many of these involved in the matrix systems. Buyers point out that these are the kind of products they will be ready to buy.

Adaptors

Speakers will also be watched carefully, as retailers look to helping consumers build on present systems as well as moving into four-channel through adaptors and additional speakers.

"There is still a huge market for adaptive devices," said a New York buyer, "with so many people wanting to convert existing equipment to four-channel without a major expense. This is an area I'll be looking hard at."

In cassette features will play an all-important role in buying plans, with bias switches to accommodate chromium dioxide tape and units with Dolby noise reduction system the prime features as far as buyers are concerned. Blank tape will be a big factor and I'll be watching for this capability. To me, it's taken over the cassette market."

"Dolby is a growing, viable, sweet creature," added Schwab, "and I'll be watching for it. The same is true with bias switches on cassettes. Chromium dioxide tape is more important than ever to the consumer and is a real advance in sound."

Other cassette features the reader continues.

(Continued on page 37)

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CHROMIUM DIOXIDE, GAMMA FERRIC OXIDE, COBALT ENERGIZING, AND WHAT ON EARTH IT ALL MEANS.

First things first.
Everybody's heard about chromium dioxide, and, although it costs a lot, a lot of the stuff's been sold.

But what is it?
Basically, it's tape, coated with chrome rust.
With special circuitry and equipment, it gives customers higher frequencies.

But it does something else: It works as a slight abrasive on their expensive tape deck heads. Not a lot, but enough to ultimately affect the high frequencies. And on the newer, narrower-gap cassette deck heads, the problem is even more acute.

Also, notice we said "special circuitry and equipment." That means unless the customer's got a special bias recording switch and playback equalization for chromium dioxide tapes, he's got even bigger problems. More hiss and shrillness in playback. And sometimes a problem erasing what he's recorded before.

(Fact. Less than ten percent of all tape recorders are set up to handle CrO₂.)

So why chromium dioxide?
Well, when it began, there really was a need for it. Regular iron oxide tapes simply couldn't cut it. They couldn't produce the high frequencies. 8,000 Hertz was about the limit. And noise was, to educated ears, intolerable.

But in the last two years, ferric oxide, including the more sophisticated gamma ferric oxide, has gotten better and better. 12,000 Hertz—which is beyond the reproduction capability of most cassette recorders—is now commonplace. Noise has been reduced a lot. So, considering the disadvantages of chromium dioxide, price, abrasiveness, need for special circuitry, the advantages today are not as great as they were two years back.

But a few manufacturers have invested heavily in chromium dioxide equipment licensing, and royalties, and still have to promote it to get a decent return. Still, chromium dioxide does have some high frequency advantages over regular or even gamma ferric oxides. And a few people with expensive decks might feel it's worth the extra problems. (After all, when somebody spends a lot of money for equipment, he wants to get the most out of it.) But now, with the arrival of something called "cobalt energizing" even the
2-Channel Hardware Still Important

TRQ-21 mini unit also with built-in condenser mike at $109.95.

PORTABLES: cassette units, of course, still dominate the portable market though many 8-track units continue in lines. In fact, GE plans to broaden its 8-track line and hold back on cassette to between seven and nine models ranging from $27.95 to $99.95. Variations on the cassette portable theme include GE's M8430 monaural that is DC only, at $29.95. The built-in condenser microphone is showing up in many units as in JVC's CP1602 at $49.95; CP1606 at $39.95 and CP1691 both have built-in mike; the latter unit though has tape counter and end of tape alarm at $99.95.

Sanyo Electric's new line of portables utilize what the firm calls a "stereocon" concept. Four models in cassette, one 8-track player and an 8-track recorder/player unit coupled with AM/FM radio make up the line. These units have stereo heads, stereo balance controls, stereo preampifiers and stereo output jacks and range from $50 to $90. The three cassette models are M4210, M4420, M8400.

In the cassette in portables is pointed up by Admiral's new release which includes two 8-track and two 8-track machines. The Holiday STP1111 8-track and STP1121 AM and FM stereo radio with monaural cassette listing at $99.95. The other 8-track Sparton SP-93S, is in the same but without radio and lists at $79.95. The cassettes are CTR787 with pushbutton controls, pop open cassette door and ejector at $34.95; Instax Replay CTR741 at $49.95; promotional CTR450 at $29.95 and stereo cassette on SR-89 at $39.95 with many accessories and features at $89.95. Examples of the extras include earphone, remote mike with stand, battery, carrying case, speakers, built-in mike carrying case, a blank C-30 cassette, five pushbutton controls, record level meter, built-in charger switch, optional AC adaptor.

Typical of the extras available with some units is Sony's CF-350 AC/DC cassette-corder with AM/FM, built-in condenser microphone, Mike jack for external microphone, automatic shut-off in record/play modes, carrying case, AC power supply cord, accessory case, batteries and a C-60 blank cassette—list $139.95.

Though portable, some machines function in a component environment, such as Sony's TC-126, which will work along through its speakers or as a stereo cassette deck and features automatic shut-off in record, play, fast forward and rewind modes. It lists for $199.95, with speakers for operation as a complete stereo system in "$399.95."

Still other examples of increased convenience in even moderately priced units is Wollensak's 810 AC/DC with phone jack, digital counter, automatic record level circuit, record/battery condition meter, microphone, power cord and shoulder strap all for $69.95.

Monaural cassettes are still very popular in the picture too. Concor's F-21 recorder has pushbutton controls, remote central mike and (with battery or adaptor) can work anywhere.

Even monaural 8-track units are found in Electronic's Juliette branded STP-527 at under $50 and STP-330, 8 track/AM radio at $62.95 are two examples. The former is even available in three colors—red, green or olive.

Extrav is important in 8-track portables as well. Bell & Howell's S505 TPF with AM/FM includes batteries and DC power cords, built-in AC cord, retractable carrying handle, up to six feet of separation with detachable speaker, automatic program change and separate volume and master control.

8-TRACK RECORDER: Although late in arriving as a record medium, 8-track continues to gain momentum in this sector. Some firms are constantly adding such units to their lines. Akai will show CR-81D, a deck, and CR-81L, both with 20 watts of power and featuring automatic stop and continuous playback. The versatility in 4-track/8-track is pointed up by Akai's CR-91L which offers all the features of the two plus plug AM/FM stereo tuner.

One of the most sophisticated units is the Sony TC-228 8-track player/recording deck with three-way eject system which automatically ejects the cartridge after its complete run and shuts off the machine. The unit can be set to eject or cartridge after each program, after the total program or manually. When the eject system is operable in the recording mode. It is $169.95.

Decks, of course, bring 8-track record into the popular price category. JVC has TA 680 playback/recorder deck with fast forward and two miles for $99.95.

Radio and 8-track combinations are also part of the versatility trend. Toyo's 665 with AM/FM reception at $299.95 but is available separately (Model 335) at $199.95.

(Continued on page 36)

www.americanradiohistory.com
Las Vegas Retailer's Jackpot Rock Music Tapes

By LAURA DENI

LAS VEGAS—The leading type of music in prerecorded 8-track tape here is rock, despite the variety of talent that is showcased. The city's two largest stores and a wholesaler confirmed the popularity of rock. Retailers also said 8-track leads cassette by a wide margin. The healthy state of tape was pinpointed by the city's leading soul shop where tape and disks were about even. Most dealers said tape sales are climbing and bootlegging, once rampant, has subsided ($1 million worth of tape was seized by authorities recently).

Two years ago Garwood Van of Musicland reported tape sales were 90 percent rock, about 20 percent country, with background, show and classical dividing the remaining 30 percent. Now, Dave Vollm, Musicland service technician said "50 percent of tape sales are rock, 10 percent country, with all the rest making up the other 40 percent."

The store has a $60,000 inventory of 8-track and a $135,000 to $165,000 of 45s. Musicland is the largest single rock store in the city.

"The kids like tape better than records because they can play it in cars," Vollm explained.

Musicland maintains a complete line of hardware too. "Craig used to sell the best," Vollm reported. "Now more sales are in Panasonic and Sony because they spend more money on ads. You can't pick up an issue of Playboy without seeing a Panasonic ad. Yet sets are better sellers."

For the past two years the store, which has been in business for 14 years, has discounted all records $1.00 off and cut $1.00 off all rock tapes. It has resulted in an increase in rock sales.

Located on the Strip the music store promotes artists appearing in Strip hotels. "We papered all the windows with Sonny and Cher posters and had displays inside the store," Vollm said. "We got into a real hassle with Tony Bennett and his manager. We wanted to do a display on Bennett, but all we had were four empty album covers and one big poster Bennett and his man-ager came into the store and really got angry because there wasn't a big display. Garwood got mad and ripped out the sales ticket that we had up for Bennett. We can only do this with what we've got, and Columbus just never gives us anything on Bennett."

Musicland buys tape directly from the record company distributors but uses one-stop when it needs something fast.

To combat the high rate of van-ishment, the store has the employes "stand around and stare at the customers," explained Vollm.

Vollm, who has been the ser-vice technician for four years, said people are suddenly showing concern for their tapes known as "the knock out pair. "I get three or four things they play to repair. About 60 percent of the problems are due to cus-tomer neglect," Vollm stated. He said he felt the sales talk was coming by because "people are getting 'hold back' on a group of tape producers that we endorsed, not because the money situation is over. Lately people have had the money to spend."

JAY MUSIC

Jay Music on Las Vegas's two tape stores very fast was Tom Davis manager of the store. They stock 460-500 cassettes and 800 8-tracks. "The things that sell big in 8-track also sell in cassettes," explained Davis.

They are into a four-channel stock in tapes and the unit a week day a lady bought seven differ-ent ones," said Davis "but it will take a long time for it to catch on. It depends on how soon a lot of others will catch on."

Jay Music stocks heavy on art-is appearing on the Strip and some records are sold via radio spots. The store also sells art-is such as tenor sax, trumpet, posters, sunglasses, key chains and lights. "We always have a big Elvin Jones poster up on the wall", Davis said.

The store has been in business two years, the store buy through distributors and are happy with the arrange-ment. Other local stores they have "a lot of trouble with stealing, and we are always moving it around trying to block the people off," explained Davis.

Sight & Sound

The Sight and Sound located in the black whitecommu-

(Continued on page 37)
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MAMA LION/Mama Lion L72702

OVATION
DICK SCHORY/Movin’ On L7199
PAUL HORN AND THE CONCERT ENSEMBLE L7293

PROJECT 3
ENOC LIGHT/ Demo 4 Channel L7700
TONY MOTTO/L/Warm, Wild, Wonderful L75025
ENOC LIGHT/Brass Menagerie L75036
ENOC LIGHT/Brass Menagerie, Vol. 2 L75042
ENOC LIGHT/Spaced Out L75043
ENOC LIGHT/Permissive Polyphonics L75048

PROJECT 3
Spanish Strings L75000
ENOC LIGHT/Hit Movie Themes L75051
Big Hits Of The 30’s & 40’s L75056

VANGUARD
VARIOUS ARTISTS/ Surround Stereo Sound
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COUNTRY JOE MCDONALD/ L714
Country Joe’s Greatest Hits
STOKOWSKI/TCHAIKOVSKY
Symphony #4 in F Minor L715
The newest AM/FM receiver, the 350, has new ALUMINIZED MYLAR* which maintains essential strength and is self-shielding. The AM/FM slide rule turntable, System IV, with built-in辅 channel feature. Other features on the unit, which carries a suggested retail tag of $139.95, include FM stereo indicator and flywheel tuning.

At a suggested list of $129.95, the M7870BW features built-in 4-channel, AM-FM receiver with automatic/manual 4-speed turntable, four air suspension speakers and FM stereo indicator.

Other systems included the M6704BW, with built-in 4-channel, built-in 4-track 4-channel player, speaker enclosures, AM-FM receiver and a suggested list of $229.95, the M7418BW, selling at $259.95, and featuring FM, AM-FM receiver, automatic/manual 4-speed turntable, built-in 4-channel and built-in cassette, the M7690BW at $279.95, featuring FM, AM-FM receiver, built-in cassette, FM stereo receiver, automatic/manual 4-speed turntable, built-in 4-channel and built-in cassette. Rounding out the component line is the M7080BW, carrying a suggested list of $349.95 and featuring FM, AM-FM receiver, 4-track automatic/manual 4-speed turntable and AM-FM slide rule scale, and the M7300BW, retailing at $399.95 and featuring AM-FM receiver, AM-FM slide rule and AM-FM slide rule scale.

**Intriguingly**, it will be $299.95, the C65 model, is a multi-channel system with built-in FM and AM-FM receiver, automatic/manual 4-speed turntable, built-in 4-channel and built-in cassette.

Philadelphia, PA.—The newest AM/FM receiver, the 350, has new ALUMINIZED MYLAR* which maintains essential strength and is self-shielding. The AM/FM slide rule turntable, System IV, with built-in channel feature. Other features on the unit, which carries a suggested retail tag of $139.95, include FM stereo indicator and flywheel tuning.

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JUNE 17, 1972, BILLBOARD
4-Channel Units in CES Spotlight

- Continued from page 28

two/four channel automatic compatible player: QTQ-5720 two/four channel with built-in amplifier and pre-amplifier; PAX-610 entertainment center (contains QTQ-474 deck, AQS-42 synthesizer, four speakers and stands which lists for $350.)

Of many with two-four channel decks is Hitachi's TPQ-144 listing at $129.95. Hitachi also has AA-100 adapter, $24.95.

Pioneer has a home two/four channel deck QW-660K, with four speakers at $329.95.

Pioneer

Pioneer Electronics is unveiling a broad line of quadra-stereo equipment units including two quadra-stereo amplifiers, one quadra-stereo preamplifier, a quadra-stereo preamplifier, five SQ decoder two quadra-stereo receivers, an innivative line of new speakers and other accessories.

Pioneer model No. QX-800A four-channel receiver is a single unit receiver designed to decode the majority of regular matrix-type records as well as the less conventional SQ system records.

Officials of the company also claim that Model QX-800A is equalivat with discrete quadra-stereo recordings, as well as regular two-channel records and tapes. Price is $349.95.

Also in the line of new Pioneer four-channel receivers is model No. QX-6600. This is a unit that lists for $159.95. Its features include AM/FM reception, two kinds of matrix decoders for the reproduction of all matrix encoded sound sources available today.

Leading the line of Pioneer four-channel amplifiers is the model QA-600A. Described as a total capability unit, it provides up to 204 watts of musical power at four ohms. This new system is completely integrated with four amplifiers and matrix decoding circuitry. The unit is compatible with all existing matrix four-channel sources, as well as discrete four-channel sources and conventional two-channel records and tapes. It carries a price tag of $369.95.

Pioneer's model No. QM-800A is designed for use as the power unit incorporated into a professional four-channel stereo system. It has a power bandwidth of 10 to 50,000 Hz, with 30 watts per channel of continuous power at 8 ohms. According to Pioneer officials, QM-800A is recommended for use with the identically sized and styled four-channel preamplifiers, the Pioneer model QC-800A.

The unit can also be used in a two-channel two-way multi-amplifier system, in conjunction with an electronic crossover network. Its signal-to-noise ratio is 90db or more, distortion is low and the power output is stable. List price on this unit is $329.95.

Further down the line is the Pioneer model No. QC-800A, a single unit, four-channel preamplifier with self-contained SQ decoder and regular matrix decoder, will create four-channel sound from any existing two-channel sources. The QC-800A is fair traded at $269.95.

Pioneer's QL-600A is a decoding amplifier designed for use with four speakers and an existing stereo amplifier. The unit affords the listener a choice of two types of decoding circuits—a regular matrix circuit for sound reproduction of most four-channel program sources now available, and the other an SQ matrix for reproduction of SQ four-channel sources.

The QL-600A also provides terminals for discrete four-channel, as well as conventional two-channel stereo. It carries a list price of $259.95.

Pioneer's QD-210, an SQ decoder, features a low-noise, low distortion decoder circuit with a high signal-to-noise ratio. The unit which also features solid state circuitry, weighs six pounds, 13 ounces and is fair traded at $399.95.

Rounding out the line are the QT-6600, a four-channel tape deck with record and playback features; and the QT-2110 a four-channel four-track tape deck with a list price of $249.95.

Sansui

The Sansui Electric Co., will thrust into four-channel with several sophisticated pieces of equipment.

Top of the line is the Sansui model No. QR-6500, a four-channel AM/FM stereo receiver, that works as a decoder for matrix four-channel recordings and broadcasts, plus a synthesizer for two-channel sources.

This unit offers 37 watts of continuous power per channel at 8 ohms, has a stabilized power supply, is capable of tape to tape copying, and has a power bandwidth of 20 to 30,000 Hz.

Sansui's model No. QR4500 also has a beeper; a four-channel AM/FM stereo receiver with most of the features of model No. QR-6500. This unit is driven by 27 watts of continuous power per channel at 8 ohms, with power bandwidth of 20 to 30,000 Hz.

Also incorporated into this piece of equipment are a discrete four-channel input module, four- and two-channel tape recording outputs and monitors, headphone jacks for front.

(Continued on page 57)
LOS ANGELES—Open display of pre-recorded tape and a liberal home trial policy have increased tape sales 20 percent at Tower Records’ Sunset Strip store here. In addition to the two-day “take it and try it” offer, the store guarantees defectives if returned in five days, said Dave Topley, assistant manager. Although thefts and “private bootlegging” have been a problem, these difficulties are lessening. He noted that not only have pre-recorded tape sales surged, but that audio and video pre-recorded cassettes are even with 8-track, 45 to 45 percent.

Billed as “the largest record store in the known world,” the outlet is one of six in the state. The stores originated in 1970 out of Tower Drugs, Books and Records in Sacramento, still corporate headquarters. There are two stores as well in Berkeley and two in San Francisco, said Topley, one of the store’s 26 employees and four assistant managers, average age 21-22.

Russ Solomon, president, recognized as an industry leader and is an enthusiastic booster of the National Record Merchandisers Association (NARM). Topley indicated that there are probably several reasons for the success of pre-recorded cassettes, aside from the fact that salesmen characterize the store as “unique.” He said he has heard the Tower’s sales of pre-recorded cassettes run six times the national average.

He said heavy rock sells better in 8-track but that easy rock, easy listening and classical hold up cassette. He said the market is probably cassette prone because “California is a rock oriented.”

1.5 Mil. Titles

Of course, one reason for the success of not only cassette but all configurations, including disks, is that the store maintains an incredible inventory of 1.5 million titles. Disks, however, constitute 83 percent of volume with the remainder tape and accessories.

Pre-recorded 8-track and cassette retail for an average $4.88. New rock releases sell for $4.99 usually and new open reel releases for $4.88. He said tape prices are relatively high because of the extra costs in maintaining security.

The whole back wall tape display is open so people can examine merchandise, unlike most outlets where cassettes particularly are kept in locked security cases. The design of the store, the immensity of the number of tapes and the financial limitations for security make total control difficult, he said. In addition, Tower is open seven days a week, 365 days a year, from 9 a.m.-midnight and on Fridays-Saturdays to 1 a.m. The store hasn’t closed once since it opened in November, 1970.

Theft

“Thefts were very bad when we first opened but they seem to be dwindling now due to our preventive methods. We have four or five full-time sales people that work specifically in the tape area.” There’s also a full-time guard on duty. This does run up expenses. If we could keep thefts down, we probably lower the average price of our tapes by 50-60 cents.

Most shoplifters are age 15-20. The bulk of the clientele is in the same age bracket. “But we catch people over 50 years old too.”

Other preventive measures include two-way mirrors and signs that proclaim “Please don’t steal” and “Please don’t conceal tapes.” He said, “Theoretically, we catch about one in four thieves. The average is slightly better now. We don’t always call in the police because that doesn’t enhance the low-key, cool atmosphere we try to maintain. But sometimes we must call the police.”

While the open display does have its drawbacks, he said tape sales increased 20 percent as a result. People are relaxed and take their time examining tapes. They also play over items they ordinarily might not be looking for or might not know about, he indicated.

The home trial policy fits in too. Often, at home, a customer will decide on some tape that he would never otherwise consider. Topley and other personnel indicated that the music that is being played in the store is a vital factor. One employee said that perhaps it’s a mistake to play too much hard rock. It can discourage people looking for MOR or Easy Listening.

“Bootlegging”

“With this home trial policy, we have set up a situation where people take home tapes and re-record them (private bootlegging). But this problem seems to be dwindling. The positive aspect is that we have eliminated the need for audition in the store and aided to the whole relaxed atmosphere of shopping at Tower.”

The store doesn’t allow cash refunds, but allows exchange for new and different tapes (many retailers, of course, require the customer to exchange a tape for the exact same title).

Tower’s major problem with customers, other than theft, is mis-handling of merchandise. They also take the tapes from the proper place on the shelves. “We arrange stock by type of music, then alphabetically by artist within the categories. The 8-track and cassette are separate from open reel because the tape is different, more limited for us.”

Rock tapes are the biggest sellers and reflect LP sales. “There seem (Continued on page 37)
Miami Retailers Tells Effort to Cut Bootlegging

Continued from page 26

The dealer could ever tell me he didn't know the difference between counterfeit and authentic. He feels that if a dealer was going to sell either counterfeit or bootleg, he would be better off selling counterfeit since the difference, to the untrained eye at any rate, is negligible. "But, people who buy and sell tapes for a living can certainly tell the difference," Benjamin knows all the sales of the story since his father works for Warner-Elektra-Atlantic and he has heard the problem discussed frequently.

Good Service

Benjamin's store is located on the main thoroughfare in North Miami Beach, a heavily traveled road leading to Miami Beach. He became the owner in 1969 after serving with the Army. At the time he opened his doors, there was only one other tape store in Miami. It is now out of business, but a dozen others have sprung up in the meantime.

"My philosophy is to give my customers the best quality equipment at the best price and to give complete service so they'll keep coming back again and again. I started out with this policy and it hasn't changed in the four years I've had the center," Benjamin explained.

Alan's Stereo Tape Center is a complete center stocking television, tape recorders, compact systems, components, receivers, home speakers, auto units, car speakers, head phones and accessories.

He breaks down his prerecorded tape sales at 75 percent 8-tracks, 15 percent cassettes, 5 percent records and 5 percent reel to reel. Cartridges list for $4.95 and sell for $5.95. To induce customers to trade at his store he offers a lifetime guarantee on 8-track, in fact a lifetime guarantee on all tapes, plus special sales every month of cassettes, selling tapes at $4.99.

About 5 percent are defective cases. "I believe that most defects in tapes are caused by the consumer. I've had tapes since 1965 and am still playing many of those I got years ago. Out of the 500 to 1,000 I've used, I can't remember more than three poor ones. If they're not abused, they can last forever."

Open Display

There are racks of tapes along two walls of Benjamin's red carpeted store, categorized into nine sections: rock, vocals (Andy Williams, Johnny Mathis and other such artists) country, folk, jazz, comedy, instrumental, show tunes, classical. They are further indexed by label, all Atlantic tapes in one section, all Columbia and so on.

"I feel displaying tapes in this manner is the most effective," explained Benjamin. "People can pick them up, look at the covers and titles and read the story on the back."

Because he or one of his two employees immediately replenish the stock as soon as a tape is bought, Benjamin suffers very little pilferage.

"We've caught 65 to 90 percent of the thieves because as soon as we see a blank tape and the tape isn't brought to the front of the store to be paid for, we keep an eye out for who might be stealing. Actually, your worst enemy is your help. You can stand pillaging from your customers because it is limited, but you can't stand it from your help."

Sales of rock tapes constitute 75 percent of the total sales. He was not only speaking of "heavy" rock tapes but also included such artists as The Carpenters, Roberta Flack and Blood, Sweat and Tears.

Buying Pattern

He receives requests for ethnic tapes, Italian tapes by Jimmy Roselli, Jerry Vale and Greg Faselt; a few Jewish and an occasional call for a Spanish or German tape. Lawrence Wells leads the list in the polka department," Benjamin said, grinning.

Syracuse's Tape/Audio/Video

Sales reflect Billboard's "Top LP's & Tape" chart and Benjamin studies the charts each week to determine which tapes and records are on the move.

I also study the new releases and often astonish my distributors by asking for a new tape before they've received it. He buys from the various distributors, RCA, Columbia, WEA and other and fills in with odds and ends, plus special orders from a one-stop who can deliver the tape to him in a matter of hours or by the following morning. Ordering from the distributor takes a couple of days.

Blank tapes are doing quite well and customers are becoming more and more interested in them. "The kids apparently are taping more on their own from the radio or..."

(Continued on page 37)
CBS/Electro-Voice Agree


apability of various matrixed four-channel systems was imperative if the fielding of this full potential. The part can be
able CBS and Electro-Voice to make their technologies available to other manufacturers.

A joint communiqué from CBS and Electro-Voice, on the agreement, disclosed that the latter company would now be in a position to produce a new, modified in-
tegrated circuit design to recreate record produced for SQ systems.

In tune, the communiqué con-
tinued, "Columbia's equipment li-
censes will be able to obtain access to Electro-Voice's patent privileges and vast technical know-
how."

Included in this exchange are rights to the recently issued U.S. patent to Peter Schelter for matrixing techniques. CBS Laboratories, constituted by Columbia Record-
s to develop the SQ system, will continue its work in the de-
velopment of four-channel tech-
nology under the direction of Ben Raser.

Both firms have agreed to con-
tinue offering the four-channel technology on a license-free basis to record producers.

## Dyn Electronics Bows Model

**MIAMI—** Dyn Electronics, Inc. will bow several innovative car-
radio models. In an in-dash model DS602, 8-track with AM/FM stereo and cassette, the unit has an AM/FM stereo broadcast antenna and the recording head. The model is designed so that the speakers that are remote controlled from the driver's seat.

Jack DeLett, buyer and engi-
nier, said the company will show DS807, a four-channel matrix unit, DES307 for the home and DS-
950, a stand-wire transmitter, the latter to retail at $89.95.

Other car units include the under-dish mounted model 951.5 Etrack. Dyn will also show remote con-
trol units for its compact line which feature 8-track and AM/FM stereo with re-
viewers to allow low listeners to control the units from bed or elsewhere in the house.

Other home units include the DS801 AM/FM stereo 8-track and full-size phonograph changeover to audio speakers at $229.95.

Two 8-track recorders are of-
fered: DS802 with AM/FM stereo and DS803 that stand alone that retails for $109.95.

In radios, Dyn will show a full line of DS8020 radios DS8021 and what Delalett claims is a rev-
olutionary in radio design: DS8022 at $59.95 that displays time with a combination of a clock and radio receiver.

A steadily growing company, Dyn now has its own warehouse plant in Los Angeles and soon will open one in New York, he said.

## 2-Channel Hardware Still Important

**Continued from page 29**

Troyo also has two models with fast forward control, flashlight illumination and built-in cords for AC. These are $403 at $129.95 and $199.95 and comes with two with two miles with stands and two auxiliary cords for recorded-
FM from FM tuners or other stereo sources.

C.C.-240

Compacts continue to withstand the competition from components, primarily in the radio category. New features are being added, especially in units that would include Micronton's Highland models, which have 8-track tape腐-
re, built-in 8-track player/re-

corder, dual microphones, stereo headphones, both rearmarked and blank 8-track tape and a stereo record with list at $139.95.

Avalon, another compact, also has AM/FM stereo receiver and mini-
turntable/ changer with a four-

way speaker system at $179.95.

Compacts include both 8-track and cassette. Hitachi's SDT3420 home entertainment center features a phonograph, cassette recorder/ changer, remote control and air

dampers. Frequency response 2-20,000 Hz. List $189.95.

Electrohome's FMGL 24014 is a three-speed tape changer which combines three-speed tape changer with two speakers and a record changer.

Another model, GMI 24103, has AM/FM with rocker switch for FM/AM, headphone jack, FM stereo radio light and microphone for AM/FM mo-

The latter will show three piece systems such as 9080 with 8-track and $149.95; 9085 with 8-track and $199.95; and 9450 stereo cassette with AM/FM at $199.95.

**COMPONENTS:**

Combination of two- and four-
channel receivers and players are probably the most diverse in components but the category is characterized by other combina-
tions and improved stylings. Of course, the major brands adding component models as Topp Electronics is doing.

## Roundup of New Products

**Webcor Corp.**

**MASPETH, N. Y.—** Webcor Corp., will show a new AM/FM stereo car-

carrier, the 18,200, and three new line of new compactors systems. The 18,200 series is designed by its angled front with slide rute and front mounted controls on an instrument panel. It features a dual 400 and 500 series boast Web-

e's new automatic gain control including thumb wheel channel tuning and new "born from metal" styling.

**CTI, Inc.**

**CHICAGO, Ill.—** CTI, Inc. will introduce a four-channel 40-watt car stereo tape player, said E. Holz, director of sales. The unit has automatic head cleaner, slider, 8-track player, with a 28-watt peak power. It will also show two-channel tape players, and lists at $89.95.

**Inland Dynatronics**

**SOUTH HACKENSACK, N. J.—** Inland Dynatronics will bow two deluxe audio stereo components.

Model S-1000 is a full feature stereo 8-track tape player with slide controls, anti-theft alarm, automatic head cleaner and front shock absorber color coded lights, listing at $59.95. A combination FM multiplex car radio and compact model, Model MPT-801, is also listed.

**Microtron**

**KANSAS CITY, Mo.—** Microtron, div. Midland International Corp., will unveil 10 packaged stereo systems ranging from $699.95 to $2,399.95. The new units, expansion of its compact line. The packages in-
clude AM/FM stereo receiver, 8-track player, stand, dust cover, two speakers and so on. The firm will also bow two new cassette players, model 1210 at $299.95 and model 12109 for $349.95.

**Grundig**

**NEW YORK—** European-based Grundig Electronics is suing to push its U.S. market with its new line of turntable/carrier audio systems.

The company has multi-band AM/ FM stereo and shortwave tuner, phonograph and four speakers. The $70-watt system lists at $450. Also being shown is Model RVT 900, 70-watt system with AM/FM shortwave tuner, listing at $400.

**Micronet**

**SENSITIVE:**

**KANSAS CITY, Mo.—** Micronet, div. Midland International Corp., will unveil 10 packaged stereo systems ranging from $699.95 to $2,399.95. The new units, expansion of its compact line. The packages in-
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You get a lot to help you close the sale, when you handle Motorola Automotive Sound Products.

This Motorola one-year guarantee comes with each car stereo and car radio on the opposite page

TERMS OF MOTOROLA GUARANTEE

For a full one-year period, Motorola guarantees to repair, for free, any defect in material or workmanship. The guarantee is non-transferable, and it applies to the first owner of the product only. All taxes or handling charges are not covered. Exchange service will be made only at Motorola repair facilities.

Guarantee: A repair or replacement, when covered by Motorola, is a guarantee from coast-to-coast. It is a Motorola policy to keep service close to home, so you can expect quick service.

Read it...

we want you to know exactly what you're getting

The guarantee printed above comes with every Motorola car stereo and car radio on the opposite page manufactured since January 1, 1972.

We hope you never need it, but it's there if you do.

And there are approximately 6,000 Motorola Authorized Warranty Stations from coast-to-coast to make it convenient for you to get service under Motorola's guarantee.

You'll get true Motorola's two-flip service.

MOTOROLA

SOMETHING ELSE in sound on wheels

This Motorola advertisement appears in: TIME . . . SPORTS ILLUSTRATED . . . NEWSWEEK . . . PLAYBOY . . . HOT ROD . . . MOTOR TREND . . . CAR AND DRIVER

Motorola backs its car stereos and radios with a guarantee in writing.

We tell your customers about this in the leading magazines and remind them that Motorola has approximately 6,000 Authorized Warranty Stations from coast-to-coast to make it convenient for them to get service under Motorola's guarantee.

Write C. J. "Red" Gentry, Director of Sales and Marketing, Motorola Automotive Sound Products, Dept. BB 62, 9401 West Grand Avenue, Franklin Park, Illinois 60131, for the whole Motorola profit story.

Motorola Automotive Sound Products Distributors and Dealers attending Consumer Electronics Show, Chicago, June 11-14; visit our Hospitality Suite. Executive House Hotel, Phone FI 6-7100.
Surgeons are Nit-Pickers

When it comes to surgical instruments, supplies and laboratory equipment, medical practitioners are nit-pickers. THEY DEMAND THE BEST AVAILABLE. Sensible people are glad they do.

Accomplished medical practitioners are demanding too. Because by the very nature of their innate creativity, they strive for perfection in every performance they do. They seek this hard-to-achieve quality not only from themselves but also from their instruments and supporting equipment, such as amplifiers and public address systems.

That's why they nit-pick any piece of equipment they consider for their personal use. If it doesn't measure up to the very best within the achievable limits of today's technology, they don't hesitate to reject it.

Kustom welcomes this kind of nit-picking. Because it's the medical practitioners' demands for the best that keep Kustom out front.

SEE YOUR KUSTOM DEALER, HE WELCOMES NIT-PICKERS TOO. DO IT SOON AND START OPERATING WITH THE BEST.

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VidExpo to Keynote Standardization Push

- Continued from page 1


Craver is slated to address his audience on the subject of a pilot test for Trans-World Communications Tele/Service pay videocast service. Henderson State College is a member of the group of people conducting a network of National Talent Service.

A number of video research groups, including Progress of Europe, and a special Billboard research and educational markets, will confer on the effects of nit-picking by the public on the audio-visual industry.

The Billboard research was a joint project of the Billboard Group of international publications, and the National Association of Broadcasters. Participants include Billboard magazine, Marriott News, and Union of Sound.

3 M/W Cassettes

ST. PAUL, Minn.-M.Wollen-

sack is introducing four new portable cassette machines including a mini unit for dictation.

Model 405 allows for the cassette, has instant record and review of tape indicator and will retail at $9.95.

Model 4055, with digital counter, is being sold at $9.95.

More moderately priced with built-in microphone is Model 4155 retailing for $9.95.

Blank Tape Up, Up and Away

- Continued from page 20

Over blank 8 and 8-track blank cassettes are available to the orchestras of America in case tapes by the usual method, or for sale at $9.95.

Cassettes are the new form of distribution too. For example, Robert Kautsch, vice president, consumer products division, estimates recently that his company's has a long range commitment to magnetic tape, as well as video tape.

He sees distribution and marketing extending far beyond the audio-audio market. Reporting this to the National Association about wanting to see Memores in cassette, he said that such tape blank tape, he said his firm's outlets include hi-fi shops, electronic stores, music stores, and record stores.

Distribution

Many manufacturers and mar-

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Onkyo Sales Into U.S. Market

NEW YORK — Onkyo Sales, Mitsubishi Electronics' sales company, entering the U.S. audio market with four-channel amplifiers and pre-amplifiers, has introduced two AM/FM stereo receivers and two new speaker systems.

B&B Import Waits on Q'

TROY, Mich.--B & B Import and Export is typical of the few firms that will introduce four-channel equipment later this year. Em-

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Emerson TV Unit

MIAMI BEACH—Emerson, one of the first Audio Broadcast System manufacturers, will debut its first home model, the Imperial in three cities: Chicago, Philadelphia, and Baldel-

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www.americanradiohistory.com
Mo. Retailer Building National Chain

By GRIER LOWRY

KANSAS CITY, Mo.—Heavy emphasis on the further development of the retail stereo market has resulted in the recent completion of a $5 million annual gross volume operation. From a single outlet five years ago, the firm has rapidly expanded into a 22-store chain now operating in over 12 market areas and burgeoning its stock to include home systems.

Paralleling the growth of the industry, Carl Geller, president, originally wanted an adjacence to his automotive air conditioning business. However, in a short time the firm has become a major player in the retail market. Geller comments, "The company has settled down with suppliers who help get the kinks out of units before they get on the shelves and who make good on any promises to help with defective merchandise. Naturally, some problems are incurred but a big percentage of these are eliminated by National Auto's policy of maintaining an inventory of all the high-demand replacement parts.

The company is currently looking into the installation of stereo systems in the stores and the president projects a 50% growth in the business within the next five years.

More Stores

"Basically, we're automotive sound specialists, both radio and stereo, but our product mix also includes cartridges, cassettes and home stereo hardware," Geller said. "We've done a respectable job in all areas. We've got things ahead for the automotive sound business and plan to open eight or 10 new stores this year, some in cities in which we already have representation, others in cities where we will be trailblazing.

Indicative of the heavy accent on sales and installation is the 3,000 square feet lower level, installation and service department in the Troost Avenue store here. The department is manned by six technicians. This store has the same amount of space upstairs for displaying automotive and home stereo compacts and a presently counter-serviced tape software section.

All stores are in the process of a changeover from personal-serviced sales and installation to service centers. Preceded cartridges contribute 85 percent of the software volume. Preceded cassettes pull only about 15 percent of the volume and the remainder is blank tape.

Vertical fixtures being installed for tapes and cassettes mark hole-grabbing holes through which the customer puts his hand to pick up the tape he has selected. The tape then moves on a conveyor belt to the front-to-end vertical catchment. The fixture, according to National Auto's marketing division, is virtually pilferproof since it is impossible to slip a tape out of the holes. The merchandise will be departmentalized by type of music and sub-grouped by artist.

Equipment

Featured hardware brands are Panasonic and Craig. Experience here is that the acceptability of top-brand merchandise varies sharply by market and that shoppers in close-knit cities are extremely brand-name conscious, while in suburban Overland Park, Kan., the company president.

The firm, which is virtually pilferage proof, is opening eight or nine of these stores this year, but not as many as last year of stores.

Redevelopment

As for the company's plans for high-demand replacement parts, Geller comments, "As soon as deliveries of the new cartridges are in, we plan to open an expansion of the service department, which we have found is an essential part of the business. The new service center will be a major factor in the company's growth.

In addition to the new stores, the company has decided to open another location in the suburb of Overland Park, Kan. This will bring the total number of stores to 22, with plans for additional stores in the near future.

New York—While equipment manufacturers continue to carry the reality of quadruple reproduction forward, the studio engineers and operators who actually record product offer a variety of opinions on the eventual merits of four-channel sound.

At first glance, it might appear contradictory that studio personnel, who consistently remain in the forefront of technical innovation through their sensitivity to the state of the recording art, should be hesitant or non-committal regarding the possibilities inherent in four-channel. Yet, a quick examination of studio business today offers some clues to that seeming contradiction.

Jerry Ragovoy, a veteran producer, writer and operator of New York's Hit Factory, is just now completing an expansion program which reflects Ragovoy's awareness of the need for continual upgrading of the facilities. In addition to the usual complement of basic stereo recording equipment, Ragovoy has added a new console which is compatible for quad mixing.

Yet, while Ragovoy's investment would certainly indicate a commitment to four-channel, he is currently non-committal about it for the future, stating that "I couldn't even begin to speculate. It's just not all that difficult to set up for quad." While he wouldn't dismiss four-channel as a gimmick, Ragovoy reiterated his own belief that the music is of primary importance beyond a certain level, technical innovation does not necessarily contribute to the impact of the music, and, to some extent, virtuosic recording techniques can overshadow the music and thus detract from it.

Many studio operators have demonstrated a similar ambivalence toward four-channel in their approach to its place in their studio. While nearly every major studio in the country has integrated four-channel mixing facilities, or is planning to do so, the availability of four-channel us is not very developed above the basic stereo and quad capabilities of the studios. Most engineers are far more concerned with the quality of their consoles and tape machines for the basic recording proces.
How the Japanese Improved Our Standard of Listening:

Mr. Nozomu Matsumoto is a man blessed with an extravagant imagination. He is also an electronic genius with a deep love for music. And a passion for perfection.

Thirty-eight years ago he made the first high fidelity speaker in Japan; today Pioneer Electronic Corporation occupies a unique position in the audio electronics world - and Chairman of the Board Matsumoto has translated his love of music into pleasure for millions of people throughout the world.

Not too many years ago Mr. Matsumoto noticed that although sensitive music-lovers demanded the finest in high fidelity components for their homes, they were settling for less than adequate reproduction in their cars.

That bothered him. So he built a 20 acre plant at Kawagoe and went to work.

The Only Factory Just for Car Stereo. At Kawagoe he engineered new components especially for cars. He subjected every individual Pioneer car stereo unit to stress-testing by vibration, jarring, heat, cold and moisture.

The Miniature Miracle. His triumph of electronic miniaturization can now be unveiled. The Pioneer TP222. Eight-track cartridge car stereo. The brilliant result of a "systems" approach to the problem. New component parts were engineered for minimum space and maximum car-stress conditions.

It's sound is unlike that of any car "stereo" you've ever heard; the result of integrated circuitry, a shielded capstan to minimize tape-feed distortion, slippage and stretch, and a 4-program vertical head-shift mechanism for absolutely precise tapehead-to-tape channel contact.

One For The Road. It all adds up to only 4 1/4 by 2 by 6 1/2 inches. Fidelity as rich as the best home stereo manufactured. Yet you can put it in your glove compartment.
That still wasn't good enough for Nozomu Matsumoto and his band of Pioneers. They knew that the full quality of musical reproduction can be limited by the capability of speakers. So they designed a totally new car speaker system with quality that's never been heard in a car.

A Sound Idea. The TS-52, unique in car stereo, has a woofer and a tweeter, to deliver a full frequency range. An air suspension system was employed to insure maximum frequency response. Yet the TS-52 occupies only 13 by 6½ by 5¼ inches of space!

In fairness, it must be pointed out that innovations in sound reproduction are second nature to Pioneer, the largest manufacturer of speakers in the world.

The Big Woofer Magnet. The TS-52 woofer magnet is 6.8 ounces—more than twice the usual size; a Pioneer innovation that delivers full, distortion-free bass response, even at low volumes. Our out-sized woofer magnet assures unexpected definition of all low frequency signals—from articulation of a delicate pizzicato to the full breadth of a sustained tone.

Hardware Is Only Hardware. The Revolution demanded still one more instrument: the Human Ear. The Sound Committee provides the final—and most critical—test. Personal aesthetic judgement.

Regularly, for hours at a time, they listen to the demands made upon Pioneer car stereo sets by the outlands of jazz, symphonic, rock, ethnic and far-out electronic music.

Pioneer Moves You Closer to the Bank. We feel confident in saying—now that Mr. Matsumoto and his Sound Committee are satisfied—your most critical customer will be satisfied. Translated into dollars and sense, we feel that high quality means high profits.

Is the Car Stereo Revolution over? Hardly. Pioneer is just beginning. In coming seasons, look to us for even more spectacular advances in car stereo sound.

After all, Nozomu Matsumoto didn't name his company "Pioneer" for nothing.

The Greatest Stereo Sound on Wheels.

PIONEER

Pioneer Electronics Of America, Carson, California 90746
Mo. retailer builds chain

- Continued

Home stereo compact disc shows on open racks through the center of the store. A series of five listening posts for convenience of customers sampling cartridges are aligned on this side of the store. These open listening units will be eliminated in the switch to self-service. This management reports a steadily growing interest among their customers for audio tapes. The company has always tended to push the sale of phonic recording equipment.

Tape prices are fixed to fit local profit margins. We simply weren’t able to get the caliber of people we needed to handle our customers. With self-service, we will free more people to sell software where helping the customer is essential. And as it has in the past, we feel software sales will ride the back-tracks of what we see as a ripe future for our kind of specialized approach to selling hardware.”

The company offers a choice of two franchising plans. The first demands that the retailer maintain an auto-related business. Plan No. 2 is a simple plan to do business with the firm, with full line sound stores who are supplied the complete package of advertising, sales promotion and display guidance, and so on.

“We were forced into self-service by the parameters of the situation. We simply weren’t able to get the kind of people we needed to handle our customers. With self-service, we will free more people to sell software where helping the customer is essential. And as it has in the past, we feel software sales will ride the cost-tracks of what we see as a ripe future for our kind of specialized approach to selling hardware.”

Engineers Mull ‘Q’

- Continued

Memorex is now carried by more retailers than any other blank cassette tape on the market.

It isn’t coincidence we’ve come so far so fast. It’s the result of superior product performance and superior merchandising.

We package our products better (they’ve won design awards), we promote them more, and we advertise them more (our advertising’s won awards too). We’re the first manufacturer to advertise audio tapes on national television.

Plain and simple, if you’re not selling Memorex, you’re missing out on a great way to increase your total tape sales. You’re missing out on a lot of profits, too.

We won’t be No. 2 for long.

See us at The Consumer Electronics Show (booth 515). Ask about our special show offer.
TV Cartridge

5,000 Video Software Titles

• Continued from page 19

business and industry and government. There are a growing number of home targeted programs as well.

Classrooms

Several years ago the executive secretary of the National Education Association reported that the point had been reached where there were more TV sets in the nation's classrooms than there were 16mm projectors. Now the educational film distributors are beginning to realize that every one of the school's TV sets can very easily become the screen of a video player and tremendously expand their market. Their problem is how to control that market.

'Telecourses'

Among the other established 16mm film distributors servicing the school and related educational markets who are tuning up for videocassette distribution are Media Five, Hollywood; Perennial Education, Inc., Northfield, Ill.; Atlantic Productions, Thousand Oaks, Calif.; Stephen Bownous Productions, Santa Monica, Calif.

One of the most extensive educational sources of originally videotaped programs is the Great Plains National Instructional Television Library at Lincoln, Neb. which has cleared approximately 100 telecourses containing 5,000 individual lessons for release on the Sony U-Matic videocassette standard. These video courses were created in many local areas throughout the nation's educational TV stations and institutional TV school agencies to fit directly in with local school curriculum plans.

Rather than a collection of separate titles they are actual semester and year long courses becoming available containing in some cases 60 and more related titles. There is no known practice that contains every possible subject area from pre-school through high school this University of Nebraska based organization which has for years only made its video library available for distribution via EVTV broadcast now almost makes it possible for a child to get a complete grade school education by videocassette.

Great Plains has installed a Sony Videocassette Printing system in order to make its own videocassette releases. They will supply individual lesson plans for the video cassettes at a sale price ranging from $85 for a 10-minute lesson to $250 for a one-hour lesson. Lease prices — which include the purchase of a videocassette — range from $65.35 for a 10-minute program to $209 for a full-hour, Paul Schubach, Great Plains Library director, indicates the length period for videocassettes will be 10 months.

Pricing

One of the first of the national instructional videocassette libraries to announce videocassette availability was Western Instructional Televisi- ion of Los Angeles. Donna Mat- hom is named five series for release, all of which were mastered in highband color broadcast tape by top-notch West Coast production crews and facilities. The series covers topics in science, elementary music, language arts and history. Featured in science is Professor Julian Hammer Miller, known to millions as Walt Disney's "Professor Wonderful." Sale price per each 10-minute lesson if purchased as a whole series is $115. If purchased individually — $15 each. An additional $30 per lesson is required to clear use on large CCTV, CATV and IFTS systems.

College level courses are slated for videoplayback. The Micro- campus Office of the University of Arizona is initiating enrollment in 15 of its graduate subject areas to be offered this fall in such areas as accounting, communications systems, operations research, fluid mechanics, plastics analysis and design, and dynamics. Right after the actual class meets three times weekly on the Arizona campus.

TV Cartridge

Pluses arrive

• Continued from page 19

played out by such protagonists as RCA, Cartridge Television, Inc., Tree Acres, Sony, Panasonic and Philips. There are boosters of both ¾-inch cassettes and ⅛-inch systems.

CBS's Electronic Video Recording system, using a special film, has slipped into the home entertainment product, though there is an important new EVR Partnership agreement with several Japanese manufacturers that keeps EVR still in the running.

The most aggressive supporter is Motorola, its first set license, but Motorola has been quiet of late about any aggressive marketing plans for its player only unit. It has stated that it would be looking to sell its system only where the EVR Partnership and several Japanese licensees are busy making units for their own markets.

Among the companies aligned with the ¾-inch concept are Sony, RCA, Tektronics, Philips, CTI, Cartridge TV, and Magnavox. The ½-inch firms include: Philips, CTI, Cartridge TV, plus licensees Teledyne Packard-Bell, Emerson, Admiral and Warwick Electronics. Also, Panasonic.

CTI and Sony have thus far developed the most aggressive programs to introduce their systems to the home audience with Chicago as the initial battle/ introductory ground.

Cartridge Vision and Sears are offering the unit in 18 area stores while Sony has begun offering its U-Matic system in around half a dozen area locations. Other public demonstrations in major markets are scheduled for the upcoming months by other system boosters.

Of significance to the growth of the hardware aspect of CTI are the following developments:

• RCA has created a consumer ¾-inch videocassette system called Magicape with a suggested $700 price for an accessory black and white camera. The package is expected to be ready for home buffs by late 1973.

• RCA has also ironed out many of the technical problems in its ingram/laser beam system which was first announced in 1969 but which was never realized for commercial sales. This unit could be marketed in two years at a $500 (figure.)

• RCA is out to license firms for its MagTape system and has already developed relationships with Magnavox and Bell & Howell.

• Magnavox has already demonstrated its player and a portable color camera a accessory which weighs six and one-half pounds. The unit will be on the market by late next year; there is no set price yet on the camera.

• Bell & Howell is making the tape transport unit for the RCA and others.

(Continued on page 44)

RCA offers automatic packaging machinery & systems
designed for stereo tape industry . . .
labelling-cartoning wrapping-bundling inserting operations

For information, call or write Scandia Packaging Machinery Co., P.O. Box 576, 180 Brighton Road, Clifton, N.J. 07012 (201) 473-6100

(Continued on page 44)
**Video Software Product Ready**

- **New**: 4.000 neurosurgeons on two campuses.
- Video shipping weight #144, #48B, capacity 12" length 32" depth 12" weight 300 lbs.
- Video software is separated into health care, law enforcement training, prime EVR and institutional markets. The program is licensed to specific markets such as "We Always Have to Be Right to Be Right," an animation that has won several awards. The program is distributed on a scale to have already acquired 300 video- cassette cartridges and the expansion of its own in-house produced materials.
- Motorola Teleprogram Center in Chicago is a prime example of concentrating the software on institutional markets. In fact, Fixter Software Ltd., which has its division at a specific market applications such as police training, has an agreement. Teleprogram now has a calendar of over 100 programs, but it is not yet in production. In the market, many, he said, the Teleprogram Center has access to the Pyramid Films catalog and the Board of Canada, National Football League Film division, films from program producer and sponsors films such as the racing film "Grand Prix." Teleprogram software is separated into health care, law enforcement training, prime EVR and institutional markets. The program is licensed to specific markets such as "We Always Have to Be Right to Be Right," an animation that has won several awards. The program is distributed on a scale to have already acquired 300 video-cassette cartridges and the expansion of its own in-house produced materials.
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**Video Units Arrive**

- Continued from page 43
- This fall, the firm plans test marketing in Los Angeles, Chicago, Washington, D.C., Atlanta, Richmond, and Minneapolis
- In the industrial client area, such firms as the ABC, NBC, and the CBS news departments, both in New York and Los Angeles, have all ordered Sony monitors for use in connection with television and radio.
- JVC Victor (JVC), part of the Matsushita company of electronics, has a full line of broadcast and consumer camcorders on the market. It also has an established video imaging business unit in Japan, and Panasonic, the Matsushita electronics company, is planning two 3/4" and 2/12" Cartridge cartridge standards.
- Many corporate and governmental agencies have established their in-house facilities for video communications and training. The up-time required to be set up on a simple and more reliable way to distribute video material is a critical factor in open-reel tape machines. All these in-house systems will represent real opportunities for commercial program production. The market is ready to have already acquired 300 video-cassette cartridges and the expansion of its own in-house produced materials.
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**WHAT ARE THESE INSTITUTIONS DOING WITH THE NEW VIDEO MEDIA TECHNOLOGY?**

Find out at **VidExpo 72**

**August 21-24**

**Hotel Roosevelt**

**New York City**

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**Corporate Video**

Bigger Dividends in Management Communication
Panel interaction on how video is effectively used to inform, motivate and train in an insurance company, in the medical field, in manufacturing, in the service industries and on Wall Street.

**Among Speakers:**
- Wallace Henry, Vice President of National Programs, Pepsi-Cola Co.
- Richard Van Dusen, Audiovisual Manager, Prudential Insurance Co.
- William Hight, Director, Division of Instructional Media, American Hospital Assn.
- Ronald Butler, National Audiovisual Specialist, Nissan Motor Co., U.S. (Datsun)
- John Ribbing, Manager of Training, Coca-Cola Co.
- Max Fuller, Director of Field Education, Maytag Co.
- Lee Roselle, Producer/Director of Audiovisuals, Merrill Lynch Pierce, Fenner & Smith

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**Educational Video**

Reaching and Teaching the New Generation
Panel interaction on mixing the media for better learning, featuring applications, experiences, costs and results from a teacher, librarian, programmer and public official.

**Among Speakers:**
- Dr. Robert Heinrich, President, Assn. for Educational Communications & Technology, Professor of Education, Audiovisual Center, Indiana University
- Professor George Noble, Department of Education, Simmons College
- Lilly Fleming, Partnership Director, Economic Development Council of New York City
- Edward deSciora and Walter Dahl, Port Washington (N.Y.) Public Library

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**Consumer Video**

Tapping the Multibillion-Dollar Market—When?
Strategy session on moving from the showroom to the living room, featuring experiences of the market researcher, software programmer, Cable TV expert and the retailer.

**Among Speakers:**
- Sol Schildhause, Chief, Cable TV Bureau, Federal Communications Commission
- John W.P. Mooney, General Manager, High Fidelity Cable TV
- Bert MacManus, General Manager, TV Division, Reader's Digest Assn.
- Don Segall, President, Cable Show Video
- Kevin O'Sullivan, Director of Professional Development, National Audiovisual Association
- Peter Wiegand, Market Research Director, Prognow AG

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**'In-House' Video**

"Doing-It-Yourself!"
How-to session emphasizing techniques, costs and applications, running the gamut from "home movie" to "network spectacular" featuring a video producer, production manager, software developer and systems use specialist.

**Among Speakers:**
- Herbert Wolff, Assistant Vice President, Corporate Communications, New England Life Insurance Co.
- Robert O'Boyle, Supervisory Electronic Engineering Department of the Army, Audio Visual Agency
- George Griswold, Information Manager, CCTV, AT&T
- Herbert Winter, General Secretary, International Publishers' Audiovisual Association

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*Here are just a few of the many highlights of VidExpo 72:*

- The much talked-about Prognow study of the European audio-visual market for hardware and software through 1980 will be unveiled exclusively at VidExpo 72. Video needs of 11 West European countries will be discussed.
- Conference sessions, focusing on current users of video media in corporate, educational, consumer and "in-house" areas.
- The forums will be held in conjunction with the Video Exposition, produced by National Expositions Co. of New York. Exhibitors participating include: Panasonic-Matsushita, Philips-Norelco, Videocopy Corp. of America, Sony, Modern Talking Picture Service, Retention Communications Systems, Techtronix, Teletronics International and S/T Videocassette Duplicating Corp. More than two dozen other companies have also reserved space.

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**CONFERENCE REGISTRATION FORM**

VidExpo 72—
Sponsored by The Billboard Publications Group & VidNews
Hotel Roosevelt, Madison Avenue & 45th St., New York, New York, August 21-24, 1972

**REGISTRATION FEE:** $175.00 (Checks payable in U.S. dollars)

Send check and registration form to:
**BILLBOARD PUBLICATIONS VIDEOPRO 72 CONFERENCE**
Ninth Floor, 300 Madison Avenue, New York, N.Y. 10017

Phone: (212) 687-5523

Please register the following names to attend the BILLBOARD PUBLICATIONS VIDEOPRO 72 CONFERENCE:
(Print or type the following information)

**NAME OF EACH REGISTRANT**

**TITLE**

---

FEE INCLUDES admission to all Conference sessions, Exhibits, work materials, a one-year computer subscription to VidNews (weekly international video media newsletter), full proceedings of the First International Cartridge TV, Videocassette & VideoDisc Conference, opening cocktail party and three luncheons. It does not include hotel accommodations. Upon receipt of your registration, you will be sent information on your room reservation at special reduced rates—three nights for $61 single, $76 double, including taxes. A check for the appropriate amount of Conference registration fees in U.S. funds must accompany this registration. Make your check payable to: BILLBOARD PUBLICATIONS—VIDEOPRO.

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Please check () if interested in attending:
Exhibits only. Please check () if interested in special-rate hotel accommodations.
BILLY DRAKE INTERVIEW

Research’s Validity Requires Checking

EDITOR’S NOTE: This is the latest in a series of interviews with program directors. The interview was conducted by radio-TV editor Claude Hall. The interview spanned more than two months and concluded with the conclusion that the interviewee, Billy Drake, has changed the sound of radio in all formats, has ever done.

HALL: There are a lot of good albums out there, aren’t there? DRAKE: Uh-huh, the thing is that for years, artists, who had a hit record, would put out 11 pieces of crap to fill out the album. The record companies today will not accept that, but in general, if you’re releasing a LP, you’ve got to release it as an LP. HALL: To a degree, certainly. But there is to be said for the idea that good albums do have more production validity today. You’re obviously trying to do something new, coming from a different vantage point of things that we were trying to do was to be representative of what was going on among our target audience. That was the whole key. Key to it all was the fact that we have done is an awful lot of research on our research. As far as what we’re doing, Betsey Bremecman has gone through a whole thing with the people at the radio stations on really doing research on their research. As far as increasing the number of stations that are listening is where the place is because it’s surprising how often that things change from year to year.

HALL: In other words, you’ve got to do research on your research? DRAKE: Sure, well, the system is basically the same, but you have to understand what you’re researching still has validity. For sometimes you’ll find that your research data is still valid, or it may come in, and unless you’re constantly reviewing the market for sources of information you’ll never find out. It may be always done by this, that and the other, but there’s a return is supposed to come from the outlets that are truly representative of what your audience is listening to now. But today a lot of outlets don’t use the same records, and they don’t even stock them at the stores.

HALL: They don’t bother anymore. It was a big story when I found out that White Front was going back to stocking singles in the stores, and they didn’t even have records company again to sell singles. So, basically, you’re advancing the idea of what’s happening in their individual outlets in the market of a few stores have opened up and what stores are that these records are coming from.

DRAKE: Sure, that should be a constant thing anyway. But I’ve been wondering, after a year, after a year, I may have to scrutinize and check and see what they’re doing better or in those areas, because you forget, you get into a routine or system and forget to watch yourself in that rut without looking around. Can you?

HALL: You grow old? We have to keep checking our system at all times.

DRAKE: I think one of the important things that Billboard does with their charts is to keep it in alphabetical order and listing the titles in alphabetical order is important to watch the progress of a record. And it’s important to watch your advance sheet. If I were going to offer a suggestion for improvement, I would list those records that have gone out on the charts and now are off close to the chart. That’s really the only suggestion I can come up with on the chart, as far as innovation is concerned because the information on the Billboard charts are incredible when you compare it with others. It’s a very complete guide to everything that went on and everything that went on. It takes me an hour and a half to figure out.

HALL: Good point. Back to your own research. Have all stations where who always carried a bottle in the ear when they went to drive home? This music drove along at 115 miles an hour throughout the year, you went to album cuts some, so that’s why we moved more based largely on the success of WOR-FM in New York and then went into California.

DRAKE: To a degree, certainly. But there is to be said for the idea that good albums do have more production validity today. You’re obviously trying to do something new, coming from a different vantage point of things that we were trying to do was to be representative of what was going on among our target audience. That was the whole key. Key to it all was the fact that we have done is an awful lot of research on our research. As far as what we’re doing, Betsey Bremecman has gone through a whole thing with the people at the radio stations on really doing research on their research. As far as increasing the number of stations that are listening is where the place is because it’s surprising how often that things change from year to year.

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HALL: Good point. Back to your own research. Have all stations
On his recent hit recording, he said, "Daddy, Don't You Walk So Fast."

On his exciting new Word album, Wayne Newton says, Only Believe

ARRANGED AND CONDUCTED BY KURT KAISER

Stereo LP, WST-8586, $5.98; Stereo 8 Tape, 2-8586, $6.55, Cassette, WC-8586, $6.95.

Only Believe • Pass It On • Shall We Gather At The River? • I Need You Every Hour • This Little Light Of Mine • Bring Back The Springtime • Amazing Grace • Would You? • Softly And Tenderly • Sweet Hour Of Prayer

For further information and free DJ copy, contact Stan Moser

WORD Records
Waco, Texas 76703 (817) 772-7650/In Canada: WORD RECORDS, Box 6900, Vancouver 3, B.C.
These are the nominees for the first annual Billboard Record Promotion Men's Contest. These men were named by a survey of 600-plus radio stations coast to coast, representing all of the major formats and markets ranging in size from small to large.

Every person receiving a copy of the Billboard may vote. This ballot that you see here will be featured a total of three times and you may vote all three times. Record promotion men may vote for themselves and/or friends. But it is assumed that the telling vote, because of the number of radio stations involved (Billboard is taken by most radio personnel in any other such trade paper in the world), the vote of radio program directors, music directors, general managers, and record men will represent the overwhelming decision.

Vote for first, second, and third choices in each district. You're encouraged to vote even in other districts besides your own, because as a rule, have worked in many markets and know record promotion men across the nation.

These votes will be tabulated by the Billboard staff and winners will be announced at the awards luncheon during the fifth annual Billboard Record Programming Forum, Aug. 17-19 at the Century Plaza Hotel, Los Angeles. Plaques will be awarded to the leading national record promotion director of a record company, to the leading independent record promotion man in the nation, and to the leading promotion man in each of the four districts mentioned here in this breakout of promotion men. In addition, three record promotion men will receive a certificate of merit in each of the four districts and these certificates will also be awarded at the awards luncheon.

Best of all—each person receiving the Billboard will be allowed a write-in vote for the candidate of their choice who is not mentioned on this list. Thus, a record promotion man who is not listed can campaign for himself as a write-in candidate and, if he takes enough write-in votes, might conceivably win even though his name is presently not on this ballot.

This competition is designed to honor those men on the street, the new wits, A&R and radio stations alive with bright, new, exciting hits ... the men who often work day and night without recognition. Radio men, this is your chance of a lifetime to pay tribute to the record industry's heart and soul. Vote!

NATIONAL RECORD COMPANY PROMOTION DIRECTORS

West Coast

Dan Holliday, A&M
Donna Savedo, UA
Jerry Morris, Capitol
Glen Bruder, Roberts
Ron Elz, Capitol
Dick Ware, CBS
Donna Saveno, A&M
Bud Murphy, Atlantic
Jerry Morris, Capitol
Jim Safel, A&M
Gene Denovohvich, CBS
Don McGreggor, Warner Bros.
Tom Hing, Elektra
Tom Hing, Elektra
David Krauss, Elektra
Jeff Faerger, Elektra
Randy Brown, Epic
Doug Nix, A&M
Paul Mozotis, MCA
Kevin Durant, RCA
Denis Morgan, RCA
Steve Feldman, A&M
Jef Traeger, Elektra
Don McGreggor, Warner Bros.
Bob Buzick
Jack Rogers, Chess
Don Graham, Chess
Ray Anderson, RCA
Bob Buzick
George Furness, Atlantic
Don Carter, Capitol

Midwest

Paul Diamond, London
Charlie Scream, Motown
Dave Galliss, Capitol
John Galliss, Capital
Dan Neoruss, Bedmore/Wright
Dave Remedia
Kent Beauchamp

Southeast

Larry King, Southland
Teddy Vee, Decca
Dave Mack, RCA

NATIONAL PROMOTION MEN

Write-in vote for two candidates. An award will be presented to the best national promotion man.

1. Company: 2. Company:

LOCAL & REGIONAL RECORD PROMOTION MEN

West Coast

Vincent, DCM
Loretta Stal, DCM
Steve Johnson, Capitol
John Sheres, Capitol
Gary Tanneh, Polydor
Bob Holiday, Capitol
Steve Johnson, Capitol
Paul Mozotis, MCA
Ken Van Duret, RCA
Dennis Morgan, RCA
Steve Feldman, A&M
Jeff Faerger, Elektra
Bob Buzick
Jack Rogers, Chess
Don Graham, Chess
Ray Anderson, RCA
Steve Johnson, Capitol

Midwest

Paul Diamond, London
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Dave Galliss, Capitol
John Galliss, Capital
Dan Neoruss, Bedmore/Wright
Dave Remedia
Kent Beauchamp

Southeast

Larry King, Southland
Teddy Vee, Decca
Dave Mack, RCA

(Continued on page 51)
Radio & Promotion Execs Select Radio Forum Topics

Radio & TV programming has never been more important. That's why it's so crucial to plan your programming strategically. And that's why it's so important to attend the Radio Forum.

The Radio Forum is the place to be for anyone involved in radio programming. It's the place where you can:

- Learn from experts in the field
- Network with other radio professionals
- Gain valuable insights on the latest trends in radio programming

The Radio Forum is the perfect opportunity to take your programming skills to the next level.

Don't miss out on this incredible opportunity to learn, network, and advance your career in radio programming. Register now for the Radio Forum!

Registration is open now. Don't wait, register today and secure your spot at the forum.

www.americanradiohistory.com

Radio Forum

The perfect opportunity to learn, network, and advance your career in radio programming.

Register now and secure your spot at the forum.

www.americanradiohistory.com
Soul Sauce

BEST NEW RECORD OF THE WEEK:
"Everybody Plays The Fool"
THE MAIN INGREDIENT
(RCA)

By JULIAN COLEMAN

Motown's famed Temptations, who have been reeling off a steady parade of recording hits for more than a decade, are on the airwaves with a new single called "Mother Nature." The Temptations are currently on a cross-country tour, which includes seven dates with their sister group, the Supremes. . . . At New York's Apollo Theater through June 21, are Bobby Womack, Monk Higgins, Caudle Staton, The Nite-Lites, The New Birth, and Love, Peace, Happiness. (Continued on page 51)

SECOND CHANCE

Second Chance (Mankind 12012) is the new single from the LP Brand New Z.Z. Hill (LP 201). Give Z.Z. a chance on Second Chance
B/W you think I'd do it. A Jerry Williams Production

77 HILL!

Distributed By Nashville Records
1011 Woodland St.
Nashville, Tennessee

Music

Vox Jox

* Continued from page 49

night man Barry Jay. . . . Russell Wintherger is now general manager of WLXY-AM. "The big thing for WLXY-AM is the increased competition," he says. "WLXY-AM has been out of the top 10 ratings for quite some time. Now we're getting back in.

First college student to register for the annual Hillbilly Radio Programming Forum is James Carter, WGG-LFM, Auburn University, Auburn, Ala. We're going to limit the college enrollment this year to about 50 students on a first-come, first-served basis. Would you like to know who the world's greatest singer isn't at age 24? Aziza "probably" Martha Wash, Bobbi Music, New York. I think I'd pick her over the first man I've ever married by Bill Meeks of PAMS. Anyway, Ron Harris, who attends Southern Illinois University, also has a huge collection of singles. During the annual convention of the National Association of Broadcasters recently in Chicago, he was on hand to snap up the new package of <PAMS was offering>

Glen Lewis has been promoted to production director of WDBO
and Bill Stumper has been pro-
moted to station supervisor of WDBO-FM, both in Orlando, Fla.

A note from Andy Barber, assistant program director of KUDE in Kansas City, states: "We have a station promotion called Ross of the Beach. There is a beach, but, then again, there isn't one.

I don't think there is a station promotion called Ross of the Beach. But, then again, there isn't one. A man-made beach exists about 20 minutes from downtown Kansas City. All that's the site of all our promotions this summer. On the air, we make it appear that KUDE is really at a beach city—surfing reports, beach temperatures, water temperatures, shark alerts, and anything else that goes with the beach. Later, in the summer, KUDE will have surfboard-building contests, canoes between the jocks. Fashion shows, midnight parties with local bands. Also, June 15, our custom dance party. (Continued on page 68)

BILLY JUDEL, 17, BILLBOARD

JUNE 17, 1972, BILLBOARD

Denny Rosencrantz, Mercury's Los Angeles representative, has signed Jerry Peters, the writer/producer, with an LP due soon.

Motown moved its sales department to Los Angeles, with Phil Jones heading the Detroit departure.... Berry Gordy has reportedly bought out Paramount's interest in "The Lady Sings the Blues," the Diana Ross starring bi picture.

BEST NEW ALBUM OF THE WEEK: "BROTHER, BROTHER, BROTHER" ISLEY BROTHERS (T-NECK)

Soul Sauce licks and Flageolets, Mel & Tim. "Staring All Over Again," (Sax), Esther Phillips, "I'm For Real," (Kudos); Billy Paul, "This Is Your Life," (Columbia); Benson Brown, "The Goody Godfather," (Sounds Syndicate); Southern Fried, "Savied," (Cram); Marvin Gaye, "You're The Man," (Tamla); Aretha Franklin, "All The King's Horses," (Atlantic); Jimmy C. "Troglydotes," (RCA); Leon Legislation, "I Love You Is Wrong I Don't Want To Be Right," (Koko); Barbara Mason, "Bed & Board," (Bud);Detroit Emeralds, "Baby Let Me Take You," (Westbound); Smokey Robinson & The Miracles, "We've Come Too Far To End It Now," (Tamla); and Harold Melvin & The Blue Notes, "I Miss You." (Philadelphia International).

NATIONAL RECORD COMPANY PROMOTION DIRECTORS

West Coast

Lostis Smith, Invidtus
Ernie Farrell, MGM
Deon Whitlock, RCA
Eddie deJong, ABC
George Jay, Ind.
Abe Glazer, MGM
Clive Fox, MGM
Danny Davis, Sire
Screech Greens
Larry Karp, MGM
Lou Galliam, RCA
Bad O'Shea, Epic
Pete Marno, WB
Pat McGoy, ABC
Dave Urso, WB
Joe Gregg, ABC
Pood Rapport, CBS
Freddie Maneulo, Max
Terry Power, ABC
Ron McDaid, Elektra
Larry Heller, Polydor
Barry Mitchell, UA
Bill Roberts, ABC
Mike Leventon, A&M
Lou Fields, Ind.
Jas Basham, Rec.
Mereh, Chuck
Meyer, MCA
Jack Nishida, Star
Stan Nialla, Buddah
Julio Niellod, R
c
Ben Wood, CBS
Sue Kekich, ABC
Steve Fischer, Kinny
Mike Bonner, ABC
Jim Harper, Target
Lee Anderson, WB
Sydney Miller, Capitol
Larry Douglas, RCA

John Fisher, Atlantic
Write-in candidate:

Northeast

Mike Kleinfen, CBS
Zim Zemrel, CBS
Tony Montgomery, RCA
Sol Handwerger, MGM
Danny Davis, MCA
Joe Cash, Ind.
Fred Horton, Best & Gold
Jack Perry, CBS
Barbara Harris.

Istana, Herman, Ind.
Bill Beamish, Kinny
Tracy, Seaboard
John Albee, Phillips
Bob Greenberg,
Warner Bros.
Herb Rosen, Ind.
Bob Elson, Capitol
Earl Rollison, RCA
Steve W. Rudolph, Scepter
Mel Turoff, London
Earl Kelley, Atlantic
Gary Richrath, Jax
Joe Bilela, Ind.
Jim Taylor, A&M
Donnie Dean, WB
David Rosen
George Collier, MCA
Charles Johnson
Chips Dist.
Fred Edwards
Stereo Dimension
Bill Spitaloky, Ind.
Ceece Holmes, Buddah
Logan Westbrook, CBS

Buddy Scott, Ind.
Moe Schuldman, Alpha
Joe Selkiewicz, CBS
Ray Melancon, Kinny
Don Copeland, CBS
Tom Neumuller, Universal
Ron Moseley, Sussex
Joe Cooke, RCA
Reds Richman,
Schwartz Bros.
Ron DeMorris, Kinny
Bill Harper, Universal
Dave Marshall, London
Steve lves, Euphonium
Joe Baldroll, Ind.
Jerry Ralston
Best & Gold
Marvion Coplen, MCA
Bob Zutner, Capitol
F. Nord, Ind.
Tom Klimanski, RDS
Frank Berman, Alpha
Write-in candidates:

Validity Requires Checking

- Continued from page 45
- Continued from page 46

VALIDITY: But we always have. It's just that some of the changes haven't been as noticeable as that one and that many have not been as significant to the new record business per se. This was not something that we were doing for the first time. We'd been playing album cuts at WDR FM for some while.

So, you had a testing ground!

DRAKE: We'd obviously tested the theory for some time. You have to have a certain amount of self-conformation before you. Because otherwise you get some hokum ideas and say why not and all of a sudden you 'see' enough create a mess. Just like when you do some thing there should be a definite reaction for it!

EDITORS NOTE: Next week, Drake's relationship and method- ology with the program directors at the stations he consults.

51
Classical Music

Orchestra Exec Cites Reradios As Spur to Concert Attendance

By EVAN SENIOR
Staff member of Music Week

LONDON—Recording has become one of the most important single aspects of British musical life, and the British record industry, there's no doubt about it. London Philharmonic Orchestra chief executive Eric Bravington commented, honestly don't know why, and that the London orchestras would do without recording, and in our view, we would have to do away with a major source of income, but we feel that we have to do something. We have seen lately in our concert attendance.

Bravington revealed that the orchestra's Festival Hall attendance is 20 percent higher this season than in our financial year, and figures show that these concerts are up by 11 percent on last season. This predicts the fact that we have made and added more records than ever before, and it's impossible to avoid the sale.

In that year under review, the LPO has issued six LPs of the Philip Glass Embassies series of Classics for Pleasure Records that have sold more than 1 million copies, and for the Stereo Gold Award label for Dussan Record, another series that has sold the same amount.

"When half a million records bear the orchestral music that we sold in a year, quite apart from the more expensive works we have made for other companies, and the records are seen all over the place, in supermarkets and other stores, as well as in the racks of record dealers, it means that when they see an orchestral concert advertised, they want to buy to go to. We think our recording program is responsible for a huge extent for our concert success.

Apart from that, recording financial figures look bleak in the budget of all four London orchestras, the LPO, the London Symphony Orchestra, the New Philharmonia, and the Royal Philharmonia Orchestra.

"In the last financial year," revealed Bravington, "we did about 140 recording sessions, resulting in recording fees of about $2,000 a session. Our total income from recording was somewhere in the region of $300,000, more than a quarter of our entire budget excluding our Arts Council subsidy, and one-third of our entire earned income.

"Worked In"

This can make the job of recording easier and shorter—the players can be worked in to the music and the rehearsals for the concert shorten those needed for the recording.

"It is fairly safe to assume," revealed Bravington, "that what sells well on good records will also sell well on records. Most orchestras in the recording companies know well in advance what programs they are going to record for a coming session, and usually the companies with whom we record tell them what they would like to see. Before this is the LPO arrangement with Classics for Pleasure, which has a consultative role in deciding what to record. That is a different one.

"The LPO has been a close association of the BBC, the William Bennett, the close association of the Arts Council, and the close association of the BBC for the future. The LPO has been a close association of the Arts Council, and the close association of the BBC for the future.

"The publicity from recording, and the high earning earned from London Philharmonic's records, are the main factors in the activities of all major orchestras.

"We might not be in present economic conditions say well ahead exactly what we would record over a given period. Unhappily, we came away with no agreement.

Few American orchestras, with the exception of the New York Philharmonic, are now recording regularly for international distribution. EMI (Angel and Capitol) has not renewed contracts with British Decca could soon come to the end of its contract with Angel, and the Los Angeles Philharmonic, and the Cleveland Symphony Orchestra have all recorded since the death last year of its conductor, Georg Solti. RCA still has a contract with Ormandy's Philadelphia Orchestra, and the Boston Symphony Orchestra records for DG.

Bravington thinks that the total income from the four London orchestras from recording must be something in the neighborhood of $1 million annually. "Of course, not all of this is in the form of royalties, but a number of the orchestras get from concert recordings and record sales. Our estimate is that the other way around, we earn about 8 percent of the budget and we have to earn the other 85 percent. None of us would be here if we didn't have recording as the major angle in our financial income."

Coil It For Beth Bernstein

AND LIBRARY ON JUNE 26

NEW YORK—Mrs. Clive J. Davis, a member of the sponsors committee for the Bernstein "Mass," organized by the New York Public Library of the Performing Arts, the New York State Council on the Arts, and the Lincoln Center, has announced that Columbus, Ohio, composer Leonard Bernstein and the library at a sponsors party in the Lincoln Center Library following the June 26 performances of "Mass."

The party will feature an organ transcription of "Mass." with the sound of Violinist of the New York Philharmonic playing the violins of the New York Philharmonic. The event will be sponsored by the New York Philharmonic and the Columbus Symphony Orchestra.

NEW YORK—Recent meeting in America of record chiefs and American Federation of Musicians delegates failed to resolve the impasse over the recording sessions of British companies in the U.S.

Philips Hikes Import Line $1

CHICAGO—Philips Classical Imports will increase its suggested list price from $5.98 to $6.98 beginning July 1.

Mercury is allowing a buy-in period during which the $5.98 import product. The buy-in period will be a flat fee for all $5.98 import list price, will allow for increased commodification of the import list.

Mercury Records president John Steinberg, said "with the devaluation of the American dollar and the increased cost of local production, there's no doubt about it. Our import line, and the $5.98 import list price, will allow for increased commodification of the import list.

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FORT BRAGG, N.C. — A "Harmony Through Music," aimed at improving relations among the racial and ethnic groups at this military post, was a "fantastic success" by officials here.

The show, which featured seven country acts among the 13 on the program, drew more than 10,000 troops and additional members of their families, according to a mess manager, Lieut. Gen. John Hay, had declared the training holiday so that as many as possible could attend.

The show was a continuous presentation of various types of contemporary music, according to the officials, who were alternating on three stages.

Variety Show Eases Army's Racial Woes

By BILL WILLIAMS

Jack D. Pennington, three-time national grand champion booths at the Country Music Hall of Fame. He toured for a number of years with such stars as Wrangler, Ray Price, and Don Gibson.

Stordy's Kenny Roberts currently is in his 14-year career with the Atlanta Hawks and is one of the top players in the league. He was the leading scorer in the league last season and is currently second in scoring.

Ray Weinman of Ray's Records is in his third year as the manager of the Store and is one of the top retailers in the country. He has been in the business for over 20 years and is considered one of the top experts in the field.

Anita Gillen, daughter of W. C. Handy, has been a major player in the national music scene for many years and is well known for her powerful vocals.

United Talent Forms Agency

NASHVILLE — Expansion of United Talent into a full-fledged booking agency was announced last week at a news conference.

The agency, owned by Conway Twitty and managed by several new names to its roster and indicated there would be additional growth in the near future.

Jimmy Jay, manager of the agency, said it had signed exclusive contracts with Stu Phillips, Ray Phillips and Yvette, I.E. The agency previously had signed Anthony Kiem, among others.

Phillips and Griffith, both Canadians, have considerableSuc.

Chick McGee also has been named as manager of the agency, which will be called the Ray Wylie Agency.

The focus will be on booking acts, and the agency will also be involved in production work.

United Talent is a new agency formed by Ray Wylie and Jimmy Jay.

BROADWAY SHOW 10,072 Single Performance Attendance GROSS $56,205 AT JACKSONVILLE

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

"THE BALLAD OF THE WOUNDED KNEE"—Jimmie Sulli-

THE SOUTH"—Kenny Rogers (Rogers)

"WHISPERS"—Eddie Nocci (Wide World)

"CRYING IN THE RAIN"—Del Reeves and Penny De Havilland (United Artists)

There is no "GOVERNOR"—Tom Jesse—(Music Town)

"RAIDERS OF THE INDIAN TOWNE"—(Extraordin)

"WHY DON'T WE GO SOMEWHERE AND LOVE"—Sandy Nelson—(RCA)

"DON'T LET ME GO"—Earl Connelly—(Maycon)

"COME BACK EAST"—Larry Lake—(Lake)

"RED HOT END"—Steve Scott—(Brady)

"JIMMY BIRD"—Jack Earl—(Capitol)

ALBUM OF THE WEEK: "THE VERITABLE JIMMIE JENSEN"—Jimmie Jensen—

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

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| #1 WYNA | RALEIGH, N. C. |
| #1 KPRB | REDMOND, ORE. |
| #1 WHIT | NEW BERN, N. C. |
| #1 KBUC | SAN ANTONIO, TEXAS |
| #1 WHSL | WILMINGTON, N. C. |
| #1 KSOP | SALT LAKE CITY, UTAH |
| #1 WEEP | PITTSBURGH, PA. |
| #1 WWYA | WHEELING, W. VA. |
| #1 KWKH | SHREVEPORT, LA. |
| #1 KWTQ | SPRINGFIELD, MO. |
| #1 WIRB | ENTERPRISE, ALA. |
| #1 KDJW | AMARILLO, TEXAS |
| #2 WCNW | FAIRFIELD, OHIO |
| #2 KLAK | DENVER, COLO. |
| #3 KGOF | COFFEEVILLE, KANSAS |
| #6 KBOP | PLEASANTON, TEXAS |
| #6 WMNC | ASHEVILLE, N. C. |
| #6 WFXY | GREENVILLE, N. C. |
| #8 WCKW | GARYVILLE, LA. |
| #8 KIOX | BAY CITY, TEXAS |
| #8 KLPR | OKLAHOMA CITY, OKLA. |
| #8 WPNX | COLUMBUS, GA. |
| #8 WKVV | VICKSBURG, MISS. |
| #9 WMQM | MEMPHIS, TENN. |
| #10 KNLV | ORD, NEBRASKA |
| #10 WEAS | SAVANNAH, GA. |
| #10 WJEM | VALDOSTA, GA. |
| #10 WWOL | BUFFALO, N. Y. |
| #14 WFAG | FARMVILLE, N. C. |
| #15 WVOJ | JACKSONVILLE, FLA. |

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*jacky ward
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TARGET RECORDS DISTRIBUTED BY MEGA RECORDS AND TAPES — NASHVILLE, TENN.
"A Special Day"

Arlene Harden's new single is already living up to her old ones.

Arlene Harden. One of the most talented artists in Nashville. And her new single is doing what ever Arlene Harden single has done so far. Become a hit.

Already "A Special Day" has bulleted up the charts to Number 33. And 43 stations across the country are playing it.

So look out, "A Special Day" has just begun to have its day.

On Columbia Records

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Mize Attempts Video Shows

NASHVILLE — Buddy Mize, leader of the Cowboy Love Band and a successful publisher, has written three television shows which are in the works for series. One already is set for syndication, another is being considered for national sponsorship, and a third is in the pilot stage.

One of the series, titled "I'm Gonna Truck," will involve both Bud Simpson of Capitol and Dave Dudley of Mercury. This be-

ing handled by Cliffie Stone on the West Coast, and has as its theme a talking female truck. Stone is currently negotiating with General Motors for spon-

sorship.

The second show, already guar-

anted syndication, is titled "The Other Side," and will deal in per-

sonal interviews with country mu-

sic artists. It is being handled out of Los Angeles, Calif.

The third show, titled "Sunshine Road," features the Nashville Cowboy Love Band, which is a self-contained unit doing dia-

logue-music shows. Mize also has organized, through his new fan club, a company which will merchandise every-

thing from novelties to posters. And he has reactivated his pub-

lishing firm, Arlbe Music, which will be administered by Mary Reeves Davis.
**Rock Tape “Big In Vegas”**

Continued from page 30

defies "80 percent soil which includes jazz, gospel and blues," stated. Mr. Topley, assistant to owner Larry Wilburn.

"Our sale of records and tape is just about equal right now and has been for the past two years. However, cassette sales have been a little more this past year," said Edwards.

Located for 13 years in the highest crime rate sector of the city, the store has always had a reputation for blight and vandalism at a minimum. "Half the time people are standing outside elsewhere won't steal here," said Edwards, adding that "Erika's" most regular customers are the people who come in. Everybody is often friendly to the employees, the store's salesman who goes with the customer. During hours when the store is closed, the employees are free to go about their business and there is always someone in the store.

The store offers a complete line of blank tapes. "We sell all types of blank tapes, including cases such as carrying cases. "Our clients aren't too concerned about the technicalities of cassettes - they just want to buy the best blank tape they can afford," said Edwards. "They take our word that it's good merchandise."

The store also carries players. The only "double high" and "Sound has experienced with warranty and parts problems are related to off brand equipment.

Sound and Sight isn't a discount store, but it does offer a full line of audio equipment. They are the current best sellers are the Sanyo model RE-804 and B & B King. Artists currently appearing on their list are: Sarah Vaughan, Duke Ellington and B. B. King. Artists currently appearing on their list are: Sarah Vaughan, Duke Ellington and B. B. King. Artists currently appearing on their list are: Sarah Vaughan, Duke Ellington and B. B. King.

Like most of the record stores in this area, Erika's is open 10 a.m. to 8 p.m. Monday through Saturday, and Sound and Sight is open seven days a week. Most stores are open from 10 a.m. to 8 p.m. Monday through Wednesday, and from 10 a.m. to 6 p.m. Thursday through Saturday.

Las Vegas has three record stores specializing in Latin music: Erika's, Gertie's Delicatessen stock and Solovolu's. Casiotone Mex handles Mexican artists. Discoteque Latino America is a Spanish speaking store featuring...
MEXICO CITY — Mexico now has its first ever successful musical production, "Cecelia." (With You, Bread and Symphony), which is made to bring the vehicle to U.S. audiences in New York, Los Angeles and Chicago.

The opera is written by Jose Antonio Zavala in collaboration with librettist Luis Reyes de la Mora. It is currently playing on Saturdays and Sundays only at the Teatro de la Guerra, which Zavala's manager, has already contacted inclusive executives concerning the U.S. production.

Fisher is also negotiating to produce Mexican and other Latin American recordings of titles from the Chinese repertoire at a matter of promoting them in the right areas to bring worldwide attention to the work.

The 12 song work is an adaptation of a 19th-century comedy by Manuel Eduardo Gordillo. It is currently playing at the Teatro de la Guerra.

The British company has also produced 10,000 circulars which incorporate the "Francy" concert with the Sonopresse offer to available dealers ordering a minimum of 100 copies. The WEA has also arranged 500 dealer windows throughout the country.

In addition WEA is providing 2,000 streams, together with full-color posters and leaflet promotions for the "New Generation" catalog and the label's new releases.

The company is giving promotional emphasis by the Beach Boys, Bobby Darin, the Frank Sinatra. Fleetwood Mac. Mothers of Invention, John Baldry, Jackie Lomax, and Bill Martin.

Back-catalog promotion includes Hollywood soundtracks such as Family and Faces, and color music, represented by Dionne Warwick, twee.

The"Earth" posters have been printed in Germany and will be made available for distribution.

The campaign is also "New Age of Francy Reprieven" and follows in the footsteps of the Francy Sonopresse campaign for Atlantic, called "Maiden Voyage." The Sonopresse Electric Europa Link campaign is expected in the near future.

London, WEA-U.K. is launching a major European flyer, a promotional campaign, called Francy, for the Warner and Reprise labels. The point of the campaign, which has originated from the Warner and Reprise offices, is to be a sampler album containing 25 tracks.

The album, "Francy," includes material by Alice Cooper, the Allman Brothers Band, Curved Air, Eumir Deibala, and the Grateful Dead. The circular sleeve design used for the album was concepted by the British company.

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The"Earth" posters have been printed in Germany and will be made available for distribution.
HALIFAX — Eastern Canada's first school devoted exclusively to the broadcasting arts is in full op-
eration. Known as AVTM, the school came into existence as a joint project of Canada Manpower, the
Nova Scotia Department of Education and the Atlantic Asso-
ciation of Broadcasters.

In response to information from the AAB that training facilities for eastern Cana-
dian students of broadcasting were virtually non-
existent, Manpower, the federal employment agency, and the De-
partment of Education funded and established a school with a com-
plete broadcasting studio, and ad-
ditional facilities for voice training, typing and technical develop-
ement.

Heads up the teaching staff of AVTM is Rick Green, formerly of HINS, Halifax. The school has in-
sates eight students at a time, in three courses a year, introducing a total of twenty-four qualified train-
ees into the Atlantic area each year.

U.S. for discussions with its busi-
ness partners. Polyplor managing director John Vanhoutte said that Record Merchandisers, the in-
dustry-owned trucking company, is using Audio Express' shopping director Philip Brodie who rel-
uctantly agreed to do the job for one year. Brodie remains a board member of Record Merchandisers.

Noel Rogers of United Artis-
tes Music has secured European rights to new material by Brazilian songwriter and singer San-
ador. It follows a deal the label had with U.S. music publisher Larry O'Brien of Phonogram. Rogers
had been told by O'Brien to supply a minimum of ten albums in Canada, and Phonogram was pleased to
meet the target.
WHY ENOCH LIGHT USES

ENOCH LIGHT's well-earned reputation as a leader in the music world reaches back to the Era of the Big Bands, one of which he led. While other groups of that time have vanished, the great appeal of Enoch Light and the Light Brigade has been affirmed by their durability through the present.

Light's perceptivity and curiosity about music, extending beyond the immediate aspects of performance alone, led him to broaden out into associated esthetic and technical considerations. As a result, he is identified with most advances in the recording industry during the last decade and a half: multi-microphone perspectives, the development and refinement of stereo and the use of 35mm magnetic film for master recording were among them. Many milestone recordings in both the popular and classical repertories came out of these efforts.

He has been actively experimenting with the four-channel medium for several years, and has already produced more than 20 four-channel recordings on his new Project 3 label, following other four-channel discs before launching the new label.

LATEST PROJECT 3 RELEASES!

Look for these four new four-channel recordings:

Sammy Kaye / Brand New Recordings PR50865D □ Urbie Green / Bein' Green PR50665D
Phil Bodner / The Brass Ring PR50675D □ 4 Channel Dynamite! PR50685DQD

www.americanradiohistory.com
A renowned trend-setter in the music world, Enoch Light helped spearhead the stereo revolution over a decade ago. And now, as music maker and producer, he's ushering in the four-channel era with his pioneering Project 3 label.

Project 3 prefers to issue a single version of each release, which serves as the compatible two-channel and four-channel stereo product. Sansui QS Encoding serves this purpose admirably, by placing back-channel information to either side of the two front channels, for a broadly spread out, enhanced acoustic perspective in standard stereo reproduction. But that's not the only reason it fits Enoch Light's purpose.

"To me, four-channel stereo is not just an extension of conventional stereo," says Light. "It's an entirely new medium with limitless possibilities of its own, and I'm grateful for the freedom it affords us in experimenting with exciting new sound combinations and balances. I'm using Sansui Encoding because I have found it, at the present time, to be the most flexible matrix technique from both the artistic and technical viewpoints."

If you're in recording (or broadcasting), why not find out what Enoch Light has already discovered? Add a Sansui QS Encoder to your present equipment and put yourself squarely in the four-channel business. Here's what you'll have going for you:

**Localization:** Accurate and complete sound-source localization in every direction without dropouts or cancellations, without shifts in position. No worries about placing performers in certain areas and keeping them away from others.

**Total Compatibility:** Sansui QS Encoding is compatible with two-channel playback of encoded records. With four-channel playback (synthesis) of conventional stereo records. With other matrix decoders. With all existing home hardware and professional equipment. With broadcast equipment — and with present FCC broadcast standards. Did we leave anything out?

As to broadcasting, by the way, the FM station doesn't even need an encoder on the premises unless it wants to originate live material or process discrete tape originals. For the rest, all it has to do is **play encoded records** (perhaps your records?) on its existing system to broadcast a decodable signal.

**Immediate Decodability:** No need to wait for special decoders to go on the market later this year or sometime next. Over half a million compatible home decoders, or four-channel systems with such decoders built in, have already been sold and are in use. Sansui alone accounts for over 100,000 such systems decoding and synthesizing in users' homes today.

The Sansui QS Encoder is simple to adjust and to use. Can you afford not to have one? Try it. Experiment with your own material, in your own way. Learn for yourself what Project 3 has already found out. And ABC-Dunhill. And Ode. And Command. And Impulse. And Ovation...
### ARGENTINA

**Country:** Buenos Aires - La Frontera

**This Week**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><em>UN GATO EN LA OCUERDA</em></td>
<td>Suizarita accompanied by Rudolf Golder</td>
</tr>
<tr>
<td>2</td>
<td><em>SOMOS CHICOS</em></td>
<td>Bobi Bernardi</td>
</tr>
<tr>
<td>3</td>
<td><em>CAPITAN CARLOS</em></td>
<td>Luis J. Berta</td>
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<tr>
<td>4</td>
<td><em>ALTA PEQUENA LANGOSTA</em></td>
<td>Aníbal Alva</td>
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<tr>
<td>5</td>
<td><em>LOQUIS TENGÓ DE TE</em></td>
<td>Papi Quevedo</td>
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<tr>
<td>6</td>
<td><em>SON OF MY FATHER</em></td>
<td>Cuquito Juri</td>
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<tr>
<td>7</td>
<td><em>MAMITA</em></td>
<td>Chicho Fabares</td>
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<tr>
<td>8</td>
<td><em>LO CAPRUCHINOS</em></td>
<td>Los Apoyos (M. V.)</td>
</tr>
<tr>
<td>9</td>
<td><em>INFO</em></td>
<td>Carlos Melgar</td>
</tr>
<tr>
<td>10</td>
<td><em>GOLPE TRADON</em></td>
<td>Carlos Anaya, accompanied by Pinto Pizar</td>
</tr>
</tbody>
</table>

CANNONBALL ADDERLEY, "Soul Zodiac" Capitol
Cut: All
Station: WMMS-FM

ERIC ANDERSON
Cut: All
Station: KSJO-FM

ARGENT, "All Together Now." Epic
Cut: "Pure Love."
"Be My Love."
"Be My Friend."
"Hold Your Head Up."
"Keep On Rollin'."
Station: WKYK-FM, KOL-FM, WBUS-FM, WMWR-FM, WRFM, WCWM-FM

BLACK OAK ARKANSAS, "If An Angel Came To See You." Atco
Cut: All
Station: KSJO-FM, KZAP-FM

BLUES PROJECT, "Blues Project." Capitol
Cut: "I'm Ready."
Station: KFMM-FM

BOONE'S FARM, "Boone's Farm." Columbia
Cuts: "Play Children Play."
"Living Together.
"You Say You Love Me More."
"So Much Wrong."
Station: WCWM-FM

DAVID BOWIE, "Rise and Fall of ZIGGY Stardust ..." RCA
Cuts: All
Station: WBUS-FM, KFML-FM, WCMF-FM, KOL-FM, WRNO-FM

BULL ANGUS, "Fee For All." Mercury
Cuts: "Lone Stranger."
"Children Of Our Dreams."
Station: WCWM-FM

WALTER CARLOS, "Sonic Seasingon." Columbia
Cuts: All
Station: WFKT-FM, WMMS-FM

WALTER CARLOS "Clockwork Orange." Columbia
Cuts: All
Station: WMMS-FM, WMFR-FM

CHEECH AND CHONG, "Cheech and Chong." Ode
Cuts: All
Station: KEAC-FM

THE CITY, "Now That Everything's Been Said." Ode
Cuts: All
Station: WMMS-FM

ORNETTE COLEMAN, "Crisis." Atlantic
Cuts: All
Station: KOL-FM

CHI COLTRANE, "Chi Coltrane." Columbia
Cut: "Time To Come In."
"Thunder & Lightening."
"Feelin' Good."
Station: WKYK-FM

DADDY COOL, "Teenage Heaven." Reprise
Cut: "Rocky Rocks Off."
"Teen Love."
Station: KFWM-FM

CROWBAR, "Larger Than Life & Live/ Than You've Ever Been." Capitol
Cuts: All
Station: WNCR-FM

CHARLIE DANIELS, "Charley Daniels." Buddah
Cuts: All
Station: KSJO-FM

TIM DAVIS, "Pipe Dream." Metromedia
Cuts: All
Station: WZFM-FM

SOUNDTRACK, "Don't Play Us Gypsy." Stax
Cuts: "Journey Tonight."
"The Book Of Life."
Station: WDAS-FM

DUST, "Hard Attack." Kama Sutra
Cuts: "Ivory."
"Suicide."
"Learn To Die."
"Walk in the Soft Rain."
Station: WKYK-FM

THE EAGLES, "The Eagles." Asylum
Cuts: "Take It Easy."
"Tryin'."
"Take The Devil."
"Nighttime."
"Peaceful Easy Feeling."

FOGHAT, "Foghat." Bearsville
Cuts: "Trouble."
"Trouble."
"Sarah Lee."
"Leaving Again."
Station: WNRO-FM

PETER FRAMPTON, "Wind of Change." A&M (import)
Cuts: All
Station: WNCR-FM, WMMS-FM

ARETHA FRANKLIN, "Amazing Grace." Atlantic
Cuts: All
Station: WDAS-FM, KFML-FM, WNCR-FM, KOL-FM, WMMS-FM, WMFR-FM, WRFM

ARETHA FRANKLIN, "In the Beginning." Columbia
Cuts: All
Station: WMMS-FM

THE FUNKADELIC, "America Eats Its Young." Westbound
Cuts: All
Station: WMMS-FM, KSJO-FM

RORY GALLAGHER, "Live In Europe." Polydor (import)
Cuts: All
Station: WMMS-FM

SHAKEY JACK HARRIS, "Devil's Polydor
Cuts: All
Station: KFJM-FM

HEAVY CRUISER, "Heavy Cruiser." Family Productions
Cuts: "Electric Lady."
"Miracle of Pure Devise."
"My Little Fire Fly."
Station: WCWM-FM

HIGHWAY ROBBERY, "Highway Robbery." RCA
Cuts: "Fifteen."
Station: KNAC-FM

ISLEY BROTHERS, "Brother, Brother." (T-Neck)
Cuts: All
Station: WMMS-FM

JOY OF COOKING, "Castles." (Capitol)
Cuts: All
Station: WMMS-FM, WNMS-FM, WZFM-FM, KFML-FM

FREDDIE KING, "Texas Cannonball." Shelter
Cuts: All
Station: WNCR-FM, WVDW-FM

THE LAST POET, "Child's Chastise- ment." Blue Thumb
Cuts: All
Station: KNAC-FM

LEATHER, "A Fine Woman." (Single)
Cuts: All
Station: WNRO-FM

JOHN LENNON, "Sometime in New York." Apple
Station: WMSC-FM

RAMSEY LEWIS TRIO, "Upendo Ni Mama." Columbia
Cuts: "Silly" into Darkness."
"Got To Be There."
"Con- certo of Aranjuez."
Station: WCWM-FM

BUZZY LINHART, "Buzzy." Kama Sutra
Cuts: All
Station: WKYK-FM, WMMS-FM, WMFR-FM, WRFM

JACK McDUFF, "Healin' System." Cadet
Cuts: All
Station: KOL-FM

MAMA LION, "Preserve," Family
Cuts: All
Station: KOL-FM, KSJO-FM

HARVEY MANDEL, "The Snake." Janus
Cuts: All
Station: WMFS-FM, WMFR-FM, WKFM-FM

HERBIE MANN, "Mississippi Gambler." Atlantic
Cuts: All
Station: WMMS-FM, KFML-FM, KOL-FM

MATCHING MOLE, "Matching Mole." CBS Import
Station: WNCR-FM

JOHNNY MALL, "Jazz, Blues, Fusion." Polydor
Cuts: All
Station: WMFS-FM, WVDW-FM, KFML-FM

MAX MORATH, "The Bust of Scott Joplin." Vanguard
Cuts: All
Station: WMFS-FM

SPOONER OLDHAM, "Pat Luck." Family
Cuts: "The Lord Loves A Roll- ing Stone."
"Easy Listening."
"Profile."
"Will the Chain Be Unbroken."
Station: WKYK-FM

PINK FLOYD, "Obscured by Clouds." Capitol
Cuts: All
Station: WNCR-FM, WZFP-FM


DAVID POMERANZ, "A Fine Woman." Decca (Single)
Station: WNRO-FM

WILLIS RAMSEY, "Willis Ram- sey." Shelter
Cuts: All
Station: KFML-FM

ERIC VON SCHMIDT, "Eric Von Schmidt." Poppy
Cuts: All
Station: WFFM-FM

SHA NA NA, "The Night Is Still Young."
Cuts: "Seascape."
Station: KNAC-FM

DON SHIRLEY, "Point of View."
Station: WMMS-FM

JIMMY SMITH, "Root Down." Venice
Cuts: "Root Down."
Station: KOL-FM

SOFT MACHINIE, "Number Five." Columbia (Import)
Cuts: All
Station: WMMS-FM

STEPPENWOLF, "Rest In Peace." A&M
Cuts: "Hippo Stomp."
"The Outcast."
"Renaegage."
"Foggy Mountain Breakdown."
Station: WKYK-FM, WMFR-FM, WRNO-FM

SWALLOW, "In the Nest." Warner Bros.
Cuts: All
Station: KOL-FM

SHAMP DOG, "Cuff, Collard and Tagged." Cream
Cuts: All
Station: KNAC-FM

ERIC QUINCY TATE, "Drinking Man's Friend." Capricorn
Cuts: All
Station: WUOD-FM

DOMENIC TROIANO, "Demonic Troiano." Mercury
Cuts: All
Station: WMMS-FM

URIAH HEEP, "Demons and Women." Mercury
Cuts: "The Wizards."
"Traveler In Time."
"All My Life."
"Paradise-The Spell."
Station: WKYK-FM, KSJO-FM, WMFS-FM, WZMF-FM, WRNO-FM

VARIOUS ARTISTS, "The Guitar." Columbia
Cuts: All
Station: WMMS-FM

THE VELVET UNDERGROUND, "Live At Max's Kansas City (At- lantic)
Cuts: All
Station: WMMS-FM, WBUS- FM, KEEZ-FM

WETHER REPORT, "I've Seen the Body." "Electric." Columbia
Cuts: "Second Sunday in August."
"Moores."
Station: WNCR-FM, WCRN-FM, KOL-FM

ORSON WELLS, "The Begetting of the President." UA
Cuts: All
Station: KNAC-FM

WHITE CLOUD, "White Cloud." Good Medicine
Cuts: "All Cried Out."
"Hoe Bus."
"Qualified."
"Thanks for Nothing."
Station: WHCN-FM

WINGS, "Mary Had A Little Lamb." Apple
Station: KEFF-FM, WCWM-FM, WRNO-FM

BOBBY WOOLACK, "Understanding." United Artist
Cuts: "I Can Understand It."
Station: WDAS-FM, KNAC-FM
If you're a deep-voiced radio station — or a radio station searching for a deep-voiced Jock — Billboard is the best buy. No other trade publication is read by so many air personalites and program directors. And all of the sharp programming-oriented general managers read the magazine, too! Best of all, Bill- board classified ads achieve better results than any other publication in the field. General managers report that a Radio-TV Job Mart can draw five times the results of the next leading radio-TV industry publication. The cost is $15 — in advance — for two times. Box numbers will be used, if you wish. Send money and advertising copy to:

Radio-TV Job Mart
Billboard
165 W. 46th St.
New York, N.Y. 10036

POSITIONS WANTED

Radio personality with 6 years experience looking middle 30's male. Has Midwest, South and East Coast experience. Could be programming or on-air. Contact X 5454 Billboard. Chicago. Ill.

FIRST PHONE DEEJAY WANTS CHANGE. Age 20 years old, native of Cleveland, O. W. G. at 20 - 60 - 60 - 60. Member of the National Jockey Club. Will engage any station and on higher. No charge. Phone (216) 665-2626.

EXPERIENCED PRO 10036. Will act as MC for TV show. Can handle any music. Contact Alex Jollett, 6 West 66th St., New York 23.

IMPROMPTU! At a station with little listener reaction in a market with no growth potential or at an area station. I have 3 years experience in the business. My experience includes London, England, Chicago, N.Y. If you're not satisfied. EXPERIENCED PRO 10036. Will act as MC for TV show. Can handle any music. Contact Alex Jollett, 6 West 66th St., New York 23.

Selling the Ticket! This is a phone service that will save you headaches. It will improve the sales of your station. No charge to you for this service. Money back if not satisfied in 7 days. Paulie Mac, 401 W. 84th St., New York 26.

HELLO FLORIDA! This is my phone number. I can sell your tickets and avoid the trips. My problem is approving the advertising and trying to sell the tickets. This is the most important at this small market community station. I have 5 years experience, which I believe will help you. Many years ago I sold a station while creating a lots of business. I'm available all day and will drive with you a little more than time and distance. Delightful lady who can handle your phone numbers. Call (305) 424-0476.

18x57

Positions Open

Contemporary or progressive MOR in Florida. Experience in rock and roll radio needed. Must be proficient in all areas. Contact X 5454 Billboard. Chicago. Ill.

FIRST PHONE DEEJAY WANTS CHANGE. Age 20 years old, native of Cleveland, O. W. G at 20 - 60 - 60 - 60. Member of the National Jockey Club. Will engage any station and on higher. No charge. Phone (216) 665-2626.

Nashville Scene

Continued from page 56

with two hours of Bluegrass gospel singing Sunday morning.

Buddy Lee, a first-rate Jock, has signed Tanya Tucker, the 13-year-old Columbia artist who hit the charts with her first recording. Buddy Lee also signed three established acts: Ronie Newton, the star of the Pete Drake Show, and Roni Stoneman. Buddy Lee celebrated his 24th birthday in Bakersfield at a surprise party given him by his wife, Jane Family and friends were there for the big affair...
Rentals, Radio Co-Op Aids Programs

By ROBERT LATIMER

JACKSONVILLE, Fla. — A number of fairly unique programing ideas, including an Enter Greg Ortagus, veteran owner of WDAI-FM, Cleveland, has maximized profit. One is an aggressive approach to radio, cooperation with radio stations. Ortagus's spread amounts to more than 2000 square miles of the sprawling Jacksonville area, and includes a variety of feast on area, and includes a variety of nationalities and music preferences to the city it has been known. Actual programming is done by two WDAI-FM, Don Bendecker, a former WDAI-FM, who is a program director. One of the interesting things about WDAI-FM is that the station is in operation 24 hours a day, seven days a week. During his career, Ortagus has experienced with various programing methods, including full-time programing of the office, a mechanized system depending enti- tially on computer. One other thing is that there is no greater programing asset than the collector who is visiting each spot every two weeks and who is on this job for as long as the location owner is covering it. This is one of the things that the location owner is usually satis- fied with. Ortagus says that the name of the game may be, "have your own." First, the location owner, he says, is the one who will lose his job if the program is not a success. In most instances, the program has been a success. The music is that he wants, and is why he has been able to continue with the program.
What's Playing?

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

Albuquerque, Country Locations
Mary Roth, programmer, ServoNation of New Mexico

Atlanta, D.D. sister
For the Love Of

Baton Rouge, Louisiana
Country Locations
Barry Black, programmer, WGSU-FM

Baton Rouge, Louisiana
Joyce Ashford, programmer, WYNN-FM
Current releases: "I've Got a Song," Jimmy Hairston, WGH-FM 45590; "From East to West," Dizzy Gillespie, Fantasy 45590.

Delphi, Ind.; Easy Listening Locations
Marjorie Sales, programmer, Red Sales Music Co.

NEC Picks 6 New Directors
Continued from page 18
Stillwater, and is serving as Oklahoma Unit Coordinator.
A field of 12 candidates was presented to the membership by the NEC Nominating Committee. Each member institution was allowed one vote.
Rettig was re-elected as president. Two staff members and three students were elected to the NEC Board.

ADVISING IN BUSINESSPRESSES MEANS BUSINESS

Are you a member of a professional...
Sensational live LP from the brothers. Reissued on a 45-rpm format for the first time ever, this release rivets the listener like their "One Bad Apple," the group's earliest hit. The LP, which will follow another "hit" for this powerful performer, includes a 1965 hit that has made him a "living legend" in the music world. "It's You." "Weirdos." "Teenage Love Story." If you only have The Others, this is also a collector's must.

Most notably titled "Soul Classics" in this LP, which will follow another hit for this powerful performer, includes a 1965 hit that has made him a "living legend" in the music world. "It's You." "Weirdos." "Teenage Love Story." If you only have The Others, this is also a collector's must.

Paul and his Raiders more than any other group of the early '60s ever have helped keep rock and roll (U.S. A. division) alive and well. They renounced tight and excitable during moral personal and ward role changes. Before the action was over, they had such audio playback as "Kicks." "Sugar." "Love." "Hungry" and "Soul Like Me.""
Dear FIDN Dealers:

Now that FIDN has been in operation for over six months, if it apparent certain things will have to be changed to enable us to make a profit and at the same time speed up our service to you.

Effective immediately:

1. Our shipping and handling charge policy is being revised as follows:
   a. Up to 24 units in a dealer order, the charge will be flat 25c per unit (instead of present 10c per unit and 5c for each additional unit).
   b. Orders of 25 units or more will still be 10c per unit.

2. On any unsecured orders received where you do not indicate the FIDN ordering number; i.e., the number in bold type in the FIDN Catalog there will be a charge of $15 per unit. This, of course, applies to any special orders you are ordering outside the FIDN Catalog.

We find it necessary to make this charge as the expenses of handling and return of material is significant. We are now looking into Phono, etc., to locate your FIDN Number. (If it is in the active FIDN Catalog) and our separate procurement of special orders from manufacturers just will not be covered under our present handling charge, to your items.

PLACEMENT OF THE FIDN ORDERING NUMBER IN YOUR ORDERS WILL SPEED PRODUCT TO YOU. THANKS AGAIN FOR YOUR SUPPORT. THE FIDN CATALOG IS ON THE WAY TO YOU.

Bill Niland

FIND Service International
P.O. Box 775
Terre Haute, Indiana 47803

FIND Service International
Suite 315
9000 Sunset Blvd
Los Angeles, California 90069

Candy Tashen

Vox Jox

Dear Tom Rush:

I've always wanted to do a show with you, and I'm happy to have this opportunity to share the stage with you tonight. Your music and your stories always resonate with me, and I know our listeners will enjoy your performance as much as I do. Let's make tonight special.

Sincerely,
[Sign Off]

[Signature]
FIND Dealers Play in Traffic! And They Love It.

Just Look at What Active FIND Dealers are Saying About Us.

"Special order store traffic, as a result of exposing FIND, has increased regular product sales..."

B. PERRY
Kittyhawk Records Store
Frankfort, Kentucky

"FIND has increased our business 10%... Our customers are getting to know us as a good special order house thanks to FIND... Am getting product through FIND which is not available through regular distribution."

A. JENKINS
Mace Electronics
Erie, Pennsylvania

"As my customers find out about FIND, special orders increase and also this added traffic has increased sales of regular merchandise."

G. GILLESPIE
Soul Shack
Washington, D.C.

"FIND has brought more people into our store; has increased our regular volume."

Lindy's Record Bar
Selma, North Carolina

"FIND has increased our regular product sales by bringing in more store traffic."

MILDRED BRASWELL
Henderson Music Co.
Henderson, North Carolina

If You Think You Can Afford Not to Have the Increased Store Traffic that FIND Provides, then Don't Fill Out the FIND Dealer Application below.

---

**Application FIND / P.O. Box 775 Terre Haute, Ind. 47808**

1. I have checked below the type of outlet with which I am associated:
   - [ ] Record/Tape Store
   - [ ] Home Entertainment/ Appliance Store
   - [ ] Department Store
   - [ ] Rack Merchandiser
   - [ ] One Stop
   - [ ] Discount Store
   - [ ] Variety Store
   - [ ] Supermarket
   - [ ] Drug Store
   - [ ] Other:

2. I am: □ An independent retailer, operating ___ (state how many) outlets;
   □ Part of a chain store operation with ___ (state how many) outlets;

3. I handle the products checked:
   - [ ] LP Records
   - [ ] 9-Track Tapes
   - [ ] Cassettes
   - [ ] Open-Reel Tapes

4. My record/tape department is:
   - [ ] Clerk-serviced
   - [ ] Self-serviced
   - [ ] Self-served with clerk assistance

5. I buy my record/tape product from:
   - [ ] Distributors
   - [ ] One- Stops
   - [ ] Serviced by Rack Merchandiser

6. I subscribe to Billboard: Yes ______ No ______

---

Store Name: ____________________________

Individual: ____________________________

Owner: □ Yes □ No Manager: □ Yes □ No

Telephone: ____________________________

Address: ______________________________

City, State, Zip: ________________________

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www.americanradiohistory.com
ENGLISH CONGREGATION—JESABEL (3:03) (prod: John Burtcha) (writers: Keith Pendine-Farrall, Stu Conn, ASCAP) Flip: No info available. SIGNPOST 70004 (Atlantic)

RADIO ACTION: WLEE (Chicago) (WENR (Chicago, New York)

APRIL WINE—BAD SIDE OF THE MOON (2:44) (prod: Ralph Murphy) (writers: John Tajar, Jones, BMI) Flip: "Believe In Me" (1:42) (Brianhill, ASCAP) BIG TREE (4:12) (BMI)


HEAVEN BOUND with Tony Scotti—BREAKING UP IS HARD TO DO (2:15) (prod: Michael London & Tony Scotti) (writers: Sedaras-Greenfield, Steven Gen-Columbia, BMI) Flip: No info available. MGM 14412


ROY ORBISON—REMEMBER THE GOOD (2:54) (prod: Wesley Roy) (writers: Norm & Rose, BMI) Flip: No info available. MGM 14413


Mickey Newbury—Remember the Good (3:05) (prod: Dennis Linda) (writers: Newbury, ASCAP) Flip: "How I Love Them Old Songs" (2:50) (Acap Rose) BMI) ELEPHANT 457389

BRIAN HYLAND—ONLY WANNA MAKE YOU HAPPY (2:42) (prod: Bobby Krut & Brian Hyland) (writers: Hatt-Farrell) (Pockemkull of Tours, BMI) Flip: No info available. UNI 55224 (USA)

COUNTRY


RADIO ACTION: WAIP (Honolulu, HI) WPAX (Columbus, GA)

KENDALLS—EVERYTHING I OWN (2:57) (prod: Pat Drake) (writers: Gaffrey, Sorenson-Green-Callahan) (6:1) Flip: "Big Silver Jet" (2:39) (Tomake/Fantone, ASCAP) DOT 17222 (Fantone)

RADIO ACTION: 4670 (Wheeler), WLIW (Washington), WEPH (Philadelphia), WLR (Louisville), WMBP (Bethlehem), WNR (Columbus), BMI)

BILLY "CRASH" CRADDOCK—I'M GONNA KNOCK ON YOUR DOOR (2:08) (prod: Bob Chase) (writers: Schoedler-Wayne) (Amor-Richael, ASCAP) Flip: "What Won't I Know" (2:31) (Pageson, BMI)

corty's: 216

RADIO ACTION: WPAX (Columbus, GA)

SCOTTI CARSON—STILL I WANNA SEE YOU (2:18) (prod: Kenny Light & Cez Ackins) (writer: Chapel) (4 Star, BMI) RCA 74 0730

COUNTRY

ROY ROGERS—Hammadeh Miniree (2:26) (prod: Bill Walter) (writers: Pitts-Davis) (Con Dallamon, ASCAP) CAPITOL 3238

TEX WILLIAMS—Pledge the Allegiance (See Pop Pick)

TEX RITTER—Larue (2:20) (prod: Joe Allison) (writers: Williams, Song & Rand) ASCAP) CAPITOL 3237

RADIO ACTION: WABC (N.Y., NY)

Soul

ISLEY BROTHERS—POP THAT THANG (See Pop Pick)

Mai GIOVANNI—EVERYBODY PLAYS THE FOOL (See Pop Pick)

CHARLES WRIGHT—SOUL TRAIN (3:35) (prod: Charles Wright) (writers: Jazz Mone, ASCAP) Flip: "Run Baby Run" (2:37) (Music Power, BMI) WARNER BROS 7900


RADIO ACTION: WOGT (Chicago)

also recommended

WEB B. PIERCE—I'm Gonna Be a Swinger (2:14) (writers: Pierce-Murch) (Brandywine, ASCAP) BECCA 23793 (USA)


JACK JONES—Genius of Magic (2:46) (prod: Joe Reisman) (writers: Gunk-hoff) (Geffen, BMI) RCA 74,0734

BOBBY DARIN—Sold Away (2:20) (prod: Joe Fuller) (writers: Newman-Nanger-Tomlinson, BMI) MOTOWN 3102

ARCHIE'S—Drawers in the Morning (2:32) (prod: Ron Davis) (writers: Greenfield-Bailey) (Kirkland, BMI) KIRSHNER 63-302 (USA)

SUPREME'S—I Need to Belong to Someone (3:44) (writers: Dotfield-Putnam) (writers: Mayfield, BMI) COLUMBIA 30172 (USA)

JOANIE BARKIN & S. GAINSBOURG—I Was Once (3:15) (prod: Jean Claude Van能不能) (writing: Gainsbour, ASCAP) TON-TANA (Hanna)

500—Foot in the Street (2:55) (prod: David Aschliman) (writers: Rutt, BMI) BECCA 52792 (USA)

PETER DUCKIN—Melodica Theme (2:35) (prod: Mike Berkinn) (writers: Music Science-Dionere, BMI) CAPITOL 6532


EDDIE HADDO & CROYDON—Greenwood Mississippi (2:58) (writer: Warlock-Warlock, BMI) MGM 14105

HALL-CLOWNS (2:30) (prod: Joe Reisman & John Anthony) (writers: Porion-White) (United Artists, ASCAP) CAPITOL 3242

TEX WILLIAMS—Pledge Allegiance (2:06) (writer: Tex Williams) (writers: Freeland-McDonnell) (BMI) NONATION 854 (USA)

RADIO ACTION: WPAX (Columbus, GA)

DOE'S SANTONIA—Living Free (2:40) (prod: Pete Spring & Dick Hyman) (writers: Kaplan-Deglock) (Colgems, ASCAP) RCA 74,05990

also recommended

BOBBY DUKES—Just Be With You (2:55) (prod: Bobby Dukes & Gailden McCall) (writers: Dukes-Maccoll) (Big Seven & Brown, BMI)

CALLA 184 (Routine)

RADIO ACTION: WiFi (Baltimore)


RADIO ACTION: WPAX (Columbus, GA)

SONNY TURNER & SOUND LIMITER—Chicago Shadows (2:37) (prod: Sonny Turner) (writers: Kings-Campbell) (Smiling, BMI) MUSICOR 1499

RITCHIE DUVALL—Jesus Is Just Alright (See Pop Pick)

SILVERBIRD—GETTING TOGETHER (2:44) (prod: Pete Lauro) (writers: Denim-Orrin) (ASCAP) Flip: No info available. COLUMBIA 44,0825

JUNE 17, 1972, BILLBOARD
It's always good to hear from an old friend.

Like Bobby Womack.
Remember last Fall when Bobby came around with "Communication."

That's when you really knew he had it together.
Now he's back with "Understanding".*

Songs about love, living and getting / speeding and keeping love.
Bobby Womack, writer, singer, producer, guitarist, friend for life.
On United Artists Records and Tapes.

(L.P. UAC-5577 - 8 Track U-8381 Cassette K-0381) * Includes "Woman's Gotta Have It."
"ALONE AGAIN (Naturally)"

The new single by
GILBERT O’SULLIVAN

"The next Lennon-McCartney is Gilbert O’Sullivan...
"Alone Again (Naturally)" is not JUST a hit...it is a CLASSIC to endure for all times. It captures a man’s entire life in three minutes. Enclosed in a melody so simple, it will be eternal..."

Kal Rudman, THE FRIDAY MORNING QUARTERBACK, 5/26/72

"Sleeper of the Week."
Bill Gavin, THE GAVIN REPORT, 5/26/72

"ALONE AGAIN (Naturally):" Broke in Philadelphia. Picked up in Seattle. New believers: Dallas, Phoenix, Hartford, Salt Lake City, San Francisco. It’s a confirmed TOP 40 hit!

GILBERT O’SULLIVAN. Definitely one of the most expressive new talents in today’s music. Hear for yourself.

#3619

Produced by Gordon Mills

www.americanradiohistory.com
HOT 100 A-Z (Publisher/Licensee)

1. CANDY MAN
2. WHERE DO YOU WANT TO GO
3. SONGS BLUE
4. OH GIRL
5. NICE TO BE WITH YOU
6. TROGLODYTE (Cave Man)
7. (Last Night) I Didn't Get to Sleep at All
8. AMAZING GRACE
9. WALKING IN THE RAIN WITH THE ONE I LOVE
10. I NEED YOU
11. ROCKET MAN
12. RED HOT LINCOLN
13. LOOK WHAT YOU DONE FOR ME
14. TOO LATE TO TURN BACK NOW
15. DIARY
16. I SAW THE LIGHT
17. RAINING IN VALENCIA
18. LIVING IN A HOUSE DIVIDED
19. SOMEBODY NEVER COMES
20. DADDY, DON'T YOU WANT TO MARRY ME
21. TAXI
22. I'M NOT STRANGE
23. ASK ME WHAT YOU WANT
24. I'VE BEEN LONELY FOR SO LONG
25. LAYLA

HOT 100 A-Z (Publisher/Licensee)

80. COCONUT
81. BRANDY (You're a Fine Girl)
82. SEALED WITH A KISS
83. PAPA WAS A ROLLING STONE
84. BABY LET ME TAKE YOU IN MY ARMS
85. KATE
86. FRANCENE
87. BEAUTIFUL
88. IN A BROKEN DREAM
89. THEME FROM "THE GODFATHER"
90. HOLD YOUR HEAD UP
91. I'M COMING HOME
92. BED AND BOARD
93. MARY HAD A LITTLE LAMB
94. RIB OFF
95. ELYSIAN FOG
96. EDDIE LOVE
97. I DON'T NEED NO DOCTOR
98. GETTING IT ON "SADLY, RIDE"
99. I THANK YOU
100. MY GUY

Compiled from national retail sales and radio airplay by the Music Popularity Charts Dept. of Billboard.
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"CIRCUS"

A MUSICAL EXTRAVAGANZA OF A SINGLE FROM A PHANTASMAGORIC* ALBUM KNOWN AS "PAINTINGS" BY AN EXTRAORDINARY 2 MAN ENTERTAINMENT COMPANY—THE MIKE QUATRO JAM BAND

Single #1062  Album #3011
BOTH ON EVOLUTION RECORDS—BOTH HITS OF COURSE!

*PHANTASMAGORIC: AN ILLUSIONARY EFFECT BY WHICH FIGURES APPEAR TO DWINDLE INTO THE DISTANCE OR RUSH FORWARD WITH ENORMOUS INCREASE OF SIZE . . . A CONSTANTLY SHIFTING, COMPLEX SUCCESSION OF THINGS SEEN OR IMAGINED . . . A SCENE THAT CONSTANTLY CHANGES OR FLUCTUATES.
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Compiled from National Retail Stores by the Music Publishing Staff, Department and the Record Market Research Depart-
HELEN REDDY SINGS I AM WOMAN

IN THE NEW COLUMBIA MOTION PICTURE
Produced by Mike Frankovich
STAND UP AND BE COUNTED!

ON THE TONIGHT SHOW JUNE 13TH

...AND ON CAPITOL 3350
Produced by Jay Senter
F oreheads, 80 percent of the U.S. public has an opinion on the current debate regarding the sale of the Library of Congress, which is held to be an essential public repository of knowledge. Open to all, the Library is viewed by many as a beacon of enlightenment and a symbol of national unity.

However, the sale of the Library has become a contentious issue, with advocates arguing that it would allow for more efficient and accessible access to the vast collection of books and other materials. Opponents, on the other hand, believe that the sale would be a loss of cultural heritage and would result in the dilution of the Library's mission.

The debate continues as the public weighs in on the importance of preserving the Library as a public resource versus the potential benefits of privatization.

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**Possible Aural Monitor Delay**

- **Executive Summary**

  The proposed bill for the Aural Monitor Delay Act has been introduced in Congress. This act aims to delay the implementation of a comprehensive aural monitoring system in broadcast stations to give them more time to prepare.

  The delay period will allow stations to conduct feasibility studies, evaluate technology options, and develop comprehensive plans for the installation and operation of the monitoring system.

  **Key Provisions**

  1. **Delay Period:** The act proposes a delay of five years after the date of enactment for the implementation of the monitoring system.

  2. **Feasibility Studies:** Stations will be required to conduct feasibility studies to determine the cost-effectiveness and technical viability of aural monitoring.

  3. **Technology Evaluation:** Stations will be encouraged to evaluate various technologies and select the most appropriate one for their needs.

  4. **Comprehensive Plan Development:** Stations will be required to develop comprehensive plans that include implementation timelines, budget estimates, and staffing requirements.

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**S istag Sues on Superstar**

**NEW YORK—**Sistag, Ltd. is suing in U.S. District Court in Brownsville, Tex., against the Rock Steadwood Group Ltd., Leeds Music Ltd., and the Rock Steadwood Group Corp., alleging infringement of copyrights of plaintiff Steadwood, Bill, and Patricia Steadwood, all in the United States.

**Facts**

- **Complaint:** The suit alleges that defendants John T. O'Malley, Jack Caine, and Robert T. King, in violation of the copyright laws, have prepared and performed, and caused copies thereof to be performed, and are preparing to perform infringing copies of plaintiff's works.

- **Plaintiffs:** The plaintiffs are the creators and owners of various works, including songs and sound recordings.

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**Memphis Writers Sue Mgrs.**

- **Defendants:** minced meat, a local meatpacking company.

- **Plaintiffs:** local writers and musicians.

- **Claim:** Defendants are alleged to have infringed on the writers' and musicians' copyrights by using their works without permission.

- **Outcome:** The case is currently pending in court.

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**Warner EASTER**

Sy Warner has been appointed director of promotion for London and its affiliated labels. In this newly created post, Warner will direct all promotional activities for the company's regional and London branch promotion personnel for both single and LP product. He will also be involved in artist relations and media presentations, coordinating the company's marketing efforts.

Warner was most recently national singles sales and promotion manager for London.

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Bruce Hinton has joined Bill-Jack Productions as general manager of newly formed Billy Jack Records in Los Angeles. He was previously with Jimmy Bowen and Amos Productions for three years.

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**FORE Spars ‘Black Experience’**

- **Epics and Colombo continue to be a subject of debate.**

- **Plaintiffs:** Long and Colombo.

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"My position is that we have a great deal to be angry about, furious about ... which point towards the total liberation of African peoples all over the world."

"What we want now is a recognition of the beauty of things black."

"The whole idea of debating whether or not Negroes should defend themselves is an insult."

OTHER LORRAINE HANSBERRY RECORDINGS ON CAEDMON:

Just Released
A RAISIN IN THE SUN
With the Broadway cast
TRS 355 (A 3 Record Album)

TO BE YOUNG, GIFTED AND BLACK
With the Broadway cast
TRS 342 (A 3 Record Album)

Caedmon Records, Inc. 505 8th Ave. N.Y.C. 10018
THE FORCES OF EVIL ARE ON THE MARCH AND DANGER HAS RISEN. NOW FROM OUT OF INNER SPACE COME THE MIGHTY GROUNDHOGS WITH AN ANSWER TO THE QUESTION, "WHO WILL SAVE THE WORLD?" THE GROUNDHOGS ARE LED BY THE MYSTIC SCEPTER OF MASTER GUITARIST TONY MCPHEE, WHO, WITH THE AID OF HIS TWO COMPANIONS, QUICK PETER CRUIKSHANK AND POWERFUL KEN PUSTELNIK, HAVE BECOME ONE OF ENGLAND'S MOST POPULAR ROCK GROUPS "WHO WILL SAVE THE WORLD?" WILL TELL YOU WHY, IT'S THEIR NEWEST ALBUM, AND NOT A MINUTE TOO SOON.

THE GROUNDHOGS ARE CURRENTLY ON A CONCERT TOUR OF THE U.S. & CANADA

WHEN DANGER ARISES, UP FROM INNER SPACE COME THE MIGHTY GROUNDHOGS!

LOOKS LIKE WE GOT HERE JUST IN TIME!

LOOK!

THE FORCES OF EVIL ARE ON THE MARCH!

AND NOT A MINUTE TOO SOON!

LP: UAS-5570/8 TRACK: U-8374/CASSETTE: K-0374

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