Phonogram to Push Disks Via U.K. TV

By PHILIP PALMER
Staff Music, Music Week

LONDON—Phonogram is going it alone in the field of TV-promoted albums—the first major to do so—and has mounted a $500,000 campaign for the release of "20 Original Chart Hits By The Original Artists," which sells at $5. The album includes tracks by Rod Stewart, the Detroit Emeralds, Stylistics and Jerry Lee Lewis and will be issued in April.

First steps in bringing the plan to fruition were taken some months ago by David Riley, the former director of Music for Pleasure in Australia. He has had wide experience with TV-promoted albums when he was commisioned to produce a report for Phonogram on the activities of the specialist companies in the U.K. Final go-ahead was given last month by Piet Schelvis, president of Phonogram International. The campaign, being handled for Phonogram by the Taylor Brickman advertising agency, starts in the Southern TV area on April 16, then goes nation-wide in the following weeks. The TV commercials will be of a 40-second duration and will feature the Phillips Records logo.

Tony Morris, marketing director at Phonogram, has arranged for all the major U.K. chains to stock the album which will be sold to dealers the week before the campaign.

BRAVO Goals Are Clarified

NEW YORK—Ikeah Mahamed, executive director of the National Association of Recording Merchandisers (NARM) and sponsor of the Radio & Audio Video Organizations (BRAVO), in a clarification statement has told that the idea of the proposed new organization is to provide a direct communication on a one-to-one basis, among the professional users of the music industry. (Continued on page 78)

CPS & Rack Stage 'Rockless' Sale

By EARL PAIGE

CHICAGO—Lieberman Enterprises, Minneapolis-based rack-jobber, expect to move $50,000 worth of non-chart LP product during a special 14-day "Rockless" merchandise sale at Carson Pirie Scott's Loop store ending Wednesday, May 3.

The specials, inaugurated last year with classical product are now a regular feature and will be moved to other CPS stores and run in Minneapolis. As David Morris, said Harry Look, Lieberman vice president here, "The purpose of the specials is that CPS makes a respectable profit and the promotions are carried out in otherwise extra, or what is called 'wing space.' CPS buyers Mary Yoshikawa, has access to 1,200 square feet adjacent to the popular record department from Mar. 15-28 and Oct. 1-Nov. 1, otherwise it's used for toys in Christmas and summer furniture. Also one space is sometimes used for a book or rug promotion but has been used for records three times now.

Look explained the rack philosophy: 'We feel as we are in the business of merchants with Kimball tickets. (Continued on page 64)

25-Store Chain Mounting Giant Beatles' Drive

By BOB KIRSCH

LOS ANGELES—It is probably the largest nationwide promotion ever on a single act, the 25-store Wheelchair chain here in the conjunction with Capitol Records launching a "Million Dollar Beatles Promotion" Sunday (25) covering all LP's, tapes and singles by the group, individually and collectively.

Time will be in the release of four discs in two packages covering the history of the Beatles. (Continued on page 78)

Juke Forum's Speakers Set

CHICAGO—A cross-section of industry viewpoints will be represented at the Billboard Jukebox Programming Conference here May 19-20. The event, first of its kind, will not only explore the problems of defective singles from the jukebox standpoint, but the consumer side as well through the participation of panelists C.E. Bed ford, manager engineering, General Electric, Decatur, Ill., plant who has led a fight to improve quality for consumers (Billboard, Dec. 9).

Input from the other industry areas include pan panel moderators (Continued on page 6)

Rock Concert Costs Rocket

By IAN DOVE

NEW YORK—Despite the apparent vitality of the New York rock concert scene, the situation is not a healthy one, says top promoter Ron Delsener who stages around 100 concerts a year in the city.

Rising rentals, salaries, union difficulties and "featherbedding" are contributing to the decline in rock concerts in New York, alleges Delsener. Due to the smaller seat halls will suffer from smaller ticket sales because the smaller theaters, that ticket prices will rise, (Continued on page 64)
Mancini Scores Again

Henry Mancini's orchestra and chorus perform the Theme from

THE THIEF WHO CAME TO DINNER

(from the Warner Bros. motion picture)

Another hit from Mr. Music himself.

RCA Records and Tapes
**TV Rockfest Includes 2 in Concert Specials**

NEW YORK—A three-hour rock musical festival, combining the first two "In Concert" specials telecast last November and December, will be shown on Friday, March 9, at 9 p.m. Artists featured on the program include Alice Cooper, the Allman Brothers, Blood, Sweat & Tears, Curtiss Mayfield, and the Last Poets. ABC-TV will continue to show the rock series through the summer with new productions.

The "In Concert" series is a production of all "In Concert" specials, said that the three-hour show will be a "stereo simulcast to more than 57 FM markets throughout the country." The shows being conducted.

Kirshner has completed taping of his latest two shows for "In Concert," the J. Geils Band, Focus, Steely Dan and special guests that will set the headline for the Lewis Hot Tuna and the New Riders of the Purple Sage make appearances on the May 11 "In Concert."

**RCA Rakhmannoff Series**

NEW YORK—RCA Records has produced a long-range record each of all recordings made by the composer-pianist's centennial celebration this year.

The five packages, each to contain three or four discs, will be fall releases. RCA's Jack Pfeiffer and Gregory S. Weisman, head of the International Piano Library, will supervise the project.

R. Peter Muenzer, director of Classical music for RCA Records, in making the announcement, stated, "Research into our vast resources and records, especially for these items recorded by the master which were never released. Also, we have

**MCA Music in New High**

LOS ANGELES—For the second year in a row, MCA's record/tape and video division has set new high combined operating income figures.

The $12,466,000 cumulative figure for the two divisions for the current year, through 1971, was bolstered by the phenomenal success of "Jesus Christ Superstar," according to William M. Maitland, MCA Records president.

MCA's share of the record earnings to 10 LPs and three singles which were gold records in 1972. The other reason given for the solid gains was the distribution of $69,876,000 from the two divisions, which continued from 1971.

The division's sales of 39,000,000 containers under the MCA name. Maitland also said that the division cut distribution points from 16,000 to 10,000.

Maitland emphasized that growth will continue in 1973 and that the division will attempt to develop a $100 million in sales in the next year.

**Cap On AFM's Unfair List**

NEW YORK—Capitol Records has asked the American Federation of Musicians' unfair list, according to a spokesman for the AFM.

The spokesman said that the label has been added on the unfair list due to "in proper reporting to the label." He would not comment on the specific details.

**WB Hinted Preparing 3LP Top WEA Acts Set VI**

LOS ANGELES—Warner Bros. Records is reportedly preparing a radio TV record promotion for a three-disc set which will include artists of all three Warner Communications companies, including ABC and Atlantic.

The set, it's reported, would include some 60 songs, and might be packaged in a new form of plastic record. The radio and TV spot commercial for the promotion will include airplay of the set, which will likely exceed $100,000 for a saturation opening in six to 10 cities. WEA projects ultimate run, and set will be packaged in terms of multimillion-unit.

The entire project is reportedly top radio promotion, as Warner execs, and has taken many months, with a number of key artists wanted for the set and 15,000 copies of each artist's album, would be distributed. Many individuals negotiations must be carried out, in order to gain artist's permission to participate in the TV record promotion.

The package would be the first major effort of the new Warner Bros. special promotions group, which is headed by Mickey Kupf. Kupf was once connected, and denies the report, as did Stan Cornyn. Merchandising consultants is believed to be Martin Gilbert, whose Crystal Corporation was the "greatest hit" promotion group. Kupf's latest success was "Motown's 64 Golden Hits."

**Syndication: Bright Future for Firms**

By CLAUDE HALL

LOS ANGELES—Few things in this world have matched the sudden growth experienced in the field of radio syndication in the past five or six, and it has been compared to an explosion.

"Land, don't tell anybody about it," says one leading syndicator.

"We don't need any more competition!" But a moment later, he casually confesses that his firm might easily do as much as $400,000 in basic syndication revenues this year.

The leading syndication firm will more likely than not do more than a $1 million in business this year. Another firm, a long way from being as large as that, did $250,000 a year in syndication.

It should be pointed out that net earnings more closely approach group earnings, although not in the sense that financials. The reason is, there is no risk as far as the utility is concerned, especially those in the entertainment field.

A company can devote as much as $50,000 or more into an album and lose it all. When a noted entertainer started his own record company a few years ago, he lost several million dollars before getting out of the record business.

It is not a gamble and buying a radio station is even more of a risk, except, for equipment, you're buying a business. It's true that a lot of money can be made owning a radio station, but only through sharp programming and an enormous amount of work.

**Elton Error**

LOS ANGELES—A $1,97 price was mistakenly credited to a record, it was of an Elton John LP in a P. R. Price Study. The error occurred in an LPR Price Study. (Billboard, March 24)

**WB Uses New Label Design**

NEW YORK—Warner Bros. Records will begin using a new label design, featuring a palm and a semicircular shape around the name, the Music Performance Fund Trust. He stated that the name of the label and Capitol Records have in Los Angeles, AFM. Local 47 cancelled a recording session by the label, and the new label will be on the national label list. A Capitol spokesman would not confirm.

**Capitol Presents Country Sub**

NASHVILLE—the summer records will be present at the annual Capitol Conference in Nashville. The label has announced that the rest of the 1973 will be held here. In Burbank, Calif., by the label. The producer of that show and others, said that has been "set for NBC" for the country program to release that summer time slot.

The show has not yet been determined, but it will be broadcasted by "Dee Martin Presents."

**GRC Foreign Deal on Disk**

NEW YORK—General Record Corp., has signed foreign distribution agreements on the Harris label. The Swedish press, and the Tanzanian. The label will be used to cover 500,000 songs which were made top 10 on the charts. The label was acquired by vice president of Robert L. Goody and West Coast president's promotion.

West Coast Publications have featured artists including Three Dog Night, Cat Stevens, Nilsson, and the Moody Blues and Santana.

**Rosette Wins Vs. Rainbo**

NEW YORK—The U.S. District Court of the Southern District of New York has ruled in favor of Rainbo and logged "The Rosettes." Records, in her infringement case against Rainbo Records of California.

Rainbo was charged with "copyright infringement, and unfair competition, and duplication of Cora's label of children's records released on the Rainbo label. It was charge was won by Rainbo in its successful challenge of Rainbo label to the court, and other records of Rainbo Records.

Mrs. Rosette said that the label, which has been dormant since her husband died several years ago, will be relaunched.

**Castle Distribe Deal**

NEW YORK—Castle Records, Camden, N.J., label, has set up an exclusive distribution deal with Rock Island Records to handle all Capitol-produced records.

**Antipiracy Bill Bows in N. Hampshire**

By RADCLIFFE JOE

NEW YORK — An antipiracy bill for New Hampshire has been proposed by the New Hampshire Judiciary Committee member Frank A. Nutting Jr. of Portsmouth. The bill is based on the Tennessee antipiracy law, one of the strictest in the country.

Nutting's proposed bill is intended to stem the rampant complaints by legitimate music dealers in the New Hampshire area. Dealers were taking away $50 of their profits, particularly in the Nashua area.

According to industry sources, the bill which is being reported out the committee this week, is being supported by major record and tape manufacturers as well as representatives of the Harry Fox Agency, a performing rights association of Recording Merchandising Corp.

The bill, if passed, will make illegal manufacturing, wholesaling and distribution of pirated music a felony. A retailer caught selling the product will be charged as a misdemeanor. There is also a confiscation clause in the bill.

**U.S. Attempts To Oust Lennon**

NEW YORK—John Lennon's application for permanent immigrant status has been denied by the U.S. Immigration and Naturalization Service. Lennon's wife Yoko Ono's application for the same status was accepted by the authorities.

The decision was made public by John Lennon's manager, Allen Klein, who said he has not given up. Klein said he will be walking around in a 47-page document.

Lennon now has to present his own application and decide on his future in the U.S. Lennon and Ono's daughter, Sean, lived in New York with her parents for 10 years and has become a naturalized citizen.
SANSUSI FORGING U.S. QS LINK

By CLAUDE HALL

PARIS—Sansui is launching a major campaign to sell the U.S. hardware and audio equipment industry its QS matrix system. The first step will be a week-long tour with the arrival from Japan of a licensing representative, Jack Murai of Sansui, who will be signing up manufacturers.

Starting next weekend, the second phase gets underway as Sansui starts the roll with the job.

John Mosley, consultant engi- neer to Sansui, was in New York last week to sign a licensing agreement with the National Capital Radio and Catering Award, at the Metropolitan Opera House, was awarded to Claiborne Pell D.R.I., this year's recipient of the award.

RCA president Stanley Goul- toik was on the stage at both presen- tations, and in his introduction of Pell, honored for his role in providing aid for the arts and humanities, Goul toik took the opportunity to remind the audience and the legislators that the arts were being heavily drained by the intrusions of a "gray underworld" of piracy, many linked to organized crime. He hinted that for the damage done to the economy, recording companies and the record companies distributing them to the public, existing penalties are inadequate, and new ones even under the new federal record copyright law.

Sen. Pell, one of the pioneers in framing the copyright law, is a National Humanities Award on the Arts and Humanities, was termed a true, "modern Remin- dials." By the RIAA president, according to the RIAA guests, said that the system brings in the "correct" sales, with the RIAA "especially pleasing.

The award, a Steuben crystal and a plaque from the Washington Monument, is given to persons connected with the Federal government who have given in their role to the arts. Sen. Pell was honored for "devotion and dedication to the arts".

"The award is given to persons who have devoted their energies and efforts to the arts..." said Pell. "They are worthy of the award."

"JG in Pop On Ozawa

NEW YORK—Deutsche Grammophon, Polydor Inc. classical label, will be able to sell its total of over 120 young people's recitals and concerts that are a part of the Jan Warawa, the San Francisco Symphony Orchestra, the album "Three Pinots for Blues Band and Orchestra," composed by William Russo, was conducted by Bertram Grunenfelder, "San Francisco Symphony's Dance from West Side Story" on the second side. "Three different musical inter- pretations of "Schumann's Julep," and "Julep Story," by Berlitz, Prok- oiev and Shostakovich, and a third on the second side.


At any rate, Sansui should be able to carry the momentum, according to the company's president, into the summer's marketing effort..."
Beck, Bogert & Appice. You’ve heard all the talk. Now hear the album.

Very few albums in recent memory have been so eagerly awaited as this one. Jeff Beck, Tim Bogert and Carmine Appice. A multitude of Jeff Beck fans have waited four years for this band to come together. Now they are. As a group and on an incredible new album. You get what you wait for. Beck, Bogert & Appice.

On Epic Records and Tapes
LOS ANGELES — With one-week-old major rock hits in Atlanta, Chicago and Los Angeles playing in the color of the winter Best Ten's Civic-A-Rock, a film and live concert package is sizzling to peak $50,000 plus with the touring companies by the end of the summer.

Dr. John, Wet Willie and Back- wheel plus the film “Free” about the trouble-filled 1974-75 Randolph's Island concert tour has also claimed $52,000 in seven shows at Atlanta's 4,000-seat Fox Theater.

Rock Vaudeville's Passes Test

BY NAT FREEDLAND

WASHINGTON — A total of 1,856 albums were presented to the White House record library by the RIAA as a brief ceremony attended by the First Lady, Mrs. Patricia Nixon, last week. Record company presidents and top executives attended the ceremony.

The selection of the records was based on the Recording Industry Association of America's top-selling chart created for the Kennedy Center for use by the public. Several of the records were presented with the President's Seal of Approval and are to be used in conjunction with the Kennedy Center and its educational programs.

The five member commission that chose the recordings was headed by Brodowsky Com- missioner. He was joined by Record Company President, Administrator, and Chairman of the Board and Vice President, President and Chief Operating Officer.

Of the selection of the records, which are to be used in conjunction with the Kennedy Center, we are pleased to have the opportunity to present these records to the Center and the President. The President is always interested in hearing music, and we are pleased to be able to present these records to him.
A THUNDEROUSLY EXCITING NEW ALBUM FROM IT'S A BEAUTIFUL DAY.

Ain't That Lovin' You Baby
Child
Draw On The Bayou
Steppin' Out Of Line
Time's Runs Thin
This Is Me
Crescent

It's A Beautiful Day... Today

Forecast for It's A Beautiful Day Coast to Coast:

April 3, Kiel Municipal Aud., St. Louis, Mo.
April 5, Rivoli Theater, Indianapolis, Ind.
April 6, Kinetic Playground, Chicago, Ill.
April 7, Cowtown Ballroom, Kansas City, Mo.
April 10, Memorial Hall, Joplin, Mo.
April 11, Kansas State Univ., Manhattan, Kan.
April 13, Massey Hall, Toronto, Canada
April 16, Orpheum Theatre, Minneapolis, Minn.
April 21, Masonic Temple Aud., Detroit, Mich.
April 22, Kleinhaus Music Hall, Buffalo, N.Y.
April 23, Shady Grove Music Fair, Rockville, Md.
April 27, Fort Homer Hesterly Armory, Tampa, Fla.
April 28, Pirate's World, Dania, Fla.

On Columbia Records* and Tapes

*This One

www.americanradiohistory.com
NMC's Realignment Boosts Sales, Profits

LOS ANGELES—Jesse Seltzer, president of NMC Corp., Oceanside, N.Y., feels this year will prove an impressive period for the music industry in general and rack jobbing distribution in particular.

Although disappointed with phases of last year, Seltzer believes the soft market situation now has been reversed, he said in the company’s annual report.

NMC plans to realign its rack jobbing activities “with an eye toward upgrading our existing retail accounts and trading off some of our less profitable customers.”

Epic’s Rich on Promotion Tour

NEW YORK — Epic artist Charlie Rich has embarked on a two-week promotion tour to generate market interest in his latest album “Behind Closed Doors.”

The tour, part of the label’s March and April Charlie Rich months, will take the country artist to radio stations, retail locations and press sources. Rich will perform at various spots, as well as distribute free albums.

Citizens Invited to the tour included Santa Antonio Tuesday (27), Houston (28), Atlanta (29), Memphis (30), Little Rock, Ark. (31), Denver (2), Phoenix, Ariz. (4), and Los Angeles (26).

Earnings Reports

SCHWARTZ BROTHERS INC.

Year to Date: 3rd quarter 1973

Sales net $29,529,825

Net income $10,947,141

Per share $4.34

Earnings on 4th quarter are estimated to be $4.50

Off The Ticker

MOTOROLA INC., Chicago, declared regular quarterly 15 cents a share dividend to shareholders of record on March 31, 1973. A 24-old stock split was proposed to be made in June subject to stockholder approval.

K-TEL INTERNATIONAL INC., Minneapolis, is now listed on the New York Stock Exchange.

The company reported fiscal 1972 earnings of $2,249,600, or $0.72 a share, compared to net income of $2,249,600, or $0.70 a share, in 1971. Sales for the year ended Dec. 31, 1972, were $264,652,000.

EMI LTD., London, which owns about 70 percent of Capitol Industries Capitol Records and Audito Devices, expects further improvement in Capitol Records. John Rock, chief executive and managing director of EMI, also expects the “significant improvement in EMI sales and profits in the fiscal second half, ending June 30. Real talk and earnings in the last six months of the fiscal year are expected to be at a rate below the previous fiscal year due to a 10 percent sales rise in the fiscal first half and a 24-old stock split proposed by EMI.”

TRANSMERICA CORP., San Francisco, has agreed to form a new company, Transmedia United Artists Records, expected to go public later this year. The company was formed on Oct. 1, 1973, by John R. Beck with the investment of $1 million.

CERRO CORP., New York, said its fiscal 1973 earnings were up 37 percent to $24.9 million.

CERCON CORP., Anaheim, Calif., expects “healthy increases in operating results and earnings” for its fiscal 1973, according to company president. Richard J. Cernak, president. He told shareholders at the annual meeting that the company’s goal last year was to maximize capital return from the sale of discontinued assets without incurring further losses. In the year ended Oct. 31, 1973, Cerco reported a $3.2 million net loss, while in fiscal 1972 it reported net income of $35,000 or six cents a share, including an $82,000 tax credit.

Market Quotations

As of closing, Thursday, March 22, 1973

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Executive Turnable

- Continued from page 4

Robert W. Dyer, West Coast designer, will act as special creative consultant to the newly formed Mushroom Graphics, a division of Shorewood Packaging. Eliot Kanter will be the college representative for United States and will join the team in the Pennsylvania area, while Steven Leeds has been named college representative for UA in upstate New York. The appointments bring UA’s roster of college reps to 12... Ron Castro has been appointed to the customer service staff at Reeves Cucetel.

Eldon Edwards has been named manager, training and employment for Capitol Records. Also at Capitol, Melody Daige has been named personnel representative. She is also editor of “Vibrations,” the label’s house publication... Robert Fordon has been named vice president of finance and operations and Irwin Fried has been appointed controller for California Audio Radio, Inc. Alan Richard Kraft has been named vice president, product development at Motorola. He is responsible for all planning, design and engineering of the division’s consumer electronics product. Also at Motorola, Robert Warren has been appointed vice president, marketing. He will be heading all marketing, sales and merchandising of the division’s consumer electronics products.

Margie Kunkel, manager of Margie’s One-Stop, Houston, is no longer with the operation. She is a veteran of over 15 years in Houston distribution. Bill Leonard has left RCA Records where he was an account executive with RCA Custom. Charlie Leonard, 33 years with the firm were spent in the Chicago area. Leonard will be going to Bellair Expediting Service... Corb Donald has now become publicist at ABC/Dunhill as well as overseeing artist relations. He replaces publicist Sue Clark who has left the label... Terry D. Vogler, who left Avco, Inc., where he was in charge of Lear Jet cartridge marketing, has joined Cartridge Industries Corp., Excelsior Springs, Mo., as president.

MARCH 31, 1973, BILLBOARD
Experience the presence of Shawn Phillips.

"You can't classify Shawn's music unless you look at the man, to know through the melodies and astonishing voice and poetry and turbulent silences this joyous meditative minstrel."
—KRIS ELOK-ANDERSEN, RAINBOW

"It's difficult to select one outstanding cut because the entire album ("Faces") is a standout with its variation of instrumentation and moods."
—VALLEY NEWS DISPATCH

"Faces": A masterpiece from Phillips...
"Lovely lyrics, fine melodies and some original production ideas all go to make an album which deserves the highest praise.
—MUSIC WEEK

"Rolling Stone Magazine discovered Shawn early in his career."
—CARBONDALE NEWS

"Shawn can outplay, outsing and outwrite any of our other current songwriter/singers today." —SAN ANTONIO

"Phillips' vocal range is indeed extraordinary... dazzling, atmospheric, intensely personal." —SAM SUTHERLAND, BILLBOARD

"I can't tell you what it's like because it isn't really like anything; it's just very good, very moving music." —BP, SOUNDS

"Shawn Phillips is drawing large audiences with his peculiar brand of eclecticism."
—JACK HAFFERKAMP, CHICAGO NEWS

"He's one of the few who can conjure up a whole orchestra with one instrument. The variety is staggering; Phillips' gifts are awesome: the originality of the entire enterprise merits special commendation."
—H. E., HIGH FIDELITY MAGAZINE

"Faces: It's lush orchestrations and interesting melodies reveal why he has built a loyal cult following."
—RECORD WORLD

"One of the most exciting singers that these ears have heard and these eyes have seen... It's the feeling that counts and this just naturally defies description on paper."
—JIM LIND, POP MUSIC COLUMNIST

"Faces" remains one of this year's better albums, and Shawn Phillips one of any year's better performers."
—JAMES BROWN, LOS ANGELES TIMES

"Shawn Phillips: It took five years for the world to catch up to him. Now he's light-years away again with a new album."
—JANIS SCHACHT, CIRCUS

"One of the most perceptive observers of life in this day and age."
—THE SCENE

MARCH 28
City Aud., Colorado Springs, Colorado
MARCH 29
Commons Triangle, El Paso, Texas
MARCH 30/31
Aramillo World Headquarters, Austin, Texas
APRIL 1
Municipal Aud., San Antonio, Texas
APRIL 3
Shelton Gym, Univ. of Nacogdoches, Texas
APRIL 6
Texas Hall, Dallas, Texas
APRIL 7
Music Hall, Houston, Texas
APRIL 10/11
Orpheum Theatre, Minneapolis
APRIL 12
Hallen Beck Hall, St. Cloud, Minnesota
APRIL 14
APRIL 15
Symphony Hall, Boston, Mass.
APRIL 16
Washington, D.C.
APRIL 18
Grand Theatre, Kingston, Ontario, Canada
APRIL 19
Convocation Hall, Univ. of Toronto, Canada
APRIL 20
Plaza de los Artes, Montreal, Canada
APRIL 21
Quebec City, Le Grand Theatre de Quebec, Canada
APRIL 22
Opera House, National Art Centre, Ottawa, Canada
APRIL 24
Ford Auditorium, Detroit, Michigan
APRIL 25
Granada Theatre, Chicago, Illinois
APRIL 26
Rivoli Theatre, Indianapolis
MAY 3
Springfield Aud., Springfield, Ill.
MAY 4
Aud. Theatre, Rochester, New York
MAY 5
Kleinhaus Music Hall, Buffalo, N.Y.
MAY 6
Alice Tully Hall, New York
MAY 8/13
Troubadour, Los Angeles, Calif.

Shawn Phillips' latest album, "Faces," includes his new single, "Anello [Where Are You]."

On A&M Records
LOS ANGELES—Three major outdoor stadiums will be competing for top name talent this summer, with the recent announcement that the Universal Studios Amphitheater will be presenting a rock and roll concert. The two major sites are due to open on a regular basis in previous years, only the 18,000-seat Hollywood Bowl and the 4,400-seat Greek Theater had presented outdoor summer night concerts in the past. The Bowl, located in the heart of the city, is the most popular. This year, the Greek Theater, located off the Hollywood Freeway at the entrance to Griffith Park, is due to open on a regular basis.

Sunny & Cher Set Peak in Houston
HOUSTON—Dick Weiss, general manager of the Houston Livestock Show and Rodeo, said that Sunny & Cher’s recent appearance there established a new attendance record for the Saturday matinee when 34,443 persons attended the show.

The record was held for a Saturday matinee by Elvis Presley, who drew 36,413 patrons in 1970. Sunny and Cher appeared at the matinee and evening performances on the Saturday and Sunday dates.

At the evening performance the following Monday, Marve Ragland set a new record for week night performances with an attendance figure of 35,000.

Rick Nelson appeared on Tuesdays and Wednesday of this week, and made his third appearance on Tuesday with a 3,200-seat house at the Houston Astrodome.

Producers to See Steamroller
LOS ANGELES—Steamroller, an 18-piece jazz-rock band, was presented last week to the 2,300 Grimms Theater for an audience and management, with attendance in the presentation of this year’s outdoor rehearsal band was the Village Recorder.

It was announced that the band will become the industry’s attention because we are involved with jazz and contemporary musicians,” explained Dick LaPalm, the studio’s general manager.

Steamroller’s lead singer, pianist, arranger, and drummer, is LaPalm, while a star at the studio and told him about the band which has been rehearsing all day for the week at an rehearsal hall in the city.

Bilateral is known for his horn arrangements on the albums of such famous as the Rolling Stones, The Beatles, and others. His band consists of a number of experienced musicians, including several who have played with Woody Herman and Stan Kenton.

The tour is a long-time friend of Herman’s and has been securing engagements for the group since taking over several years ago.

Allmans to Aid Indians
MACON, Ga.—The members of The Allman Brothers Band have been in contact with several Indian tribes and former management company and the Georgia Department of Natural Resources to discuss the possibility of using the Indian reservations of the North American tribes.

The funds will be used to set up a reservation for the preservation of the North American Indian culture.

Concert locations are currently being worked on and will be chosen by the Indian tribes, and it is hoped that they will be of interest to other people. The proceeds from the concerts will be used by the Indian tribes for whatever purpose they see fit.

Rogers to Do 2 TV Specials
LOS ANGELES—Kenny Rogers and The First Edition have been signed by Benson Productions of Los Angeles to present two hour-long television specials. Also planned are the band’s first concert tour of New Zealand.

The specials were scheduled for mid-January. The First Edition was set for March 23, followed by concerts in Wellington, Hamilton, Nelson, New Plymouth, Dunedin, and Queenstown. The tours will return via Tahiti on April 8.

Cominsomg Soon
Moses and the Impossible Ten

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www.americanradiohistory.com
Johnny Winter
Still Alive And Well

Produced by Rick Derringer
On Columbia Records® and Tapes
We're So Vain
We bet this song will be Carly's next No. 1 single.

SIDE ONE: THE RIGHT THING TO DO, THE CARTER FAMILY/YOU'RE SO VAIN/HIS FRIENDS ARE MORE THAN FOND OF ROBIN/WE HAVE NO SECRETS/SIDE TWO: EMBRACE ME, YOU CHILD/WAITED SO LONG/IT WAS SO EASY/NIGHT OWL/WHEN YOU CLOSE YOUR EYES

PRODUCED BY RICHARD PERRY

"The Right Thing To Do" EK-45843, the new Carly Simon single from her album No Secrets (EKS-75049)

EXCLUSIVELY ON ELEKTRA RECORDS AND TAPES
Studio Track

By SAM SUTHERLAND

What happens when a leading master of funk, whose past recording activity has brought him to major urban studios where contemporary black music is king, decides to work with the mellow but mighty sounds of Nashville's country rooms?

The answer is forthcoming for Wilson Pickett, now with RCA Records, is recording at RCA's Studio B in Nashville. Producer Brad Shapiro is unifying the Wicked One with Detroit's Dennis Coffey, Sessa調節 is agreed, and noted country session men, among them pedal steel veteran Buddy Emmons. Also on the date are Tommy Cogrell and Bobby Wood of RCA's Al Pacchucki, who has engineered all of Elvin Presley's dates in recent years, will handle the session.

Out in Los Angeles and San- luis, the Record Plants West are hosting some strong sessions this week. Just finished, as expected in short order, is Booker T., producing his own material, A&M's Sam and Marinke, engineered by Lee Kersw. Denhill Records' Joe Walsh Steve Wonder, for Taurus Productions; Buddy Miles, Columbia Records artist; Capitol's QuickSilver and Mason Proffit, working with Bill Halverson, producer and engineer.

Meanwhile, the new Record Plant remote van has been working the Midwest, recording dates with United Artists' Nitty Gritty Dirt Band and Brewer and Shipley, Kansas Studio recording act.

Remote activity in the East has also been evident, as a summary of the last month's journeys for Fido Audio Labs of Providence, R.I., indicates.

Lou Reed's return to New York, via a much-publicized concert at Alice Tully Hall, was captured by Fido for RCA, Mike Murran and Paul Martin engineered for RCA. Then, at Carnegie Hall, Brooks Arthur, himself a studio operatic (914 Recording in Blauvelt, N.Y.) and a veteran engineer, handled the console during Melanie's recent concert; Peter Schekerey produced for Neighborhood Records.

Remote recording became tinged with honey at New York's Village Gate when Fido recorded performances of the National Lampoon's "Lezame" there. Bruce Botnick engineered the date for Blue Thumb/Banana, recording at 15 ips, to the delight of Fido (most remote dates are recorded at 15 ips; 9/16 horse tape costs double) and producer Tommy Li Perna.

Ottawa was the site for a concert at the National Arts Center Opera House, where Capitol's Anne Murray was recorded. Brian Allen produced and Eastern's Chris Skene engineered, with Columbia's John Allen Cameron also caught in the act.

Back in New York, Fido recorded the appearance of George Burns at Philharmonic Hall. Jack Benny was also caught, as were The Honey Cone, Lew Merenstein produced for Buddah Records, and Ralph Muss engineered.

Finally, the Village Vanguard in New York was the site of recording for Keith Jarret's performance, produced by George Avakian and engineered by Tony May for Columbia Records.

Fido's van has been imperative for two weeks, due to that most mundane of maintenance problems, a traffic accident, but Fred Ethier and Bob Novak are making up for lost time. Fido's recently installed truck studio is now at the forefront of recording home buildings.

At New York's Record Plant, short shows include Paul Anka's production of the next Buddah outing for the Eddie Hawken Singers, and the impending return of Capitol's Raspberries. On the latter project, Jimmy Turner will produce, working once again with Shelly Yakus, who engineered that group's previous singles and albums there.

Jazz Ramble '73 Set

NEW YORK — The New School, in association with the Composers Theatre, will present "Jazz Ramble '73" at the New School Auditorium here, starting Tuesday (27). Performers scheduled include Earl Hines (27), Ruby Braff April (3), Eddie Condon (10), and the Gene Krupa Quartet (17).

HIGH IN THE HIDDEN HILLS OF THE BERKSHIREs

FOR THE FIRST TIME . . . A MOST UNIQUE AND DIFFERENT CONCEPT IN RECORDING, STIMULATED BY AN OLD BARN ATMOSPHERE REMINISCENT OF EARLY NEW ENGLAND, WITH NO SET HOURS.BATES, FLEXIBLE SCHEDULING AND UNINTERRUPTED RECORDING TIME, OUR IMAGINATIVE AND PROFESSIONAL ENGINEERS, USING A CUSTOM DESIGNED AENGUS SOLID STATE CONSOLE ARE AVAILABLE DAY AND NIGHT, UPON REQUEST WE HAVE COUNTRY TALE AND LODGING ON OR NEAR OUR 100 ACRE MUSIC FARM.

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Wally Heider

Remote Track

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Waltz, World for letting us groove Bangladesh.

Other trips we've taken:

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Aretha Franklin
Boston Pops
Elvis Presley
Jackson Five
James Brown
James Gang
John & Yoko
Loggins & Messina
Marvin Mand Natch
Philadelphia Orchestra
Richie Havens
Stephen Stills
Stevie Wonder
The Rolling Stones
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4/2 Louisville, Ky.
4/4-5 Detroit, Mich.
4/5 Pittsburgh, Pa.
4/8 Ft. Wayne, Ind.
4/9-10 Chicago, Ill.
4/12 Lincoln, Neb.
4/13 St. Louis, Mo.
4/14 Memphis, Tenn.
4/15 Kansas City, Kan.
4/20-21 Miami, Fla.
4/22 Jacksonville, Fla.
4/25 Mobile, Ala.
4/26 New Orleans, La.
4/27 Shreveport, La.
4/28 Dallas, Tex.
4/29 Houston, Tex.
4/30 Oklahoma City, Okla.
5/2 Tulsa, Okla.
5/3 Ft. Worth, Tex.
5/4 Albuquerque, N.M.
5/5 Tucson, Ariz.
5/11 Los Angeles, Calif.
5/12 San Bernardino, Calif.
5/13 San Diego, Calif.
5/17-18 Denver, Colo.
5/19 Salt Lake City, Utah
5/20 Las Vegas, Nev.
5/24 Portland, Ore.
5/25 Seattle, Wash.
5/30 Minneapolis, Minn.
5/31 Milwaukee, Wisc.
6/3 New York City, N.Y.

Catch us if you can
on tour with the Alice Cooper show:

and on their single “afterglow” from their new album, Flo & Eddie
on reprise records and tapes
LUIS Colon, the New York-based president of the Puerto Rican Broadcasters of America, is busy right now with distribution of the Latino music scene. According to Colon, there is a strong demand for Latino music in the United States, and he is working to satisfy that demand.

In Miami, the Puerto Rican Broadcasters of America has a strong presence. The group is working with local producers and distributors to ensure that the best Latin music is available to American listeners.

In New York, the Puerto Rican Broadcasters of America has established a strong presence in the Latino music market. The group is working with local record companies and distributors to ensure that the best Latin music is available to American listeners.

Overall, the Puerto Rican Broadcasters of America is working hard to promote Latino music in the United States and to ensure that it is available to all who want to listen.
Tufano/ Giammarese

THE SONGS AND INSPIRATION FOR TUFWANO & GIAMMARESE'S DEBUT ALBUM ON ODE RECORDS, AS WELL AS THE OUTSTANDING ACOUSTIC AND ELECTRIC GUITAR WORK COMES FROM DENNIS TUFANO AND CARL GIAMMARESE. THE BOTH OF THEM HAVE MELLOWED OUT CONSIDERABLY FROM THE DAYS WHEN THEY WERE THE BUCKINGHAMS FROM THE NORTHWEST SIDE OF CHICAGO.

TODAY TUFANO & GIAMMARESE'S MUSIC CONSISTS OF AN EXCITING BLEND OF ACOUSTIC GUITARS AND SOARING VOCAL HARMONIES. LISTEN TO THEIR ALBUM AND YOU'LL FIND, AFTER YOU PLAY IT, YOU'LL PROBABLY WANT TO LEARN HOW TO SAY IT.

(TOO·FAWN·O & GEE·A·MAR·E·SEE)

PRODUCED BY LOU ADLER.

ODE RECORDS
DISTRIBUTED BY A&M RECORDS

THE SINGLE IS: "MUSIC EVERYWHERE"
(CREF 60833)
**Campus News**

**What's Happening**

By SAM SUTHERLAND

At Springfield College in Springfield, Mass., Elliott Baker, music director at WSCB-FM, has found another use for that playlist cover letter.

Baker is currently working on an article for an upcoming issue of the Springfield College News, which will be published in the fall. The article will discuss the use of music in the classroom and its impact on student learning.

Baker's article is in response to a recent trend in education, where schools are increasingly incorporating music into their curricula.

**PERSONALS**

**Surveys Not The Message**

**IBS's Grant**

(Billiard's Campus News recently reported that the university was giving out surveys to students to gauge interest in a new program. These surveys have been met with mixed reactions from students, some of whom were happy to participate, while others found them invasive and unnecessary.)

“I think the surveys are a good way for us to get feedback from students,” said John Baker, the university’s student affairs officer. “But I also think they should be optional and not强制性的.”

**Theatrical Output TV Show**

**Mark Genesis Reorganization**

NEW YORK — Theatrical distribution and the creation of a television network for distribution of experimental filmmakers are two key developments in the emerging film industry, according to the founder of Genesis Films, Ltd. Formerly known as Genesis Projects, the company is now reorganizing its operations to focus on the theatrical and television markets.

Following the recent closing of the West Coast office of Genesis, Kathy Karr, recently named president of the company, moved the main office and most major operations to New York to afford better communication with General Management dispatch.

“Initially, we were looking to expand our operations to include a new office in New York, but after a careful review of our current assets, it became clear that the most efficient way to proceed was to consolidate all of our operations in a single location,” Karr said.

Karr noted that the recent decision was made in consultation with Genesis’ board of directors and is part of an overall reorganization strategy designed to improve efficiency and improve profitability.

**Campus Dates**

**Tex. U. Jazz Fest Is Set**

AUSTIN — The third annual Southwestern College Jazz Festival will be held this week at the campus of the University of Texas.

Rod Kennedy, president of the festival, said invitations had been sent to more than a dozen colleges in Texas, Oklahoma, Louisiana and Arkansas from which eight to 10 bands will be selected. The festival will feature a number of outstanding students and national recording artists.

Also asked to make guest appearances were local colleges and universities, including Texas A&M, University of Texas, and Texas Tech. The festival will feature performances by a number of outstanding students and national recording artists.

The festival will feature performances by a number of outstanding students and national recording artists.

**If your listings do not appear, check next week's column.**

**MARCH 31, 1973, BILLBOARD**
BEST SELLING SOUL SINGLES

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Best New Single of the Week:

"YOU'RE STILL MY BROTHER"

The Bar Kays (VOLT)

Best New Album of the Week:

"ONE MAN BAND"

Ronnie Dyson (COLUMBIA)

By JULIAN COLEMAN

The National Association of TV and Radio Announcers in conjunction with The Monterey Pop Festival recently announced that Miss Laura Small and Mr. Burt Bullock III are the recipients of the NATRA Sam Cooke Scholarship Program. Miss Small is the daughter of the late Tommy Smalls, one of the original founders of NAKA, which later became NATRA in 1968. Mr. Bullock’s award came about due to his sincere and unusual interest in the field of communications.

Two vocalists, John Marshall and Joseph Jones, have been added to the Tyrma, joining original members Joe Pope, Charles Pope and Robert Lee Smith on a new single and spring tour. The Tyrma, 11-year veterans, record for the ABC/Dunhill label.

Barry Gibson and Will Johnson of Bremer Services of Chicago have just launched into production of a nationally syndicated weekly radio show called "Black 40." (See story in Radio & TV section.)

Bits & Pieces:

The Crusaders and The Chi-Lites are set for a special Dick Clark American Bandstand concert March 31 at the University of Wisconsin, Stat- tuc, and WSKS Jackson, Miss., with pop action in Detroit.

Phonogram just signed Mildred Grant of "Don't Bother Me, I Can't Cope" fame to a recording contract. Miss Grant is currently working on her first LP for the label...

Phonogram artist Jerry Butler is greeted backstage at the Troubadour in Los Angeles by Smokey Robinson following Butter’s high- ly successful debut at the club recently. Sharing the bill with Butler were Brenda Lee, Elmer, and the Ice Man’s Band. It was the first L.A. appearance for Butler in several years.

Dreila, "Dancing to Your Tunes" (Glenday) and "Hallelujah Day" (Motown);

James Brown, "Down and Out in New York City" (Polydor);

Tommie Young, "Do You Still Feel the Same Way" (Soul Power).
Announcing a major musical merger.

Norman Whitfield. One of the most successful producers and writers in the music business—with a staggering record of hits. Rare Earth. One of music's most successful groups—with an equally impressive record of hits. We turned them loose in the studio. The result is "Ma." A new single by Rare Earth. Written and produced by Norman Whitfield. Watch out. "Ma" is a mother. Rare Earth Single #R-5053 Watch for a mother of an album, coming soon.

Listen to what's happening at Motown. You'll hear the times change.
Dutch on the Ball in Scoring Points in Promotion Game

By IS HOROWITZ

Promotional techniques, whether to move vinyl or cassettes or to sign a new act or to stimulate public demand in the product, we can take a few pointers from the Dutch.

In Holland, as elsewhere, the promotional percentage of the total record market has been increasing as all else has been happening. The Dutch have got to thinking about the problem. So many records are getting considerable attention that it is becoming difficult to get the attention of the public. The trend is for the public to be more interested in the music of the artist than in the record itself. This has led to a new emphasis on the importance of promotion in the record business.

One example was the Dutch promotion of the works of the Dutch composer, C. C. G. C. The promotion was designed to create interest in the music of the artist and to encourage the public to purchase the records of his works. The promotion included television commercials, advertisements, and concerts featuring the music of the artist. It also included a special issue of the record label's monthly magazine featuring the music of the artist.

The promotion was successful. The sales of the records of the artist's works increased significantly. The promotion demonstrated that a well-planned and executed promotion can be effective in attracting public interest to the music of an artist and in increasing sales of their records.

The Dutch promotion of the works of C. C. G. C. is an example of how promotion can be used to stimulate public interest in the music of an artist and to increase sales of their records. It shows that a well-planned and executed promotion can be effective in attracting public interest to the music of an artist and in increasing sales of their records.
DEAR STEVE,

IN THE DECEMBER 16TH, 1972 ISSUE OF BILLBOARD MAGAZINE WE PURCHASED A TWO PAGE CENTERFOLD BUSINESS REPLY POST CARD ADVERTISEMENT (YOU MAY RECALL THE AD). WE THOUGHT THAT YOU WOULD BE INTERESTED IN THE RESULTS.

WITHIN THE 15 DAY PERIOD FOLLOWING YOUR PUBLICATION’S HITTING THE STREET, WE RECEIVED A TELEGRAM FROM FRANCE (WILL PATRICK HONZET), PHONE CALLS FROM BUDDAH, ROULETTE, EMIL, AND VARIOUS OTHER PROMOTION NETWORKS, ALONG WITH 636 REPLIES, NOT ONLY FROM THE U.S.A., BUT ALSO SWEDEN, HONG KONG, CANADA, AUS-

TALIA, ALASKA, GUAM, JAPAN, INDIA, AFRICA, BRAZIL, HAWAII, HONG KONG, GERMANY, ITALY, VIRGIN ISLANDS, DENMARK, SINGAPORE, THE NETHERLANDS, AND CZECHOSLOVAKIA, REQUESTING IMMEDIATE INFORMATION ABOUT OUR COMPANY AND OUR NEW PRODUCT "FUNNY GIRL/117'S NOT THE SAME."

OUR GROUP HAS BEEN TOGETHER FOR OVER EIGHT YEARS AND WE'VE BEEN GOING FROM RECORD COMPANY TO RECORD COMPANY WITH OUR PRODUCTS FOR OVER SEVEN YEARS. WE FINALLY DECIDED TO FORM OUR OWN OPERATION HERE IN MICHIGAN.

BILLBOARD HAS DEFINITELY THE WAY TO BEGIN. THE REACH OF YOUR PUBLICATION WILL NEVER BE QUESTIONED BY OUR COMPANY(342,663),(994,803). WE HAVE JUST FINISHED (MNEV) FILLING THE FREE RECORD MAILERS FOR THE HUNDREDS OF RESPONSES FROM ALL OVER THE WORLD GENERATED BY BILLBOARD!

SINCERELY,

RICHARD CURTIS, PRES.
Talent In Action

MT. AIRY
Gerde's Folk City, New York
Enjoying a special press performance by Thimble Records' new band of folk troubadours, Mr. Airy, there was the initial, disconcerting fear that this act might be promoted more on the strength of its credentials than its music: Yvonne and Dave Chaple are related to that other fellow, Bob Hinkle, who enjoyed a small but devoted cult following and Fricke, Wesnerly is never revealed by many as a premier folk instrumentalist of the '60s.

Happily, little attention was paid to these imaginative tricks. Instead, a casual stage setup, snatched directly from the current, relaxed music, featured, nothing-a truly socialistic setup-building an impression of strength and sincerity by handling original material, traditional folk songs and recent pop classics.

Weeks, by Hinkles and the Chaple, were sweet, expressive and natural. And, more important, the support instrumental work demonstrated why these men are true veterans: in every instance, unnecessary flash was abandoned, and Wesnerly, on pedal steel, banjo, and mandolin, emerged as a talented, consistent artist.

The material itself was equally impressive. A solid, songwriting reading of the folksy material of a juicy, sweetly heartfelt, '30s-vested itself as Mt. Airy's choice for their first single, while Wesnerly offered a variation of his current manual, 'Cheerful Birthday.'

The audience was obviously sold.

SAM SUTHERLAND

RADIO'S FOREMOST MUSIC PROGRAMMING SERVICE

RECORD SOURCE INTERNATIONAL

R.S.I. (Record Source International) provides music programming services to broadcasters with record releases, singles and albums) as well as standard catalog product in cooperation with the record industry.

R.S.I.'s varied programming services cover all major formats, encompassing current and soon-to-be releases selected by the industry's most potent programming sources—Billboard's staff of reviewers and chart research specialists.

These services, available either weekly or monthly, depending on format, guarantee the listeners the cream of the current hits on a regular and continuing basis, throughout the year. Additional catalog packages offering a basic library of programming material for just about every format, are also available.

A complete selection of services is listed here. To order, fill in the coupon, checking those services you want.

- Complete and mail to: Record Source International (A Division of Billboard), 2160 Patterson Street, Cincinnati, Ohio 45214
- Payment must accompany order, or order must include signed, authorized purchase order.
- All products and services unconditionally guaranteed.
- It is a condition of this order that records supplied will be used for and by broadcast personnel only.
- Please add following taxes when applicable:
  - California
    - Ohio
    - Massachusetts
    - New Jersey
    - New York
  - 5% Use Tax
  - 4% Sales Tax
  - 3% Sales Tax
  - 5% Sales Tax
  - 7% Use Tax

MARCH 31, 1973, BILLBOARD
Syndication: An Explosion

...Continued from page 3

In comparison, an air personality
at WUSA, Washington, D.C.,
KROIQ-AM in Los Angeles, and a
few stations in the middle west
overhead in their syndication pro-
jects... they borrow a studio, usu-
ally at a cost of 800 dollars for
his own show and narrates it; Alan
Farina, of KSD-AM, St. Louis.
Their cost was a few dollars in a
realized the low cost of the
printing charges on promotional
material. A key aspect of syndica-
tion is that a firm doesn't have to
maintain much storage space and
in another client is signed up, you
just lose him to a duplication firm
and run off a few more copies. Many
syndication firms bicycle their tapes
between local stations, but one is
down expenses even further.

Of course, things are not always
this simple. "We think we're doing
it extremely well," said Alan Zimm.
That's why the second hour of the
American Top 40, a three-hour
weekly special, and "The Early
Show," syndicated and produced
by Don Imus Enterprises, is
included with the syndicated fea-
ture for stations who buy a half-
hour of "The Early Show.

Too, some syndication firms are
extremely elaborate. Diamond P
Enterprises of Los Angeles, a new
law firm of Harvey Palash, main-
tains an in-house research staff
that includes executive producer
Frank Most, talent director Diane
Browning (once assistant producer of the "Matlock Law"
fake), sales manager George Sav-
age, and an accomplished engineer
in audio production. The leading
syndication firm, with over 80 pro-
duction affiliates, is the Chicago
Columbian Enterprises. It was started
by George Carroll, who founded
ownership of a radio station (KMNO-AM in Fresno, CA) into a
talent-brokering and consulting and
syndication along with Jack Farina.
A wholly owned subsidiary of
Columbia Broadcasting, the firm now syndicates five pro-
duction shows. AsComplex's radio
documentary "The History of Rock
and Roll," some of the show's
creator, Bill Drake.

To illustrate how viable sym-
dication is, one need only look at
the names involved. Start-
ning with Bill Drake and
Chicago Columbian Enterprises, Tom Rounds of
Watermark, Frank Furino
and Publishing, Wink Bunn,
Ken Draper, John Wellman,
and B. Bob Brunin, of the
newly formed BBR Enterprises Inc.; Ross Barnett of Pro-
gram-Done Productions; Joel
Kahn; Scott Block; Toby
Arnold & Associates in Dal-
las; and many others. The syndication product around
that producers often don't know
what they're buying and may
think it's a fantastic opportunity for
impression. Toby Arnold, who
just left KMPC wean, has
Toby Arnold & Associates in Dal-
las, the firm specializes in syndication product around
that producers often don't know
what they're buying and may
think it's a fantastic opportunity for
impression.

"Believe It"
Rogers Jones of IGM, Belling-
ham, Wash., largely a producer of
broadcasting equipment for
syndication but also a market-
ing firm for programming, says
"You better believe it, syndication
is growing." As for IGM, 1972
showed business up 10 percent and
1973 will be better than that. Jones
says IGM does better in branching
out with talent. Bill Egel, entire
manager of Alto Fonic Programming
in Los Angeles, feels that syndication is going out of it golden days and
just starting to be of major
reason, he feels, is that they've
just learned how to time radio
stations. Stations in even smaller markets can now
in good to have in order to
create. It is true then that even if
a station in a smaller market can't
find good talent, they couldn't
afford to pay them. But if a station
goes into automation with the idea
of using only money, it's a mis-
take... if they enter automation
with the idea of using only money,
then it's the right way to go.

Evel says that syndication business
will probably reach 10 times
the last three or four months and
that many AM stations are for-
starting to get into automation.
"Station syndication," he feels,
"is one of the ham radio-amateur
terminology. It's getting a lot of
air today in larger markets, but
there are still a lot of stations that are
not getting into the market yet.

Diamond P Enterprises got into
syndication with the express pur-
pose of becoming a one-stop
product that they'd have difficulty in
producing. Diamond P has done
enormous efforts were confined to 13-do-
tour market surveys mentioning the
music and the DJ's, and a lot of
speculative research," says
Warwick, Jerry Lee Lewis, Glen
Campbell.

"The thing that has given us an
impass," says Diamond P presi-
dent Harvey Palash, "is recogni-
tion by major advertising clients,
specifically, Rodney Lewis
of American Tobacco and Sears.
Syndication is great for advertisers
in the market and the market.
For example, Crusty Horse
productions is now talking with
Syndication, they can target
market that they sell. "He points out that Jim Gibson
vice president of Rodoway
leaves, found it convenient to place
syndicated product on stations in
the market and not to let the
market run its course.
"The day they can tell you is
when they are getting from the markets
where the show was aired."

Barter Big
Diamond P has 32 barter
programs. But timebuyers don't
understand the barter, "the idea
of up front is not understood.
But in the barter world, you
don't make a deal at all. It's a
market place offer. Unless it's one and a half times the rush and there are places
and a target market that your
market will never be

Many syndicated shows are dis-
tributed by very large networks
of tape. High quality short-orders
programming, for example, of
Fiddley in Los Angeles, can cut in
half the cost of overhead on a
show, and by doing so, is
money. The break-even point
is about 35 shows. The additional
syndication is in far more markets than that and gaining
market share. The syndication
is in far more markets than that and gaining
market share. The syndication
is a very good investment.

Many of the shows are syndi-
cated in about 15 radio
markets. The shows are only
being syndicated in 15 radio
markets. The shows are only
being syndicated in 15 radio
markets.

The Wolfman is a two-hour
daily and two-hour-three-hour
version, hosted by Wolfman Jack. On about
500 stations, nearly 1500 pro-
gramatics oversee in 42 countries. Audio Stimulat
ion & the Don
Kelly Organization, 1474 N. Kings Rd, Los
Angeles, CA 90025, 213/477-8440.

"The Lone Ranger," the "Shadow," etc., are old
radio shows. They were
recorded in the 30s and 40s and
are syndicated. The Shadow's
true crime and detective
radio is syndicated.

"The Ballance Show," three-hour daily, five
weeks a week, led by the Bill Ballance personality on
a "Feneston Program" on KCRS-AM in Los Angeles. On 24
markets in U.S. and Canada and Australia and
broadcasts. The Syndicated by the Dick Clark/Bill Ballance
joint venture. Dick Clark Productions, 9735 Sunset Blvd.
Los Angeles, CA 90069, 213/784-3131. Dick Clark
to one vice president of sales for the radio show.

"Chickamunk," series of 91 comedy programs each 13
weeks, each two-and-a-half minutes long. Dick Grin
is the main character. Produced by Dick Orkin, Creative
Services, Dick Orkin president. Sales arm is The Chicago Radio
Syndication, 30 E. Illinois St., Chicago, IL 60611, 312-964-
7724. Sandy Orkin, president.

"Twelve Fairly," series of 65 programs per week each,
two-two-and-half minute blocks. Syndicated by
the Chicago Variety Syndicate. See address above.

"That Ace Trucking Company's News Carvalade of the
Afterwards," series of 65 programs per week each,
two-two-and-half minute blocks. A syndicated
service. See address above.

"The Mini-People," series of 260 programs each 70
seconds long and sold on a full-year basis. The Chicago
Radio Syndication, 30 E. Illinois St., Chicago, IL 60611, 312-964-
7724. Sandy Orkin, president.

"NAB Section

Firms Envision Bright Future

"Gary Owens Special Report," series of 270 episodes,
each two minutes long. Humorous. Hosted by Gary
Owens of KMPC-AM in Los Angeles and "Laugh In" television fame. Airs Bluebird, ABC Networks, Viacom
Broadcasting, 310 W. 42nd St., New York, NY 10036. 212-757-6095. Charles Merri
hton president.

"The American Top 40," three-hour weekly show
hosted by Bruce Morrow. Production by
Draper executive producer. Directed by
195, Los Angeles, CA 90066. 213-814-1510. Harvey Palash, president.

"Rock Shoppe," three-hour weekly show hosted by
Draper executive producer. Directed by
195, Los Angeles, CA 90066. 213-814-1510. Harvey Palash, president.

"Chickamunk," series of short new items about
country music and country music artists hosted by Georgia
Bubba. Produced by Programming de Inc. See address above.

"Here's to the Home," music show distributed weekly
by Veteran Administration, Information Service, Federal
Building, 1101 Wibbly Blvd, Los Angeles, CA 90004.
213-824-7886.

MARCH 31, 1973, BILLBOARD
Bonneville Sees Quadrasonic Programming As New Service

BY SAM SUTHERLAND

NEW YORK—Marlin Taylor, whose New York-based Bonneville Program Services provides programming and consultant services for some three dozen stations nationally, is currently scriptig his pro- gramming to two key broadcast trends. Taylor’s “good music” approach focuses on traditional pop vocal and instrumental music to fill a programming bill that is increasingly overlooked by stations hurrying into either full-blown rock, or all-instrumental “beautiful music” stations.

At the same time, Bonneville has committed its programming line-up to a position of growing support for 4-channel broadcast technology. Stations programmed by Bonneville for matrix quar- drasonic broadcast are now offering four half-hour ts of quadrasonic programming a week, with seven half-hours per week expected to be available within the next few months.

When asked how programming syndication affects broadcasting nationally, Taylor points to the state of the broadcasting industry today as evidence of the positive impact of syndication. Taylor per- ceives a lack of creative radio talent that reflects, he feels, both the overall emphasis of key cre- ative broadcasters on television during the ‘50s, and the enormous growth in the number of stations themselves. With the available tal- ent limited, the demands of in- creased stations have resulted in a decrease in creative broadcasting. Moreover, “in the quest for suc- cess,” Taylor notes, “many stations are often unable to make up enough room for create opportunities for growth in their programming.”

The result, at this time, suggests to Taylor that “programming at this time is really improving the quality of radio.”

For Bonneville, at least, that aff- ect has resulted in an improve- ment in the quality of the stations it serves. “This is really improving the quality of radio,” Taylor says.

As for a potential for four half-hours of quadrasonic programming a week, seven half-hours per week expected to be available within the next few months.

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NOW AVAILABLE!

A SIX-HOUR DOCUMENTARY—"WATTSTAX REVISITED"

The Wattstax '72 concert made musical history last August in the Los Angeles Memorial Coliseum. Over 100,000 people turned out to hear one of the most exciting live concerts ever staged!

Featuring • THE BAR-KAYS • EMOTIONS • ISAAC HAYES • DAVID PORTER • ALBERT KING • RANCE ALLEN GROUP • SOUL CHILDREN • STAPLE SINGERS • TOMMY TATE • JOHNNIE TAYLOR • CARLA THOMAS • RUFUS THOMAS • EDDIE FLOYD • BILLY ECKSTINE • REV. JESSE JACKSON, JR.

Special interviews and commentary with Stax artists including 30 full minutes with Black Moses himself.

Now, a six-hour documentary, "Wattstax Revisited" is being made available to selected radio stations throughout the United States on an exclusive basis. It contains all the excitement of the original concert mixed down into a high quality recording plus interviews and commentary. This is the original Wattstax '72 concert in its entirety, and the total product in this documentary is not available anywhere else, in the film or on record.

"Wattstax Revisited" is one of the most exciting packages for radio ever produced. It's a powerful programming tool that will build audience and make you money at the same time. It will be available on a first come-first served basis to only one station per market.

If you are interested in acquiring the exclusive broadcasting rights to "Wattstax Revisited" for your station, contact us immediately and we will forward full information and a demonstration tape.

FOR ADDITIONAL INFORMATION Please contact:

Jim Dorse, Marketing Director
TED RANDAL ENTERPRISES
1606 N. Argyle
Hollywood, Calif. 90028
Phone (213) 464-8258
Syracuse! Syr! Syracuse!...
Stereo......Now

The weekend of Feb. 24, 1973 was like a brand new beginning for AMERICAN TOP 40. That's when our 139th consecutive program hit the air, but like none before, this 3-hour review of the top of BILLBOARD’S HOT 100 was in stereo. Now in regular stereo production at Universal City 8-track studios, AT40 now sounds twice as great on those of our 205 stations who simulcast or air it exclusively on FM.

AM or FM, you’ll be getting the same fast-paced, entertaining countdown of the 40 biggest records in the nation. You’ll be getting Casey Kasem’s fact-filled bios and stories. And you’ll be getting all the extra special countdown shows like the up-coming "40 Top Hits of the Past Five Years."

If you’ve never heard AMERICAN TOP 40 before, send in the coupon. We’ll send you a demo, our new 8-page brochure and other stuff to help you sell the show before, send in the CAN TOP 40 sounds twice as good as ever.

Mail to:
WATERMARK—National Radio for Local Programming
10700 Ventura Blvd.,
Los Angeles, California 91604
Phone: 213/980-9490

Dear Sirs: AMERICAN TOP 40 is not programmed in my market yet. Please rush me your latest demo and complete sales package.

NAME_________________________TITLE_________________________
STATION_______________________ADDRESS_______________________
CITY_________________________STATE_________________________ZIP_________________________
Vox Jox
By CLAUDE HALL
Radio-TV Editor

KNAC-FM in Long Beach, Calif., plans a promotion men's day April 4, which is a holiday of sorts, and program director Ron McCoy invited 35 promotion men in Los Angeles out to be Disk Jockeys for a Day. For some odd ball reason, I was included in the invite, but luckily for the people of Los Angeles, I'd already made plans to be in Mexico for a tequila festival. In any case, by press time more than 20 promotion executives in Los Angeles had accepted and McCoy was thinking about extending April Fool's Day to two days and letting them all on the air. I would almost, but not quite, be willing to pay my own tequila festival in Mexico to hear Tony Rich- land, world's fastest disk jockey, do his thing.

Bob Rose writes that he's the new program director at WATR-AM Waterbury, Conn., and Jim Seilbott has moved up to assistant manager. Glen Collinge is now the new music director of the upempo MOR station. Lineup goes Sullivan 6:10 a.m., talk show until noon, Coligian noon-1 p.m., Rose until 7 a.m., and Gene St. Gene until midnight, with Art McDonald and Frank Donavon doing weekend work. Says he could use better record service, which he will get if he asks Ed Harlow and Johnny Holliday, both of WNDE-AM, Washington, have informed him that they'll be dropping by to drink some Billboard beer during the annual convention of the National Association of Broadcasters convention in Washington. The Billboard suite is M753 in the Sheraton Park Hotel and is the operative noon-midnight March 25-26. If you read this in time, come on by.

* * *
Al Franco, who's been with WBR-AM-FM in Babylon, L.I., N.Y., is looking for radio work. Can be reached by 213-434-5652. Keith Ashman of Radio Wuki- kau, 169 London St., Hamilton, New Zealand, is seeking archetypes of New York morning air personalities. Wishing to trade. Also (Continued on page 32)

Radio Activities

Jockeys Calif., Creative, Waterbury. Than station. And now, "Chickenman" again. The all the series continues and "Chickenman" the pollution fighter goes even beyond this. There is a club, BEAK Patrol (beautiful earth and air keepers) and kits with buttons, bumper stickers, decals to parze on automobile windows 111 pledge to promote ecology by helping to keep our environment beautiful earth and air because pollution makes us want to throw up. Enough acquaintance to be a form of pollution itself and this trend in the "Chickenman" theme. (of the TV series). Orkin, who made people laugh with commercials for Rollo gasoline) want, "Chickenman" is a reminder that he too is a polluter.

Basically, the new series tries to be remembered enough so that the individual listener is involved. Orkin is aware that many episodes will go beyond the generalized over-all pollution theme and zero in on the individual. There are a lot of things the individual can do to help stop pollution, says Orkin, who gave up small, cold turkey—cold is that turkey.

"Chickenman II" therefore becomes the vehicle by which PD's can to proclaim BEAK patrols and have people "join" or "depend" on. But Orkin, father of four and as suburbanite, becomes every man's solemnly-looking at us when the series is referred to as "public service" oriented. He points out that the series is just plain fun, can lead to contests, and most of all, something that can be sold to sponsors.

In this light, Sandy Orkin points out how Red Barn in Detroit used "Youthink" to make people aware of a bond issue in a promotion worked out with WSKI management. The Barn supplies stations with customized lead-ins, sound effects, "Youthink" series and additional materials. The firm does not get into the further commercial areas of selling T-shirts, but rather leads stations with suppliers that do. "That would get too messy," Orkin says.

It's natural to wonder if Orkin is considering other series in terms of developing a comedy series. He came to radio and TV as managing director of an American Theatre Guild scholarship, the Yale Drama School, and a string of theatrical failures off Broadway. He has been recognized by awards from the American College of Radio Executives and an award from the American Heart Association and other agencies. He said writing humor is deliberate, though much harder than writing anything else.

"You become conditioned to think easy, you wake up thinking of ludicrous and ridiculous things."

College Mart

Syndicated Shorts Moving Toward Personalized Service

* * *
Continued from page 26

Draper will continue to syndicate on tape and available to stations in return for the national spots. In the future, however, he sees several changes. "If we get it right, we look for changes in about a year. At that point, we'll attempt to give some of the 'dead time' from the tapes to some of the scripts that actually feel the tapes. Then they can tape it and air it as a more reasonable hour. There's no reason why by next year, we can't be on the early morning time which we can and do." Draper sees the college circuit consisting ultimately of about 50 stations with an audience of about one million. In addition, he hopes that some of the "Club" stations, that is, college stations with irregular or short operating hours would also be available to listeners. Sponsor, however, would be told to stations " instantly on 50 prime stations. Draper admits there's a lot of work and some huge obstacles to overcome but his company that finds the way around them, they are some rich rewards in the offering.

Bonneville, /bön-ə-vil/

1. inside track to success in today's adult music competition.
2. Bonneville Program Services, the team that puts muscle in your air and money in your pocket.

Sound good to you? See you at the convention.

Bonneville Program Services
485 Madison Avenue, New York, N.Y. 10022 (212) 371-3400

THE NEW PROGRAM DEVELOPMENT AND MARKETING RIGHT HAND OF BARZMAN & COMPANY
Creative, Commercial Services to the "World and Other Great Cities.

MARCH 31, 1973, BILLBOARD

WWW.AMERICANRADIOHISTORY.COM

Copyrighted Material
ID JINGLES

EDITOR'S NOTE: Because of the vast nature of product turned out by some firms (SAMS has more than 30 series still being marketed,) it would be impossible to list product. In addition, some of these firms do custom work. We suggest that you (be) in the market for a jingles package, you contact the firms for samples.

Concept Productions, P.O. Box 5483, Madison, Wis. 53703, 608-238-1442, Thomas Taplin president.
Larry Greene Productions, 1151 Stoney Hills Rd, Los Angeles, CA 90069, 213-246-7785. Larry Greene president.
PAMS, 4411 Office Parkway, Dallas, TX 75230, 214-827-6934. Bill Mehus president, Jerry Ackley sales manager.
The Programming Inc., 3103 Routh St., Dallas, TX 75201, 214-748-8216. Tom Merryman president, Jim Long general manager, Jim West sales.

MUSIC SERVICES
Alishire International, P.O. Box 7107, Los Angeles, CA 90015, 213-849-4671. Al Sherman president. Offers a music production package called "Creative Sound" with spots five minutes long emphasizing the 101 Strings sound.

Bonneville

Continued from page 28

After you've worked with the best sound technicians, used the finest studio and the most advanced recording equipment... and put your heart and soul into making the very best record you possibly could... you assume it will be pressed on the finest compound available.
Before you assume anything again, you should know about a revolutionary new record compound called Q-540.
Q-540 has a unique capability to blend 4 discrete channels of sound and reproduce them with greater clarity and brilliancy than has ever before been possible. It is expected that Q-540 will greatly accelerate the sound of music in the future. Here's why:

GREATER BRILLIANCE - you have to hear Q-540 to appreciate its incomparable clarity and brilliancy.
LONGER WEARING - with ordinary compounds, the 30,000 cycle carrier channel required for CD-4 recording wears out with repeated usage. A record pressed on Q-540 - whether in quad, stereo or monaural - will reproduce the sounds with fine fidelity... and lasts up to 3 times as long as ordinary compounds.

Now that you know about Q-540, we think you'll want to specify it for your future recordings.

Q-540 Makes the best sounds better

KEYSOR-CENTURY CORPORATION
3620 SPRINGBROOK ROAD • SAUGUS, CALIF • 91390
Pioneering in record compound production since 1948.

March 31, 1973, Billboard

NAB Section

Record Source International, 1 Astor Plaza, New York, N.Y. 10036. 212-754-3000. Andy Cadden director of special projects, Nancy Erlick manager. Provides records at wholesale costs to fit your format; catalog of various services offered available on request.
SESAC, 10 Columbus Circle, New York, N.Y. 212-586-3420. Offers music production packages.

"The History of Rock and Roll." 50 hours. The greatest rock radio documentary ever produced. Can be aired in total, shot by shot, or on shows featuring rock music. Has aired in most major cities and abroad.


Delivering series of audio biographies, each 12 hours long and constantly updated, each done with permission and cooperation of the artists featured. Series includes "Bacharach-Ballad, "Burt Bacharach, "Campbell Country" with Glen Campbell, "This Is... Jerry Lee Lee Lewis, "Dionne... Lady Great" with Dionne Warwick, and "The Eddie Arnold Story." Others planned. Price depends on rate card. Bartered in many markets.

Together of Memphis Inc., 912 Rayner St., Memphis, Tenn. 38114, 901-274-8700. Fred Sill president.

The History of Country Music, 37-hour documentary with more than 250 voice inserts of leading country music artists featured. Has 800 of the greatest country songs ever recorded, produced by veteran producer Hugh Chen.


"The Elvis Presley Story," 12-hour documentary on life and career of the King. Published by the National Research Council, a book of Presley, and produced by Ron Jacobs.

"National Radio Archives," a four-hour series of radio documentaries. First available is "Max Yasgur... the Passing of an Era."


Radio documentary series of radio documentaries or specials: 11 shows in all, of which a station may buy as few as six. Each show has 15 to 20 hours of music. Some have been aired in whole or in part. These include "Christ and Rock and Roll," three hours with Buck Clayton; "For This Easter," the Easter parade; "The Holy Week Special," six-hour special for New Year's Eve; "Love and Rock and Roll," six-hour show with part II due in November; "In the Back Seat of Your Radio," three special shows dealing with live music; "The Folks of Rock," six-hour show centering on folk music in rock and roll; and "Summer Time," nine hours playing special music for late summer. Each of these will be updated constantly. Are all hosted by notable personality Charlie Tuna; many feature brief interviews with artists. All programs are available on air or for broadcast.

Packaged program includes sales advice. "Love and Rock and Roll" will be featured on United Airlines as of June 1.


Productions for radio and television, including hour-long programs on the history of R&B music produced by firm vice president Roger Hart, a veteran air personality and WEVD radio network director. Show has been featured on AFRTS radio station around the world. Christian hosts.

Producing db Inc., 4640 Sunset Blvd., Suite 621, Hollywood, CA 90028, 213-466-4116. Ken Draper president; Bo Bogdan sales director; Barney Phipps head of sales for features.


"Golden Reflections," 24-hour documentary featuring the lives and careers of major artists. 


"History of the Beatles," 13-hour documentary on the music and lives of the Beatles, produced by Johnny Beering for the British Broadcasting Company. Narrator is Brian Mathews, former British pirate air personality who is currently host of BBC's"Top of the Pops" show.

"Trends and Traditions," 26-hour series on ABC, NBC, and CBS radio and television broadcasts, including promotion and commercials produced by major radio networks.


"The Beatles Story," produced by various networks and syndicated to numerous markets.

For more information, please contact the producers or distributors directly.
Vox Jox

* Continued from page 12

rockers are bound to fall by the wayside (if they aren't already there). Speaking of Ma'ule: I was listening to him the other day and he does some pretty interesting things. He isn't a habit on you.

Dick Lawrence, WNDR-AM, Syracuse, N.Y., writes, "The origination of station jingles have a distinct recollection of at least one musical ID being used as such as for WOR-AM, 1937. It was in San Diego, where I was stationed on the west coast. The thing has stuck with me to this day. The lyric is "XJON. You are tuned to, twentysix on the dial. Won't you stick around, and listen for awhile. For music and news. Twenty-four hours a day, in San Diego. Listen for awhile. It produced it, or sang it."

just a listening swabbie whose ear was very much grabbed by the audacious idea of a station going so far as to sing their call letters." A * * *

Paul Sebastian, program director of KFWJ-AM, Holly Hill, S.C. 29475, after 40 years. Station is just outside Charleston. Listening includes Sebastian 6-10 a.m., Frank George until 2 p.m., and J. Scott Foster until signoff. "Mainly, I want the promotion men to get his phone number so that we are here and record."

Sebastian wants me to mention that John long at Broadcasting, New Haven, helped KFWJ-AM get on its feet.

John Kenny, music and program director of KFMY-AM, 455 Clinton Road, Eugene, Ore. 97405, writes that the station has shifted programming to classical in the morning, rock in the afternoon, and jazz in the evening. He needs records desperately, for example, Mike Young does the mornings, Ken Martin noon-3 p.m., Kenny 2-6 p.m., operations manager Jeff Young does 6-9 p.m., and Tim Young does the 9-midnight jazz show.

Ron White, Youngs, now at KCHI-AM, Tucson, is an 13-year-profe. Is interested in a pro- gramming air personality job with an FM rock station. A note from him the other day stated: "Darn, I hate to admit it, but I've had the shock of my life."

Shadow Stevens has joined KRON-AM, San Jose, CA 95121. He had been an air personality and once programmed KRLA-AM, Los Angeles.

... John L. Papas has been appointed general manager of WRKO-AM, Boston, he has been station manager. And what has happened is that Bruce Johnson, president of RKO General Broadcasting, has quietly revamped quite a lot of the management level of the whole chain...

... John Borden, once program director of KHJ-AM in Fort Worth and more lately a sales executive there, has purchased WHAD-AM in Norman, Okla., with Gene Curtis and Steve. "Of course, the pay is low, but we do enjoy the occasional zone tickets to all Oklahoma University football games." Seriously, the job pays well and John promises growth opportunities. Airchecks and resumes to him at P.O. Box 1317, Fort Worth, Tex. 76101. Format of the station closely resembles KCMO-AM, Kansas City, which blends country with folk-rock.

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**Programming Consultants**

Ted Atkins, 7918 Electra Dr., Los Angeles, CA 90046. 213-874-9251. Veteran program director most recently with KHJ-AM in Los Angeles. Other programming credits include KFRC-AM, San Francisco; CKLW-AM, Detroit; and KJMN-AM, Denver.

Chuck Birge, Chuck Birge Creative Services, 1606 N. Argyle, Hollywood, CA 90028. Now consulting KG-AM in Los Angeles after several years out of radio programming. Programming credits include KFWB-AM when it was one of the leading rock stations in the nation.

Russ Barnett, president; Programming Aids & Services Inc., 3620 Barham Blvd., Los Angeles, CA 90068, suite 1Y00. 123-874-5455. The group has already has representation in the U.S. and South America under his direction. Was program manager for KMPA-AM at KMPC-AM, leading Los Angeles middle-of-the-road station.

Kent Burkart, Kent Burkart & Associates, Georgia at 6500 River Chase Circle East, Atlanta, GA 30346. 404-222-3073. Previously worked for Pacific & Southern Broadcasting; veteran radio man in all aspects.

George Burns, 1267 S. Monaco Parkway, Denver, Colo. 80222. Now consultant director national program director for several years of the Pacific & Southern Broadcasting chain. Already consulting several stations.

Tom Brennan, Brennan Radio Services, 5418 Fenwood Ave., Woodland Hills, CA 91364. 213-348-3162. Consults on all radio aspects from music to promotional ideas; provides records; provides any sort of sales and/or production service a radio station may desire.

Jerry Boulding, c/o WWRL-AM, 41-30 58th St., Woodside, N.Y. 11377. 212-335-1600. Home phone 212-243-6948. Programmed WWRL-AM, leading soul station in New York, for several years and was a national program director for the Soundalike radio chain.


George Davies, 1984 Waterford Rd., Victoria, B.C., Canada. 604-592-3112. Leading radio programming consultant in Canada; capable of handling many formats.


Mike Joseph, 11 Punch Bowl Ln., Westport, Conn. 203-227-8326. Consulting for building such stations as WKNR-AM, Detroit; WFLF, Philadelphia; WABC-AM, New York, among others. Works in all formats. Recent stations include WZUU-AM/FM in Milwaukee, W21D66-WLW, specializes in audience flow research and programs accordingly.

David Klemm, Blair Radio, 717 Fifth Ave., New York, N.Y. 10022. 212-752-5000. Consults only the radio station represented by Blair for national advertising.

Peter M. Reich, The Idea Factory, 3601 West Frier Dr., Phoenix, Ariz. 85021. 602-931-1951. Successful air personality on both radio and television in Phoenix and program director of KIIZ-AM with the No. 1 station. Also can provide ideas in programming, promotion, and sales on an hourly basis. Offers his custom services to advertising agencies, radio stations, or top products.


John Rock, 1901 Marilla St., North Ridge, CA 91324. 213-988-0109. John Rock is a production executive in Los Angeles. John Rock now consults several stations. Clients include or included WCFL-AM in Chicago and KLTY-AM in Denver.

Bill Smith, Programming Consultants, 4905 SW. 93rd Court, Miami, Fl. 33165. 305-279-3673. Programmed KYMA-AM in San Francisco and WFIL-AM in Philadelphia plus many Florida stations before turning consultant.

SMR Associates, Box 720, Shennerdah, N.Y. 12305. Consults in all aspects of radio sales, programming and sales promotion, with concentrated effort in small and medium markets.
NATIONWIDE

ists

country

market

Among

addition, a regional particularly category the major country producers and have opened regional offices to handle country product.

In addition, recent months have seen a particularly strong cross-over of country artists into the pop field, in chart position, TV shows and nightclub concert appearances. There has also been a cross-over of major country artists from major label to major label, another indication of the strength of the country market.

Among labels making strong inroads into the country field in recent months, expanding country rosters and pushing country are ABC/Dunhill; Elektra; MGM; Atlantic; Dot; and United Artists.

In November of last year, ABC/Dunhill purchased Carousel Records, an established Nashville country label, hired Don Gatlin, an Acuff-Rose executive to run the Nashville office. Along with the Carousel deal came Billy "Crash" Craddock, an established country artist. The label also signed Ferlin Husky and Lefty Frizzell, both top country stars. Jay Lacher hired Tom McIntire as national promotion manager for country product, and Junior McEwan as national sales chef, both of whom had been with MGM.

Elektra Records became involved in country in a strong way several months ago with a deal to start Countrywide label headed by Mike Neidhart and concentrating on Los Angeles based talent.

MGM also became involved in the country field to some extent last year with the creation of MGM-South. While not a country label in the strict sense, the Atlanta-based arm of the company included country-oriented artists such as Tommy Roe and Billy Joe Royal. MGM also picked up distribution rights for Barnaby Records last year. Barnaby counts the Heptones, regulars on the "Hoot Hoot," TV show, and Ray Steven on its roster.

Atlantic Bulldog

Atlantic is another firm to involve itself in country in recent months, having recently purchased an established label, Willie Nelson, new artist Marty Brown and Doug Sahm, whose country-rock LP is currently on the charts and has received excellent reviews. Rick Sack is handling much of the country product, as well as the jazz end of the label.

Dot has been involved in country for some time with the country music group, but recently with the release of Zody's in Los Angeles to create "Country Corner" in 27 outlets (Billboard, Feb. 24). The promotion also involved KLWC-AM, an L.A. country station.

The hastily formed Dixie Dirt Band (Universal), a top rock group, recently teamed with top stars from the "Grand Ole Opry" for a successful three record set, "Will The Circle Be Unbroken."

The cross-over of country artists into the pop field is not totally new, but the trend has become exaggerated in recent months. New artists such as Donna Fargo score as strongly as pop as country, while rock stars such as John Fogerty, reach the country charts and are currently being covered by country artists. Jerry Lee Lewis also is in both markets.

Certain country artists are also reaching what might be called the rock underground, finding good

(Continued on page 47)

Entire Gate Receipts To Wills In Benefit

SAN ANTONIO—A check for $17,000 was presented to Bob Wills, "King of Western Swing," following a tribute and benefit show here sponsored by KRBK Radio.

Wills suffered a stroke in 1969 and has been partially paralyzed since. He appeared on stage in a wheelchair.

Tributes and awards were given Wills by Mayor John Gate, state Senator Glenn E. Krueger, and KRBK's Andy Jackson. Jim Travis, producer-director of the show, also presented a plaque, thanking Wills for his contributions to country music and to the fame of this city. Hall of Fame director Bill Keys also made a presentation.

The show was headlined by Tex Ritter (left) who opened the show with the original Texas Playboys, Johnny Bond, Chet Atkins and his own band, the Glaser Brothers, Darrell McCall, Billy Gray and others. All donated their time and talent. Expenses paid by KRBK, and the entire gate receipts were turned over to Wills to aid in his medical expenses.

The occasion was his 60th birthday.
The End Of The World Will Happen In 1973
(JUST LIKE IT DID IN 1963)

In 1963, Skeeter Davis sang a song called "The End Of The World." It went to #1 in the country charts and #1 in the pop charts.

It turned to gold.

Ten years later, disc jockeys across the country started playing it again, people liked it, and RCA liked it. RCA re-released it (the original, untouched 1963 version) and it's happening!

"The End Of The World"
RCA #447-0709

By...Skeeter Davis

Exclusively on RCA Records
A sexy proposition from Diana Trask.

"Say When" is Diana's latest love song. It's saucy, sexy and has all it takes to keep moving right up the charts! According to the lyrics, if you want Diana's love, just "Say When" and whenever Diana sings about love, she makes the charts. The hit-making combination: Diana's unique voice, and love songs that turn on the country.

"Say When" DOA-17448
b/w "Old Southern Cotton Town"

Thanks for lovin' Pat Roberts!

Pat Roberts' latest single, "Thanks For Lovin' Me" is a hit! People love Pat's lilting country voice, and warm, easy ways. People love this song's great lyrics, and numable country tune. Watch the charts, "Thanks For Lovin' Me" is heading straight up! The country-loving Pat Roberts, America's newest talent from the Great Northwest.

"Thanks For Lovin' Me" DOA-17451
b/w "A Whole Lotta Lovin'"
Congratulations Charlie.
You are indeed The Real McCoy.

NATIONAL ACADEMY OF
RECORDING ARTS AND SCIENCES
CHARLIE MCCOY
Best Country Instrumental Performance 1972
Charlie McCoy/The Real McCoy (Album)
published by: danor music writers: troy seals denny rice
Jerry Lee Lewis: Super Showman/Paradox

By BILL WILLIAMS

Everyone, to some degree, is a paradox. Jerry Lee Lewis, however, is paradoxical a thousand times over. He is many things to many people, but to all of them he is one of the greatest entertainers ever to step on a stage.

He is a man of compassion, of religion, of friendship, of warmth. He is a man of words and a man of action. In any conversation with the master, you will find that he is both the prophet and the warrior. His words are filled with passion and his actions are filled with power. He is a man who seems to be everywhere at once, yet he is also a man who is very much alone.

One of the most significant aspects of Jerry Lee's career is his ability to appeal to a wide range of audiences. From the youngest fans to the oldest, he has made a lasting impression. His music has been embraced by listeners all over the world, from the United States to Europe and beyond.

Lewis began his career as a sharecropper, but he quickly emerged as a talent of national importance. In the mid-1950s, he recorded several hits, including "Great Balls of Fire," which became one of his signature songs. His unique style and powerful voice set him apart from other performers of the time.

His first record was "Crazy Arms," a country song popularized by Ray Price, and "White Lightning," which had been recorded by others. His music was a mix of country, rhythm and blues, and rock and roll. He had a distinct voice that was both unique and powerful, and he was able to connect with a wide range of listeners.

Lewis was a dedicated musician, and he was always working to improve his craft. He was known for his improvisational skills, and he often played without a chart. He was also known for his ability to read music and his knowledge of harmony and melody.

He was a brilliant artist, and he was able to capture the essence of the music he loved. His recordings were filled with energy and emotion, and he was able to convey a wide range of emotions through his playing.

Lewis was also a skilled songwriter, and he wrote many of his own songs. He was a man of great humility, and he never forgot his roots.

Jerry Lee Lewis was a true showman, and he was able to captivate his audience with his performance. He was a man of paradox, and he was able to balance his musical talent with his personal life. He was a man of contradictions, and he was able to embrace them all.

(Continued on page 42)
Once a legend...

Musical styles keep comin’ and goin’. The Killer

Jerry Lee Lewis, the Country Legend.

"Who’s Gonna Play This Old Piano...
(Think About It, Darlin’)?"

Featuring Jerry Lee’s hit country single
"No More Hanging On."

Mercury SR-61366
Muslauette MCRS-61366
8-Track MCB-61366

Exclusively on Mercury Records, Inc. Distributed by Phonogram, Inc. For bookings or information, contact: Roy Dean,
Always a legend.

1970's

just keeps comin' with chart-busting albums.

Jerry Lee Lewis, the Pop Legend.

"The Session"—
A two-record set recorded in London with great guest artists. Featuring his hit pop single "Drinking Wine Spoo-Dee-O-Dee."

Mercury SRM-2-803
Mestacosette MCT4-2-803
8-Track MCT8-2-803

Jerry Lee Lewis Enterprises, Inc., Executive Plaza, Suite 805, 3003 Airways Blvd., Memphis, Tennessee 38131, (901) 332-2392
Jerry Lee Lewis:

Continued from page 39

Jerry Lee Lewis, the Bandleader: In a poll conducted by Dick Clark, his group was voted the best small combo. In 1958, things got even bigger. His "Breathless" and "High School Confidential" again hit the million list. The latter became the title of another movie he made, and he co-wrote the song. In 1958 he also did his "Lewis Boogie." By this time the adulating public was screaming at his concerts, ripping off his clothes, and idolizing him. Cotton was no longer king in Memphis. Lewis was the king.

Eventually came the first of his set-backs. His marriage to a young (of legal age in Tennessee), distant cousin (enough again to be legal) did not sit well with the press, and it began to distort his private life. He particularly was the target of abuse in Britain, where he had gone for a series of concerts. The fact that the marriage was blessed by his church, that he idolized his wife, that he was of good moral character, and that he came to entertain, not to discuss his private affairs, seemed to affect no one. He had to abdicate or be disheartened, and it was a period of considerable grief. It also was a time of declining fortunes.

In Memphis, Sun Records was genuinely concerned over the image painted by the press. It did something of a news blackout, and Lewis resented it. He feels to this day that many people could have helped him overcome the criticism of the day with a little faith and understanding. As it was, that period in his life was to haunt him almost forever, and it is at times difficult to understand how the man has maintained his cool, as well as his compassion. Lewis lived out the balance of his contractual agreement with Sun, and then, at the age of 23, began a decline which would have wiped out many men. Nut Lewis. In addition to his talent and his bravado, he has a lot of guts.

He moved to Smash Records in 1963, but there were no big sales. He got occasional club dates, and he always packed them in. He also always pleased the crowds. But there was a stigma on him that couldn't be washed away. It was during this time he was quoted by an associate as having said: "Stick with me. I'm going to get back up there. If I don't get another rock hit, I'll get one in country." It might be well to note that he was also prophetic.

But first there were four years of limbo to face. And limbo is hell to a performer. His elevation out of that inert state began taking place in 1967.

Country music had been an integral part of the Jerry Lee Lewis background. He not only sang it, but he loved it. But there were other factors. Country fans are loyal. They simply don't give a damn if their idols have clay feet. Instead of chastising an artist for his indiscretions, they tend to idolize them. To err not only is human, but most country consumers have the divine quality not necessarily of forgiveness, but of understanding. Country music is earthy and human and realistic. The people could understand a Jerry Lee Lewis and whatever trespasses he might have committed. (Really, though, he had done little that others haven't done. But Lewis, never shying away from anything, has at times...)

Jerry Lee Lewis: An industry report sponsored by the friends of Jerry Lee Lewis

MARCH 31, 1973, BILLBOARD
THE "KILLER" PUT IT ALL TOGETHER!

JERRY LEE LEWIS ENTERPRISES INC.

JERRY LEE LEWIS TALENT AGENCY
JERRY LEE LEWIS MUSIC (BMI)
JERRY LEE LEWIS PRODUCTIONS
JLL RECORDS (Distributed Nationally by Phonogram, Inc.)

3003 Airways Blvd.
Memphis, Tennessee
(901) 332-2392

*Jerry Lee Lewis booked exclusively by the above
Jerry Lee Lewis: The greatest

Jerry Lee Lewis:

Continued from page 42

talented habits). Country music was ready for Lewis. He had all the attributes: he could sing, he could write, he could perform, and he had lived the life of which he vocalized. Others in that original Memphis contingent had made it. Johnny Cash had come back from pilfering; Patsy Cline kicked off the alcohol, and became a real man. All Lewis had really done was to marry a young, distant cousin.

By 1960, the year of the move, country music already was developing a love affair with rock, and the two were intertwining. The electric instruments were there, the drums in the rhythm section. Fiddles were sounding more like violins, and steel guitars were adding soft supplement. Vocals were being filled by this expansion program in country. While it retained its traditionalism, it moved out in many directions. The timing was right. So was Lewis.

"Another Time, Another Place" was by no means his first country record, but it was his first in this new move. Recall that his first record, "Crazy Arms," was a country tune. So were some of his early records such as the Moon Mullican favorite, "I'll Sell My Ship Alone." Hank Williams's "Jambalaya," "You Win Again" and others.

Lewis immediately had rapport with his country audiences. The electricity was there. And while they didn't scream and tear his clothes, they screamed every note, and reacted accordingly. (Again, going back to that tone -- "Ooey" performance, the crowd kept him on stage far beyond his allotted time, and manager Bud Wendell graciously let him stay there, even preempting commercials to allow the chain to be unbroken. "This is what the audience wants," he said backstage, "so we'll give it to them.") After "Another Time, Another Place," Lewis followed with "What Made Milwaukee Famous." In two songs he had covered temptation, infidelity, frustration, and boozing.

In all the things Lewis had done in his life, nothing has been half way. He is an extremist, a man of many moods, whose roller-coaster life is a series of ups-and-downs sans benefit of drugs. Occasionally an asthmatic will give what coaches call "110%". Lewis puts more than that into anything he undertakes.

Lewis is anything but modest. He believes in himself, which is part of his charm, and is thoroughly convinced he is the world's greatest entertainer. Some may dispute him privately, but they won't follow him on stage. Even his severest critics give him the devil's due. He is absolutely fearless, and he never dodges a battle-verbal or physical.

Yet, the paradox again. He has never, to this writer's knowledge, publicly or privately criticized another performer. Instead, words of praise pour from his lips like boos from the bottles carried by his "friends" in his dressing room. Name an artist, particularly a country artist, and he'll have something immediately kind to say: "he's a hell of an entertainer," "a fine, beautiful lady," "really knows how to sing a song," "one of the nicest people in the business." It's real to him, a person.

Some say this doesn't sound like "The Killer." Well, consider the fact that Lewis believes in himself because he knows he is talented and will do a great show. He also believes in others because they also have talent and perform well. Not quite as well as Jerry Lee, of course, but certainly they deserve some praise.

The "Killer" is a man-sized nickname. He actually doesn't remember when it started; sometimes when he was a child. Nor can he accurately recall whether someone called him that, or he gave the name to someone else. But it stuck. Now every conversation is prefaced with that name. It's something he calls everyone, and most everyone calls him.

The business with the audiences could be chalked off to temperament, but that's oversimplifying. Lewis is a give and take man. He says of the audience: "I love them and they love me." But there is more. It's the way he says what he says. His voice is as real as his feelings.

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GREAT BALLS OF FIRE!

WE'VE GOT TWO, JERRY'S BEST.

Roll Over Beethoven to High Heel Sneakers—the Pickwick 2-Record Pack of Jerry Lee Lewis is a breathless bargain for your customers. Jerry is a rock 'n roll original and Pickwick's got a lot of 'ockin' originals in another great 2-Record Set...20 Rockin' Originals! The Beach Boys are back, their good vibrations are on Pickwick too...and priced like the good ole days! The Old Gold, the nostalgic moods of Nat King Cole, the superstar sounds of Dionne Warwick...Breathless bargains for the economy record buyer.
Dear Jerry,

Through the years you've cut the following songs for us.

"HELP ME MAKE IT THROUGH THE NIGHT"
"ONCE MORE WITH FEELING"
"ME AND BOBBY Mcgee" "MATHILDA"
"DREAM BABY" "TOO MANY RIVERS"
"PLAY ME A SONG I CAN CRY TO"

Thanks for the compliment "Killer"!

COMBINE MUSIC
Bob Beckham
Fred Foster

P.S. We wish you another rockin' 20

Jerry Lee Lewis:

* Continued from page 44

uses to fly to virtually all of his dates. He keeps a full-time pilot and co-pilot on his staff, and the plane carries 25 people and all the needed equipment. The aircraft is equipped with stairs, a bar, lounge chairs, and all the comforts of home. He also owns a Cessna 340, equipped to carry eight, which he uses on short hops. These include his frequent trips to his home town in Louisiana. With the larger plane he is able to transport disk jockeys, promotion people, or just friends anywhere he wants to take them. Lewis is convinced he can fly the planes himself, but more often calmer heads prevail.

It was just a few months ago when Lewis began to organize, not only himself, but his businesses. Almost from the start of his career he had been booked by Ray Brown in Memphis, but the two came to a parting of the ways, and the country-rock singer decided to put together a complex.

He first leased a series of offices in an industrial office area of South Memphis, close to the airport. Cecil Harrington, his brother-in-law and business manager, remained in that post. Harrington is married to Linda Carl Lewis, Jerry Lee's talented but lesser-known sister. He hired Roy Dean, a one-time member of Brown's staff, to take over his booking through the Jerry Lee Lewis Talent Agency. He brought in Eddie Kilroy from Houston as his creative director, for all of his businesses, including publishing. He retained Jud Phillips as an adviser. Rita Gillespie was brought from England to be his stage manager. His secretary is Jolin Lewis, his current wife. Dean, according to Lewis, had been doing much of his booking in the past, and was capable and competent. One of his first actions was to book Lewis into Madison Square Garden in a series of Rock Revivals. Ironically, Lewis had to miss the first one due to a hunting accident which kept him hospitalized for a time. Nevertheless, Dean keeps him on about 125 nights of the year (the maximum Lewis will work), and is in the process of expanding the agency to include other talent.

Kilroy is a man with a wealth of talent. A one time Nashville disk jockey, he was national country promotion manager for a number of labels, handled promotion for Soundville in Houston, and has done a considerable amount of producing. Lewis lured him out of his native Texas to take the position.

Miss Gillespie had been co-director of the Tom Jones Show when she hired her. Her activities now are multiple, including the operation of his fan club and its magazine.

It's pretty hard to say what Lewis will come up with next. He not only has made movies, but in 1968, he even played the role of Iago in the Los Angeles Music Center musical version of Shakespeare's "Othello." It marked the first attempt to apply Rock to the musical theater.

So the paradox continues. Introverted off-stage, and extraverted on-stage, the least one can say about Lewis is that he is one of the greatest stylists and showmen of all times.

The Killer keeps striking!

"Jerry Lee, you're too much!"

Tree International
Jack Stapp, President
Buddy Kilien, Vice President

708 17th Ave., S., Nashville, Tenn. 37203

Sic'm, Killer!

Sponsored Events, Inc.
P.O. Box 46, Nashville, Tenn. 37202

MARCH 31, 1973, BILLBOARD
NEED INSTRUMENTALS IN COUNTRY GETS ACTION

NAVASHVILLE—As the Country Music Seminar here, at least one programmer called for a need for more instrumental country music, saying there was a void.

Tex Davis of Monument reminded him his firm had out-instrumented on Lloyd Green, Charlie McCoy and Boots Randolph, that RCA had them by Chet Atkins and Floyd Cramer, and many others, stating that the market was full.

Barbara Starling of Royal American Records said her firm did not put them out because disk jockeys used them almost exclusively for play behind a promotion, which did not help sell records.

Coiincidently, radio station WJEM in Val softa, Ga., just paid tribute to instrumentalists by programming 12 consecutive hours of such music. Audience response, according to music manger Gary Moore, was overwhelming in favor of the 12-hour change in the station's format.

BOBBY ATKINS
And The Countrymen
HOT AS A TWO DOLLAR PISTOL!

With "DELLING BANJOS"

And "Think And Be Thankful"

on COLONY "13" RECORDS 45-2588 Stereo
Featuring SLIM MARTIN on Harmonica

PERSONAL MANAGER & BOOKINGS
FRANK JAMES
123 Rader Drive, Nashville, Tn. 37013
(615) 834-1244
MARCH 31, 1973, BILLBOARD
NEW/COM, EIA
Reflect Focus
On Distribution
By EARL PAIGE
HICKSVILLE, N.Y.—Distribution in all its ramifications is a subject home entertainment hardware and accessory manufacturers will be exploring in more depth, according to Art Kelly, general manager, entertainment products division, Ampexor Electronics, a wholly owned subsidiary of North American Philips, with a plant here and two in R.I. Kelly will speak in a dedicating of seminar at the New York (Billboard, Mar. 24) on the subject, "How We Support Distribution." He said also that the Electronics Industries Association (EIA) is planning a far-reaching program, "Electronics Distribution 1979," to be held in Chicago early next year, a program similar in scope to EIA's recent "Electronics 1985."

Ampexor, naturally to its position with distributors, he said, because the firm has been historically involved in electronic components, expanding into electronic optical and then into solid state products. About two and a half years ago, Ampexor expanded into consumer products via speaker ensembles, hi-fi speaker system and speaker kits. Kelly's division, formerly the distribution sales operations, was only last July designated the title of entertainment (Continued on page 53)

Fair Trade—Laws Benign
By RACLLIFIOE JOE
NEW YORK—Ed Lucsey, national sales manager, Panasonic home electronics, thinks efforts to enforce fair trade laws must include the help of the Federal government, the courts and trade associations, according to the National Association of Electrical Parts & Accessories (APPA), which he has a committee looking into the enforcement and penalties.

He added, "Even if a violator is brought to court, he is usually let off with a stern warning or a fine." Lucsey said that policing the fair trade laws is, at present, left almost entirely up to the dealers. "We hope that in the future when there is a violator in a particular area, other dealers, committees, and so on, will stand up and stop him."

The grip production comes from Harold Wally, of Wally's Stereo, Tape City, one of New York's largest dealers of tape equipment and software for the automobile aftermarket.

According to Wally, unknown brands of tape equipment, largely manufactured offshore, are being dumped on the American market at a fraction of the price charged by brand-name manufacturers for fair-traded products. He added that these unknown brands carry no warranties, no servicing facilities are available. "But the customer does not know this," he said. "Some of the manufacturers tend to go out of business, and they are not able to service the equipment once it is disposed of."

He said that. Wally said that the modus operandi of this latest round of counterfeit tape equipment is to offer the equipment at a price that is $10 or more above dealers costs. (Continued on page 53)

Los Angeles—Craig Corp., here is located in Century City, was in 1975, planning to market a total of 39 car tape players by 1978, expected a 35 percent jump in the car stereo business over last year, with sales of $208.2 million. By 1982, he planning and marketing more of a "line conscious" than "line conscious" market. "The car is the firm's accessory line," said Douglas. "We have in mind to develop a more specialized firm than to develop a more specialized line," he added. "By the middle of this year, we expect to have 27 models in the line." The firm, which now has 17 models, is looking to increase its line base of 1980. "This represents an increase of about 70 percent from the last year and a half or so. For the car stereo business, we are projecting a 35 percent jump in 1982.

Craig manufactures both cassette and 8-track equipment for the automotive market, and the firm was pleased with the cassette model "8-track" sold in a variety of models as well as in-dash, under-dash and floor console units. "The 8-track will probably continue to be a strong performer in the market. We are also continuing to do a strong business in the cassette market."

Craig's car stereo line has been expanded in the last year to include a greater variety of models, and the firm is looking to increase its line base of 1980. "This represents an increase of about 70 percent from the last year and a half or so. For the car stereo business, we are projecting a 35 percent jump in 1982.

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Do you just stock phonograph needles?

Commission rates for reps are steadily increasing. According to the most recent figures from Electronic Representatives Association, thefield is

Or - do you merchandise them?

There's quite a difference - the difference between in-house, dead inventory and fast-moving, top profit merchandise that makes your accountant happy.

A major reason Fidellitone needs dealers smile when they talk about needle sales, is their Fidellitone Distributor.

Your Fidellitone Distributor is a trained needle specialist providing:
- fast, personalized service
- extensive back-up stock including special items
- world's best, most complete needle replacement guide
- inventory management system
- powerful merchandising program

Your Fidellitone Distributor is a needle merchandising specialist who is only satisfied when his dealers make substantial sales and profits on Fidellitone needles.

If your business is just buying phonograph needles, you may be missing profit opportunities.

If your business is selling phonograph needles, contact your Fidellitone Distributor.


IDEAL PUSH SET
- Continued from page 48

suggested list prices, saying, "Ideal Electronics with discount prices. Each retailer knows what kind of prices his business requires to be profitable, and what the market wants by his location." (See separate story on fair trade.)

"For example," he continued, "our Model PP220 radio, an AM/FM radio that you can have for $20, is almost as close to New York store for $17.95, in a nearby home center. It's available for $16.85, and in Louisiana for $15.95.

"Also included in the 35 item product line are four stereo multi-track recorders, two with 8-track stereo tape players and speakers. Two 8-track stereo tape players are available, in either 2 or 4-channel models. Five portable radios are listed at small price point increases for varying changes in appearance and sound quality, for different types of two portable tape recorders and the variety of stereo headphones round out the line.

The firm was purchased from Pough in December, 1971, which marketed the equipment under the name Ideal. Since that time, product specifications were completely revamped. Specifically, "We decided to change the name to IEPC electronic because Ideal cars are too bulky and low quality electronic equipment." The ideal products are assembled at the new Milford, Mich., plant and will have a "Neuton" headquartering out of there.

A one-year warranty is included with all big IDEP products. The customer may receive a replacement unit at no cost or be refund. Since all design and production is controlled by IDEP, the firm can produce its own product preference. Returned merchandise will be sent to independent service companies in the Chelmsford area, which will handle different types of service and repair, the units will then be restock module or be fully reconditioned. Since all design and production is controlled by IDEP, the firm can produce its own product preference. Returned merchandise will be sent to independent service companies in the Chelmsford area, which will handle different types of service and repair, the units will then be restock module or be fully reconditioned.

Complete testing and sales are appealing to the retailer rather than consumer. The buyer is, however, given exclusive marketing schemes he can pass on to customers in sales presentations. Early inkjet products were to deal with its own manufactu-

Tape/Video/Video

Have you heard the word about Webek tape products?

It's a proven history of cost savings, time savings and reliability in cassette and cartridge production. You must have heard it!

It's being repeated millions of times.

TAPE SPLICES
Pressure sensitive splice tape is individually precut to precise accuracies and mounted on quick release backing tabs. The tabs keep splices clean and take the work out of handling. Your production moves along fast and accurately, every splice neat and uniform.

Q-Splice - precut 8-track cartridge splice.

The most widely used tape in the industry. Pressure sensitive, 1 mil Mylar for splicing only.

CASSITE LINERS
Custom designed Webek cassette liners supply the right lubrication for smooth, uninterrupted tape operation. Dissipates static charges at the same time. Zono or solid graphite coated Mylar.

WEBEK CORPORATION
430 W. Pico Blvd., Los Angeles, California 90019

World's largest manufacturer of tape products.
Preferred Sounds Blank Line Bows

By RADCORF JOE

Symphonette cassettes with a "Three-In-One" sales slogan. The line, according to Communications Sales, is one of the most attractive, fold-down shipper-merchandiser loaded with 59 three-in-one tote package boxes. The package, said Louis, "makes an attractive counter display case..."

Meanwhile, Preferred Sounds, in business less than two years, continues to follow a policy of offering its sales at mass merchandisers, drug and music stores and other outlets where the emphasis is on display...

Nino Bruno, president of Preferred Sounds, said, "We have some of the best displays in the business for our orders."

The displays of which he spoke include the Super Market Design for what Bruno calls, high margin supermarket selling. The unit comes in a prepackaged shipper-merchandiser that converts into an eye-catching display that holds up to 96 blister-packed blank cassettes on large cards to prevent theft.

According to Bruno, the unit can be used as a free-standing display or as a counter unit. It takes up only one square foot of floor space at the advertisement.

A companion piece to the Super Market Design for what Bruno calls a "product" line, that is, a complete line for a complete category, always does a fine job in the promotional areas. This unit is made of C-60 blank tape blister packs.

Other displays include the original design, which is contained in 44 All-Purpose C-60 or C-90 tape, 48 Voice C-60, 24 Voice C-90, 24 Music C-60, 24 Music C-90, as well as 96 C-60 blank tape blister packs in combination of 40 and 80 minute lengths.

This unit, according to Bruno, offers only the most prolific, most requested items in a carefully selected mix. The Wheeler Dealer is a rotating unit, and has storage space in its base. It uses an estimated two square feet of floor space. Other displays offer the Grabbet and the occasional "their first" to independent units.

Satisfied with dealer and counter.

(Continued on page 53)

Craig Expands; Home Players, Accessories

- Continued from page 48

sets this year and will push the educational as well as entertainment aspects of the configuration. And the counter selling points, Davies added, "and we would be foolish not to do so!"

The firm also will move into the compact stereo market this spring with the first in a series of portable turntables and speakers set, with one featuring AM/FM radio and ready-to-play cartridge sets. "Our products will be aimed at the mass market as most of our competitors' products are aimed at the mass market also," Davies added.

Davies also sees some views on merchandising. "We're finding the audiophiles are always looking for the next thing and always want the best. Once they can get a decent turntable and speakers set, we have to have compact units if we are going to market a compact record player," Davies said. "Our products will be aimed at the mass market as most of our competitors' products are aimed at the mass market also."

Craig product moves through three channels: distributors, manufacturers reps and direct to the consumer. All three of these channels are working with Craig in what Davies calls "a more aggressive marketing posture. For example, we have been taking a more aggressive stance," Davies added. "Right now we are running print ads in a variety of packaging promotions, such as offering a 4-channel carton for C-90 and adding four speakers and a tape for $399.50. When we offer a package, it's all-inclusive, all-you-can-get and they merchandise it in different ways. The independent may use it to promote a good product and the mass merchant may use it to get into the market."

Craig also is working on developing more of a line concept, with enough similar design characteristics to "help our basic image get an identity to the customer."

Growth

Talking about areas of growth in Craig, Davies said that "car-stereo is growing faster than ever, and player types of units are increasing faster than ever. The office equipment business has also become a very important one for us, in the form of dictation machines. Just talking about the office equipment, we have an attractive package and marketing it for dictation of open up a new market. This has opened up the office market here in New York, and another mass market for the cassette. The calculation has been that this market is enormous, and we are very happy with the investment.

We are getting into the cassette market, and we are looking at the tape recorders as a mainstay of the tape recorder. We are looking at the cassette market and we are looking at the tape recorders as a mainstay of the tape recorder."

Craig also is working on developing more of a line concept, with enough similar design characteristics to "help our basic image get an identity to the customer."
GE Uniform Price; More Advertising

NEW YORK—The Audio Electronics Dept. of the General Electric Co. has instituted what it calls a major change in its pricing strategies. According to Richard Grafston, general manager of GE's audio electronics business, the new uniform price plan is responsive to the contemporary needs of all types of retailers and wholesale distributors.

Along with the new pricing plan, GE's Audio Electronics Products Dept. has also instituted an improved Co-op Advertising program designed to give customers the opportunity to spend co-op money earned in the fourth quarter of 1973.

The division further plans to support retailer efforts by expanding its national consumer advertising program, featuring "The Great Entertainer." In addition, the division's "Dialing" program is being extended to retail trade.

Under the plan, all retail customers will be charged the same uniform price for GE's full line of audio electronics products. The plan allows for a direct price-rebate and cumulative volume rebate to retailers.

The factory direct shipment allowance is based on direct shipments to one location; while the volume rebate allowance applies to all classes of merchandise and payment will be made in check form. In addition, non-retail accounts will be offered to the customers not engaged in the retail trade.

Grafston also pointed out that the new Uniform Price plan also offers customers the opportunity to select a payment terms option which best fits the particular needs of their business. "A retailer," he explained, "can elect to participate in the division's customary 'dialing' program or move to extended terms."

The improved Co-op Advertising plan is expected to help retailers bolster first-quarter sales. Under the new co-op program customers can choose between April 1, of one year to March 31 of the following year. "This," said Grafston, "will enable retailers to effectively use co-op money earned in the fourth quarter of one year during the important first quarter of the following year."

DO YOU NEED 8 TR SENSING TAPE for automatic or hand splicing, splicing tape for master making or cassettes, tape splicing blocks, tape repair tape or C-O's?

Call TAPEMAKER, the one-stop for all accessory in duplicating or loading, lowest prices.

ARY BRANDWEIN...TAPEMAKER
2255 Broadway, New York City 10024—(212) 747-0800

P.S. We have video splicing tape and head cleaning materials.

Sure, You guys make great batteries... But are you sure your advertising carries enough juice?

It will if you use the right outlet, and there are a lot of very good opportunities. For example, we have the Billboard Blank Tape Report... the 4-Channel Sound Report... and many, many others... now take great pleasure in presenting...

THE TAPE/AUDIO/VIDEO REPORT

Ad Deadline: April 6
Issue Date: April 21

MARCH 31, 1973, BILLBOARD
CHICAGO—The nation's jukebox programmers are generally dismayed over the sample service of labels, according to a spot check last week and an earlier nation-wide poll to explore topics for Billboard's jukebox programming conference here May 19-20 at the Ambassador West. Complaints include samples arriving too late, too much country, the nearly exclusive use of radio station promo copies that are unattainable for jukeboxes and no title slips with samples.

Programmers telephoned in the spot check to verify the returned questionnaires admitted they often give labels little feedback (see separate story), indicating that because samples arrive late they feel reports would be too late as well. The spot check backed up data from the questionnaires in regard to station promo samples—100 percent in the earlier poll said they received mono/stereo one-song samples. The complaint about too much country product in proportion to other categories is still another problem, the spot check turned up.

At a meeting here of programmers to help plan the conference, sample service was nominated as a panel topic. The questionnaire found 50 percent of the respondents reporting sample service could be improved.

Ruth Saweika, Beaver Dam, Wis., said a sample

of Charley Pride's "A Shoulder to Cry On" arrived after she had already programmed it. Linda Wykoff, Akron, Ohio, said, "Very often samples are too late." Judy Weidner, Manhattan, Kan., said records with early chart action will arrive early in samples, but that other product labels, Ira Storts, Bowling Green, Mo., said, however, that samples sometimes are too early and Lloyd Grice, Jefferson City, Mo., said samples are usually "right on time." Evidence that Grice uses samples can be seen in his report on Roy Head's "Cried," which has shown no chart action (see What's Playing).

Grice, Storts, Mrs. Weidner and Mrs. Saweika said they do return cards asking for feedback, although Mrs. Weidner indicated many labels don't respond. Programmers do use samples and do want them, the survey and spot check showed. Storts said he has a restaurant in Troy, Mo., and a bistro in Venango, Pa., where he tests public reaction to samples. Mrs. Saweika said samples and when he uses the meter as a barometer to ordering more. Labels, according to the programmers, must realize the distinction between the test market and jukebox companies. Most jukebox programmers buy early, at least in modest quantity, they do use a lot of include cards.

(Continued on page 53)
**Weltron Derby New-Com Push**

**Fla. Tape-Record Dealer Advocates Retailer Assn**

**Editors Note**: This is the last part of a long interview with a veteran Florida dealer Bill Bernstein, owner of Recordables in Miami, Fla. and for 16 years a retailer in the Bronx.

BY SARA LANE

**Haleah, Fla.—Bill Bernstein believes the independent tape-dealing industry today operates at an unfair advantage because it does not enjoy as favorable price as large chain stores and cannot afford advertising and has too much product to consider.**

"The only time we can make a sale is when the customer walks in the door that once has a contract for the sale, unless the contract is lifted, then Bill Bernstein can perform this function in his operation.

Looking back to his years in New York, Bernstein told us all the advantages he enjoyed as a member of the Association of Record Dealers of New York & New Jersey. He would like to see a similar organization formed in the greater Miami area.

"We had buying power through the association," he explained. "We did all that was possible on our own, but we had no other way to handle it. We could call up our warehouse in our own office and order items and we got them much cheaper. Unfortunately, here in Miami, it's impossible to organize an association like that. Dealers down here have more strength in unity and numbers."
AUSTRIA

(Country's Radio Station Schedule)

**SINGLES**

1. ICH HAB' DEINE GESCHICHTE - Vicky Friedl
2. MEXICO - Los Angeles Singles (Promo)
3. KISS - "Takin' Care of Business" (Promo)
4. BLOCKUSTER - "Sweet (RCAs)
5. BABY I LOVE YOU - Clay (CBS)
6. PENTHIBUMA - "Dreams" (EMI)
7. WHISKEY IN THE JAR - This (CBS)
8. SINCE I LAST SAW YOU - Nick Taylor
9. LOOKING THROUGH THE EYES OF LOVE - Brisco (Warner Bros.)
10. TAKE ME HOME - Tanya (CBS)
11. BY THE TIME - "No Time (EMI)"
12. CRAWLEY - "Scram!" (CBS)
13. BEN - Michael Jackson (Capitol)
14. I LOVE YOU - "I Want to Love You" (Capitol)
15. SUMMER BREEZE - "Beach Blvd." (Capitol)
16. BEATLES - "Hey Jude (Capitol)"
17. ROBERTO CARLOS - "Cântica" (CBS)
18. CAETANO L E CHICO AO VIVO - Carla (CBS)
19. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
20. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)

BRITAIN

(Country's Radio Station Schedule)

**Singles**

1. CUM ON FEEL THE NOIZE - John(2)
2. 12TH OF NEVER - Donny Osmond (Polygram)
3. SARAH SMITH - "Strangers in the Night" (CBS)
4. FEEL THE NEED - "Derr Motown" (CBS)
5. KILLING ME SOFTLY WITH HIS KISS - Billy Joel (CBS)
6. GET ON UP - "Gimme Some Slack" (CBS)
7. GONNA MAKE YOU AN OFFER - "Remember" (CBS)
8. NEW YORK CITY - "Benny Carter" (CBS)
9. HEART OF STONE - "Kenny Rollins" (CBS)
10. THEY CAN'T TAKE IT AWAY FROM ME - "New Seekers" (CBS)
11. HEART OF THE CITY - "Kenny Rollins" (CBS)
12. WINTER IN THE CITY - "New Seekers" (CBS)
13. HITS OF THE WORLD

JAPAN

(Country's Radio Station Schedule)

**SINGLES**

1. GAKKENNO NO KIRETSU - Mama (CBS)
2. ZOEY SUNDAY - "Desperado! (CBS)
3. BUCK OWEN - "Daddy Sang Bass" (CBS)
4. FATHER'S DAY - "Daddy Sang Bass" (CBS)
5. IN THE YEAR 1984 - "Daddy Sang Bass" (CBS)
6. I CAN'T HELP MYSELF - "Daddy Sang Bass" (CBS)
7. THE GOSPEL - "Daddy Sang Bass" (CBS)
8. OUR MAMA DON'T DANCE - "Mama (CBS)"

SWITZERLAND

(Country's Radio Station Schedule)

**SINGLES**

1. LE PRE DES ALLUMETTES - SPOLO - (CBS)
2. BLOODEE - "Blooedee (CBS)
3. VIVALDI - "Vivaldi (CBS)
4. BOB MARLEY - "Bob Marley (CBS)
5. IN THE YEAR 1984 - "Bob Marley (CBS)
6. THE GOSPEL - "Bob Marley (CBS)
7. OUR MAMA DON'T DANCE - "Mama (CBS)"

SINGAPORE

(Country's Radio Station Schedule)

**SINGLES**

1. ROBERTO CARLOS - "Cântica" (CBS)
2. CAETANO L E CHICO AO VIVO - Carla (CBS)
3. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
4. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)
5. ROBERTA ROBERTA - "Beach Blvd." (Capitol)
6. BEATLES - "Hey Jude (Capitol)"
7. ROBERTO CARLOS - "Cântica" (CBS)
8. CAETANO L E CHICO AO VIVO - Carla (CBS)
9. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
10. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)

SOUTH AFRICA

(Country's Radio Station Schedule)

**SINGLES**

1. ROBERTO CARLOS - "Cântica" (CBS)
2. CAETANO L E CHICO AO VIVO - Carla (CBS)
3. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
4. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)
5. ROBERTA ROBERTA - "Beach Blvd." (Capitol)
6. BEATLES - "Hey Jude (Capitol)"
7. ROBERTO CARLOS - "Cântica" (CBS)
8. CAETANO L E CHICO AO VIVO - Carla (CBS)
9. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
10. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)

SPAIN

(Country's Radio Station Schedule)

**SINGLES**

1. ROBERTO CARLOS - "Cântica" (CBS)
2. CAETANO L E CHICO AO VIVO - Carla (CBS)
3. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
4. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)
5. ROBERTA ROBERTA - "Beach Blvd." (Capitol)
6. BEATLES - "Hey Jude (Capitol)"
7. ROBERTO CARLOS - "Cântica" (CBS)
8. CAETANO L E CHICO AO VIVO - Carla (CBS)
9. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
10. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)

HONG KONG

(Country's Radio Station Schedule)

**SINGLES**

1. ROBERTO CARLOS - "Cântica" (CBS)
2. CAETANO L E CHICO AO VIVO - Carla (CBS)
3. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
4. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)
5. ROBERTA ROBERTA - "Beach Blvd." (Capitol)
6. BEATLES - "Hey Jude (Capitol)"
7. ROBERTO CARLOS - "Cântica" (CBS)
8. CAETANO L E CHICO AO VIVO - Carla (CBS)
9. UMA RAKHUM CUM AMOR - "Gandhi" (CBS)
10. SUPER FLY TUNE MUNDIAL No. 2 - (CBS)
As advertised on T.V.

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RECORD SELECTOR is a new space age device for storing and selecting your favorite records. Simply place all your albums in record selector, move the first record forward and all the other records flip slowly forward. When the selector reaches the album you wish to play, simply remove it and return all albums to their starting position. When you wish to return the album to the record selector, again flip the first record forward. The other albums will automatically flip slowly forward and the selector will stop at the spot where the record was removed. You can then replace the album.

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Even modern charts are sometimes inaccurate – the ones that relate to LP sales most certainly are.

It's a good job Sir Francis Drake didn't use one of these for guidance – if he had, he would probably have run aground on the uncharted pile of over 50 million Music for Pleasure albums sold in the past 74 years.

In addition to using and valuing traditional ports and seaways, MfP has pioneered new markets, discovered new routes, and raised new standards. Had they been charted, MfP flags would have monopolised the UK sales charts since the middle sixties.

For instance, in 1972 alone MfP sold over 8,000,000 albums in the UK. (In addition, our children's 7-inch 'Surprise! Surprise!' label sold over 2,000,000).

Our cargo includes stars such as The Isley Brothers, The Beach Boys, Des O'Connor, Frank Sinatra, Dean Martin, Wendy Craig, Shirley Bassey, The Move, as well as concept LP's like Geoff Love's 'Big Movie Themes' series, Hits records, and many highly successful children's albums.

MfP's sister ship 'Classics for Pleasure', was launched in 1970 and has now delivered to its markets over 3,000,000 albums.

For the future new MfP flagship ships are on the slipway with even bigger holds.

We list 12 titles released during the period 1967-1972 with their total sales to date:

<table>
<thead>
<tr>
<th>Number</th>
<th>Released Date</th>
<th>Released Title</th>
<th>Total Sales to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFP 1192</td>
<td>1967</td>
<td>My Own Nursery Rhyme Record</td>
<td>326,848</td>
</tr>
<tr>
<td>MFP 1255</td>
<td>1967</td>
<td>The Sound of Music</td>
<td>940,838</td>
</tr>
<tr>
<td>MFP 1301</td>
<td>1969</td>
<td>The Four and Only Seekers</td>
<td>739,011</td>
</tr>
<tr>
<td>MFP 1320</td>
<td>1969</td>
<td>Joe Loss plays Glenn Miller</td>
<td>365,393</td>
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<tr>
<td>MFP 1328</td>
<td>1969</td>
<td>Big Western Movie Themes</td>
<td>457,182</td>
</tr>
<tr>
<td>MFP 1398</td>
<td>1970</td>
<td>The Fabulous Shirley Bassey</td>
<td>286,464</td>
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<tr>
<td>MFP 1420</td>
<td>1970</td>
<td>Cliff Richard</td>
<td>188,977</td>
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<td>MFP 5272</td>
<td>1971</td>
<td>Your Top TV Themes</td>
<td>161,339</td>
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<tr>
<td>MFP 5274</td>
<td>1972</td>
<td>T. Rex</td>
<td>178,294</td>
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<td>MFP 5278</td>
<td>1972</td>
<td>Jimi Hendrix</td>
<td>92,007</td>
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<tr>
<td>CPF 148</td>
<td>1970</td>
<td>Mozart: Horn Concertos</td>
<td>52,834</td>
</tr>
<tr>
<td>CPF 159</td>
<td>1971</td>
<td>Manier: Symphony No. 4</td>
<td>48,984</td>
</tr>
</tbody>
</table>
College Circuit Is Set by Phonogram

RIO DE JANEIRO—Andre Midiani, Phonogram Brazil general manager, said that he has prepared a virtually exclusive university circuit for Phonogram albums. Operations were carried out last year and key cities for this year.

Now, Midiani says that he's ready to go, sending out Phonogram artists around a circuit of some 41 universities and schools in big cities and in some university cities. Phonogram provides financing and expects to make an overall profit as well as increasing record sales.

One of the pilot operations, a show by composer-artists Chico Bunacque and Caetano Veloso in Bahia, produced a best-selling album for the Christmas season.

A leader in developing Brazilian artists, Midiani has scheduled a show for an audience of trade and public, at the huge Anhembi Exposition Hall in Sao Paulo in May. Inside disc dj's will release CD and Phonogram albums that will get additional audience in cinemas and on FM.

Phonogram has been gradually reducing its number of artists, Midiani says, concentrating on the best. The number of Phonogram artists now compares with those of Phonogram companies that have over 120.

Midiani wants to get down to 25, he says, but that the time to really work with each one. Phonogram's contracted artists include people like Almir Rodrigues, Elis Regina, Maria Bethania, and Elza Soares.

"We are recording less titles, each year," Midiani states, "but we are providing a better product to the audience." Phonogram's record companies, as with many other companies, have cut back on the number of albums they release. The number of titles has been reduced by about 50 percent over the past year.

Brazil presents a number of niches for smaller artists, but one big market is the television. There are no trends-he says, "we are building the national market for music. We've been getting material and people have been expanding. It's not a problem to find mentors in the market."

Top-Tape Signs Samba Schools in Distribution

RIO DE JANEIRO—Top-Tape Music Ltd., one of Brazil's newest record companies, saw its opportunity in the swing of carnival music enthusiasm to the neighborhood "Samba School" organizations and their annual production.

Jose Soutinho, Top-Tape director, signed up the Samba Schools Assoc., for domestic and foreign distribution. This year, Top-Tape's album of the top Samba Schools song was one of the ten best-sellers.

Top-Tape started recording the annual Samba School music one month before the carnival. In addition to recording, the Top-Tape company has been organizing a series of record release events for the Padrao Midea album of Samba School's performance on stage.

European distributors ordered the record.

To promote sales to tourists, Top-Tape accompanied the album's background notes with an English translation. The album was taken back to Europe and the U.S. by tourists who were charmed by the plane and cruise ship.

In addition to recording, the ten Top-Tape disc composer companies Top-Tape recorded the 12-second-dance music that the Top-Tape company has been making a series of records through the Padrao Midea album of Samba School's performance on stage.

Samba schools are a well-organized, professional organizations of thousands of members, who put on a dazzling performance during the Samba School dance parade at carnival every year. In the past, their music had little advance spread or publicity. They have become the center of attention in the past couple of years.

Top-Tape distributed records through its subsidiaries in France, Italy, and other countries.

Top-Tape has been a leader in the distribution of Brazilian music, especially during the Samba School's annual parade. The company has continued to expand its distribution network, making partnerships with radio stations and record stores to promote Brazilian music both domestically and internationally.

Phonogram Syncro

Michael Tye spoke about the main events in Europe.

Phonogram Syncro, a music distribution company, has been working closely with Phonogram to promote Brazilian music. They have been focusing on expanding their distribution network, especially in Europe and the U.S., and have been working with top radio and record stores to promote Brazilian Samba School's music.

The company has been receiving positive feedback from artists and audiences alike, with many recording artists expressing a desire to continue working with Phonogram Syncro in the future.
Brenda Lee
Her New Country Chart Single...
Nobody Wins
MCA 40003

Is Crossing Over...
Pop!

From Her Latest MCA LP "Brenda" Listen For It.

exclusively on
MCA RECORDS
S & N REMO—The general standards of both artists and songs at this year’s San Remo festival, held early in March by Pepino Di Capri (Splash) with the song “I Can’t Stand An Earth in My Head,” pulled 7,170 votes, was not considered to be particularly high.

However, many record company executives feel that disk sales resulting from this festival could be reasonable although not as good as in previous years. In fact, sales managers are talking in terms of a total of 150,000 LPs with 2 million copies—about the same as last year but the lowest figure since 1972. Such forecast indicates that record companies are now reaping themselves to the fact that San Remo is a less important promotional event for the industry.

Nevertheless, considerably less attention was given to this year’s contest, which has recently started promotion publicity budgets for San Remo and the state-controlled Radio and Television Co. to cut down its coverage in 1973.

Only the third and final night was televised although all three late-night networks covered the contest. The decision to cut down coverage was made by the Italian and Communication Ministry officials which maintain there are too many song festivals because the public are "very low social and cultural value."

This is the first event to suffer under this new policy. International coverage of the festival was also not as great this year, although parts of it were televised in several east and west European countries.

International participation in the contest consisted of two Spanish groups, a French, a German, and a Dutch Top Four and French conductor Rino Vinzani, who invitational had a large festival orchestra for part of each night.

JOHAN OOMS, right, who earlier this month officially retired as chief engineer of PolyGram, receiving from the company managing director, Deikein van Amstel, a model Viking ship symbolizing the free cruise to Scandinavia which was given his wife which accompanies his retirement present. Ooms will continue to be associated with PolyGram for some while as a consultant on technical matters.

Polygram's Ooms Retires

BAARN—Johan Ooms, the Polygram group’s chief engineer who in the early sixties was involved in the technical development of the cassette system, officially retired earlier this month although he will act as a consultant to Polygram for some while.

Ooms was born in Amsterdam in 1913 and after completing an engineering course at MIT in Amsterdam, became a projector engineer. He joined Polygram then known as Philips Photography Industries, in 1925. He later took over responsibility for international recording activities and electro-acoustical development in the Netherlands. Upon his retirement, Ooms held the post of manager of Polygram’s technical staff bureau and was responsible for all aspects of the company’s liaison and standardization activities.

Portugal, France & Eire Select Euro Entries

LISBON—"Toudra" (Billboard), with Martin Sants and Ferreira, won Portugal’s song contest on April 7 in Lisbon, Portugal.

The song was chosen by a panel of experts organized by RTP to find the entry, "Toudra" was one of 15 points. Toudra was recently signed by Tech and has recorded the song in French.

PARIS—Eric record artist recording artist Philip, also known as "Philips," sang the Luxembourg entry for this year’s contest at the annual San Remo Song Contest. The song, "Tu Te Reconcilleras," was recorded in Paris in English, German, Italian and Spanish. English title is "You and Me Again."

DUBLIN—Ireland’s entry in the Eurovision Song Contest in Luxembourg will be "I Do Dream," performed by young boy singer Max, a member of the Music Box group. The song was chosen from 306 entries submitted for the National Song Contest. "I Do Dream," written in six minutes, will be rerecorded.

Executive Turntable

Dave Counts, president of Smile Records, has resigned and accepted new responsibilities. Richard Comber, a former broadcaster, has been appointed as PolyGram's label promotion director. RCA in U.K. Bows Bowie Marf Drive

LONDON—A streamlined marketing campaign for the next cassette album launched this week by a British record company. The campaign, designed to ensure maximum exposure and sales for "Alda因iner" features April 13 begins with an advance order mail-out to dealers. A single, "Drive In Saturday," will be available on April 6. A series of promotional arrangements are being made to ensure simultaneous reception by all dealers on the same day.

The album, "Play It Again," will be May 12 in London and is claimed to be the most extensive tour ever undertaken by a pop artist in Britain. It will cover nearly 60 venues and is estimated that an audience in excess of 120,000 will be reached.

The tour will be coordinated by RCA artist relations manager, Barrie Booth, and will be promoted by Mell Brown.

During this week, dealers will receive pre-paid reply cards for their orders. Initial orders will be restricted to between 25 and 30 copies of that number. Smaller back-up stock orders can be made later.

RCA sales manager Brian Hall is launching an initial order of 5,000 albums.

The album will carry a special recommended price of $5.99. Hall explained: "We have not initiated a Super Star label like other record companies, but this price is necessary because of the packaging and seven color sleeve.

From The Music Capital of the World

TORONTO

A&M promotion department has been reorganized and is working in conjunction with the record company’s London, England, promotion department.


March 18. They wrote her "Dian’s Song" top 10 hit.

PolyGram released the first album by Tapistry, "Drown in Love." Tapistry, a Canadian songwriting and performing duo, are now recording their second album.

The label has been on the market for several years but the recent success of the label has resulted in a major contract with the Canadian label.

PolyGram’s Ronnie James is working on a new album and is scheduled for release by the end of the year.

ARCHIE MacDONALD is the manager of Amos’ new club, featuring Canadian talent. Barrow, who is now managing the club according to Columbia’s Mike Watson, is promoting the club’s current act, "The Scrubba Blue," a group managed by Barrow.

A new band, "The Scarecrow," was announced by Barrow, and a debut album will be cut in Los Angeles in May. The group is expected to be managed by Barrow.

Paul Weldon, former Edward Records president, has resigned the label to start a new group, "The Nijna," by his old label. He is planning to meet some of his former employees in the studio.

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YOUNG BLOOD SONG DEAL

LONDON—Following negotiations with PolyGram, young plastic has concluded a deal for the Chip Taylor song "Renegade," written by the Steve and Bonny duo to be released in the U.S. on the RCA label.

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The deal with the Victor Company of Japan was renewed for another year.

MARCH 31, 1973, BILSBORO

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Backman, Other Execs' Exits Stir Finland

HELSINKI—The Finnish record industry has been surprised by the resignation of its best-known executive. After 12 years as managing director Reino Backman, two other top executives and five of his deputies have left the staff of EMI's operation in this country.

Be the other recently departing are publishing director Riito Back- man and marketing director Pekka Harkonen, who like Backman have been with EMI since 1967, when it emerged from E.R. Wetterlund's EMI of Sweden, which Backman joined at that time. The eight resigna-
tions constitute about 30 percent of the total EMI staff.

At present, EMI Stoun is functioning with the support of a local record production unit hailing until EMI Sweden AB is acting as a partner, by the way with the main task of reorganizing EMI's various activities here and seek support in discussions with the Board of Government successors for the vacant posts.

Anne Murray Canadian Tour

TORONTO — The Canadian Broadcasting Corp. has announced that ten-city Canadian tour will be presented by Swen FM, the Ottawa-based network.

Making the announcement, Ken Dalke, assistant director of CBC music, said the tour will start Friday, May 25, and will include Steve Martin, David Bowie, and the Rolling Stones. The tour, in Flin Flon, Churchill and Yellowknife, will be the first of its kind.

Production and technical details for the northern concerts will be handled by the CBC.

LONDON—The album includes 46 tracks comprising vintage radio recordings and newly recorded songs, and will be out a week before the general release of the album. It is a representative selection of some of the best tracks taken from the record company's vaults, including Ronco and EMI, which is handling U.K. distribution of the album.

The $3.70 double album, featuring recordings of old-time radio, will be one of the highlights of the tour, which is expected to start in June in the Thames TV area.

Tony Goldsmith, managing director of the show, said that the album was being recorded by the BBC for the benefit of the country's television industry. It is to be released in the U.S. in the form of a limited edition.

Bennett Heads Rose Fest in Montreux

MONTREUX, Switzerland—Tony Bennett will headline the second annual Rose Festival in Montreux, Switzerland, which will take place on March 14.

With Bennett on the first night will be the German band Gruppo from Sweden, the Olsen Brothers from Denmark, and the American artist Joey Heatherton.

The following day's bill will be topped by the American band Gruppo and will also feature French singer/com- poser Claude Nougaro, Brazilian singer/limousine singer, and Spanish folk singer Ralph McTell.

Rock concerts on April 28 and 29 will feature Stone and Crow with Magik Bell, Dutch group Ace, American group Hollie Snakes, and Polish group Spiders.

This year's festival has been designed to broaden the scope of the event, which was first held in 1966 as a means of introducing new artists to a wider audience.

In addition to the concerts, the festival will also serve as a promotional tool for the Montreux Jazz Festival, which takes place in July.

Stockholm

Polar has released a new album by Frontmann, a hit Swedish band, written by Tony Bennett and released earlier this year in Sweden. The album, called "Frontmann," was released in the U.K. and is currently at number 15 on the charts.

The album includes two new songs, "The Man in the Mirror" and "The Girl from Yesterday," as well as a cover of the Elvis Presley hit "Can't Help Falling in Love." The album also features guest appearances by Swedish singer-songwriter Anna Karin and American rockabilly star Jerry Lee Lewis.

The album was recorded at the Polar Music Studios in Stockholm and produced by Frontmann's manager, Per-Olov Nilsson.

Diamond Gets Canada Gold

TORONTO—Neil Diamond's current single album released "Doo-Link Girl" has been certified gold in Canada.

The album was first released in Canada in August 1973 and shortly thereafter went gold in the U.S. The album was released in the U.K. a few weeks later and went gold there as well.

Diamond's success in Canada is part of a wider trend of American artists achieving success in the Canadian market. In the past decade, Canadian artists have been successful in the U.S. as well, with acts like Bryan Adams, The Tragically Hip, and Shania Twain achieving international success.

Ariola Inks Pack With Artia for Supraphon Tie

MUNICH—Ariola Eurodisc has signed a contract with the Czech record company Supraphon for the distribution of its current and forthcoming releases in Central Europe.

The contract, which includes the distribution of Supraphon's existing catalogue of classical and contemporary music, covers the countries of the Czech Republic, Slovakia, and Hungary.

Supraphon is the largest record company in the Czech Republic and has a long history of producing high-quality classical music.

International Executive Turntable

Terry Stiller has been appointed general manager of Robbins Music. Robbins Music is a leading music publisher, and the appointment follows the retirement of Alan Rosen, who has been with the company for the last eight years.

Stiller will be responsible for all Robbins Music's international operations, including licensing, administration, and promotion.

Stiller joined Robbins Music in 1980 and has held various positions within the company, including assistant general manager and vice president of international operations.

From the Music Capitals of the World

MADRID—Radio Televisión Española (RTVE) is releasing a Spanish version of Neil Diamond's "Sweet Fine Free" by Al Martino. The song was written by Diamond and has been a hit in the U.S.

There has been strong promotion of "Sweet Fine Free," with a single reaching number one on the charts. The song has been featured in several Spanish films and has been covered by several Spanish artists.

Diamond's version of the song has been a hit in Spain, reaching number one on the charts and remaining there for several weeks.

Stiff Andersen, president of Swedish Music, which publishes Diamond's music, noted that the Spanish release has been well received.

Stiff Andersen commented: "We are very pleased with the success of 'Sweet Fine Free' in Spain. The song has been a hit and we are looking forward to further success with our other releases in Spain."
MUSICAL TRIPS
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552-2 "IT'S TIME TO SAY GOODBYE"
599-1 "PACIFIC SPRINGS"

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PROGRAM DIRECTOR/ASSISTANT is looking for an opportunity in the program field. His background and experience qualifies him to fill this position. He has 2 years' experience in radio and 4 years in television. He is a versatile person with a love for the field. He is able to handle any task assigned to him. He is a team player and enjoys working with others. He has a strong work ethic and is dedicated to his craft. He is looking for a challenge and is willing to work long hours to achieve success. He is available for immediate hire. He can be reached by phone at [phone number] or by email at [email address].

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Major market west coast MRN station needs Program Director/Manager/Assistant.

Solo act--male with 4-5 yrs.

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compilation

Program Director/Manager/Assistant.

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General News

Rock Concert Costs Rocket

continued from page 1

and that more rock concerts will go to the suburbs.

Delteler said, "The average top booking at the last year for a New York rock concert will be $7,000. The average is around $6,000 to $7,000." The cost of a rock concert because they consider rock to be a special attraction. You have several unions working for the same concert, which leads to the high cost and the union work in hand in hand at rock concerts.

What is needed is a complete sitting down to decide that we have to do something to help keep it together. Let's keep the business in New York.

Los $728

Delteler cited, as an example, the recent Carpenters' concert by the rock group America. He said that the band booked the hall and had a sellout. "The ticket price was $728. The average in New York is less than $10,000 and I grossed just over $10,000."

This year, said Delteler, he was being charged rehearsal and set-up fees. "I don't think that's fair before that's what I call feather-bedding. I think that every stage-hand was twice as much at the hall rental. Two years ago Delteler had the Union for work at his rock promotions. He used a top-notch sound and orchestra and I pay for a rock promotion, he said.

Delteler also reckons that there is virtually a 'rock 'n roll' tax'-special levied to cover the costs because they consider rock concerts as an 'industry' as opposed to concerts.

A Concert

He commented, "They consider a concert is where you pay a price to go on the concert. Every year or so the union renegotiates its contracts with the halls and gets better money, an act will not come down in price, security guards will not come down in price, the demand will come down in price, the demand for tickets will not come down."

Delteler said, "I am not getting in any increase in seats. So either the prices for tickets or the seating arrangements will be used, whether it is necessary to put more people in the seats out in the suburbs. You can put a concert on as the Casino Coliseum."

Smaller Halls

The smaller concert halls suffer because the big rock names will go to where the money is. And where the money is in Chicago, I believe, going to go into the big Madison Square Garden because they are tired of doing their five or five night stints at the Carnegie and coming out with nothing at the end. I'm doing less than $10,000 a night.

Another thing will be more aggravating. You find that other hands I work with are acting like they're in a separate band.

Delteler recently started promoting a rock concert for a group in suburban Chicago. He finds that all the papers and radio stations ignore the concert because it is in the suburbs.

The union at Radio City Music Hall is called the Teamsters. Any time you go there, they are fighting over this, that, and the other thing. Delteler is attempting to work out a show schedule for rock shows at this location.

Blue Thumb Changes

LOS ANGELES—Blue Thumb Records, the independent distributor outlet, The Famous Music label, has been distributed in New York by Skyline, Pomeroy, Warner Bros., and Columbia, according to a licensing agreement with Columbia.

MARCH 31, 1973, BILLBOARD
Brothers and Sisters in the Faculty of Soul, let the music in and make your Spirit whole.

Forthcoming - a D.J. Rogers TV Special with Leon Russell (midsummer).

Shelter Recording Co., Inc.
Management: Al Golden
Bookings: Reznick-Bernstein Agency
Breaking Disks

Carly Simon's right on with her national breakthrough, "The Right Thing to Do," which debuts this week on our survey in a star-studded 70th position. It was our pick March 17. The softly flowing Electric single is being played by WYAF-AM and WFLY-AM both in Washington, WHTY-AM Allentown; WFLY-AM Miami; KJRM-AM Seattle, KKIQ-AM and KXLLU both Los Angeles; WHAM-AM Kansas City.

Sales are reported during this first week by dealers in New York, Baltimore, Seattle, Dallas and Boston.

Clint Holmes' "Playground In My Mind" moves up the survey from 83 to 74 with a star. This epic disk is gaining spots at those reporting stations: WMFQ-AM Memphis, KJRM-AM Seattle, WXOR-AM Atlanta, KNUZ-AM Houston and KXLLU-AM Dallas.

Its sales are coming from St. Louis, New Orleans, Philadelphia, Dallas, Milwaukee, Seattle and Houston.

Hot Chart Action

Johnny Rush also is picking up momentum with his number 19 with a star Epic Epic. "Get Up," which was our pick January 27, last week the song was number 24 with a star. Radio play is reported around the country, notably at KJIM-AM Los Angeles; WFMX-AM Houston and WTSH-AM Jacksonville.

Pop Picks

CORNEAL BROTHERS AND SISTER ROSE—Let Me Down Easy (1:00); producer: Bob Archibald; writer: E. Jarvinskas, Robert, Stage Door, BMI, United Artists 206. With a sound reminiscent of all their past hits, the group tells the story of one who's being let down by his love but still prays for a little mercy. Good arrangement and instrumentation will carry this tune into market as well as pop.

ARGENT—Go Back, Rocking Horse, ASCAP; Epic 91792. The "Will You Stay For Awhile?" group is back with material containing a beautiful balance of voices and instruments in a mellow tempo. The story tells of what it takes to be a rock 'n roll star as opposed to being a 9 to 5 guy. Flip: no flip available.

LAURENCE MAURY—Angel Of The Skies (1:22); producer: Phil Gerhart; writer: Lobie, Fader, Famous. CASAP Big Tree 16:16011 (Belts).

RTI COOLSHOE—Pickney, Pickney (4:00); producer: David Danderer; writer: Tom Cotton; Combats, BMI, CEO 1414.

LIGHTHOUSE—Broken Garter Blues (2:19); producer: Jimmy Turner; writer: R. L. Love.


ALACE ST犴SH AND BRENDAN—Seducing In Sonoma (4:42); producer: Rob Gitmers; writer: Stuart, Jordison, BMI, Fantasy 4178.

HOT BUTTER—Prison In High (3:55); producer: Fred E. Finkle, Danny Bahn, Steven Jarema, Bill Jeffer, writer: Lee Beider, Ernie Fenster, Woodstock, ASCAP Music Castle 7152.

SPACE OPERA—Country Man (3:17); producer: Space Opera; writer: D. Ballack, Space Opera, ASCAP; Epic 19791 (Columbia). For appealing harmonies and country rock backing this tune has an aura.

Soul Picks

BRIGHTEST SIDE OF DARKNESS—Just A Little Bit (2:25); producer: Clarence Johnson, AGC, writer: N. West, L. Brasington, Fox Features, Seabiscuit. BMI, 30 Century Fox 2011. Follow up to their million seller "Love Line." The group's soul singing takes on a road that's paved with a摸ing melody sparked with good arrangements. The richness of the horn section supporting their vocal treatment makes this performance. Flip: "Somewhere To Remember You By" (1:45).

CHRISTOPHER MARKS—Rolling Down Mountainside (4:20); producer: Isaac Hayes; writer: James, D. Miller, Leon Morris, Better Huff, ASCAP. Enterprise 9903 (Stax).

ESTHER PHILLIPS—The Man (5:50); producer: Creed Taylor; writer: Bill Withers, Innerhit. BMI, Rough 913 (Citi).

JOE TEE—The Hunter Man Really Needs (2:45); producer: Buddy Miller; writer: BMG-NY.

Country Picks


LINDA PLEMAN—My Daddy Plays The Guitar (In The Famous Prices Band) (1:28); producer:CENTER: writer: Linda Plemen, Gnu Sullins, Flagship 0:04.

MARTY AND MARIE—He Fiddled His Way Into My Heart (1:43); producer: Joe Johnson; writer: Lawrence Bumm, PAR (BCEG). MCA 40203.

RAY GRIFF—Song For Everyone (3:35); producer: Jim Fogalong; writer: Ray Griffin. Blue Echo (ASCAP). 877:1555.

RAY PILLON—He Served One Hundred Years That Much (2:28); producer: Jim Malley; writer: Ron Demby, Music in Color (ASCAP). BMG 615-1039.

THE GALATIA—Come On Over To (1:22); producer: Fred Foster; writer: Larry Gaitlin. First Generation (BMI), Monument 8085.

THE RENAUDS—Well Am I (2:30); producer: Phil Franklin; writer: Stu, Temi (ASCAP). Dot 13719.

TROY SEALS—There's A Honky Tonk Angel (That'll Take Me Back in) (2:42); producer: David Briggs; writer: Troy Seals, Denny Rice, Disco Music (BMI). Atlantic 2555.

WING WHIPPER—Loner On Your Love (3:03); producer: Joe Allison; writer: Ben Peters; Ben Peters Music (BMI). Capitol 3574.

KERRY STARR—There's A Whole Lot Less (2:52); producer: Johnnie Wright; writer: Pat Price, Michael Wadlow, True (BMI). MCA 40203.

JACK GREEN—The Fool I've Been Today (3:36); producer: Walker Haynes; writer: Ted Harris, Cotton Hill (ASCAP). BMG 40203.
DEEP THROAT has been cut...

by Julius Wechter & The Baja Marimba Band*

Theme from "DEEP THROAT"

Produced & Arranged by JULIUS WECHTER

Their First Release On Bell!

on Bell #45,339

Bell Records
A Division of Columbia Pictures Industries, Inc.

*This Group Has Socially Redeeming Value!
Pop Picks

WILLIAM ROGERS—One Man Band, COLUMBIA KCS 2223. A landscape of smooth-listening soul as stylishly toned, with his astoundingly successful backing of Broadcast, TV, and record hits. "If You Let Me Love You" teams with today's most important productions. Todd Beal.
Best cuts: "One Man Band," "I Think I'll Tell Her." Dealers: Rogers' single title cut is already high on the Hot 100.

JOHNNY MINTER—Billie and Me, COLUMBIA KC 3218. After a ten-year hiatus, Waters is back on the scene showing his love for all that jazz. He sings with a powerful attack, assisted by Rudy Ro Jo Hobbs on bass and Richard Hughes on drums. They produce a collectively cracking sound which will appeal to those devotees of exploring rock, with William's clear vocals significantly rising on top of all that rhythm. Guests include Rick Derringer on slide guitar, Jimi Shagon on sax, and Bob White on drums. Touches of country come through nicely.
Best cuts: "Rick My Baby," "Cheap Tricks," "Let It Bleed." Dealers: an important disc because he's out of the business for so long a time.

also recommended

WILLIAM JAMES—S Is for Every Man, DUNHILL DSK 5148. Cashmere and West produced this acquisition debut for a beautifully harmonious acoustic trio that could be the next Coming. Best cuts: "These Hands," "Covered Me.

Country Picks

WANDA JACKSON—Country Kankssian, CAPITOL ST 1164. Wanda selects excellent material from some of the best writers and, with her own dynamism, delivers an album of recording (if sometimes controversial) earthy music. Most unusual is that she's a fine writer, records most of her own material. Best cuts: "You Won't Be Off My Mind," "I Don't Believe I'll Ever Love in This Way," and "I Don't Know How To Tell Him.
TERRY BOOHE—When A Man Loves A Woman, CAPITOL ST 1160. Terry Boyo has rapidly developed his own style, getting away from the Roy Price influence and here he demonstrates his ability to handle any number of song styles. The title might more appropriately be called A Tribute to Buck Owens, for it contains all of his songs. Best cuts: "Would You Settle for Rover," "The Courage to Go Home," and "He Don't Like You Anymore.

JOHNNYS STALLB-Bob John Candles, RCA LSP 4951. The songwriter—singer couple combines a couple of his best songs with new material and a little old material as well, done in his own genuine style. Outstanding production work by Jerry Bradley. Even a little guitar sound. best cuts: "What A Price," "It's Sure Seem Right.

Jazz Picks

GATO BARBER—Under Fire, Flying Dutchman TD 1056. If the public didn't know about this Argentinean jazz saxophonist before, they should now. Dank on the cover is a label granting him the music form the central film, "Last Tango in Paris." This LP, however, has no relation to that film or music form that. It is instead a tour de force for modern interpretations of Latin music. Bar-

Soul Picks

D.J. ROGERS, SHELTER SW 9015. Capitol. This is an impressive stab for Rogers who combines the ease of Bill Withers with the screening of Lafayette's hirin' here to be gone in spots. Romantic in spots. A rhythm section which includes Arlo Morena produces a host of Latin sounds and keeps.
Best cuts: "Antonino," "El Senor." Dealers: Barbara's association with "Last Tango" is the key to interesting per- sons in his work. He has other LPs available but this one should produce greater consumer interest.

Classical Picks

HOROWITZ PLAYS SCHUMANN, COLUMBIA M 3160. Horowitz was an eloquent spokesperson long before the current vogue for Schumann, and he's made it his mission to embody the vital essence of this music. He has the disc in the No. 3 slot, also available on the same performance on an earlier Columbia set. Included are the showpieces "Eters to flames" and seven Etudes.
Dealers: The Horowitz name will keep this moving.

ASHKENAZY AT CONCERT CHOPIN, LONDON CM 6789. This one can make waves. A late concert, it provides a rare sense of communication that will be well anticipated. Chopin's songs are the best work. But Anthony is easily the master of the shorter Chopin pieces on the flip side.

also recommended

MARRAH JACKSON—The Life I Sing About, Cardonald TC 4313. Smokeyautiful graphical renditions, delivered simply and sincerely by the great Mahalia. Material fine, the disc in the No. 3 slot. Optional item for collectors.


GLENN GOULD'S FIRST RECORDINGS OF GREG & BEETZ, Columbia M 31040. The classical series, especially the impressive "Vanities chronologically," are true LP additions, with the Greg & Steve LP. Only it slightly less a rarity. Sound and performance are tops.

Dealers: Strong, reviewed cover plate of the artist in action in a eye catcher.

THE COMPLETE RECORDINGS AND HUMOROUS ESSAYS OF DYLAN THOMAS, CALDON TC 2505. Thomas's popularity has never diminished, both on campus and off, with adult buyers. Stacking this third LP set in quantity should bring excellent results. A rare, interesting and well-balanced package. Made by Thomas himself in his charming manner.

(Continued on page 75)
THE DICK JAMES ORGANISATION ARE PROUD TO HAVE CONTRIBUTED THE PURE GOLD OF 

TO MCA'S RAINBOW

"DON'T SHOOT ME"
I'M ONLY THE PIANO PLAYER
STARRING ELTON JOHN

THE GOLD STARTS AT DJM

James House, 71-75 New Oxford St, London WC1A 1DP Tel: 01-836 4864
River City is Memphis. Down-river musicians with a sound and a style you won't find anywhere else. Memphis is a musical phenomenon, River City is Memphis. And Anna Divina is pure River City.
Religious Picks

AMPHIBIAN—Battle Hymn of the Republic, Word 8571. With her warm, sincere personality—which comes over highly effectively on record—Anita has a weekend here in this patriotic as well as religiously thematic LP. Best cuts: "When Johnny Comes Marching Home Again," "The Star Spangled Banner." Exclusives: Should do well in the pop rack, too.

Bubbling Under The Top LPs

101—LYNN ANDERSON, Keep Me In Mind, Columbia KC 3191
102—DONNY TERRY & BROWNIE McGEE, Sonny & Terry, A&M 57 4379
103—JACKIE WINTER, Superstar, United Artists USA 389
104—DARK TIMES IN PARIS, Soundtrack, United Artists UA LA 045
105—LITTLE FEAT, Dixie Chicken, Warner Brothers BS 7265
106—FRANKIE MILLER, I Know I Love Him, Capitol ST 11131
107—BOBBY GOLDSHOR, A Brand New Kind Of Love, United Artists UA LA 019
108—IMPRESSIONS, Prophets, Man, Curtom CRC 0136 (Reissue)
109—BLOODSTONE, Natural High, London LS 020
110—CAL SMITH, I've Found Someone Of My Own, Decca DL 75909 (MCA)
111—STAX-VOLT, Wilson Pickett 3132 (TCA)
112—LED GOTTIE, My Feet Are Singing, Capitol ST 11184
113—SKIL KATENANA, Columbia KC 37 691
114—PERCY FAITH & HIS ORCHESTRA, Col., Columbia KC 37 1164
115—MPS, Philadelphia International KS 019 (Columbia)
116—JIMMY CLIFF/SOUNDTRACK, The Harder They Come, Mango SMAS 7400 (Cassette)
117—YORD DINO, Approximately, Infinite Universe, Apple SVBD 3399

ALBUM PICKS...Best of the releases of the week in all categories as picked by the BB Review Panel for top sales and chart movement. Also Recommended...Albums with sales potential that are deserving of special consideration at both the dealer and radio level.

Bubbling Under The HOT 100

39—MR. MAGIC MAN, Wilson Pickels, RCA 74-958
39—IT HAPPENED LAST NIGHT, Paul Williams, A&M 1499
39—HONESTLY WHILE WE'RE YOUNG, Young Marble, Capitol 29-0016 (RCA)
39—MAMA I GOTTA BRAND NEW TRINX, Engaged Truth, Gritty 7124 (Motown)
111—A FOOL LIKE ME, Tim Hauser, Fantasy 4331
111—L-G-TIMED IN PARIS, Dee Seventeen, RCA 74-9054
111—AND I LOVE HER SO, Perry Como, RCA 74-9056
111—PUT ON YOUR SHOES AND WALK, Clarence Carter, Fame 10299 (United Artists)

Billboard FM Action Picks

BABYLON, N.Y.: WBRU-FM, Steve Elliott
CINCINNATI: WCRF-FM, Mary Dicocco
DALLAS: KRLD-FM, Jack Robinson
DENVER: KBBV-FM, Frank Felix
HARTFORD: WHCN-FM, Ron Berger
MEMPHIS: WMGC-FM, Ron Michaels
MIDDLETOWN: WBUF-FM, Michael Dean
NEW YORK: WHYY-FM, Dennis Elias
PENNSYLVANIA: WPMT-FM, Scott Saylor
PHILADELPHIA: WMMR-FM, Carol Miller
PROVIDENCE, R.I.: WBRU-FM, Andy Rudberg
ROCHESTER: WCMF-FM, Bernie Keshab
SACRAMENTO: KZAP-FM, Robert Williams
SEATTLE: KOL-FM, John Kertzer
ST. LOUIS: KSHE-FM, Shelley Graham
TORONTO: CHUM-FM, Beny Karch
VALDOSTA, GA.: WVVS-FM, Bill Tullis

hot chart action


BARE RUTH, "First Base," Harvest: WCMF-FM
DAVID BLUE, "Cruel Man," Asylum (Single): WCWF-FM
DAVID BOWIE, "Image," London: WBBM-FM
CHILLIWACK, "All Over You," KSHE-FM
DOUG DILLARD, "My Grass Is Blue," 20th Century (Single): WMC-FM
EMA, "I Do," Epic: KSHE-FM
FARLEY, "Mother's Pride," Reprise: WMMR-FM
JOE FARRELL, "Moon Gazer," CTY: WWS-FM, KDLF-FM
J. GEILS BAND, "Give It to Me," Atlantic: KZAP-FM
GENTLE GIANTS, "Octopus," Columbia: WBS-FM, CHIM-FM
CLAIRE HAMEL, "October," British Island: WICH-FM
HOOFROOT, "Communication," A&M: WBLS-FM

JOSEPH EMMINGS, "Mean, Gory, & Lonesome," RCA: WMC-FM
PAUL KELLY, "Don't Burn Me," Warner Bros.: KZAP-FM
ROBERT KLEIN, "Child of the 70s," Epic: WNEW-FM
LINK WRIGHT, "So Much You Want To," Polydor: KDLF-FM
MST. ART, "Mr. Art," Thimble: WBFM-FM
MISSISSIPPI FREDDIE BROWNELL, "Live In New York," Columbia: KOOL-FM
MYSTIC MOODS, "Bewitched," KZAP-FM
TRACY NELSON & MOTHER EARTH, "Poor Man's Paradise," Columbia: WWS-FM, KZAP-FM
NOWHAT, "Watchers," Sara Sotera: WWS-FM, KZAP-FM
ANDY PRATT, "Andy Pratt," Columbia: WMMR-FM
PROVIDENCE, "Never Sense The Dawn," Threshold: WBFM-FM
GENTA RAINER, "They Love Me, They Love Me Not," Columbia: WMC-FM, WNEW-FM, WWS-FM, KZAP-FM
ROSE, "Handed On A Rose," 6AD: CHIM-FM
ROBERT, "Bobby," ABC: WMMR-FM

SANDY, "Lonely," Philips: KSHE-FM
JUDEE SILL, "Heartland," Asylum: WNEW-FM
STARDUST, "Teenage," MCA: WWS-FM
STEVE GORDON, "The One I Love," KSHE-FM
JOHN STEWART, "Canons To The Rain," RCA: WBRU-FM, WWS-FM, KZAP-FM
SEIGAL, SCHMIDT & BAND WITH THE SAN FRANCISCO SYMPHONY ORCHESTRA, "Three Pieces For Brass Band And Orchestra," Decca Gramaphone: WWS-FM, KZAP-FM
TURBO, "Pain I II," Motown: WBLS-FM, WMC-FM
SMOKE THURSDAY, "Smoke Thursday," Great Western Gramaphone: WWS-FM, WNEW-FM
SYMPHONY & THE HOT BAND, "Gypsy & The Hot Band," Blue Note: KZAP-FM
TUGWOOD & GAMMAWORST, "I'm A Man & I'm A Woman," Decca: WWS-FM
VARIOUS ARTISTS, "History Of British Blues," Sire: WWS-FM
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<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Original Label</th>
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<td>1</td>
<td>KILLING ME SOFTLY WITH HIS SONG</td>
<td>Barbra Streisand</td>
<td>RCA</td>
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<td>AIN'T NO WOMAN (Like the One I've Got)</td>
<td>Al Green</td>
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<td>NIKE (Going Back to My Roots)</td>
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<td>A LETTER TO MYSELF</td>
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<td>HEARD IT THROUGH THE GRAIN</td>
<td>Johnnie Ray</td>
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<td>WELCOME TO THE BIG CITY</td>
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<td>JUMPIN' ON THE BANDWAGON</td>
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<td>I'M JUST A SINGER (in a Rock and Roll Band)</td>
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Sheet music suppliers: see Billboard's Buyers Guide for your nearest sheet music jobber. (HAN... HANSON PUBLISHING/WBM... WARNER BROTHERS MUSIC/MCA... MCA/B-3... BIG THREE MUSIC PUBLISHING)

HOT 100 A-Z (Publisher/Licensee)

Compiled from national retail sales and radio airplay by the Music Popularity Charts Dept. of Billboard.
Meet Motown's newest teen sensation.

When we released Irene "Granny" Ryan's new single, "No Time at All," from Broadway's smash musical "Pippin," we knew it had magic in it. After all, Granny stops the show with the same song every night at the Imperial Theater. Here are just a few of the reactions:

WJR, Detroit—"Heavy calls, Irene Ryan."
KMPC, Los Angeles—"Still huge calls for Irene Ryan."
KFI—Los Angeles—"Fantastic calls: Granny Ryan."
WIP, Philadelphia—"Calls: Irene Ryan."
KEX, Portland—"Calls: Irene Ryan."
WMAQ, Chicago—"Calls: Irene Ryan."
KLIV, San Jose—"Heavy teen calls."

All those calls only tell us what we already knew: Granny has a hit.

Motown Single #M1221F.
Produced by Bob Crewe

Listen to what's happening at Motown. You'll hear the times change.
**Billboard Top LP's & Tape**

**FOR WEEK ENDING MARCH 31, 1973**

<table>
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<th>No.</th>
<th>Artist</th>
<th>Title, Label, Number (St. Label)</th>
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**Singles Chart Top 20**

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Woman From Tokyo Is Single

from new album by Deep Purple,
Who Do We Think We Are!
on Warner Bros. Records and Tapes
"Across 110th Street" is Bobby Womack's latest smash hit single. It's his fourth in less than a year, a year which has also included two top-selling albums. As he nears the end of his extensive tour with Santana, one fact is undeniably clear: Bobby Womack is a Star.

This single, and the soundtrack album from which it was taken, have firmly established Bobby Womack in the upper echelons of contemporary music. It's about time.

ON UNITED ARTISTS RECORDS & TAPES
LP UAS-5226 - SINGLE UA-XW196-W
"WORKING CLASS HERO"

MGM South S 7013

HE'S A MAN. HE'S AMERICA. HIS STORY IS UNFURLED ON A NEW MGM SOUTH SINGLE WRITTEN AND RECORDED BY

THOMAS DAVID ROE

*TOMMY ROE

The Lowery Group of Music Publishing Companies

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404/233-6703
YOU ASKED FOR IT . . . YOU GOT IT!

BY POPULAR DEMAND

"NO MORE MR. NICE GUY"

From Alice Cooper's New Album
BILLION DOLLAR BABIES
on Warner Bros. Records and Tapes