CBS England Quits Trade Rack Company

By RICHARD ROBSON (Staff, Music Week)

LONDON—In a surprising move, although one that the other majors have been anticipating for some months, CBS has pulled out of Record Merchandisers, the industry-owned trade company.

CBS's $50,000 stake in RM has been bought by the remaining four shareholders of the company - Polygram, representing Philips and Polydor, EMI, Dacca and Pye - with the shares being divided equally among the four firms. The value of CBS's holding is, in fact, what the company paid for its shares when it became the last firm to join RM three years ago.

The remaining four shareholders have also had to absorb between them CBS's share of the bank guarantee RM had to provide when it became operational. Each shareholder's share of this guarantee was $250,000 but has recently been increased to $300,000.

CBS, however, will continue to supply product to Record Merchandisers through a similar deal to the agreements that non-member companies such as RCA and WEA have. Representing CBS on the RM board were managing director Dick Asher and director of promotions director Maurice Oberstein. Commenting on the CBS decision, Asher said this week that there had been a disagreement over what area of the market RM should concentrate on.

French Sales Rise $10 Mil

By REX ANDERSON (Staff, Music Week)

PARIS—Record sales in France reached 85 million in the year 1972-73, an increase of 10 million over the previous year. These figures, given by C.I.D.D., relate sales to the end of the year, and nonetheless, there is a feeling among dealers that new blood will be necessary if the surge forward is to be maintained.

More promotion may be necessary once a new wave of singers and new types of songs are found. First, following the F.N.A.C. attack against quality, a special effort will

(Continued on page 59)

U.S. PX's to Buy Direct By Early '74

LOS ANGELES—The timetable to eliminate rackjobbers as suppliers to domestic armed forces post exchanges, reported exclusively by Billboard, July 14, appears nearing completion. The armed forces stores will be bought out by early next year.

The Alamo Exchange region, which covers approximately one-third of the national record/ tape departments, is already in operation. Louis Faulkner, based in San Antonio, heads buying. Blueprint calls for the Atlanta record/tape distributors.

(Continued on page 58)

L.A. Dealers Add Pinball Machines

By JOHN SIPPEL

HATAS, a near downtown Los Angeles store, has three pinball machines on location for over six years. Also located in the back area of his store are a coin-operated pool table and jukeboxes which Jacobs owns outright. Joe Quarzinger, manager of Davidson's One Store, Orlando, said he knows of about a dozen small independent retailers in the area who have one or more pinballs on location.

Other stores in Orange, which have the leased pinballs, include: Psychedelic Sound, C.J.'s and John's.

First Los Angeles store to go pinball machines was Steve Gabor's Wildfire Music Odyssey store. A year ago, when Gabor had unsuccessfully tried a number of record/tape related stores in his merchandise area, he was contacted by a games operator, who put the skill games in the isolated area. Now, Gabor enlists pinball games by giving away a nail-polish-coated dinne with every LP purchased, suggesting the buyer play the machines. The route man returns the coins to Gabor when he cleans out the cashboxes.

Gabor admits the average pinball refurbished machines will be Steve Gabor's Wildfire Music Odyssey store. A year ago, when Gabor had unsuccessfully tried a number of record/tape related stores in his merchandise area, he was contacted by a games operator, who put the skill games in the isolated area. Now, Gabor enlists pinball games by giving away a nail-polish-coated dinne with every LP purchased, suggesting the buyer play the machines. The route man returns the coins to Gabor when he cleans out the cashboxes.

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BERLIN
A FILM FOR
THE EAR

"... BERLIN
will be the
SGT. PEPPER
of the
seventies."
(Sloman, Rolling Stone)
9/27/73

BERLIN
Written and performed by LOU REED

Produced by BOB EZRIN
A Number 9 Production

LOU REED
BERLIN

APL1-0207/APS1-0207/APKL-0207
**Laginesta Maps Global Growth Via Flexibility**

NEW YORK—RCA Records will continue its strategy of building internationally oriented record operation throughout a series of major expansion moves during the coming year.

Citing the shifting nature of the

**Morris Booker**

**Sets Producers**

By NAT FREEDLAND

LOS ANGELES—Keeping an eye on the long-term goal for independent producers, a majority of the record industry is picking up producers to serve as executives or managers. This surprising long-term vision is now beginning to fill the ranks of the William Morris agency here.

He saw the opportunity for producer some 18 months ago. He has signed 15 working producers and now has an assist-

**TV Spots Rule Yule**

By EARL PAIGE

Chicago—Massive television promotions of premium Christmas records starting as early as Thanksgiving Day have brought a dramatic shift in this product, says experts, who see the recent promotion show here.

Users, such as jockey programs, who tend to be a high-risk market for premium products for material they label, are releasing an increasing number of Christmas records for the regular commercial market, noted John Lefler, executive vice president marketing, BASF Systems. The firm has also earmarked an estimated $2 million to promote both its new record product nationwide on radio, TV and the print media during fiscal 1974.

The promotion campaign, package for BASF by Humphrey, Browning & MacDougall, Inc., will zero in on the mass merchandise market, placing special emphasis on BASF's growing line of blank tape products, and its exclusive "special mechanical" feature.

According to Berberian, the promotion will be kicked off later this month on leading EM radio stations in New York, Chicago, Los Angeles and one other city still to be announced. It will also be used on WABC New York.

Initial spots will do a light-hearted take on the cuteness of all kinds of animals that could be ruined by poor tapes. Subject matter will include the topical "Watering Can Art." Following the initial thrust, the program will be expanded to include television production, and consumer and trade magazines, in a series of infographics.

**Golden into TV Promo in Chicago**

NEW YORK—Golden Records has launched its first television ad campaign, "Making Christmas Special," and is promoting a TV campaign around Halloween. The campaign, tied in with WMCA TV, Chicago, and WLS, Chicago, promised a number of TV ads.

"I feel that we get a good reception at the top levels of record companies," said Golden President L. M. March, Susan Moore Productions.

**King-Staday Adds Progressive Label; Reshuffling Executives**

NASHVILLE—Formation of a progressive label and naming of a new general manager are the out-

**AGR Productions Suits Cooley Story**

LOS ANGELES—AGR Productions has set plans to film "The Sam Cooke Story," at the beginning of new year.

AGR is a new company formed by Alan Rich, formerly with CMA, founder, and Buffalo Springfield manager Nick Grillo and Cooke's partner and personal manager J.W. Alexander. Paul Carter Harrison, author of Broadway's "I Ain't Supposed to Die a Natural Death" will write the screenplay.

**Supreme Court OK's Reviewing of CATV Station Liability Decision**

WASHINGTON—The Supreme Court last week agreed to review the decision of a lower court in the CBS, Inc., Telepromter case that made cable TV systems liable for copyright infringement for programs imported from distant stations.

In 1968, the high court ruled in the Fortnightly v. American Artists case that cable systems of local stations could not be considered "per se" fair use and so were liable for copyright fees under the 1909 copyright law. In March of this year, a U.S. District Court in New York decided the cable import of distant station programming was "per se" fair use and that no payment of copyright fees under the present copyright law.

The Supreme Court decision, in an amicus brief from the Solicitor General, recently urged the high court to provide a "free pass" for the CATV stations or whether or not the CATV systems are liable on imports. The decision's request was made as part of the copyright infringement in the CATV-copyright owners, standing¬

off. Meanwhile, the Solicitor General said, both the economic interests of the public and the industry are entitled to know where they stand under the 1909 copyright law.

**Col Margin On Tapes In 'Review**

NEW YORK—Columbia/Epic Records has made no determination as to whether the dealer margin on 8-track tapes will be changed. Rick Blackburn, national director of sales and distribution for the firm, said that the 8-track dealer margin is simply "under review."

In addition, there are no signs that Billboard reported that a reduction in dealer costs for 8-track product might be pending.

**Artist Plugs Via Disk and Stores**

LOS ANGELES—Chesley is using clothing departments in department stores along with record companies to introduce Johnny Whittaker to the public.

The two department-store concepts, explains Ed Walker, Chesley's sales and marketing coordinator, "his Walker represents the ultimate in clothing." Walker has arranged a 12-city tour in conjunction with record companies to introduce Whittaker to the public.

In each instance, Whittaker will appear at major department stores in the two departments, signing autographs and helping stimulate sales of the label's single "Friends" plus his LP, "Johnny Whittaker."

**More Late News See Page 78**

**AGR Productions Suits Cooley Story**

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**General News**

**22 Nations Represented at 1st Cap Intl. Product Mgrs. Meet**

LOS ANGELES—More than 20 label managers representing 22 nations met here last week at the first annual Capitol Label Managers' Conference in what the firm's international director of operations Bill Boyd called, "an effort to get some of the foreign labels together as well as the generals." 

The three-day meeting focused on such topics as the label manager concept, label managers' liaison with fields such as promotion, sales and advertising, and tour scheduling in their native countries and how hit records are made in this country.

Other topics included catalog exploitation, a technical discussion concerning computers, and slicks as well as presentations of Capitol's international promotional films, how to handle tours, re-packaging, compilations and promoting new artists and a presentation of the operational procedures of Capitol Records. Capitol of Canada, also offered a presentation. "These meetings will help us better handle our product in our respective countries," Boyd said, "including deciding on a release, working with their sales department and promotion staff, and also helping us focus on selling our records in foreign countries." 

By BOB KIRSCH

**Phonogram Raises Prices in England**

LONDON—Phonogram prices are going up and there could be more increases in the offing. 

Managing director, Tony Morris, has announced that following an appeal by the BBC for help against the cost of a large proportion of the Phonogram range will go up on Monday 22nd.

This makes Phonogram the first of the majors to increase prices this year. The BBC's request is understood no similar move is planned in the immediate future by the other major companies.

**Harmony Hut Adds Store**

NEW YORK—Schwartz Bros., Washington, D.C.-based supplier and owner of Harmony Hut, retail chain, will open a store at the Brunswick Mall, East Brunswick, N.J. The store will encompass an area of 8,000 square feet and will be a counterpart of Famous Music, Main street, equipment, and instruments.

The additional unit brings the total number of Harmony Hut stores to 11. Opening date, originally set for March 1st, was delayed because of difficulties in obtaining construction material. The new date has been moved to the end of this month.

J. CARLOS SCHILDOWSKI, president of Schwartz Bros., said, "The store, which will be named Harmony Hut, will feature a wide selection of music-related products, including record players, turntables, and other accessories. We are excited about the addition of this store to our chain and believe it will be a great addition to the Brunswick Mall area." 

By BOB KIRSCH

**In This Issue**

B-M, MCA in Catalog Tie

NEW YORK—A new department to exploit the printed product of the Mills Music and MCA Music catalog has been formed as a joint venture by Belwin-Mills and MCA Music, Inc. Deadline is Oct. 1.

The pop, standard, educational and serious music catalogs of Mills and MCA will be part of the basic material pool of the new venture, for which B-M will act as sole selling agent. Belwin will continue to manage the William, MAM and Spanski firms, formerly managed by MCA. However, Belwin's new setup will not be included in the new setup.

B-M will also manage MCA's rental catalog of concert music, the largest source in the U.S. of protected Russian works by composers such as Prokofiev, Shostakovich, Khachaturian and Kabalevsky.

Band, Steve Miller and Pat Williams' LPs.

Bhakar Menon, Capitol Industries and Capitol Records president, operating officer, and general manager, executive speaking included: Brown Meggs, vice president, marketing and general manager, Laskin Records; Bob A. Jones, head of country and western; and Dan Davis, vice president.

(Continued on page 15)

Tape Firm Is Charged With New Violations

BISMARCK, N.D.—Four men and a corporation, charged last July with 115 counts of copyright infringement for selling pirated tapes, were charged with an additional 26 counts last week after being found selling alleged pirated recordings.

Assistant U.S. Attorney Daniel Peter Stvenson identified defendants as Northwestern Tapes Inc., Ronald F. Souther, president and sole stockholder; Vernon Axton, staff attorney of the firm, and Paul R. Dohr and Larry Axton, employees of the company. 

Four men, seized a quantity of tapes and the company's records charged to the firm last July, with records indicating the company's business activities in North and South Dakota, Montana, Wyoming and Minnesota. The firm's sales during 1972 were estimated to be worth $40,000.

The current action was prompted by the discovery by law enforcement officials that, despite the fact that the four men were released on bail pending the hearing of the original charges last July, with records indicating the sale of pirated tapes as recently as last month.

Four defendants were continued on bail on condition that they not engage in unlawful conduct regarding the sale of copyrighted tapes.

(Continued on page 21)

Bill Bell, last vice president with the Columbia House division of CBS and for years an ad exec with the Columbia record club, has joined the Longines Symphonette/Capitol Music Club as vice president. Bell, who started in a record store in a small town, joined with Columbia House, which was founded with Columbia House, for 20 years. He makes his new headquarters in New Rochelle, N.Y. Columbia House has not as yet replaced Bell. . . .Sol Saffian, former active vice president at American Record Services, has crossed from his former New York offices to the Beverly Hills office, where he will be West Coast director of operations. He is assisted by Phil Casey and Buddy Epstein, with whom he has spent many years. . . .Willis has been named general manager of Van Morrison's Calepion Productions, which administers all of the singer's activities from San Rafael, Calif. . . .Barry Rothman has excelled as general counsel of Warner Bros. Records to start his own private law practice.

At ESP Direct Records, Leon Wilson has been appointed national promotion director and David Miller, formerly assistant to the label, has been named national sales promoter for the label. Wilson was formerly the New York regional promotion man. . . .Jay Dunn has joined Chelsea-Rosbury Records as southern regional promotion director, a newly created post. Operating out of New Orleans, Ga. Dunn will service New Orleans, Memphis, Dallas, Houston, and the states of Florida and the Carolinas. Prior to joining Chelsea-Rosbury, he had worked at national promotion activities for Mercury Records in Chicago. . . .And Mike Spikes, formerly of Leon Russell's National Recording Corp., last week's column it was incorrectly reported that Mike Miles, president of MCA, has been appointed regional promotion director for Cappo Records. Most recently, Williams was involved in independent promotional activities outside of Chicago. He will report to Mike F(and MCA's regional promoter.) . . .George Williams has been appointed midwestern regional promotion manager for Crossfire Records. Most recently, Williams was involved in independent promotional activities outside of Chicago. He will report to Mike F (and MCA's regional promotion manager.) . . .Mike F(ed Williams) has been named as vice president of Howard Stein Enterprises, Inc. With the firm for five years as corporate controller and treasurer, he assumed new responsibilities that include overall corporate financial planning and the development of a dividend program. . . .Donnie Graner has been named executive assistant to Fantasy/Prestige/Milestone president Ralph Kaggel. Graner was previously affiliated with John Levy Management, Juno Productions and ABC Records. At AB, his former community service director and announcer for KSAN-FM, San Francisco, has been named a promotion representative for Motown Records. Graner joined KSAN-FM last week and has been meeting with the Motown representatives at Marvin Josephson Associates, Marvin Josephson, president of the firm, being one of the board and chief executive officer and Ralph Graner, executive vice president, becomes president and chief operating officer.

Gerard Berberian takes control of BASF Records in organization that is part of a broader marketing arrangement with BASF SYLVIA, Inc., that also retains his title of marketing manager, BASF Audio Video Products Division. See separate story. Bob Patterson, named national sales manager of the label's New York office by Howard Kornitzer, has resigned as the label's marketing manager. . . .John W. Leen has been named audio accounts manager, Sylvan Records. He succeeds William Sullivan, who joined RCA. Leen was formerly with RMS. At SYLVIA he will be responsible for distributor and dealer sales of compact and consumer audio. . . .Lawrence Hildreth, ex-Carridge Rental Network president and chief executive, elected president Viacom Enterprises. He succeeds Willard Block who resigned.

**Executive Turntable**

October 20, 1973, Billboard
In country music, the best becomes the biggest.

We're No.1. Columbia, Epic and Monument Records and Tapes
Monument distributed by Columbia Records
The International Music-Record-Tape Newsweekly

ACTS TOUR BOOM: Two Travel Firms Predict $3.5 Million '74 Grosses; Anticipate London Offices

By JOHN SIPPLE

This is the final installment on the multi-city国民的tour organized by recording acts (wearing the U.S. concerts).

LOS ANGELES--The projected expenditures of two veteran travel firms, the SPELLMAN and the Neva Travel, to arrange concert tour activity will continue to spiral upward (Billboard, Oct. 13 and Sept. 26).

Joe Copasso started making the first of six sales years ago Sirra Ridley started JFN

Both forecast draying horizons for their businesses. Copasso will visit here this week helping to open his new Beverly Hills theater headed by Steve McGovern. Copasso plans an office in an new west coast location some near Miss Ridley is hoping to open in London early in 1974. Both concentrate on the “youngest” age groups and personalities, with the majority of their business in their home town. Miss Ridley is in department heads, Copasso agrees to work on working:

Both see revenue from recording group tours hitting around $200,000 a year and more acts will do the Alice Cooper-Jett-Tail-Rolling Stones route. The shows are recycling productions which require carrying their own stages, more lighting and a large equipment. Copasso, who once played tenor with the Bell Notes, and his manager, Paul Shapiro, stay close to the group's budget:

“We take the em's off the road manager.

AudioLithic Opens in Paris

NEW YORK--The AudioLithic Corp., in a move designed to consolidate its expanding international operation, opened a new branch office in Paris, according to Golden Promo

The French TV has been scheduled for each of the National attendance preceding Halloweens, with double exposure on Saturday (27). The commercials, containing WMAQ's cartoon programs and geared to authentic for which the program is aimed, have been separated before Golden has already reported excellent results in its initial showing last week, with results being requested by the Carson Clinic.

Featured in the four-PL opening drive were (left to right): Sir Richard Branson; Paul Carson; and Paul Carson. Miss Lande will promote her "Landon" LP in the New York area through a personal appearance at Mays Woodmere. L.D. department store on Oct. 27. She'll sign autographs and give out mugs.

Milton Gelfand, president of the company.

Gelfand said the Paris branch was established at a cost of over $250,000, "to lay the groundwork for the establishment of an office in Europe. It will be a jump off point for our international executive teams and private tour management groups. The office is headed by Serge Dorchain, who will act not only as the company's sales representative in Europe but also as an on-the-spot trouble shooter for the large amount of record manufacturing and tape duplication equipment. Such equipment is supplied by AudioLithic to European record and tape manufacturers.

The Paris office, according to Gelfand, will be an extension of our concept in Europe. It will also be a step towards the establishment of a field office in France.

AudioLithic, an international distributor for Electrosonic and other recording and tape duplicating equipment, was the first U.S. based company to sell high speed tape duplicating equipment to the Soviet Union. The company has also made sales in Africa and is conducting negotiations with mainland China.

Dear Sir:

I have been most interested in what I read in Bill Williams' article on "Woodstock" Country Style in the September issue of Billboard.

As a programmer for a music broadcast and current owner of WQIK AM & FM in Jacksonville, Florida, and WPLO AM in Tampa/St. Petersburg, Florida, it was even more interesting to note that a country station has come on the air in Bill Williams' time and talents for WPLO and an additional 20 affiliates for WRAP.

As a programmer, I believe that either these artists are discriminating against smaller market radio stations or that they have spent possibly a million dollars in talent over the past year and even more of this has been spent on other stations.

I have no budget for a single 16 or 20 events in the coming year throughout the county of any type. At any rate, these other artists wish to continue to donate their talents on behalf of various radio stations around the country. I have no idea where to go to get my share.!!

Very Sincerely,

Marshall Rowland
President
Rowland Broadcasting Co., Inc.
St. Petersburg/Tampa

Sincerity Survey

Dear Sir:

Joann and I sat and talked for a long time last night about radio. During our conversation we discussed our questions. I mentioned the obvious lack of it and how seldom we hear the radio, I said, "I wonder what's going on with the average listener's mind as he drives to work. I wonder if we are really determining our audience?

If we are helping him forget his problems or holding them up?"

She (this great woman of mine) said that as a programmer you must genuinely care about what the audience feels, have empathy for their feelings and problems, and that if this is indeed expressive programming, a task of love and dedication and not an easy one for a radio station owner to get anyone to check the box.

I feel rejuvenated and a new sense of purposeful radio (which are largely inaccurate) reflect what this is more than there? Here's the question my friends. Is it meaningful to do the legwork and research to get a believable and truthful analysis of a situation that we do not realize that this is somewhat a hypothetical question and that nothing is perfect. This is not right. It would be a breath of fresh air.

Best personal regards,

Program Director
KFPJ-AM
Fort Worth, Tex.

October 20, 1973, BILLBOARD
“Don’t Cry Now”

LINDA RONSTADT
One of the September Nine Released from Elektra/Asylum

Heart-stirring or heart-breaking, her many moods can capture any audience within the sound of her rich, rare voice. Two years ago her last album won her many friends.

With “Don’t Cry Now” once again millions will find they can take the country out of Linda—right to their hearts.

Produced by John David Souther SD-554
ELEKTRA/ASYLUM/NONESUCH RECORDS a division of Warner Communications, Inc.
PICKWICK INTERNATIONAL and MOTOROLA are recommended for portfolio by Goldman, Sachs & Co., New York, investment banking and securities firm.

WALT DISNEY PRODUCTIONS, Burbank, should earn $1.67 this year and $1.90 to $1.95 in 1974 vs. $1.41 last year, according to Shearson, Hammill.

MATSUSHITA ELECTRIC INDUSTRIAL CO., Japan, will pay a 10 percent stock dividend and a cash extra equivalent to about 0.9 cent on Japanese shares. The payments will be made on Japanese stock of record on Nov. 20, in addition to the usual cash dividend of almost 1.9 cents to be paid for the six months ended Nov. 20.

AMPEX CORP., Redwood City, Calif., has received a $2.1 million contract from the Korean Broadcasting System to provide television production facilities at the KBS broadcast center in Seoul.

GULF & WESTERN, New York, reported all units enjoyed peak income in fiscal 1973 except for Associates First Capital Corp. The company said that corporate income in the current fiscal year should go above the record 1973 results. Famous Music and Paramount Records are operating units of Gulf & Western.

INSTRUMENT SYSTEMS CORP., Jericho, N.Y., parent company of Benjamin Electronics, has signed a two-phase $5 million loan agreement to augment working capital.

The financing, with a banking group headed by First National City Bank, involves a $2 million term loan maturing within seven years, plus a $2 million revolving credit expiring March 1975.

YAMAHA INTERNATIONAL CORP., Buena Park, Calif., has formed a subsidiary, Yamaha Musical Products Inc., and has acquired Everett Piano Co., South Haven, Mich., from United Industrial Syndicate. Yamaha will market musical instruments under its own brand name.

CBS INC., New York, said it agreed to acquire Galbraith Industries Inc., Chicago, a privately held manufacturer of organs, for an undisclosed amount of cash. Galbraith will operate as a unit of the CBS Musical Instruments Division.

SONY TRADING CORP., Tokyo, a subsidiary of Sony Corp., and Seibin Inc., Los Angeles, have signed a contract calling for Sony Trading to market certain Seibin products in Japan.

SUPERSCOPE, San Valley, Calif., will begin trading on the New York Stock Exchange on Nov. 7. The company is currently traded on the American Stock Exchange.

MINNESOTA MINING & MANUFACTURING (3M), St. Paul, filed a secondary offering of 1.5 million shares of common stock through Kuder, Peabody & Co., Goldman, Sachs & Co., and Piper, Jaffray & Hopwood Inc. Group. Shares are being sold by the estate of Maude L. McKnight.

JAPAN'S EXPORTS totaled $3.31 billion last month, up 21.5 percent from a year ago, according to Inc. Ministry of International Trade and Industry. Exports to the U.S. increased a modest 6.4 percent while Japanese shipments to Western Europe rose 62.1 percent.

The coupon for the vinyl shortage.

Recent conversion to automation has doubled our pressing capacity. If your present supplier is not delivering due to plant closing or vinyl shortage, CALL US.


DISKMAKERS HAS VINYL.

DISKMAKERS has been serving leading national labels since 1958.

MARKET QUOTATIONS

As of closing, Thursday, October 11, 1973

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EARNINGS REPORTS

EMI LTD.

Year       Sales       Net Income
1972       $77,800,000  $1,050,000
1973       $80,200,000  $1,050,000

GULF & WESTERN INDUSTRIES INC.

Year       Net Income
1973       $1,900,000
1974       $1,900,000

COLUMBIA PICTURES INDUSTRIES (Incorporated)

Year       Gross Income
1973       $231,047,000
1974       $244,000,000

Wallichs leasing Hardware Sections

LOS ANGELES—Wallichs Music & Entertainment Co. will allow K. Salamica Entertainment Centers Inc. to operate the publications/stereo and audio accessory concessions in all Wallichs Music City stores. The agreements provide Wallichs Music & Entertainment Co. with working capital to expand in the Southern California area. Wallichs operates nine stores in Southern California and Arizona. K. Salamica Entertainment will operate the concessions under Music City Electronics.
Why did Scuffy Shew insist that a blind photographer take his glossies?

To hide his true identity and yet give a little satisfaction to his curious, ever-expanding fan clubs. They want a glimpse of the artist who wrote, produced and performs "Reason To Feel."

The single is not exactly burning up the charts. Yet. Nor does it get regular play on all the Top 40s. Yet. But it is getting more and more airplay. And more and more phone calls. And somehow, it's on the Gavin reports, somewhere or other, every week.

So Scuffy is headed for stardom. And better photos.  "Reason To Feel"  

BMBO-0043
Retailers Heartened As Col Pledges Tape Price Review

LOS ANGELES—The review of dealer tape pricing, outlined exclusively to Billboard last week by Rick Blackburn, national sales director, Columbia/Epic Records, was wel-
comed by marketing specialists in retail.

Dave Lieberman, president, Lieber-
erman Enterprises, Minneapolis, said that he has noticed an increasing 
incidence of tape vs. record sales. “Espe-
cially in these areas where we find 
distance a factor, such as the western portion of our territory, Colorado 
and the Dakotas, tape is continually getting closer to and sometimes out-
distancing LP sales.” Lieberman said that his tape sales equaled and toppled 
album sales on an item like the Warner Bros. Superstar.

“Why should we still be paying a 
5 percent ovage for tape when the 
concept is 10 years old?” tape manu-
facturers earned the additional 
profit, he said, that they had to 
market and advertise the new tape. 
Now they have amortized the costs 
of introducing the tape. The profit 
margin on records and tape should 
be the same,” Lieberman added.

Armed Forces Bureau

Lt. Paul Wather, director of tape/ 
record buying for the Alamo District 
series of post exchanges, which com-
priest about one-third of the country, 
said that he finds the tape and record 
sales running neck-and-neck. Wather 
said that he has not seen a 40 percent take 
or members of the armed forces buy 
cassette players, they find that cassette 
is 40 percent of their total tape sales.

“Our ratio of tape to record is 
growing,” Bill Bowers, owner of the 
three Vogue Records and Tape 
stores here said. “It was 10 percent 
and right now it is 25 percent in all 
our stores. In our Rosemead store, 
we assigned a girl clerk to nothing 
but handle the tape wall. She de-
signed and classified all categories of 
repetitions. She even added a ‘Har-
wallian’ tape section. We applied the 
same categories which we carried 
always. We concentrated her effort solely on aiding tape customers. She generated a rapport 
with tape freaks. In the West- 
wood store, Joe Cooper does the same 
bit for classical. It pays off. We 
gave the tape buyer a chance to see it all. 
We use an innovation spungbrett 
here. Three tapes therefore actually 
fit into the record/record opening. 
We use a 20-year old record wall to 
expose tape. If we get the extra 5 percent 
margin, I plan to put a giant table in our 
stores, pack it with hundreds of 
tapes and give away a poster.

Bowers said. ‘We’d probably go to 
$4.99 or $4.79 as a standard price for 
regular 5.98 product.”

Laginestra Maps Global

Continued from page 3

Continued from page 3

Whatever happened to Barry McGuire?

See page 78

RCA RECORDS REQUIRES A GENERAL MANAGER FOR EMERGING RECORD BUSINESS IN WEST GERMANY

RCA Records is seeking an executive to direct a newly 
formed subsidiary in West Germany. This unique opportunity 
for established record man with proven capabilities, 
especially in A&R and marketing areas.

Complete knowledge of German language is required. 
Sales experience including statement of accomplishments in 
A&R and marketing and salary requirements, in confidence to:

PERSONNEL MANAGER
RCA SCHALLPLATTEN P.O. BOX 7813 HAMBURG 19, GERMANY

DON KIRSHNER, right, creator and executive producer of the television series "Don Kirshner’s Rock Concert,” discusses the taping of the second show in the series from the Grand Opera House in Macon, Ga. with rock im-

erator John Belushi of Saturday Night Live fame, left, and Rolling Stones, the Doobie Brothers, Earth, Wind & Fire and Cross Country, scored a 6.9 rating and a 20 share in the New York market, with an 11:30 p.m. airing, and an 8.2 rating and a 14 share in the Los Angeles market, with an 8:30 p.m. airing.

The Georgia show, which features the Allman Brothers, Martin Mull, Marshall Tucker’s band, and Wet Willie, will be aired this week in some 115 U.S. mar-

ets.

Laginestra" presented an overview of RCA’s operations in Japan, where the company is in the process of launching its operations. The presentation highlighted the various activities underway, including the introduction of new products, expansion of existing operations, and the development of new markets.

The company’s strategy was to focus on expanding its presence in the music industry, particularly in Japan, where there is significant growth potential. The presentation emphasized the importance of leveraging RCA’s global brand and international presence to drive continued success in the region.

The company’s vision was to become a leading player in the Japanese music market, with a focus on innovation, customer service, and strategic partnerships. The presentation concluded with a call to action for all employees to support the company’s efforts and contribute to its continued success.

New Magid Label

LOS ANGELES—Nightwatch Records has been formed by man-
ger Lee Magid as a subsidiary of his label, LMI. The new line will emphasize blues and rock. Della Reese is the main headliner on LMI. Magid recently departed from the jazz and blues markets.

Artists Plugs

Continued from page 3

"We sold 100 albums and over 
200 singles," Walker says, "as a 
result of our store appearances. 
Prior to the appearances, Whittaker 
had breakfast with winners of a phone contest sponsored by KAIL- 
AM.

Eleven days before Whittaker’s ap-
pearance, the station printed track 
lists from his LP, with the audi-
ce invited to call in the titles. 
Fifty winners and their guests met 
with the red headed singer.
On finer radio stations everywhere
Magnavox Presents Frank Sinatra November 18 on NBC TV
ISLAND PEOPLE
are a unique group of artists, whose records are not "product" but works of art—all appreciated for what they bring to the world of music.

The ISLAND PEOPLE
are distributed by the Capitol People, who have a complete support program for these artists.

TRAFFIC—ON THE ROAD. This dynamite collection was recorded live while Traffic was touring Germany. Fans (who sell-out their concerts) will love these spectacular live renditions of Traffic favorites—"Low Spark of High Heeled Boys," "Shoot Out At The Fantasy Factory," "(Sometimes I Feel So) Uninspired," and "Light Up Or Leave Me Alone." We expect heavy traffic for ON THE ROAD. (SMAS-9336)

THE WAILERS—BURNIN' The Wailers are pure Jamaican. BURNIN', their follow-up album to CATCH A FIRE, contains a varied repertoire of "reggae" tunes, penned for the most part by the incredible Bob Marley. The Wailers are now on tour with Sly and the Family Stone. BURNIN' was produced by Chris Blackwell and The Wailers. (SMAS-9338).
SPOOKY TOOTH—WITNESS. Spooky Tooth makes their debut on the Island label with WITNESS. The band that broke up, became a legend, and then found new life has already scored tremendous success in the U.S. and returns now with their third nationwide tour and this powerful new album. WITNESS was produced by Spooky Tooth. (SW-9337)

STOMU YAMASH'TA'S RED BUDDHA THEATRE—THE MAN FROM THE EAST. This is the original music from the play, which the HOLLYWOOD REPORTER reviewed as "exquisite, percussive rock score"—"the real cohesive strength of the piece," written, produced and conducted by Stomu Yamash'ta, who has been called one of the world's greatest percussionists. The play and the album are making their American debut simultaneously. (SMAS-9334)

AMAZING BLONDEL—BLONDEL. You won't believe it! Amazing Blondel have taken their familiar Elizabethan roots and added rock-n-roll! The result is BLONDEL, and it's truly amazing. You owe yourself a listen to this magnificent new work. BLONDEL was produced by John Glover and Phil Brown. (SMAS-9335)

JOHN MARTYN—INSIDE OUT. John gained acceptance (and rave reviews) with U.S. audiences last spring. His virtuosity on guitar, his distinctive vocals, and his songwriting talent have already created a demand for this new album, which will be enhanced by his tour of the States this fall. INSIDE OUT was produced by John Martyn. (SMAS-9335)
Fill in this advance booking form now – and save money...
...it's a lot nicer than having to think up excuses later!

The 5th International Music Industry Conference
May 7th-10th 1974 Grosvenor House, London.

IMIC 5
Make no mistake, the Fifth International Music Industry Conference is going to be the most important music industry event next year. Sponsored by Billboard Publications, it will examine in three days, all the important issues in the industry. Spotlight new developments and trends. And put everything in perspective.

Top names to help plan the top conference.
To help us make IMIC 5 100% worth your while we've enlisted the assistance of an International Advisory Committee. It consists of the top names in the industry from the U.K., Europe, the Americas, the Far East and Australasia. (Watch future announcements for a full list of who's on the Committee. You'll be surprised). They'll make sure that IMIC 5's content is 100% relevant and pertinent to your interests.

3 days of seminars, forums and discussions.
The Advisory Committee will make sure that the people speaking will be the people you want to hear, talking about the subjects you want to hear about. Not that you'll be just sitting there listening. At IMIC 5 there'll be seminars and forums too. You'll be able to get involved in discussions, voice your opinions and chew the fat.

IMIC 5 – in London
May 7th-10th 1974 Grosvenor House, London.

Come to Europe's music centre - and keep your finger on the pulse

Visit London and mix business with pleasure. If it all sounds like hard work and no play, don't you believe it. IMIC 5 will also give you a great opportunity to renew your acquaintance with London and Britain. With its pubs, shops, sights and sounds. What better incentive do you need?

Early Birds book now. And save money.
Fill in the advance booking form now and you'll save yourself around 10% of the cost of attending IMIC 5. But do it now before you forget. Believe us, it's easier to do than spend time later trying to explain to all the others who went just why you didn't make it.

For further information contact:
Karen Handford, Billboard Publications, 7 Carnaby Street, London WIV 1PG.
or Diane Kirkland, Billboard Publications, 9000 Sunset Boulevard, Los Angeles, California 90069, USA.
or Henry Drennan, Billboard Publications, Conwy Homes 7B, 6-6-28, Akasaka, Minato-Ku, Tokyo, Japan.

General News

Bay Area Qualifies As NARAS Chapter

By PAUL JAUlus

SAN FRANCISCO—The Northern California recording industry will be getting its own official chapter of NARAS following a general membership meeting held here last week. With more than sixty NARAS members now residing in the area, San Francisco now qualifies as an independent chapter of the national recording association.

An eight-member steering committee has been formed to prepare the organizational papers to incorporate the San Francisco chapter as a nonprofit corporation. At the same time selection of a Board of Governors and the nomination of officers for this NARAS chapter is now being prepared.

JAZZ SERIES:
Leonard Feathers MCA’s Nest
With Nat, Duke, Tatum Vintages

LOS ANGELES—MCA’s entry in the jazz repackaging field centers around its first five-two disk set put together by author Leonard Feathers. The $6.98 priced titles under the "Leonard Feathers Series" umbrella, dig back in time to early, early Benny Goodman and to the earliest known works by Nat Cole.

The three remaining works zero in on the inventive composer/arranger George Russell, Mercer Ellington and sidemen from his father’s band and Art Tatum.

On four of the five LP’s, the inner sleeve information is poorly prepared. The type is reversed white on a black background and the agate listings of the sidemen washes out, making reading a difficult task.

But one knows that he is listening to history. The King Cole sessions, cut in 1940 and 41, recall Nat’s last voice and his Earl Hines inspired piano work. There are several tracks with his bass-playing brother Eli- die’s Solid Swingers, but they don’t compare with the King Cole Trio, which sings exclusively on 11 tracks.

Nat sings solo on three, “Sweet Lorraine,” “This Will Make You Laugh” and “Slow Down.” The LP is called “From the Very Beginning.”

George Russell’s works, cut in 1958-59, have the best fidelity and Jon Hendrick’s wonderful word pictures on life in “Manhattan.” The LP is “New York, N.Y. and Jazz in the Space Age” and spans a brief but important musical era in Russell’s always progressive career.

The Ellington package treasuring at $5.98, “Black and Tan Fantasy” uses 15 Ellingtonians running through music written by the Duke plus several by son Mercer including “Got My Foot in the Door,” “Morning,” “Blue Serge,” “Indelible” and “Be Patient.” The sound is just fine; the tracks were cut in 1938-59.

“Art Tatum Masterpieces” was cut in New York in 1944 with Tony Grimes on guitar and Shul Stewart on bass. And, like the King Cole Trio, with its own distinct sound through the delicate textures of guitarist Oscar Moore and bassist Wes- ley Prince, Tatum’s group continues the concept of the drummer-less rhythm section.

Tatum didn’t need any percussion. He was his own driving rhythm section. The cuts are pop Tin Pan Alley goodbyes (“Humoresque,” “Indiana,” “Begin the Beguine,” “Gone With the Wind”) and some soulful blues (“Last Goodbye Blues” and “October 20, 1973, BILLBOARD.

Up on formal incorporation, all NARAS members residing in the Northwestern section of the U.S. will automatically transfer to the San Francisco chapter. Other independent NARAS chapters are New York, Nashville, Atlanta, Memphis, Chicago and Los Angeles.

Osmundson: Million Dollar

NEW YORK—Donny Osmundson has struck double gold with an RIAA certification for his single “Twelfth of Never” and for his album “My Best to You.” This brings to 18 the total gold singles and albums achieved by the Osmundson since they started recording for MGM in 1971.

Cap Intl. Meet

Five members of the international division participated in the meeting. Besides Boyd, participants included: Jerry Thomas, vice president, international; Joe Little, operations manager; Fran Rogers, customer services; and Madeline LaMarr, promotion.

Boyd said, “We wanted to make this something more than a social event. These are the people who are working on a day-to-day basis. We wanted them to meet each other. We did give them all a trip to Disneyland on the last day, however.”

The group also had the opportunity to meet with Capitol artists, having cocktails at Al Martino’s home one night and meeting with Helen Reddy and Glen Campbell at dinner.

Attendees and the nations they represented were Roberti, Argentina; Bill Robertson, Australia; Paul White, Bill Bannan, Roly Leggett, Pierre Dubord and David MacPherson, Canada; Jerry Ritz, Denmark (representing all the Scandinavian nations); Jan Groves, Ireland; Duncan Richards, France; Marmier Breuer and Heidi Eiser, Germany; Byron Galvez, Guatemala; Rock Kerr and Frank Van Rijswijik, Holland; Paul Ewing, Hong Kong (representing Singapore and Thailand); Kingi Ogino and Masanori Yamada, Japan; George Benson, Jimmy Ellis (representing the West Indies); Armando Martinez, Mexico; Bruce Ward, New Zealand; Rafael Gil, Spain, and Teddy Meier, Switzerland.

In 1974 Guitar Player Magazine expands from eight to twelve issues per year, and adds such columnists as Jerry Ham, Howard Roberts, Barney Kessel, Happy Traum, Stefan Grossman and Carol Kaye.

To you who place record ads, this 50% jump in issues means...

50% more space for your ads...
50% more record reviews...
50% more editorial room for your artists...
50% more months for better ad timing.

Those 10 million U.S. guitarists will buy someone’s 38 million LPs. To see that they’re yours, tell those people in the only magazine they read* GUITAR PLAYER.

If our ace record rep, Steve Weiss, doesn’t call on you this week, why not phone him at (415) 776-2152 or (415) 354-6033 for details on advertising in the next issue of
Premium LP's, Tapes Highlight Nat'l Show

CHICAGO—The increasing popularity of premium LP's and tapes and television promotions by K-Tel, Ronco and others together with the material shortage were sources of concern for label representatives at the National Premium Show held last week. Much attention was focused on Christmas packages. K-Tel and Ronco were both here for the first time, reflecting the strong demand for premium packages by mass merchandisers. Said one spokesman: "More and more chains are demanding these special items, but actually premium LP's and tapes were not originally developed to be sold in stores in competition with regular merchandise."

As for the material shortage, several spokesmen said they could not handle a new giant order, with most indicating they were doing well to guarantee delivery of current commitments. (Billboard, Oct. 15). Quadraphonic software is still not a factor in the premium field, though Ampex, here after a year away from NPS, was promoting its new Concept 4 quadrasounic line (see separate story in Tape/Audio/Video section on player activity). Several said the premium LP business and tape is growing at a fantastic rate internationally. Mickey Ellenbogen, vice president, K-Tel International, Inc., said sales in Canada and the U.K. are increasing steadily. Yet another trend is the involvement of K-Tel and others in record-tape accessories with K-Tel here promising to introduce soon a record cleaner.

Tape sales continue to be heavier in the premium field than in the industry generally. Also, packages continue to sell for longer periods of time via premium and TV programs, according to Barry Collier, Ronco Teleproducts, Inc. rep.

Ronco has achieved long-range sales on its "Good Vibrations" package offering in 53 markets and just introducing it in the Los Angeles market Oct. 15. This again, relates to delivery ability and allocation of dealers involved.

People at Ronco explained that the firm cannot give a package to every store in a given market, but on the other hand, cannot limit distribution either. Still further evidence of K-Tel, (Continued on page 27).

Fenoragh Formed as Contemporary Label

NEW YORK—Fenoragh Records has been established here by S.L. Scher. The new label will concentrate on production and distribution of contemporary music.
Marvin Gaye.

Birth, and copulation, and death, that's all the facts when you come to brass tacks.

- T.S. Eliot

The passion ("Let's Get It On"),
The pleasure ("You Sure Love To Ball"),
The pain ("If I Should Die Tonight"),

These are some of the emotions in this sensitive album about a love affair. If you have ever loved, this album will move you again.

"Come Get To This" From the million-selling album, the follow-up release to the 3 million-selling single.

©1973 Motown Record Corporation
LA Morris Agenting 15 Indie Producers

Continued from page 5

Talent

LA. Theater Policy Shift

LOS ANGELES—The oldest theater in Santa Monica reopened under a new banner when it reopened Oct. 9 when the Mayfair Music Hall and Palace of Varieties held its "grand opening" as a newly renovated venue.

Room has been set in the former Sunset Sound Studio and now has a large soundstage in the Edwardian era with cut velvet, gold leaf rococo accents, stained glass, and ornate chandeliers.

Policy will vary depending on the specific sections. The new venue is expected to be successful in drawing more people into the theater industry.

By N. SULLIVAN

L.A. Theatres reopened

NEW YORK—Despite the ongoing financial difficulties and challenges facing the industry, many theaters are seeing a gradual increase in attendance.

Several theaters, including the historic Orpheum and the SBI, have been working on revamping their interiors and improving their sound systems, which has led to an uptick in ticket sales.

Theaters are also experimenting with new formats, such as virtual reality experiences and interactive shows, to attract a wider audience.

Country Niteries Open in N.Y.

NEW YORK—as the country music industry continues to recover from the COVID pandemic, several new venues have opened in the city.

The new venues, including the historic Country Club and the new Music Row, are attracting a mix of established and up-and-coming artists.

The venues are offering a range of programming, from live shows to virtual events and workshops, to cater to the diverse tastes of their audiences.

By D. M. SULLIVAN

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Country Niteries Open in N.Y.
THIS IS THE ALBUM THAT CAPTIVATED THE CRITICS AND IS NOW A BEST-SELLER IN ENGLAND.

It has been called a break-through in the field of Rock.

It is the first U.S. release on Virgin Records & Tapes.
Cordell's Shelter: 'A Workshop'

By BOB KIRSCH

Cordell has released a number of recent singles, as well as the soundtrack to "The Harder They Come." The latter was on Mango Records, a subsidiary of the Warner Bros. co-owned Capitol Records. "I think it's the best production I've ever done," Cordell says, "and now that I have some good Jamaican studio connections, I'm starting to work on various terms of a Shelter expedition to Jamaica, with all of us going down for a month or so. And you can't beat the climate." He still doesn't expect any large-scale reggae movement here, but Johnny Nash found a sponsor for his upcoming album, and Cordell says, "I have some good opportunities for work here and there, but the climate is much better in Jamaica."}

Reddy Close Call

Halts One-Niter

By NAT FREELAND

LOS ANGELES—Helen Reddy isn't going to write a song about herself and husband-manager Jeff Wald narrowly missed death in the storming Pacific Ocean. The couple, traveling in a seven-passenger jet while returning home from the last stop on her current concert tour, was flying from Los Angeles to the Hollywood Hills for the next few months and Helen hopes to write some songs that have "a lot of problems, but a lot of surprises, too." She says, "I'm not one of those people who can sit down and write a song on the plane or in the motel.

For the duration, Reddy has been trying to stay in shape. She's in a program on the show "Get Out Drive Home" in which she and Wald have been listed for two months. "At least the stove is finally connected, so we can eat at home in our all-brick country kitchen," she sighed.

Emotion Packed Year

"I'll be glad when 1973 is over. I don't want to go through all those emotional highs and lows again." Reddy said. On one hand, her career had soared to new heights; on the other, she was spending a long, hard climb. There have been a succession of in-flight problems, including a "Delta Dawn" crash plus an extremely rainy summer. "There's also her baby, Sony.

Yet both her parents died in Australia and Helen had to make the grueling 18-hour flight to attend each funeral.

At the moment, most important phase in the Reddy career is waiting for her new album to be released, a call to put her show back on the air in mid-season. Because of the impressive run, "I think we've got a good thing going, but she'll be back on the air in January."
Todd Rundgren's Cup Runneth Over

"Hello, It's Me"
Sizzling single, charted and climbing, written, produced, and performed by Todd Rundgren.

We're an American Band
No. 1 single and album by Grand Funk, produced by Todd Rundgren.

Something / Anything?
Double album, containing "Hello, It's Me" and "I Saw the Light," written, produced, and performed by Todd Rundgren, in 1972; now running stronger than ever.

New York Dolls
Their first album, charted and climbing, produced by Todd Rundgren.

Todd Rundgren's Rack Todd
A package of Hunt and Run; the ballad of Todd Rundgren, containing "We Got to Get You a Woman" written, produced, and performed by Todd Rundgren; available soon.

Todd
Bravest new album, with many surprises, soon to be released, written, produced, and performed by Todd Rundgren. Have some hot Todd the fall and winter, the rest plenty of it. And it's all good. Todd Rundgren records exclusively for Berkley Records.
Wailers in 1st Major Tour

NEW YORK -- The Wailers, Island Records reggae band, have embarked on their first major tour of concert and college halls with an 18-city, 20-concert tour.

Fifteen of the shows will be with Sly Stone, while closing show, Nov. 5, is with War.

self, who produced Stu's recent live European album, was at the console with assistance from Ed Barton and Bill Davies.

Robby Howe has been in with the Fifth Dimension, the Addri Brothers and Cheryl Ernst, working on new album projects. Geoffrey Howe and Bill Davies assisted Howe. Also in the studio: John Rivero mining live tapes with Joe Siboro.

Everybody's favorite prebaccet savior, in spirit if not in body, Gurn Maharaji, honored in a new rock album of worship produced by Shri Hans Productions, with Ken Calitari engineering and Perry Paulding in the producer's chair.

New York's own Dave Appell and Hank Weds, producing Tony Orlando and Dawn for Bill with Bill Radice engineering and Ken Calitari assisting.

Chris Houston, engineering (with Ed Barton) New war tapes with producer Jerry Goldstein, then stepping into the producer's slot to work with Ain, a new English band signed to Blue Thumb.

(Next week: Procol Harum and possibly the first 24 track remote in history, along with other remote possibilities.)

At Queen Village recording studios in Philadelphia, that 16-track room has hosted the Dixie Hummingbirds, who recorded their last ABC outing there. While the Hummingbirds were there, Steve Wonder came in for some tracking, as well as playing on the Humminbird sessions.


Julian Cannonball Adderley (Fania): Arny Crown Theatre, Chicago, Oc. 27.

Aerosmith (Columbia): Orpheum Theatre, Boston, Oc. 27; Columbia Music Hall, W. Hartford, Conn. (28).

Luther Vandross (Motown): The Knick, N.Y., Oct. 28; C.O.D., Steam Laundry, Iowa City, Iowa, Nov. 1, 2, 3.

Bill Anderson Show (Decca): Opryland, Nashville, Oct. 19; Empire Fair, Savannah, Ga. (29).


Bachman-Turner Overdrive (Mercury): Portland, Ore., Oct. 28-29; Golden West Room, Northfield, Minn. (31); Whisky & Gig, Columbus, Ohio, Nov. 1.


Biran/ABC): Whisky A Go, Los Angeles, Oc. 31-Nov. 4.

Black Oak Arkansas (Atco): Allen Theatre, Cleveland, Ohio, Oct. 27; Cincinnati Music Hall, Cincinnati (28); Riverboat Theatre, Washingon, Wisc. (31); Koff Sports Center, Oakland, Wisc., October, (32).

Blue Ash (Mercury): Melody Inn, Jamestown, N.Y., Oct. 14; Poplar/Porto, Pa. (33); The Apartment, Appleton, Wis. (38).

Boyce, New York: Grand Ole Opry, Nashville, Va., Nov. 23.

David Bromberg (Columbia): Riverview, Toronto, Canada, Oc. 29-31.

Arthur Modine (ABC): Tally, Texas, Oc. 27; New Orleans, La., Oct. 28; Fair, Savannah, Ga. (31).

Veda Brown (Stax): Mississippi Coliseum, Jackson, Nov. 3.

Jackson Browne (Theby): The Roxy Theatre, Los Angeles, Oc. 25.


Dave Mason (Atlantic): Civic Auditorium, Shreveport, La., Oct. 27.

Bobby Broom (Motown): The Orpheum, Ocala, Fla. (30).

The Embers (Motown): Youth of Tomorrow, Chicago, Ill., Oc. 27.

Carlos Santana (ABC): Loew's, San Diego, Calif. (25).

The Emperors (Motown): Tour of Iran, Nov.


Billie "Crabby" Craddock (ABC): Springfield, Ohio, Oct. 21, Tuscon, Ariz. (24); Mr. Lucky's, Phoenix, Ariz. (25); Texas, Dallas, Tex. (26); Hollywood, Calif. (27).

Loyoma (CFLA): Festival, Los Angeles, Calif. (26; 27).


Andrea Croghan & The Disciples (Light): Play House Theatre, Winnipeg, Manitoba, Canada, Nov. 1.

Danny Davis (MCA): Robe-Auditorium, Little Rock, Ark., Oc. 22; Motown Auditorium, Atlanta, Ga. (27); Civic Auditorium, Gardiner, Tenn. (29).

John Denver (MCA): Civic Auditorium, Austin, Tex., Oc. 15.

Diamondhead (ABC): The Hong Kong Bar, Century City, Los Angeles, Oc. 1-31.


The Dramatics (Star): Carnegie Hall, N.Y., Oc. 20.

Roy Drusky (Mercury): White Sox, Chicago (27); Santa Monica Auditorium, Lincoln, Ne. (28); Municipal Auditorium, Kansas City, Mo. (24); Municipal Auditorium, Cincinnati, Ohio (27); Municipal Auditorium, San Antonio, Tex. (26); Moody Auditorium, Dallas, Tex. (27); Philadelphia, N.Y. (28); The Fox, Shreveport, La. (26); The Continental, Seattle, Wash. (27); The Continental, Baltimore, Md. (26).

Jerry Clove (MCA): Bythelone, Ark., Oc. 29; Craftsman Inn, Little Rock, Ark., Oc. 29.

Commander Cody (Paradise): Municipal Auditorium, Houston, Texas, Oct. 2 (1); Municipal Auditorium, San Antonio, Texas (2).

The Commodores (Motown): Tour of Iran, Nov.

The Compton Brothers (Get): Colorado, Colo., Oc. 29-31.
A NEW STAR
AFTER ONLY
30 TOP 100
RECORDS

BOBBY BLUE BLAND
HIS CALIFORNIA ALBUM

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STEVE BARRI
FOR
ABC/DUNHILL RECORDS
At Last!

Leonard Feather presents
the first in a series of historical jazz classics/
each one a priceless edition to your record library.

Leonard Feather Series

Black & Tan Fantasy
Mercer Ellington And
His Orchestra

The title tune, as well as "Mood
Indigo" and 12 other tracks, all
composed by Duke or Mercer
Ellington, with a personnel list
including such greats as CAT
ANDERSON, HARRY CARNEY,
BILLY STRAYHORN, CLARK
TERRY and a dozen other noted
Ellingtonians.

MCA-489

Art Tatum
Masterpieces

Two sides feature Tatum's greatest
piano solos; a third presents
the memorable Tatum Trio; on the
fourth are the eight famous tracks
by Tatum with a small band:
magnificent blues vocals by BIG
TOE TURNER. The liner notes con-
sist of a fascinating interview
with Mrs. Geraldine Tatum, the
pianist's widow.

MCA-4019

Nat King Cole—
From The Very
Beginning

These are the King Cole Trio sides
that set Nat on the path to fame
in 1940-41: plus four tracks in
which Nat, at the age of 19,
played piano in a small band
led by his brother Eddie in 1936—
the latter never before released
on LP. Here is Nat as an influen-
tial jazz pianist, as well as a
soon-to-be famous behind singer
(notedly in "Sweet Lorraine").

MCA-4020

George Russell And
His Orchestra

New York, N.Y. and Jazz
In The Space Age

The brilliant arranger's two
greatest albums are combined
in this package. New York, N.Y.
features narration by JON
HENDRICKS. Heard in the course
of the four sides are DAVID
BAKER, PAUL BLEY, BOB
BROOKMEYER, JOHN COL-
TRANE, BILL EVANS, ART
FARMER, MILT HINTON, DON
LAMOND, FRANK REHBAUER,
PHIL WOODS, DAVE YOUNG and
others.

MCA-4017

A Jazz Holiday with
Benny Goodman And
His Boys: Benny
Goodman (Clarinet
solo); Adrian Rollini
And His Orchestra;
Joe Venuti-Eddie Lang
All Star Orchestra;
Red Nichols And His
Five Pennies.

Spanning the years 1928-34, often
called the first Golden Age of
jazz, Benny Goodman is heard as
leader on ten tracks (he was 18
when he recorded the title tune)
and as sideman on 12 others,
alongside BUDD FREEDMAN,
MARSHALL KLEIN, WINGY
MANONE, JIMMY McPARTLAND,
GLENN MILLER, BEN POLLOCK,
JOE SULLIVAN, JACK TEAGARDEN,
CHARLIE TEAGARDEN and GEORGE VAN EPS.
The world's best-selling female album artist—

will soon be at home in America!

HER FIRST ALBUM RECORDED IN THE U.S.

AN AMERICAN ALBUM

Nana Mouskouri

AN AMERICAN ALBUM

Produced by SNUFF GARRETT for Garrett Music Enterprises

Bell Album 1136

BELL RECORDS
A Division of Columbia Pictures Industries, Inc.
DEODATO
Santa Monica Civic Auditorium
Dennis Deodato, CTI artist, calls his traveling group the 2001 Space Orchestra, and the title seems an accurate prediction for one direction the pop music of the future will be taking. This is mind-boggling instrumental music, with all the technical and emotional stops out, transcending the boundaries of accepted jazz, rock and Latin playing.

The 2001 Orchestra has two drummers, a drummer and four hornists who hit on percussion apparatus when they aren’t blowing. Then there’s the rhythm bass, the brilliant guitarist of John Tropea and Deodato himself on a keyboard rack of duplicate pianos, clavinet and synthesizer.

It’s dancing music, it’s fantasy soundtracks. Visually, the young group is almost apparently flashy, as if to totally divorce themselves from the image of the button down pianist. But when they all start drilling away at one of Deodato’s characteristically multi-layered starts, it’s like some kind of space machine gone berserk.

THE OSMONDS
GEORGE KIRBY
Carnegie Palace, Las Vegas
The boys from MGM are at their best. Gone is the elaborate staging, the too young, too-ambitious dancing girls and movie picture gimmicks. What is left is pure talent wrapped up in a tremendous show which pleases everyone.

Deodato has grown up and some new arrangements are needed to coincide with the new vocal range. Jimmy, with the pose to match any of his brothers, comes close to stealing the show.

Both Danny and Jerry walk through the audience singing and kissing the ladies. Danny also does the ringette bit of tossing the females vocally much to the delight of the teenage set.

The nightclub show had several high points, namely the 50’s medley, complete with leather jackets, caps, dark glasses and Danny baring away on a ramped-up Rocky type tunes. A new and kooky ballet segment drew the undecided attention of the disco crowd and was of standing ovation quality.

Only sister Marie brings the show down. She is spotlighted in a two-act segment. She sings only slightly off key and proved by singing “Paper Roses” that he makes it a hit is the recording engineer. Wearing a pair of dangling homeowners the 15 year old totally disserted “Maybe This Time”, well maybe next time.

Reggie Powell conducted the Nat Band-
symphony Orchestra.

Opening the bill is the multi-talented George Kirby who is hostmaster style.

LaurA dem

TOM RUSH
JOAN ARMATrADING
My Father’s Place, Roslyn, N. Y.
Recent years have brought the role of singer/songwriter to such prominence that the fine and vital craft of interpretation has been assailed by a mere handful of artists.

Tom Rush has been one of the most distinc-
tive, with his performances and more recent Columbia albums reflecting an increasingly

If you’re seriously into music or sound reinforcement you want more than hi-fi products can give you. But full professional studio
dio gear costs an arm and a leg, and you pay for a lot of things you may not really need.

That’s why there’s a TASCAM Model 10. It’s an 8-in, 4-out mixing console, and it’s just $1890.

With the Model 10 you get what you have to have. Without sacrificing a single necessary function.

Each input module gives you five line attenuation, three bands of peak and dip equalization (two with frequency selection), pre- and post-echo send and receive circuitry, pan function, and a unique straight-
line fader.

Each of the four submasters has a meter control switch (line/echo), independent monitor level control, echo receive level control, and a straight-line fader. You also get a master gain module and 4" VU meters with LED peak indicators. Plus pre-wired facilities for

You pay for what you need.

up to four additional input modules and other optional accessories including talkback, remote transport control, quad pan-
er, and headphone monitor.

That’s what you need and that’s what you pay for. Some things, however, you may or may not need, and we leave that choice up to you. For instance, the basic Model 10 is high impedance in and out, but studio line impedances are available optionally. You’ll probably want low impedance mic inputs, but you may not need low impedance line inputs. So we don’t force you to pay for them. You can order any combination of high and low input/output impedances according to your application.

Details and specs on the Model 10 are available for you asking. At the same time we’ll tell you about our new Series 70 Recorder/Reproducers.

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OCTOBER 20, 1973, BILLBOARD
Whatever happened to Barry McGuire?

Barry McGuire is alive and giving!

... on his new album on Myrrh Records & Tapes. MST-6519-LP, 8 Track 6-6519, and Cassette MC-6519 Featuring the single DAVID and GOLIATH (MS-119)

Get in touch with the new Barry McGuire IN PERSON, performing with 2nd Chapter Of Acts:

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- Cincinnati, OH - September 27
- Ft. Wayne, IN - September 28
- Lafayette, IN - September 29
- Omaha, NB - September 30
- Wichita, KS - October 1
- Lamar, CO - October 2
- Los Alamos, NM - October 3
- Pueblo, CO - October 4
- Colorado Springs, CO - October 5
- Denver, CO - October 6
- Boulder, CO - October 7
- Rapid City (Spear Fish) SD - October 8
- Billings, MT - October 9
- Calgary, Canada - October 11, 12
- Edmonton, Ontario - October 13, 14
- Fargo, ND - October 17, 18
- Minneapolis/St. Paul, MN - October 19-21
- Des Moines, IA - October 22
- Springfield, MO - October 23
- Prescott, AZ - October 26
- Los Angeles, CA - October 27
- San Diego, CA - October 28
- Berkeley, CA - November 2
- Bay Area concert - November 3
- Beauty (Fresno), CA - November 4
- Tour of Pacific Northwest begins - November 19

including Seattle, Portland, Eugene, Spokane, etc.
Bob West Melding Breaking MOR Hits With Color-Coded 200-Master List to Excite WJW-AM Interest

EDITOR'S NOTE: This is the start of a series that will pay tribute to the radio stations of America who have the foresight and the skill to know that the public demands new music... and the desire to put excitement and creative programming back into radio.

CLEVELAND—Most radio stations today “play it safe,” but if you’re going to “shine in radio,” you’ve got to be fresh, creative and exciting,” believes program director Bob West. His station is WJW-AM, which is breaking records right and left.

In the past year, since coming to the MOR station, West has built a smooth and consistent on-air sound. The station is still fourth and fifth in the market, but this is a lot better than it used to be before his arrival.

Still, fourth and fifth “is not good enough, honestly. But we’re steadily growing and I think we’re going to get much higher.”

A lot of the credit, he feels, must go “to the good people we’ve got on the air here—Ed Fisher who even plays piano on the air and sings...he’s a real entertainer whose show holds up extremely well with listeners even after all these years. Fisher does the morning show. Then Carl Pence does 10 a.m.-1 p.m., followed by Ted Lux until 4 p.m. and Ron Owens 4-8 p.m. with a show that combines music and talk. Dave Hawthorne does jazz after that, followed by Ron McArthur in the all-night show. Inspired by Rundle

“But I’ve got to admit that I learned a lot from Bill Rundle, who used to be an air personality—even a god-in-this-market. I worked with Bill back on WEUS-AM. He knew the excitement that existed in new music...in discovering new records.

Thus, the WJW-AM list is increasingly reflecting the public wish in music. Because WJW-AM is breaking hits and featuring exclusives (new releases) long before others in the market have the courage or foresight to play them.

For instance, WJW-AM played first “My Love” by James and Vic Danmor of “Beautiful Land,” Alex Wishary’s “New Zealand” and “Swing Apparrel” from the Bavarian Sound Orchestra. Some of these haven’t become hits yet elsewhere, but they probably will. In any case, they were enormously successful in Cleveland—or will be because of the faith that the station has in the music it plays. And those were the exclusives for one month!

The MOR-formated station, one of the giants in the Super Broadcasting chain, is on the lookout for other fresh, exciting and new records. It doesn’t wait for the hits to happen—wants to make hits.

West said that he set out to give new records exposure from the moment he came to the station, but only in the past three months or so has really actually began a drive to expose new product.

“The Top 40 stations in this market are not waiting for us. I’ve had five distributors in this town say that no Top 40 station in this area will play a record until we play it first. True, there’s a heavy accent on editors in this town at the moment. And he basically felt this was sort of cut-out radio.

“We’re the softest AM sound in town, but we decided to play new releases anyway...good material, even if it’s not necessarily a hit. And it’s working. I know that a month af

(Continued on page 32)

Oatune to Rock For WBW-FM

TOPEKA, Kan.—WBW-FM has switched to a format of progressive and 40 according to program director Dave Polson. The 100,000-watt stereo signal reaches all of Topeka, Lawrence with its University of Kansas, Manhattan with its Kansas State University, Emporia at its college and Kansas State Teachers College—an estimated audience of more than 450,000.

For the past 10 years, the station had featured a country music format, and Polson is striving to build up a progressive library as fast as possible and admits that he needs the help of the record industry, he’s been writing letters for albums just as fast as he can.

Many LP Cuts

The station is playing a ratio of two singles to one album cut and features the new “Switching Fine” single package created by Jodi Lyons of Dallas.

The package includes Polson 7-inch, music director Mick Dolan noon-6 p.m., Jerry Walker 6-midnight. Perry Cheesem and Richard Baker help out on weekends. Plans are to go to a 24-hour broadcast schedule in the near future.

Celebrating their new acquisition of Together of Nashville Inc. are the staff and family of Universal Media, Fort Lauderdale, Fla. From left: Lee Cash, Fred Still, Lewis Cugliett, Lois Davidson, Paul Gannotta, Sonia King, Wayne and Carol Deffos, Mike (sitting) and Lois Ann Alger, and Collette Neuberger. The syndication firm now has the rights to the 37-hour documentary “History of Country Music.”

Universal Media Adds Potent Country Segment

FORT LAUDERDALE, Fla.—Universal Media Inc. here has purchased the firm of Together of Nashville Inc. and its documentary, “The History of Country Music,” plus other attributes, according to Universal Media president Mike Alger.

Alger called the move one of expansion, “In view of the rapidly growing acceptance of country music in the south Florida area, as may be evidenced by the popularity of local radio stations programming country music exclusively and the standing room-only status of country shows in the area, UMI thought it ideal to consolidate all products and services under one roof.”

This includes the 37-hour “History of Country Music” documentary which traces country music from 1922 to date and includes more than 800 historic songs, “The History of Country Music” 2-LP record set for sale to listeners by country stations: “The Country Music Hall of Fame Library” of 720 songs by original artists, catalogued and cross-indexed; and “The Nashville Reporter,” a series of 15-minute shows per week with news of the country music scene narrated by Lee Cash.

(Continued on page 31)

General Manager James A. Arthur of WPKI-AM and WXRA-FM, Washington, honors CHARLEY PRIDE, RCA Records artist, with a party prior to his appearance recently at the Merrweather Post Pavilion, Pride, center, won the station's favorite artist contest. Al right is Connie B. Gay, founder of the Country Music Association and a former Washington radio station owner.

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Radio-TV Programming

Vox Jox
By CLAUDE HALL
Radio-TV Editor

Floyd Thuckrey has returned from Australia where he'd been the last year and a half working at such stations as 6PR in Perth and 4BC in Brisbane. You probably never heard of Thuckrey in the U.S. when he programmed KLUX-AM in Phoenix, he was known as Jack Daniels, which is sort of a real tasteless name for an air personality, right? In any case, he's now working for Ted Randall Enterprises, Los Angeles, replacing the departed Mike Kaakou. . . . Charlie Whitaker, wherever you are in Dallas, call John Murphy at CIBM-AM in Hamilton, Ont. 416-549-2411. . . . John Gorman has been promoted from music director to program director of WMMS-FM, Cleveland. He'll continue to handle the music duties, too.

Don Imus, morning air personality at WNYC-AM in New York, finally got his oats back on the recent Robert W. Morgan capers. Morgan flew into New York to do a "Monitor" show for NBC network. Imus said he would have somebody meet Morgan at the airport. He hired a special chauffeur for the occasion and a garbage truck from the Allied Sanitation Corp. of Queens. Said he had to pay cash, because, after all, who can trust a disk jockey? The driver wore a uniform from the costume department of NBC-TV and a sign in the truck said: "Welcome to Gotham. Signed, Garbagemouth."

Sammy Jackson has departed KLAC-AM, Los Angeles, to join KGIL-AM, Los Angeles. KGIL-AM is an MOR station, KLAC-AM is country. KLAC-FM moved Art Nelson from 7-midnight to noon-3 p.m. and brought weekend man Chuck Sullivan into the late evening slot. . . . J. Leonard Reisch, president of Cox Broadcasting, has been named Pube's Man of the Year. . . . One thing I sort of dig reading each week is Straight From the Horse's Mouth, a monthly publication from Jewel Records. You might get on the mailing list by writing Eve Adams, Jewel Records, 728 Texas, Shreveport, La.

George Burns, program consultant, has moved his office to Los Angeles. The phone is now 213-654-6413 and his address is 3054 Dona Marta Drive, Studio City, California 91604. Burns got a job from time to time. . . . Gary Dixon, WLAM-AM, Lewiston, Me., is looking for production work, he will also do a stint on the air. Call him at 207-784-5401. . . . Sandy Orkin, president of the Chicago Radio Syndicate, reports that "The Fame Game" has been sold in 60 markets. It's a syndicated radio contest and this is the same firm that brought you the Chickenman series. Call Sandy at 312-664-5236.

Just read an excellent and long article (Continued on page 32)

Attention retail music outlets...

KSAN-FM Begins New Talent Hunt

SAN FRANCISCO—KSAN-FM, one of the leading progressive stations in the nation, has launched a talent search. The station just recently sent妞s out to all local recording studios and small nightclubs that new actcums get a chance for glory on "Norman's Bigtime Bandstand" each Tuesday at 3 p.m.

And, if you make the finals, to be heard in the best of Norman's Bigtime Bandstand—I expect to broadcast in the fall.

Groups or artists must submit their performances on a 15-minute tape (stereo) at 7/8 ips to the station. Local promotion executives and talent scouts will be alerted to tape in the fall special. KSAN-FM says in the piece. "So don't miss this rare opportunity to Make the Big Time!"

Grand prize is a spot at (cable) on one of Bill Graham's shows.

Country Segment

* Continued from page 29

UML was founded in 1970 by Alger, a 15-year broadcast veteran. The staff includes general manager Fred Still, production manager Lee Cash, and special sales manager Wayne DeRoos.
**Radio-TV Programming**

**Vox Jox**

- Continued from page 31

Mike Francisco, director

**INTRODUCTORY**

Steve Francisco.

**AIRCHECK**

kind

best

the

morning

morning

KFRC-AM."

Steve Francisco, now at WDM-FM, San Francisco, has switched to a Top 40 format in the day and soul at night. WDMF remains with a Spanish format.

Lineup at the station includes Bob Alta, station manager; Vic Davis, program director and music director; and air personalities Jack Moore, Bob Hunstinger, Jack Woehr, Papi Lencero, and John R.

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Call Collect (215) 922-6007

**The DON WADE STUDIO**

**Soul & Top 40 Split**

**For Vineland FM-er**

**VINELAND, N.J.-** WDV-L FM has switched to a Top 40 format in the day and soul at night. WDV-L remains with a Spanish format.

Lineup at the station includes Bob Alta, station manager; Vic Davis, program director and music director; and air personalities Jack Moore, Bob Hunstinger, Jack Woehr, Papi Lencero, and John R.

**PROGRAM DIRECTOR BIGGIE Nevins, KFMI in Los Angeles, tries to "surprise" an interview session by the 5th Dimension on the station. Backrow, from left: La Monte McLemore, Nevins, Florence La Rue Gordon, and Ron Townsend. Front left is Billy Davis Jr. and at right is Marilyn McCoy.**

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**SUPPLIES D. J.'S WITH TOPICAL ONE-LINERS EVERY WEEK TRY FOR A MONTH SPECIAL INTERMEDIATE OFFER**

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**HEAR THEM ALL!**

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CALROCK is designed for DJs, PD's... anyone who wants TO HEAR what's happening in contemporary radio right now... TODAY!

CALROCK records off-the-air and telescopes each station down so you can support directors of the best of the West Coast... KYA and KSPQ San Francisco, KFJQ and KKKD Los Angeles, and MORE!

**YES! Here's $15.50. Rush me the**

Here's $15.00... rush the last TWO copies left!

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A new joke service created for Radio and TV personalities.

Hollywood's top comedy writers bring you a professional monthly joke service containing topical one-liners and stories...perfect for commercial lead-ins and punch lines.

No one who talks for a living should be without this valuable material. Only 60.00 per year.

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DEPT. B-2

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Sample issue $3.00. Send check to:

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DEPT. B-2

P. O. BOX 69555

Hollywood, Cal. 90069
Jukebox Programming

Seeburg One-Stop Expansion; Oldie Boom Adds to Volume

By SARA LANE

MIAMI—The oldie boom sweeping the country is creating new business for jukebox operators and one-stop alike, said Paul Voss, manager, Seeburg South Atlantic Dist. Co., here who announced that the firm now has 10 outlets with more planned. All cater to the jukebox singles market.

Within a year, Seeburg opened branches in Boston, Columbus, O., Denver, and Kansas City, Mo. One will open this week in Baltimore. Others are in Jacksonville, Fla., Raleigh, N.C., Atlantic here, and on the way. The firm started operations in 1967.

“I think we can attribute much of the success of our one-stop operation to the fact that we are already in the states,” Voss said. “We are a complete one-stop: not only a limited one-stop, meaning we are not limited to the Top 50 or 100 or to oldies or any other particular type of music. We stock thousands of records including many, many that don’t show up on the charts, yet make money for the location owner. We are specialized and we aren’t looking for any retail stores. We basically cater to jukebox operators.

By having an extensive stock, South Atlantic one-stops eliminate the costly element of time and are able to make more money for the programmer who has a series of boxes he must please, he claimed.

Oldies

Voss reports that oldies have become one of the largest money makers for the one-stop and for the location.

“It’s almost unbelievable,” he continued. “This nostalgia kick has swept the entire country. I’m getting requests for oldies as old as 30 years.”

You feel that much of the oldie trend has to do with music identification of our past.

The average teenager ten years ago couldn’t go into a home to hear the popular tunes of the day and had to rely on radio. Now, 15 or 20 years from now, the customer finds the same tunes on jukeboxes and he immediately can identify with them. When some of today’s contemporary music may be slightly—or totally—incomprehensible to him.

“Then it’s no surprise that the music is here, you said. “In fact the market is flooded with new releases—more than you can count in a week. But right now, I don’t find any particular trend in music catching on with the public except the oldies.”

Part of South Atlantic’s success is due to the programming, he claimed, to the personalized services offered. Each operator is given a personalized record list with his name on it. Each day the box is checked for requests made by the customer. In short, when a record is ordered, it is ordered from one of the other one-stops and when received it is put into the receiver’s own box and a new box.

(Continued on page 34)

Christmas Premium Album Boom Seen as Answer to Jukebox Lag

By EDWARD MORRIS

CHRISTIE, N.J.—Call it “1964,” but expect to be hearing about it by 1974. That’s the phrase used by Robert James Boewald, associate professor of marketing at the University of Florida, who is launching a study to see if musical tastes can be predicted and catered to by songwriters.

Speaking to the West Virginia Music and Advertising Association here, Dr. Boewald said he believed the nation’s musical preferences can be predicted six months to a year in advance of their actual occurrence. Once this happens, record companies can engage composers to prepare for the coming shift in tastes by having psychologically pre-sold “hit” records ready for distribution.

Coming from a less-talented spokesman, such a forecast would seem fanciful. But Dr. Boewald is a veteran in the areas of statistics and motivational analysis. His study of the 1970s is being conducted by Dr. Robert James Boewald, associate professor of marketing at the University of Florida, who is launching a study to see if musical tastes can be predicted and catered to by songwriters.

Using both his graduate and undergraduate economic students, Dr. Boewald fused together a winning combination of imagination and research to sell Bally things about itself that it never even suspected—including the fact that in an attempt at maintaining a distinctly lower profile, Bally had been unintentionally ushering in an advertising era.

Boewald told Billboard that he already has committed himself to a "major record company" to provide resources for conducting the study.
Oldie Boom 1-Stop Boost

- Continued from page 31

held until he returns to pick up his order. Strips are stacked in black/white and color.

Another one of South Atlantic's personalized service's You said includes shipping orders the day the order is received—even if it means working overtime. And no record is ever substituted unless the customer is advised in advance. Alternatives may be suggested, but the final decision is up to the customer. Records are shipped to out-of-town locations by United Parcel, Greyhound or Parcel Post depending on the customer's wishes.

CHICAGO-SOUL PURCHASES
McGregor Records, 300 N. Dearborn St., Suite 1130 (312) 226-8707

"Cheap to Keep Her," Johnny Taylor, Stax (5170)
"Here I Come and Take You," Ivory Davis, Dixie 5322
"Dirty Old Man," These Unpredictables, Phil (3534)
"If You Want to Stay," Dave Martin, West Coast (8426)

SIOUX FALLS S.D. "HOT 100" & COUNTRY PURCHASES

"Green Eggs and Ham" by Dr. Seuss, Disney Enterprises, Inc. (299)

WINDSOR, Ont. WHERE'S "HOT 100" & COUNTRY PURCHASES

"Help Me Make It Through the Night," Johnny Cash, Columbia (3353)

GARY, Ind. "HOT 100" PURCHASES

"I'll Lead You Home," Burt Bacharach, ABC-Paramount, RCA (2277)

"I'll Never Stop Loving You," George Jones, Sun (4363)

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

"I'm Going to Mississippi," George Jones, Columbia (4925)

"If You Want to Stay," Dave Martin, West Coast (8426)

GREENSBORO N.C. "HOT 100" PURCHASES

"I've Been to the Moon," Al Nevins, ABC-Paramount, RCA (2277)

"I've Been to the Moon," Al Nevins, ABC-Paramount, RCA (2277)

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

LAFEAR, Ariz. "HOT 100" PURCHASES

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

JACKSON, Miss. "HOT 100" PURCHASES

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)

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"I'm Gonna Stop Her from Cheating on Me," Johnny Taylor, Stax (1076)
Johnny Pate Asks Credit For Scorer

By LEROY ROBINSON

LOS ANGELES—Black films, another merchandising vehicle for the recording industry, are helping black music establish larger revenue. Artists like Isaac Hayes, Curtis Mayfield, and James Brown have been able to better their worth as record sellers because of their involvement in this new wave to extract coins from the black market.

"Exploitation" is the word that has come to fore within the film industry whenever discussing what kind of films these top grossing productions are. And exploitation also seems to be evident when thinking about the musician behind the artist; that is to say, the "score," something like Johnny Pate, who says, "There's a big difference in scoring a move and writing a hit song for a movie."

Pate, well known in the recording and music business as a composer, arranger, producer, and ad man, offers his comments not out of a sense of dissatisfaction, but rather, of pride.

And it is also a fact that many arrangers like himself are dissatisfied with being the "invisible man," so to speak, when "due credit" is being passed out for who does what when it gets to the nitty-gritty of scoring a film.

Pate made his debut scoring films with the low budget, but high grosser, "Superfly," which Curtis Mayfield garnered all the huzzahs for the music in the film.

Pate, however, feels he should have also gathered such laurels and some past stories in other publications have reflected Pate's feelings about the matter. As for Mayfield, Pate says, "But I have to thank Curtis for allowing me to get my foot in the door."

Pate appreciates Mayfield for bringing to light his ability as a film scorer. But with regard to the "Superfly" incident (and this column is not attempting to reopen an old wound), one must examine what Pate is talking about.

For instance, we all know that where there is an artist (such as Mayfield) who has not the background of a musician or arranger (as is Pate), then it is necessary that a marriage take place between artist and musician/arranger for a given piece of music to be fully received both in color and in substance.

"There are people making black films," explains Pate, "who are into a thing where they feel that if they get a song, or a record, or an article involved, regardless of whether the film is good or bad, they will have a success."

The theory Pate speaks of is obviously correct, judging by what has happened to date. A hit song and/or an artist will also generate interest in a given film. Pate's disease is in the lack of recognition and appreciation accorded scorers like himself who have to search that special foil right embellishments for a scene.

Admission goes out to scorers who are capable of taking care of all the business of doing film. For instance, "Like Willie Hutch, and what he did with the 'Mack,'" says Pate. "He really took care of the interest. But he's rare; he's an artist, a musician, and a fantastic arranger."

Pate had his opportunity to shine most recently with the sterling score for the film, "Shaft In Africa."

OCTOBER 20, 1973, BILLBOARD
'Concert Canadien' Disk Delayed

DOWNVIEW, Ont.—"Concert Canadien" is not likely to be enjoyed by Canadian fans this fall but later postponed indefinitely due to funding delays and the death of one of the project's principal organizers.

Claude Vigue, executive producer for the project, now expects re-launch tentatively for the fall of 1974. The series will include 10-hour segments featuring 25 artists with the programming contents of 75 percent music and 25 percent documentary.

The series was distributed free to approximately 1,000 U.S. and Canadian college stations, with prime time programming as a method of exposing Canadian talent that has remained confined to a small market. The series also include a research questionnaire, to help provide a detailed analysis of the commercial potential of each artist participating.

The series will be programmed for broadcast on the same schedule each week during the last two weeks of September, thus ensuring that the exposure for Canadian music in both countries.

The series staff headed by Vigue, Concert Canadien has added several new personalities from the music industry in the U.S. and Canada, with the goal of extending the universality in both countries. Mark Lewis, a law student in the U.S. and a graduate in music and air personality at CFMK-FM in Toronto, will act as executive director.

Together with a network news producer for WABC—AM and other stations, and a writer with experience in the Canadian and American music business, Vigue will serve as director of handling, editing, and recording of the artists and writers who will be on the series.

At show time, the series will be produced and broadcast live from the town hall or music center of each of the 25 participating cities.

Gloucester Folk Festival

SEVILLE, N.J.—In the spirit of the Philadelphia Folk Festival, Gloucester County Community College here sponsors its first Folk Festi-Val on campus here.

Highlight was a afternoon event at the annual fall music festival at Cross High School, where a group of the Bottle Hill and John Kostad headlining, with arts and crafts exhibits, folk workshops and folk dances workshops during the day. Entire program was directed by Anderson, who directed for the festival with a children's concert, "Round Singing," an indoor-outdoor Hoot in the afternoon with all the folk festival participants.

At show time, the series will be produced and broadcast live from the town hall or music center of each of the 25 participating cities.

What's Happening

By SAM SUTHERLAND

Service Station: At Emerson College in Boston, WCBZ-AM has anounced its fall line-up, with record release juice and radio to further service to music directors and Laurie Tisch, the station's director of special events, said that the station's specialty is its focus on the dynamic, for the station, which handles the program director's slot. Station is at 130 Beacon St. The studio at WFSK-FM, Clarkson College of Technology, Potsdam, N.Y., is back to regular format.

WMSC-AM, at Montclair State College, Upper Montclair, N.J., will be back to its regular format next fall. The station is being operation newly located and the staff headed by general manager Charles Heltz.

Program directors are Doug Suntanchi (AM) and Dusty Rhodes (FM). The station is 10-watt operation with a 10-mile radius. Program director is Jim Van Valkenburgh.

At Kyen College, the station is having a new fall line-up, focusing on the station's move from 1000 to 97.1.

At the University of Texas at Austin, the music department has released a fall line-up, with several new fall additions, among them department's director.

A&M Releasing 5 'Greatest' Sets

LOUIS ANGELES—A&M's full release includes five new two-disc greatest hits packages listing $5.98. Artists are Herb Alpert and the Tijuana Brass, Sergio Mendes, Baja Marimba Band, Sandipers and Productions, and the Ventures. Series is titled "Four Setters."
Classical Music

Nonesuch Bows Novel Promo Covers Catalog, 'New' Stores

BY EARL PAIGE

CHICAGO—A Nonesuch promotion aimed at capitalizing on the surging interest in classical music has been launched here involving stores not primarily known for handling classical product as well as stores specializing in it. The promotion involves several innovations including the use of live string quartet performances, said Bert Stein, Elektra regional promotion man. A dozen different stores will be involved initially.

The idea for the promotion, now spreading through the Midwest, and possibly to a national program, came from a Wea branch shipping clerk here, Denny Noway, who then worked with Stein, Stan Schoen, regional sales manager for Elektra, and Jerry Smallwood, local promotion man for Elektra and Wea.

Launched at an independent store, Hear Here, Sept. 29, near the Evanston Northwestern Univ. campus, the promotion covered the complete Nonesuch catalog of 400 titles, including five quadrasonic CD-4 discs engineered on pre-recorded tapes. Lps were priced three for $5 (normally selling for $2.98 to $2.59), and 45s for $1.25 (nearly $4.59) and 45's $2.99 (regularly $3.98). The catalog's top 25 are on discount.

The promotion men along with Hear Here owner Max Tuchten geared the promotion around Gershwin's 75th birthday (Sept. 26) with heavy emphasis on the new Nonesuch LP's, "An American in Paris," "George Gershwin," performed by William Bolcom and the other six Nonesuch releases.

A birthday cake and punch were offered along with the two-hour concert by the Arcot String Quartet, which performs regularly at Kato's here. In fact, the group has stepped up its performance as Katso's to four nights a week, a further reflection of what is happening in classical music revival, Stein said.

Other aspects of the promotion included mailing the 32-page Nonesuch catalog to 20 music professors along with an invitation cover letter. The letters were placed all over the campus with the optimistic hope that all classified music with progressive rock itself another indication of renewed classical music interest, Stein told.

Still other promotion included WNUR-FM, the campus station, offering listeners a chance to win a free Lp. Only 20 Lps were earmarked for giveaway. WFMF-FM, the internationally famous classical music station here, was also informed of the event.

The quartet (a different one will be used in each market) here is composed of Hela Schramm (violin), Marg Dilmond (violin), David Calbourne (cello) and John Loesser (violin). Honoree is a member of the Civic Orchestra of Chicago, spawled to the Chicago Symphony Orchestra. Ms. Schramm is a member of the Chicago Chamber Orchestra.

The group chose as their repertoire Brahms' "Quartet No. 2, first movement," Mendelssohn's "Quartet, Opus 44, No. 1, first movement," Beethoven's "Opus 18, No. 4, first movement" and two Haydn pieces.

"Quartet No. 68, Andante Canabile" and the last movement of "72," known as "The Clock." It was a deliberate mix of romantic and classical music.

Sales and Elektra didn't expect to move a significant amount of product at Hear Here, but merely intended to test the concept of the promotion in a store not known for classical product, as well as to gauge reaction on the campus market.

He next set as a target three stores in Woodfield Mall, billed as the world's largest shopping center covering 15 acres, and including Musicland, the (Pick-Helhel-owned chain outlet), Discount Records (CBS chain) and Disc Records. Stores in Detroit and Cleveland are being selected now.

Label Formed to Accent U.S. Artists

BY BOB KIRSCH

LOS ANGELES—Delos Records has been formed here to record the creation of recording domestic classical artists, according to founder Amelio Haygood.

The label currently has three releases available, with two more scheduled in the fall. The plans for the label are to move forward with projects once again, since the world of classical music is ripe with new talent and opportunities.

Ms. Haygood began recording at Capitol Records Studio in June, and sent a letter to the artist stating, "I think a small company concentrating on domestic classical artists may be able to offer some contribution. We are working in some ways almost like a pop company, taking new artists in many cases and allowing them to build themselves," Both Hamilton and Rosenberger can be local artists who have played a number of times at the Los Angeles Music Center.

The firm will have national distribution and is planning a new studio to be completed in the near future. The label's goal will be to release the best of the best, and the label's mission will be to promote new talent in the field of classical music.

Letters to the Editor

It is with great reservation that I offer a discrepancy so that a fellow broadcaster has stated. I am referring to the Letter to the Editor—Classical Music, which appeared on page 27 of the September 1973 issue from C. Douglas Lovett, Classical Programming Manager for WDSS-FM, Durand, North Carolina. WKNC-FM is a less powerful station than WDSS, but, nevertheless, we maintain largely the duplicate listening audience and potential audience as mentioned by Mr. Lovett.

We have been playing classical music since the formation of the station. Currently, we program classical music every evening Monday through Friday between the hours of 5:00 and 7:00 p.m., plus from 11:00 a.m. to 1:00 p.m. on Saturday, and the very high quality transcription of the Boston Symphony Orchestra in concert every Sunday between 5:00 and 7:00 p.m.—seven days a week for a total of 15 hours weekly, and listening response has been extremely positive.

We are currently taking steps to improve our station by the selections played during our classical airtime. We too, like WDSS, use a considerable amount of classical record service. We generally present the attitude that Mr. Lovett since we are not considered to be in direct competition. This is an unfortunate lack of knowledge.

I write this letter in an effort to make everyone know the true standard for improving classical record service, and in an effort to make the media aware of classical music which was previuously unattended by us. Mr. Lovett, done by the same means as was employed by himself.

Sincerely,

Neil B. Denker
Program Director,
WKNC-FM, Raleigh, N.C.
Country Music

Largest Talent Turnover Ever
Regales Record Attendance

C&W Artist
IN CONCERT
10,022
Single Performance Attendance

GROSS
$86,500

Jacksonville's
Coliseum
means business!

For dates call
Dont Rides 904/633-2350
or write:
Mr. B. St. Jacksonville, Fl. 32202

The Country Gentlemen appeared as part of a private show, hosted by the Don Light Agency at the Exit Inn in Nashville. The 150 talent buyers represented college, listening clubs, ad agencies and the recording industry.

OCTOBER 20, 1973, BILLBOARD

Watch "California Blues" turn to gold.

The Compton Brothers are smiling "cause they know they've got a hit. "California Blues" (Blue Yodel No. 4)" is the name of their latest single. It's country blues. Compton style. That's the sound that turns blues to gold.

"California Blues" (Blue Yodel No. 4)" DOA-17477

Country Gentlemen, Mac Wiseman, Country Current (a U.S. Navy act), the Lewis Family, James Morgan, Don Reno, Bill Harrell, Jimmy Martin, Brush Arbor and the Goins Brothers. Masters of ceremonies will be Grant Turner, Billy Cole and Hal Holley.

That same night, at 10:30 p.m., the combined United Talent-Shore Brothers Show will include: Loretta Lynn, Conway Twitty, Ray Griff, Nat Stuckey, Karen Wheeler, Jean Shepard, Linda Pinnoway, Jay Lee Webb, Ronnie Robby, Kenny Starr, and Andy & Sandy Burton. T. Tommy Carter will be the host.

At the Country Music Association International Country Music Show and Awards (Saturday, March 9th), Reba McEntire, Lloyd Green, & The Country Band; Czechoslovakia; Red & Heather Lindsay, Australian Art Ensemble; New Zealand, and Faron Young & The Deputies, U.S. Gary Busey of Canada will be master of ceremonies.

Sho-Bud, Baldwin and Greets Show (Thursday, 1:30 p.m.) Ray Clark, Johnny Paycheck, Del Reeves, The Cahoon Twins, Donnie Darlae, Jim Webb & Becky Sue, Bud Isaacs & Geri Mapes, Shot Jackson, Eddie Adair, Tony Roberts, Les Baxter, Bobby Thompson, Faron Young, Ray Ayott will be master of ceremonies.

United Artists (Thursday, 1:30 p.m.): Charlie Louvin, Jean Shepard, Del Reeves, Jack Reno, Sunday Sharpe, Ronnie Nelson, Bill Phillips and Billy Mize. Master of ceremonies, Craig Scott.

MACA (Friday, 8 a.m.): Bill Anderson, Mary Lou Turner, Jeanne Pruett, Conway Twitty, Loretta Lynn, Jerry Wallace, Ernest Tubb, Jerre Clober and Little David Wilson. Clober will serve as master of ceremonies.

Dot (Friday, 12:30 p.m.): Tommy Overstreet, The Kendalls, Ray Clark, Diane Troak, Joe Stampley, Pat Roberts, Tony Douglas, Sue Richards, Judy Kester, Donna Fargo, Ray Griff and Howard Crockett.

RCA (Saturday 8:00 a.m.): Charley Pride, Johnny Russell, Dottie West, Ronnie Milsap and Josie Brown. Russell will host.


Country Dinner and show (Saturday, 5:00 p.m.): The Oak Ridge Boys, Connie Smith, O.R. McClintock, Bob Luman, Barbara Fairchild, Lloyd Green, Larry Gullin, Barbara Mandrell, David Houston, Johnny Duncan, Jody Miller, Freddy Weller, Patrice Paige, Sonny James, Charlie McCoy, Tanya Tucker, Charlie Rich, Tammy Wynette, George Jones, June Carter, Roger Miller and Johnny Cash. Miller will host.

The network CMA Awards Show (Monday, 15th) will have an array of talent, with the show hosted by Johnny Cash. Other presenters and/or performers are: Roy Acuff, Bill & Gloria Lee, David Frizzell, Jack Lebow, Man Nister, Lawanda Lindsey, Stoney Edwards, Brash Arbor, Darvey Barrette, Freddie Hart, Red Simpson, Kenny Vernon, Virgil Lawrence, Andrea Wilkes, J. David Sloan, Dick Curless, Lola Jean Dillon, Curtis Potter, Bobby Lee Trammell, Shirl Miletic, Connie Caso and Tex Ritter.

LCS Returns; 2 Acts Set

NASHVILLE—The LCS record label is being reactivated. Releases are scheduled for this fall on newly signed artists.

The firm now has its 16-track recording facility on Music Row, supplied by Gaely Electronics of Hawthorne, Pa. The Ampex MM 1100 is the primary recorder, with two Scully 2-track machines available for master mix-downs and simultaneous copying.

LCS is a part of Lehorn International, which began as a publishing company three years ago.

Artists now under contract are Bobby Geese and the country-rock group, Poor Valley. This group was formed by studio musicians who are on the LCS recording staff.

BURT REYNOLDS has completed an album at Nashville's Soundcheck Studios which will be distributed by Mercury Records. Shown at the session are Mercury's National Vice President of A & R, Charlie Fach, Reynolds, and Buddy Killen and Bobby Goldstone, co-producers of the album.
the big game hunter is coming!
Country Music

'Sat. Night Special' Airs 2nd Show

NASHVILLE—A second 90-minute "Saturday Night Special" to be produced on NBC-TV in association with the Country Music Association, will be hosted by Johnny Cash.

Earlier the network had announced a similar show, to be aired Nov. 24th, hosted by Mac Davis. The second in the series will run Feb. 23.

The Davis-hosted show will cover the contemporary country scene, while the Cash show will stress the traditional.

 Appearing with Cash will be June Carter, Tommy Cash, Maybelle Carter and the Carter Family, Loretta Lynn, Bill Monroe and the Blue Grass Boys, the Statler Brothers, the Tennessee Three, Carl Perkins, Tanya Tucker and Larry Gatlin. Although the latter two fit into the contemporary mold, they will be included in the show.

The telecast will be produced by Phillips Productions, Inc., headed by executive producer Joseph Cates. Walter Miller will co-produce and direct, and Chet Hagan will co-produce and write the script. This is the same production which annually does the Country Music Awards Show.

Jack Stapp and Irving Waugh, co-chairs of CMA's television committee, again will work closely with the producers.

Dudley to Record Product Especially for Affiliates

NASHVILLE—Dave Dudley, departing Mercury by mutual agreement, has signed a contract which will place him on several labels worldwide, and assure distribution everywhere.

Dudley's manager, Jim Key, president of Key Talent, said Dudley would record on the Rice label, also owned by Key, in this country.

He said Dudley would record for Pye and Embers Records of England, with distribution by Jeff Krueger of London through the Continental countries.

Key added that separate contracts are being negotiated on Dudley in Australia, and that there would be similar agreements in Canada, South Africa and Japan.

“Will be going directly into these countries and recording product with them,” Key said. “The product that is released on Dudley here in the states on the Rice label will not be the same product released in any other country.”

Dudley also has signed to become a regular member of the WWVA “Jamboree” in Wheeling, W. Va.

Key also announced that Rice will be distributed in the U.S. by Pianotone, owned by Shelly Singleton. Also on the Rice label are Bobby Lord, Keiren O'Donnal, Ronnie Rogers, Rick Johnson, Eddie Seals and Joe Grant. Additionally, Key owns many old masters on Bobby Bare, some 30 of which remain unreleased.

80-Yr.-Old Dobro Inventor Shows Guitar Improvement

NASHVILLE—John Dopyera, inventor of the country-oriented Dobro guitar in 1926, made his first visit to the “Grand Ole Opry” to demonstrate a new invention.

Dopyera, who immigrated here from Czechoslovakia 6 years ago and is now 80 years old, showed a new neck rod to those old-time artists still performing on the Dobro.

The elderly inventor said he also is negotiating with such companies as Gibson, Ovation and Martin for use of the steel rod, which he says gives "perpetual reinforcement" to any guitar neck, without altering the tone.

Dopyera said about 12 Dobros are made annually, but that the instrument is undergoing a resurgence. The difficulty, he claimed, is that there are few people alive today who can manufacture the instrument.

The guitar, with sliding steel rod, was given its name from the first two letters of his last name, and adding the "bro" because he was in business with his brother.

Jim Ed Brown’s “Broad-Minded Man” Loves all three charts.

BB 17

CB 14

RW 17

Includes: Morning - Evening - Pop a Top
Broad-Minded Man - Southern Loving

October is Country Music Month

RCA Records and Tapes

OCTOBER 20, 1973, BILLBOARD
"Hi . . . I'm Don Bowman. This is my new radio program. It's called American Country Countdown. Since I started doing it, I sure have become a lot more popular. Before the program started, people would walk up to me and ask, "Don Bowman . . . what are the 40 biggest country records in the nation this week in order from number 40 to number 1?" Well, I'd just stand there and look funny and not have an answer. But now, with American Country Countdown, I still look funny but I can give them BILLBOARD's latest survey on country music and lots of other information. If you use American Country Countdown on your radio station for 3 hours once or twice a week, you'll be a lot more popular too . . . and you don't even have to look funny!"
Country Music

Historical Manse to House Bill Monroe's Memorabilia

ROSSINE, Ky.—The homeplace of "father of bluegrass" Bill Monroe, immortalized in bluegrass music, has been purchased and will be renovated to be used as a museum and the place of Bill Monroe memorabilia.

This action was led by James Monroe, son of the "Father of Bluegrass," as the culmination of a ceremony honoring Pendleton Vandiver, the subject of the "Uncle Pen" standard.

More than 6,000 spectators from 30 states were present for the event, which included a bluegrass festival and the unveiling of a monument to Vandy. He was an old-time fiddler who taught Monroe to play. When Monroe developed his bluegrass style, he taught it literally hundreds of followers (including Lester Flatt and Earl Scruggs, Mac Wiseman and others), all of whom have taught it to others.

A sundown to stomp singing took place in the town, carried on by the campers with banjos, guitars, fiddles, mandolins and upright bass fiddles, all acoustic.

The unveiling of the monument took place at a cemetery on the edge of town. It was engraved with lyrics from the song: "Late in the evening about sundown, high on the hill and above the town, Uncle Pen played the fiddle; Lord how it would ring; you could hear it talk, you could hear it sing." A fiddle was engraved on the monument, along with the cabin where Bill and Vandy lived in his last years in Kentucky. It was after this ceremony that Bill Monroe announced the purchase of the homeplace, and the renovation plans.

The entire Monroe family was present for the occasion.

‘OPRY' HOSPITALITY SUITES

NASHVILLE—Following is a partial list of hospitality suite locations for the various record labels during this week's conventions here.

SHERATON: Atlantic, ABC-Danhill, Acuff-Rose, MGM, Ace of Hearts, RCA.


TUDOR INN: Elektra.

OPEN HOUSES IN OFFICES: Chart, Buddy Lee Attractions, Moeller Talent, Triune Records.

BELLE CARROLL (riverboat): Cinnamon-Toast Records (by invitation only).

S SS International said that, instead of having an open house for the convention, it would protect people by "locking up the Shrode Brothers."

Tharpe Heads 1st Steel Guitarists' Association

ST. LOUIS—The Second Annual National Steel Guitar convention held here featured some of the leading country pickers and had representation from virtually all major instrument companies. Nearly 600, primarily musicians, reportedly attended.

Culmination of the event was the formation of a Nashville Steel Guitar Club, headed by Julian Tharpe, and inauguration of a newspaper devoted to the club.

Representatives from most of the states and several foreign nations were on hand for the convention, devoted to the popularizing of the country steel guitar, and "higher pay for steel guitarists."

Dewitt Scott, owner of Scotty's Music Store here, hosted the two-day gathering at the Ramada Inn.

Steel guitar displays were set up by Emmerson, Marfun, MSA, Sho-Bud and ZB, with an additional display of guitars and amplifiers by the St. Louis Music Company.

Special performances included Buddy Emmerson, Tommy White, Speedy West, Glen Andrews, Dave Maugra, Tony Ferr, Stot Jackson, Curly Chalker, Wally Murphy and others.

Gretsch also had representation in the convention through John How- ren Jr., general sales manager, and Ken Kramer, Midwest sales manager.

Tharpe is a distributor for all of the instrument companies. He said there would be a third convention next year, and expected most major steel players in the nation to be on hand.

Tharpe, steel player for the Barbara Mandrell band, has just recorded a steel album on the Midland label, owned by Scott. His production company has done four albums in all, one on Prize Records by Jimmy Crawford.

Joining Tharpe as officers are Hal Regg, Starday Records, vice president; Duane Marisp, Sho-Bud, secretary-treasurer, and Jackson, chairman of the board.

Directors named included Lloyd Green, John Hayey, Dewitt Scott, Jerry Byrd, Jim Vest and Jimmy Crawford.

A special meeting of the Nashville Steel Guitar Club will be held during this week's Nashville convention, Tuesday and Wednesday, at Sho-Bud. It is expected to be primarily a jam session of steel guitarists.

PERSONAL MANAGEMENT

by DANNY DAVIS

Phone: (703) 534-4508

GLEN CAMPBELL does some disk jockey work for WHIM-AM, in East Providence, Rhode Island, with some help from program director Tom Allen.

(Continued on page 46)
LIVE THE GOOD LIFE.

Only American has table for 4 dining on both our DC-10 and 747 LuxuryLiners. It's not every day that you fly. So why not make the most of it. On an American Airlines LuxuryLiner, you can reserve a table for 4 in First Class. Wine and dine with friends. Hold a business meeting.

Play bridge. And if you don't play, enjoy after-dinner liqueurs and champagne. Next time you're going somewhere, let your Travel Agent introduce you to the good life. On an American Airlines LuxuryLiner. For First Class passengers, there isn't a more comfortable way to fly.

American Airlines LuxuryLiners.

"Most have it, soon all will have it.

In the musical olympics, everything she touches turns to gold. In the coveted Country Music Awards, she continues to win the laurels.

She’s Donna Fargo, the girl whose songs start country and cross over into pop.

“Little Girl Gone” (DOA-17476) is her latest example. This single is hitting the top of the country charts, and in typical Fargo fashion, has crossed over into pop. It’s Donna’s latest single from her soon-to-be-released album called “All About A Feeling.”

As for awards, once again, Donna’s walked off with the accolades. During this Country Music Week, the trade has awarded Donna three #1’s and two #2’s.

Whether she's competing in country or pop, Donna Fargo's always out front. It's not every singer-writer-performer who becomes America's cross-country champ.

“Little Girl Gone” DOA-17476
CBS ARTIST Lynn Anderson joins KSPF-FM personalities in moving the station to full power. The stereo station programs country music 24 hours a day, and is fed through cable into Nevada, Idaho and Wyoming. With her is station manager Henry Hilton. KSPF is in Salt Lake City.

MILLION SELLER?

Marilyn Sellers

SING ME A SONG
(To Make Me Happy)

ARRANGEMENTS: PAUL STERN

STEREO
MR-200
(KMPS) 2:58

MEGA RECORDS & TAPES INC. U.S.A.

MEGA

Buckhorn Music Inc.

1007 17th Avenue, South Nashville Tennessee 37203

Country Music

Nashville Scene

Continued from page 42

Billboard Hot Country LP's

Million Seller?

Marilyn Sellers

SING ME A SONG
(To Make Me Happy)

Arrangements: Paul Stern

Stereo
MR-200
(KMPS) 2:58

Buckhorn Music Inc.

1007 17th Avenue, South Nashville, Tennessee 37203

Country Music

Billboard Special Survey for the Week Ending 10/20/73

Title Artist Label & Number (Distributing Label)

1

You've Never Been This Far Before/Butz's Gone--Country Twitty,

MCA 359

2

Love is the Foundation--Loretta Lynn, MCA 355

3

Jesus Was a CAPRICORN--Kris Kristofferson, Monument 31090 (Columbia)

4

I Love Dixie BLUES--Marie Huggard, Capitol 12099

5

Louisiana WOMAN, Mississippi MAN--Loretta Lynn & Conway Twitty,

MCA 356

6

The Brenda Lee STORY--Brenda Lee, MCA 41012

7

Satin Sheets--Janet Faye, MCA 508

8

Behind Closed Doors--Charlie Rich, Epic ME 32245 (Columbia)

9

Tript to Heaven--Freddy Hart, Capitol 31137

10

Full Moon--Kris Kristofferson & Rita Coolidge, Atco SP 4262

11

Love & Music--Porter Wagoner & Dolly Parton, RCA ALP 1224

13

Paper Roses--Marie Osmond, MCA 20400

13

What's Your Mama's Name--Tanya Tucker, Columbia KC 32971

14

Elvis--Elvis Presley, RCA ALP 11283

15

Don Williams, Vol. 1--RCA 4034

16

Top of the World--Lynn Anderson, Columbia KC 32979

17

I'll Even ME That to Do Song--Johnny Rodriguez, Warner 1485

18

Closer Power--Jerry Clower, Clower 117

20

Sugar Lump--Kris Kristofferson, United Artists LA 1447

20

Introducing--Johnny Rodriguez, Warner SR 32717 (Phonogram)

21

Prisoner Lane/Don't Give Up--Jerry Wallace, RCA ALP 1124

22

Ned Needs Someone to Hold Her--Connie Twitty, RCA 32273

23

Come Live with Me--Roy Clark, Decca 21308 (Framar)

24

Nothing Ever Happens Here (Hat's As Bed As Laying You)--George Jones,

Decca DK 21302 (Sunset)

25

Bill--Bill Anderson, MCA 353

26

If She Just Helps Me Get Over You--Sunny James, Columbia KC 32939

27

I'll Send--Bill Anderson, Capitol 12356

28

She's the One--Tommy Cash, Columbia KC 32931

30

Entertainer of the Year--Loretta Lynn, MCA 360

30

She's the One--Tommy Cash, Columbia KC 32931

30

Sweet Country--Charlie Pride, RCA ALP 1217

31

I Believe in You--George Jones, MCA 20400

31

Tommorrow Night--Charlie Rich, RCA ALP 1124

32

Good Time Charlie--Charlie McCoy, Warner KC 32245 (Columbia)

33

Just What I Had in Mind--Faron Young, Warner SP 1474 (Phonogram)

34

The Ee--Tony Booth, Capitol 31172

34

Johnny Cash & His Woman--Johnny Cash & June Carter,

Columbia KC 32970

36

The Prisoner and Other Five and Dime--Tom T. Hall, Mercury SME 1044 (Phonogram)

38

Earl Scruggs Revue--Earl Scruggs, Columbia 32106

39

I Can't Believe That It's All Over--Shooter dazzle, Warner ME 32326 (Phonogram)

40

Sunday Morning Coming Down--Johnny Cash, Columbia KC 32340

40

Mr. Country Rock--Billy Crudup, Country XM 108

41

Mr. Lovemaker--Johnny Pacheco, Epic ME 32247 (Columbia)

42

Dirty Money--Marvel Felts, Sovereign CH 305 (K.G.)

45

Touch the Morning--Don Gibson, RCA 4537

50

Summer (The First Time)--Bobby Goldboro, In L.A. 7 T

47

Plastic Train, Paper Planes--Susan Raye, Capitol 10222

48

Superpicker--Roy Clark, Decca 21056 (Framar)

49

Honest Tom Hedges--Waylon Jennings, RCA ALP 1224

50

Dolly--Dolly Parton, Epic ME 32246

50

You're Just Like the First Time--Roy Clark, Capitol 31222

You've Never Been This Far Before/Butz's Gone--Country Twitty,

MCA 359

Love is the Foundation--Loretta Lynn, MCA 355

Jesus Was a CAPRICORN--Kris Kristofferson, Monument 31090 (Columbia)

I Love Dixie BLUES--Marie Huggard, Capitol 12099

Louisiana WOMAN, Mississippi MAN--Loretta Lynn & Conway Twitty,

MCA 356

The Brenda Lee STORY--Brenda Lee, MCA 41012

Satin Sheets--Janet Faye, MCA 508

Behind Closed Doors--Charlie Rich, Epic ME 32245 (Columbia)

Tript to Heaven--Freddy Hart, Capitol 31137

Full Moon--Kris Kristofferson & Rita Coolidge, Atco SP 4262

Love & Music--Porter Wagoner & Dolly Parton, RCA ALP 1224

Paper Roses--Marie Osmond, MCA 20400

What's Your Mama's Name--Tanya Tucker, Columbia KC 32971

Elvis--Elvis Presley, RCA ALP 11283

Don Williams, Vol. 1--RCA 4034

Top of the World--Lynn Anderson, Columbia KC 32979

I'll Even ME That to Do Song--Johnny Rodriguez, Warner 1485

Closer Power--Jerry Clower, Clower 117

Sugar Lump--Kris Kristofferson, United Artists LA 1447

Introducing--Johnny Rodriguez, Warner SR 32717 (Phonogram)

Prisoner Lane/Don't Give Up--Jerry Wallace, RCA ALP 1124

Ned Needs Someone to Hold Her--Connie Twitty, RCA 32273

Come Live with Me--Roy Clark, Decca 21308 (Framar)

Nothing Ever Happens Here (Hat's As Bed As Laying You)--George Jones,

Decca DK 21302 (Sunset)

Bill--Bill Anderson, MCA 353

If She Just Helps Me Get Over You--Sunny James, Columbia KC 32939

I'll Send--Bill Anderson, Capitol 12356

She's the One--Tommy Cash, Columbia KC 32931

Entertainer of the Year--Loretta Lynn, MCA 360

She's the One--Tommy Cash, Columbia KC 32931

Sweet Country--Charlie Pride, RCA ALP 1217

I Believe in You--George Jones, MCA 20400

Tommorrow Night--Charlie Rich, RCA ALP 1124

Good Time Charlie--Charlie McCoy, Warner KC 32245 (Columbia)

Just What I Had in Mind--Faron Young, Warner SP 1474 (Phonogram)

The Ee--Tony Booth, Capitol 31172

Johnny Cash & His Woman--Johnny Cash & June Carter,

Columbia KC 32970

The Prisoner and Other Five and Dime--Tom T. Hall, Mercury SME 1044 (Phonogram)

Earl Scruggs Revue--Earl Scruggs, Columbia 32106

I Can't Believe That It's All Over--Shooter dazzle, Warner ME 32326 (Phonogram)

Sunday Morning Coming Down--Johnny Cash, Columbia KC 32340

Mr. Country Rock--Billy Crudup, Country XM 108

Mr. Lovemaker--Johnny Pacheco, Epic ME 32247 (Columbia)

Dirty Money--Marvel Felts, Sovereign CH 305 (K.G.)

Touch the Morning--Don Gibson, RCA 4537

Summer (The First Time)--Bobby Goldboro, In L.A. 7 T

Plastic Train, Paper Planes--Susan Raye, Capitol 10222

Superpicker--Roy Clark, Decca 21056 (Framar)

Honest Tom Hedges--Waylon Jennings, RCA ALP 1224

Dolly--Dolly Parton, Epic ME 32246

You're Just Like the First Time--Roy Clark, Capitol 31222

Marty Robbins got the major feature in Sports Illustrated last week. It revolved around his auto racing. He included a new song, which will soon record.
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Focus on Mass Merchandisers
AKAI Players in Sears, Vornado
BASF Combines Software Push

los Angeles—To most people, the name AKAI means high end product aimed primarily at the audiophile. This is still true to a large extent, but it is also making important inroads into the mass merchant and department store markets and has added product to its line which will appeal to most hi fi consumers.

AKAI still produces high end reel-to-reel stereo and 4-channel tape decks and offers a 4-channel videotape system, but it is also becoming more involved in 8-track and cassette equipment in the $200 to $400 bracket.

Executive vice president Bob Owen and director of marketing, audio products, Ray Menduke, offered some views on the firm's merchandising techniques, the video future, quadrasonic and the audio industry in general.

"In the past two years," Menduke said, "we've gone into a number of new departments."

(Continued on page 52)

Huge APAA Set—Car Stereo Co.s
Pushing In-Dash, Quality Machines

chicago—Almost all the leading manufacturers in car stereo are set for what appears to be the largest ever Automotive Parts & Accessories Association (APAA) show at McCormick Place where 150 firms will exhibit with car dealer firms concentrating more effort than ever on in-dash units and higher quality machines.

RCA Video Delay

york—Industry fears that RCA had run its delays with its plan to launch field tests of its SelectVision Mag Tape TVC system this year, were confirmed today by William Hittinger, the firm's executive vice president, consumer and small electronic dept.

In announcing that test market plans had been set back to "the first quarter of 1980," Hittinger said, "we believe that the industry has promise, but conditions affecting our entry intent have changed appreciably in recent months.

In describing the conditions of which he spoke, Hittinger said the costs of basic components of the Mag Tape system had escalated, and blamed "the inflationary pressures" on the general economy.

He also said the need for additional product design refinements had been encountered, and that problems of entering the consumer market at an appropriate price level had been a major stumbling block.

Hittinger said, "We intend to gain more marketing and engineering experience before making any commitments on the scope of our plans.

(Continued on page 54)

Allied Radio's Dilemma: 37 Store Sale

ew York—The Tandy Corp. of Ft. Worth, Texas, slipped with a Justice Dept. order to divest itself of Allied Radio—a 37-store mid-Western retail chain—faced with the dilemma of coming up with a suitable buyer.

Officials of the corporation are reportedly having to talk with at least 150 potential buyers since the order went into effect. However, most of the negotiations proved fruitless either because the potential buyers were too small to raise the necessary cash, or large enough to face the same dilemma as 'Tandy' should they acquire the chain.

The asking price of the 37-store chain is reported to be in the vicinity of $10 million, but Tandy officials feel that despite the figures, there are rumors that the chain had been facing financial difficulties.

(Continued on page 54)

Stories up Front

- Hitachi U. S. Mfg.; Moves West
- 3M Files for Higher List Price
- Wallichs Leases Audio Sections and Inside
- Iowa Chain ‘Mass Merchandiser'
- UA Push on Quadrasonic Tapes
- GE, Ampex Tape, Player Ads

Florida Chain Sees Pricing Vital in Hardware Expansion

MIAmE—The 25-unit Jackson's/Bryons chain here finds that pricing is the key to its increasing involvement in electronic playback equipment and accessories. "Pricing is the thing in our operations," says Don Waters, electronics and consumer electronics buyer. "We're always most critical area for us to be sure we have the right pricing on merchandise we're carrying in our stores plus the right advertising program to go along with it. After that, we don't seem to have too many problems getting merchandise displayed properly, nor do we have much trouble in getting it sold."

The key thing is to have the right price.

J/B is a popular price point junior department store catering to the masses. "By that, we mean we cater to the most popular price range throughout the nation for the average consumer. That's where we're at right now and while we're trying to upgrade in many areas, we still want to hit the masses," said Waters.

Waters feels that price points are not difficult to establish and despite price increases that have come about in the past year, J/B is achieving its objectives this year in entertainment departments, where it did in previous years by driving harder bargains with manufacturers.

Jackson's/Bryons has just opened two new stores bringing the total to 25 covering every major area in the state of Florida. The same store is located in Key West (sometimes referred to as the "southernmost city in the United States") and up in the northwest panhandle. J/B has a store in Tallahassee, and a store in Miami. Plans at the drawing board are to open five new stores each year for the next five years.

Although J/B is primarily a ready-to-wear, fashion oriented store where markups are higher than in consumer entertainment departments, playback entertainment is seen as legitimate profit-towing merchandise.

October 20, 1973, Billboard
GE, Ampex Tape, Player Push

By RADCLIFFE JOE

NEW YORK—In what is believed to be the first time that a major home stereo manufacturer is offering prerecorded software with his equipment in a significant package deal, General Electric has launched a full-scale consumer promotion program that offers prerecorded music tapes in both stereo and 4-channel formats at premium discount prices.

Panasonic Hockey Tie-in

NEW YORK—Panasonic has launched a major advertising program in GOAL, a new program magazine launched recently by the National Hockey League. The ad, which will run in the magazine during the NHL's 1973-74 season will promote the company's line of 4-channel home entertainment systems, units of the Panasonic new Series 44 line, and Panasonic automotive products.

Fla. Chain Sees Pricing Vital in Hardware Expansion

New York—Sellers of small hardware stores say price-cutting will be the key to survival as the hardware industry faces a downturn. Sales of many hardware products, such as lawn mowers, paints, and paints, have been off for several months, and the industry is bracing for more difficulties. The problem is further compounded by the high cost of living and the high cost of doing business.

Scott Comeback Keyed to 'Buy American' Promo Ads

NEW YORK—Stereo components manufacturer, H.H. Scott, which filed a Chapter XI bankruptcy petition last winter, is making significant strides along the comeback trail, in a unique display of what the flexibility of a Chapter XI situation can do for an economically hard-pressed company wanting to reorganize without being pressured by its creditors.

According to sources close to the company, Scott, capitalizing on a "Buy American" drive that is gaining momentum, is well on its way towards realizing its goal of between $3 and $6 million in sales this year. In the first nine months of this year, Scott re-established some 95 dealerships in 23 states in the union. A major jump from the six or seven to which it was reduced following its financial collapse.

Encouraged by dealer and consumer response, the firm is now aiming at about 200 dealers in a limited distribution arrangement.

Those Scott dealers that have so far been recruited by the company are optimistic about its chances of capturing the market it once held.

According to Scott's spokesmen, at least one dealer, Del Padre Music Co., has been pushing the Scott system in coop ads in local newspapers in the Springfield, Mass., area. The ads utilized "Made-in-America" theme as its main thrust.

It has been reported that consumer response to the advertisements has been so encouraging that Scott has been making reprints to which its hopes other dealers would avail themselves.

The company, anticipating a continued vertical movement of its products, is also strengthening its assembly line with the addition of more employees.

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This Friday’s (19) Electronic Representatives Association (ERA) seminar management seminar at The Hyatt Regency Hotel near O'Hare in Chicago will offer reps a personalized and computerized tabulation and analysis test of $25 of his managing skills. The program, part of a series ERA meetings, is to be conducted by Dr. Tom Thies, executive vice president, Wilson Learning Corp. Topics: personality profiling, management techniques, and personal development. All seminars are in Visit, Ill. Oct. 27-28 and Cleveland, Nov. 16. ERA is located at 223 E. Erie, Chicago 60611 (312) 640-1333.

The Chicagoan ERA chapter will introduce a new automobile insurance program for its rep members at its Nov. 2 dinner, according to Bob Wilson, Crest Associates, Inc., membership and member services vice president. Elements of the plan under Arena Life its local philosophy. The program is under a group plan, convenient monthly checking account deduction, payment, and is guaranteed to save 24-hour via an 800 number. Details are available from Tom Sullivan, Jr., director, at the chapter office, 1301 Westgate Road, Oceanside, Ill. (312) 234-7600.

Art Serril, general chairman, So. Calif. DMR conference organization, is looking for an outstanding event at Del Webb’s Kaliaus resort in Calabasas, Calif. Details are available from Larry Courneye, 23990 Ventura Blvd., Calabasas, Calif. 91302 (213) 980-9241.

Hear Maloff’s voice on the many audio and accessory firms at the recent National Premiere Show in Chicago, where Gordon Hanown, president of the company’s head phones, said the firm is working with Gillette for a premium program. Hear Maloff is looking for reps to its and can be contacted at 313 Roger St., Downen Grove, Ill. (312) 852-7330.

Gorden Leffort, LSM Associates, Orchard Park, N.Y. 14122 (716) 518-4881, said the firm was just appointed to rep Amer- son Sound Laboratories in upper N.Y. Le- ffort said WOFM-AM, Rochester, is spon- soring a stereo and quadricad show (19- 23) with many Rochester dealers participating such as Lafayette Radio and Bob Hyman Stereo Center. Leffort believes 4- channel is being held back to some degree by what he calls the "carmage" trade compo- nent dealer. They haven’t been able to in- tegrate 4-channel into their high-cost, high- quality sales presentations. Can you imag- ine four Bose speakers in a system? This is their hangup, and we feel it is hurting them and 4-channel in particular.

ESP, Inc., 4786 S. Broadway, Engle- wood, Colo. (303) 781-0150, received first place award in the “The Pickering momen- tary rep sales contest. In Georgia, Ken- wood now includes N. M. and El Paso. To- mas is a new line. Valco is another line for the firm reps.

Gow La Beta, voice sales manager, Masell Corp., and TMC Sales Corp., 240 Leomonda Ave., Fort Lee, N. J. will rep N.Y. metro and N.J. TMC is bordered by Tom A. Marchiano and formerly rep for the TDK Japan tape line.

Component Marketers, TEAC, newly ap- pointed rep firm for metropolitan NY, coordinated a dealer seminar on each aver- aging 30 dealer. William C. Culligan, TEAC Corp. of America’s product develop- ment manager, attended each meeting, training dealers to demonstrate the firm’s tape decks. The tape technology seminars were held at the Statler Hilton, Howard Johnson’s, Saddle Brook, N.J., Island Inn, Westport Inn, and Fox Am. Metro Inn. Queens.

Walling Sales Inc., 1930 E. 12th St., Oakland, Calif., is expressing optimism in the economy by remodeling its offices. The firm, with Bill and Jack Walling, Bruce Jacobs, David Grable, John Bode, Dave Adams (now chairman of the firm)

Panasonic Hockey Tie-In
- Continued from page 30

hockey fans to read articles by na- tional sportswriters and celebrities, while allowing each program to retain its local identity. The magazine is being produced by the National Hockey League Services.

How to make 17 inches of record care space your most profitable and fastest turnover area.

Sales of Watts record care products are skyrocketing from coast-to-coast. Dealers are finding it's one line that offers fast turnover, high profit margin, repeat business and impulse sales — with a minimum investment in cash, care and space. In fact, only $72 starts you in the fabulous Watts record care business. That's the total cost of a fully stocked Watts Mini-Rack. Watch it sell itself in just 17 inches of space.

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FOR THE LIFE OF YOUR RECORDS.
AKAI Players in Sears, Vornado

Continued from page 49

The so-called mass merchants, such as Lehnstrom, 18 Sears outlets in Florida under our name, Kennedy and Cohon, Newmark & Lewis, Vornado which has The Two Guys stores, Swallow and Handy Andy.

Why has AKAI gone into these outlets? "The average consumer is smarter and he wants better quality product," Minkelay says. "There has been a certain evolutionary process going on a lot of the so-called discount stores. The image is changing. Those people are not selling such a thing, they're selling good merchandise in volume. All of the stores I named carry a full assortment of our tape product," he added. "They may not carry every item, but they carry something from each configuration. And the average consumer wants quality now, especially the kids. They're grown up with tape. We will help the mass merchant through point of purchase displays, seminars, our dealer salesmen and suggestions for dealer tags. The audiophile image is very important to us, but we're not going to ignore all other types of retail outlets."

Owen added to some of these views. "The mass merchants are looking abroad a few years now, realizing that most of their goods in the electronic field will be sourced in America. And we've broadened our consumer base. It's still high end but we think it's more competitive. For example, we have a receiver-amplifier, phono combination, and the super audio bug will want them separately. But the average consumer is more quality conscious than ever before. Take today's young people. I don't think they care if they are as pipe smoking, slide rule engine drivers. They are interested in how a unit sounds and how reliable it is, and they listen very carefully. They know good sound, and they're pretty damn critical."

What about some of the other areas AKAI is involved in, such as video? "Currently we offer several models, including a 16-inch portable unit with camera."

"There is no consumer video market at this point in time," Owen said. "What I do see for the future is potentially three distinct markets or devices. I think too many people have made the mistake of thinking of a single current device that satisfies the consumer."

"The first market," Owen continued, "is going to be the very high end of recording. The second, and probably the most significant from a consumer point of view, is what I would call pre-recorded material, most likely the disk. I think you'll find color television to be a large part of the disk, be it stereo or 4-channel. The third point is, everybody is familiar with the disk. It is a distinct medium, and I would guess that over the next decade you will see a lot of low-cost hardware incorporated into storage and sound."

"The third area," Owen added, "and the one we have been moving in, is the camera replacement market. This involves an interchangeable camera system, and I think it will go mainly for professional use. I expect it will be a 11-inch tape and marketed through the audiophile-mass merchant type of operation. At first it will not be a high profit item because the whole secret is to make a production commitment to bring the price down. We already have a viable market, and are looking at the professional market. In other words, the user who makes use of this equipment for part of his income. Our product is already being used in industrial training, retail and by a lot of sports coaches. We are also doing quite well with the camera in the education market. But we think the experience we're getting now will be invaluable when the consumer market develops."

Owen also feels that cable TV will open up a market for video because of the number of programs of local origin required by the FCC. AKAI's unit will play through any TV through a small converter."

Switching to audio, Owen said that AKAI will continue to be strongly involved with cassette and 8-track as well as reel-to-reel, believing the first two configurations appeal to the average consumer and have come a long way as far as audio is concerned."

Talking about quadraphonic, Owen said it is "bullshit." It's definitely a new listening experience, not a gimmick. We don't have low-priced material, but more and more people want real quality and are willing to pay for it. We think it is a 4-channel reel-to-reel and 8-track. I think as more tape software becomes available, you'll see more and more hardware available. This has also been fantastic for the speaker market, producing real growth, not inflating figures. And again, this goes back to youth. People who are interested in the total sound experience.

AKAI, heavier going through wants may. Continued upgrading the certain country who the wants and gone are. "There are Andy."

Features such as the 1/8-inch portable unit with camera. "This is a sales and marketing and marketing officials we're getting now will be invaluable when the consumer market develops."

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OCTOBER 20, 1973, BILLBOARD
Saki Magnetics, Inc., Santa Monica, Calif. is focusing on the high quality tape head market now that so much emphasis is being placed on high speed duplication, according to Trevor Boyer, sales manager. The firm is headed by Eugene Sakasegawa, who founded Saki in 1969. He was manager of magnetic head engineering, Winston Research Corp. (div. Fairchild Camera), for nine years a supervisor of magnetic head production for 3M following the absorption 3M of Crosby Enterprises, for which Sakasegawa worked after leaving the Univ. of So. California's television station in 1953 where he was chief engineer. Boyer has been with Applied Magazine, Inc., which is specialized in magnetic head sales and with Syntax Div., Food Machinery Corp. Saki is now using all formats of audio tape heads and is a major supplier of pressed glass boned ferrite heads, Boyer added.

Audiofied, Inc. is readying a prototype of a new model 741 8-track cartridge winder, said Norman Deiterze, Jr. Characteristics include 390 fps, adjustable to wind a 300 disk in approximately 12 seconds; heavy duty casting construction; ball bearing (Rodite) motors; monitor (R. S. S.) switch; manual operation. Price will be $355 list. Deiterze said the firm is looking for reps and dealers.

MVC Dist. Corp., Livonia, Mich., is starting to license product for duplicated audiophile tape cartridges. Included in the first product "The Ballad of Jonathan Livingston Seagull" is the "Fly and Straight" Radio R. S. S. unit. According to MVC distributors, the cleaner is effective and safe for removing oxide deposits, and solving a wide range of other contaminants. It is supplied with an extension tube for spraying directly into hard-to-reach areas.

BASF Combines Software Push

"The major problem," said Berberian, "was in convincing the mass merchandise that blank tape products were just another accessory item, but a key selling product with built-in profitability margins." Berberian also disclosed that although the present spotlight fell on the mass merchandise market, his company was also stepping up its activities in the lucrative photo market, and had already appointed a special representative to deal exclusively with this area.

The other area in which the BASF strategy was being directed included that military, industrial and audiovisual markets.

BASF is planning to introduce a new full line of products, which will be produced through a newly acquired plant. The factory, which is located in a former aircraft plant, will be used to manufacture a variety of audio and video products. BASF is also planning to expand its line of consumer electronics products, including a new line of home entertainment systems.

Nortronics Adds to Accessories

MINNEAPOLIS—Nortronics Co. Inc. has introduced a video recorder care kit consisting of all the products required to keep video recorders operating at peak performance. The kit, designated model QM-S, contains tape head cleaner in a 16 ounce spray can, foam swabs, non-abrasive cellular cleaning, tape, and Swabee. According to Nortronics technicians, the cleaner is effective and safe for removing oxide deposits, and solves a wide range of other contaminants. It is supplied with an extension tube for spraying directly into hard-to-reach areas.

The foam swabs are manufactured with a specially formulated material with a cellular structure that captures dust, dirt and oxide from the video heads when microparticulated with the tape head cleaner.

The product is being marketed by Nortronics record care division, and individual units are replaceable from regular distributor stock. The product is said to prevent obsolescence of the kit.

Also new to the Nortronics accessory catalog is a professional bulk eraser for cassettes, cartridges and reels. The product, model QM-11, generates the noise that the firm's technicians claim an extra-powerful 60dB magnetic field which will completely erase prerecorded tape products.

The eraser features a sensitive microphone that is activated with finger pressure, and which will operate as soon as the eraser is laid down.

This function, according to Nortronics spokesmen, provides a unique safeguard that prevents burn-out by accidentally leaving the eraser on the "on" position. Other features include a corded power cord and instruction manual.

Rounding out the new line of accessories is the "SUPERSCOPE DUPLICATING" tape duplicating plant.

Superscope's tape duplicating plant offers one of the world's finest, most modern facilities for duplicating cassette, 8-track, four-channel 8-track and reel-to-reel configurations. Call National Sales Manager Ron Newsom at (210) 300-1191 for details.
3-Proong Expansion by Tennant

NEW YORK—The C. Tennant & Sons Co. has launched what it calls a "three-prong growth program" to satisfy the growing needs in a generally short-supply market according to Kenneth Moritz, the company's vice president.

The expansion project for which major funds have already been allocated, will include distribution, increased product representation and additional personnel, all within the firm's electronics division.

Moritz said that negotiations for the cash purchase of "an important East Coast electronics distributor was near fruition." Also in the works are negotiations for similar acquisitions on the West Coast and South.

The Tennant executive said that acquisition of the nationwide facilities will add a new and important U.S. national distributor network to his firm's existing sources.

He continued, "Backed by our financial strength and marketing experience, plus the in-place personnel of acquired companies, a new national marketing force will become apparent in the months ahead."

Tennant is also negotiating with certain U.S. manufacturers to expand its overseas line representation. According to Moritz, the firm's U.S. headquarters which includes financial, licensing, shipping, translation and communications groups, services over 15 overseas offices, and makes it an attractive package for U.S. manufacturers who feel that they are missing major sales axes result of improper approach to international markets.

The company is also continuing to staff its office with "international marketing pros" who will work alongside its engineering and technical staffs.

Meanwhile Tennant has also installed direct private leased Telex communications facilities in all its overseas offices. According to Moritz the facilities are manned by the firm's engineering and marketing personnel who are backed by technical interpreters in cases where language barriers exist.

Following Tennant's decision to install the intercontinental communications network, Moritz said that whether acting as a buyer or vendor on behalf of its clients, Tennant's realization that decisions are based on production schedules and today's flexible prices resulting from shorter items. "Proving that the mail service is very important in such situations, we believe that this network, which includes East Bloc countries, is one of the best services we can offer our clients," said Moritz.

Pioneer 2-Way Speakers

NEW YORK—U.S. Pioneer Electronics Corp. has introduced a budget-priced, high-efficiency, compact bookshelf 2-way, 2-speaker system to its line of speakers.

The unit, priced to sell at less than $60 features what Pioneer technicians call excellent transient response with low distortion and wide dispersion.

The system designated Project 60 utilizes an 8-inch cloth half roll surround woofer with an oversize magnet, and a long throw voice coil working together with Pioneer's exclusive free-leaning cone with a special surface coating.

The unit's midrange and treble spectrum is handled by a 2½ inch diaphragm horn-tube midrange tweeter using a polyester film diaphragm.

Project 60, according to Pioneer technicians, covers a frequency range of 50 Hz to 20,000 Hz. Its maximum power input is 60 watts. The unit is encased in a wood grain cabinet lined with special sound absorbent materials and faced with a deochrome styled sculptured grille.

RCA SelectaVision

Test Now in '74

Although Hitterer made no direct reference to Cartridge Television, Inc., whose Cartridge system snipped on the consumer market earlier this year when the company filed a Chapter XI bankruptcy petition, many industry observers feel that this was the key to RCA's decision to tread softly at this time.

The Mag Tape system which was launched by RCA, after the company ran into problems with its Holotape unit, and subsequent to Cartridge's market entry, was, at the time ballyhooed as Cartridge's first major competitor.

Less than a month ago, the RCA Mag Tape system had been cited as "the ghost of a giant what Cartridge Television had been forced to fight along the way" by Larry Hildred, ex-head of Cartridge Rental Network, the T.V. company which had been joint-owned by RCA (see Billboard 10-9).

It was at nearly the same 1973 Summer Consumer Electronics Show, held in Chicago in June this year, that Dave Miller, director of product management for SelectaVision products, said that plans for the introduction of the Mag Tape system were continuing as scheduled, and that his company planned to place Mag Tape units on the floors of selected retail shops, and in consumer homes late this year as part of a pilot marketing program to gather data on dealer and consumer reactions and usage of the products.

At the time, Miller also announced that production units of the system would reach retail sales floors by the first quarter of 1974, the time slot now set aside for the introduction of the firm's test market program.

37 Store Sale

A decline in sales volume, Allied Radio was an attractive investment because of the opportunities inherent in the chain, and the incredible growth of the consumer electronics industry.
Growing Iowa Firm Views Itself as Mass Merchandiser

By JACK COGGINS

HIGHLIGHTS
- Low profit margin, name brands, service
- Need for faster parts availability from suppliers
- Customers' initial demands very often switched
- Executives urged to work on the sales floor
- Consumers have brand unconsciousness
- Private label merchandising need be inflexible
- Price-point determination vital to key to buying
- Advertising not exclusively oriented to youth
- Regional differences demand often critical
- Consumers have attitudes on off-shore labels

COUNCIL BLUFFS, Iowa—Stores are like farmers' fields. Success is measured less by acres under cultivation, more on quantity and quality of yield per acre. Similarly, the impact of a mass merchandiser on the audio industry is more realistically determined by how many stores are in operation, but by actual tonnage sold and degree of service provided good system customers.

If this analogy holds true, World Radio here is both mass merchandiser and volume seller, even though its current number of stores in operation is miniscule compared to 100-plus units chain. World Radio has eight stores. They are also located in Des Moines, Ames, and Iowa City, Iowa, and in Omaha, Lincoln, and Grand Island, Neb.

"We are expanding all the time," assured Juan S. Roque, director of marketing for the relatively young aggressive selling operation. "New store locations average two to three a month. So, in the next couple of years, World Radio may have an additional three, four—possibly five—stores.

Roque attributed rapid continuing growth to three main factors. "We are geared to sell tonnage at low individual sale profit margins. We handle a number of good, well-advertised, quality name brands and are adding more. We are one of the very few truly volume retailers set up to actually provide, not merely promise, full efficient and fast service after the sale."

World Radio views service, not as an embarrassing tail of the selling kite but, rather, as a maneuvering string that helps take sales even higher. "Volume selling is essentially a snow-balling process," Roque noted. "Without service, the snow mounds before the ball attains sizable dimensions. Each satisfied customer is a link in a longer and longer chain of referrals."

However, at World Radio, service is more than a sign and a counter. It is backed by expert repair personnel, and service-oriented sales personnel. "Six out of 10," explained Roque, "we can fix minor defects right in the stores while customers wait. This is important because people want fast as well as qualified service. With our own repair department, we can control both quality and speed better."

World Radio thinks the lengths of warranty are fine and that most companies stand behind their products "pretty good." "The problem is that, in order to back warranties at dealer level, we have to have fast availability on parts," Roque said.

"When our valuable customers come in with defective items under warranty, they do not want to wait one, two, even three months, for parts. Parts availability should be increased to the point where dealers who have their own service departments can get on the phone and say, 'I need such and such parts, put them in the mail right away.' And get immediate action. It can be done. As long as we can get the parts fast, everything is fine."

Selling Concepts

About 25 percent of World Radio customers come in with notions about brands and features desired. But even these must be educated. What they have in mind, more often than not, doesn't correspond to their actual needs. So sales personnel are trained to sell towards filling needs not notions.

To illustrate the importance of selling to actual needs of customers, Roque said, "If a customer comes in with the notion that he wants to spend between $199 and $299 for a cassette recorder with an AM and FM stereo with turntable and a pair of speakers, the important question is what amount of sound fill the size of room he will be listening in. If not, personnel must guide the customer with right information into selecting the right equipment.

(Continued on page 56)
Channel Master Matrix System

NEW YORK—Channel Master has introduced a new home music entertainment system featuring what the company calls a derived audio matrix system that delivers four different sounds from four separate speakers.

The unit, model 6681, also features a built-in 8-track stereo tape player and recorder, full-size record changer, and AM/FM stereo receiver.

According to Channel Master technicians, model 6681 is a completely solid state system with 100 watts of Instant Peak Power, or 20 watts of stereo music power, RMS, five watts per channel.

It also has right and left channel illuminated recording meters, slide controls for volume, play, balance, treble, bass and both recording levels. It has push button controls for auto stop, repeat, pause, fast forward and ALC. A full complement of inputs and outputs is also provided.

Iowa Chain Pushes Brand Names

Continued from page 55

help him understand that by spending an additional $150 he will get what he really needs.

Sometimes it is the other way around, “A customer will come in with the notion that he must have an 8-track deck built into a system. We demonstrate sound out of a disk and then we play the 8-track. He decides that, actually, he doesn’t like the noisy 8-track. So, he ends up spending less money than he had intended. But, he is happy. He will tell his friends. That’s how we build our business. In nine out of ten cases where customers come in with something in mind, it is necessary for us to redirect them to a choice that will actually end up filling their needs.”

To sell this way, a fully alert and qualified selling force is required. World Radio takes a very direct approach in building its force. “The people at the top of the organization work regularly in the stores,” Roque said. “We’re not just here behind desks sending out memos, having secretaries type nice letters of congratulations. We’re out there. When I set up a weekend sale at a store, I go there and work the floor, selling. This way we both convey market and product information to our people and at the same time find out for ourselves what customers want. This approach has given us a lot more mobility.”

“Because we sell well-known major name brands, any single World Radio store will sell fifty times more stereo systems than any single store of a particular much larger chain which offers only its private label.” Roque made this statement to stress the important place name brands take in his firm’s consistent ability to build volume sales.

Brands carried include Sony, TEAC, Pioneer, Fisher, Sansui, BSR, Marantz, Akai, Garrard and Panasonic.

World Radio has private labels on small items, such as cassette tapes, but not on equipment. “However,” he said, “we are looking into it and conceivably could be doing some in the next two or three years. If we decide to move in that direction at all, it will be with extreme caution. We would not jump into just anything.”

Kenwood Prod.

LOS ANGELES—Kenwood has introduced the KR-2300 AM-FM stereo receiver, set to retail at $199.95.

The unit features phone, auxiliary and tape jacks, two IF stages in the AM tuner and microphone level control.

do you need 8-track lubricated tape, cassette tape, CD or loaded cassettes?

Get in touch with EMPIRE MAGNETIC INDUSTRIES. The one stop for all your duplication or blank-loading requirements at LOWEST PRICES.

H. MANN EMPIRE MAGNETIC INDUSTRIES 425 Allen Blvd. Westmont, IL 60559 Phone: 312-470-8518 Also offers 8-track, 1 2 & 5 cassettes.

New Products

BALLAD II by Teldecyn Packard Bell is a 100 watt matrix 4-channel amplifiers, AM/FM stereo tuner, 8-track player, turntable, and two-speaker system complete with bookshelf housing. Model K10205, at suggested retail of $329.95, also includes headphones.

BSR "Quasi-Quad" 4-channel conversion system includes a passive matrix enhancer with two rear-channel speakers. Unit lists at $99.95.

PERFORMERS’ microphone, Model 671 from Electro-Voice, carries $60 net price. Mike features improved diaphragm through Volumetric-Hologram design.

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THE PROFIT MAKER!

The only audio accessory source your customer ever needs.

The complete audio accessory department, fast turnover. Accessories personalized to fit your needs, use 1, 2 or 3 displays.

#990

The only accessory source your customers ever need.

Audiovox FMC-IC converts any AM car radio into an FM radio. Listing at $44.95, the Micro Converter is installed under-dash.

Securette clear plastic cassette display unit holds 120 tapes. Each of the columns spins on stainless steel rods. When key is turned, a cassette may be removed.

Sound Islands are Magnavox’s remote speaker systems; they receive sounds of a stereo console without wiring. Transmitting unit No. 1401 retails at $39.95. Models 2512 and 2511 are $129.95 and $79.95 respectively, list price.

Model 5741 control unit for Stanton Magnetics line of headphones, priced at $19.95, features separate volume and tone controls for each channel and 17 feet of coiled cord.

OCTOBER 20, 1973, BILLBOARD
EVERYBODY LOVES OUR COUNTRY

THE COUNTRY ALBUM CHART

Oct 11
1 YOU'VE NEVER BEEN THIS FAR BEFORE CONWAY TWITTY-MCA 330 7
2 LOVE IS THE FOUNDATION LORETTA LYNN MCA 335 7
3 LOUISIANA WOMAN MISSISSIPPI MAN CONWAY TWITTY-MCA 335 11
4 SATIR SHEETS JEANNE RUEF-MCA 335 7

Top Country Albums

1 YOU'VE NEVER BEEN THIS FAR BEFORE CONWAY TWITTY-MCA 330 3
2 LOVE IS THE FOUNDATION LORETTA LYNN MCA 335 6
3 I LOVEseo BILL BILL GLOWER POWER MCA 317 6
4 THE BRENDA LEE STORY HANK WILLIAMS MCMG 402 8
5 LOUISIANA WOMAN MISSISSIPPI MAN CONWAY TWITTY MCA 335 8
6 JESUS WAS A CAPRESE HANK WILLIAMS MCMG 402 4
7 HELP ME GET OVER YOU CONWAY TWITTY MCA 330 5
8 IF YOU JUST HELP ME CONWAY TWITTY MCA 317 4
9 GROW UP AND KNOW CONWAY TWITTY MCA 330 4
10 THE BENTON STORY JERRY CLOVER MCA 317 13

Cash Box

1 YOU'VE NEVER BEEN THIS FAR BEFORE CONWAY TWITTY MCA 330 3
2 LOVE IS THE FOUNDATION LORETTA LYNN MCA 335 6
3 I LOVEseo BILL BILL GLOWER POWER MCA 317 6
4 THE BRENDA LEE STORY CONWAY TWITTY MCMG 402 8
5 LOUISIANA WOMAN MISSISSIPPI MAN CONWAY TWITTY MCA 335 8
6 JESUS WAS A CAPRESE HANK WILLIAMS MCMG 402 4
7 HELP ME GET OVER YOU CONWAY TWITTY MCA 330 5
8 IF YOU JUST HELP ME CONWAY TWITTY MCA 317 4
9 GROW UP AND KNOW CONWAY TWITTY MCA 330 4
10 THE BENTON STORY JERRY CLOVER MCA 317 13

Country Looking Ahead

1 STILL LOVING YOU CONWAY TWITTY MCA 330 10
2 I CAN'T GET OVER YOU CONWAY TWITTY MCA 317 12
3 CUP OF NEW ORLEANS CONWAY TWITTY MCA 330 10
4 SECOND CUP OF COFFEE CONWAY TWITTY MCA 317 10
5 LILY CONWAY TWITTY MCA 330 10
6 LIFE STREAM CONWAY TWITTY MCA 317 10
7 LAST DAYS OF CHILDHOOD CONWAY TWITTY MCA 317 10
8 BLEEP YOU CONWAY TWITTY MCA 317 10

MCA RECORDS
CBS England Quits Trade Rack Firm

Duquesa Sees Mil Turnover

Gott Retains Title as Top Czech Artist for '72-'73

RCA Holds Latin American Meet in Rio; Mexico Next

Davis Tour of Europe Is Set
U.K. Increase Seen in Non-Record Tape Outlets

By DAVID LEWIS

LONDON—Contrary to the opinions of some tape pundits, the growth of the non-record tape market in the United Kingdom is on the increase. The difference however is that tape, unlike records, is not showing a decline in sales. The growth in the sale of tapes is one reason many industry analysts here think that 1973 will be a banner year for the industry generally. The marketing and sales of tapes is also expected to show a significant increase in sales over last year.

In this city.

In this city.

In this city.

In this city.

In this city.

In this city.

In this city.

In this city.
Hot Sept. at Metronome

STOCKHOLM—September was the best month so far for the Swedish record company Metronome. Among a host of Metronome press releases and events, September saw Flack’s “Killing Me Softly” gain momentum, while No. 2 local singer Lill Lindfors with her “Korn Igne” LP and the Rolling Stones with “Goats Head Soup” were among the many new releases planned. Flack’s single was released in February but didn’t move into the chart until the album was issued a month later. A Swedish version, published by Metronome’s Multime Music and with lyrics by Bo Rehnberg, was released in the summer by Lili Lindfors and is included on her current album. The LP was produced by Anders Burnman.

Released in the States about two months ago to coincide with their European tour at the end of August when they played at an old church in London in front of an audience of 20,000 people, “Pugh on the Rocks” has been in the charts for 27 weeks and has sold over 25,000 copies, qualifying it for a gold disk. A cover version made by Metronome for the autumn are the first solo album by Gosta Lindeberg, a member of the Sveriges jazz band, the first LP by new artist Olga Magnelli, which has been produced by Anders Burnman, and an album by Sveriges Essex

Boys Tracks Plan Hits

LONDON—MCA’s plans to include two Beach Boys tracks on a compilation album have been thwarted by the publishers of “Grease,” that will become MCA’s distributors on Jan. 1.

The double-album, “American Graffiti,” features artists like Buddy Knox, Big Bopper, Chuck Berry, the Platters and the Tokens.

Released in the States about two months ago to coincide with the U.S. release of the CTC film of the same name, the American album contains 41 songs.

But the U.K. version, due for release in a couple of weeks through MCA’s present distributors, Decca, will have only 38.

The missing tracks are MGM’s “Teen Angel,” King of the Surfboard,” and EMI’s Beach Boys “all, “Summer Long” and “Surfin’ Safari.”

A MCA spokesman said: “We can understand the reaction over Teen Angel but we thought MCA might cooperate with the Boys tracks since we will be joining them in January.”

He said Decca is anxious to release the last two albums in time to release as many “sales belt” money spinners before the MCA-Decca deal expires.

Conversely, said the spokesman, MCA is having difficulty in securing the release of product by new artists, such as the proposed album by MCA’s cappella band, The Persuasions.

Lido Musique Jazz Imports From Japan

PARIS—Lido Musique has started to import jazz records from Japan in the last few months. Two discs have been released, one by American jazz alto saxophonist Charles Lloyd, and an album by Sveriges Essex European Tour

LONDON—David Essex begins a two-week TV and radio tour of Europe on Oct. 18 in Holland with an appearance on the Batdorf TV program. Further dates are scheduled for Paris, Germany and Spain for the tour. Essex’s next studio album “Ex-Libris” will be filmed by American NBC-TV for their coast-to-coast show “Action.” The show will feature Essex singing his current hit Rock On and his next single on a boat on the River Thames and the clip will be transmitted in the States some time during the second week of November.

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From the Music Capitals of the World

The switch of the international Light Music festival this year from a series of singles promotions to an album-oriented venture has further underlined the American music industry’s direction,拥护ed by the fact that LP sales have equaled those of singles—for the first time in nearly 25 years. The new album Wave of the Blues” in Italy. Debuts include Ennamorata Corti (Fonti-Centra) and Maria Vezzani (CBS) also took part.

Several popular singers including Lucio Battisti, Adriana Cilenia, Patty Pravo and Gabriella Ferri were not present. They have continually refused to participate in festivals of any kind preferring to promote themselves through other media. Some leading groups like Le Orme and Francesca Fontana also refused, probably because of the poor audio take and airing frustrating their loud effect and uninterested radio refusal to perform in big public shows.

Most of these popular artists also believe the public following such broadcasted and televised festivals is not their public.

Lack of attention from the Italian Radio and Television stations makes a festival, which has cut time devoted to music events, has also had its effect. However the new record company executives believe that within certain limitations, festivals can still be of use to the industry.

Several record company executives expressed their disappointment over the world’s hit broadcast by the Italian Radio and Television Company (RAI-TV) under the title of Parade, in which it aired the first eight singles according to the findings of an internationally-known market research company. Complaints that such charts do not reflect the actual market situation.

A new record pressing plant, Ferr has announced the production of 24,000 LP’s a week, opens in North London early in November.

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One of the September Nine Released from Elektra Asylum

With a name like Queen you can be sure they’re strong on content. This debut L.P. presents thoughts and sounds strong enough to scare some people. Fascinating enough to keep everybody coming back for more.

Produced by John Anthony, Roy Baker and Queen. EKS-75064
ELEKTRA/ASYLUM/NONESUCH RECORDS
a division of Warner Communications, Inc.

Freddie Mercury
Brian May
Roger Meddows-Taylor
Deacon John
also recommended

DON McLellan—"Flowers," United Artists UA 161. Commercially and artistically, it might have made sense for McLellan to issue this collection of obscure old folk tunes, country and rock n roll oldies right after a big hit, just to display his versatility. But grit and luster are not "Flowers," but "Foots Parade." DAVID VAN ROKK—"Songs for Aging Children," Cadet CA 50044 (Chess Janus). A modernistic musical reflection in many ways on the music of the past. Handled often in an obscure manner. This LP is a fine package of entertainment by Van Rokk who has had to fight in 1970. But it's "You Make Your Feet." "Teddy Bear's Picnic." MENDOZA, GRAPPELLI—A Fine Romance, Angel SPDO 36546 (Capitol). This is definitely one of the most recently uniquely delightful LP's. As they say, 'there is jazz from Grappelli and pop playing from his brothers. They make beautiful music together, with a sort of soft section behind them. But they do "Lady Be Good." "Blue Rhythm," "Loves Me." DANNI PENNI—"Nothing's Better," ABC. Interestingly eclectic singer writer producer with appeal to Top 40, country and MOR. This crossover hit. But "Raining in Memphis." "Foor." ROY OGDEN—Millenium, MGM SE 4944. The Big O is uniquely individualistic vocalist who works well with the Mike Clark policy of contemporary MOR packaging of long time status. But its "I Wanna Live," "California Sun." GREENFINGER, Blue Sky, RCA APL 6084. Interesting statics on an artist who has covered several top R & B records in Canada, featuring arrangements and good vocals. But cuts: "Just Like," "Happy." "Make One," that is what Michael Speakers and Guitar is all here being recorded because the fans demanded it. But, cut 1 is "Real Love." "Dainty Home." MAURICE RIVER—An American T. B. B. is the American international star's bravest Steely-dreaded-like vocal instrument in all of his all-American English LP produced with customary precision by Brice E. "Santer." "Blues." "The Year You Were Born." "Dainty Home." "Blues." "Santer." "Blues." "Year You Were Born." "Dainty Home.

JIM POST—The Moody Blues, Fantasy 8045. A "heavy" album from the first note with fast writing mood of the materials and singing lead and the musical support of some highly identifiable names such as Jim Schwall and Tony Joe White. But cuts: "Payday," "Santer." "Trotting in the Mountains." JIM MEHRTEN—RCA LP 10577. Composer debuts with an LP of Bobby Goldberg's

Pop album picks—Titles deemed headed for a post among the first 100 places on the Top LP chart. Also recommended LP's are titles thought to wind up among the lower half positions. Other category LP's are deemed to be in the top 100 and break off at the lower half of the respective categories. This chart represents a similar fashion. Review editor—Elzies.

RONNE WILCOX—Where My Heart Is, RCA APL 6086. With a toe tingling feeling of expectation. Mike Nash goes through this collection of his singles and some new material, plus a Reggae hit, and one by Hendrix, to convey his many talents. He shows that he can handle up tunes along with the ballads. There's a weed added to the entire LP. But "Old Love Grows When It Dies," "Comin' Down With Love." VARIOUS ARTISTS—Swing Out Country, (6401). In the label's first album, it puts together their rarer of talent and comes through with some fine selecti-
tions. It includes the works of Don Nelson, Bob Vrooman, Jimmy Griffin, Lanny K. Lance, Nashville Cross and Bobby Russin. Some have been previously released as singles, some are fresh.

THE DILLS, Calee CA 50044. This group bridges the old and the new sound in a single. Thank you, it's all the excitement of old time, every thing coming out sweet and salt. There is plenty of gushi, gushing, in the voices. The guitars add melody to it all. The producer Don Davis have done an outstanding job in balancing the orchestra and the power of the voices so that they come out equal. But cuts: "My Heavenly Days Are Over," "Let Me Make It Last," "Will You Move It Fall?"

THE DRAGNARMS—A Dramatic Experience, Volt VDS 5019 (Stax). As an outstanding set from a group who have already established themselves as an import ant force within the record market. This LP should equal success in the pop market. Excellent vocal arrangements with strong orchestral backing makes this the group's most commercial effort yet. But cuts: "Fall For You," "The Devil Is Done," "Yeah! Yeah! Get Off My Mountain." "Beautiful People." BOBBY BLUE BLAND—His Gallimaufry Album, Capitol GLL 1322 (ABC). Super set from one of the most endearing artists of the past 20 years. Magnificent on ballads or rockers, with big bands or combos, and Bland is one of the few who can sing the blues with string. Pacing is little fatter port in planning and timing. Confidence to preserve Bland's skills. But cuts: "It's Not Heat Not,” "Don't Slow Down," "Help Me Through The Day," "Get You In My Embrace." FREDDIE ROGERS—On The Go, Ensign GES 635 (Soul). Exceptionally superb LP. Looks and sounds like an original of Rogers's fine and varied vocals excellent instruments (including Rodger's guitar work which comes remarkably close to jazz at times) and background vocals (with the excellent Darrell Love). The LP is a difficult one to characterize. Lifting into a full soul, carrying some pop and also featuring Rogers. Rooster can get away with taking introduc-
tions without making them sound gimmicky, sweet, lackladed like tunes or straight, fully evoking. Much credit to arranger and conductor Monk Higgins who also handled electric piano. But cuts: "I Don't Know What To Do," "My Heart Is On My Mind," "Could It Be I'm Failing In Love," "Every Time You Think Of Me." Doors. Pop in jazz and soul.

THE MITE LIEVES—Angeles, RCA APL 6123. This is a very adventurous band, which plays Latin, rock, jazz, and soul, but it also looks for its identity. It's interpretation in each of these line are done very well. But cuts: "Anything Goes," "Crossing," "Dance." TOMMY YOUNG—Do Yo Still Feel The Same Way, Soul Power LPS 3316 (Street). An impressive debut album from an exciting new voice. But cuts: "Do You Still Feel The Same Way," "You Brought It All On Yourself," "Hit And Run Lover," "Every-
body's Got A Little Devil In Their Soul." ROSEMARY'S KIDS—Only Dirty Mother, BlueRay RKS 1077 (Arda). Skilled set of

also recommended

JULIO RUBENS—Intensidad, Impulse AS 3024 (ABA). The title best describes the overwhelming power of the terror which he program a performance of his own tunes. But cuts: "I Know You're There," "Lamento," "Lovely Song For Karla." KEITH ARBET-Fort Worth, Impulse AS 3049 (ABA). Multi-talented jazzman (piano,

JAZZ also recommended

spearheaded leads a fiery canto through his own clay compositions before a receptive Village Vanguard crowd. But cuts: "Fatcat," "Be Brooms."

Classic also recommended

use of extended instruments: Value of the 7,044 set is enhanced by inclusion of the rare "Spectral" version.

BARTOK—VIOLIN CONCERTO No. 2—Yehudi Menuhin, viol; Minneapolis Sym-
phony (Doran). Mercury SB 25510. If Menuhin doesn't own this piece, he comes awfully close. This was one of his finest interpretations and it was welcomed back into the active catalog by many collectors. Newly mastered, and offered on a super-
ior import pressing. It is one of the most attractive albums in the label's new

outstanding names in this field who are also members of the popular jazz club. It's a dedication to the neophytes in the field, from corn to rock. How they put it all together in a sample type LP. His exploit vocal stylings is married to the entry playing of a small group of determined musicians who explore rock and jazz with some special interest in the kids. In the midly of Billy's vocal favored vocalizations. But cuts: "My Soul Is A Witness," happy songs, "You've Got Me For Com-
IN OCTOBER MCA'S LUCKY NUMBER IS 13!

13 records in 8 packages—
including 5 double-album sets!

- Elton John — GOODBYE YELLOW BRICK ROAD (MCA2-10003)
- Blues Project — REUNION IN CENTRAL PARK (MCA2-8003)
- Sonny & Cher — LIVE IN LAS VEGAS, VOL. II (MCA2-8004)
- Sonny Gray — LOVING ARMS (MCA371)
- Dobie Gray — LOVING ARMS (MCA371)
- Bob Bristow — SOFT ROCKER (MCA375)
- The Who — QUADROPHENIA (MCA2-10004)
- Bill Cosby — BILL (MCA2-8005)
- Blues Project — REUNION IN CENTRAL PARK (MCA2-8003)

www.americanradiohistory.com
**Latin Scene**

**New York**

Fania Records artist Larry Harlow was recently presented the Rafael Hernandez Award for the television show "¿Te interesa mi mundo?" on Puerto Rico. Harlow received the award during a ceremony which was held at the Chateau Madrid Club in Puerto Rico. Harlow has been appointed as an official sales manager here in the United States. This new title includes the Chateau Madrid Club here.

Luis Rivera has been appointed as an official sales manager here in the United States. This new title includes the Chateau Madrid Club here.

Ritmo is looking to book a small New York group into the club. Manny Matsmio, president of M&M, is planning the M&M All-Star Concert to be held on November 13, 1981. The concert features several Latin artists from around the world, including percussionist Gene Chabub, vocalist Joe Caliente, and arranger Johnny Pacheco.

Maritza has been appointed as an official sales manager here in the United States. This new title includes the Chateau Madrid Club here.

**Miami**

Fajoar is leaving the club Nuvo Uno to join the show at Los Vinilos and club owner Gary Carvel is looking to book a small New York group into the club.

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That's right, Billboard is moving into the Oklahoma territory and we're loaded for bear. What's more, you'll be able to read about the phenomenal growth of the Oklahoma music industry in Billboard's November 3 issue. So you don't have much time to get yourself into Billboard's special Oklahoma spotlight. Not with the ad deadline just around the corner: October 19 to be exact.

And Billboard's "Spotlight on Oklahoma" is going to be one special you won't want to miss. Included in the Oklahoma spotlight are in-depth stories on:

- the country and pop music scene
- religious music
- recording studios
- radio and television stations
- radio and television syndication
- live concerts
- music publishers
- artist/management companies

Like we said, Billboard's "Spotlight on Oklahoma" is "sooner" than you think and already the excitement is peaking from Tulsa to the Oklahoma panhandle. The Spotlight on Oklahoma is your chance to show the entire music industry what Oklahoma has to be proud of.

Don't miss Billboard's "Spotlight on Oklahoma". It's coming in the November 3 issue. And the ad deadline is sooner than you think: October 19.

Ad Deadline: October 19
Issue Date: November 3

For further information, contact a Billboard sales representative at any of the following offices:

LOS ANGELES:
Bill Moran
9000 Sunset Blvd.
L.A., Calif. 90069
(213) 273-7040

CHICAGO:
Jill Hartwig
152 N. Wacker Drive
Chicago, Ill. 60606
(312) 664-7300

NEW YORK:
Mike Eisenkraft
1 Astor Plaza
New York, N.Y. 10036
(212) 764-7300

NASHVILLE:
John McCartney
1718 West End Ave.
Nashville, Tenn. 37203
(615) 329-3926

Add the Oklahoma spotlight to your list of special issues you won't want to miss. Don't miss it.
Elektra Records is proud to present

David Gates in his FIRST solo album.

All songs published by Kipchula Music/ASCAP:
Administration:Colgems Music, 711 Fifth Avenue, New York, New York
"Oh the sweetest sound that you make
Nobody hears it—no one but me"

From "Sight & Sound"
Words and Music by David Gates from his album, First. Copyright 1973. EKS-75066

The second sweetest sound in the world. A voice millions heard before. Seven solid gold times before, including "Make it With You," "If" and "Baby, I'm a Want You." FIRST is David Gates' debut solo album.
What the hell are these people talking about?

"If I see an ad for a record, I learn of a new release..."
—Radio Station Operations Manager

"I read the ad and listened to the record."
—Radio Station Air Personality

"...the ad provoked my interest..."
—Radio Station Music Director

"I saw the ad in Billboard."
—Radio Station General Manager

They're talking about record industry trade paper advertising, that's what! Billboard recently commissioned the research division of Hagen Communications, Inc., to conduct in-depth research to disclose—for the first time—how advertising in trade publications influences air play.

The researchers probed beyond trade paper editorial content to find out exactly what provable effect trade paper advertising had on radio station programmers.

The findings were impressive.

Fifty-two of the 87 interviewees recalled listening to a specific release for the first time after reading a trade paper advertisement. Thirty-four of the 87 interviewees recalled listening to a specific release again after reading a trade paper advertisement. *

Forty-seven of the 87 interviewees remembered asking manufacturers' or distributors' promotion men or station librarians to provide a copy of the release after reading the trade paper advertisement. *

Twenty of the 87 interviewees recalled playing the release on the air after reading a trade paper advertisement. These same 20 interviewees admitted listening to the record and discarding it prior to seeing the trade paper advertisement.

However, the ad prompted them to give the release a second chance. *

Obviously, these people knew exactly what they were talking about!

Maybe that accounts for the many advertisers who are not only sold on Billboard, but are sold in Billboard.

Billboard. We take your advertising one step further.

For your own private videocassette screening of Billboard's radio influence, call:

Peter Heine, Director of Sales, Los Angeles  
213/273-7040

or

Mike Eisenkraft, Eastern Sales Manager,  
New York  212/764-7348

It could well be the most informative 15 minutes you've spent this year.

*Statistics compiled from independent research conducted by Hagen Communications, Inc., and is available for examination on request.
**Premium LP's, Tapes Highlight Nat'l. Show**

Ronco and other TV merchandising firms' influence are the programs for selling off surplus goods, as in the case of K-Tel recently (Billboard, Sept. 8). The premium field is becoming

**Phonogram U.K.**

**Executive Turntable**

Bruce Masterton, former marketing executive with Capitol Records territorially, and more recently an official with the Alamo post-exchange record/tape buying district, Texas, has been moved to Munich, Germany, where he replaced Wally Camp, Lou Paulik, who has been Masterton's assistant for the past three years, replaced him in San Antonio as inventory manager specialist in records and tape for the region.

Gene Brewer has resigned as general manager from Vi-Way Productions and Amerena Music Publishing. Brewer was formerly western division sales and promotion manager for Epic Records and national marketing manager for national sales manager for Capitol Records. He remains in the music industry and will announce plans shortly. . . . Patrick Snyder-Scumby has been named West Coast editor for Crawdaddy Magazine. . . . Darrell Whitehead has joined Myrrh Records in Waco, Texas, as director of promotion. Harris was formerly with the promotion department of ABC/Dunhill Records, working the Houston area.

**Top Album Picks**

Bubbling Under The Top LP's

Bubbling Under The HOT 100

FM Action Picks

The longs are the albums that have been added this past week to the nation's leading progressive stations.

Buckley, Joe; B.W.B.; K./FM.

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<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td><em>Get Together</em> - The Leaves</td>
<td>M&amp;M</td>
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<td><em>Hey Jude</em> - The Beatles</td>
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<td><em>Magnum Opus</em> - Isaac Hayes</td>
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<td><em>Proud Mary</em> - Canned Heat</td>
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<td><em>Soul Man</em> - Sam &amp; Dave</td>
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<td><em>Sweet Home Alabama</em> - Lynyrd Skynyrd</td>
<td>USA</td>
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</tbody>
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Note: The table above lists the top 10 songs of the week from the BILLBOARD HOT 100 chart.
GARY & DAVE:

Canada's #1 singing duo. Singing Canada's #1 single
"COULD YOU EVER LOVE ME AGAIN."

"COULD YOU EVER LOVE ME AGAIN." Just shipped.
Already a Gary Taylor Personal Pick in The Gavin Report
(#968, 10/5/73)

"COULD YOU EVER LOVE ME AGAIN." Play it just once. You'll play it again.

"COULD YOU EVER LOVE ME AGAIN." By Gary & Dave.
Emigrating!

#200
<table>
<thead>
<tr>
<th>WEEK</th>
<th>ARTIST</th>
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<th>ALBUM</th>
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* Copyrighted material
If you’re not playing these three records,

then you’re not playing all the hits all the time.

United Artists Records

Cornelius Bros. & Sister Rose
I JUST CAN'T STOP LOVING YOU
UA-XW 313-W

ike & Tina
NUTBUSH CITY LIMITS
UA-XW 298-W

Bobby Goldsboro
SUMMER "THE FIRST TIME"
UA-XW 251-W
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David's newest album—
So great it should be framed in gold!

A Dream Package from
David Cassidy
Dreams are nothing more than wishes...

Produced by Rick Jamand
Bell Album 1132
Bell Records
A Division of Columbia Pictures Industry, Inc.
Hitachi Setting Up Large Manufacturing Site Here

NEW YORK—The Hitachi Sales Corp., of America, has joined a growing number of Japanese home electronics manufacturers to launch large-scale manufacturing facilities in this country.

Hitachi, located in a 31,000-square-foot plant at Redondo Beach, Calif., went into operation Oct. 11, and will, in the first 24 months of its operation produce an estimated 268,000 units of compact stereo sets, television sets, and electric fans.

Concluding with the establishment of the manufacturing facilities, Hitachi also shifted its U.S. corporate headquarters from New York to a $2 million complex in Compton, Calif.

The headquarters facilities span a 120,000-square-foot area, and will house the firm’s western regional offices, and warehousing for dealers and distributors in 13 states.

Hitachi, whose annual sales in this country range between $50 and $100 million according to Federal Price Commission figures, will employ up to 200 people in its corporate headquarters and another 300 at its manufacturing plant.

Eizo Matsumura, president of Hitachi Sales Corp. of America, said of the move: “We have to face the realities of the 70s. We have to deal with a shortage of some basic raw materials in Japan, as well as with constantly increasing labor costs.

“When you add to that the increased shipping costs, especially for heavy or bulky products, and the effects of re-evaluation, the logic of our choice is evident.”

U.S. PXs to Buy Direct By Early ’74

• Continued from page 1

Graham Joins Roxy Owners

LOS ANGELES—Bill Graham, the colorful concert promoter, emerged as a new partner in the 500-seat Roxy Theater by opening on October 2nd. He appeared as master of ceremonies of Neil Young’s first show, making the announcement in his usual earthy style.

Graham is now an equal Roxy shareholder with Old Records President Lou Adler, Elektra-Axylum President David Geffen, top talent manager Elliot Kasten, and the renowned night club operator Chuck Landis, who owned the Roxy building on Sunset Strip when it was billed as the Largo Club. Previously dropping out of the Roxy partnership were Peter Ashton, James Taylor’s producer manager, and Whisky a Go Go owner Eileen Valentine.

Graham went on to operate two of the most successful rock theaters in the U.S.—San Francisco’s Fillmore West and New York’s Fillmore East—will be active in booking future Roxy talent engagements. Chicago最早的 dives are currently in the works for November dates.

Mr. Graham’s additions to the Roxy include a “set-go” installation in 30 minutes, an improved record selection system, a new sound system, and a new ticketing machine.

Graham’s new role as a Roxy partner was announced by Lou Adler, who said: “Bill has been a valuable asset to the Roxy organization for many years. He has contributed greatly to the success of the theater and is well known for his ability to promote and book top talent.”

At the Mayor of Los Angeles, Roxy owner Steve Turner, who said: “Bill’s involvement with the Roxy is great news for our community. His expertise and experience will help us continue to provide the best entertainment possible.”

Sister Tharpe Dies at 57

NEW YORK—Mrs. Rosetta Tharpe Morrison (gospel singer Sister Rosetta Tharpe), died Oct. 9 in Temple University Hospital in Philadelphia where she made her home. She was 57 years old. Having learned both guitar and singing from her mother at an early age, she traveled extensively with her parents who were active preservers in Pentecostal churches around the country.

Decca signed her to a recording contract in 1940 and she recorded her first hit, “Stir It Up,” with Decca’s Al Capone. In 1941 she joined the Savoy Ballroom. In later years she continued to appear before religious groups and also in nightclubs.

She is survived by her brother, Charlie, and the time of her death, Sister Tharpe was to record her third album for Savoy Records. Her husband, Russell, sur

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OCTOBER 20, 1973, BILLBOARD
Stories
New Hit Single
"Mammy Blue"
A Natural Follow up!

On Kama Sutra Records
From The Buddah Group

Produced by Kenny Kerner and Richie Wise
For The Kerner-Wise Organization
ATTENTION: PROGRAM DIRECTORS AND SALES MANAGERS

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