Key U.S. Disk Acts Invade Int’l Scene For 1st Time...

NARM Meet: The Panel Give And Take, Award Winners... Col. Sets Cassette Production... EIA: Home Entertainment Units Hit New Sales Peak...

Ashley Famous To Josephson... Audio Fidelity Buys Chart Label... Dick Peirce Exits Dot... Ralfini Is GM Of WB / 7's English Unit...

J.: NO DOUBTING THIS THOMAS

Int'l Section Begins Pg. 59
Peaches and Herb's new single is getting to everyone.

"When He Touches Me"

The message is clear and simple.
The message is real people.
The message is a hit.

Peaches and Herb
On *date* Records
Produced by Billy Sherrill and David Kapralik.
Looking Into The Business

As its key corporate dynasties move inexorably into the eagerness arms of conglomerates, the music business may come to grips with a showdown with Wall Street, the Federal Government and several of its agencies. This is apparent as the conglomerates are said to be losing their glamour status in financial circles and the Government—through Congress and the Security Exchange Commission—will be already beginning to pursue with investigatory vigor the alleged role of mergers and acquisitions in a drift toward monopolistic practices.

It's not inconceivable that the music business could well bear a large brunt of the hoopla that will come with an official look-see into the structure of conglomerates. Music business entities on all levels have been prime "leisure-time" targets of large companies, and there is little doubt that stock growth can be attributed partly to the touch of glamour that entertainment field acquisitions give to the more staid members of the business community and for headline hunters—a practice both of journalism and those who seek its spotlight—the entertainment business can't be topped.

We have no real argument with the concept that it's about time for a meaningful review of the acquisitions and mergers scene. After all, we need only limit its influence within the music business to admit its impact—in terms both positive and negative, we may add. It's our intention here to inform the trade that it cannot, for reasons cited above, escape the scandal of official probing.

Since the music business has certainly been a willing prospect for the expansionist plans of outside corporate structures than it holds that the cry of "why us?" is hardly justified. There is also the point that a proper and truly studied investigation into the conglomerates picture could be of tremendous advantage to the music business. For it could bring to light a perspective of "where are we going" that is difficult to perceive as the rush of buy-outs continues. It could provide a needed time to take stock of what the industry's great involvement in the nation's top corporations really means.

Such industry organizations as the Record Industry Association of America (RIAA) and the National Association of Record Merchandisers (NARM) will be the focal point of reference for the business as the investigation proceeds. It's our hope that both organizations take heed of the old adage, "To Be Forewarned is to Be Forearmed."

But, whatever lies ahead for the music business as the result of the official study of conglomerates, it is about to face a scrutiny that will be in depth, demanding and no doubt enlightening.
<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist/Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DIZZY</td>
<td>Tommy Roe - ABC 1164</td>
</tr>
<tr>
<td>2</td>
<td>PROUD MARY</td>
<td>Creations City Rhapsody 659</td>
</tr>
<tr>
<td>3</td>
<td>BUILD ME UP, BUTTERCUP</td>
<td>Foundations UN 5501</td>
</tr>
<tr>
<td>4</td>
<td>INDIAN GIVER</td>
<td>1910 Flirtun Co., Sudbury 91</td>
</tr>
<tr>
<td>5</td>
<td>THIS MAGIC MOMENT</td>
<td>Jay &amp; The Americans United Artists 5074</td>
</tr>
<tr>
<td>6</td>
<td>TIME OF THE SEASON</td>
<td>Ronnie Date 1928</td>
</tr>
<tr>
<td>7</td>
<td>EVERYDAY PEOPLE</td>
<td>Syl &amp; the Family Stone Epic 10407</td>
</tr>
<tr>
<td>8</td>
<td>TRACES</td>
<td>Classics IV Imperial 66362</td>
</tr>
<tr>
<td>9</td>
<td>BABY, BABY, DON'T CRY</td>
<td>Dreamy Days, Inc. Repertoire 0777</td>
</tr>
<tr>
<td>10</td>
<td>CAI'S IN LOVE WITH YOU</td>
<td>Donnie Harwick Scofield 1224</td>
</tr>
<tr>
<td>11</td>
<td>YOU SHOWED ME</td>
<td>Furnace-in-the-hole 292</td>
</tr>
<tr>
<td>12</td>
<td>THE WEIGHT</td>
<td>Sammy Davis Jr. Repertoire 0779</td>
</tr>
<tr>
<td>13</td>
<td>RUNAWAY CHILD, RUNNING WILD</td>
<td>New Colony 5 Victory 72986</td>
</tr>
<tr>
<td>14</td>
<td>I'VE GOTTA BE ME</td>
<td>Sammy Davis Jr. Repertoire 0779</td>
</tr>
<tr>
<td>15</td>
<td>BUT YOU KNOW I LOVE YOU</td>
<td>New Colony 5 Victory 72986</td>
</tr>
<tr>
<td>16</td>
<td>MY WHOLE WORLD ENDED</td>
<td>New Colony 5 Victory 72986</td>
</tr>
<tr>
<td>17</td>
<td>THINGS I'D LIKE TO SAY</td>
<td>New Colony 5 Victory 72986</td>
</tr>
<tr>
<td>18</td>
<td>GAMES PEOPLE PLAY</td>
<td>New Capitol 2298</td>
</tr>
<tr>
<td>19</td>
<td>MR. SUN, MR. MOON</td>
<td>New Republic &amp; Readers Columbia 45744</td>
</tr>
<tr>
<td>20</td>
<td>HEAVEN</td>
<td>Polk's Atlantic 2599</td>
</tr>
<tr>
<td>21</td>
<td>CAN I CHANGE MY MIND</td>
<td>Tylene Davis-Oak 602</td>
</tr>
<tr>
<td>22</td>
<td>ROCK ME</td>
<td>Upsett Wilson Epic 1142</td>
</tr>
<tr>
<td>23</td>
<td>GALVESTON</td>
<td>Ginn Campbell Capitol 8790</td>
</tr>
<tr>
<td>24</td>
<td>GIVE IT UP OR TURNON A LOOSE</td>
<td>James Brown-Regal 811-933</td>
</tr>
<tr>
<td>25</td>
<td>TOUCH ME</td>
<td>Doors Elektra 4654</td>
</tr>
<tr>
<td>26</td>
<td>CROSSROADS</td>
<td>Cream Acoma 6606</td>
</tr>
<tr>
<td>27</td>
<td>CRIMSON &amp; CLOVER</td>
<td>Cream Acoma 7026</td>
</tr>
<tr>
<td>28</td>
<td>I'VE GOT A LINE ON YOU</td>
<td>Gerald Gise 115</td>
</tr>
<tr>
<td>29</td>
<td>MENDOCINO</td>
<td>Dial Capitol 8790</td>
</tr>
<tr>
<td>30</td>
<td>YOU GAVE ME A MOUNTAIN</td>
<td>Capitol Line ABC 11174</td>
</tr>
<tr>
<td>31</td>
<td>SNATCHING IT BACK</td>
<td>Atlantic 2605</td>
</tr>
<tr>
<td>32</td>
<td>HOT SMOKE &amp; SASSAFRASS</td>
<td>Stax Records International Artists 126</td>
</tr>
<tr>
<td>33</td>
<td>SWEET CREAM LADIES, FORWARD MARCH</td>
<td>Stax Records International Artists 126</td>
</tr>
</tbody>
</table>

**ALPHABETICAL TOP 100 (INCLUDING PUBLISHERS AND LICENSEES)**

1. **Alabam (Newport Rhythm Band)**
2. **Aladdin (Shelby Singleton)**
3. **Alacran (Rumbarero/Progression)**
4. **Alan Jay (Mainstay, BMI)**
5. **Alaska (Shelby Singleton)**
6. **Allee (Shelby Singleton)**
7. **Alan Jay (Mainstay, BMI)**
8. **Alaska (Shelby Singleton)**
9. **Allee (Shelby Singleton)**
10. **Alan Jay (Mainstay, BMI)**

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**March 15, 1969**

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**www.americanradiohistory.com**
It happened on
SOUTHBOUND JERICHO PARKWAY
K-14039

Roy Orbison
sings about a man. Who hits a one-way street. On purpose.
He sings about the wife. He sings about the son. He sings about the daughter. How they felt. Or didn't feel. And he sings it. The way it is.
Ed Ames has had 5 hit albums.

He's just cut his sixth.


Also available on Stereo 8 Cartridge. www.americanradiohistory.com
Columbia Plans Cassette Product

NEW YORK — Columbia Records is going into the cassette market. The label expects to offer its initial cassette product by this summer. No details in reference to pricing are being made known at this time. The Columbia move follows last week's announcement by RCA that it planned a mid-year entry into cassette sales. RCA said its cassette pricing would be along the lines of its Stereo 8 line.

GWP Launches 1st Singles, LP Dates

NEW YORK — GWP Records, the newly-formed releasing arm of George Purcell's GWP Productions, will bow to industry's expectations by March 14.たThe president Paul Robinson announced that 28 distributors have already been signed with RCA, and that the release of the first record — "Sister" by Johnnie Valenti — has been set for March 14. The singles are "Batteryhears" by bo Caine, "Momma Momma" by the Mediterranean, "Portobello Road" by Johnny Cash and "Love Letters" by the Murrays.

NARM Meet: The Panel Give & Take:

"Now Sound": Responsible Revolution

LOS ANGELES — NARM convention goers have been planning for the summer's Hill Room at the Century Plaza Hotel (March 17) were entertained and enlightened by a new man in the discussion on the "Now Sound," alternating from the point of view of a record company, a different symptom of a healthy-thinking society. The group talked of the new sound, "a wide-open space" and "more responsible than ever.

Clive Davis, president of Columbia Records, acted as moderator with Ahmet Ertegun, president of Atlantic Records serving as both speaker and panelist. Other panelists included publicists Norm Yolton and Paul Glass, Burt Bacharach, Jimmy Bowen, Roger Harman and Larry, Roy Silver and Jimmy Webb.

Ergon opened by briefly tracing the development of the industry and the immediate notice that the "second rate or low class music" we discovered during World War I was the "now sound of its time." Along with the more sophisticated Tan Pan sounds, the Ergon division was set up to recognize a demand for American folk and ethnic music and rock third rock and roll "is not a passing fad.

NARM Award Winners, More News On Confab

See Pg. 10

EIA: Home Ent. Units At Sales Peak

WASHINGTON, D. C. — Every consumer electronics category had record total market U.S. sales in 1966, according to the Electronic Industries Association.

In 1966 U.S. sales, including both domestic and foreign-label imports, were as follows: television - 12.2 million sets; radios - 46.6 million sets; phonographs - 6.5 million units; television record tape equipment - 2.1 million units.

These figures for phonograph sales does not include sales of audio components since such sales are made through several companies. It is estimated that such sales for 1966 could be as much as 20 percent. The figure for television sets includes sales of both domestic and foreign-label TV sets and includes U.S. manufacturers produced 6 milion units.

Peirce Exits Dot

NEW YORK — Dick Peirs has left his post as senior v.p. of Dot Records, where he was executive manager of Dot Records. Peirs joined the label in August of 1963 as v.p. of music operations for Paramount Pictures and president of the Dot label. He succeeded Len Fierman a year ago and during the "warm and close relationship" that the exec had "contributed greatly to the growth and diversification of the label."

Mass Media Workshop: Failure To Communicate

LOS ANGELES — The rack jobber panel of the media workshop last week was neglecting to take advantage of the opportunity to communicate with the record manufacturers or is the manufacturer unimportant of the rack jobbers' problems?

Both sides of the coin were examined last week at the Consumer Communication at the NARM Convention (March 30) with Main Line president James Shilpyiky presiding.

"Failure to Communicate" opened by noting that the song is the major cause of Communication between the rack jobbers and the suppliers and during the discussion all expanded say that the "song" is the major cause of Communication breakdown between the rack jobbers and the suppliers and during the discussion all expanded.

NARM's New Head is Amos Heilicher

LOS ANGELES — Amos Heilicher, one of the record industry's respected distributors and rack jobbers, has been elected president of the National Association of Recording Merchandisers for the coming year. Heilicher's firms, Heilicher Bros., 3800 N. Federal Highway, Fort Lauderdale, Fla., worked with Larry, Roy Silver and Jimmy Webb.

Ergon opened a new "Now Sound" by briefly tracing the development of the industry and the immediate notice that the "second rate or low class music" we discovered during World War I was the "now sound of its time." Along with the more sophisticated Tan Pan sounds, the Ergon division was set up to recognize a demand for American folk and ethnic music and rock and roll "is not a passing fad."

NARM Award Winners, More News On Confab

See Pg. 10

Audio Fidelity Buys Chart Label

See Country's News Report

Triumph Controls 70% Of Nemperor

LONDON — Triumph Broadcast Engineering, the company that has purchased 70% of the holdings in Nemperor Holding Ltd., parent firm of both American performers is Nero, and the late beatle made the purchase, was made with Epstein's brother, interested in the company, and the Beatles' Brian, against 29% of Nemperor and is chairman of the company.

Raffini Is GM Of English WB/7 See Int'l News
"Congratulations Tommy Roe, for your smash single 'Dizzy'... No.1 on the Cash Box Top 100 Singles Chart."

Larry Newton
President
ABC RECORDS
Dr. Goldmark To NARM: 'Last Opportunity'

LOS ANGELES — The world may be having a last opportunity to utilize the communications media to help people live together with more understanding peacefully side by side. This was the warning and challenge from CBS Laboratories president Dr. Peter Goldmark to the NARM convention last Monday. The distinguished physicist, father of the LP (33⅓ r.p.m. record) and the EVR (Electronic Video Recording) audio visual system, was living in a unique century but we have created the problems of this and the last century. About ten thousand years ago there were ten thousand people on earth. Now there are three billion. He has not yet learned how to use our space on earth. Unless science begins to divert some of its resources and tries to divert trends we are facing a catastrophe.

The unprecedented remarks directed far beyond the confines of the contest, described education as an "art," stating that we must perfect communication from man to man — the art of education.

Aretha, Campbell, Beatles, S&G Are Multiple NARM Award Winners

LOS ANGELES — At a gala banquet concluding the 1969 NARM (National Association of Record Merchandisers) convention, winners of the annual Hall of Fame Award were announced by Steve Allen.

In order of their being announced the winners were:

Best Selling Children's Line — DISNEYLAND RECORDS
Best Selling Economy Product — PICKWICK RECORDS
Best Selling Classical Artist — LEONARD BERNSTEIN and the New York Philharmonic — COLUMBIA
Best Selling Jazz Artist — SERGIO MENDES & A&M
Best Selling Female R & B Artist — ARETHA FRANKLIN AT LANTHAN
Best Selling Male R & B Artist (Tie) — JAMES BROWN (King) and OTIS REDDING (ATLANTIC)
Best Selling Hit Single — REY JUDE (APPLE)

A special Presidential Achievement Award was presented by outgoing NARM president Jack Goldblatt to Larry Levine, who handled the musical for such songs as "The Look of Love," "A Thousand Years to San Jose," "What's New Pussycat?" and "What the World Needs Now is Love." Levine and Goldblatt are both members of the House of NARM Promotions Promises.

Disk/Tape/Talent On Eatery Chain Menu

NEW YORK — The retail record and tape business is about to get a type of store one will find at a kitchen. With prospective locations on major highway intersections and shopping centers, Celebrity Houses, two businesses in one will combine record and tape centers with highly automated fast-food restaurants. They will also feature periodical live on-site appearances by major recording and television celebrities. The first unit currently scheduled to open June 1969, located in Greenfield, Mass., former home of the celebrity and major record albums and stereo tapes, and, in addition, will offer popular foods such as pizza, hamburgers and French fries. Celebrity Houses were developed by Mr. Larry Henry, and at all future locations, will be arranged in cooperation with a "Celebrity, Country and City," which is comprised of performing artists and business executives in the entertainment field. Two of the Celebrity House members are Martha Reeves and Jay and the Americans.

Don Ayres Heads Hawaiian Rack Co.

LOS ANGELES — Irv Pinenysh, one of Hawaii's leading record distributors and rockjock, has acquired the services of vintage rocker Don Ayres who recently moved to Hawaii to run Pinenysh's Rack 'n' Roll Service Hawaii Inc.

Ayres was one of the charter members of NARM and prior to taking Pinenysh's he headed his own Independent Sales company in San Francisco.

ABC Buys First NARM Endowment Scholarship

LOS ANGELES — The 125 guests attending the NARM Convention were the beneficiaries of a visit from one of radio and TV's leading figures, Leonard Goldberg, president of American Broadcasting Companies, who has been elected president of ABC and Dunhill Records. Goldberg addressed the NARM at their Third Annual Scholarship Awards Luncheon on the need within the record industry for personnel recruitment facilities which he said, "is a situation that is terribly lacking. It is absolutely necessary," he said, "to excite and interest young people about the opportunities in our business."

Larry Newton, president of ABC Records followed Goldberg with an announcement that ABC was creating NARM's first $10,000 scholarship endowment fund policy which provides scholarships to deserving and gifted students. The program was initiated on behalf of Leonard Goldberg.

The program was also attended by the trio from Irwin Laykus, a former NARM member and recipient of a scholarship which were given out at this year's meeting to children of employees of NARM members.

Handelman's 9 Mos. Sales, Earnings Up

DETROIT — Handelman Co. has reported that sales and earnings of the nine months and three quarter ended February 28, 1969, were $1,235,448, an increase of $51,505 from $1,183,943 a year ago. Net earnings rose to $35,040, or $.05 per share, compared with $32,900, or $.04 per share, for the nine months of 1968.

Mr. Goldberg said that due to a drastic cutback in hand, sales of record stock, he had held in Detroit on March 5, 1969 the directors voted to cut dividends from $.15 to $.17 per share on the 2,212,242 shares of outstanding stock declared to be paid April 14 to stockholders of record March 20.

Floyd Golden resigned as director but will continue to serve as assistant secretary and assistant treasurer.

The directors elected Alan E. Schwartz, a company director and partner in the law firm of Hongman, Miller, Schwartz and coaster, Detroit, as a director to replace Mr. Golden. Mr. Schwartz is also chairman of the executive committee, and chief financial officer of Cunningham Drug Stores, Inc. He is also a director of Irwin Laykus, Inc., American Markets, Inc., SOS Consolidated, Inc. and the Mutual Owl, Inc.

Mr. Schwartz was formerly chairman of the board of Cunningham Drug Stores Incorporated, Ansonia Drug Co. and Federal's Inc.

In a committee report, the chairman, commenting on the operations of the company, stated that the company had stated, "the continued improvement in sales and earnings is due to the increase in sales brought about by widespread and beneficial efforts of the company to broaden sales and distribution of 448 to tapes for home and automation use."
Son establishment Kings centers, 'Delilah' "Land accomplished I label's. 111 'While Cerulli Goulet, Mery Griffin, Skitch and Grammy Grammy - stereo move has solidified the new week, both "Bang Imperial of t'uncurl() You has announced that leasing ar- area. Good. 'Mickey Smithtown "Mouse" with "Mickey Island, 't'uncurl() many Big Bad, Artie Shaw, Andrews, Artistic "Hair" is as one of the most exciting new releases."

Decca & Metromedia Stop Mono Singles

NEW YORK—In separate statements last week, Metromedia Records announced that they would go all out to support Dom Cerulli and his label. Metromedia has planned to eliminate all mono singles as of this week's release, and Metromedia's vice president, Jack DeShannon, stated that his firm would press only stereo commercial copies commencing with the new release set for March 19. DeShannon's policy will also apply to the label's 12-inch recordings. Records are 100 percent stereo for the first time. The move is in line with Buckwheat Metromedia stressed the importance of stereo which has promoted the all stereo move. Levey noted that disk jockey copies will be pressed in both mono and stereo to accommodate facilities, as well as to be released to all mono or stereo broadcasters. First Metromedia stereo singles in the release will include a double release from Lawrence Welk's Crusade featuring the song "Doo Dah". Land of 1,000 Dances and "Bang Bang" Big Band of "While You Were Out" a single from "Together On The Cutting Room Floor!", and the cartoon character "Mickey Mouse" will receive the "Mickey Mouse Concert in B Flat".

2 New Sam Goodys

NEW YORK — Sam Goody, president of Sam Goody, Inc., operators of a chain of 144 record shops and entertainment centers, has announced that long-awaited bookings have been completed for New York's largest indoor record fair, Sam Goody's Winter Mall, in Smithtown, Long Island, and Kings Goody's Winter Mall, at Avenue U and Flatbush Avenue, Brooklyn. The two mall performances will be open to the public on Saturday, Dec. 3, and Sunday, Dec. 4, respectively. Details will be announced at a later date. Sam Goody's has also announced that the Smithtown store will be open on Dec. 2 for business within the next six months and that the Kings Goody's will be open on Dec. 3. Good establishment in that borough, will conclude when all business has been terminated on completion of the Kings Plaza Shopping Center. Each store will be a comprehensive entertainment center filled with a stock of phonograph records, musical equipment and other merchandise.

SCHECTHMAN & CASEY Form N.J. One-Stop

SPRINGFIELD, N. J. Ralph Schecthman and David Casey have opened a One-Stop Music Stores in Springfield, N. J. The operation, on Route 206, is located on the main road with tapes and tapes, offering hit product, and a full line of oldies, R&B and import albums. Schecthman is formerly New York City's top record buyer, and Casey has many years of experience in the music business, while Casey is former manager of the Springfield branch of Service One-Stop.

NEW YORK — In spite of the show's reception, until recent weeks, the score of "Hair" had been severely overlooked. A recent rush of material from the Galt MacDermott-Gerome Ragni-James Rado score, however, has made the music shoring up as one of the most heavily recorded play-song collections in recent Broadway annals.

Now being performed on stages in New York, Los Angeles, London, Munich, and Tokyo, "Hair" is being prepared for openings in Paris and Tokyo.

On wax, material from the 'love-rocket' has hit the American market in two original cast versions (Broadway on RCA and England's from Atlantic) as well as an outstanding player MacDermott's instrumental album "Hair Pieces" from MGM. Now a single rush has begun to bring further attention to individual selections once thought improbable as releases.

Heading up the best seller is the Fifth Dimension's medley of "Aquarius/Let the Sunshine In" and the title song performed by the Cow- sells. Earlier singles had been seen by Carra Thomas with her rendition of "Where Do I Go" and Nina Simone's "An Angel Got Too Close" which rapped r&b attention in the U.S., which became a major hit in Holland.

NAL Sets 'Xmas In August' Incentive

NEW YORK — Under the slogan Christmas in August, North Ameri- can Laboratories will inaugurate its special sales incentive program on its entire catalog of phonograph records for all of August. As an unlimited prize giving for its customers NAL will provide each purchaser with a "Gold Certificate" for each $10.00 purchase of a single, $100 for a four-record set, $200 for a single LP and $500 for a 3-LP set. The certificates can be redeemed upon completion of the entire program catalog up to a total of $10.000 in purchases during the contest period.

A group of the old TV contest shows, the firm has set up five plateaus, at $100,000, $200,000 and $300,000, but in this case there can be no minimum.

Upon reaching the $10,000 mark, the first prize, a color television sets can be claimed if the customer reaches that mark within 90 days following the first appearance. Prizes will receive both prizes. He also keeps his $10 Gold Certificate for use towards additional prizes. Similarly certificate returns are made at the other five plateaus.

There are also prizes available for customers whose final purchases fall between $100 and $10,000 in total, so that a customer whose final total is, for example, $120,000 will receive a prize in addition to the one claimed upon reaching the $10,000 mark.

First Six

According to Vincente Goldfiner, V.P. and sales manager of NAL, the firm has reached its Sixth Year Anniversary in very good shape. Production problems have been solved, and NAL opens its own ware- house (10) at 63 West 45th Street in New York, enabling same day shipment on the majority of orders.

Newly appointed sales manager Larry Sikora announced the addition of the following two salespeople to the catalog, who are direct imports of New York. A second set of Tennessee Shown to be available by May 23, and the NAL Jazz Series will debut by Apr. 1. All prempros will contain a 4-color window streamer.

Bernstein Makes Artistic Debut With Metromedia

NEW YORK — Writer-producer/arranger Herb Bernstein adds a new chapter to his career as a record producer as an artist on Metromedia Records. Bernstein's exclusive relationship was announced last week by label president Leonard X. During his many years in the music business, Bernstein has worked with such artists as the Four Seasons, Laura Nyro, the Cowsills, Dusty Springfield, the Righteous Brothers, and Judy B. His Metromedia LP sked for late March release, will showcase Bernstein's artistic talents.

Singles from the LP titled "Herb Bernstein's New Crusade" are available now. "Delilah (Land of 1,000 Dunes) Bang "If You Go Away" ow "While You Were Out.

FOR CHARITY'S SAKE Pete Bennett (left), record business promoter and Allen Klein's Ahmisco Industries, Inc., meets with U.S. Senator Charles E. Goodell. Bennett has a series of fund-raising drives benefiting the war ravaged nation of Biafra.

Bennett recently came back from a special investigational mission to Biafra, and has set up a series of special fund-raising drives benefiting the war ravaged nation of Biafra. In addition, the Senator has put Bennett in charge of entertainment for his own Senate Committee on Appropriations. He is also a member of the Governor Rockefeller committee to compile a city program to fill out the remainder of the late Senator Robert Kennedy's term. Bennett has also been placed in charge of the entertainment committee for the American Youth Foundation, a favorite of President Nixon.

Any performer wishing to participate in the Biafra fund-raising drives can contact Bennett.

Cash Box — March 15, 1969
ATLANTIC HAS THE HITS!

wilson pickett

“mini-skirt minnie”

Atlantic 2611
produced by Rick Hall

Archie Bell & The Drells

“I LOVE MY BABY”

Atlantic 2612
Produced by Gamble and Huff
Decca Drives For Vocalion & 'Best' Lines

NEW YORK — Decca Records has begun a special promotion drive to run through the month featuring 15 new Vocalion releases and the entire line of get-priced Vocalion catalog. Highlighting the package campaign will be an added push on the "Best of series" which will add four new LP's to its roster this month, each a two-record set.

Along with virtually all the best selling artists on Decca, Coral and Brunswick, the Vocalion catalog includes many performers who have since joined other labels. Among the figures featured in the promotion will be Carmen Cavallero, Jimmy Davis, Benny Day, Earl Grant, Condine Hill, Wanda Jackson, Wayne King, and Robert Maxwell, the Mills Brothers, Wynn Bostick, Bob Cowsill, Dusty Garibaldi, Billie Holiday, Kenny Kaye, Peggy Lee Al Jolson and others. Stockers, limos and added merchandising aids are being provided to assist in this end of the push as well.

Best Of Drive

The promotion's second half will feature new two-record sets from Bill Anderson, Pete Fountain, Earl Grant and Bert Kaempfert as a highlight segment of the "Best of series." These recordings will be strengthened along with catalog collections by Bing Crosby, Sammy Davis Jr., Ella Fitzgerald, Rudy Garibaldi, Billie Holiday, Kenny Kaye, Peggy Lee, Al Jolson and others. Stockers, limos and added merchandising aids are being provided to assist in this end of the push as well.

Decca Hurries Who Lid From Upcoming LP

NEW YORK — Decca Records is this week rushing a new single by the Who. The track, "Pinball Wizard," is the first recorded material to be released from the upcoming LP, which has been generating interest among English and American underground publics.

Written by Peter Townshend, the song comes from a record that is released on May 2. The album has been in the works for some two years and is to be marketed as a two-record set with a surrealistic cover depicting the "opera's" story line material. The album will portray the life story of a blind deal-meal boy who registers everything through musical vibrations. Developing into a national pinball champion, Tommy makes a miraculous recovery and develops into a national religious/rock hero. The album, which is being released to coincide with the beginning of a concert tour of the United States and Canada, is the first total music release from the group since their "Who Sell Out" hit. They have also secured best seller status with "The Magic Box" set that featured several of their earlier singles hits.

Release of the "Pinball Wizard" single will be the first in Decca's all-stereo single policy (see separate story).

Cash Box Looking Ahead

1. HAIR
   (United Artists — ASCAP)
   The Who (Kapp 41718)

2. AS THE YEARS GO PASSING BY
   (MGM 1351)
   Albert King (Atlantic 2604)

3. FIRST TRAIN TO CALIFORNIA
   (APR 1271)
   Crystal Shower (Columbia 44759)

4. LONG LINE RIDER
   (BMG — RIAA)
   Bobby Darin (Direction 350)

5. NOVEMBER SNOW
   (Epic — RIAA)
   Reprise (Dunhill 4176)

6. ALMOST PERSUASED
   (A & R — ASCAP)
   Eliza James (Cedar 5630)

7. THE BIRD HAS FLOWN
   (Vanguard — ASCAP)
   Deep Purple (Tephazammam 1519)

8. FEELINGS
   (Screen Gems — Columbia — BMG)
   The Cherry Poole (Hengage 610)

9. LILLY'S BACK
   (Columbia — BMG)
   Mervin Keene (Show Town 460)

10. MORNING GIRL
    (Columbia — ASCAP)
    The Neon Phumming (Phumer Bros./7 Ams 726)

11. WHAT'S WRONG WITH MY WORLD
    (BMG — ASCAP)
    Rhino Dave (Diamond 2560)

12. LOOK HOMEWARD ANGEL
    (BMG — ASCAP)
    Velvet Crests (Harbour 303)

13. CHANGING, CHANGING
    (Sundial System — ASCAP)
    Ed Ames (Coca Cola Victor 9726)

14. THIS IS A LOVE SONG
    (Tetragrammaton — ASCAP)
    Ben Medley (BMG 4025)

15. SHE'S ALMOST YOU
    (BMG — ASCAP)
    Bill Haney (D-1253)

16. LAS COSAS
    (BMG — ASCAP)
    Ronnie and Rene (Movie White 298)

17. DON'T TOUCH ME
    (BMG — ASCAP)
    Bettye Swain (Capitol 2382)

18. MEDICATED GOO
    (BMG — ASCAP)
    Elga Chardine — BMG
    Public United Artists 50500

19. TRICIA TELL YOUR DADDY
    (BMG — ASCAP)
    Sheryl New Lin — BMG
    Andy Kim (Stax 115)

20. SABRE DANCE
    (BMG — ASCAP)
    Love Sculpture (Farnet 335)

21. ARE YOU READY
    (BMG — ASCAP)
    Chas & Dave — BMG
    Paul Anna (BMG Victor 2126)

22. IN THE STILL OF THE NIGHT
    (BMG — ASCAP)
    Tommy Leonard (Ceda 32421)

23. KUM BA YAH
    (BMG — ASCAP)
    Paul Martin (Philips 40504)

24. HEY JUDE
    (BMG — ASCAP)
    Paul McCartney (Philips 40504)

25. SWITCH IT ON
    (BMG — ASCAP)
    Cliff Nobbs & Bob (Phil LA 013 Soul 320)

26. TOO LATE TO WORRY
    (BMG — ASCAP)
    Esther Phillips (Rhode 7301)

27. VIRGINIA GIRL
    (BMG — ASCAP)
    Five Americans (Abnak 134)

28. APPLE CIDER
    (BMG — ASCAP)
    Frank Dyer (Royal 519)

29. CHITTY CHITY BANG BANG
    (BMG — ASCAP)
    Four By Four (Paula 319)

30. "SEATTLE"
    (BMG — ASCAP)
    Millrose (Leukin 46547)

31. IS THERE ANYTHING BETTER THAN MAKING LOVE?
    (BMG — ASCAP)
    Fantastic Johnny C. (Phil LA 101 Soul 227)

32. LOVE THEME FROM 'LA STRADA'
    (BMG — ASCAP)
    Robert Markson (Kasso 975)

33. BABY MAKE ME FEEL SO GOOD
    (BMG — ASCAP)
    Five Starlets & Guitie (Carolyn 1936)

34. BORN AGAIN
    (BMG — ASCAP)
    Bobbi Nelson & Crystal (Dot 2198)

35. MY WAY
    (BMG — ASCAP)
    Frank Sinatra (Capitol 4127)

36. MORE TODAY THAN YESTERDAY
    (BMG — ASCAP)
    The Isley Brothers (Dot 4127)

37. MEMORIES ARE MADE OF THIS
    (BMG — ASCAP)
    Bette Davis (Dot 5067)

38. JULY YOU'RE A WOMAN
    (BMG — ASCAP)
    Frank Sinatra (Capitol 3156)

39. DID YOU SEE HER EYES
    (BMG — ASCAP)
    The Isley Brothers (Dot 4127)

40. 30-60-90
    (BMG — ASCAP)
    Erma Franklin (Stax 2154)

41. GAMES PEOPLE PLAY
    (BMG — ASCAP)
    Lou Rawls (Stax 107)

42. THE WORM
    (BMG — ASCAP)
    Jimmy McGirt (Solid State 2524)

43. SNOWBALL
    (BMG — ASCAP)
    American Machine (Tower 473)

44. YOU ARE MY DESTINY
    (BMG — ASCAP)
    The Isley Brothers (Dot 4127)

45. DON'T YOU KNOW YOU ARE TRUE LOVE
    (BMG — ASCAP)
    The Isley Brothers (Dot 4127)

46. SOUL PRIDE (Part I)
    (BMG — ASCAP)
    Jimmy McGirt (Solid State 2524)

47. MY SPECIAL PRAYER
    (BMG — ASCAP)
    Percy Sledge (Atlantic 2594)

48. SNAP OUT
    (BMG — ASCAP)
    The Isley Brothers (Dot 4127)
DIRECT FROM BEAUTIFUL DOWNTOWN BURBANK

LAUGH-IN '69

SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK IT TO ME SOCK 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ANOTHER NEW GROUP FROM THIS ONE'S OVERGROUND

Tuning In On... KGIL-San Fernando, Calif: MOR With More Personality

A “fringe area” station, situated only two singles from the Top 100 are programmed each hour and each of the two from a list of thirty. “I leave them to decide what’s best for their time slot and audience,” says Southcut. He suggests that KGIL was responsible recently for “what might be the greatest promotional stunt in radio history” in Gerri Stotts, an attractive 47 inch endowed young miss from Community Chevrolet in Burbank. Whittington escorted her to Y. W. walked down Wall St. and onto the pages of The New York Daily News — “She was featured two days in a row” and also “busted” on Joey Bishop’s TV show. “We estimate that she was seen by about 66 million people through the TV and news media.”

Only future change in KGIL format will be “evolutionary” rather than “revolutionary” since the station is one of the more successful “fringe area” outlets in the nation. “Primarily our signal is downtown L.A.-west, but we blanket the valley,” Whittington rates #1 in the valley in a number of time segments, topping some of the 50,000 watters in L.A.

Outlet also offers news and freeway reports with mobile units covering the valley during peak traffic hours.

Bios for Dee Jays

David Ruffin

“The grass is always greener on the other side,” is a well worn cliche, which is not true for Deejay Ruffin. Shirlie Peirce, Viola Bippus and Earnestine Pierce, the three deejays in England actually did turn out to be greener.

Sisters Shirley (22) and Earnestine (20) from Orangeburg, South Carolina, and Viola (22) from Macen County, Alabama were entered in a deejay contest as part of a multi-cultural program targeting young adults as deejays. Listening to all new albums and singles and formulating the play list, principally based on sound rather than chart action. Charts are a factor but only two singles from the Top 100 are programmed each hour and each of the two from a list of thirty. “I leave them to decide what’s best for their time slot and audience,” says Southcut. He suggests that KGIL was responsible recently for “what might be the greatest promotional stunt in radio history” in Gerri Stotts, an attractive 47 inch endowed young miss from Community Chevrolet in Burbank. Whittington escorted her to Y. W. walked down Wall St. and onto the pages of The New York Daily News — “She was featured two days in a row” and also “busted” on Joey Bishop’s TV show. “We estimate that she was seen by about 66 million people through the TV and news media.”

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WMCA New York has joined forces with the Interacational Council for Business Opportunity for the Rock Movement. “Le Half-Breed,” is a new name for small, minority-owned businesses that have been organized by the ICBO. The outlet, which is being identified as prime time, has been given advertising contracts by the ICBO and will be the first beneficiary of WMCA’s series of programs. The Arthur J. Choice Fuel Co. of Roosevelt, L.I. Choice has been receiving 26-second commercial time during prime drive times and weekends. Howard Klarman, president of the Strass Management Co., of which WMCA is a member, stated that the cost of the commercials to paying advertisers would be $4,000. Klarman said that future recipients of the WMCA assistance will also get 36 commercials over four weeks, but some may be only 20 seconds long. The station says that this release of these commercials to advertisers will be the first in a series of similar drives by the ICBO.

In addition to WMCA’s own programs and performances by other artists of its own, the station will broadcast its so-called “bathroom tapes.” These tapes include performances by Dylan of several of his own compositions which have been previously released only in versions done by other artists. Among the “bathroom tapes” to be heard by WNEW-FM are “Mighty Quinn,” which hit the charts last year, and “Manfred Mann, and This Wheel’s On Fire,” which has been released in a version done by both Julie Driscoll and the Band.

KNX-Los Angeles has been awarded a Certificate of Appreciation by the Youth Training and Employment Project of East Los Angeles for the outlet’s assistance to the group’s program, which is administered by the United Community Effort under the auspices of EYOA. Sara P. Miller, administrative assistant-public information for the Project, and Richard M. Tate, executive director, joined in thanking KNX for its help.


SUTURES: Elliot (Biggie) Nevis, program manager at WIOD-Miami, addressed a dinner meeting of the Hollywood Beach Chapter of Women’s American ORT (organization for Rehabilitation Training) at the Diplomat. The subject of the dinner’s role in the “important contribution to today’s music,” Dylan is generally considered to be the root source of the entire progressive rock movement. He is the artist with the singularly blended folk music and the rock beat. His lyrics are a reflection of the poetry of the social consciousness of today’s youth. It is especially meaningful to us out our own and our listeners’ attention on him. The program, which will be hosted by air personality Scott Muni, will be heard from 2 to 6 a.m. In addition to Dylan’s own recordings and performances by other artists of his works, WNEW-FM will broadcast his so-called “bathroom tapes.” These tapes include performances by Dylan of several of his own compositions which have been previously released only in versions done by other artists. Among the “bathroom tapes” to be heard by WNEW-FM are “Mighty Quinn,” which hit the charts last year, and “Manfred Mann, and This Wheel’s On Fire,” which has been released in a version done by both Julie Driscoll and the Band.

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THIS MOTHER HAS A HIT!

MAMA CASS

"MOVE IN A LITTLE CLOSER BABY"

D-4184
PRODUCED BY STEVE BARRI

EXCLUSIVELY ON THAT
BRIGHT, AGGRESSIVE, CHARMING,
DISTINGUISHED, CHARISMATIC,
& BEAUTIFUL LABEL

THE MOTHER WILL BE ON TV.
TOM JONES—MARCH 21
HER OWN SPECIAL ON ABC TV—APRIL 8
New Albums for March

VICTOR

With Love,
From Lynn
Lynn Anderson

RCA
The Feather Songs of Burmese
PLAYS THE JOHNNY WENDEL ORCHESTRA

RCA
REMEMBER ME
Joan St. Croix

RCA
LOVE OF A GENTLE WOMAN
John Gary

RCA
A WARM SHADE OF IRONY
THE PAPA ORCHESTRA

RCA
A FEW MINDS

RCA
SNOW IN ALL SEASONS
Hank Snow

RCA
TUMBLING TUMBLEWEEDS
SONS OF THE PIONEERS

RCA
A Yankovic Dance Party
Frank Yankovic

*Available on RCA Stereo & Cartridge Tape

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Hottest Single in the Country

IT'S OUR THING

TN—901

THE ISLEY BROTHERS
PUB. Jobete BMI

FLIP: Arr. Barbara

ARR: Pub Jobete BMI

PROD: #50

WRITER: flip A

WRITERS: FIVE

Vital Statistics

DetaileD information about titles on the Cash Box Top 100 This Week

29

Flirtations - Deram 85036

29

Thee Prophets - Kapp

30

Thee Prophets

30

Thee Prophets

31

Shango-ABM 1014

32

East Of Eden

33

ABC-EMI 3014

34

12345678

35

Sly & The Family Stone

36

Sugarhill Gang - Jive

37

Thee Prophets

38

Thee Prophets

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Flirtations

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Flirtations

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Columbia

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Columbia

Cash Box — March 15, 19
RANWOOD RECORDS CELEBRATES LAWRENCE WELK MONTH WITH The Sound of Money!

Lawrence Welk/Love Is Blue RLP8003
Lennon Sisters/On the Groovy Side R8004
Myron Floren/New Sounds R8005
Lennon Sisters/Best Loved Catholic Hymns R8006
Lennon Sisters/Sing Twelve Great Hits R8007
Lennon Sisters/Something's Stupid R8008
Jerry Burke/Greatest Organ Hits R8009
Jerry Burke/A Collection of Golden Organ Hits R8010
JoAnn Castle/Ragtime Piano Gal R8011
Julian Castle/12 Great Hits in Ragtime R8012
Lawrence Welk & Myron Floren/Polkas R8014
Myron Floren/Accordion Concert R8015
Lawrence Welk/Moon River R8016
Lawrence Welk/Winchester Cathedral R8017
Lennon Sisters/Christmas With the Lennon Sisters R8019
Lawrence Welk/Silent Night R8020
Lawrence Welk/Yellow Bird R8021
Lawrence Welk/Songs of the Islands R8022
Lawrence Welk/Champagne Music R8023
Lawrence Welk/Calcutta R8024
Lawrence Welk/Waltz Time R8025
Lawrence Welk/Tenth Anniversary Television Show R8026
Lawrence Welk/Country Music’s Great Hits R8027
Myron Floren/Polkas R8029
Lawrence Welk/To America With Love RLP8030
Bob Faldston/Playing Great Movie and Show Themes R8031
Lawrence Welk/Singers and Orchestra R8034
Frank Scott/Indian Lake R8035
Curt Ramsey/Sweet Memories R8038
George Cates/Hawaii R8039
JoAnn Castle/Hawaiian Ragtime R8041
Lawrence Welk/Hymns We Love R8042
JoAnn Castle/Those Were the Days R8043
Lawrence Welk/Memories R8044
Natalie Nevins/I Believe R8045
Myron Floren/Great Polka Hits R8047
Tanya Falen/Let It Be Me R8048

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RANWOOD RECORDS, A SUBSIDIARY OF RANWOOD INTERNATIONAL INC., 9034 SUNSET BLVD., LOS ANGELES, CALIF. 90069. PHONE (213) 278-7222
A survey of key radio stations in all important markets throughout the country to determine by percentage of those reporting which releases are being added to station play lists this week for the first time and also the degree of concentration combining previous reports. Percentage figures on left indicate how many of the stations reporting this week have added the following titles to their play list for the first time. Percentage figures on right include total from left plus the percentage title received in prior week or weeks.

<table>
<thead>
<tr>
<th>% OF STATIONS ADDING TITLES TO PROG. SCHED. THIS WEEK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL</th>
<th>TOTAL % OF STATIONS TO HAVE ADDED TITLES TO PROG. SCHED. TO DATE</th>
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</thead>
<tbody>
<tr>
<td>52%</td>
<td>I’ll Try Something New — Diana Ross &amp; Supremes &amp; Temptations — Motown</td>
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<td>91%</td>
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<td>47%</td>
<td>You’ve Made Me So Very Happy — Blood, Sweat &amp; Tears — Columbia</td>
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<td>44%</td>
<td>Don’t Give In To Him — Gary Puckett &amp; Union Gap — Columbia</td>
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<td>41%</td>
<td>Aquarius/Let The Sunshine In Medley — 5th Dimension — Soul City</td>
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<td>75%</td>
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<td>38%</td>
<td>I Can Hear Music — Beach Boys — Capitol</td>
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<td>36%</td>
<td>Didn’t You Know — Gladys Knight &amp; Pips — Soul</td>
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<td>33%</td>
<td>Time Is Tight — Booker T &amp; Mg’s — Stax</td>
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<td>31%</td>
<td>Move In A Little Closer Baby — Mama Cass — Dunhill</td>
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<td>30%</td>
<td>Memories — Elvis Presley — RCA</td>
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<td>28%</td>
<td>It’s Your Thing — Isley Bros. — T-Neck</td>
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<td>Hair — Cowsills — MGM</td>
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<td>Are You Ready — Chambers Brothers — Columbia</td>
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<td>22%</td>
<td>Brother Love’s Travelling Salvation Show — Neil Diamond — UNI</td>
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<td>I Still Love — Jackie Wilson — Brunswick</td>
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<td>18%</td>
<td>Snatching It Back — Clarence Carter — Atlantic</td>
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<td>Johnny One Time — Brenda Lee — Decca</td>
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<td>Gimme Gimme Good Lovin’ — Crazy Elephant — Bell</td>
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<td>14%</td>
<td>Only The Strong Survive — Jerry Butler — Mercury</td>
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<td>13%</td>
<td>Blessed Is The Rain — Brooklyn Bridge — Buddah</td>
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<td>Time Was — Canned Heat — Liberty</td>
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<td>Twenty Five Miles — Edwin Starr — Gordy</td>
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<td>Long Green — Fireballs — Atco</td>
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<td>Don’t Forget About Me — Dusty Springfield — Philips</td>
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**LESS THAN 10% BUT MORE THAN 5% TOTAL % TO DATE**

| No Not Much — Vogues — Reprise — 27% | Albatross — Fleetwood Mac — Epic 9% | Will You Be Staying After Sunday — Peppermint Rainbow — Decca 8% |
| What’s Wrong With My World — Ronnie Dove — Diamond 9% | Day After Day — Shango — A&M 8% | The Way It Used To Be — Engelbert Humperdinck — Parrot 67% |
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We are proud to participate with you, AT&T, and World Showplace Music on the entertainment project of the century!

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b/w The Two of Us

UNI #55107

and a brilliant first album:

THE YELLOW PAYGES

Volume 1

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CashBox Record Reviews

**Picks of the Week**

**TOMMY JAMES & THE SHONDALLS** (Roulette 7039)

Swee Cherry Wine (3:59) (Big Seven, BMI — James, Grasso)

Having turned from straight teen to progressive, Tommy James and the Shondells move more maturely into the R&B attack with their new outing. Track 1 is a pulsing weighty-bass effect with brassier than "Crimson & Clover." AM radio shows a hint of jazz direction. Chalk up another teen heavy flip. "Breakaway" (2:45) (Big Seven, BMI — James, Vale) Fine rock track that could add its own sales impact.

**THE BEE GEES** (Atco 6657)

First that shrimp (2:55) (Press, BMI — B.M.R. Gibb)

...less classic than "Those Started a Joke" hit, the Bee Gees' new side presents a low-key love ballad with the same mystic quality that has proved captivating in the team's work. Hypnotic arrangements and the singular vocal sound guarantee renewed explorations through AM and FM channels. Surprise ending clinches this effort. Flip: "Lamplight" (4:43) (Same credits.)

**B.J. THOMAS** (Scepter 12244)

It's Only Love (2:53) (Press, BMI — James, Tyrell)

B. J. Thomas softens his ballad approach on this follow up to "Hooked On A Feeling." Adding the teen elements as the song develops (electric sitar and rock driving pick up in the makeup) the songwriter's new effort builds in power that should have it mushrooming into another sales runaway. Flip: "You Don't Love Me Anymore" (2:25) (Press, BMI — James)

**TYRONE DAVIS** (Dakar 605)

A Clock of Love (3:40) (Dakar, BMI — Dispensa, Wolfolk)

Continuing in the line that gave him his monster "Can I Change My Mind," Tyrone Davis comes out with a solid sales side that should establish him as a regular best seller artist. Strong ballad material with a burning rhythm line that maintains Davis' pop/blues impact. Flip: "Undying Love" (3:29) (Dakar, BMI — Henderson, Hatifier)

**HERB ALPERT & THE TIJUANA BRASS** (A&M 1043)

Zumara (3:10) (Bob Gaudio for the AM)

From straight instrumentalist to vocalist and now Herb Alpert stirs up new excitement back in the orchestral vein, but with a lovely chorus accompanying will that will have this Brazilian soft side wooing listeners on the Across the Board. Track 1 is headed into the best seller lists with beauty to spare. (No flip info provided.)

**WILSON PICKETT** (Atlantic 2611)

Mini Skirt Minnie (2:42) (New Research, BMI — Hill, Jackson, Caghe)

Having come up with his heaviest in some time via "Hey Jude," Wilson Pickett puts his own man into more with this pounding rock-blues outing. Blazing vocal and especially fine instrumental track fan the flaming Pickett sound into a red hot venture with built in sales impact. Flip: "Back in Your Arms" (2:44) (Fame, BMI — Jackson, Moore, Chambers, Leakes)

**OHIO EXPRESS** (Buddah 102)

Mercy (2:20) (Peanut Butter/ Kaskat, BMI — Levine, Feldman)

Just the vocal sound has been changed to protect an innovation that dis tinguishes this bubble gum outing from the chain of hits that the Ohio Exp ress has linked together. The rhythmic spectacle remains solid as ever as does the childish lyric. Flip: "Wol It Up" (1:40) (Same pubs, BMI — Levine, Resnick, Katz, Kasenetz)

**JEANNIE C. RILEY** (Plantation 16)

There Never Was A Time (2:39) (Shelby Singleton, BMI — Lewis, Smith)

Another hit of a national style for Jeannie C. Riley (as far as her pop fans are involved) on the new side that has "The Girl Most Likely" girl softened into a banker of classic Soulender. Jeannie's soft singing of a lively folk accompaniment in the "Honey" manner gives this track enough teen and adult appeal to guarantee solid sales receptions. Flip: (No flip info noted.)

**THE FOUR SEASONS** (Philips 60597)

Something's On Her Mind (3:16) (Gavadima Genius, ASCAP — Gaudio, Holmes) Idaho (3:03) (Same credits)

Splendid treatment of the eternal boy chases girl situation done up with an ear-catching production on the latest Four Seasons side gives the team a solid side to climb into the top forty topping. Type up the whole track off is another impressive performance with teen attention in mind. Flip has a novelty approach with tongue- in-cheek lyric that could turn the outing into a two sided hit.

**AL WILSON** (Soul City 773)

I Stand Accused (3:30) (Jalynne, Curtom, BMI — W & J Butler)

Early Jerry Butler material gives a tremendous boost to the effective vocal power of Al Wilson on his latest offering. Side is a brilliant ballad with very effective lyrics and an arrangement here that puts the side across as a soul/ R&B side for pop and R&B programmers. Flip: "Shake Me, Wake Me" (3:13) (Jolobe, BMI — Holland, Dozier, Holland)

**THE UNICIPS** (Rapp 985)

If It's A Groovy World (3:18) (Arjund, ASCAP — Drake)

The Unicips brighten up their view on this optimistic follow up to "The Begin ning." Side is a good solid popPER of a side that could sell in both pop and market. Could skyrocket through exposure. (Flip: No info supplied.)

**JAMES & BOBBY PURRY** (Bel 774)

Section C (2:31) (Rulph, BMI — Holler)

Explosive R&B material gives the Purrys their strongest side in some months. Side could sell across the line through enough to break wide open on the teen sales lists as well. Powerful ballad on the flip that is delivered with a vocal sound to hit the sound hi trumpet. Flip: "I Don't Know What It Is You Got" (2:28) (Papa Don, BMI — Schram, Brown, Works)

JOHNNY THUNDER (Columbia 44799)

God Bless The Child (2:38) (R. B. Marks, BMI — Holiday, Herzog, Jr.)

Follow-up side from the Thames shows the act still working with impeccable material that gives them a head start toward breakthrough showings. Billie Holiday tune that has become a standard is tailored for all formats right now. Building effort which should carry the team back into the winner's spotlight.

Flip: "The Love That You're Looking For" (2:40) (Tramays/Twin Girl, ASCAP — Jackson, Bell, Andrews)

**JOHNNY ROBINSON** (Okeh 7328)

Green Grass of Home (2:56) (Tree, BMI - Putnam)

Many tested and proved on the country and pop lists makes Johnny Robinson a heavyweight contender for blues market action once again. The dream of a condemned prisoner is has given a dramatic film that should have the side gathering extra sales momentum from pop outlets. Flip: (No info available.)

**JAMES CARR** (Goldwax 340)

Tell Me Nobody Loves Me (2:28) (Gibb, BMI — Gibb, Gibb)

Supercharged revitalization of "To Love Somebody" from the BeeGees' songbook. Tune has had several shots at R&B action, most notably by Nina Simone, but the James Carr working puts together a powerful vocal with some standout arrangements that should have the side climbing into the winner's circle. "These Are a Few of My Favorite Things" (2:31) (Rise/Arm, BMI — Lauch)

**THE MOMENTS** (Stang 9003)

Sunday (2:32) (Gambi, BMI — Robinson, Keyes)

Coming back from a name-making "not on the Outside," the Moments offer an exuberant and gripping R&B revelation. One of the few teams to see action with a non-monopolized bubble-gum effort, the Moments are aiming their sights high this time. Track 1 is a tremendous beginning effort which should make the making of a super side. Team works with a lustrous Delfonic styling that should have the act rising once more with a solid shot at breaking wide open on the pop lists. Flip: "Somebody Loves My Baby" (2:44) (Gambi, BMI — Johnson, Brown, Goodman, Val)

**SONNY TIL** (RCA 9733)

You All Need / I Can't Do It Anymore (3:35) (Ninandy, BMI — Waymon)

Solid old sound enhanced by modern techniques gives Sonny Til (remember the Orinices) a side here which should see immediate action across the teen board. Heavy R&B effort with enough of the makings of a super side. Side here given the immediate blues power to coast into R&B & spots and has enough extra to add to the Kekreas like radio and the Vanilla Bridge. One to watch. Flip: "You Gotta Come Through" (3:03) (Don, BMI — Malone, Williams, Evans, Bloozer)

**YEAR 2000** (Rama Rama 7781)

Spooky (2:29) (Lowery, BMI — Shapiro, Middlebrooks)

First of the Classics hit songs on a Vanilla Fudge progressive styling in this murky, heavy duty for the Year 2000 with their new label. Team has been on the verge of breaking before and could have the key with the new outing. Added novelty effect of a well worked Charger bit kicks off a fetching effort that has breakthrough potential. Flip: "Dreamy" (1:28) (Same credits.)

**JEANETTE WILLIAMS** (BackBeat 601)

Stuff (3:00) (Don, BMI — McBride, Williams)

Sturdy love side filled with the impact of a steady rocking backup and a very fine Jeanette Williams. The side comes with on the immediate blues power to coast into R&B & spots and has enough extra to add to the Kekreas like radio and the Vanilla Bridge. One to watch. Flip: "You Gotta Come Through" (3:03) (Don, BMI — Malone, Williams, Evans, Bloozer)

**FORD THEATRE** (ABC 11192)

Wake Up in the Morning (3:05) (D'Azure/Karmen Lyman, ASCAP — Palmer)

Having offered an excellent first album, the Ford Theatre turns up with solid new material. " teaching" the average audience this LP. Something of a Moody Blues venture with harder vocal impact this rocks the ballad the important to break open for program lists and sales charts. Flip: "Time Changes" (3:12) (Same credits.) [LP title song]

**THE BAG** (Decoa 32463)

I Want You By My Side (2:39) (Patrick Bradley, BMI — Vance)

Moniq (Of Gladys Knight & the Rascals influence give the Bag a strong follow-up effort on the road to a first breakaway side. Solid groundwork by the act, a production job here could help put this impressive bit into the ground with pop programmers. 

Flip: "Red, Purple & Blue" (4:14) (Popdawt, ASCAP — Hillman, Mahoni)
MAKING ALL STATIONS

"EMILY"

CRIB & BEN

ON DECCA
...another million seller!

TYRONE DAVIS

"Is It Something You've Got"

Arranged and Produced by WILLIE HENDERSON

Best Selling Album

TYRONE DAVIS
"CAN I CHANGE MY MIND"
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BARBARA MASON (Arctic 148) Take It Easy (with My Heart) (3:27) (Blackbutter Records - Mason, Brammer) Singular styling by Barbara Mason is heightened by a hardened rhythmic support on her newest outing. Side could prove strong enough on the r&b front to break up. Flip: "You Never Loved Me" (1:48) (Blackbutter - Mason)

BILTY HARRIS (SSSS Int 700) There's a Break in the Road (2:51) (Mansard/BMI - Toussaint) Heavy hitting side that packs a whallop in the percussion/rhythm and vocal ends. Track is strong enough to excite r&b action and could easily spread. (No flip info supplied)

ANN PEEDLES (Hi 2157) Walk Away (3:20) (Saito/Chevay - BMI - Sun) Slow soulful side from Ann Peedles has enough charm to ask for a second and third listen. Just this kind of material might prove powerful enough to generate solid reactions on the r&b circuit. Flip: "I Can't Let You Go" (2:17) (Saito - Jec - BMI - Sam)

IKE & TINA TURNER (Minit 32066) I'm Gonna Do All I Can (to Do Right By My Man) (2:55) (Earl Bartom - BMI - Carson) Heavy ballad outing with outstanding material and a very strong belting vocal make the newest Ike & Tina Turner set a winning turntable sound that could come to life saleswise. Flip: "You've Got Too Many Tears That Bind" (2:31) (Moore/Placid - BMI - Northern, Bailey)

JOHNNY SOUL (SSSS Int 763) I Almost Called Your Name (2:45) (Shelby Singleton - BMI - Lewis, Smith) Old Otis Redding style charges this slow ballad with an electric sound that could add up to high voltage r&b sales. May take off. (Flip info not included)

FLOYD MORRIS & CO. (Philips 40580) Bouncing Around (2:33) (Jadon/MRC - BMI - Moore, Daniels) Bright soul instrumental with a little "Soulful Strut" and a lot of rhythm impact to kick off r&b acceptance. Very fine showing with pop appeal to add sales. Flip: "The Grouches Cowboy" (2:35) (Same pubs - BMI - Marks, Moore, Daniels)

BILL MOSS (Bell 771) Sock it to 'Em Soul Brother (2:23) (Daring, BMI - Moss) Southern soul sound loads the instrumental over sight behind Bill Moss' black power with a beat ballad. Strong enough to gather better seller momentum. Flip: Instrumental - same credits.

ILA VANN (Roulette 7038) Keep On Laughin' Baby (2:29) (Big Seven BMI - Illingsworth, Grasso, Fintin) Soulful vocal and a nicely produced blues effort with a rhythm impact to kick things into a nifty gear set this side on the right track. Could come from left-field. Flip: "Every Little Living Dream" (3:46) (Big Seven, BMI - Illingsworth, Fin-ton)

KIN VASSY (Uni 5514) Hello L.A. Bye Bye Birmingham (3:06) (Metric, BMI - Bransait, Davis) Some fine material that just keeps coming back, "Hello L.A." takes on a pulsing progressive folk outlook here which could bring in some strong teen radio plays. Flip: "Farewell" (3:09) (3guma, ASCAP - Meskell)

BARDEN (Dot 17088) July, You're a Woman (2:55) (Great Montana, BMI - Stewart) Underdog in the cover race that has developed for "July," Barden is just likely to show off surprising tenacity that can come from behind to steal a shot on radios before they are available. Flip: "Do You Remember" (2:59) (Par-Ed, BMI - Barden, Warren)

SWEET SMOKE (Amy 10603) You've Got to Hide Your Love Away (2:51) (Stewart, BMI - Lennon, McCartney) Heavy adaptation of the Lennon and McCartney oldie which transforms the song into a completely new bit of material with a non-FM progressive kick. Flip: "You Don't Know Him Like I Know Him" (2:19) (East, Cotillion - BMI - Porter, Hayes)

JOHN BELAND (Ramwood 835) Sunday Fool (2:11) (Brensham, BMI - Belland) Folks ballad which features top-hitting performance that has personal charm and the potential to entice teen and MGR play. Flip: "Ask Me If I Needed to Be Reminded" (2:49) (Brensham, BMI - Murray)

KELLY GORDON (Capitol 2446) He Ain't Heavy He's My Brother (4:32) (Parron, ASCAP - Scott) Noted as a producer (Bobbie Gentry, K-Sandra), Kelly Gordon brings a perceptive and worthwhile side featuring a Randy Newman-y soul. Excellent production touches and material are likely to catch top forty notice for this heavy ballad. Flip: "That's Life" (3:09) (4 Star TV - ASCAP - Gordon)

C & THE SHELLS (Cotillion 44024) You Are the Circus (2:03) (Cotillion, BMI - Williams, Jr) Exciting blues group makes this half teen/half r&b material a powerhouse outing with the impact to attract heavy notice among pop and blues programmers. Could catch right momentum. Flip: "I Knew Love" (3:01) (Same pubs - BMI - Williams, Williams, Jr)

TWO MILE PIKE (Boone 884) The Unhinged Bicycle Rider (2:49) (Pamper, BMI - Howard) Strange sounding side that has a peculiar newness demanding a listeners-hardest attentiveness. This power brings emphasis to the lyric strongly enough to make this a heavy sleeper prospect. Flip: (Instrumental version)

THE FALL GUYS (Argosy 103) Don't My Own Thing (2:19) (Ram- el Balladie group) A pretty song could prove the right combination with this easy listening side. Side has a middle-of-the-road pop approach which may gain enough momentum to come out of left field. Flip: "Shadows" (2:43) (Same credit) (Argosy Records, BMI Bilt Ave, NYC)

THE YOUNGBLOODS (RCA 0129) Darkness, Brightness (4:35) (Fidgott, ASCAP) Among the earliest of the recent pop acts to arrive on the country scene, this side featuring their rock material, the Youngblods have struck a pleasant balance which could create solid enough FM breakthroughs to start a sales surge here. Flip: "On the Road Again" (3:06) (Dolghan, ASCAP - Levering)

We Care - Do You?
HOST TONY LAWRENCE INVITES THE ENTERTAINMENT WORLD TO JOIN HIM THIS SUMMER IN NEW YORK CITY'S GREATEST COMMUNITY PROJECT

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THE CITY OF NEW YORK JOHN V. LINDSAY, MAYOR AUGUST HECKSCHER, ADMINISTRATOR COMMISSIONER OF PARKS PRODUCED AND DIRECTED BY TONY LAWRENCE

FESTIVAL DATES
June 29, 1969
July 13, 1969
July 20, 1969
July 27, 1969
August 10, 1969
August 17, 1969
August 24, 1969

CONTACT:
N.Y. City Dept. of Parks — Tony Lawrence
Recreation and Cultural Affairs
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Cash Box — March 15, 1969
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a powerful beat by

SAMMY DAVIS JR.

THE BREAK-OUT CUT FROM
THE SOUND TRACK
ALBUM OF THE YEAR.

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MAR. 19 PHILADELPHIA MAR. 20
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DETROIT, CINCINNATI, COLUMBUS
MAR. 28/SAN FRANCISCO, LOS
ANGELES APR. 1/CLEVELAND,
NEW YORK, PROVIDENCE, DENVER,
APR. 3/TORONTO

DIVISION OF MCA INC.
HOLLYWOOD

The Sago of Singleton

With the possible exceptions of co-producer Jim Webb or recording artist Glen Campbell, no "rags to revolutionizing" heroes in the past two years nearly approach that of Shelley Singleton on his October 11 debut at the 28,000-concert NAB convention.

Singleton started his various record labels (WINS International, Great Lakes, Phantasm, and Sunet) and his own operation (his own company) with a grand total of $7,000. He moved to Nashville shortly thereafter with a budget of $3,000. He sold his company to the Osmond Brothers through a series of financial deals.

Singleton's small-label background has gathered seven Grammy nominations, topping the sales of some of the "major" records. Most of the nominations are for his "c-e-w ganger," "Harper Valley P.T.A.," which made Phasemaster's Jeannie C. Riley a household name.

Although Singleton's public fame is based on the "P.T.A." label, his greatest success is in the white rock world with a 50,000-selling song: "Peggy Scott and Jo Jo Benson's Pickin' Wild Mountain Berries." A string-rhythm combination that evokes the heartiness of the east coast and Detroit rock, with the more soulful sounds of the south tinged with regional tones of c-e-w and rockabilly.

Singleton employs a staff of 35; his own contract composer and sidemen, orchestra and engineers and other technicans are in the process of building an entirely self sufficient operation. He bought his first rented headquarters in Nashville, a 900 square-foot house which might have served as a location for the filming of "Grape of Wrath," as a reminder of "where we came from." Where's he going? He intends to make Nashville the entertainment center of the south. His not-to-distant plans include: the construction of motion picture sound and television studio stages to be followed by a Tennessee Disneyland which might reflect the history of that section of our nation.

Chicago

A & M's Tambo 4 returned to the Chicago House for their third engagement. The group, which opened at the U.S. debut in the club last Spring and scored recently at the New York City's El Morocco, is booked a month later. They have since appeared in London and in clubs across the country as well as returning to A&M and have recently completed a new album, "Solid Gold" (A&M). All original Brazilians, the group is particularly well known for their rhythm section of the "Yambata" variety (leader-pianist), Belami, (flute & bass), Omo (sax & piano) and Rodo Dori (guitar & bass). They'll be appearing here through March 21.

Paul Diamond, formerly with Mid-Atlantic Specialties, has joined the staff of Time-Life's American Bandstand as an assistant to Mort Oren. Local Information. A trip in behalf of current single "Here N' There" (Beggars) began work on her first LP, "WCFL music director," Deejay,Danny P. Stagg. appointed station president. Featured on the "L & V." (Let Us Vote) campaign for the National Association of AARL on Russo's Kinetic playground in New York. Bernstein and Sumpter (classical guitar & bass) will be accompanying 'em through March 21.

CashBox Record Ramblings

NEW YORK

VIEW FROM BROADWAY. Ainsley Dunbar Retaliation, skedded to open at the Palace on 8th Ave. April 15, will open there tonight (10). The Funk Brothers, the house band of Motown's Hitsville, Procol Harum, Pacific Gas and Electric and the Collectors (14.15) Light show tops this concert, and with the proctor's two next weeks, will be by Fabs.proxemics, who are working on "Jukebox Joe" at the Papp Free Theatre on March 15. Spouses are WBAL-FM and the New York Shakespeare Festival.

The Jeff Beck Group set some kind of record for form. fishing and playing late last week when the second edition lasted long enough to play two concert dates. The second edition was formed when drummer Mick Walker中原 as bass, Ron Woods. Inconsis-

T. Valentine

for the city's newest Blimpie Base-

Tamba

run thru May 3.

in a series of live performances on the local of the old Cigarro in Greenwich Village. You

or featured, there is a better chance of later getting something new. The signature of the Beck group is further proof the music is right for an industry-supported school for producers to the right address.

Dunbar Retaliation, skedded on April 15 at the Papp Free Theatre, is a unique phenomenon. The group is a melding of the rock and roll elements that have been around for some time, but now all the pieces are in place and ready to go.

The Sigma Engineering Co., whose label was found a new market for its Lee Sann-Earl-Vaugh. The device which filters out harmful noises while permitting normal sounds to penetrate the mind at full volume, is being promoted to rock musicians and bands of rock and roll shows.

On April 4, with Blood, Sweat & Tears, Chuck Berry, Procol Harum, King & Country, Tamba and the band announced they will return on April 5 with Arthur Brown, Steppenwolf, rock, Vanguard's 'cellar' group, The Open Window (D. & Q. Bach), Cheecho, Robert Dennis & the Stanley Walden) to appear in a free concert, with the proceeds going to benefit the local Red Cross. The concert is at the Papp Free Theatre on March 15. Spouses are WBAL-FM and the New York Shakespeare Festival.

Our West Coast Girl of the Week is a woman named Eve who was featured at the party, and a possible disk deal for Cookie and Cleo is in the offing.

New Epic singer T. D. Valentine, along with the label's, "The Shells Producers' Love" is a WMEX pick, and Bremer is planning to break the record in New York.

The New York version seems to "give a guitar a chance", and a previous AM radio. Dianne Warwick joins "The Feelings of Florida" NBC TV special. Richard Robinson leaves his gig at progressive rock WNEW-FM, an appealing radio sound.

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Travelin' cross country with a big one.
TOMPALL & THE GLASER BROTHERS
"California Girl (And The Tennessee Square)"
Produced by Jack Clement

When these guys make the pop scene, they do it all the way. Or almost. Can a chick who wears beads and digs Thoreau and the Underground go anywhere with a Tennessee Square? The answer's in this single. That goes everywhere. In a big way.
Scepter Handling Bamboo Label

NEW YORK — Scepter will handle the distribution of all product released on the Bamboo label headed by Gene Chandler.

The deal, announced by Florence Greenberg, president of Scepter, and Chandler was negotiated through Scepter's Chicago office by Bill 'Bunky' Shepder, Scepter's national R&B director. Shepder stated that, "this is an important step in broadening the scope of Scepter's R & B activities."

He has worked with Chandler for many years and enjoyed success together with Duke of Earl. "Just Be True, "Nothing Can Stop Me" and "Rainbow 63."

Key Talent Signs 5 New R & B Acts

NASHVILLE — Key Talent Inc has bolstered its R&B roster by adding five new acts to bring the agency's total to 11 in the R&B area. Most recent artists to join Key are Johnny Soul, Robert Moore, Laura & Lance, James Duncan and Sam Baker.

In announcing the acts, Key's R&B director Shelly Stewart noted that the first four performers were brought to the agency by their producer Bobby Smith who noted that he was "looking for talent that was a good fit with his acts."

Baker is produced by John Richburg of John R Enterprises. Baker is the three previous Key R&B talents are Betty Porter, Eliza Washington and Johnny Adams.

LDD O' TALENT: Chris Jackson (r) of the All American Band signs Mary Ann Thomas, the songstress on the Ad Lib single, "The Boy From New York City," to an exclusive lifetime management contract for his J.J. Productions company. Jackson will write and produce all of the singer's records. Bill Dennis (l) has both artists under contract to his LDD management firm.

Unicis To Tour

NEW YORK — The Unicis have set a solid itinerary through the end of May along with their p.a.'s the team will be working in addition promotional activity along the east coast on behalf of their newly released R&B single, "It's A Groovy World." The team's shows include dates at the Northeast College Convention in New York (Mar. 29), the Baltimore Civic Center (23) a three-day weekend with Sly & The Family Stone that includes New York and the northeast (Mar. 28, 29 & 30). The tour will then embark on a 40-city string of one-milers through the South during April and May.

DAVIS' DAKAR DISK DOES IT! T-rome Davis (center accepts gold record for his million-selling Dakar single, "Can I Change My Mind." Joining in the artist's triumph are (l. to r.) Willie Henderson, producer of the hit, Gus Redmond, national promo manager for Dakar Records; Dick Willard, sales head of Coalition Records, which distributes Dakar; and Jerry Greenberg, executive vice-president of Atlantic-Atco-Coalition vp Jerry Wexler. Davis' golden disk was the first Dakar release to be distributed by Coalition. The singer's newest single, "Is It Something You've Got," was released last week. His latest Dakar album is "Can I Change My Mind."

The first release under the new pact is "Got to be Love" by the Profiles, with four additional releases to be prepared and ready to go within the next 90 days.

Bamboo Label

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Atco Wins 'Lost Soul'

NEW YORK — "(Day O) Decision For Lost Soul Blue," a Detroit master has been acquired by Atco Records. The bid, by a new group called the Free, was produced by Carl Cico in Detroit and originally issued on the Marque label. It will now be released under the Atco logo.

CashBox Top 50 In R & B Locations

1. GIVE IT UP OR TURN IT A LOOSE James Brown (King 6213)
2. THERE'LL COME A TIME Betty Everett (UNI 55101)
3. SOPHISTICATED CISSY The Manhattan Lovers (1901)
4. EVERYDAY PEOPLE Sly & The Family Stone (Epic 10407)
5. THE WEIGHT Aretha Franklin (Atlantic 2803)
6. BUILD ME UP BUTTERCUP Foundations (UNI 55101)
7. MY WHOLE WORLD ENDED David Byrnel (Moondance 149)
8. FOOLISH FOOL Dee Dee Warwick (Mercury 25060)
9. RUNAWAY CHILD, RUNNING WILD Motown (Sunny 7064)
10. GIVE IT AWAY Ch-Itzis (Brunswick 55398)
11. BABY, BABY DON'T CRY Smokey Robinson & Miracles (Tamla 54174)
12. SWITCH IT ON Cliff Nobles & Co. (Philo-LA 01 Stal 324)
13. TAKE CARE OF YOUR HOMEWORK Johnny Taylor (Stax 0023)
14. ONLY THE STRONG SURVIVE Jerry Butler (Mercury 72889)
15. I'M LIVIN' IN SHAME Diana Ross & The Supremes (Motown 1139)
16. SOULSHAKE People, Court & Gal On Bremton (SS 576)
17. TWENTY FIVE MILES Love & Death (Brunswick 50349)
18. MY DECEIVING HEART Hepatophasia (Sound 601)
19. SNATCHING IT BACK Clarence Carter (Atlantic 2803)
20. CLOUD NINE Mongoo Sanntana (Columbia 44740)
21. THE CHOKIN' KIND Joe Simon (Deetroit 7 2628)
22. ICE CREAM SONG The Dynamos (Coliseum 40221)
23. DO YOUR THING Percy Sledge (Atlantic 28059)
24. SOULFUL STRUT Young Hold (Empire 1108)
25. THIS GIRL'S IN LOVE WITH YOU Dionne Warwick (Cotillion 12241)
26. AM I THE SAME GIRL Barbara Acklin (Brunswick 55399)
27. IT'S YOUR THING Guy Washers (Epic 10411)
28. A LOVER'S QUESTION Gin Reddington (Atco 6654)
29. AQUARIUS/LET THE SUNSHINE IN MEDLEY Fifth Dimension (Stax 477)
30. DON'T TOUCH ME Betty Swan (Capitol 2382)
31. WHEN HE TOUCHES ME Peaches & Herb (Duke 1637)
32. WHO'S MAKING LOVE Young Holt (Unichord 55403)
33. I'LL TRY SOMETHING NEW Darva Ross & The Inspiration (Scepter 1142)
34. ALMOST PERSUADED Ella James (Carter 5630)
35. DIDN'T YOU KNOW George Knight & The Pips (Soul 35157)
36. CAN I CHANGE MY MIND Tyrone Davis (6020)
37. BABY MAKE ME FEEL SO GOOD 5 Star Steps & Cupine (Curtom 1536)
38. TOO LATE TO WORRY TOO BLUE TO CRY Esther Phillips (Roulette 7031)
39. TIME IS TIGHT Booker T & MG's (Stax 0026)
40. HALLWAYS OF MY MIND Delta (Label 5638)
41. I'LL UNDERSTAND Soul Children (Soul 1018)
42. OILY Bigby (Stax 9)
43. GOTTA FIND ME A LOVER Enna Franklin (Brunswick 50403)
44. UPTIGHT GOOD WOMAN Samlin Burke (Lot 770)
45. I STILL LOVE YOU Jackie Wilson (Brunswick 50420)
46. I DIDN'T KNOW WHAT TIME IT WAS Ray Charles (A&M 11913)
47. I'M JUST AN AVERAGE GUY The Matiqueaders (ADP 108)
48. REVOLUTION (Part I) Nile & Sonic (RCA 9730)
49. GITS AIN'T GROCERIES Little Milton (Chiseler 1729)
50. GOOD LOVIN' AIN'T EASY TO COME BY Marvin Gay (Tamla 4479)
B.J. THOMAS
Following up SOLID GOLD's "Hooked On A Feeling" with "IT'S ONLY LOVE"
12244 (Tyrell-James) Produced by CHIPS MOMAN

SCEPTER RECORDS
more and more people are listening to it. I think more and more things are going to be listened to in depth by younger people, but I think the future is bright."

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EIA Report

(Cont'd from Page 7)

Talent On Stage
At NARM Confab

LOS ANGELES — NARM members had an opportunity to enjoy a fantastic roster of entertainers during their convention held last week in the Century Plaza Hotel in this city.

An RCA Victor dinner party provided close to an hour of just Jose Feliciano, who understands and great many fans that evening. His sense of humor, excellence as a guitarist and commercial singer were obvious.

Cetagrammaton party proved that Bobbi Billie is desiring of "Super Soul." Billie was confident and confident that he could hold the evening in the palm of his hand. He performed some material from his upcoming LP, and introduced vocalist and a swinging Rhettas Hughes.

Hoffa's event was highlighted by O.C. Smith who did a bit with Mahalia Jackson also featuring Doris Day, the overwhelming Bloods, Sweet & Sour. The name-game combination literally stuffed all people on the floor and a R & M, and music side of the business and<br />

Sunny Schneider Named Vanguard P.R. Head

NEW YORK — Sunny Schneider, former P.R. man at the famous Goldstein Organization, has joined Van- 36
gard Records as national publicity director. Schneider replaces Madlyn Altshuler.

Mass Media: Failure To Communicate

Wanners? Arts has altered considerably over the years.

Promo Traced

Tracing the sales and promotion from the "Chaos" of the early fifties to the "more organized and sophisticated" Top forty and tight operation, he explained that television is no longer a one-man show and that there's no longer one man at a station who can do it anymore. Manufacturers have special Promotions and there's no longer one man at a station who can do it anymore. Manufacturers have special

A GOULET GOURMET BOUT is happily with Robert Goulet during his recent vist to the Columbia recording artists with fans standing in line for autographs and copies of his latest album, "Both Sides Now." Roll and the CD of the Wicolor organ.

Cash Box — March 15, 1968
THREE SOUL BROTHERS:

1. The Friends of Distinction
   "Grazing in the Grass"
   74-0107

2. The Wilson Brothers
   "Soul Town"
   47-9732

3. RCA
Ilene Berns Takes Bang, Shout
On Indie Producer Road To Fame

NEW YORK — A reliance on non-exclusive indie producer arrangements, but firm control of artists and masters at the Top 40 and R&B philosophy of Bang Records.

This is the direction formulated by Ilene Berns, who took over the reins of the company three months after the death of her husband, Bert Berns, in January 1968. In addition to Bang, Mrs. Berns oversees an R&B affiliate, Shout, and a publishing unit, Web IV (BMI).

A woman for all seasons at her company, Mrs. Berns takes key roles in administration, production, A&R publishing, master screening and promotion. She is particularly involved in promotion. She regards this area

Adler Forms Film Pub.

LOS ANGELES — Ode Music, dealing exclusively with scores for feature films has been formed by Lou Adler as part of R&B Records operation. Adler’s first venture in this area is as producer of all music production for Jacques Demy’s film, “Helene.” The Columbia release of “The Model Shop.” Score and title-tune for the film were composed by Denny Cordova and The Beatles, who are on the CBS-distributed Ode label of the business as crucial to the success of a label operation. In constant contact with radio stations and her distributors, Mrs. Berns often takes the road to pay a personal call at key radio outlets.

Indie Lineup

Among the indie producers presently keeping a flow of product in the marketplace are Johnny Cymbal and George Tobin, producers of Derek, currently hitting with “Back Door Woman” on MGM and Carl & the Hidden, who produce Carl, a vocalist, for RCA Victor. Paul Wayne, a producer of Billy Young, and Atlantic’s Bill Haley, who does Randolph Walker’s sessions for Shout.

In addition, Malaco Productions of Jackson, Miss, producers Paul Davis, also a Web 4 writer in partnership with Malaco and the Tropics, a new group on Shout.

Another area under Mrs. Berns functions is Incredible Sound Studios, which operates for Bang and outside clients. The studio is located at 126 West 42nd St. in New York.

Also on the writing staff of Web 4 is Mike Valvo, formerly associated with writing and production activities at Motown Records.

Domestically, the Bang and Shout labels combined scored another two hits of the same outings. On the international front, some new arrangements are being negotiated by Mrs. Berns attorney, Walter Holzer.

Capitol Appointments

LOS ANGELES — Several key executives were appointed to two-week position at Capitol Records and Capitol Records Distributing Corp. Allen Davis, merchandising project manager with CRC, has been up to the merchandising manager position. Immediately, Richard Miller, a CRC division manager in Atlanta has been assigned to the post of special projects manager. In addition, his post as merchandising manager is now assigned to the post of special projects manager. In addition, his post as merchandising manager is now assigned.

On the international front, Ron Plumb has been elected executive vice-president and general manager of Capitol Records (Canada) Ltd. in separate moves. Fred Bouchard has been named president of the Winchester plant and Joe Doherty, has been named production manager at Capitol Records Montreal.

Joseph Nathan Visiting U.S.

LONDON — Joseph Nathan, director of Transatlantic Records, left here last week (4) for a three-week trip to America. His itinerary includes a 12-day visit to the west coast of America and a week in New York. He’ll meet with a number of labels that have contacts with Transatlantic material, including Warner Bros., Reprise, Tetragrammaton, Capitol, Liberty and Vanguard. He’ll also talk with other companies with which he is licensing American material in Britain and vice-versa and secretary, and began producing records.

Their first year of operation was a profitable one, but not a blockbuster. But in the second year of operation, from August 1966 to August 1967, they grossed $4 million, producing some 41 records. And this year, they appear to be doing better, hitting the charts. This compares with the industry average, which shows that only 15 per cent of the projects produced are hitting the charts.

The roster of artists produced by Koppel- man and Rubin in the past three years reads like a Who’s Who of Pop Music. They’ve worked with the Rolling Stones, the Turtles, Gary Lewis, Bobby Darin, Perry Como, The Animals, the Beach Boys, Del Shannon, Janis Ian, Russ Tideman and Lowell Howard.

When Koppelman and Rubin entered the business in 1967, they bought a $10,000 a week each. In May 1968, when they formed their Commonwealth United Corpora- tion — with an American Stock Exchange listing and assets of $130 million, they received $33 million in stock (worth several times that amount now). A year later, the Commonwealth United Music subsidiary, Koppel- man and Rubin, was listed in the same free wheeling manner they did when they were independent. They now do business as one of the country’s largest independent record companies.

While Koppelman and Rubin have become corporate executives, they’ve ne- gotiated the acquisition of 1. M. Music, a major label, and Capitol Sound Studios in New York and are ambling in the independent field, having received the soundtrack field, and increased their artist and writer rosters.

While Koppelman and Rubin are corporate executives, they’re hardly corporate types. And their brief careers as record producers have been totally without the personal call and the nepathy needed for dealing with artists.

Here’s how Koppelman puts it: “It’s easy to treat the artist like a personal friend. We’re among the artists. We don’t stigmatize them like corporate types do. We have to get to know the artist to select material, cast the proper artist, edit the material, and sell the finished product to the record companies.

To which Rubin adds: “We do everything, even select the album cover.”

It’s difficult to pinpoint when the careers of Koppelman and Rubin really took off, but the spring of 1965 is as good a time as any.

They were in the Cafe Bizarre, a Greenwich Village coffee shop, part of a group, the Lovin’ Spoonful, was performing. Although several managers were in the audience, Rubin and Koppelman had already formed their friendship. It started with the Spoonful’s song, ‘When You’re Gone,’ and developed into a long-term relationship.

It’s important to note that many of the acts appearing with the Spoonful during their early days were also appearing with Transatlantic. And they were also appearing with Transatlantic. And they were appearing with the Spoonful during their early days.
MUSHROOMING!!

CHARTED! SELLING! HAPPENING!
CHICAGO-CLEVELAND-DETROIT-NEW YORK-PHILLY-LOS ANGELES
A SMASH BREAKOUT IN CINCINNATI-DAYTON-COL.-INDPLS.
AND NOW SAN DIEGO!!

PARALLAX RECORDS
A Product of AUDIO FIDELITY RECORDS
Talent On Stage

TIM HARDIN

CAFE AU GO GO, N.Y. — Tim Hardin sings on the edge of heartbeat. His song gold disc begins, and when he sings them, you feel the depth of their perceptions. I don’t feel it all too hauntingly real. Hardin’s art, born to him, with effortless command, constructed with the unadorned simplicity which constitutes true complexity.

After singing “Black Sheep Boy,” “You’d Be A Great Liar,” and “You Lie” (which had the urgency of truth and performance), and “Resent To Believe; All of them in a beautiful tribute to his devoted friends of admirers last week (20) at the CAFE AU GO GO. Hardin performed “Red Balloon,” with the triple strength which is so strikingly characteristic of his art. He has recently added new words to that composition.

FLYING BURRITO BROTHERS
THREE DOG NIGHT

LARRY DAVIS — BETTY CARTER

SCENE, N.Y. — Over a four-day period, according to Los Angeles, consisting of four acts, shared the stage with Steve Paul’s Scene, providing a vast array of rock and roll entertainment, cased excellently. The Flying Burrito Brothers, built around three former members of the Byrds, made their New York debut at the Club and, and in the last two nights of their week-long stay, exhibited a capacity of the country which had once been the premier label of the country. The band is Gram Parsons, a former Byrd at that, and along with him was the National Submarine Band, an early but still impressive country band. It’s too early to tell how much more influence the country sound will exert on the pop buyer, but if there is a move in that direction at all, the Flying Burrito Brothers will be in the forefront.

Although they do perform some original tunes, the act is built around a host of one-time country hits, such as “Dark End Of The Street,” a major R&B success, “Somebody’s Baby,” “Down Home Baby” and Buck Owens “Close Up The Shop.” The Byrds Chris Hillman and Mike Clark, along with Chris Ethridge and Sneaky Pete, recently inducted into the Rock and Roll Hall of Fame, is D.A. at any time.

Although there only has been only three Dog Night, another Los Angeles-based band. They have been preceded, by almost a month, by their first Dullman album, a critically- hailed set just beginning to break out on the charts. The group’s strength lies in its ability to interpret outside material and in a market flooded with group’s who perform their own trials in the group’s orientated framework.

Gernhard Enters 3rd Yr. With 3rd Branch: Mobile

NEW YORK. — Indie producer Phil Gernhard celebrated his second anniversary with the opening of his third branch office. The new facility, in Mobile, Ala., which opened up by Dick Holler, who penned “Abraham, Martin And John,” the Gernhard-produced Dion smash. Gernhard, an Houston office is headed by Stan Hardin, and his home office is 1942, Press Fla.

The company has achieved considerable success in 1968, and out of five singles that were released in 1968, three singles, the Dion album and “Baby Lets Wait” and “I Say Love” by the

EATERY TO DISK BIZ

(CO ntin Page 9)

Peter Falcone is the company’s vice president. Previously in account management at Benton & Bowles, a New York advertising agency, he has held other positions in advertising at J.M. Mathes Company and at General Elec-

Ewen P. Barnett is treasurer of the company. He was a co-founder of Management Television Systems, Inc., a company which markets large screen closed circuit computer equipment and establishes communications networks for industry, government and educational institutions. Before that, he held the controlling interest in a British closed circuit television company. In 1963, he formed Barnett Pictures Corp., a company which acquired foreign motion pictures for resale in America.
"WHERE DO YOU GO TO MY LOVELY"

PETER SARSTEDT

#1 IN ENGLAND

DESTINED TO BE THE #1 SINGLE IN THE COUNTRY!
From Hit...To Hit...To Hit...To Hit...

Andy Kim

"Tricia Tell Your Daddy"

...he's everybody's Daddy for awhile...

Steed 715
Produced by Jeff Barry
Call your local Dot Distributor for immediate stock!
NEW YORK — Polydor Inc., the recently formed American corporate arm of the giant International Polydor Records, will manufacture, sell, market, and distribute all its own tape configurations including 8 & 4 track, cassettes, reels, and 9-track. It will do so through its own local sales staff and national distributor in Japan.

"We must be in control of our own promotion," said Peter Polydor, president of Polydor USA. The tape field is growing rapidly and Polydor feels that the American companies who have given tape rights to corporate arms not only lose control in the recording business but "create monsters who are now competing with us for producers and creative talent."

From the way things look now, Schoenbaum feels, the tape and cassette configurations will open new doors for recorded product. Gas stations, photographers, shops, garages and auto shops, he says, will be carrying recorded product in tape form. He said, quoting Polydor's own trend, "there is a growing trend to use cassettes as promotional tools." New-branded cassettes featuring various artists are being sold at record outlets in New York and Chicago.

JOE MANSFIELD BECOMES COL. LOCAL PROMO MGR.

NEW YORK — Joe Mansfield has been appointed local promotion manager at the Dallas branch of Columbia Records, according to Ron Alexen, Columbia's label president in New York. Mansfield will be responsible to Ron Cade, branch manager, for all local sales-promotion activities and maintaining excellent relations at the local level. He will be working out of the Columbia local sales office. Mansfield will be responsible to Ron Cade, branch manager, for all local sales-promotion activities and maintaining excellent relations at the local level. He will be working out of the Columbia local sales office. Mansfield has been with Columbia for the past four years, doing sales promotion in the San Antonio area.

WHALE OF A MASTER

LOS ANGELES — White Whale Rec-
dings, Inc. has picked up rights to "Rete de onze" by Triste Jenero, a Texas song. Described as a "Waltz-shaped" song, it is a love song in which the narrator expresses his feelings, the song has been recorded by Johnnie Taylor and the Scimitars and is expected to become an instant hit in the retail market.

ASSOCIATED INDUSTRIES TO EXPAND TAPE FACILITIES

PITTSBURGH—Associated Industries Inc., the parent company of Associated Industries, Inc., has announced the acquisition of a new facility which will be used to manufacture tapes for the company's new line. The facility, located in Pittsburgh, will enable the company to expand its operations and meet the increased demand for its products.

THREE PHASE QUALITY CONTROLS CITED AS ICC'S LICENSOR DRAW

FALMOUTH, Mass. — The most exhaustive quality control systems in the industry, International Tape Cartridge Corp. (ITCC) has cited its three-phase maintenance program as a key to maintaining licensees. ITCC's system includes an initial inspection, a periodic check, and a final inspection to ensure that all requirements are met. The system is designed to minimize quality problems and ensure customer satisfaction.

ROBERT W. SCHACHER, formerly president of Gateway Recordings, has been appointed as general manager and assistant to the president, Harold V. Korman (Buckeye National Sales) Inc. Schacher will be responsible for the company's sales operations.

In addition to the above mentioned plans for 1969, the company is moving into the tape duplicating field with a new machine which will be used to meet the growing demand for record duplicating services. The company will expand its operations to meet the growing demand for record duplicating services. The company will expand its operations to meet the growing demand for record duplicating services.

THE CHRYSLER CORPORATION is constructing a major auto assembly plant in the Detroit area, according to the company's vice president, John W. Smith. The plant will be used to manufacture Chrysler's new intermediate-sized car, the Chrysler 300.

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DECEMBER — JANUARY — FEBRUARY FOR RIAA GOLD RECORD AWARDS
A Monthly Survey of RIAA Gold Records Awards
Singles: Sales of 1 Million Or More Albums
$1 Million At Factory Prices

Albums
Aretha Now — Aretha Franklin — Atlantic

In — A. Gadda — Da — Vida — Iron Butterfly — Atco

Fresh Cream — Atco

Time Has Come — Chambers Bros — Columbia

Jungle Book — Soundtrack — Disneyland

Beatles — Apple

Herb Alpert’s Christmas Album — A & M

Harper Valley P.T.A. — Jeannie C. Riley — Plantation

Funny Girl — Soundtrack — Columbia

Beggars Banquet — Rolling Stones — London

The Sea — San Sebastian Strings — Warner Bros.

The Story Of Mary Poppins — Disneyland

Hey Little One — Glen Campbell — Capitol

The Christmas Song — Nat King Cole — Capitol

The Letterman... And Live — Capitol

Wildflowers — Judy Collins — Elektra

Album 1700 — Peter, Paul & Mary — Warner Bros.

Gentry & Campbell — Bobbie Gentry & Glen Campbell — Capitol

Dean Martin’s Greatest Hits Vol. 1 — Reprise

Yellow Submarine — Soundtrack — Apple

Steppenwolf The Second — Dunhill

Who Will Answer — Ed Ames — RCA

Boots With Strings — Boots Randolph — Monument

Dianne Warwick’s Greatest Hits Part 1 — Scepter

A Man Without Love — Engelbert Humperdinck — Parrot

The Last Waltz — Engelbert Humperdinck — Parrot

Singles
Chewy Chewy — Ohio Express — Buddah

Abraham, Martin & John — Dion — Lafayette

See Saw — Aretha Franklin — Atlantic

Girl Watcher — O’Kaysions — ABC

Midnight Confessions — Grass Roots — Dunhill

Fire — Arthur Brown — Atlantic

I Love How You Love Me — Bobby Vinton — Epic

Over You — Gary Puckett & Union Gap — Columbia

Soulful Strut — Young Holt Unminded — Brunswick

Wichita Lineman — Glen Campbell — Capitol

Touch Me — Doors — Elektra

Everyday People — Sly & The Family Stone — Epic

The Worst That Can Happen — Brooklyn Bridge — Buddah

Hooked On A Feeling — B. J. Thomas — Scepter

Can I Change My Mind — Tyrone Davis — Dakar

Too Weak To Fight — Clarence Carter — Atlantic

Stormy — Classics IV — Imperial

Cash Box — March 15, 1969

‘Personal Touch’ Is Anka’s Philosophy

NEW YORK — The artist can no longer walk out of a studio and say from his product. Paul Anka stressed in an explanation of his current views on the industry.

Celebrating his return to singles sales prominence as a result of “Goodnight My Love,” the 21-year-old veteran praised RCA for the support that was given in breaking what turned out to be a long record; but ultimately he took personal bows for the extra effort he was able to put into the campaign. Deploying his specialty-accented promotion team and getting to work on the record with his own ideas, Anka said, enabled him to draw some new conclusions about approaching the expansive market by realizing the size and subsequently the bureaucratic weaknesses that face the artist.

He commended a performer is forced to look out for his own welfare to follow through on his own product with a total involvement. In his own case, Anka keyed his pitch to the radio and selling deejays on the record, and equally important in his belief in personality radio as well.

Family Of Radio

The business of radio today,” he said “should be building radio-starring artists once again part of the radio family and recognizing the commitment of established artists to the medium.

Toppling off his artist drive, Anka is putting his personal impetus behind his newly release RCA LP and the single “In The Still Of The Night” which was forced from the album by radio play.

Close related work has also begun to bear fruit for his early pop hits that are coming back through new recordings. The recent Letterman hit of “Put Your Head On My Shoulder” is now joined by Vic Dana’s current “You Are My Destiny” release for Liberty. Anka’s supporting his “individual welfare” drive by preparing tailor-made material for release by Frank Sinatra (“My Way”), Harry Belafonte (“Daddy”), Sammy Davis Jr. (“Poor Old World”), Jose Feliciano (“Crazy World”) and Steve Lawrence (“Picking Up The Pieces”).

HUGO & GO GO! — RCA Victor Records recently feasted conductor-arranger Hugo Montenegro at a party at Sardi’s in N.Y. Flanking the maestro are Irvin Tarr (L.), RCA division vice president, marketing, and Norman Laurie, division vice president and general manager.
**CashBox Album Reviews**

### Pop Picks

**FREEDOM SUITE — Rascals — Atlantic SD 2-390**

Following the pattern set by other top-record sets, this latest entry from the Rascals showcases two sides of the top-rated pop quartet. Sides one and two feature the group's commercial style, though most of the selections are in the New York sense of a "soulful" rock album. Incorporation of "People Get to Be Free," "A Ray Of Hope," and the currently climbing "Bye Bye," (all included) sides three and four feature three mostly instrumental cuts, showcasing the group's solo talents. Should make an immediate impact.

**ENGELBERT — Engelbert Humperdinck — Parrot PAS 21026**

Engelbert Humperdinck follows up his recent chart single, "Les Bicyclettes De Belsize," with an album of strong tunes which has already hit the charts. In addition to the chart's chart rider, the set features "Love Can Fly," "Love Was Here Before the Stars," "The Way It Used To Be," and "To Get To You." The artist performs winningly throughout the LP. (Stuck up on this one.)

**MANTOVANI SCENE — London PS 549**

March is Mantovani Month at London, and judging by his extraordinary track record and his new LP, the Maestro should have many more such months in the coming years. Employing his usual bracing, colorful effects, he conducts a dozen currently or recently popular tunes, among them "Delilah," "By The Time I Get To Phoenix," "Love Is Blue," and "Les Bicyclettes De Belsize." Bound to be a winner.

**POST CARD — Mary Hopkin — Apple ST 3551**

Mary Hopkin owns one of the sweetest voices we've ever heard, and there should be enough record buyers who agree with us to make her long-awaited first album a big success. Produced by Paul McCartney (who discovered Miss Hopkin and produced her 1968 hit single, "Those Were The Days"), the set is of high quality from beginning to end. Cuts include, in addition to Those Were The Days," three Donovan songs, Irving Berlin's "There's No Business Like Show Business," Frank Loesser's "The Man With The Golden Arm," and eight others. Should be on the charts soon.

**BROOKLYN BRIDGE — Buddha RDS 5041**

Having burst onto the pop scene with their Top 10 hit "Waltz That Could Happen" single, the Brooklyn Bridge are first-rate candidates to follow with a top selling album. The group's power lies in the voice of Johnny Maestro (one-time lead of the Crest), the three-man vocal backup unit and the very strong, very brashy instrumentation—albeit a winning combination. Still, some cuts are a sign of the Rascals "I've Been Lonesome Too Long," and "Shes A Woman," and, of course, "The Worst That Could Happen." Set is already on the charts.

**I'M ALL YOURS BABY — Ray Charles — ABC ARS 672**

Ray Charles takes a nostalgic look backward on his latest LP, and the results, as with everything else he does, are highly successful. Offering a program that includes such oldies as "Who's Sorry Now," "I Only Have Eyes For You," and "My Heart Tells Me," the set features "Don't知 What I Know," and "My Heart Tells Me." Ray sings in an intimate appealing way that his many fans will appreciate. Expect big sales.

**HARD 'N HEAVY (with marshallow) — Paul Revere & Raiders — Columbia CS 7571**

Mr. Sun, Mr. Moon is shaping into another Top 10 outing for Paul Revere & the Raiders, and the release of this set has been timed to take full advantage of the song's momentum up the charts. The two-oriented group is in top form as usual and fans will find this set more than satisfying. "Umbrella Sunshine," the group's last chart hit, is also included along with 9 other originals by various members of the group. Excellent sales in store.

**BOTH SIDES NOW — Robert Goulet — Columbia's 7476**

Robert Goulet could have his biggest album to date with "Both Sides Now." The chart in is an excellent form throughout the set, and the versions of the title tune, "Those Were The Days," "Get Out Of My Life, Woman," "Bicyclettes De Belsize," and all the others on the set are certain hit favorites with a brevity of listeners. Keep close tabs on this one. It may break out in the coming weeks.

**A WARM SHADE OF IVORY — Henry Mancini — RCA LSP 1140**

Famed composer, arranger and conductor Henry Mancini is featured at the piano on his new LP venture, with his orchestra and chorus backing him on the title tune. Mancini is an excellent pianist, and "A Warm Shade Of Ivory" is an excellent middle-of-the-road mood album. Among the cuts on the set are "Wee Small Hours," "By The Time I Get To Phoenix," "The Wrights Of Your Mind," "The Thomas Crown Affair," and "Dream A Little Dream Of Me." Should be a nice chart item.

**DON RICKLES SPEAKS! — Warner Bros. — Seven ATR 1729**

Don Rickles' 1968 album, "Hello, Dummy," did quite well, and his new set, since it dispenses with the more risque aspects of the earlier LP, may well do considerably better. His wit is as sharp as ever as he deals with a wide range of subjects including "Television," "Some Big Stars," "Current Events," and "Sinatra." A good bet to succeed chart and sales-wise.

**SOFT AND BEAUTIFUL — Aretha Franklin — Columbia CS 9726**

The Queen Of Soul recorded a batch of standards in a "Soft And Beautiful" manner while she was with Columbia, and the label has put ten of them together for this collection. Backed by strings and a soft vocal chorus, Ms. Franklin runs through such tunes as "Only The Lonely," "When The World Was Young," "My Coloring Book," "But Beautiful," and "People," resulting in a perfect mid-die-read album with good sales potential.

### Pop Best Bets

**I'VE GOTTA BE ME — Peter Nero — Columbia CS 8900**

This is Peter Nero's first album since his recent signing with Columbia, and he gives a similar performance. Offering his talents to a host of currently oft-heard tunes such as "For Once In My Life," "Czartar Lesaxia," "Soulful Strut," and the title number, Nero handles the ivories with polish and style. He also comes up with some interesting effects on electric harmonica and Moog synthesizer. Should do well.
**CashBox Album Reviews**

**Pop Best Bets**

**ANITA KERR SINGERS REFLECT ON THE HITS OF BURT BACHARACH & HAL DAVID** — Dot DLP 25906

The combination of producer-arranger-singer Anita Kerr and songwriters Burt Bacharach and Hal David should prove most appealing to radio programmers at middle-road outlets, and subsequently to a nice segment of the adult contemporary audience. For lush voices and numerous lush strings prove a suitable setting for such tunes as "What's New Pussycat," "A Little," "Do You Know The Way To San Jose," "I Say A Little Prayer," "What The World Needs Now Is Love" and others.

**THE MON OF THEN! — LANA CANTRELL** — RCA LSP 4121

With the exception of a few sidetraps, Australian thrush Lana Cantrell stays in the temporary bag she entered in her last LP outing, with the same satisfactory results. Running through the album is an overall theme of nostalgia, as exemplified by the lead-off tune, "These Were The Days," put over in the lark's own style. Other current looks at them are provided by Lennon-McCartney's "Your Mother Should Know," Jim Webb's "Didn't We," and "When The World Was Young.

**HELLO CEIL — IT'S ME!!!** — Betty Walker — Columbia CS 7974

The everyday situations of life (at least the life of an average housewife) provide for funny and touching moments, which have been well captured for comedienne Betty Walker in a series of telephone conversations with her imaginary friend Ceil. Strong television exposure has made Walker's market ready for Miss Walker's problems, which include an overgrown bank account, children with bad appetites and insomnia, and a husband with emotional flu.

**BUBBLE GUM MUSIC IS THE NAKED TRUTH — Vol. 1** — Various Artists — Buddah BDS 5032

The naked truth is that bubble gum music has had tremendous success on the singles scene. This compilation of chart bubble gum hits is likely to achieve chart status itself. Here are some buggies as the 1969 Frugrum Co's "Simon Says," "J. J. The Red Light," "Chewy Chewy" and "Yummy Yummy Yummy," by the Ohio Express; the Kasenetz-Katz Super Cirkus' "Quick Joey Small," and "Green Tambourine," the number one chart single by the Lemon Pipers. The Shadows of Knight are also represented with "Shake.

**ELEPHANTS MEMORY — Buddah BDS 5033**

Buddah could have a hit group in its possession with Elephant's Memory, whose first album shows them to be an act to watch closely in the near future. Hard, funky rock is the Memory's bag and they're good at what they do. With the experience that is currently being given them via a label promotion, they could become one of the big new groups of 1969. Give this set a careful listen.

**THE YELLOW PAYGES — Unit 20045**

The Yellow Payges, a new group whose name has caused A&I to put a big promotion behind them, may well see enviable action with their debut package. The group offers a lot of foot-stomping rock that could capture the attention of many teen buyers, and if that happens, this will be a set to stock. Put it on your list of disks to watch. It could be a big one.

**MOTHER NATURE'S SON — Ramsey Lewis** — Ader LPS 831

Pianist Ramsey Lewis' interpretations of ten tunes from the Beatles' last album should find ready acceptance in both pop and jazz markets. The artist's inventive jazz stylings of the Lennon and McCartney material are supplemented by an orchestra conducted by Charles Stepney. A MOOG synthesizer provides some far-out sounds, which, however, are not intrusive. A most attractive album.

**BEST OF THE FANTASTIC FOUR — Soul 38727**

Though not as strong in the pop field as some of the other Motown acts, the Fantastic Four have made their mark, and made it well, on the rhythm & blues scene with a series of hits on the Motown label. From the old, "The Whole World Is A Stage," to the new, "I Love You Madly," the group displays all the talent normally required of a Motown act on this set and should reap a good harvest of sales in the R&B marketplace.

**COTTON IN YOUR EARS — James Cotton Blues Band** — Verve/Forecast FTS 3068

The James Cotton R&B Band wails the blues in a manner which should appeal to a host of blues fanciers. The aggregation plays with feeling but control. James Cotton's singing is excellent, and Luther Tucker steps in on two fine vocals. Among the ten numbers are "Back To St. Louis," "Motorized Blues," "I Can't Live Without You," and "(Please) Tell Me Partner." A most solid set of compelling blues.

**WHAT WOULD I BE WITHOUT YOUR LOVE** — Matteo & Toni Eden — Ford FS 721

Italian baritone Matteo, singing in rich, warm fashion, does numerous solos and several duets with American songstress Toni Eden (who is featured on this LP in two solo's). In the title tune, "Clown Town," by Steve Anderegg, "I'm There The Stars," and in the other selections Matteo displays an appealing way with a song. This set could thread the artist's popularity in this country.

**HAL FRAZIER — VMC VS 136**

Hal Frazier offers his own personal interpretation of ten pop tunes in a dramatic, feel-good way. The selections include "Abraham, Martin And John," "Dad Didn't We," "Fire Again," "Both Sides Now," and "Eleven Love." The artist's distinctive song styling could carry this set to a large and appreciative listenership.

**GRASS DOESN'T GROW AS HIGH AS THE TREE** — Beverly Wright — Audio Fidelity AFD 6229

Singer Beverly Wright makes her and Fidelity debut with this album of ten melodies, and she performs with percussive charm. The lark gives hitting, bright readings to the title tune, "Little Green Apples," Don't Know What To Do With Myself," "California Dreamin'," and an old Bob & Noel Goodie, "Eusive Butterfly." Miss Wright could generate considerable listener interest with this offering.

Cash Box — March 15, 1969
Col Children's Library
Gest's Easter Pre-Paks

NEW YORK — Four all-time children's favorites will be offered by Columbia Children's Book and Record Library in special pre-pak items for release in time for the Easter season. Each of the colorful packages will open into a counter display, holding 24 individually packaged book/record sets. Each individual set will contain a finely illustrated 64-page clothbound edition and a single narrating the text to enable children to "read and hear" while the store is enhanced.

Selections to be featured in the Easter and Passover line include "The Tale of Peter Rabbit," both by Beatrix Potter; "The Little Koala Bear," illustrated and sung by Burt Ives and "The adventures of Amelia Bear's" which has been cited among the "hundred best books for children."

Crewe's Crew Sailing
At Full Prod. Speed

NEW YORK — Five singles and four LP's, all set for imminent release, highlight the busy production schedule of the Crewe Group of Companies.

Bob Crewe personally produced "Bette's Blue," the new album by the New Jersey band, "Blue Eyes," which has been picked up by the press and is expected to be released soon. "Bette's Blue" is the third album by the group, and follows "The Heart of the Matter" and "The Four Seasons." The LP features songs written by Crewe and his writing partner, Bob Gaudio. The album includes the singles "Blue Eyes" and "The Heart of the Matter." The group is expected to tour extensively in support of the LP.

Jubilee Tips Capp
Into Album Catalog

NEW YORK — Jubilee Records has signed a new recording artist, Al Capp, to a contract. Capp, known for his comic strip, "Li'l Abner," has agreed to record several albums for Jubilee. The first album, "Li'l Abner: The Musical," is scheduled for release later this year. Capp is expected to work with veteran producer Bob Crewe on the project.

Billboard Integrity

NEW YORK — Billboard has announced that it will begin publishing a new magazine, "Billboard Integrity," focused on the integrity of the music industry. The magazine will cover issues such as royalty disputes and copyright infringement, and will feature articles written by industry experts.

Elektra P.R. Slot
To Dennis Murphy

NEW YORK — Elektra Records has announced the appointment of Dennis Murphy as their new publicity director. Murphy, who has worked for several leading record labels, will be responsible for managing the label's publicity efforts.

Barbara McNair To AF

NEW YORK — Audio Fidelity Records has announced that they will release a new album by Barbara McNair, "McNair's Ma- mo mo movie debut in "If He Hollers, Let Him Go," received critical acclaim and marked her as a prominent new talent.

Cash Box — March 15, 1969
WHO'S JULIE — Mel Tillis — Kapp KS 2901
Tilliss' latest current chart number, Mel Tilliss' new album is a powerhouse effort that should be getting heaps of spins and sales in the near future. In addition to the title tune, "Daddy Sang Bass" and "Kaw-Liga," as well as his own famed co-creating with Danny Dill, "Detroit City." Put this one high on your list of discs to watch.

ANYWHERE, U.S.A. — Buckarooos — Capitol ST 191
Buck Owens' buck-up group, the Buckarooos, long ago proved that they are an exciting act in themselves and their latest album only serves to fortify their position. Dan Rich turns out some fine vocal, guitar steel guitar and fiddle work. Doyle Holly sings two fine numbers, Tom Brumley (steel guitar, dobro) and Jerry Wiggins (drums) both do excellent jobs. This set should be a chart item.

LEAD ME ON — Bonnie Owens — Capitol ST 195
Bonnie Owens has a highly appealing voice, and she brings it to bear on a host of highly appealing songs in her new LP. Bucked by the Strangers, the track performs 11 tops in top style, lending her distinctive touch to the title song (which is currently on the charts). Tonight I'll Thave A Party. Can Our Cheatin' Be Wrong? "I'll Always Be Glad To Take You Back" and the seven remaining tracks. Winning LP.

Kenny Wells and Johnnie Wright recently completed the 26th and final show of their current half-hour TV series at the WSM studios in Nashville. A series of personal appearances has been set for the Kenny Wells-Johnnie Wright Family Show according to W. E. "Lucky" Moeller, head of Moeller Talent, booking agent for the group. Besides Kitty and Johnny, the group includes their son, Bobby Wright; their daughters, Ruby and Carol Sue; and Decca Records star Bill Phillips. Scheduled appearances include Jackson, Tenn., Memphis, Charleston, Va., and Winston-Salem N. C.

WOODY WOODWARD, program director for Radio Station KSAY, San Francisco, reported that "Country and western music has taken the Bay Area by storm!" Proof of this was when nearly 15 thousand tacked the Oakland Coliseum recently for a performance featuring the talents of Johnny Cash, Marty Robbins, June Carter, Carl Perkins, the Carter Family, the Statler Brothers and Marty Robbins Jr.

John Wesley Kyle, whose initial Columbia release of "Kay" is currently riding high on the country charts is scheduled to headline the March 18-19 Home Show in Music City. John, who recently made an appearance on the nationally syndicated Stan Hitchcock Show, will be in Europe next month for a tour in England.

RCA's Latest Magnetic Ray Vaughan Album is both represented by the Joe Taylor Artist Agency, joined songsters Roy Drusky and Niki Stucki, in a pre-Daytona 500 show at Daytona Beach's Pepsi; Audax: Our best wishes for a speedy recovery go out to Chart recording artist Anthony Armstrong-Jones, who is recuperating from surgery at his home in Oklahoma City, Okla. Get well soon! Buck Stapleton, formerly with Capitol, Records on the West Coast, has joined Monument Record Corporation's sales and promotion department. The announcement was made last week by Steve Ponce, Monument vice president and sales marketing director. Stapleton will serve as Monument West Coast sales representative and will be headquartered in Hollywood.

Pete Drake, Stop Records and Window Music Publishing Company exec, has announced the appointment of John Jackson as national promotion director for Stop and Window. Jackson will work with and assist Neil Merritt, who has taken over sales for the company. Stop Records also recently signed Sonny trying to capture the raspberries for Las Dianeras. This well known and versatile quartet was first organized in 1948 and joined the Grand Ole Opry in 1949. Their first release on Stop is expected shortly. Royal American Records has two new additions to their growing family of artists with the recent signings of Billy Large and a new country trio, Fab. Fed. & Harri June, to the label. Jimmy Payne, Epic recording artist, recently renewed his writer's contract with Glaser Publications Inc.

Earl Owens, president of L. O. Talent Productions, has announced the addition of Duane Dee, Wayne Kemp and the Hal Willis Show to the current roster for bookings at L. O. Diante Dee is with Capitol, Wayne Kemp records for Decca and Hal Willis records for Bell. Radio Station WOOP, Boston, announced that "Our Missionary of the Year" award was George Jones, Runner up in last year's contest was Cash, Edy Arnold, Glen Campbell and Tammy Wynette. A special pre-show for WOOP's forthcoming Shower of Stars, scheduled for March 20 at Boston Music Hall Theatre General Manager Herb Golubnick of WPLD Radio Atlantic, announces the appointment of John Fox as program director. John, who handles the morning traffic shift, will soon celebrate his fifth year with WPLD. Ray Hoshfield, who has joined WPLD-FM as programming director. He had been with WOVM Radio in Decatur, Georgia. Andy Carr formerly with KMAC Radio San Antonio has been named program director of KFOX Radio Brown City, Texas.

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Cash Box — March 15, 1969
**Audio Fidelity Buys Chart Label**

NASHVILLE — Audio Fidelity Records of New York has just purchased Nashville's Chart Records for an undisclosed six-figure amount. The announcement was made jointly by Herman D. Gimbel, a former owner of Chart Records, and Slim Williamson, who is now president of the label. Chart Records will now be a wholly-owned subsidiary of Audio Fidelity Records, which is a publicly-held company. Inclusive in the announcement is the additional news that Slim Williamson will be president of Chart Records and also as a member on the board of directors of Chart Records, Inc. Additional members of the Chart Records board of directors will be Donald Birsch and Herman D. Gimbel, who will serve as chairman of the board. Gimbel pointed out in the announcement of Williamson as president that he will maintain management of Chart under a long-term contract. Chart Records will continue to be manufactured and distributed by RCA Victor under the present agreement which was initiated in September, 1967. The only changes in Chart Records will be the new resources made available by Audio Fidelity.

**WWVA Raises $8,000 For Survivors Fund**

NASHVILLE — A check in the amount of $8,316.05 was recently presented to the Citizens Nine Disaster Committee, Inc., at the Farmington, West Virginia Town Hall, by Bob Finney, program director of WWVA and Harold Thomas, of the Morris Plan Bank.

Accompanied from the contributions of 871 listeners, the money was turned over to Thomas, who acted as administrator for the Farmington Mine Disaster Survivors Fund. The disaster occurred November 20 and the number nine mine was sealed early December, eliminating all hope for the 78 still within the mine.

The "Survivors Fund" drive itself had been in effect from December 4, until December 31, during which time WWVA appealed to its listeners who were concerned for the welfare of the bereaved survivors.

**CMA Announces State Chairmen For 1969 Membership Campaign**

NASHVILLE — State chairmen to monitor membership recruitment coast-to-coast have been named by the Country Music Association for its 1969 membership drive.

According to overall membership chairman Tandy Rice, Show Biz, Inc., vice president, 37 state leaders have been "called to the call" thus far and are making significant advances in their respective assignments.

Volunteers all, the chairmen have been assigned quotas for each state and the national leadership and area presidents will sub-committees and monthly meetings in an effort to accomplish their goals.

Gladys Hart of Colorado, Mary Harris of Alabama, and Wally Mullins of South Carolina typify the enthusiasm with which these state leaders are responding to the drive. Each of them has personally solicited the interest of approximately 20 people concerned with our industry within the first month of activity.

State chairmen accepting appointments to state include: Maxine Brown—Southeastern; Larry Scott—California; Gladys Hart—Colorado; Wilma Lee and Stoney—Tennessee; Frank Rice—Texas; Jimmie Davis—Nevada; Lee Arnold—New York; Junior Merritt—New Mexico; Ramblin’ Lou—Ohio; Happy Walls—Kentucky; Harvey Jones—Pennsylvania; Roy Nichols—Missouri; and Bob Jennings—Tennessee.

We have great hopes for the overall success of this drive, explained Rice. "Everyone connected with it is a volunteer, and naturally this implies certain restrictions on time and capabilities Country Music has many friends, however, when we are looking to for that extra effort.

**Stop Inks George Morgan**

NASHVILLE — Stop Records has signed veteran singer George Morgan to a recording contract. Label exec Pete Drake negotiated the pact. First single to be released by the artist, available on the market, is "Like A Bird." Morgan, a Grand Ole Opy regular, was formerly with Starday Records.

**On The Charts Everywhere**

**"EVERYBODY’S GOT TROUBLES"**

HAL WILLLIS

**"BIG BLACKBIRD"**

JACK BLANCHARD MISTY MORGAN

**"CANDY"**

JIMMY SNYDER

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New Sounds — nugget Records, of Goddlettsville, Tenn., recently completed an entire session of studio sound studies, the first completed at the studio. In most cases, the tracks will be sold 50.00 in the Charlotte area. The tracks will be released to the public by special invitation.

New Sounds is working with Jack Egan, a talented young producer of WFXQ, Kansas City, on a project on which he has been working for over a year. The track will be released as soon as possible and will be available at the studio.

DJ’s Needing Copies, Write Little Richie Johnson
BELEN, NEW MEXICO 87002

www.americanradiohistory.com
Picks of the Week

JEANNIE C. RILEY (Plantation 15)
There Never Was A Time (2:39) (Shelby Singleton BMI — Lewis, Smith)
Sure to see success for Jeannie C. Riley is her latest Plantation outing “There Never Was A Time.” Smooth vocalizing of easy-paced tune should prove profitable. No flip information available.

GEORGE JONES (Musicor 1:35)
I’ll Share My World With You (2:28) (Glad BMI — Wilson)
Ever popular George Jones aims for the charts once again with another fine performance. “I’ll Share My World With You” combines voices and strings for a tune which should move quickly. Flip: “I’ll See You White Ago” (2:30) (Glad BMI — Edwards, Flowers)

AUTY INMAN (Epic 10452)
Home Is Heavy On My Mind (2:27) (Tree BMI — Inman)
A ballad vocal, backed by strings and chorus and impact to a pretty melody which should score well for Auty Inman. Flip: “You’re The Only One In My Heart” (2:18) (Auty Inman/Big Bopper BMI — Inman)

JOHNNY BUSH (Stop 257)
You Gave Me A Mountain (3:58) (Mosaic BMI — Robbins)
The pop success of this tune written by Marty Robbins will give Johnny Bush a big push towards the top of the country charts with this fine performance. Flip: “Back From The Wind” (2:10) (Window BMI — Kingston, Dycus)

GEORGE MORGAN (Stop 252)
Like A Bird (3:17) (Window BMI — Kingston)
Backed by strings, voices, harmony and a pretty tune, George Morgan swings with the up tempo “Like A Bird.” Disk should see lots of action. Flip: “Left Over Feelings” (2:36) (Window BMI — Rainford)

MARION WORTH (Decca 32457)
Love Is A Very Strange Thing (2:59) (Wilderness BMI — Howard, Davis)
Sangstress Marion Worth offers a tender ballad strong enough to see chart action. “Love Is A Very Strange Thing” deserves to be heard. Flip: “Wondering What To Do” (2:21) (Tree BMI — Mceller)

JIMMY WAKELY (Decca 32459)
I’ll Steal Away In The Crowd (3:04) (Riverside ASCAP — Wakely)
After an absence of seven years from the recording scene, Jimmy Wakely is back with a powerful single, his own composition “I’ll Steal Away In The Crowd.” Disk deserves a shot and should satisfy many. Flip: “My Life Was Filled With Love” (3:21) (Mono BMI — Gattin)

CashBox Top Country Albums

1. I WALK ALONE
   Waylon Jennings (Columbia CS 9725)
2. BORN TO BE WITH YOU
   Sonny James (Capitol S. ST 1111)
3. CHARLEY PRIDE IN PERSON
   RCA Victor SUP 4094
4. STAND BY YOUR MAN
   J. J. Johnson (Bear SH 3017)
5. SHE WEARS MY RING
   Roy Price (Columbia CS 9713)
6. WICHITA LINEMAN
   Glen Campbell (Capitol S. ST 103)
7. WALKIN’ IN LOVELAND
   Eddy Arnold (RCA Victor LPM 4093)
8. D-I-V-O-R-C-E
   Tammy Wynette (Epic 26392)
9. I’VE GOT YOU ON MY MIND AGAIN
   Buck Owens (Capitol ST 121)
10. JUST THE TWO OF US
    Porter Wagoner & Dale Parton (RCA Victor LPM 4029)
11. YEARBOOKS AND YESTERDAYS
    Jeannie C. Riley (Plantation PLP 2)
12. THE HOLY LAND
    Jimmy Lee (Columbia CS 9726)
13. LITTLE ARROWS
    Leapy Lee (Decca DL 70575)
14. SHE STILL COMES AROUND
    Dolly Parton (RCA Victor LPM 45712)
15. THE BEST OF SKECK OWENS, VOL. 3
    (Capitol SKAO 145)
16. I TAKE A LOT OF PRIDE IN WHAT I AM
    Moe Howard (Capitol SKAO 108)
17. THE BEST OF SONNY JAMES, VOL. 2
    (Capitol SKAO 143)
18. HARPER VALLEY P.T.A.
    Jeannie C. Riley (Plantation PLP 1)
19. CARROLL COUNTY ACCIDENT
    Porter Wagoner (RCA Victor LPM 4110)
20. JEWELS
    Marty Robbins (Epic BN 26332)
21. WHERE LOVE USED TO LIVE
    David Houston (Epic BN 26432)
22. JIM REEVES & SOME FRIENDS
    (RCA Victor LSP 6175)
23. HEY DADDY
    Charlie Louvin (Capitol ST 2231)
24. COMING ON STRONG
    Hank Williams (MCA 20103)
25. BEST OF LYNN ANDERSON
    (Capitol SKAO 190)
26. YOUR SQUAW IS ON THE WARPATH
    Wanda Jackson (Columbia DL 70504)
27. SOLID GOLD ’68
    (MCA 20106)
28. FEMININE FANCY
    Heartland (RCA Victor LSP 4009)
29. HONKY TONKIN’
    Carl & Henri Butler (Columbia CS 97959)
30. MANY MOODS OF WANDA JACKSON
    (Columbia ST 128)
ONLY THE LONELY — Sonny James — Capitol ST 193

Sonny James’ current country chart hit lends its title to this LP. “Only The Lonely” features both pop and country biggies from the past which adds impact to a session sure to see success. “Roses Are Red,” “Poor Fool #1,” and “Wake Up To Me Gentle” are three cuts which will help to propel this set chartward. Watch for it.

FADED LOVE AND WINTER ROSES — Carl Smith — Columbia CS 9786

From a recent top 10 country singles chart comes the title tune for this Carl Smith offering on Columbia. “Faded Love; And Winter Roses” headlines a package filled with both vocal and instrumental emotion. Featured, along with the title track, are “One Has My Name The Other Has My Heart,” “I’m A Lonesome Fugitive” and “Time Changes Everything.” Good chart action can be expected.

THE LEGEND OF HANK SNOW — RCA Victor LSP 4122

“What makes a legend?” The answer to that question can be found between the grooves of this Hank Snow LP. From the opening cut “Flying South” to the closing tune “Roses In The Snow” the “Singing Ranger” demonstrates the versatility that has made him a legend in his own right. This session is a must for all Hank Snow fans.

THE SONGS OF JEANIE C. RILEY — Capitol ST 177

Jeannie C. Riley is showcased here in 12 cuts made for Little Darlin’ Records before she had her Harp Valley” hit on Shelby Singleton’s Plantation label. Capitol bought the cuts from Little Darlin’ Included is the single “The Price I Pay To Stay” which is currently rising on the country charts, along with the ballads “No One Ever Lost More” “Neglected” and the Mid-tempo “You’ve Got Me Singing Nursery Rhymes”...”You Write The Music, I’ll Write The Words.” Good listening.

SUGAR CANE COUNTY — Maxine Brown — Chart CHS 1012

Maxine Brown’s latest solo effort is sure to win additional fans for this talented songstress. The title tune, “Sugar Cane County” as well as “Take It Out In Trade,” “Dad, I Never Saw You Cry,” and “One Man Band” demonstrates Maxine’s ability to handle various tempos with equal ease. Chart appearance imminent.

THE CLOSEST THING TO LOVE — Skeeter Davis — RCA LSP 4124

Destined to move well in both the country and pop markets, Skeeter Davis comes up with a session, dominated by a big orchestral sound, which makes for good listening on 12 cuts that include “They Don’t Make Love Like They Used To,” “Angel Of The Morning,” “I Say A Little Prayer” as well as the title tune. Imminent sales response.
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"Somebody's Gonna Prowl Your Field"
Becki Bluefield

plantation #11
"Just Blow In His Ear"
David Wilkins

plantation #12
"The Long Black Veil"
Marty Collins & Bobbie Jean

plantation #13
"Beautiful Downtown Burbank"
The Harper Valley PTA

plantation #14
"Ann"
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plantation #15
"There Never Was A Time"
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Cash Box — March 15, 1969

Country Top 50

1 UNTIL MY DREAMS COME TRUE (Blue Crest—BMI)
2 DARLING, YOU KNOW I WOULDN'T LIE (Trio—BMI)
3 ONLY THE LONELY (Muff Raw—BMI)
4 THE GIRL MOST LIKELY (Sherry Singleton—BMI)
5 TO MAKE LOVE SWEETER FOR YOU (Aldo—BMI)
6 DADDY SANG BASS (House of Cash—BMI)
7 GOOD TIME CHARLIE'S (Blue—ASCAP)
8 WHEN THE GRASS GROWS OVER ME (Sire—BMI)
9 KAY (Moss Rose—BMI)
10 MY WOMAN'S GOOD TO ME (Allied—BMI)
11 THE NAME OF THE GAME WAS LOVE (Dalmore—ASCAP)
12 DON'T MAKE ME I'M DREAMING (Blue Ridge—BMI)
13 KAW LIGA (Motel—ASCAP)
14 CARROLL COUNTY ACCIDENT (Waverly—BMI)
15 WHILE YOUR LOVER SLEEPS (A & L—BMI)
16 WHO'S GONNA MOW YOUR GRASS (Blue Ridge—BMI)
17 IT'S A SIN (Westmorland—BMI)
18 WHO'S JULIE? (Hilton—BMI)
19 NONE OF MY BUSINESS (Trio—BMI)
20 EACH TIME (United Artists—BMI)
21 WHERE THE BLUE AND LONELY GO (Orchard, Douglas—ASCAP)
22 LET IT BE ME (Gibson—BMI)
23 WOMAN OF THE WORLD (Lois Frey—BMI)
24 HUNGRY EYES (Verona—BMI)
25 CUSTODY (United Artists—BMI)
26 A BABY AGAIN (United Artists—ASCAP)
27 FROM THE BOTTLE TO THE BOTTOM (RCAVictor—BMI)
28 EACH AND EVERY PART OF ME (RCAVictor—BMI)
29 STRINGS (Blue Ridge—BMI)
30 THEY DON'T MAKE LOVE LIKE THEY USED TO (RCAVictor—BMI)
31 JOE & MABEL'S 12TH STREET BAR & GRILL (Trio—BMI)
32 IF I HAD A HAMMER (Mercury—BMI)
33 SET ME FREE (Trio—BMI)
34 THE THINGS THAT MATTER (Seminole—BMI)
35 THE PRICE I PAY TO STAY (Capitol—BMI)
36 RESTLESS (Capitol—BMI)
37 BRING ME SUNSHINE (Sherrill—ASCAP)
38 KISS HER ONCE FOR ME/PLEASE TAKE ME BACK (Sproston—ASCAP)
39 RINGS OF GOLD (Columbia—BMI)
40 I NEVER GOT OVER YOU (Columbia—BMI)
41 OUR HOUSE IS NOT A HOME—(Green Grass—BMI)
42 RIBBON OF DARKNESS (Capitol—BMI)
43 YOURS LOVE (Capitol—BMI)
44 HAVE I TOLD YOU LATELY THAT I LOVE YOU (Epic—BMI)
45 COME ON HOME & SING THE BLUES TO DADDY (RCAVictor—BMI)
46 HONEY-TONK SEASON (Blue Crest—BMI)
47 MY LIFE (RCAVictor—BMI)
48 WHERE THE BLUE OF THE NIGHT (RCAVictor—BMI)
49 SHE'S LOOKING BETTER BY THE MINUTE (Columbia—BMI)
50 JUST HOLD MY HAND (RCAVictor—BMI)
51 LEAD ME ON (Columbia—BMI)
52 WHEN WE TRIED (Capitol—BMI)
53 SWEET LOVE ON MY MIND (RCAVictor—BMI)
54 THE WEDDING CAKE (Capitol—BMI)
55 I'VE GOT PRECIOSO MEMORIES (RCAVictor—BMI)
56 I SEE THEM EVERYWHERE (RCAVictor—BMI)
57 SOMEBODY'S ALWAYS LEAVING (Columbia—BMI)
58 EMPTY SUNDAY (Columbia—BMI)
59 JUST BLOW IN HIS EAR (RCAVictor—BMI)
60 OH WHAT A WOMAN (RCAVictor—BMI)
ANOTHER HIT IN A LONG STRING OF HITS BY BILL ANDERSON

My Life

DECCA #32445

(THROW IT AWAY IF I WANT TO)
Argentina's first couple Anka, in their periods of foreign market, may be found in several aspects of show business, which is necessary to understand and be able to predict what will come in their near future.

It seems, first of all, that the trend is towards music in Spanish. This may sound logical considering that it is the language spoken by most of the population. However, for many years there were strong doubts about its validity among record buyers. Even foreign artists visiting Argentina after periods of strong sales stopped being popular, making the recording companies hope that the artists wouldn't come any more. If this seems to go against current events, it's in the field of promotion, you may believe that it was actually real in this market.

The advent of artists with a TV mind changed the scene. After Paul Anka, many others from abroad profited from good appearances, and a couple of years ago, Raphael turned into a smash hit. Twenty-four hours a day on a show in 1967, the then-unknown Raphael Ortega Araya was so great, that many of them couldn't believe their eyes. Several local artists, who had been looking the direction of the United States market, and some efforts will take place soon. It is necessary for local domestic publishers would also be done through the medium of attendance to the recent MIDEM gathering, in order to do their performances in a theater or on TV. For those who were successful in it, it seemed something in Spanish, but there was another, an image awaiting them the audience at the theater shouted asking for the original lyrics. It happened first to Aznavour, and recently to Adano. On the other side, the TV audience wishing to listen to the cut songs, and rushed afterwards to buy the records, also in this language.

Then came the idea: Why not record songs specially designed for this market? Matt Mono picked up the idea and got to the top off from nowhere in one week. Frances Plumley recorded a well-sold LP with songs in Latin America, and began to interest the local recording companies to get Spanish versions more adapted of that is usual here. From then to the local Latin Market abroad, there is little distance.

Another fact gave even more force to the trend changers like Sandro starting with European-style ballads composed by themselves, while Leonardo Faro mixed lyrics with appeal to the youth with rich arrangements. Local music groups, even losing some of their force if compared with 1967, still remained producing local hits like Los Fracudos, Los Catos. Although the Festival Buenos Aires de la Cancion selected another tune as the winner, Los Fracudos sold far more copies of "Puerto Montt" than any other of the finalists. At the same time, the interest of Euro ears in American publishers towards locally-produced tunes has been growing at a good pace, and it is only necessary for a song to appear in the Top Twenty to be asked for subpublis hing in several countries.

From there, the idea spread in all the world. The new music trends will be seen in the next weeks. The new publishing companies will be created, and German and may open the way to Europe, and Europe, in its instrumental versions of these tunes are also feasible. The increase in local quality recordings will, undoubtedly, improve even more its share in the market and, at the same time, further will be a show business world that is becoming more hit hungry with every day.

Argentina's Best Sellers

<table>
<thead>
<tr>
<th>This Last Week</th>
<th>Week Week</th>
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<tbody>
<tr>
<td>1. Anca - Donovan (CBS)</td>
<td>Peer Music</td>
</tr>
<tr>
<td>2. Ob La Di, Ob La Da (CBS)</td>
<td>The Beatles - Apple</td>
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<td>The Beatles - Apple</td>
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<tr>
<td>4. Los Creadores - Polaco Ortega (CBS)</td>
<td>&quot;Coincidencia&quot;</td>
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<td>5. Los Francaisco - Palco Ortega (CBS)</td>
<td>&quot;Coincidencia&quot;</td>
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<tr>
<td>6. &quot;Coincidencia&quot; Vol 4 (CBS)</td>
<td>Baler, Cuarto Imperial (CBS)</td>
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Argentina's Top Ten LP's

| 1. "Coincidencia" | Baler, Cuarto Imperial (CBS) |
| 2. "Coincidencia" Vol 4 | Baler, Cuarto Imperial (CBS) |

Germany Record Mfr's Sales

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2nd Playboy Prize For Boots Randolph

LONDON - At a special performance for "Playboy of the Western World," Boots Randolph was presented with the "Playboy of the Western World" Award, which he has won twice in the last two years. The prize is presented annually by the "Playboy Pacific" magazine to the Western World's Most Popular Folk Musician. Randolph and his band won the award in 1964, and this year they were again chosen by the magazine's readers as the top folk music group of the year.

Randolph, who has been a regular fixture on the "Playboy" circuit for many years, received the award at a special dinner at the Dorchester Hotel in London. The prize is presented by "Playboy" magazine in recognition of the artist's contributions to the world of music.

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Nada was the only young artist to make a sensational debut at San Remo this year. She is considered a most exciting discovery on the Italian and European music scene. Her recording of “Ma Che Freddo Fa” is current no. 2 on the Italian charts preceded only by the San Remo winning song. Nada is signed to RCA Italiana.
The increasing importance of the LP in the industry is seen underlined by the Board of Trade official statistics concerning the market for the medium. Album production hit an all-time high of 6,951,000, an increase of 10% on November, 1965, and far outstripping the 6,954,000 for the previous year. Total sales in November came to £3,769,000, a 15% increase over the same month a year ago, and above the 21st October level and representing a meteric 8% leap compared to the July-November results. Total production of disks for 1968 including November amounted to 88.7 million, 9% up on the previous year, and total sales hit 722,000. Export sales were 29% higher than in July. CBS is launching two new labels this month beneath its banner. Their names are Dolphin, specialising in British repertoire, and Aurora, a pop line whose product is supplied by Aaron Severn. The subsidiary April Music will handle all copyright royalties, including Dolphin products. The first release, which is coincident with CBS's lavish Single Record Day promotion, will be "Wages Of Love" by Muriel Don't. Also launched is a new classical label, the Philadelphia and London Symphony Orchestra under the direction of Eugene Ormandy, and the New York Philharmonic. George Szell, Leonard Bernstein, Igor Kipnis playing harpsichord concertos, and Kipnis in a recording of Ravel's Daphnis and Chloe, are all due in July. Total LPs released will be about 150 artists. Of these sixty-two are by the major labels. The first release will comprise thirty-three titles, and will be for the month of July and featuring selections from operas, ballets, concertos, symphonies, and suites. The following artists have been announced for the recording campaign: "Wagner's Tristan und Isolde," "The Death of Cleopatra," "The Magic Flute," "Scandarello," "Gow's Merry Westerns," "The Ancient of Days," "Jupiter," "The Orfeo and the Orpheus," "The Mountaineer," "The Farmer's Daughter," and "The Girl of the Golden West." The performers will include Vincent Price, John Gilmore, and Elizabeth Power.

Anita Brookes, a young singer of sixties interest, is due to be released by John Hennock, president of the Board of Trade. She has made a record at the Wentworth Hotel, London, and will be featured on "The World Of The Supremes Join Temptations" in the autumn. This will be followed by "The World Of The Four Tops" in the winter. The album has been designed to feature the talents of four of the world's top rhythm and blues groups. The Supremes, The Temptations, The Four Tops, and The Martha Reeves & the Vandellas, will be joined by the Canadian singer, Anita Brookes, in this release. The album will be released in the United States and Canada, and will be distributed by Columbia Records. The album will feature a combination of hits and contemporary material, with the emphasis on the Supremes' talents.

Eugene Ormandy, the conductor of the Philadelphia Orchestra, has been announced as the conductor for the new classical label. He will be joined by the London Symphony Orchestra, under the direction of George Szell. The first release will be "Wagner's Tristan und Isolde," and will feature Vincent Price, John Gilmore, and Elizabeth Power. The album will be released in the autumn, and will be followed by "The World Of The Supremes Join Temptations," which will be released in the winter. The album will be distributed by Columbia Records. The album will feature a combination of hits and contemporary material, with the emphasis on the Supremes' talents.
LONDON - Profits of Electric and Musical Industries soared by 36% in the first six months of the fiscal year.

Arc Goes Public
TORONTO - Arc Sound with a group of associated companies have filed a prospectus with the Securities Commission to go public under a holding company called Arc Home Entertainment Division Ltd.

The announcement came from Phil Anderson, president of Arc Sound Ltd. Shares amounting to 125,000 are to be offered at $2.75 per share with an additional 25,000 shares being subscribed by employees of Arc at $2.47 per share. Should this prospectus be approved it could not Arc Home Entertainment $900,000.

David Fry, Fraser and Company Limited of Toronto, is undertaking the issue.

Arc is planning to increase its program of establishing Canadian talent, of which they have only owned over the past ten years. Much more emphasis will be placed on world wide records instead of locally produced sessions.

The new producer for Arc isnow concentrating on quality productions of material written by British artists and the distribution of Imperial LPs, the latter having created a sizeable market for their country and pop artists.

First German Sides For Ames
NEW YORK - RCA's Ed Ames has made his EMI debut with fourlangauge recordings in Los Angeles.

Under the direction of Wolf Kahan, whom the artist's record producer, has recorded four sides in German, 'Ich Hol dich Aus Der Einsamkeit', and 'Ewig Liebe'.

Primarily geared for the German market, the recordings will be made available through the company's affilliates around the world who have the appropriate distribution network.

Ames speaks French, Italian, German, Spanish and Hebrew in addition to English Plans to record him in other languages are currently underway.

Initial Euro Trek For Chambers Bros.
HOLLYWOOD - The Chambers Brothers, whose first Columbia LP, 'The Time Has Come', just received RIAA certification for one million sales, left last week on their first foreign tour. The first in the series of concerts and TV, radio, and TV performances, the band, which is expected to be back in Los Angeles before the end of the month.

Northern Songs, Protests Increase
LONDON - Protests of at least 1.000,000 for the year arc forecast compared with 332,000 in 1971. The group of outsider, John Lennon, Paul McCartney and George Harrison, have a longer than expected figures to come is announced along with profits of the record company of more than last year's interim profits of $284,000 at $358,209. A full report on the Harrison Wright reiterates the fact that the company paid out $1.25 million for the collection of songs featuring various artists such as Among My Souvenirs is promised soon from the company's accountants.

Sandpipers On Tour
A&M recording artists The Sandpipers are on their first European concert tour, beginning March 1. The group planned to open in London with their three top television shows including "Lulu," "Dee Time" and "The Jukebox". The Sandpipers will then travel to Amsterdam, where they will be appearing at the Grand Galia de Disc for three days, beginning March 5. The group will then travel to Paris and Madrid for additional television appearances. March 12, the group will appear on the Berlin Record Gala television show, the show appears at the San Remo Music Festival where they in competition for the top spot with "Love Me Now" by Mino "LeENDER'S record label "FLAPL" will also be handled by this company. The latter is expanding due to just signed contracts between Top J Record and Beacon Record, among other things.

Compo Is Steady's Distrib In Canada
MONTREAL - Comp of Canada has just concluded an agreement whereby the company's current artists, including The Sandpipers, Michael Hald and Richard Bean, in Canada. In the near future.

LONDON - Ian Ralfin has been suspended from Warn Bros/Seven Arts newly formed publishing subsidiary, Ralfin, which will headquarter in London, takes over Warn Bros/Seven Arts music publishing business from the 1st of April. It is expected that Ralfin will be able to keep his current position in the company, he will be reportng to Warner Seven Records. Ralfin will be reporting directly to company's international vice president Phil Rose and vice president George Lee. Responsibilities of his new post will include making all

Columbia Canada Offers Brit. Blues Line
TORONTO - Columbia Records recently bowled its new line of Blue Horizon, considered one of the top British lines on the market internationally. As the company's managing editor, Columbia reports excellent initial reaction to all live releases. These include those recorded by Bertolli "Like I'm Empty," When You Feel Like A Million Dollars," The Blue Horizon label, initially in the Epic fold, was apparently unfavorable to the new label so as to create a whole new image for British blues, of which Blue Horizon would appear to have the cream of the crop.

This well established U.S. artists were cut in London and created an island-wide demand for their product. Some of the backing given these artists is supplied by top instrumentalists of the UK.

Ralfin Taking Post As Head Of WB/7 Arts In United Kingdom
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Bano Renews w/ EMI Italiana
MILAN - Al Bano has signed a new long-term agreement with EMI Italiana, according to Stephanie Gottschalk, general manager of the company. One of his initial assignments under the new deal is to go $90,000 as part of his disk push in that area. The group's two TV shows, "Midi Magazine" and "Television" and a series of albums and singles, Al Bano is also preparing a new single, "Do Din Per L'Estata" (A Record for the Summer). A second album has just been released by Bano in Spanish versions.

Stig Anderson Expands
SWEDEN - Stig Anderson, head of Sweden Music AB, and a number of other publishing houses, reports that planning to open local offices in Oslo and Copenhagen around May 1.

As his manager, he will handle the Swedish companies, head of the Danish operations will be Irgen Mortensen. The Danish and Norwegian offices will be handled with the help of their own label, Anderson's record label "PO," will also be handled by these companies. The latter is expanding due to just signed contracts between Top J Record and Beacon Record, among other things.

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A local Norwegian Soap Opera Festival took place in a Norwegian TV show called "The New, Have You Heard?" A single Norwegian who was the man behind the winning tune "In The Night" performed by Kirsti Sparre, will be performed in the next Eurovision contest.

The winning song will represent Norway in the next Eurovision contest.

The Irish entry for the Eurovision Song Contest is "Wages of Love," performed by Michael Banti, which was published by April Music. CBS issued the single in the U.K.

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**Italy's Best Sellers**

This Week | Last Week
---|---
1  | 2
2  | 3
3  | 4
4  | 5
5  | 6
6  | 7
7  | 8
8  | 9
9  | 10
10 | 11
11 | 12
12 | 13
13 | 14
14 | 15
15 | 16
16 | 17
17 | 18
18 | 19
19 | 20

**CashBox Scandinavia**

**Norway's Best Sellers**

This Week | Last Week
---|---
1  | 1
2  | 2
3  | 3
4  | 4
5  | 5
6  | 6
7  | 7
8  | 8
9  | 9
10 | 10

**Sweden's Best Sellers**

This Week | Last Week
---|---
1  | 1
2  | 2
3  | 3
4  | 4
5  | 5
6  | 6
7  | 7
8  | 8
9  | 9
10 | 10

**Australia's Best Sellers**

This Week | Last Week
---|---
1  | 1
2  | 2
3  | 3
4  | 4
5  | 5
6  | 6
7  | 7
8  | 8
9  | 9
10 | 10
Festival Records Pty., Limited, have announced the signing of a contract under which they will distribute the independent English Page One label to Australia, New Zealand and Hong Kong. The deal was arranged recently by Fred Marks on behalf of Wallacemusic. The Page One label is home to the Troggs, "Oh What A Naughty Man" by Allan David, and the Vanity Fare with "Highway Of Dreams.

B.M.I. will shortly be releasing the first single from Australia's newly formed, high-powered group from Belgium known as the Wallace Collection. The group has cut an album in London for B.M.I. under the production control of young Australian David MacKay. Writing lettering back to us indicated that B.M.I. have really high hopes for Wallace Collection and plans are well in hand for worldwide release of the first single, "Day After Day" to be followed by the album.

Horrie Dargie, one of the "young veterans" of Australian show business and a recording artist and performer in his own right, has taken up his new post as national promotion manager with Astor Records. Horrie is operating from the company's head office in Melbourne and frequent trips interstate.

A special item from Cacique Mone group are "Love Child," "For One In My Life," "You Got Soul," and the local composition by Terry Britten, "Age Of Consent" which has been a strong record for Ronnie Burns on the Spin label.

RCA have launched into some very strong promotion activity which is designed to give the big push to a brand new act in their catalog. One segment of the drive is aimed exclusively at some 70 radio promoters in conjunction with Hank Snow with his album, "My Nova Scotia Home.

Country singer and songwriter Don Gibson, "Country's Best On Record" on the "The Romantic World Of Eddy Arnold..." "Evie Make Mine Country" by Charley Pride, and "Big Girls Don't Cry" by Lynn Anderson. This drive is beingaccompanied to add even more spark to their catalog. A specially prepared Country Kit, Astor-RCA's massive promo effort is aimed at launching some of their new pop names. Under the heading of 1969 "The Sound Of Music" from RCA of Australia, the campaign is spear-headed by a sampler album featuring tracks by the Archies, Ed Ames, the Brotherhood, Jeffery Jeff and the Mellow Jezz, Jack Jones, Jacky Lee and the Troggs, 'Oh What A Naughty Man' by Allan David, and the Vanity Fare with 'Highway Of Dreams.'

A general promotion management has been created in the Barclay group. Bruce Barclay named Richard W. Beranger to manage the advertising, public relations, and promotions of all the societies of Barclay's roster of stars, including the Reginer, who was public relations for TV in the Barclay society, becomes the head of the public relations department of Riviera CED. Annie Markan is taking her place in Barclay Jannex Gery, who is still in charge of press for Barclay, announces that four Barclay artists will soon be released in Spain. They are "Paris" by Eddie Barclay and his big orchestra, Quartet en or "Bossa Nova en Bahia," "Tresser du Velkore Corde," by Master Mum, and "Los Canarios And The Four Tops.

Original soundtrack of the motion picture "Les Hommes De La Voie Lactee" is now released through Barclay label (Chappell-Amorvar Audio). Riviera artist, Nicoletta will soon record the main theme of this motion picture, "Flambeau" and "Hair" is now submitted by Les Nouveaux Chants Eddie Barclay.

Two young Pathé Marconi artists will represent France at the "Primer Festival de la Cancion Latina en el Mundo" which will take place in Mexico City this year. The latter part of March Jack Kerner president of Polydor France, recently named Jean Distin chairman of Polydor's public relations department. Two new girls are working with Distin: Nicole Hornez, in charge of the press, and Elyenne Baudry in charge of TV promotion. Elyenne Baudry is now working hard to promote the Ren Animi, a new English duet, and "La Raisonne," a new Jean Michel Rivat and Frank Thomas production.

André Poulain, international manager, just released three Riverside albums: "Byrd At The Gate" by Charlie Byrd Trio, "Kyoto" by Art Blakey and the Jazz Messengers, and "Swing Masters Vol. 2" by Coleman Hawkins.

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Gibert Becaud is presently a really great success at the Olympic of Paris. At this occasion Becaud released a new LP through his own label Dimension. The most successful new song is a French version of "Hair" is now submitted by Les Nouveaux Chants Eddie Barclay.

Two young Pathé Marconi artists will represent France at the "Primer Festival de la Cancion Latina en el Mundo" which will take place in Mexico City this year. Jack Kerner president of Polydor France, recently named Jean Distin chairman of Polydor's public relations department. Two new girls are working with Distin: Nicole Hornez, in charge of the press, and Elyenne Baudry in charge of TV promotion. Elyenne Baudry is now working hard to promote the Ren Animi, a new English duet, and "La Raisonne," a new Jean Michel Rivat and Frank Thomas production.

André Poulain, international manager, just released three Riverside albums: "Byrd At The Gate" by Charlie Byrd Trio, "Kyoto" by Art Blakey and the Jazz Messengers, and "Swing Masters Vol. 2" by Coleman Hawkins.
Kirsten Places
Group In England

LONDON — German publisher, Peter Kirsten of Global Musik, has a new group of hit LPs under the Hip Hop label in the undiscovered major British company. While in London he also negotiated a new deal signing up Solomun from Jamaica to his Teepee catalog in Germany sub-licensed by his compay Pritzke Altus Musik. He acquired several rights from the hit group Trenemosse single 'Hello World' and placed several of his original compositions for Kirsten later this year in the States, where his artist Horst Janke will be appearing at the New England College Hotel with Caterina Valente. His new artist ‘Jankovski Plays Jankovski’ is being promoted for release in Mercury with later release on the concert tours of Miss Valente and the Hit Kids with an American label.

Eng. Artists Confabs
For Schwaid-Merenstein

NEW YORK — Bob Schwaid and Lew Merenstein of the Schwaid-Merenstein music publishing management complex will fly to London March 16 for a series of meetings with British artists to discuss personal management and record production in the States. British artists realize that their chances of being released in the U.S. and getting from their home activities: the duo stated.

What we're offering them is special indigenous orientation for their personal appearances and record production.

London — Lew Merenstein can be contacted at the Mayfair Hotel.

Schwaid will join Merenstein after accompanying international singing star Miriam Makeba, whom they manage on the last lap of her current continental tour. She will perform on two TV galas in Amsterdam and Berlins by an educational TV program in Confab. One of which is the Olympics in Amsterdam and Rotterdam. Plans are in hand for the European and North America in May for an extended tour.

TJB Aussy Gold

Fred Marks, managing director of Festival Records of Australia, A&M Records' foreign liaison, has presented Herb Albert and Jerry Ciarda with a framed manuscript of the autobiography of Herb Albert. The 36 gold record albums in their catalogue have been on display at the time of recording a special program by Festival of the A&M product which has been since the inception of A&M Records. The 36 gold-plates were presented on the occasion of the annual sale of three gold hundred thousand LP's for the Herb Albert and the Tijuana Brass in Australia and Mexico. Ten thousand sales of individual albums are officially rated as the equivalent of a million dollar album in the United States.

France Lubin On
So. America Tour

NEW YORK — France Lubin, head of the Latin American department of the Edward B. Marks Music, has left for a combined vacation and business trip to Argentina Brazil, Chile, Peru and other countries in South America. Miss Lubin has been chiefly responsible for the important business relationship between the Marks Music Publishing firm CAMPEI, S.A. and the House of Marks. CAMPEI is owned by Al- perin-Stein of New York and is also head of the trio Los Panchos. They are in Argentina at the moment and have invited Miss Lubin to be there for the next two months and will be passing through the other South American countries. In addition to cementing the relations with these firms which represent Marks on the South American continent, she will be shopping for the top hits of Argentina, Brazil and other nations.

Canned Heat Seals
Australia Tour

HOLLYWOOD Liberty recording group Canned Heat has set for an Australian tour of Australia where both their hit single 'On The Road Again' and 'Going Up The Country' are currently receiving heavy play. An additional two week itinerary includes a press tour of Australia, including concerts in Sydney, Brisbane and Melbourne.

Brussels Visit
For Kusano

BELGIUM — Shoji Kusano of Ship- pings Music, representative of the World Music Corporation, flew to Brussels recently for extensive talks with representatives of France and Kuper of Pallete Records. In the last two years, the World Music exploitation in Japan has grown steadily with the importance of the Pallete label. Another visitor for Brussels was Seymour Stein of New York. World Music repre- sents his catalogue in the Benelux countries, and new possibilities of promotion and future Amsterdam visits were discussed. Pallete Records are currently celebrating No. 1 in the Belgian charts with Wall Lil's "Angelina."

At present Marks is featuring the Mexican song published by CAMPEI, S.A. and "La Mentira" in Spanish. More than 30 American recordings featuring artists have been issued that particular number.

Kryptik To CMS

TORONTO — Jury Kryptik has been appointed manager of the record divi- sion of CMS Canadian Musical Sales. It was also announced by CMS that the man- agement would be stepping up its re- leases and going for major national for which Kryptik would be responsible. He is now in Canada to give CMS' search for talent to record. It was stressed by CMS that all demo tapes sent to the company be given full considera- tion and that releases would be ex- ploited for domestic provincial and national outlets better than being restricted to the domestic market.

Kryptik has been connected with several major record companies over the past few years including services in the advertising and management of Saskatchewan's largest record retail outlet, Jack's Heaven.

CMS also announced the initial Can- adian release of the Xira and Trans- Atlantic labels two of the UK's major folk labels.

Group Therapy Ends
Tour Of England

LONDON — After a successful five week tour of England, the Australian band returned to the States to embark on a five week tour of the United States. The home town of Los Angeles. Philip is a single 'Remember What You Said.' While in Britain the group recorded an album in the Chappell Studio under the direction of Mi- cer's Lou Reiner, entitled "39 Min- utes of Group Therapy" which is to be issued simultaneously in the U.K. and U.S. mid-March. They also took in Dublin, Edinburgh and Rotterdam. Plans are in hand for the European and North America in May for an extended tour.

Japan's Best Sellers

This Week

<table>
<thead>
<tr>
<th>Album</th>
<th>Week</th>
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<tbody>
<tr>
<td>The Beatles (The Beatles) (Apple)</td>
<td>1</td>
</tr>
<tr>
<td>Renaissance (Renaissance) (Polydor)</td>
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<tr>
<td>McVie (McVie) (A&amp;M)</td>
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<tr>
<td>Wu - Ichiro / Van Dyke (Van Dyke) (Capitol)</td>
<td>4</td>
</tr>
<tr>
<td>Makoto (Makoto) (Philips)</td>
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<tr>
<td>Local</td>
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<tr>
<td>Blue Light Yokohama (Yokohama) (Columbia)</td>
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<tr>
<td>Nona / Kozuma / Pinky / Killers (Columbia)</td>
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<tr>
<td>Nakamura / No / Okada / King (King)</td>
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<tr>
<td>Yoshikawa / Hideki (Yoshikawa) (King)</td>
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<td>Nagasaki / Shigeo (Shigeo) (King)</td>
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<td>Makoto / Shigeo / Killers (King)</td>
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<td>Asa / Kozuma / Man / Yumiko / Hikari (Sub) (Columbia)</td>
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<td>Kusama / Sadako (Sadako) (Columbia)</td>
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<td>Kanda / Yuzuru (Yuzuru) (King)</td>
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<td>Mita / Shun / Kuri / King (King)</td>
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<td>International</td>
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<td>Gong / The / (Gong) (Polydor)</td>
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<tr>
<td>These Were The Days / Mary Hopkin (Sub) (Polydor)</td>
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<tr>
<td>Lonely / Plymouth (Lonely) (Sub) (Capitol)</td>
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<tr>
<td>April Music (April Music) (Transatlantic)</td>
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<td>Kure / Chieko / Shobetsu (Sub) (Transatlantic)</td>
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<td>Away / Rogers / Shigeru (Sub) (Sub) (Transatlantic)</td>
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<tr>
<td>Rone / Leto (Sub) (Transatlantic)</td>
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<td>Kiyomi / Chiko (Chiko) (Sub) (Transatlantic)</td>
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<tr>
<td>Tada / Masakazu / Beige (Beige) (Transatlantic)</td>
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</tr>
<tr>
<td>Ob La Di / Ob La Da (Ob La Da) (Ob La Da) (Sub) (Transatlantic)</td>
<td>10</td>
</tr>
<tr>
<td>Love Child / Alvaro / Susan (Alvaro) (Sub) (Transatlantic)</td>
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</table>

Cash Box — March 15, 1969

www.americanradiohistory.com
EDITORIAL

OPPORTUNITY THROUGH FAMILY FUN CENTERS

We look to the future and see opportunity. Opportunity in Arcades. Not too many times in this business have we looked to the future, seen an opportunity there and grasped it with both hands. It's usually — do as we go, or, it's too risky to take a chance, or, we want a sure thing.

Well, nothing is a sure thing until we have it in our pocket. But realistically speaking, the Arcades of the coming 1970's — as we see them, and Cash Box feels its vantage point is a good one — is where the opportunity is.

A new found avenue of expansion for today's operator. This is the opportunity we want to discuss. A modern Arcade concept. A place where the entire family can spend it's active-leisure hours in an atmosphere competitive with that of the finest bowling alleys, theaters or cue lounges in town. Cash Box likes to call it — giving your customers the of red carpet treatment — for which those same customers come back time and again with their mothers, fathers, children and friends to drop coin after coin in some of the most exciting amusement equipment this business has ever seen.

The market is ready. The working man's leisure time is expected to double during the next decade. He is your opportunity. If you want his buck you have to compete with his other leisure entertainment outlets. And you have to go first class all the way. He won't accept it any other way.

The factories are continuing to supply the best equipment ideas available. Better distributors are as receptive as ever towards financing, and you, the operator, need a new approach to merchandise your product coin-operated amusement equipment.

Sure, you have the street locations, but new ones are getting scarce. When a new spot does open up the competition is so stiff among the larger operators the smaller guy doesn't have a chance.

Cash Box, after considerable thought and research, has come to the conclusion that this new thinking in the trade towards a modern approach to Arcade operation is an opportunity you cannot afford to pass up.

We have prepared this special issue in conjunction with the valuable assistance of leading operator, factory and distributor personnel so that you may evaluate the up to date progress of this family fun center type of operation.

Read it, digest it, consider how it might fit into your financial structure as well as benefit the community in which you operate — always keeping in mind the future — then decide for yourself if this modern approach to amusement operation is indeed the opportunity Cash Box believes it to be.
ABOUT FUN CENTERS

Thanks to the generous assistance of a good number of our trade leaders, Cash Box has been able to assemble an informative collection of articles and photographs on the concept of Family Fun Centers. Our special section in this issue (P. 74-81) is both a collection of valuable facts and educated opinions on the "red carpet" as well as a general attempt to promote the concept as perhaps the most promising source of untapped revenue available to the coin amusement industry.

Follow up this promotion, Cash Box has compiled details for an exciting trade outing to be held June 5-8 in Freeport, Grand Bahama, where the subject of fun centers will be further discussed in a useful, candid series of seminars. Please look in your mailbox for our application blank this week.

United Bill. Names

New Ill. Distrib

CHICAGO - Art Daddis, president of Specialty Sales, Inc., Union, New Jersey, revealed last week that the former Color Sons of Illinois company, now known as Specialty Sales Corp of America, has been appointed distributor of United's complete line of coin-operated pool tables for the state of Illinois.

The firm, with sales offices at 200 W. Peterson Avenue, Chicago, is a brother-and-sister team of brothers, Larry and Ron. Kagen, Larry Kagen is the president and Ron is vice-president.

"In our opinion United tables are the finest on the market and operators in this area will attest to that," said Kagen, the president. "We will, in the near future, be contemplating taking on some amusement games to go with the United tables. Kagen added.

Specialty Sales is also distributors of Color Sons of Audio Visual Theaters, Coinboxes and coin phono graphs.

Galuppi To Albany

ALBANY - Jim Galuppi, president of Galuppi Enterprises, Inc., on the opening of his Albany branch last week said: "Just past are very popular with operators in the Mid-State area, so we've made it a prac- tice to stock the big ones as well as patronize the hit catalogs offered by record companies."

Galuppi's new branch will offer the territory's operators the same wide selection of singles and little LP's which has made his Syracuse books so successful with the trade over the past years.

Jim said: "Miss Jane Ray will be in charge of our Albany branch which will serve the Albany area and Connecticut and on down to White Plains and clear out to Poughbuck.

2000 Witness Mid-Hudson 8-Ball Tourney In Newburgh

NEWBURGH N.Y. - There was the threat of snow, then plenty of the real stuff. Snow that had an effect on folks who live and work in this Mid-Hudson Valley section of the State of New York. Yet over 2,000 of these folks managed to appear at the Veterans of Foreign Wars hall here the weekend of March 1-2 to watch something the place they'd never seen before in Newburgh, to root for their friends who were taking an active part in that event, the first Mid-Hudson 8-Ball Tournament.

Jack Wilson, president of the New York State Operators Guild and one of the prime movers in the inception and staging of this tournament, watched proudly early Saturday morning as car after car, player after player, spectator after spectator, piled into the hall to witness the two day play-offs. Jack, and his fellow operators worked hard the nine previous weeks at their respective sanctioned locations to get this tournament to a successful completion. In the process, Jack and his operators made more money for themselves in their cash boxes, coaxed a load of favorable publicity for this business out of the local newspapers, and probably most important, reached that marvelous plain where they could stand shoulder to shoulder with their respective location owners and discussions of area for such a great thing had been for everyone.

The man of the hour, whose work usually goes rather unnoticed in these tournaments until he has to stand up at the playoffs and take charge, appeared Friday evening before the contest began. "How's it lookin', Len?" an operator asked. "You felias did a great job. Tomorrow's gonna be a big day," responded Lenny Schnellet, U.S. Billiards sales manager and traveling apostle of the 8-Ball tournament promotion by 60 P.M. Sunday evening, the tournament had become history. $3,500 in trophies and prizes were won and duly dispensed and Newburgh ceased to be the sports capital of New York State after its two wonderful days of glory. Late Monday morning, Schnellet, his throat a bit hoarse after almost sixteen hours on and off the microphone, finalized instructions with his second in command, Stuart Gordon about shifting the red and white Leaders tables back to the U.S. Billiards plant in Amityville, L.I. got into his car and managed to get back to New York for a few days of work before jetting up to Syracuse for another talk on 8-Ball tournaments the following Wednesday, this time at Johnny Bilotta's for Bilotta's birthday party.

The Newburgh tournament was a huge success in every respect. Many of our tradesmen were responsible for the effort. Guild attorney, Lou Wer- ner, Tom Greeno, Reeve Nekos, Mike Mulqueen, others. Operating companies involved in the 8-Ball contest included Modern Vending, Nekos Vending, Greeno Brothers, Martin's, F. Koening Music, Hudson Valley Amusement, A. & N. Vending and Schenectady Amusement. Operators wives themselves turned out to help register the players (a total of 256) and a few others who had won at their individual location and to keep guard on the prizes. Winners included:

A Division - Bill Reinhardt took top spot for the Rainbow Club in middletown winning $500, a trophy for himself and his location and a champion- ship green jacket. Runner-up was Ron Phillips of Plain Dining Room, Tavern of Rhinebeck, winning $250. Third place winner was Richard Brown of Tony's Tavern winning $100. Fourth was Jim Van Allen of the Hurley Haven for $100.

B Division - Bill Reinhardt took top spot for the Club Camanche winning $300, trophies and a green jacket. Second was Jim Davis of the Little An- thony, winning $150. Third was Frank Fadlingham of Rick's Pool and Grill winning $100. Fourth was Anthony Se- creto of the Premier Lounge for $75. C Division - Bob Travers of the Lockwood Grille took first honors for $200, trophies and his green jacket. Second was Bill Bird of the Suites Bar at $100. Third winning $50, was Joe Belkowski of the Hurley Haven. Fourth was Bill Grafer of the Wheel Inn for $50.

Cash Box: A Trade Magazine That Serves Its Industry

Ladies Division - First place was scooped up by Barbara Cillette of Frankie's Maple Lodge, winning a portable television, trophies and a ladies styled green champ's jacket. Second place was taken by Antoinette Gratzes of Gobers Restaurant, winning a portable phonograph and AM-FM radio set.

At donation ceremonies, left to right, Neil H. Anderson, Ben Chicoisky, George Espada and Murray Kaye.

NEW YORK — A tremendous public relations point was scored recently through the combined efforts of Music Operators of New York and the Atlantic New York Corporation. MONY, is the local association for music operators in the New York City area and Atlantic New York Corp., is the New York based Seeburg distributor.

A gift of a brand new Seeburg phonograph was arranged through the New York Board of Trade by one of its member companies, Sesac, Inc. The Board of Trade is an organization composed of business organizations and professionals, who, for the past two years, have been deeply involved in the channeling of corporate resources, both financially and technically, to alleviate ghetto problems.

One of the groups when they have been working with for some time is the Gut Theatre and Music Hall at 108 East 108th Street, New York. The group is made up of young Latin Americans who are working diligently to help those of their own age and the children in their own community.

The idea that brought about the gift started some six months ago when George Espada, the young man who heads the music part of the Gut programs, told Mrs. Sybil Chicofsky, director of public relations for the Trade Board, how much it would benefit the young people if they had a jukebox in the club. The wheels began to roll and through the offices of Sidney Guber of Sesac, the trade board was able to contact Ben Chicoisky, managing director of MONY, and Ben, in turn, talked with Murray Kaye of Atlantic New York and the end result was the installation of the new phonograph.

Public relations wise, this is a terrific victory for the coin trade in New York Community wise, the young Espada has described that effect in glowing terms. He says that the young people have become concerned with the appearance of the surrounding area and are engaged in a clean-up campaign to match the shiny appearance of the new jukebox.

The club members are taking part-time jobs to earn money they can spend on their favorite records and they certainly enjoy the pride of ownership.

NEWARK, NEW YORK — Pool table operators from the four-county area surrounding this city (Warren, Gloucester, Morris & Sussex) agreed to begin preparations for an 8-ball tournament, which will encompass 64 sanctioned locations under the U.S. Billiards system. The decision was made at a meeting held March 5th at the offices of Biotta Enterprises, after a detailed address on the concept was delivered by Lee Schiesser, Distributor president John Biotta, added that the contest should begin in two weeks at the location level. Exact time and place for the playoffs is yet to be decided. Biotta urges all other operators in the territory, unable to make the meeting but wishing to participate in the tourney, to contact Mike Steingass at the Newark office.

Another 8-Ball Tournament!

At the donation ceremonies, left to right, Neil H. Anderson, Ben Chicoisky, George Espada and Murray Kaye.

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Adult Locations

- ZAUEIRA (3:10)
- HERB ALPERT & TJB
- No Flip Info A & M 1043
- THE WINDMILLS OF YOUR MIND (3:00)
- HENRY MANCINI
- Love Theme from Romeo & Juliet (2:30) RCA 0131
- TO LOVE SOMEBODY (2:47)
- JAMES CARR
- These Ain't Raindrops (2:31) Goldwax 340
- ONLY WHEN I LARP (2:05)
- WHISTLING JACK SMITH
- Early One Morning (2:22) Deram 85041
- BLUE LACE (3:12)
- FRANK CHACKSFIELD
- Sunshine (2:17) London 20043
- LOVE IS JUST A FOUR LETTER WORD (3:30)
- JOAN BAEZ
- Love Minus Zero/No Limit (2:41) Vanguard 35088

Teen Locations

- IT'S ONLY LOVE (2:53)
- B. J. THOMAS
- You Don't Love Me Anymore (2:25) Scepter 12244
- FIRST OF MAY (2:47)
- THE BEE GEES
- Lamplight (4:43) Atco 6657
- SWEET CHERRY WINE (3:59)
- TOMMY JAMES & SHONDALLS
- Breakaway (2:45) Roulette 7039
- THERE NEVER WAS A TIME (2:39)
- JEANNIE C. RILEY
- No Flip Info Plantation 16
- SOMETHING'S ON HER MIND (2:44)
- THE FOUR SEASONS
- Idaho (3:03) Philips 40597

R & B

- MINI-SKIRT MINNIE (2:42)
- WILSON PICKETT
- Back In Your Arms (2:44) Atlantic 2611
- IT'S A GROOVY WORLD (3:18)
- THE UNIFICS
- No Flip Info Kapp 985
- I STAND ACCUSED (3:30)
- AL WILSON
- Shake Me, Wake Me (3:13) Soul City 773

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### CashBox 1968 Phonograph Export Report

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  Cable: BELAMEX, New York
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**Company Name: CashBox**

Cash Box — March 15, 1969

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### 1968 Amusement Export Report

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<td>S. Vietnam</td>
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<td><strong>Grand Total</strong></td>
<td>$34,618,232</td>
<td>$36,800,543</td>
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</table>

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The all mechanical game of Soccer that is sweeping the United States. No electrical parts to require special care. Many areas still open or act soon. Write or Call.

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  - Rowe/AMI MM2 $995
  - Rowe/AMI MM1 845
  - Rowe/AMI JAD 695
  - Rowe/AMI JAN 595
  - Rowe/AMI JAM 445
  - Seeburg LPC480 595
  - Seeburg DSL160 445
  - Seeburg AY160 345

- **Arcade**
  - Daily World Cup Soccer $445
  - Midway Basketball 395
  - Orbit Pitching Horseshoes 345

  Write For Catalog — ADVANCE DIST. CO. 2830 N. Grand Blvd St. Louis (314) 523-2100

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- Bowling Queen
- Buckaroo
- Ice Revue
- Kings & Queens
- Hi Dolly
- Mayfair
- Sea Shore
- Surf Side
- Superscore
- Dodge City
- Masquerade
- Spin Wheel

**WILLIAMS**

- Full House
- Ding Dong
- Magic City
- Moulin Rouge
- Touchdown
- Top Hand
- Teachers Pet
- Zig Zag
- Beat Time
- Lady Luck
- Stop 'N Go
- A Go Go
- Shangri La

### 150 ASSORTED GAMES AVAILABLE FROM OUR ANTWERP WAREHOUSE

For complete prices, catalogs and other details, write, phone or cable at once.
### 1968 Vending Machines Export Listing

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<tr>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>No. of Units</td>
<td>Dollar Volume</td>
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<td>North and Central America</td>
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<tr>
<td>Bahamas</td>
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<td>Barbados</td>
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<td>Dom. Rep.</td>
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<td>84,619</td>
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**1968 Grand Totals:** $11,556,818, 57,742, $14,002,682

### Foreign Buyers Special

**Foreign Buyers Special**

- **Country:** Foreign Buyers Special
- **No. of Units:** Foreign Buyers Special
- **Dollar Volume:** Foreign Buyers Special

### Summer Cigarette Vending Special

**Country:** Summer Cigarette Vending Special

- **No. of Units:** Summer Cigarette Vending Special
- **Dollar Volume:** Summer Cigarette Vending Special

### Free - March Only

**With Purchase Of Any 5 Arcade Units**

- **No. of Units:** Free - March Only
- **Dollar Volume:** Free - March Only

### Summer Carpet Special

**Country:** Summer Carpet Special

- **No. of Units:** Summer Carpet Special
- **Dollar Volume:** Summer Carpet Special

### Summer Carpet Special - New Locations

**Country:** Summer Carpet Special - New Locations

- **No. of Units:** Summer Carpet Special - New Locations
- **Dollar Volume:** Summer Carpet Special - New Locations

### Free Games

**Country:** Free Games

- **No. of Units:** Free Games
- **Dollar Volume:** Free Games

### Cleveland Coin International

- **Address:** 2029 Prospect Ave., Cleveland, Ohio 44115
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- **NO Mission Impossible At Cleveland Coin International**
- **Machine That Operates With A Coin**
- **We - We Don't Want To Get It!**
- **Famous For Guaranteed, Reconditioned Used Games**

---

**New Locations**

- **Country:** Cash Box - March 15, 1969
- **No. of Units:** Cash Box - March 15, 1969
- **Dollar Volume:** Cash Box - March 15, 1969

---

**Phonographs - Quality Reconditioned Upgrade With Late Model Remanufactured Equipment**

- **No. of Units:** Phonographs - Quality Reconditioned Upgrade With Late Model Remanufactured Equipment
- **Dollar Volume:** Phonographs - Quality Reconditioned Upgrade With Late Model Remanufactured Equipment

---

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$68,623,599 GROSS DOLLAR VOLUME 1968 COIN MACHINE EXPORT SALES

1968 was another record year for coin machine export sales. Sales for the year exceeded the 1967 figure by $8,073,567. All three divisions — Phonographs, Amusements and Vending — registered substantial gains over previous sales. Following is a breakdown of 1968 export sales.

### DIVISION BREAKDOWN

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<thead>
<tr>
<th>Division</th>
<th>Phonographs</th>
<th>Vending</th>
<th>Amusements</th>
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<tbody>
<tr>
<td>Units</td>
<td>Dollars</td>
<td>Units</td>
<td>Dollars</td>
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<td>PHONOGRAPHS</td>
<td>30,238</td>
<td>57,742</td>
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<tr>
<td></td>
<td>$17,820,374</td>
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<td>VENDING</td>
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<tr>
<td>AMUSEMENTS</td>
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### TOP TEN IMPORT COUNTRIES

#### PHONOGRAPHS

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#### VENDING

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#### AMUSEMENTS

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<td>888,640</td>
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<td>Sweden</td>
<td>591,276</td>
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NOVA INTRODUCES ROCK-OLA MODEL DELUXE 441
AT GRAND DINNER IN HAMBURG

Before sitting down for dinner in the famous Jacob Restaurant in Hamburg, Germany, Alfred W. Adickes, owner of NOVA APPARATE, is seen presenting the new Rock-Ola 100 selection compact phonograph Model Deluxe 441 to his guests. (Second picture) Mr. Adickes making the presentation of the first place award to Mr. Kastner of WESTAV from Kassel, Germany. (Third picture) Mr. Derigs of the firm of Baden-Automaten seated next to Mr. Adickes, received the second place award. (L to R Mrs. Adickes, Mr. Adickes, Mrs. Derigs and Mr. Derigs.) (Fourth picture) Mr. Schmidt of FRANKEN-AUTOMATEN from Augsburg, Germany, is seen receiving the third place award from Mr. Adickes.

Alfred W. Adickes, owner of Nova Apparate, Rock-Ola European distributor, on February the 5th, combined the introduction of Rock-Ola's new compact 100 selection phonograph, Model Deluxe 441, to the European trade with a grand award dinner for the first three-day German wholesalers who accounted for the highest number of Rock-Ola phonograph sales in Germany last year.

The gala dual occasion was held in the historic Jacob's Restaurant and Hotel on the Elbschausee in Hamburg overlooking the Elbe River. Over fifty people from throughout Germany attended the party and in Adickes' words "everybody, just as in the past, was more than impressed with the new model!"

For outstanding sales during the year of 1968, a beautiful hand wrought plaque was awarded. The first place award went to Mr. Kastner of WESTAV in Kassel, Germany. Second place went to Mr. Derigs of BADEN-AUTOMATEN in Kiel, Germany, and the third place plaque was presented to Mr. Schmidt of FRANKEN-AUTOMATEN from Augsburg, Germany.

German Coin Machine Show Set For Sept. 16-18th — Berlin Congress Hall

HAMBURG — The "Erster Deutscher AutomatenTag" (First German Coin Machine Day) will take place, (provisionally) Sept. 16th to 18th, 1969, at the Berlin Congress Hall, including a ball at the Berlin Hilton on the 18th.

Commercial component to this event will be commemorating an International Coin Machine Exhibition (IMA), the 75th anniversary of the first coin machine exhibition held in Berlin in 1984. A display of phonographs, pay-out machines and amusement devices will be shown.

This Trade Fair has a special commercial importance as coin operated equipment will no longer be shown at the Hanover Fairs annually held in April. Now possible by use of the annual trade "Vendays" cycle with the annual Venda Exhibition at Cologne ("ANUGA"). The German Coin Machine Industry intends to create an annual trade "Venda" exhibition of phonographs, pay-outs and amusement machines in Germany on the "German Coin Machine Days."

In the Berlin Congress Hall a stand area of approximately 1,000 square meters and a number of conference rooms will be available.

COMPUTER OPERATION OFFERED VENDING OPS

BETHESDA, MD. — A computerized system to increase sales and reduce service costs in the vending industry has been developed by Resource Management Corporation, Bethesda, Md. The system could increase profits 25 per cent or more, according to Carl F. Blozan, a research analyst at Resource Management Corporation.

Loss of sales as a result of empty vending machines, excess costs from unnecessary route or service stops, over-inventory conditions leading to spoilage, all cut into profits.

Blozan states that "these losses can be reduced by means of a computerized model which permits simulation of daily operation of machines. This model shows which machines have empty columns, which columns are empty, and which machines need filling. After cost, demand, machine size, servicing frequency, and other variables are applied to the model, the impact on profits of changes in operation can be quickly and cheaply evaluated."

RMC believes that this model will give to the small operator the benefits of new computerized technology previously available only to government agencies or large companies. The RMC model can aid a vendor of any size — who does not have access to a computer or possess in-house analytical talent.

The approach is applicable to all kinds of vending machines or periodic distribution operations.

Information about the "RMC vending profit model" can be obtained from Resource Management Corporation, 715 Wisconsin Avenue, Bethesda, Maryland 20014.

GEIMAN JOINS NUTTING AS EXEC. V-PRESIDENT

GEIMAN VIEW, CALIF. — William Nutting, president of Nutting Associates Inc., has announced the appointment of Rodney T. Geiman as executive vice president of the two year old firm. Geiman will assume complete administrative responsibilities under Nutting including sales, production and accounting. He was formerly with the Micropoint Pen Company where he served in a similar capacity.

Lance Haistone, sales and service executive for the firm, fresh from an exhibition of Computer Quiz at the national Putting Course & Driving Range Convention in Miami Beach said, "the invitation alone was fitting testimony to the money-making capabilities of this game."
THE RISE AND FALL (AND RISE) OF THE PENNY ARCADE EMPIRE
by Louis Boasberg
New Orleans Novelty

The penny Arcades and Amusement Centers throughout the country have had a strange history.

From 1900 until 1920 the penny arcades in America were at the height of their success. The booming downtown areas of all large cities had several well-stocked arcades which were crowded at all times. During this period many great arcade games and machines made their appearance. Mills Novelty Company, International Mutoscope, Exhibit Supply Company, Scientific Amusement Company and many other factories here and abroad turned out exceptionally well made appealing arcade equipment that took in plenty of money and stood the test of time for many years. Some of the equipment made during this era was so ingenious that they have never been equaled even with today's scientific advancements in the electronic and engineering fields.

The main attraction and real money maker in all of these old arcades were the nickelodeon machines that were the forerunners of the great moving picture industry that we know today. In fact, many of the old pioneer movie men started out in the penny arcade business, and then started to establish the early nickelodeons which were the very first movie theaters.

During the '20s came the motion picture palaces of splendor and when these motion picture cathedrals made their appearance the deterioration of the arcades began and lasted a long time during the '30s and '40s. Most of these old penny arcades had been located in what was once the prosperous downtown amusement business section of the cities, but as they were slowly eroded, the business and amusement section moved to the outlying districts or suburbs, the arcades remained where they were and simply withered away. Most of the arcades of this era got a bad name as hangouts for the lowest class of people, and said arcades were not acceptable by the nice people of that day.

During the war years members of the armed forces, looking for any and all amusements, furnished a shot in the arm to the arcade business, and the arcades made a strong come back, but they again deteriorated right after the war due to the lack of new and interesting equipment.

In the middle '50s and the beginning of the '60s game rooms, and amusement centers sprang up throughout the country in the newly established shopping centers. After a few enterprising operators found out that these shopping centers, airports, bus stations, etc., could contain and support an amusement center the idea caught on and manufacturers started making better and better equipment to support this new business.

Today all operators know that modern, well-lighted, beautiful arcades with a maximum of brand new equipment, kept clean and playable can compete with the movie theaters or any other attraction for the public's amusement dollar. Where there is a demand for anything, there is always going to be a supply.

So many firms today are making such intriguing, interesting and money making arcade and game room equipment that these game rooms and amusement centers are facing an era of prosperity which may grow even greater in the future if manufacturers continue to develop and bring out better and more interesting coin operated equipment.

In addition to the many amusing and enticing flipper games made by Gottlieb, Williams, Bally and Chicago Coin, the American owned Japanese firm of Sega has developed and placed on the market some of the best arcade equipment that has made its appearance in recent years. Sega's PERISCOPE is unquestionably one of the truly great arcade and game pieces of all times, and in addition to PERISCOPE this firm has made several interesting guns, a number of money making games such as their BASKETBALL, MOTOPOLY, and others.

Another Japanese firm, "Ato" Trading, and several Italian factories have also furnished some pretty good equipment. Bally's WORLD CUP and Midway, Chicago Coin and Williams' great array of electronic guns are standard in any arcade. Lou Singer's HELICOPTER TRAINER, Williams' SPACE PILOT, Taito's HELICOPTER and Midway's WHEEL-BIRD are all good money makers. The quiz machines that have made their appearance in the past two years are also standard equipment for any arcade or game room.

The secret in the operation of any arcade, amusement center and game room is to keep a constant flow of brand new equipment in these places at all times, and see to it that said equipment is always kept clean, neat, playable and in perfect working order. The main attraction in any game room and arcade should be a beautiful array of flipper games and baseball games, and if these games are changed frequently they will present an ever-increasing strong attraction.

New bright looking kiddie rides should also be part of any arcade or game room when space permits. Such equipment attracts the very young customers who will be customers for the other arcade attractions in the future.

Coin operated amusement centers face a great era of prosperity in the future if engineers, designers, manufacturers, and operators all get together and make these places what they should be "family amusement centers" with no pornographic pictures, movie machines, or anything that may destroy the image of good clean amusement.

Special Report:
FAMILY FUN CENTERS

Cash Box would like to extend it's appreciation to those gentlemen of the trade that contributed articles for this Special Report on Family Fun Centers. We have gained a wealth of knowledge from this well-written material and hope it will benefit you as much as it has us.

"One-Stop Route," Healthy Trend
by Herb Jones
Bally Manufacturing Corp.

Development of the "one-stop route," as some operators call a concentration of amusement and music equipment in a family fun center, is a healthy trend in the coin-operated equipment industry. First of all, willingness to expand time and energy to establish fun centers in chain stores, shopping centers, motels and airports, and even as independent arcades designed to attract customers when indicated that operators are not content to wait for the public to seek out games to play and juke boxes to hear they are boldly bringing their automated entertainment to the public.

Second, the profitable participation of the established enterprises mentioned in the success of fun centers adds a new segment of the business community to the active supporters of the claim that coin operated amusements occupy an honorable position in American social life.

Third, although the neighborhood tavern and other old familiar machine locations undoubtedly continue to account for a large portion of the gross income of the industry, changing social habits are rapidly increasing. I refer particularly to the increase in the spirit called "family togetherness" by alert merchandisers. Operators who vigorously exploit "one-stop routes" of the type mentioned will reap rich benefits from the growing family "togetherness" of the future.

Finally, social analysts predict fantastic increases in leisure time in the next 20 to 30 years. Because coin-operated amusements, conveniently disposed in various types of "one stop route," will provide pastime for a large part of our increasing leisure, establishment of "one stop route" is a profitable investment today in substantially increased profits tomorrow.

The Pool Table With "The Velvet Touch"
KEYNOTES TO SUCCESSFUL FAMILY FUN CENTER OPERATIONS

by Frank C. Ash
Active Amusement

Management, cleanliness and novelty equipment are the keynotes to successful, modern Family Fun Center operations. As so in all other profitable institutions we have discovered that the public appreciates quality.

A good manager is important in any business, but this is especially true in the Family Fun Center. He must be friendly, helpful, and sincerely interested in his customers' entertainment. At the same time, he must be tactful in handling crowds to insure they remain comfortable. It is his responsibility to see that those working under him convey the right image. A compliant machine must not be brushed aside, for above all, game may insure a life-time customer. Public good will is essential in our business and profits are end results of such efforts. We want to establish an atmosphere where parents look forward to taking their children.

The physical environment established in the fun center is extremely important. A clean, well lit, colorful amusement room does a great deal for our business. The modern trend is toward paneled walls, drop ceilings and tiled floors, plenty of fluorescent fixtures, and of course air conditioning is essential. In other words, we are simulating a modern recreation room. This is a natural environment for the entire family to enjoy the tremendous variety of amusement games available to our customers.

We are indeed very fortunate to be living in the years when arcade equipment has come into its own. In the last two years many new and different quality amusement machines have appeared on the scene. Periscopes, Computer Quiz games, baseball, soccer, hockey and motor polo are just a few of the new novelty pieces. The public appreciates this new assortment of games and reflects their gratitude in added income for the people in our business. The new generation is ready to have their knowledge tested by our quiz machines. The public will invest a quarter to try its skill on a periscope game which may occupy as little as 30 seconds playing time. These games warrant the new, higher price they obtain and make our dime pin games and rifles appear to be a bargain. Our primary consideration should be the equipment in which our customers invest their time and money. The modern fun center should be equipped with the latest novelty games, pin games and novelty machines to insure public acceptance and financial success.

The future of the family fun center is indeed bright. The public has been endowed with more leisure time and more financial resources because of our spacing economy. We now have the ability and resources to provide the entertainment which they are seeking. Such establishments as the modern family fun center greatly improve the image of our entire industry.

Frank Ash is shown here with his father, Joe Ash, president of Active Amusement. Frank says, "The public is willing to invest a quarter in an amusement game, they should be ready to invest in a ball which has the right price and quality."
FAMILY FUN CENTER ENTERTAINMENT

by James Tolisano
Treasure Island Fun Center

For many years I have felt the old time Arcade image could be upgraded to the level of our modern bowling establishments and cue lounges. As most people know, both bowling and billiards enjoyed a poor and unsavory image not too many years ago. The same applied to most arcades. (However, I must say that in many areas of the country there are numerous up-to-date and well-run arcades. But, the general public does not know this and therefore the bad apples naturally account for the bad image.)

A little less than two years ago I had a chance to start assembling my thoughts and put them to work in reference to a new and modern approach to the old time arcade. I acquired approximately 6,000 square feet of space at a desirable location in Treasure Island, Florida, a resort area on the West Coast in close proximity to St. Petersburg, Tampa and Clearwater. The first thought was the name, "Treasure Island Fun Center." Next came the type of atmosphere, which is extremely important. We came upon with a very well lighted area with colorful decorations, far short of being gaudy. Large open windows enhanced the view from the outside. Of course, ample air conditioning was provided for. Proper signs as to size, color and exposure were next provided. Fortunately, in choosing our location, plenty of parking space was available which is one of the prime assets in any business venture. The next thought was given to equipment. It was decided we would go along with some of the older pieces and practically all of the new units. This included, for example; Skee Balls, Bowlers, Rifles, Coin Tables, free-play Pin Balls, Base-balls machines, Photo, computers and many other pieces suitable for this type of operation. Let's not forget the competitive equipment such as Football, Soccer, Hockey, Basketball, American Speedway, Turnpike Tournament, etc. Of course there is a Jukebox, for listening enjoyment only.

We are currently experimenting with a Kiddieland consisting of about 20 pieces — about ten coin-operated units and ten various units such as Peppy The Clown, Crane, Midget Movers, Bulls-eye, Space Gun, etc. This idea came about because we are continually increasing our family business which includes quite a few youngsters.

A clean operation is a must. Windows, floors, machines, restrooms, are all cleaned daily and more often if necessary. Much effort and expense are spent into this as it is one of our most important assets.

Proper supervision is essential. We discourage littering, profanity and abuse of the equipment. It is absolutely not allowed. We treat our business the same as anyone else. We respect our customers because they buy our product — plain and simple entertainment for the entire family.

Our future plans call for a modern cue lounge with regulation size tables merchandised on the time basis. We plan continuous expansion as more new equipment is made available and our acceptance by the public continues. We have over 10,000 additional square feet of space available for this purpose.

In summation, I would like to say that the future of this particular type of arcade operation is very promising. It has tremendous potential. Myself, being in a resort area, has given us exposure to people from all over the country as well as Canada and other countries. The remark we hear so often from these vacationers is, "I wish we had a place like this back home." I would not be so foolish as to say that this endeavor would be successful just anywhere. I can safely say that most resort areas would be a good spot for the modern arcade approach. I sincerely believe that with an intelligent approach, giving careful consideration to all factors, particularly location, population, pedestrian and automobile traffic so many successful outlets can be opened all over the world. In fact, even though my operation is in a resort area, we are gradually building our business on a local level and it is getting to be more and more of a factor. So much so, that we have a successful year, round business and do not have to depend on the good months to carry the bad ones.

In closing I would like to say that this new approach to the modern arcade will automatically create the good image and public relations that MOA president, Howard Ellis, is so earnestly striving for.
"Arcade Kings" Still Leading the Arcade Industry

Joe Munves

NEW YORK — The legendary Munves Brothers, Joe and Mike of the Mike Munves Corporation, are as much a part of Arcades as the now proverbial "Grandmother Prediction" machine — the not-quite old one.

The two brothers, known as the "Arcade Kings", have been projecting their energies, ideas and enthusiasm into the arcade scene for nearly 30 fruitful and memory-filled years. Mike made his debut in 1912 and Joe five years later in 1917. They started out as operators with a route of "Crack" machines out of Boston. Joe was born in Woonsocket, Mass., Joe in St. Louis to Louisville.

Years passed and the "Kings'" knowledge of arcades increased. Finally, the Munves "establishment" evolved as a corporation in a position to offer the most substantial advice to young entrepreneurs interested in investing their time and money in a solid, creative and lucrative business.

The Munves' have come a long way since the horse and buggy days when they traveled around the country filling up their coin bags with pennies, to the modern era of the jet. Their equipment, parts, supplies and knowledge reach the far corners of the earth today.

It Had To Come

There's new interest in arcades. Interest on the part of enterprising operators seeking a new avenue of profits. It had to come. There are only so many street locations and the competition is fierce and it's a fight for the best prices. While most operators are turning a good profit, cost-cutting continues on the rise — equipment, personnel, supplies — and the costs involved to get to that level is high.

Someone tried a modern approach to arcades. That of a one-stop, conglomerate of various amusement pieces, all dressed with a comfortable atmosphere. A place where the entire family, Mom included, could spend a few active-leisure hours each week. A place located in a concentrated of business offering everyday family and household needs. A place in a resort or recreation area where people could make an entertainment outlet. The modern red-carpet approach has apparently proved steel. It worked that first time and somewhat followed. Some knew how to do it. Others don't. But it's significant. It's good. When it works. Operators can amortize the equipment they purchase in less time because they are making more money. Distributors will sell more equipment, allowing a better profit. And naturally, the factories are making more equipment. That means growth. Growth means new ideas. And new ideas is what sustains any industry.

New ideas are here today, more are coming — but we need more especially new equipment ideas. Joe Munves feels that might be one problem facing the modern arcade operator. Now don't get me wrong, there are some exciting pieces of equipment on the market, but some new ideas would certainly give the business a big boost.

Cash Box — March 15, 1969

In-Store Fun Centers

By: David Rosen

David Rosen, Inc.

My own involvement in amusement arcades extends back over 30 years and covers every possible phase. The single area I'm probably most proud of was pioneering the placement of games arcades within the large department stores in this area. Our first big breakthrough in arcade installation in department stores happened back in November of 1957 when we placed 45 pieces inside the giant 2 Guys from Hampson's of the Triangle. We talked the management into allocating us 1,000 sq. ft. of four space for the amusement area, reimbursing them for the equipment, their ongoing expenses, and department commissions all over our first area.

Such in store installations has many benefits for the aggressive operator, and just as many for the store management. The attraction can boost the volume of store goods moved, especially since it offers something to keep the child occupied while the parents go about their shopping at greater freedom, spending more on the merchandise. Shopping centers today offer an exceptionally lucrative and realistic situation for fun centers. A recent "Wall Street Journal" article detailed that the large regional shopping centers are providing a focal point and a symbol of identity for otherwise formless sprawl of suburbia. What it means is these centers are becoming a "Downtown" activity center for people who don't reside near a large metropolitan area. In addition to stores, there are more people taking on a greater cultural role. There's nothing unique in this day and age to see an arcade in New Movie theaters, even a legitimate theater, in these centers. Providing a focal point for marketing as well as for leisure entertainment, where could competition be greater, results look for the ideal location for a family fun center than here.

The very concept of a family fun center has its accent on the word "Family." The look must be clean and that means proper surroundings, furnishings and amusement machines. I've seen a few which we can work and believe me, it's a credit to watch the mother and children enjoying the environment the industry operates. I think the hallmark quote for the leisure time business should be "the family that plays together, stays together." If our industry can fill a family function in the leisure area years ahead, we'll all be proud.

There is also a need for helpful advice and assistance among the younger and less experienced operators. Many times, we will get questions from men interested in opening arcades. Munves is ready to talk about what makes an establishment. What machines should I feature? What novelty ideas should I use? How can I keep "public's interest" at a high level? What other questions are vitally important in this successful operation of any arcade? Munves went on to reveal that we can put pride with a long list of arcade arcades which have been simplified with our assistance. This is not a business which we want to be paid for. We feel it is our duty to equip and help solve their problems. It is their responsibility to uphold our reputation as the leading arcade establishment in the world.

The need for a modern arcade concept has been opened. The professional guidance is there. It must be a professional establishment. The interest is building to a peak. It must be maintained. The equipment is there. It has to be bought. And most important, the public is there. Looking for a way to spend their increasing leisure hours.

Cash Box — March 15, 1969

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Quality Products SINCE 1925
Students of San Antonio College, San Antonio, Texas, are shown here sharpening their wits between classes on the Computer Quiz located in the Student Union.

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INSURANCE COVERAGE

A MUST FOR ANY OPERATION

By The Spindel Insurance Agency

It has become increasingly important that all operators of coin operated game or coin operated devices carry adequate insurance to provide for liability insurance with adequate limits on each piece of equipment which is rented or sold. This is true, whether the equipment be owned by the operator, or by employees of a company or corporation must be protected if any accident occurs to persons and/or operators of this equipment included in the liability policy should be covered for property damage as well.

The cost of liability coverage on equipment on location is infinitesimally small when one takes into consideration the consequences. Awards made by the courts in the settlement of such claims are usually large.

Another type of insurance which is being sadly neglected by the multitude of independent operators is fire coverage which includes civil commotion, riots, insurrections, etc.

The experience of the G.M. & V. Corporation, a subsidiary of the Spindel Insurance Agency, Inc., has proven that the operator who is not sufficiently covered for fire damage is indeed extremely unwise.

Leisure time is a major world-wide industry. As modern man is earning more and working less hours, Japan has capitalized on the idea of introducing arcades in places where previously it had not been considered as "way-out" just a few years ago. Why not office buildings here in America? What better location for a pinball machine or device or idea can better suit the needs of the working man at such a bargain price?

Who is the authority that says the coin operated amusement business should only be operated in the historical street location or the traditional seaside resort? There is vastly potential for the amusement machine and justified by the fact that it is service oriented for relaxation and entertainment. Its whole purpose is in conjunction with the individual's psychological need to test and compete and the points that the games register is man's basic need for success or failure.

One of our fellow businessmen have capitalized on this idea. They have taken the American arcade and have refined it and improved it upon it to a degree that forces us to take a better look at our own way of doing business and realize that we are lagging behind and that we have to think about it now because we will be years and years behind on the profits that can be realized.

The key factor that runs standard throughout all the arcades in Europe, Japan and the rest of the world is that the arcade is geared to a universal scale which gratifies all members of the family. The arcade, itself, is in reality a "New Amusement Center" and there is nothing about its tone or spirit that makes it anything but capable of drawing one to go in and play. No rough stuff! It's 100% civilized.

Europeans have taken

The Arcade Lean

by Myron Sugarman
Sugarman International

In my many years of exposure to the coin machine trade, I have noticed the widening gap in the arcade business between the rest of the world and the United States, particularly in the last five years. It is something similar to the wide gap which existed in the retail trade, except in reverse. It is, in other words, as vast a difference asnew machines have been coming in, in the USA and vending overseas in favour of America, that parallel now exists in the arcade line with a strong edge in favour of the foreign arcades.

Overseas, the concept of arcades has taken on a completely different twist and approach to the historical and traditional "penny arcades" that we have known in America, and that we still know. Simply because the concept of arcade has not changed basically from the original concept.

The arcades overseas are exciting and revolutionary. In England, during the last two years, arcades have sprouted up overnight in the big cities. They are not stale. They are amusements in the real sense of the word. They are completely modern and have the feel and sensitivity to satisfy modern man's needs for amusement. Whereas American arcades for the most part have remained somewhat primitive in theory, the new arcades are designed and decorated so attractively that nobody feels they are belittling themselves in going there for the purpose of amusement. The attendants themselves are an integral part of this new kind of thinking. They are dressed in jackets and ties instead of work uniforms. The floors are done in wall-to-wall carpeting. The wood paneling and the lighting are as modern and attractive as one could imagine for the most modern restaurant, night club or any other type of amusement location. And why not? It isn't the arcade essentially an amusement location? Shouldn't it stay abreast with changing times?

In Belgium and in Holland, merchandising is the key factor to the success of the arcades. The equipment is situated in the arcade in a logical and strategic manner so that the player can choose his form of amusement with ease. Baseball games (even though they are different types) are lined up in orderly banks together. Pinballs are lined up together in order, shuffle alley games, guns, etc., etc. One gets the complete feeling of freedom. There is no congestion. Merchandise isn't lopped one on another. The arcades are glamorous, not potentiastic. Merchandise is clean and appealing. Everything is kept in top working condition. Maybe one percent of the total number of machines at any one time have an "out of order" sign, whereas here in America, I have seen arcades where perhaps as much as 30% to 40% have "out of order" signs and maybe another 10% are out of order without signs. This gives the player a substantially poor impression of the quality of the arcade.

Not only do these Benelux arcades, as well as the English arcades, employ logic in ordering the machines, they stock an altogether different kind of machine than the traditional "penny arcades" ideas. New ideas and new machines are constantly sought. These European arcades are not reluctant to trying the latest inventions. Although they are profit minded, they are willing to take a certain degree of profits to the idea of "NEWNESS"! They are not satisfied to operate with the so-called standards.

Because of the growth in success of the arcade market, the Italians have been stimulated. They are busy producing new ideas day after day. Italy, itself, have bought merchandise from small Italian manufacturers that show great potential. Although their equipment may not be as technically sophisticated as US made machines, I admire them for their originality and creativity and I have received very rapturous reports from our customers about the Italian made pinball machines which convert over the International Norm of arcade operating.

The Italian arcades were found in either seaside resorts or large city thoroughfares. This concept is now changing radically. In Japan, arcades are now being operated in office build-
Sol Tabb's Story — A Dissenting View

by Sol Tabb

I'd like to give the trade a rundown on our experiences with Family Fun Centers, and I hope, while we were not successful in this venture, that my experience may serve some of the operators around the country.

As you know, we operate joke boxes and games over the State of Florida, and we took one of our best areas, Melbourne-Eau Gallie, which has thousands and thousands of children, more kids under 16 than any other county in the State.

When we decided to go into Fun Centers, we called all the local businessmen and told them of our plans and asked for any help they could give us, with the idea of possibly combating juvenile delinquency, and helping people to know where the whereabouts of their children during certain hours. They were enthusiastic, and cooperative beyond belief. They not only got us the building, they secured people to operate it. We had newspapers, Rotary Clubs and all the radio stations participating in advertising and helping to fix up this Family Fun Centers.

The first two weeks we needed police help to keep the kids in line to get them up to speed on "just what we needed in our area." But kids are funny, they get tired of things and after three weeks of the best hands, constantly changing games, anything to keep the kids interested. And soon Fun Centers became ghost towns.

My personal opinion is that we don't have enough games to change frequent enough to keep the kids happy. As an example, as soon as the surfing season opened we were dead mackerels. So kids deserted us for the beach.

Our second try at putting into shopping centers. All the people in the centers were there, but after two or three weeks, the kids dirtied up the shopping centers and the merchants did their best to get us out of the locations. It was just too difficult to control the kids once they left the arcades at 10:00 P.M. when we closed.

We are always looking for new business, and are very promotion minded, but I honestly believe we do most of our business with adults. Those under sixteen have helped in a few locations, however I am convinced I am not for the adult business.

I hope my experiences will be of help to some of the operators around the country.

I have some very definite ideas about family oriented amusement arcades. Since I deal in pool tables, I'd just like to advise on my views about when and how a table fits into a games room and how best to merchandise it.

First off, in my years in the games business, I've seen hundreds of arcades. In most cases one thing was apparent — the machines up front get the most play. This is especially true if an arcade is located in a metropolitan area fronting on a street. Normally, the equipment in back is often neglected and this is where a table or a couple of tables can be most effective.

I don't mean just trucking them in, setting them up and forgetting about them. I mean taking maximum use of that back space by properly installing, properly decorating a specific area designed expressly for pool. Pool today is a very strong drawing card. Any street location operator knows darn well that 6 pockets have been the highest money-earners of any type of machine on his route. Pool tables can bring customers into the fun center, bring them through all the other machines, letting them see all the other games the place has and merchandise everything in the establishment. Tables can just as well be set up in the front or center of the fun center, depending upon factors of space and decor.

Space, of course, is a factor. If you're going to put tables in a fun center you've got to allow plenty of room for the unit and for stick room. How much space the players are going to need to play a comfortable game I personally suggest the 8 x 7 size as the ideal for amusement rooms.

This is very important. We've got to remember that a fun center which caters to the family is not catered to the same customer that plays pool in the tavern. Therefore, it's vitally important that we remember that family folks look on pool as just one more amusement machine. The operator has to keep it spotless. That means vacuuming it and polishing it every day. More especially, the operator must consider upping the play price to a $5 game. I believe this is absolutely necessary. Most of our table manufacturers offer this 100-250 chute capability so there's no big problem programming for $5 games. Also on maintenance, we must remember that sticks, chalk, and everything else must be top notch if we hope to attract that family clientele. They don't want a pool room. They expect a well-lit, clean, attractive area and if operators make sure they give it, they'll be pleasantly surprised at the money they can make.

Again, for family fun centers, pool tables should be good looking. Many tables on the market offer tables in color-coordinated designs. These are the products the fun center operator should buy. Rebound tables, smaller and often just as much fun as a 6-pocket also can fit right into a profitable fun center scheme.

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Pool Tables In Centers

by Len Schneller

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I don't mean just trucking them in, setting them up and forgetting about them. I mean taking maximum use of that back space by properly installing, properly decorating a specific area designed expressly for pool. Pool today is a very strong drawing card. Any street location operator knows darn well that 6 pockets have been the highest money-earners of any type of machine on his route. Pool tables can bring customers into the fun center, bring them through all the other machines, letting them see all the other games the place has and merchandise everything in the establishment. Tables can just as well be set up in the front or center of the fun center, depending upon factors of space and decor.

Space, of course, is a factor. If you're going to put tables in a fun center you've got to allow plenty of room for the unit and for stick room. How much space the players are going to need to play a comfortable game I personally suggest the 8 x 7 size as the ideal for amusement rooms.

This is very important. We've got to remember that a fun center which caters to the family is not catered to the same customer that plays pool in the tavern. Therefore, it's vitally important that we remember that family folks look on pool as just one more amusement machine. The operator has to keep it spotless. That means vacuuming it and polishing it every day. More especially, the operator must consider upping the play price to a $5 game. I believe this is absolutely necessary. Most of our table manufacturers offer this 100-250 chute capability so there's no big problem programming for $5 games. Also on maintenance, we must remember that sticks, chalk, and everything else must be top notch if we hope to attract that family clientele. They don't want a pool room. They expect a well-lit, clean, attractive area and if operators make sure they give it, they'll be pleasantly surprised at the money they can make.

Again, for family fun centers, pool tables should be good looking. Many tables on the market offer tables in color-coordinated designs. These are the products the fun center operator should buy. Rebound tables, smaller and often just as much fun as a 6-pocket also can fit right into a profitable fun center scheme.
LONDON COIN ARCADES - LUXURIOUS PROFITS

By Dorris Land
Cash Box London

The Arcade Scene in Britain is a healthy one although it has seen many changes over the last few years. At the turn of the century there were a small number of independent local operators and, of course, the travelling showmen, living a hand to mouth existence. They established themselves in amusement parks and set up places like Blackpool and the Kursaal Southend. In the course of time, in the middle 1920's, fruit machines began to appear on scene in England followed by the advent of the pin table around 1929. In the early 1930's the electronic pin table began to find its way over to England mainly from the US.A. and the location operator began to expand more and more. The war years brought a slump to the industry, but immediately after the war it began to pick up rapidly despite the strict controls put on manufactures. By 1958 the import of machines began to increase emanating mainly from Europe and Germany in particular, and in 1959 the American restrictions were relaxed. In 1961 the new British legislation allowed complete expansion in the operating field. At one time there were over 150 arcades throughout the whole of the country, but now the number is over 1000. At one time it was a purely family affair, but recently mergers have been taken place. In the last few years the combines have been operating. They have a good influence in that they have the money to spend to make the arcades really luxurious places with fitted cabinets and chandeliers - a place where the family can go to be entertained - afar cry from the ill-equipped, dilapidated places of war. However the arcade scene is still traditionally privately owned and will remain that way for a long time to come. Veteran Philip Shefras told Cash Box, "I have been in this business all my life and seen many changes. One of the most important aspects has been the change in equipment which is getting more and more complex. Nowadays it needs a really competent electronics engineer to maintain the machines." Shefras went on, "One of the oldest types of amusement machine, the Pinball, originally made by Gottlieb in Chicago, has become quite a centre of interest in the last year or two. Shefras, whose family have been in the coin machine business since 1905, has introduced the Pinball, made by Shefras since the 1914 - 18 war. At the beginning of the year they found a pot, attracted much attention and sales have been quite steady. The pinball seems to be a way of capitalising violence by providing an outlet for working off surplus energy and receiving payment for it. Shefras has taken the Shields, Basketball and Netball which are novel payout machines, highly suitable for the Arcade market. These machines were well received at the A.T.E. in January and deliveries are now in progress. The firm also supplies Rally Pin games, Buckeye furniture, Basketball and Footballs, Golfball Pin games and many other types of machines suitable for Arcades. "Derek Kraft of Kraft Automatics, also a family run business, says that the Penny Arcade doubled 6 player Consoles has proved one of their bigger sellers over the last few years and shows no sign of abating. The Easy Push Wall Machine, they say, is a great family favorite in their four arcades. "An attraction of the advantage of combine operations can be seen from the London Coin Machine Ltd. formed just a year ago as part of the Jay Entmargroup. Their arcade division consists of two companies, the Royal Arcade Automatics and Cigarettes and they have the largest number of machines in Britain. Arcades are situated throughout the country. The main concentration is in London under the name of the Golden Goose and Crystal Room. The Golden Goose Arcades were the original ones and great use has been made of strip lighting plus green and yellow decor with fitted carpets. Truly a beautiful arcade."
1970 — YEAR OF THE MINI-CADE?
by Ransom White
Cointronics

COINTRONICS president G. Ransom White, and Sales Manager Howard J. Barley suggest that substantial coin-op profits may be generated by upgrading the neglected location "game room".

The coin-op industry is buzzing this year with talk of plush amusement centers. These centers will have carpets and sophisticated games, and are being billed as the way to upgrade the arcade image. Advocates claim they will attract the segment of the population that has traditionally rejected coin-op games, and will achieve for arcades what family billiard centers have achieved for the billiard segment of the industry.

The trend in this direction will certainly have a positive effect on the industry. The only reservation we have relates to the limitations, not the direction of the trend. We simply question whether many operators or arcade owners will have the capital necessary for investment in the plush centers that the industry foresees.

Is there a less expensive way for the operator to achieve the same objectives? As those achieved by the amusement centers? We think there is. We feel that a concentration on upgrading location game rooms could have a broader and more important impact on the industry than will the family amusement centers, and we have coined the name MINI-CADE to represent what we envision as this new breed of location game rooms.

The MINI-CADE that we envision is characterized by three features: (1) bold, bright décor; (2) sophisticated equipment; and (3) room location, attic-like to some larger recreational operations.

Each of these three features plays an important role in achieving success with the MINI-CADE. A bold, bright décor with carpeted floors, tastefully decorated walls, and piped in music achieves the objective of attracting a previously unserved segment of the market to the games. A segment composed of girls and families as well as the traditional male pinball player. Parental resistance to games is gradually broken down this way as active players find the new surroundings more conducive to extended play.

The second feature, increased sophistication of equipment, is necessary in the MINI-CADE. The youth of today are actually more sophisticated than their parent generation. This does not mean that they do not enjoy a good old-fashioned pinball machine; they love it, but they want something to supplement the traditional pin. They want coordination games and new technology. They seek intellectual challenge along with the physical outlet of existing games. We as a manufacturer feel strongly about the market potential for such games that we are directing our research and development toward games designed to fill this market void. MINI-CADE operators can be a healthy mix of new equipment with the traditional should be quite pleased with the resulting increase in profitability.

The third important feature of a MINI-CADE is that it be ancillary to some larger recreational area, such as a bowling alley or miniature golf shop. This feature offers several advantages to the arcade operator/owner, not the least of which is the fact that a low capital investment is required to set up a small MINI-CADE designed for 6-10 machines. In addition to the advantage of low investment, the operator or owner is not forced to provide the major drawing card as he would if he built a freestanding amusement center. His risk of trying this approach, then, is low, probably no more than a few hundred dollars for one trial spot; this capital risk certainly compares favorably with the thousands of dollars necessary for building a free standing center. In summary then, we see a very important attempt being made by operators and arcade owners to upgrade the industry image. The attempt to achieve this objective through the plush and expensive family amusement centers is a very healthy and positive approach. We would like to see the amusement center approach supplemented, however, with a less expensive and more comprehensive effort toward upgrading location game rooms. The MINI-CADEs that we propose, with bright, bold décor and sophisticated equipment, offer virtually all operators and arcade owners an excellent opportunity to upgrade the industry image and increase their own profits without too large a capital investment requirement. The name of the game is aggressive marketing, and those owner/operators that actively market the MINI-CADE concept will undoubtedly find themselves as the industry leaders in the coming decade.

Professor Quizmaster

The arcade type of coin-operated equipment is becoming the most important area of manufacturing and distribution in this country. The fabulous success of products such as the Periscope, the Helicopter and so forth, are cases in point.

Unfortunately, most arcades as we know them, are concentrated in areas such as certain East Coast sections including New England, New York, New Jersey, the Carolinas, Florida and so forth. There are many other resorts within the country but traditionally as many and they are not as extensive. For example, there are just not that many good resorts in the Mid-West. There are possibilities, and the operator would do well to search his own area and leave no possibility dormant.

A recent installation at the Playboy Club is a good example. Entre was made by means of a "Computer Quiz". The success of this unit resulted in a full installation. "Kiddie lands" are perfect places to install an arcade. Large discount stores, shopping malls, terminals and even department stores are other possibilities. There are only two essential ingredients—a sufficient flow of transient persons with time to spend.

While the Mid-West will probably never be the market for arcades such as exist in the East, there are plenty of opportunities around. But the operator must look for them and not overlook opportunities that may exist right at his back door.

Cash Box — March 15, 1969
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EASTERN FLASHERS

EAST SIDE, WEST SIDE - Board meeting of the MNQA officers slated for today (Monday). Organization recently aided in donation of Selkirk j Seen from the New York Times story 7723 1956 8 10 Selkirk j Pineapple and points between and beyond, setting up his parks and arcade operators for the busy season. Bill Kohler planning plans to shift down to the Beach office from Farmingdale building with new part for Vic VanDerLeen. Sam Mor- rison tackled with recent British West Indies Airlines promotion at one of his First Ave. spots says audio from his Wurzilton Americana III music box (used for public address system during the airlines beauty contest) was a great sponsor to that attempted by the TV crew there. Chatted over the phones with coinbin veteran Charlie Katz who says he's feeling chipper and getting used to the ar- chitectural wonders of the West. Dick sar- kejian reports continued activity with firm's Flash soccer football table from many points in the country. Could be these soccer games might be the keepers of the business. Sales action on the Professor Quazmaster game remains higher than factory can supply. Nice older Bud Finn of flying his deck out in Westbury working full time on route matters. American Shuffle- board's new stop sales magnet Sol Lip- kin spent all of last week in the Union City office, which he pretty good for a guy who just loves the roads. New home table new under production at Ameri- can (which we saw and fell in love with) now going out to dealers in the Bronx office moving up work in it. Nice chatting with Herb O'Grady while up at Bilotta's place in Newark supporting Chico's Willi Taylor in boosting their fine line of games. Willie was there to con- duct sales session on current line while Herb got acquainted with local Upaters while acquainting them with the "singular benefits of Chicago Dynamic products" was great speaking of great industry benefits. Thank goodness the threatened blizzard didn't materialize last week in these parts. Meanwhile, wos con- tinue up in New England, for every- one but the school kids, that is.

NEWS BREAKS Color-Sonic master builder, Mickie Greenman dropped by the Cash Box offices last Tuesday. Says he's spending more time in the city on business matters these days, and commuting up to the Metrotown Machine factory less than before. Mickie previes a most ambitious film production program which he and sales chief Roy Horner are spearheading. They know the opera- tors want more film product and are planning on giving it to them. Jack Gordon's Cameron campaign photograph is materializing on more and more locations these days. Unusual unit previewed at the 1963 MOA Show, also made a tremendous impact with British ops at the Janu- ary A.T.E. Jack's market policy is directly to the operators, not to trade shows or trivs involved. Johnny Bistota's heralded stereo juke box single, starring Nicks Quantum, due out next week. Heard the disk and there's no doubts about it. That's juke box music! Didn't you know, had it in mind. John Arthur Daddis. United Billi- ards pressy, readying brand new a- musement item to be released by mid- April. Also forecasts radically differ- ent table design for the 1970 market.

HOT TIME IN NEWBURGH - Took a lot of courage to turn out for the March 12 Mad-Hudson Valley 8-Ball tournament but turn out they did - 2,000 strong. Lenny Scors- ser and St Lipp of U.S. Billiards did a great's work in two days making sure the contest rolled along smoothly. Jack Wilson and his operators did their lion's share by bringing in 256 location winners for the playoffs at the M.W. Hall, as well as refereeing the matches at the finals. Congrats to Mike Mulquen, whose location, the Rainbow Club of Middletown, served up Ronny Hobbs as the winner of A Division.erous Donny to bring $500. Mike's route also took top honors in the Loses Division with Barbara Gallette's winning of top honors for Franks Maple Lodge also of Middletown. Was a tremendous two days even do it took Len and Stip two days to plow back to New York. Understand Tommy Greco was also talking, and double over other opera- tors. But that's showbiz, folks! In- deedly, there's a buzz on the New York State Operators Guild March 19th at the Governor Clinton Hotel in Kingston. Meet gets under- way at 7:30 P.M.

HOUSTON HAPPENINGS

A Wurlitzer phonograph service school at Ramada Hotel, 1110 Texas Ave. every Wed. 17-21 was quite a success. Operators and servicemen from Texas and other Southwestern and south- eastern states attended the school which was conducted by a staff of service engineers from the Wurlitzer Home Office and locally sponsored by Gulf Coast Distributing Co. 6209 Gulf Freeway, Houston, L.C. Butler, head of Gulf Coast Distributing, had all the arrangements Bob Davenport, quite a conspicuous character in the industry, said he was keeping his nose above water buying and sales records. H.A. (Hoddy) Franz & Co. (Houston) permitted a quote to affect that contrary to generally negative opinions, he predicted a better than average year of business for this year's operator J.C. Sanders, Winnie, Texas, in city shopping for equipment. San- ders is together with Brattie, Beifeld, Liberty, Texas in ownership and oper- ation of A&S Music Co. The company has extensive operations in both Winn- nie and Liberty areas. J. D. Penn, head of Central Sales, Inc. 91 Demna St., Houston, reported ex- cellent sales so far for this quarter for the Rowe AMI new model phonograph. Music World's annual reports also from Sontone Sales Co. 121 Navarre St., San Antonio and Randall Mercantile Corp., 1405 Turtle Creek Blvd. Dallas on same machines. Elaborate new store openings of the new model held late in December at above mentioned cities. Operator Ronny Har- ris and wifeEffie enjoyed recent visit in Winnie, Texas. Dick (tuck) Farrell, well known N. L. baseball pitcher left for Spring training camp late in February, and will make his second off season as public rela- tions man in Texas for Gulf Coast Distrib- uting Co. E. J. Slamini, Smalini Distributing Co. looking over new equip- ment and parts to keep his operating inventory above par. Desperately cold, floods and fog Houston au- tumn Fat Stock Show and Rodeo, first thing of its kind in world's flock of new high records. A record breaking crowd of over 10,000 visitors with money to spend pres- ented a needed shoot in the arm of local business including coinnotees.
CHICAGO CHATTER

The City of Chicago celebrated its 132nd birthday last Tuesday. A huge cake, along with replicas of famous Chicago landmarks, and 132 flowers, was on display in Mayor Daley's office where a brief ceremony was held to commemorate the occasion.

CashBox Round The Route

In this survey they constituted the largest step-up among all cost factors during the past five years, from an average of 3.82% in 1964 to an average of 6.60% in 1966. These cost factors are equally applicable to track users whether they operate their trucks under an ownership plan or full-service leasing, points out A. Walter Neumann, president of National Truck Leasing System and the executive head of the System's Chicago affiliate, Willett Truck Leasing Company. Pertinent, too, are the survey figures which show current depreciation costs that now range from a low of 18.8% to a high of 24.8% of the dollar cost of supplying a truck under a full service lease contract. This compares with the 1964 average of 29.44% "On analysis," observes Neumann, "it is evident that the change is not due to the fact that the trucks are being kept longer, but because the cause of depreciation now represents a smaller percentage of total expense. Mechanics and other garage labor increased by 21.7% over the five-year period. Expense of buildings that house the service facilities took out 5.59% of the dollar in 1966 as compared with 4.59% in 1964. Overall as a percent of the overall costs remained somewhat stable amounting to 14.38% in 1968 and 12.24% in 1964. "It should be noted," explains Neumann, "that a lessee leser's overhead includes all management expenses, sales costs, advertising, commission and office personnel. These costs are factors which are relatively small in truck leasing companies, take a much larger chunk out of the revenue dollar received by many other types of business enterprises. On the other hand, 1968 fuel costs gasoline and diesel were kept within a quarter of a percent of the 1964 fuel costs. This "holding the line" was attributed to the group purchasing arrangements under annual contract made available to National Leasing affiliates through its cooperatively owned National Leasing Purchasing Corporation, of which W. C. Warren of Rochester, New York is president. "Ratio figures, such as our survey produced, help our nationwide network of National Leasing affiliates be kept fully aware of cost...
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