

WB / Reprise Steps Up Drive In Major Artist Deals . . .
Vol. Multi - Media Gift Giving Promo Its Most Exten-
sive Yet . . . Do Kids Understand Rock Lyrics? . . . La-
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sue On Singles:
Steppenwolf
Rgr ... RCA Underscores Premium, Disk & Tape
Journals' In Anger, Sacher Posts . . . Chess Ex-
pansion For 70's Keys Top Sales Confab . . .

December 6, 1969

Cash Box

75¢

Cash Box



Karen Young

BY COLLINS: ELEKTRA-FLYING

INT'L SECTION BEGINS ON PAGE 65



The Byrds. "Easy Rider." America has been waiting for them both.

When Peter Fonda asked Roger McGuinn, lead Byrd, to write the score and sing the title song for his film, it was no accident. "Easy Rider" is about a new direction in America. The Byrds are a new direction in American music.

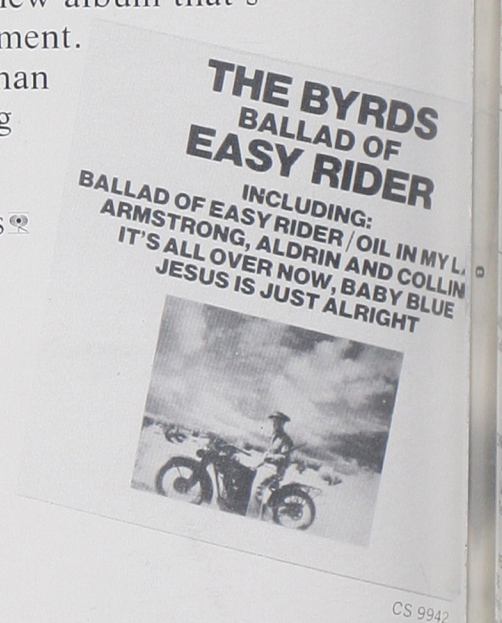
Their new single, "Wasn't Born to Follow"⁴⁻⁴⁴⁹⁹⁰, is also from the movie. And it's already number 1 on KXOA in Sacramento, and number 16 on KFRC in San Francisco — "Easy Rider" country — and spreading fast.



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Publication Office / 1780 Broadway, New York, New York 10019 / Telephone: JUdson 6-2640 / Cable Address: Cash Box, N. Y.

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Business Of Music During The 1960's

The business of making the music business tick in time to a \$1 billion market virtually changed the industry's shape during the 1960's.

The decade opened with the inexorable course of rack influence on sales volume, largely through its ability to channel regularly-priced product to outlets never previously considered as appropriate to the industry's non-budget, non-cutout inventory. While this wholesaling revolution was taking place — and perhaps in view of it — there came a vast influx of corporate interest in taking part in the burgeoning economic impact of record sales. Thus, began the still unabated mergers-and-acquisitions mania, which saw key independent record and music publishing operations move into the conglomerate picture of often non-music oriented companies. Swept up, too, in this reflection of American business life as a whole were wholesalers themselves, so that as the 1960's came to a close, a few companies—some of them based in the music business, others not—controlled virtually the entire distribution pattern of records.

Before the acquisition-and-merger activity reached its peak, another force—creative in origin, but profound in its impact on the conduct of the business—came on the scene and held sway over the majority of product (and hits) flowing from label operations. This was the independent producer, the most influential of whom not only provided

the catalyst for the birth of product, but who frequently was the mentor and supplier of talent itself, the publisher of the material recorded—either as the writer himself or as the entrepreneur of a music publishing unit—and a man of so many other directions that he introduced the oft-abused word “complex” to the business. Naturally, firms of this scope and size found themselves ripe for acquisition. This took the form of outright purchases of an indie producer's entire operation or the formation of a producer-run label within the organizational structure of another record company.

The wide penetration of recorded product, including the emergence of the tape cartridge field as a medium of exposure to the point that it was doing about 25% of industry sales by the end of the 1960's; the concentration of the means of distribution and creativity into a handful of multi-direction giants all served to meet the needs of a true growth industry over the past decade. But, as **Cash Box** pointed out in its recent editorial, “Age of Upheaval,” the challenge of the 70's might well be the industry's ability to retain control of its destiny in light of considerable shifts of management, much of it a direct consequence of corporate parents who sometimes take their adopted children for granted and cause confusion and inactivity at key contributors to the well-being of the music business.

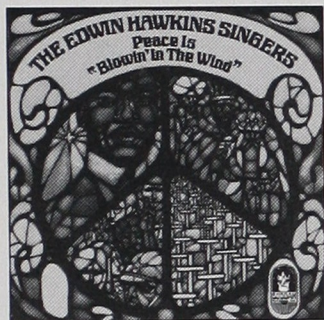
SUBSCRIPTION RATES \$25 per year anywhere in the U.S.A. Published weekly by Cash Box, 1780 Broadway, New York, N.Y. 10019. Second class postage paid at Hartford, Conn. 06105

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The Holiday Programming Guide

BILL GAVIN'S r'n b
L.P. of the Week 11/21/69

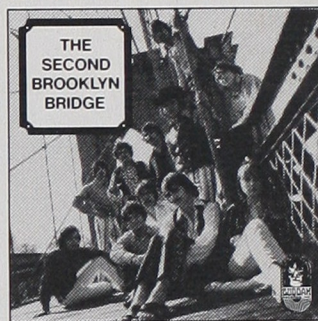
- * I Believe, Pray For Peace
- Blowin' In The Wind, Silent Night
- White Christmas, We Three Kings
- What Child Is This, Oh Holy Night



Edwin Hawkins Singers BDS-5054



- * You'll Never Walk Alone



Second Brooklyn Bridge BDS-5042

- * Merry Christmas



Melanie, Born To Be BDS-5024

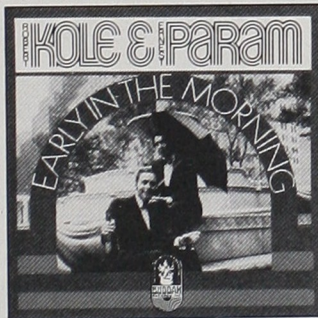
- * Beautiful People



Melanie BDS-5041

* SELECTED HOLIDAY CUTS

- * I Heard The Voice



Kole & Parum BDS-5049

- * Amen



The Best Impressions CRS-8004

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AJP Marketing 1st LP's, Inks Compass

NEW YORK — AJP Records, the label of Ahmad Jamal Productions, is releasing its initial album product this week (1). The three LP release consists of "Bustin' Out of the Ghetto," instrumental set featuring Carlos Calom, "Who" by Jonas Gwangwa, trombonist, and "Comin' Again So on," a gospel set featuring the everly Glenn.

In support of the product, Ahmad Jamal, Warren Stephens, national sales and promo head, and Cecil Fissette, internal coordinator, will embark on a city-by-city trip to the company's recently-appointed distributor network.

Ink Compass

In another move, the label has just inked Compass to an exclusive pact. The group, consisting of seven members, including writer-lead singer Paul Clemens, bow with a singles release, "Sadness Primer" and "Later in the Day." All but Clemens are presently university students.

FRONT COVER:



one of the most consistent, if not nationalized, artists with Elektra records, Judy Collins has realized a sales vitality in a year of diversification. Spotlighted in a cover story in magazine, Miss Collins this year topped her concert appearance schedule to try her hand at some new acts, one of which included a dramatic role in the Summer Festival singing of "Peer Gynt."

With two million-dollar LP's to her credit, as well as seven other best-selling albums, Judy only recently became a solo artist with singles. Her success with "Someday Soon" and "Turn, Turn, Turn" from her "Reflections" LP have given her new force in her position as an interpreter of the rural folk music being crafted by the urban poets.

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WB/Reprise Stepping Up Major Artist Drive; Canada's Gordon Lightfoot Is Opening Shot

HOLLYWOOD — Reprise Records is stepping up its major-artist acquisition drive, with the latest move being the signing of popular Canadian folk singer/writer Gordon Lightfoot to the label. Lightfoot, one of Canada's hottest disk acts, will be produced by A&R staffers Lenny Waronker and Joe Wissert, with a first album due in January.

Although Reprise, under general manager Mo Ostin, and Warner Bros., under general manager Joe Smith, are run independently, both labels seem to

be following the same expansion pattern, seen as a move to firm up the company's strong market position by broadening their base. Both labels are currently in negotiations with several other major contemporary acts, as well as several straight pop acts, though no other deals are firm at this time.

Commenting on the Lightfoot signing, Ostin said "We think Lightfoot will be as big in the U. S. and Europe as he is in Canada. He is another strong example of Canada's resources

of contemporary musical talent for the international market. In the past, Reprise has concentrated on developing new contemporary talent. In Lightfoot, we are acquiring an already developed proven artist, who has written such songs as "Early Morning Rain," "(That's What You Get) For Loving Me" and "Ribbon Of Darkness," and who has earned a vast audience in North America thru personal appearances. We feel we can match the success of his career in other respects with successful records—both singles and albums."

Recent additions to the Warners/Reprise artists stable include pop singer Ella Fitzgerald, jazz pianist Herbie Hancock, folk/rock singer Dion, vet rock star Fats Domino, folk singer Theo Bikel and far undergrounder's Pearls Before Swine. It is expected that talks currently in progress will bring even bigger names into the Warners/Reprise fold.

Labels Are Forcing The Issue On Singles: Steppenwolf Mgr.

HOLLYWOOD — One-hit wonders were the rule in rock music during its first decade, but the last few years have seen them become the exceptions. "Now that the artist's chance for longevity is high, it's time that more record companies got involved in helping an artist's career," said manager Reb Foster, "instead of going after the quick buck." Foster, whose Reb Foster & Associates firm manages Steppenwolf, Three Dog Night, the Turtles and Hoyt Axton, singled out the practice of forcing out singles on a regular basis as a prime example of artist/label conflict.

"In the beginning, it's easy for an act to turn out product. They've been working on material since their inception and all they have to do is get it on tape. After an artist's first or second album, he begins to run dry. If the group is successful, then they're spending a lot of time on the road and don't get much of a chance to work on new stuff. They get a one-month break and along comes the label and says 'we need a single this week.' If the act hasn't got one, the label very often pulls something out of an old album, or even finds some deliberately

unreleased songs."

Foster emphasized that he wasn't talking about the normal conflict which finds the artist and label in over which cut should be the single, but "the situation where a label, knowing that a song isn't good enough to make Top 10 or even Top 50, insists on releasing it just to have product on the market."

Steppenwolf

"Steppenwolf is a good example. They're not the kind of a group that can just go in and cut singles, even though they've had very strong singles success in the past. It takes them time to get new product together, but Dunhill didn't want to wait and issued a couple of bad singles. I don't want to single out Dunhill, because they're certainly not the only label doing it, nor are they in the minority. It's an industry wide practice, with a few exceptions."

"Steppenwolf hasn't been really affected by the bad singles because they've had a few very good breaks.

(Con't. on Page 40)

Teeners Get Low Grades In Survey Of Their Rock Lyric Comprehension

NEW YORK — Are teenagers more involved with the sound of their music than the meaning of it? In this age of rock music lyrics that possess highly sophisticated imagery as a vehicle of saying profound things, a survey indicates that this is so.

Two researchers, John P. Roginson and Paul Hirsch, surveyed 770 high school students in Detroit and Grand Rapids, Mich. Their conclusions, revealed in the magazine Psychology Today, are that most teenagers do not understand the lyrics or are indifferent to them. "When asked to make a choice," the pair say, "70% of all our students said they liked a record more for its beat than for its message."

Roginson and Hirsch added that in the Grand Rapids survey 31% of the youngsters understood song meanings with explicit references to drugs—a percentage about 11% more than in Detroit.

As a case in point, only 27% of the Detroit high-schoolers indicated an awareness that the Beatles' recording "Lucy in the Sky with Diamonds" might stand for the initials of the drug, LSD.

Lennon Returns O. B. E

NEW YORK — "I am returning the O.B.E. in protest against Britain's involvement in the Nigeria-Biafra thing, against our support of America in Vietnam, and against 'Cold Turkey' slipping down the charts."

Thus, Beatle John Lennon returned the award of the Order of the British Empire given to him, along with the other Beatles, on Queen Elizabeth's birthday in June, 1965.

As for "Cold Turkey," it's the Apple disk by the Plastic One Band, which has started to slide in Britain, but, as the New York Times noted in an interview with Cash Box, the disk is making an upward chart movement in the U.S. Three weeks ago, the disk appeared for the first time in the number 69 slot, moving to 51 the following week and to number 42 on this week's listing.

While Lennon indicated that he had been "mulling it over a few years" before making the gesture, a spokesman for the Beatles indicated that the three other group members are keeping their O.B.E.'s.

Juanita Jones Is CB Nashville Rep

NEW YORK — Juanita Jones has been appointed director of Nashville operations for Cash Box Magazine, it has been announced by George Albert, president and publisher.

With a long background of Nashville-associated music activities, she will direct the flow of Nashville editorial matter to the magazine's headquarters in New York. She will operate, effective Dec. 1, out of 806 16th Ave. South in Nashville.

Juanita Jones is an officer of the Country Music Foundation, a member and past officer of the Country Music Association, a member and past officer of the National Academy of Recording Arts & Sciences, a member and past director of the Gospel Music Association and a member of the Academy of Country & Western Music Association and present National Committee Chairman of American Women in Radio and Television.

Her other music-associated endeavors include previous employment at RCA Records and the American Society of Composers, Authors & Publishers (ASCAP).



Juanita Jones

**Cemed-Carosello
Sales Meet
See
Int'l News Report**

Col. Awarded 3 More Gold Disks

NEW YORK — Columbia Records has just earned three more gold record awards from the RIAA. They include Janis Joplin's "Kosmic Blues," "Santana" and "Child is Father to the Man" by Blood, Sweat & Tears.

The Magnificent Men are working for Mercury now.

"Holly Go Softly"
72988

Nice work, men.

"Holly Go Softly" (72988) is a great big beautiful single by The Magnificent Men. They're on Mercury for the first time, and they're on to a hit. Who else thinks so? Keep reading.

"Another song out and about with a melody *AND* story line that works to our ears... is 'Holly Go Softly'. A number of P.D.'s around the circuit seem to prefer The Magnificent Men on Mercury over the Cornerstone on Liberty. There is *NO* key station play as yet, and the promo men are on stage to get on the case fast before they blow a possible hit. Upstate Pennsylvania sales on The Magnificent Men indicate somebody should give a *SHOT*."

From Kal Rudman
The Friday Morning Quarterback
November 21, 1969

Produced by Ted Cooper
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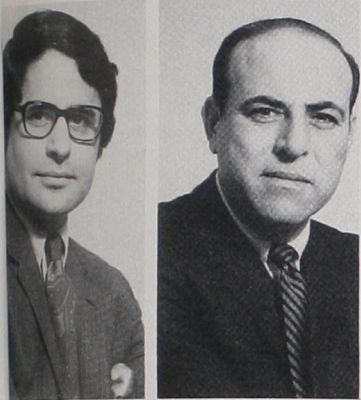
RCA Underscores Premium Disk-Tape Journals' In Anger, Sacher Posts

NEW YORK — RCA Records has moved to place a further emphasis on its special products and communication sales division.

This is indicated by Irwin Tarr, vp of marketing, as he announced last week the appointments of Harry Anger as manager of special products sales and Ray Sacher as manager of communications sales, a new post from which he reports to Anger.

Potential Unrealized

Tarr believes that the "potential



Anger & Sacher

applications of records and tapes as productive merchandising incentives for marketers of goods and services far beyond our industry's present perception." "Furthermore," he adds, "the surface has barely been scratched in the use of recorded tape as a medium of communication for business and the professions."

RCA has developed premium disk and tape associations with many leading corporations, including premium deals for Stereo 8 cartridges with auto manufacturers in Detroit. Other growing areas of importance, says Tarr, is communication tapes, the journals released on a monthly schedule to such organizations as the American Medical Association, American College of Cardiology and the Million Dollar Round Table. The AMA tapes, for instance, provide doctors with information formerly available to them only in journals or at seminars, making it possible for them to utilize valuable time to and from office and on the job to keep abreast of their profession.

Anger, who had been RCA Records'

manager of pop and Red Seal advertising, left the company about six months ago to write and produce documentary films. During that time, one of the films with which he was associated, "The Ultimate Achievement," won a Gold Medal at the 12th annual International TV and Film Festival in New York.

Prior to joining RCA in the ad dept. in 1966, Anger had been associated with Spencer Advertising previous to which he had been associated with Warner Bros., Records, MGM Records and RCA Victor.

Sacher joined RCA Records as a field salesman in 1955 and was appointed district sales manager in 1958. In 1959, he became a regional sales rep for special markets, subsequently was appointed manager of educational sales, a position he held until his present promotion.

Chess Jan. Sales Confab To Bow Expansion Plans Into The 70's

NEW YORK — Chess Records will move into the Seventies with its strongest winter sales meeting presentation yet.

Chess execs reveal that they have the support of its parent, GRT, in an expansion of the company's market potential in the decade ahead. The label will venture further into the contemporary rock area and try some new approaches, including its first Moog album, to be called "Moogie Woogie."

The company will kick-off a 2-part

Col. Multi-Media Gift Giving Promo Is Label's Most Extensive In History

NEW YORK — Columbia Records is embarking on a multi-media ad-merchandising campaign for the Christmas Season that's the strongest in the label's history.

In addition to its overall catalog, the campaign will focus on the label's Christmas product, new product of which was unveiled at the label's sales convention last summer and shipped throughout the country by the end of Sept.

Bruce Lundvall, vp of merchandising, said that early planning and execution of the program will result in the most successful fourth quarter in Columbia history.

New Xmas Sets

Columbia's 1969 additions to its Christmas Catalog include both album

and tape product. The new titles include "Christmas Becomes Electric" by The Moog Machine, "Give Me Your Love For Christmas" by Johnny Mathis, "Christmas" by the Clancy Brothers, "My Christmas Favorites" by John Davidson, "Ray Price Christmas Album" and "Country Christmas" which includes selections by 11 different country artists (e.g. Johnny Cash, Tammy Wynette, Marty Robbins, and David Houston). Also included in the new product is "Wishing You A Merry Christmas" by various classical artists.

The label will also be featuring "The Christmas Spirit" an album by Johnny Cash. Though the LP is not a new one, the star's popularity on both the concert stage and on television have created a strong demand for all Cash albums, old and new.

Also released again this year is the 7-million selling Gene Autry single, "Rudolph the Red-Nosed Reindeer." This year marks the 20th anniversary of the single's release.

Promo By Category

Supporting all of Columbia's Christmas album and tape catalog is a gigantic advertising-merchandising campaign utilizing, radio and television spot announcements, dealer tie-ins and displays and advertising in newspapers, magazines and the underground newspaper group. Each category of music will have its own individual campaign geared expressly to that specific market (e.g. Country & Western, contemporary). One merchandising idea this year is a dealer statement enclosure. This features 60 best-selling, Christmas and regular LPs and tapes and is done in full color. On the back is an order form and dealers will send these stuffers to all their charge account customers, for convenience in ordering records for Christmas. Eight million of these have already been ordered and some dealers will have them on counters as well as for a direct mail piece.

Four color ads will also be run featuring 36 best-selling albums, including special gift sets (GP's), in 24 major city newspapers. These ads will run about the second week in December.

Columbia will also be utilizing the underground newspaper group and 20 major college newspapers. The label will be inserting a four color, four page insert which will feature a poster of an original painting by noted artist Robert Foster. The picture includes all of Columbia's major contemporary artists in a Christmas setting and highlights 36 of the label's top contemporary product.

There will also be a very heavy

(Cont. on Page 40)

Cap 'Band' Gold, Romeo 1 Mil Units

NEW YORK — Capitol Records has a RIAA-certified gold record for "The Band," the group's second LP, and reported 1 million units sold for the soundtrack of "Romeo & Juliet." Latter set was certified as a \$1 million seller last July.

Lib/UA Sets 6 LP's

HOLLYWOOD — The Liberty/Imperial/UA complex has released a special six-album late November offering, including two "best of" sets and two soundtracks.

"Golden Greats" is an assemblage of hits by Dennis Yost and the Classics IV; "The Canned Heat Cookbook" features Top 40 and underground hits from that group; "Swamp Rock" is the 37th LP from the Ventures; and "The Slim Whitman Christmas Album" finds the C&W singer in a pop vein. The soundtrack sets are from "The Secret of Santa Vittoria" and "The Battle Of Britain."



WES' CAPITOL DEAL: Wes Farrell, will be producing records for Capitol Records, as the result of an agreement between the label and Coral Rock Productions.

Sal Iannucci, president of Capitol, said the agreement was negotiated in New York by Herbert Cheyette, Capitol's eastern business affairs manager, and Richard Roemer, representing Coral Rock.

Farrell has produced such rock artists as the Everly Brothers, the Cowells, Elephant's Memory, Beacon Street Union, Brooklyn Bridge and Every Mother's Son. Most recently he has worked with Paul Anka.

sales presentation in Hollywood on Jan. 12 at the Century Plaza Hotel, followed by a Chicago gathering on the 13th at the Conrad Hilton and a concluding meet on the 14th in New York at the Summit Hotel. Theme will be: "1970: 'And the Music Goes On.'"

The first part of the meets, to be attended by label personnel and its distrib reps, will deal with the release of 21 albums under the cadet (4), Chess Concept (3), Checker (3), Chess (8), Chess Sermon (1) and Head labels. The Head product represents the label's first product via its recent distrib agreement with the English diskery. Artists will include the Dells, Little Milton, Etta James, John Klemmer, Woody Herman, the Rev. C.L. Franklin and the His Breadbasket Choir directed by the Rev. Jesse Jackson. The Chess sets will include six more in the Vintage Blues series.

The second phase of the sales confab deals with a Feb. promotion of Ramsey Lewis catalog plus two new releases, one a "hits" effort.

Both phases of the meet will be revealed to the meet through the label's most elaborate presentation ever. A strong ad-promo drive will be described, and the label's new radio spots will be played prior to their exposure. Also, the company will reveal new incentive programs for promo and sales personnel. Chess execs at the meets will include Marshall Chess, President; Richie Salvador, exec vp; Dick LaPalm, ad-merchandising director, and Arnie Orleans, national sales manager.

New Bee Gee's LP To Kick Off Label

HOLLYWOOD — Gee Gee Records will be the new name for the Bee Gee's label, being distributed by Atlantic here and Polydor overseas. Label name was changed from Diamond to avoid confusion with the existing U.S. operation.

First album on the new label will be "Happiness," from the duo themselves. Prior to the launching of the label, a single from the LP will be released by Atco. Initial singles from the label will include product from P.P. Arnold, ex-Marble Graham Bonnet and Tintin.

Bowman Exits Dot

HOLLYWOOD — Dick Bowman is the latest Dot/Paramount label exec to reveal his departure from the company. He served as national sales manager for the past two years. Bowman, associated with Liberty Records before his Dot/Paramount duties, did not announce his future plans. The label is presently restructuring under its new head, Bill Gallagher.

Morgan Exits Cap For Indie Company

NEW YORK — Tom Morgan is leaving his post as vp of eastern operations at Capitol Records this week (1) to operate a multi-faceted operation out of New York.

Morgan said his company would engage in indie production, artist management and music publishing. He added that he would limit his artist and/or label deals to "six or seven clients." Morgan has set up offices at 1501 Broadway, Suite 1506. Telephone is: 565-2498.

Morgan, a former musician, started in Hollywood as a Capitol salesman in 1951. Following promotion to district and divisional sales manager, he moved into A&R, business affairs, artist contracts and music publishing. In 1965, he was chosen head of eastern operations, where his responsibilities included management of A&R, supervision of the New York exec offices and scouting of Broadway musicals. He was appointed a vp in 1968. Morgan has also served as chairman of the exec committee of RIAA for the past three years.

B'nai B'rith Forum Talks of Seventies

NEW YORK — "The Challenges That Face the Music Industry in the Seventies" will be the first forum sponsored by the Music and Performing Arts League of B'nai B'rith. Forum is being held this Tues. (2) in the Grand Ballroom of the Grand Street Boys Club, 135 West 56th St., this city. Panelists will be Clive Davis, president of CBS Records, Norman Racusin, president of RCA Records, Sam Goody, president of Sam Goody, Inc. and Jack Grossman, president of Merco Enterprises. Herman, managing director of the agency Fox Agency, will moderate. The forum is a free to paid up members only event, starts with a buffet dinner at 6:30 pm, the panel discussion will start.

Wisner Set Deal

NEW YORK — Jubilee Records continues its indie production bent with the signing of Jimmy Wisner. First product under the agreement, released by Steve Blaine, president, "Don't Start Something You Can't Finish" by the Coronados. Handling negotiations with Wisner was Ray Eichner, vp and director of promotion.

New Beat Mgmt's 1st Year Is Sparked By Tommy James Pact

NEW YORK — On the first anniversary of the formation of New Beat Management Ltd., president Mark Alan has announced the signing of Tommy James & The Shondells to a personal management contract. The Roulette recording group has had 17 chart singles including 7 million-sellers since first arriving on the scene with a major international hit, "Hanky Panky." They have nine chart albums to their credit as well.

James recently produced his first independent outside group, The Exiles, for Columbia, with negotiations handled for both James and The Exiles (also New Beat clients) by Alan, who will work with Roulette prexy Morris Levy to broaden the disk industry's image of Tommy James &



Mark Alan & Slater Bros.

CBS Promotes Four

NEW YORK—Four promotions at CBS Records were announced last week by Marvin Cohn, director of A&R administration. Joseph Agresti has been named manager of scheduling and coordination, Peter Goldsmith moves into the post of manager of A&R administration, Evelyn Hollen has been appointed manager of coordination for the custom label's and Mari Jo Johnson assumes the position of product manager of singles for Columbia, Date and Epic.

Agresti will be responsible for the scheduling of all CBS Records album and tape product and the booking and coordination of all CBS Records recording and editing sessions. He will also be responsible for the programming of all 4- and 8-track tape product. Agresti joined CBS in 1963 as manager of releasing and listing. In 1968 he became manager of coordination, a position he has held until the present.

In his new position as manager of A&R administration, Peter Goldsmith will be responsible for the preparation and maintenance of all A&R Creative and administrative budgets for CBS Records. He will also be assisting in planning A&R activities and will perform various responsibilities as office manager or popular A&R. Goldsmith joined CBS in 1967 as manager of new release scheduling. He moved up to hold the position of manager of releasing and listing and most recently was manager of product coordination.

In her new capacity as manager of coordination for the custom labels, Evelyn Hollen will be responsible to the manager of scheduling and coordination for the coordination of all custom album and single product on the CBS Records custom labels. Miss Hollen has been with CBS for the past nine years. Most recently she held the position of manager of record services with Epic and custom label sales and distribution. She came to Epic Records as a trainee and also held the position of coordinator of Epic promotional services. Prior to joining CBS, Miss Hollen did free-lance public relations.

In her new position as manager of singles for Columbia, Date and Epic, Mari Jo Johnson will be responsible for the scheduling and assigning of Columbia, Date and Epic single releases in conjunction with A&R Producers, engineering and the director of national promotion. Mari Jo came to the company in 1967 and most recently held the position of supervisor of A&R administration for Epic and Okeh Records. Prior to joining the company Mari Jo was liner coordinator for Mercury Records in Chicago.

The Shondells.

Year of Growth

New Beat Management Ltd. was formed in October 1968 when Mark Alan left his position as an agent at Premier Talent to form a corporation with the Slater brothers, Robert and Alan.

New Beat will now concentrate primarily on tv, motion pictures, and building acts for bigger and stronger personal appearances.

Since leaving PTA Mark Alan built The Illusion into a major record and concert act. Besides headlining in clubs and on tour, the Steed artists have gained attention with the hit single, "Did You See Her Eyes," and a Top 40 album, "The Illusion." The group is produced by Jeff Barry under a 5-year deal made by Alan. Steed is distributed by Paramount Records. Their newest album, "Together (As A Way Of Life)," is happening throughout the country. The single of the same name has received top picks in every trade publication and on the all-important Gavin chart. Illusion

(Continued on Page 40)

Grady Named Decca VP Of Operations

NEW YORK—Billy Grady has been named to the post of vice president of operations at Decca by Jack Loetz, executive vice president of the label. Grady will report directly to Loetz. Grady joined Decca in April of this year as director of facilities.

In making the announcement, Loetz said: Grady will be responsible for the effective coordination of all our manufacturing and recording operations and facilities, custom sales, and participate in coordinating other special marketing activities. His primary objective will be to attain maximum utilization of all of our facilities and equipment.

Prior to joining Decca, Grady was, for two years, general manager of Dymo Products Company in Augusta, Georgia. He was previously associated with Columbia Records for sixteen years, where, for the last six years he was vice president of manufacturing, prior to which he was director of manufacturing and director of cost accounting.

Frank Genovese Named Kapp Nat'l Promo Dir.

NEW YORK — Kapp Records has named Frank Genovese national promotion director for the Kapp and 4 Corners of the World labels.

Initial projects for this new Kapp promotion executive, a veteran promotion and public relations man, include a swing throughout the Eastern states to coordinate the activities of Kapp's distributor promo staffs with his own office. He will extend his coverage of the rest of the country following his attendance at the Bill Gavin Radio conference in Atlanta in early December. In addition, Genovese is also in the process of establishing a network of independent promotion reps on a national basis.

Kirshen Is Roulette's Sales, Mktg Director

NEW YORK — Sonny Kirshen has been appointed director of national sales and marketing for Roulette Records. He'll act as Liaison between Morris Levy, president of the label, and all distrib and sales personnel, in addition to regular sales and marketing responsibilities.

The vet tradester was previously associated with Commonwealth United Records, joining the company earlier this year after a long stint at United Artists Records, most recently as director of marketing. From 1961-64, Kirshen served as midwest regional sales and promo director for Mercury Records.

Polydor Is A Progressive Pop Music Concept Under Schoenbaum's Blueprint

NEW YORK — Polydor Records has come a long way in achieving a "progressive" identity since its establishment on the American market only eight months.

A prime force in this direction has been Jerry Schoenbaum, president, whose philosophy of pop sounds and the market they serve is a guiding light at the company.

"The consumer today is a young informed group, very much concerned and aware of the trends and happenings in music," says Schoenbaum. "Music now plays a very vibrant part in their life-force; current sounds, rhythms and poetry are motivating factors. The barriers are quickly coming down as music becomes less specifically identified as one type or another, and moves toward a blending of rock bases with overtones that range from Bach themes to electronic chords, folk ballads or jazz improvisations."

Schoenbaum believes that music acts as a barometer for youth's mode of dress, language, identity and that young people's musical interests are all-consuming.

"A great portion of youth's income," continues Schoenbaum, "is spent in seeking out new forms of sound. There are no rules or standards by which to predict or judge what is going to happen next. The changing face of youth forces music to change because of its increasing needs for new aural experiences."

'Scope Of Sonic Viewpoints'

"To satisfy these needs, we are open to an extensive scope of sonic viewpoints. We have found that since today most groups compose and write their own material, duplication of viewpoint is less frequent. Each group provides its unique sound and form based on number, type and essential philosophy. Therefore, if a consumer wants a specific experience, he will radiate toward a particular group — and it is our role to provide that customer with his choice from the widest possible cornucopia of talent, producers and writers."

To achieve this goal, Andy Miele, Jr., director of sales and marketing,

CCM Oldies LP Set

HOLLYWOOD—Century City Music Corp. has signed a leasing agreement with Mercury Records for a series of albums of pop-rock hits to be released on Century's Forever Records label. First LP, just released, is: Forever Records Salutes the USO Shows with 21 Jim Pewter Picks From The Past." Pewter, general manager of Forever, is a disk jockey with the Armed Forces Radio Network. Included on the album are such oldies as Bobby Freeman's "Do You Want To Dance," the Danleers' "One Summer Night" and the Diamonds' "Little Darlin'."

Empire Handling AF, Chart In New York; Morrison To Branch

NEW YORK — Empire State Distributors has acquired the distribution of the Audio Fidelity and Chart labels in the New York area, according to the company's Mel Albert. In addition, Charlie Morrison, formerly AF and Chart manager of New York and New Jersey distribution, has joined Empire as branch manager. He reports directly to Albert. Morrison is a music business vet, having served from retail manager and buyer to wholesale selling and promo. He's also held sales and promo posts with Mercury and Paramount/Dot.

has developed a wide network distributors and dealers who are highly aware of their potential customers' needs. It is Miele's function channel particular music into specific areas. "To build a group's identity," says Miele, "it is necessary to properly promote and circulate product."

Back in April, its initial release, "Cat Mother and the All N Newsboys," set the pace by becoming a best-seller. The single from album, "Good Old Rock and Roll," quickly became a chart success, was prominent in boosting the "R and Roll Revival."

Riding on "Cat Mother's" tail, Polydor's signing of a long-term contract with John Mayall, "Turning Point" marked Mayall's switch to a new label, and also a phase of his music. He developed new low-volume, non percussive form that was recorded "live" at Fillmore East. Since its release, "Turning Point" has been moving rapidly up the trade charts and is ascending toward the top ten brackets.

Another Polydor achievement "Area Code 615," a complement of musicians from Nashville, who backed up leading contemporary artists such as Buffy St. Marie, Dylan, Ian and Sylvia, and Peter, Paul and Mary. The album was produced by Elliot Mazer at Cinderella Sound converted garage/studio on a country road just outside of Nashville. Mazer has also produced two albums in Polydor's most recent release "Contemplation: (view)" by Lauber and "Jake Holmes" by J. Holmes. Both write and perform their own material and will be on early in 1970.

An album that bridges both the rock and jazz worlds is "Emergency!" by Tony Williams Lifetime. The double disk package is being sold for a limited period at one dollar more than suggested list of an individual LP.

Another kind of sound produced by Polydor is the Ten Wheel Drive by Gena Ravan. "Construction #1," its debut album, was introduced three weeks ago while the group was appearing at the Bitter End. "Tightrope," a cut from the album, just been released as a single.

Moving into another vein, Polydor has just issued an album of works by avant garde composer Salvatore Martirano, foremost of these is "G.A.," the music from an anti-mixed-media event for "Gas, Masked Politico, Helium Bomb, Two Channel Tape." The work has been performed to much acclaim several times at the Electric City and is currently touring colleges and universities.

A special release is "Clark Terry at the Montreux Jazz Festival with International Big Band." Nine musicians from thirteen countries original arrangements by E. Wilkins, perform under the baton of trumpeter extraordinaire, Clark Terry, deliver all the high points of this annual festival.

From its European affiliate, Polydor has released several albums to American public. The first of these was "Savage Rose" with its star lead singer, Anisette. For listening it has also made available James Last's record of the music of Broadway's sensational musical "Hair," and the Gunter Kallmann Chorus singing "Once in a Lifetime" and other current hit cuts.

Upcoming Sounds

Polydor is also now scheduling by the following artists for release: The Amboy Dukes, Marc Mann, Charlie Brown, James Brown, The Clark-Boland Band, Don McLean, Andy Pratt, T-Bone Walker, Gunter Kallmann and John Murtaugh. A second album by John Mayall with his new band and a first LP by Billie Holiday and Jake are included in forthcoming February, 1970 releases.



HERE ARE THE FACTS...

(numbered for easy reference when ordering)
(or playing the 45 we're about to expose.)

1. CONSTRUCTION #1 (24-4008) a new album by TEN WHEEL DRIVE WITH GENYA RAVAN was released on Polydor only 4 weeks ago.
2. "TIGHTROPE" (PD 2-14015) is the first single cut from that album.
3. "TIGHTROPE" was demanded (even insisted upon) by Dallas, Houston, Denver, Chicago, Boston, Genya's boyfriend, Mike Zager's wife and Aram Scheffrin's first cousin.
4. ALL THIS results in command performances at The Boston Tea Party (Dec. 11, 12, 13) and The Spectrum, Philadelphia (Dec. 20).
5. Appropriately enough, TEN WHEEL DRIVE is pictured standing on a tightrope. You can't beat the facts. From Polydor.



POLYDOR RECORDS ARE DISTRIBUTED IN THE USA BY POLYDOR INC.; IN CANADA BY POLYDOR RECORDS CANADA LTD.


COLUMBIA'S CHRISTMAS CARD.

COLUMBIA'S CHRISTMAS CARD TO THE CONTEMPORARY MUSIC AUDIENCE IS THIS UNIQUE FOUR-PAGE INSERT FEATURING A STRIKING PORTRAIT BY THE RENOWNED ILLUSTRATOR ROBERT FOSTER. OUR CHRISTMAS LIST IS MADE UP OF EVERYONE WHO GETS THE MESSAGE. WE HOPE YOU'RE AMONG THEM.


COLUMBIA RECORDS 

THIS CHRISTMAS TAKE A
 LOOK AROUND AND JOIN US IN
 A GREETING: PEACE AND JOY.
 GOODWILL TOWARDS MEN.


I GOT DEM OL' KOZMIC BLUES
 AGAIN MAMA!
JANIS JOPLIN
 INCLUDING:
 TRY/MAYBE/ONE GOOD MAN
 TO LOVE SOMEBODY/WORK ME, LORD



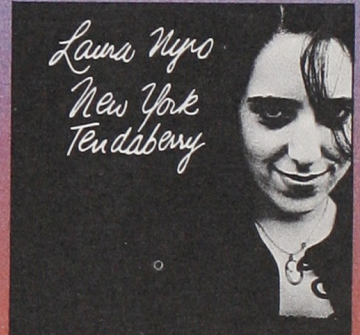
SECOND WINTER
 including:
 Johnny B. Goode/Highway 61 Revisited/Miss Ann
 Fast Life Rider/Hustled Down In Texas



THE CHAMBERS BROTHERS
LOVE, PEACE AND HAPPINESS
 including:
 Wake Up / Let's Do It / Bang Bang
 Wade In The Water / I Can't Turn You Loose



Laura Nyro
New York
Tendaberry




PUZZLE



INCLUDING:
 EVIL WAYS/JINGO
 YOU JUST DON'T CARE
 PERSUASION/WAITING

THE BYRDS
BALLAD OF EASY RIDER
 INCLUDING:
 BALLAD OF EASY RIDER / OIL IN MY LAMP
 ARMSTRONG, ALDRIN AND COLLINS
 IT'S ALL OVER NOW, BABY BLUE
 JESUS IS JUST ALRIGHT



TAJ MAHAL/GIANT STEP
 including:
 Take A Giant Step
 Give Your Woman What She Wants
 You're Gonna Need Somebody On Your Bond
 Keep Your Hands Off Her / Six Days On The Road



BLOOD, SWEAT & TEARS
 including:
 You've Made Me So Very Happy
 Spinning Wheel / More and More
 God Bless The Child
 And When I Die




NASHVILLE SKYLINE
BOB DYLAN
 including:
 I Threw It All Away
 Nashville Skyline Rag
 Girl From the North Country
 Lay Lady Lay
 Tonight I'll Be Staying Here With You




The Chicago Transit Authority

INCLUDING:
 QUESTIONS 67 AND 68 / BEGINNINGS
 LISTEN / LIBERATION / SOMEDAY

JOHNNY CASH AT SAN QUENTIN
 including:
 A Boy Named Sue / Wanted Man / I Walk The Line
 Starkville City Jail / San Quentin



Miles Davis
 In A Silent Way







BOB DYLAN'S GREATEST HITS

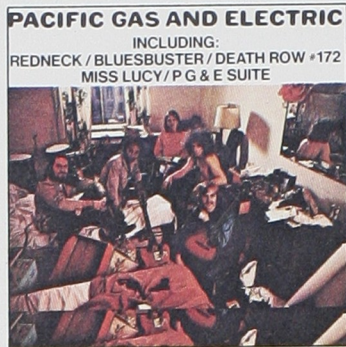
Including:
 Rainy Day Women #12 & 35
 Blowin' in the Wind
 Subterranean Homesick Blues
 Like a Rolling Stone
 Positively 4th Street

INCLUDES DELUXE COLOR POSTER



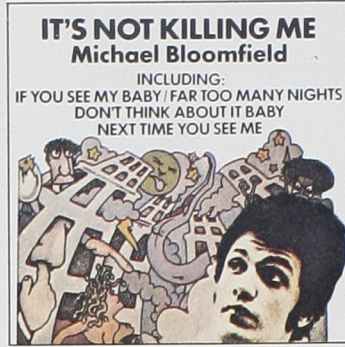
PACIFIC GAS AND ELECTRIC

INCLUDING:
 REDNECK / BLUESBUSTER / DEATH ROW #172
 MISS LUCY / P.G. & E SUITE



IT'S NOT KILLING ME
 Michael Bloomfield

INCLUDING:
 IF YOU SEE MY BABY / FAR TOO MANY NIGHTS
 DON'T THINK ABOUT IT BABY
 NEXT TIME YOU SEE ME



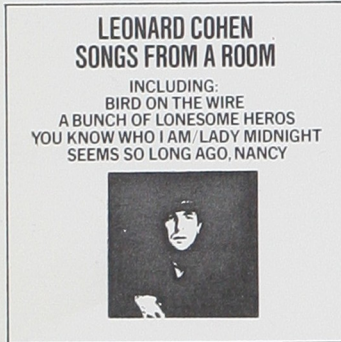
IT'S A BEAUTIFUL DAY

including:
 A Hot Summer Day / Wasted Union Blues
 White Bird / Girl With No Eyes / Bombay Calling
 Bulgaria / Time Is



LEONARD COHEN SONGS FROM A ROOM

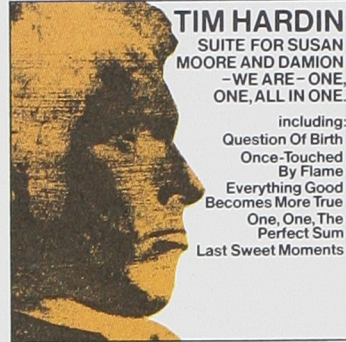
INCLUDING:
 BIRD ON THE WIRE
 A BUNCH OF LONESOME HEROS
 YOU KNOW WHO I AM / LADY MIDNIGHT
 SEEMS SO LONG AGO, NANCY



TIM HARDIN

SUITE FOR SUSAN
 MOORE AND DAMION
 -WE ARE- ONE,
 ONE, ALL IN ONE.

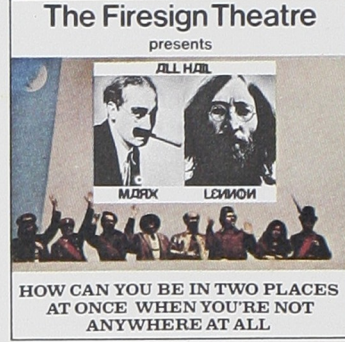
including:
 Question Of Birth
 Once-Touched
 By Flame
 Everything Good
 Becomes More True
 One, One, The
 Perfect Sum
 Last Sweet Moments



The Firesign Theatre
 presents

ALL HAIL
 MURK
 LEVISON

HOW CAN YOU BE IN TWO PLACES
 AT ONCE WHEN YOU'RE NOT
 ANYWHERE AT ALL



Laura
 Nyro

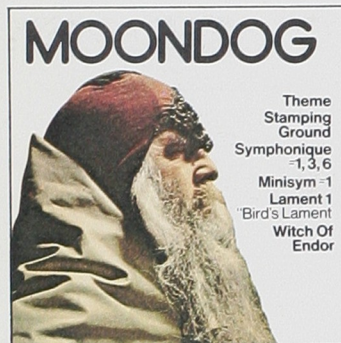
Eli
 and the
 Thirteenth
 Confession

including:
 Sweet Blindness
 Stoned Soul Picnic



MOONDOG

Theme
 Stamping
 Ground
 Symphonique
 -1, 3, 6
 Minisym -1
 Lament 1
 Bird's Lament
 Witch Of
 Endor



RAVEN

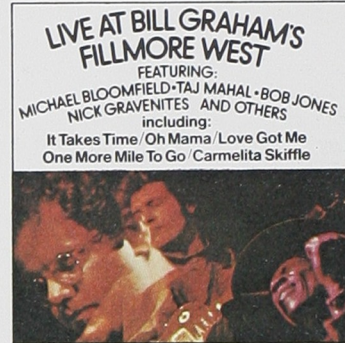
INCLUDING:
 BAD NEWS / GREEN MOUNTAIN DREAM
 LET'S EAT / NEIGHBOR, NEIGHBOR
 FEELIN' GOOD



**LIVE AT BILL GRAHAM'S
 FILLMORE WEST**

FEATURING:
 MICHAEL BLOOMFIELD-TAJ MAHAL-BOB JONES
 NICK GRAVENITES AND OTHERS

including:
 It Takes Time / Oh Mama / Love Got Me
 One More Mile To Go / Carmelita Skiffle



Simon and Garfunkel

Parsley, Sage,
 Rosemary and
 Thyme

Homeward Bound
 The Dangling Conversation
 59th St. Bridge Song (Feelin' Groovy)
 and more



**THE NEW DON ELLIS BAND
 GOES UNDERGROUND**

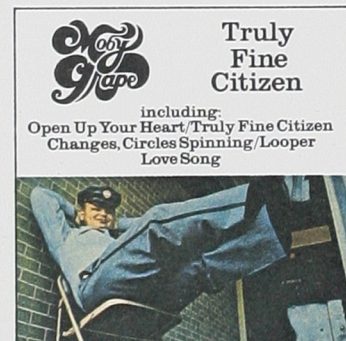
FEATURING: PATTI ALLEN

INCLUDING:
 HOUSE IN THE COUNTRY
 ELI'S COMIN' / IT'S YOUR THING
 HIGHER / SEND MY BABY BACK



**Truly
 Fine
 Citizen**

including:
 Open Up Your Heart / Truly Fine Citizen
 Changes, Circles Spinning / Looper
 Love Song



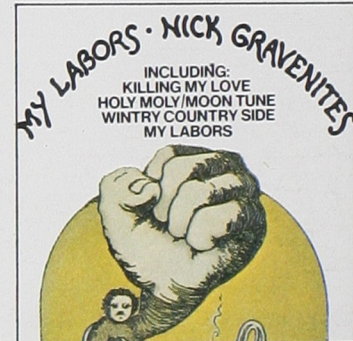
HEAVY HITS!

BIG BROTHER AND THE HOLDING COMPANY
 THE CHAMBERS BROTHERS / TAJ MAHAL
 BLOOD, SWEAT AND TEARS / THE BYRDS
 MIKE BLOOMFIELD AND AL KOOPER
 MOBY GRAPE / LAURA NYRO
 THE GREAT SOCIETY WITH GRACE SLICK
 LEONARD COHEN / THE ELECTRIC FLAG



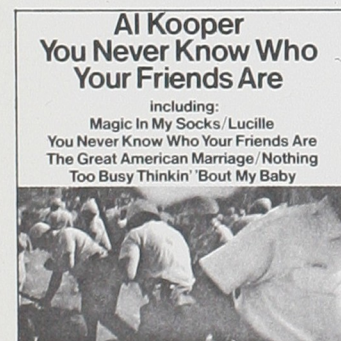
MY LABORS - NICK GRAVENITES

INCLUDING:
 KILLING MY LOVE
 HOLY MOLY / MOON TUNE
 WINTRY COUNTRY SIDE
 MY LABORS



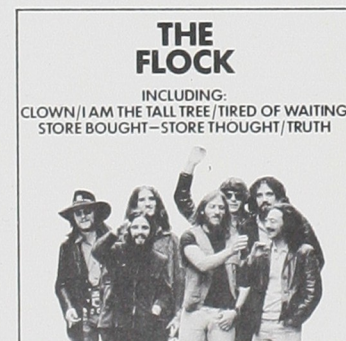
Al Kooper
 You Never Know Who
 Your Friends Are

including:
 Magic In My Socks / Lucille
 You Never Know Who Your Friends Are
 The Great American Marriage / Nothing
 Too Busy Thinkin' 'Bout My Baby



THE FLOCK

INCLUDING:
 CLOWN / I AM THE TALL TREE / TIRED OF WAITING
 STORE BOUGHT - STORE THOUGHT / TRUTH



**MIKE
 BLOOMFIELD
 AL KOOPER
 STEVE STILLS
 SUPER
 SESSION**

INCLUDING:
 ALBERT'S SHUFFLE / HIS HOLY MODAL MAJESTY
 YOU DON'T LOVE ME / SEASON OF THE WITCH
 IT TAKES A LOT TO LAUGH / IT TAKES A TRAIN TO CRY



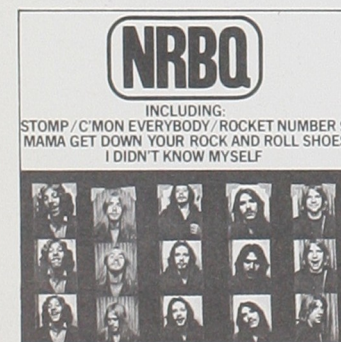
**THE BYRDS
 GREATEST
 HITS**

INCLUDING:
 MR. TAMBOURINE MAN
 TURN! TURN! TURN!
 EIGHT MILES HIGH
 SO YOU WANT TO BE
 A ROCK 'N' ROLL STAR
 MY BACK PAGES



NRBQ

INCLUDING:
 STOMP / C'MON EVERYBODY / ROCKET NUMBER 9
 MAMA GET DOWN YOUR ROCK AND ROLL SHOES
 I DIDN'T KNOW MYSELF



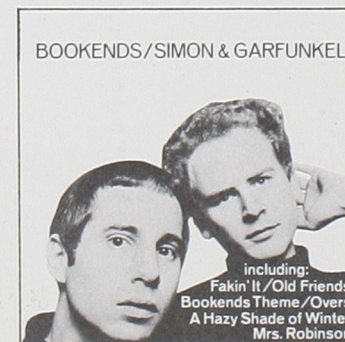
TRANS-ELECTRONIC MUSIC PRODUCTIONS, INC. PRESENTS
WALTER CARLOS
 THE WELL-TEMPERED
 SYNTHESIZER

VIRTUOSO ELECTRONIC PERFORMANCES OF:
 BACH, MONTEVERDI, SCARLATTI, HANDEL



BOOKENDS / SIMON & GARFUNKEL

including:
 Fakin' It / Old Friends
 Bookends Theme / Overs
 A Hazy Shade of Winter
 Mrs. Robinson



CHEAP THRILLS **BIG BROTHER
 & THE
 HOLDING COMPANY**



'SPACE'
MODERN JAZZ
QUARTET

OUT NOW  STAO-3360



Tuning In On . . .

**WPEN-Philadelphia
Mouth To Mike Resuscitation**

Martin Field, a successful Philadelphia-based builder/developer, recently bought moribund radio station WPEN. Field, being an honest man, admitted that he didn't know anything about running a radio station. So he did exactly what a smart businessman always does . . . he gathered around him some people who knew a great deal about his new enterprise.

First, he enticed Harvey Glascock, who had had tremendous success at two top Metromedia outlets, WIP-Philadelphia and WNEW-New York, to become the new president of WPEN. Glascock brought with him WIP's program director, Allan Hotlen, to be WPEN's vice president/general manager. And **Voila!**, WPEN had its top-level management team.

WPEN's "revival" policy was begun in earnest in October of this year. The station's format, Glascock and Hotlen decided, would be alarmingly simple: middle of the road music selected for its pleasing sound rather than the artist or chart position. WPEN's aim is to cut into WIP's stranglehold on the Philadelphia radio audience. Hotlen said, "What we hope to do here is to give the people in the 'mainstream' a choice in radio."

During their first six months, the station intends to spend \$150,000 in advertising utilizing a variety of

media; tv, newspapers, magazines, as well as bus and cab posters and outdoor billboards.

WPEN's 'New Team'

The key, of course, to any music radio station's success is in its staff of air personalities. WPEN went about building its staff in the same way a newly franchised football team would assemble a squad. From WIP, they lured their program director Allen Michaels and their 4-8 PM man, Tom Brown. Chuck Dougherty (6-10 AM), who had put in some time at WIP and WNEW, joined the team. From WBZ-Boston, came their 10AM - 1PM air personality Jay Dunn. Like any other new squad, WPEN filled two slots, 1-4 PM and 8-11 PM, with two very promising rookies, Bob Fitzsimmons and Bob Corse. Joe Laurence was named the station's music director.

Two seasoned veterans were retained to balance out the team. The station's long-time "talk" programs, Frank Ford's show from 11 PM - 1 AM and Bob Menefee's all-night (1-6 AM) music/talk melange. The shows have become such Philadelphia mainstays that Glascock and Hotlen wisely decided not to tamper with success.

The news staff, under the direction of Jules Rind, was doubled and two new concepts, an "action reporter," a sort of resident ombudsman, and an investigative reporter were added to the station's news team. In addition, the station has instituted an editorial policy concentrating on local and national civic issues.

Hotlen said that WPEN calls itself "Radiophiladelphia" not only as a catch phrase but because the ownership, management, and almost every person in a position of responsibility at the station is a native Philadelphian.

WPEN has just embarked on its new course. Whether or not new life is breathed into this outlet will be left, ultimately, to the Philadelphia audience. At the outset, it looks like WPEN has some very proficient corpsmen working over its body.

Robert L. Myers named as v.p./g.m. of the KFMB stations in San Diego. **WLWT-TV-Cincinnati** sports dir. **Phil Samp** will do the play by play for 8 Missouri Valley Conference games this season. **WLS-Chicago** joined forces with the Chicago Jr. Assoc. of Commerce to raise money for gifts for underprivileged area children this Christmas. **KVI-Seattle** personality **Hardwick** will be leading a safari of a dozen of his listeners up the slopes of Mount Kilimanjaro next Feb. . . . **Alan Lorber**, indie producer of the "Groupie" LP was interviewed in depth about the LP on the Canadian Broadcasting System.

WKBW's 'Bookie'

BUFFALO — Local outlet WKBW now has a "morning line" on the weekend sporting events. A Buffalo 'bookie' who is broadcasting under the name "Bennie" broadcasts the odds for that weekend's games each Friday. "Bennie," the station says, is an honest to goodness, legitimate (if that description is appropriate) 'bookie.' The new WKBW personality is even said to talk exactly like a genuine oddsmaker is supposed to talk. "Bennie's" batting average is supposed to be astronomical.

On Monday mornings, "Bennie" does another show on which he discusses his picks and figures out his average. All shows are pre-taped. Wouldn't Damon Runyon be happy if he were around today.

JULIUS LaROSA

THE DJ IS A SINGER IS A DJ

Last Tuesday, singer Julius LaRosa finished an extremely successful three-week engagement at the Persian Room of New York's Plaza Hotel. On Wednesday, Julie was back behind the WNEW/AM mikes, doing his 1-4 PM radio show. But that is nothing unusual. He was doing his radio show every day during his singing turn at the Plaza.

For the past seven months, since last April, Julie has been a WNEW air personality. It is a fairly unique phenomenon when an active performer becomes a radio personality. As far as Julie LaRosa is concerned, he couldn't be happier with his lot.

Much to Julie's surprise, Bob Moun-ty, president of WNEW, approached him early this year with the suggestion that the singer join the station's air staff. The more Julie thought about it, the better he liked it. Then, with the further impetus of his manager Ken Greengrass Julie accepted.

As anyone who has ever flipped on a radio knows, Julie is no newcomer to broadcasting. His two years as the "boy singer" on the Arthur Godfrey show would certainly qualify as a nice resume item for anyone seeking a job in radio. But then again, radio has changed a great deal since the Godfrey "salad" days. And, breaking in on WNEW, probably the most successful independent station in the country, isn't the easiest thing in the world for a former radio singer to do.

First Impressions

Then, add to that the fact that Julie's projected 1-4 PM slot fell between two of the best known voices on national radio—William B. Williams and Ted Brown. Tough acts to follow or precede for any man, Julie said that he quickly found out how difficult it was

KHJ To Editorialize

LOS ANGELES — Radio station KHJ announced that it was instituting a continuing series of editorials that would be incorporated into their regularly scheduled 20/20 news broadcasts. The editorials will be written and delivered by veteran newsmen and KHJ news director Art Kevin.

The editorials, Kevin informed, would be aired at least twice weekly and would concern issues of interest to the citizens of the greater Los Angeles area. Kevin stated that the KHJ editorials would not " . . . follow current trends of dry, stand-up pieces." Kevin added that KHJ editorial topics would be " . . . geared for relevancy to the issues that have alienated and polarized so many segments in our society."

The editorials would reflect the consensus of opinion of a KHJ editorial board headed by the station's V.P./G.M. Warren Earl.

Changes At WLS/FM

CHICAGO — WLS/FM, windy city outlet, announced major programming and personnel changes. Craig Bowers, the station's new general manager, said that the new WLS/FM format will include the ABC originated "Love" package from 6 AM to 3 PM, and local personalities and progressive rock from 3 PM to 1 AM.

The FM station's new staff line up is as follows: Craig Bowers, the new general manager, comes to WLS/FM from KMYR/FM in Denver where he held a similar post; Randy Morrison and Steve Burke, also coming to WLS/FM from Denver, will be air personalities; Don Bridges was also signed as a part time dj; and rounding out the new WLS team will be Thom Trunnell as production manager and Herb Neu as sales manager.

to sit in a room with nothing but a desk, a mike and a control boothing him in the face. It was a heck a lot easier standing in front of a stand-up mike, singing, Archie's band backing him, in front of a "live" Godfrey audience.

"I was scared to death, what started at WNEW," Julius said. He made seven mistakes . . . and then he read the second commercial. But there was one thing I learned being on the Godfrey show, it was you can't let a mistake throw you. I kept on winging it."

Julius said that his biggest problem at first was gaining confidence in himself behind the mike. He added the 'NEW' regulars, William Gene Klavan and Ted Brown, really great in giving him the encouragement he needed during initiation as a dj.

High Ratings

Now, just 7 months later, Julius's show is ranked #1 in its time slot. Nobody is more surprised about it than he is. Julie feels that the show probably done so well because of its appeal to housewives who were going up in the Godfrey era of radio. He remembers him from that time.

His new job has had some effect on him, Julie admitted. "I'm a lot more conscious of diction now. I use the same speaking voice and occasionally a 'dees,' 'dose,' or 'sneaks in from my Brooklyn neighborhood, but I try to watch myself. I feel that I'm much more conscious of good writing. There are a couple commercials I have to do that I write every time because they're poorly written."

Although his WNEW chores are first with him now, Julie has no regrets about his singing career. He is currently a Crewe recording artist. His first single on the label, "When I Go," from "Hair," is now in release and a Bob Crewe produced LP will be cut in the near future. Not only Julie intends to be doing club work mainly in Las Vegas, New York, Miami, during his vacation time at the station. In addition, there will be a Metromedia TV special now in discussion stage.

Sadie's Brother

Julie feels a little funny when he thinks of his own recordings scheduled to be played during his show. "I usually introduce the record by saying, 'Here's a song by Sadie's brother.' I have a sister named Sadie."

The overall effect, however, has been tremendous for Julius LaRosa. His mail at the station has been overwhelmingly gratifying. "The experience has given me a great deal of confidence, not only in my work, but also in my singing. When I do an engagement, people come back stage and actually congratulate me. They used to come and say, 'Gee, the tuxedo looks great.'"

Julie LaRosa is very happy to be back in radio full time. WNEW's listeners seem to be even happier.

**More Info For DJs
On Decca Singles**

NEW YORK — All dj copies of Decca singles will now indicate the time seconds, of instrumental introductions. Tony Martell, Decca's marketing creative services vp, stated that this information was intended as an aid to dj's in scheduling programming.

Martell said, "This move will enable him (the dj) to perfectly fit his 'talk over' period and segue it into the heart of the record."

**WNCI/FM Schedules
19 Hours Of Rock**

COLUMBUS, OHIO — WNCI, FM outlet, has scheduled 19 hours of progressive rock in its nighttime periods.

There will be two hours of rock programming between 8 and 10 PM nightly on E. Karl's "The Incredible Progressive Rock Circus." The Bob North hosted "Midnight Sunshine," aired Friday and Saturday nights, from midnight to 2:30 AM, will also feature rock music.

WNCI/FM is located near the Ohio State University campus. The university has an enrollment of more than 40,000 students, a prospectively good audience for rock music. The rest of the FM outlet's programming is given over to a "Top 50" playlist with some progressive rock.

In talking about the new programming, WNCI's general manager Phil Sheridan stated, "Our progressive rock programs have exceeded even the most optimistic predictions. Sponsor and listener acceptance has been immediate and overwhelming."

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