

Founded 1894

The International Music-Record-Tape Newsweekly



Billboard Publications, Inc., 9000 Sunset Blvd., Los Angeles, Calif. 90069
(213) 273-7040 Cable: Billboy LA; NY Telex—620523

EDITOR IN CHIEF: Lee Zhitto (L.A.)

EDITOR EMERITUS: Paul Ackerman (N.Y.)

MANAGING EDITOR: Eliot Tiegel (L.A.)

NEWS BUREAUS & REGIONAL OFFICES

CHICAGO, Ill. 60606. 150 N. Wacker Dr., Area Code 312, CE 6-9818. Bureau Chief, Earl Paige; Sales, Jill Hartwig. **CINCINNATI**, O. 2160 Patterson St. Area Code 513-381-6450. **LONDON**: 7 Carnaby St., London W. 1. Telex-262100. Phone 437-8090. Cable: Billboard London. Bureau Chief, Mike Hennessey; Regional Publishing Director, Andre de Vekey. **MILAN**, Italy, Piazzale Loreto 9, Tel: 28.29.158. Bureau Chief, Germano Ruscitto. **NASHVILLE**, Tenn. 37203, 1719 West End Ave. Area Code 615, 329-3925. Bureau Chief, Bill Williams; Sales, John McCartney. **NEW YORK**, N.Y. 10036, 1 Astor Plaza, Area Code 212, 764-7300. Bureau Chief, Is Horowitz. **JAPAN**: 1694 Hiyoshi-cho, Kohoku-ku, Yokohama 223. Tel: 044-61-6605. Bureau Chief, Hideo Eguchi. **WASHINGTON**, D.C. 20005, 733 15th St. N.W., Woodward Bldg., Rm 533. Area Code 202, 393-2580. Bureau Chief, Mildred Hall.

EXECUTIVE EDITORIAL BOARD

Lee Zhitto, Eliot Tiegel, Claude Hall, John Sippel, Mildred Hall, Is Horowitz, Paul Ackerman.

EDITORS

CLASSICAL & INTERNATIONAL: Bob Sobel (N.Y.); **COPY**: Ed Sakamoto (L.A.); **COUNTRY & GOSPEL**: Bill Williams (Nash.); **COUNTRY WEST COAST**: Bob Kirsch (L.A.); **LATIN**: Jim Melanson (N.Y.); **MARKETING**: John Sippel; **RADIO-TELEVISION PROGRAMMING & BILLBOARD RADIO PROGRAMMING CONFERENCE DIRECTOR**: Claude Hall (L.A.); **RECORD REVIEWS**: Bob Kirsch (L.A.); **SPECIAL ISSUES**: Earl Paige (L.A.); **TALENT**: Nat Freedland (L.A.); **TAPE/AUDIO/VIDEO**: Earl Paige (L.A.); **TAPE/AUDIO/VIDEO EAST COAST**: Radcliffe Joe.

FOREIGN CORRESPONDENTS

ARGENTINA: Ruben Machado, Lavalle 1783, Buenos Aires; **AUSTRALIA**: Jan Murray, 145 Marshall St., Ivanhoe, Victoria 3079, Australia; **AUSTRIA**: Manfred Schreiber, 1180 Wien XVIII, Kreuzgasse 27, Tel: 43-30-974; **BRAZIL**: Henry T. Johnson, Av. Rio Branco 25, Rio de Janeiro. Tel: 233-4977; **CANADA**: Marty Melhuish, 167 Roxborough St. W., Toronto, Ontario. Tel: 416-924-3661; **CZECHOSLOVAKIA**: Dr. Lubomir Doruzka, 14 Zeleny Pruh, 147 00 Praha 4 Branik, Tel: 26.16.08; **DENMARK**: Knud Orsted, 32 Solhojvaenget, DK 2750 Ballerup, Copenhagen, Ballerup, Denmark. Tel: (07) 97.71.10; **FINLAND**: Kari Helopaitio, 01860 Perttula, Finland. Tel: 27.18.36; **FRANCE**: Henry Kahn, 16 Rue Clauzel, 75-Paris 9 France. Tel: 878-4290; **GREECE**: Lefty Kongalides, Hellinikos Vorras, Thessaloniki. Tel: 416621; **HOLLAND**: Frans van der Beek, Saturnus 1, Duivendrecht, Netherlands. Tel: 020 981271; **HUNGARY**: Paul Gyongy, Derekutca 6, 1016 Budapest, Hungary. Tel: 45.46.45; **IRELAND**: Ken Stewart, 56 Rathgar Road, Dublin 6, Eire. Tel: 97.14.72; **ISRAEL**: Uri Alony, POB 28028, Tel Aviv, Israel. Tel: 23.92.97; **ITALY**: Germano Ruscitto, Piazzale Loreto 9, Tel: 28.29.158; **MEXICO**: Enrique Ortiz, Nuelo Radio Mil, Insurgentes Sur 1870, Mexico 29, D.F.; **NEW ZEALAND**: J. P. Monaghan, c/o Box 79, Wellington; **NORWAY**: Espen Eriksen, Bestumveien 21D, Oslo 2, Norway. Tel: 55.71.30; **POLAND**: Roman Waschko, Magiera 9m 37, 01-873 Warszawa, Poland. Tel: 34.36.04; **PORTUGAL**: Fernando Tenente, R Sta Helena 122 R/c, Porto, Portugal; **PUERTO RICO**: Antonio Contreras, 26 Gertrudis St., Santurce; **RUMANIA**: Octavian Ursulescu, Str. Radude la La Afumati nr. 57-B Sector 2, Bucharest O.P. 9. Tel: 13.46.10, 16.20.80; **SPAIN**: Maria Dolores Aracil, Andres Mellado, 22, Madrid. Tel: 449.14.68; **SWEDEN**: Leif Schulman, Brantingsgatan 49, 4 tr, 115 35 Stockholm. Tel: (08)629.873; **REPUBLIC OF S. AFRICA**: Peter Feldman, 51 van Riebeeck Ave., Alberton, Transvaal; **URUGUAY**: Carlos A. Martins, Martin Garcia 2108, Montevideo; **U.S.S.R.**: Vadim D. Yurchenkov, 14 Rubinstein St., Ap. 15 Leningrad, 191025. Tel: 15-33-41; **WEST GERMANY**: Wolfgang Spahr, 236 Bad Segeberg, An der Trave 67 b, Postfach 1150, W. GERMANY. Tel: (04551) 14 28; **YUGOSLAVIA**: Borjan Kostic, Balkanska St. 30, 11000 Belgrade, Yugoslavia. Tel: 645-692.

MARKETING SERVICES

DIRECTOR, MARKETING SERVICES: Marty Feely (L.A.)
CHART MANAGER: Bob White (L.A.)

SALES

DIRECTOR OF SALES: Peter Heine (L.A.) **ASSISTANT SALES DIR.**: Steve Lappin (L.A.)
NATIONAL TALENT COORDINATOR: Bill Moran (L.A.); **CONSUMER ELECTRONIC SALES**: Ron Willman, Mgr. (N.Y.); **CLASSIFIED ADVERTISING MANAGER**: Murray Dorf (N.Y.).

INTERNATIONAL SALES

SPAIN: Rafael Revert, S.E.R. Ave. Jose Antonio 32, 2nd floor, Madrid 13. Tel: 23.28.000; **BENELUX, CZECHOSLOVAKIA, HUNGARY, POLAND, SCANDINAVIA, WEST GERMANY**: Johan Hoogenhout, Smirnofstrait 40, s-Hertogenbosch, Holland. Tel: 47688; **FRANCE**: Olivier Zameczkowski, 30 Avenue Bugaud, 75-116, Paris. Tel: 553.1068; **ITALY**: Germano Ruscitto, Piazzale Loreto 9, Tel: 28.29.158; **JAPAN**: Shigeru Kobayashi, JAC, New Ginza Bldg., 7-3-13 Ginza Chuo-ku, Tokyo, 104. Tel: 03-571-8748; Cable: ADCOMMJPAN, Telex: j22745. **MEXICO**: Enrique Ortiz, Nceleo Radio Mil, Insurgentes Sur 1870, Mexico 20, D.F.; **PUERTO RICO**: Antonio Contreras, 26 Gertrudis St., Santurce, Puerto Rico; **VENEZUELA**: Christian Roux, Radio Exitos 1090, Calle El Retiro, Qta. Vilma, El Rosal, Caracas, Venezuela.

PUBLISHING

PUBLISHER: Lee Zhitto **BUSINESS MANAGER**: Peter Heine
ASSOCIATE PUBLISHER: Bill Wardlow
SPECIAL PROJECTS: Andrew Csida (N.Y.); **PRODUCTION MANAGER**: John F. Halloran (L.A.); **PRODUCTION COORDINATORS**: Ward Meclin, Val Karches (Cincy); **PRODUCTION DIRECTOR**: Jeff Bates (L.A.); **CIRCULATION MANAGER**: Jack Shurman (N.Y.).

BILLBOARD PUBLICATIONS, INC.

CHAIRMAN: R. H. Stegeman; **PRESIDENT**: W. D. Littleford; **VICE PRESIDENTS**: Maynard Reuter, Sales; Joel Novak, Circulation; Jules Perel, American Artist Group; Hal B. Cook, Business Publications; Warren B. Syer, Consumer Publications; **CONTROLLER**: David Luppert; **TREASURER**: Larry Gatto; **SECRETARY**: John Ross; **PRESIDENT, WHITNEY DESIGN GROUP**: Charles Whitney; **PRESIDENT, INTERNATIONAL OPERATIONS**: Mort Nasatir; **PRESIDENT, MUSIC LABO (JOINT VENTURE)**: Ben Okano.

The microfilm edition of Billboard is available from the Kraus-Thomson Organization Limited, Route 100, Millwood, N.Y. 10546. For details, contact Pamela Quiers, at the above address or call (914) 762-2200.

Subscription rates payable in advance. One year, \$50, two years, \$85, three years, \$110 in U.S.A. (except Alaska, Hawaii and Puerto Rico) and Canada. Rates in other foreign countries on request. Subscribers when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at New York, N.Y., and at additional mailing offices. © Copyright 1974 by Billboard Publications, Inc. The company also publishes Amusement Business, Gift & Tableware Reporter, Industrial Design, Interiors, Merchandising Week, Record & Radio Mirror, Music Week, World Radio Television Handbook, American Artist, High Fidelity, Modern Photography, Photo Weekly. Postmaster, please send Form 3579 to Billboard Publications, Inc., 2160 Patterson St., Cincinnati, Ohio 45214. Area Code 513, 381-6450.



Vol. 86 No. 16

General News

NATIONAL APPROVAL EXPECTED

San Fran's NARAS Chapter Organized

SAN FRANCISCO—Over 100 persons involved in the recording industry have formed a local NARAS chapter which is subject to approval by the organization's national board of trustees.

This action is expected within one week, thus making the local chapter the sixth in the nation. According to Leo Kulka, the first president, members were previously associated with the Los Angeles chapter.

San Francisco's jurisdiction now includes everything north of Santa Barbara to Canada.

Kulka, a charter member of the Los Angeles chapter, came to the Bay area in 1964 to open Golden State Recorders.

Nearly two years ago Kulka together with attorney Jeff Graubart and engineer Tom Lubin started a chapter membership drive. The local membership ratified its charter on March 25.

At that time Kulka pointed to the slipping and sliding stance of the local music industry. Several years ago the chamber of commerce and a major bank announced that the music industry was the fifth largest industry in dollar volume and was destined to go higher. Kulka said,

"It did not go higher," Kulka said, "and I think I know why. We were not an organized group of people. Each man guarded his own council and alone tried to step over his competition and grab all... as a house

divided we lost stature with the rest of the industry."

Kulka hopes to rectify the "sins of the past" by working under a NARAS banner to pool talent which can aid everyone.

NAIRD Sets May Confab

LOS ANGELES—The fifth annual National Assn. of Independent Record Distributors' convention is scheduled May 10-12 at the Downtown Motor Inn, Charlotte, N.C.

Super distribution, conglomerate retail business, computerization and price coding, technological changes in configurations, quality control during the materials shortage and establishment of a collective direct-mail pitch to consumers are matters on the convention agenda.

Committee meetings will begin Friday afternoon (10), followed by a banquet that evening. General meetings will be held Saturday morning and afternoon with the final meeting to be held Sunday at 12:30 p.m.

Registration fee is \$35 per person until May 1, and \$40 thereafter. Registrations should be sent to Ellen Thomas, Tant Enterprises, 40301 Fairway Dr., Northville, Mich. 48167.

Record Number Students Attend Convention of IBS

NEW YORK—The 36th national convention of the Intercollegiate Broadcasting System, held at the Statler Hilton Hotel here, April 5-7, set a record attendance of 675 students, with delegates coming from as far away as Alaska.

The convention theme, "Infortainment '74," discussed the balance between news and entertainment in college radio. Guest speaker at the keynote banquet was Pete Fornatale, New York radio broadcaster,

Finkelstein Talk Set

NEW YORK—Herman Finkelstein, ASCAP special counsel, is fast staking out a claim as a one-man faculty on copyright matters to the nation's law students. On Monday (15) he speaks at the UCLA Law School in Los Angeles and on May 8 will appear at Harvard. Earlier talks on copyright were delivered this month by Finkelstein at Yale and the Rutgers Law School.

who spoke on the place of the college radio in developing broadcasters for commercial and public radio in the United States.

Later, the convention broke into small workshops and panel sessions. Over 60 sessions discussed a wide range of topics from news to entertainment. Among guest speakers were professional broadcasters from UPI, NBC, ABC, CBS and a large number of highly experienced student broadcasters from major broadcast schools across the country.

During the convention, the delegates also discussed business of IBS, their cooperative network. They decided to establish a professional national office under the direction of a full-time paid executive director, a marked change in the history of college radio.

The board of directors decided that next year's convention would be held in Chicago. The exact location and date will be announced later.

Al Rosen Leading Flip Side Stores to Further Growth

LOS ANGELES—The six Flip Side retail stores, established by Al Rosen of Recordland USA, Lubbock, Tex., will grow to 11 within the next year, if mall locations are available.

Rosen, a veteran racker who sold out his initial operation to Certron in 1969, returned to racking in 1971 here. Since that time, he has rebuilt his racks to over 400 in a three-state area of Texas, New Mexico and Oklahoma. Stores in Hobbs, Ruidosa and Santa Fe, N.M., and Lubbock, San Angelo and Temple, with San Antonio opening May 1.

The approximately 1,000-square foot retail outlets in the growing Flip Side skein stock approximately \$30 to \$40,000 in tapes, records, accessories of all types and sheet music and folio, which are racked by Controlled Sheet Music Service. Buyers, located at Lubbock base, include: M.A. Singleton, albums and tapes; Bob Iseral, Tex-Mex and singles; and Gene Goodwin, accessories and playback equipment.

Rosen says he is introducing more and more audio playback equipment, both disk and tape, in the low-end category into his own retail outlets.



"Another Outlaw Brought to Justice" is the headline which the Oklahoma City Times used over this cartoon in its March 23 issue. Rick Kelly of Records, Inc. provided Billboard with the material. Copyright 1974 the Oklahoma Publishing Co.

Col, London Hike Radio LP Prices

By ROBERT SOBEL

NEW YORK—Columbia and London have raised their promotional price on catalog items to radio stations from \$1 per disk to \$1.25.

Both labels claim that the price increases were instituted because of rising costs and shortages of raw material in making records.

A check of several other key labels reveals that some are either evaluating the possibility of an increase or are in the process of raising their price on catalog items. One label, Polydor, states that it has no intention of increasing its price to stations. The DG classical line stays at \$2 per disk.

At RCA, a spokesman says the company is studying the possibility of an increase, but that he knows of no plans to do so at present. The present charge is \$1.25 for both its pop and classical lines. A Famous Music executive states that his firm will probably increase its price soon from \$1 per disk to \$1.25.

A Capitol Records executive on the coast says the price is \$1 and that no raise is contemplated at this time.

London's classical import lines, Telefunken, Argo and L'Oiseau Lyre, are sold for \$1.65 per disk; Philips and its Mercury Imports classical line goes for \$2 per LP on its back catalog product.

All labels canvassed state that the prices, after postage, shipping, etc., "just about" cover the costs entailed.



Ken Veeder photo

STAN GORTIKOV, RIAA president and former Capitol Records president, participates in a panel discussing money, morals and management at IMIC-5 in London on May 9.