

This Week's Most Active

ROCK

Terry Jacks - Seasons
John Denver - Sunshine
Eddie Kendricks - Boogie Down
Mocedades - Eres Tu
Diana Ross - Last Time I Saw Him
Sister Janet Mead - Lord's Prayer
Blue Swede - Hooked On A Feeling

COUNTRY

Merle Haggard - Nothing's Funny Anymore
Glen Campbell - Houston
Charlie Rich - Special Love Song
Donna Fargo - Try A Little Harder

POP/MOR

Sister Janet Mead - Lord's Prayer
Diana Ross - Last Time I Saw Him
John Denver - Sunshine
Billy Joel - Piano Man

R R R

RADIO & RECORDS

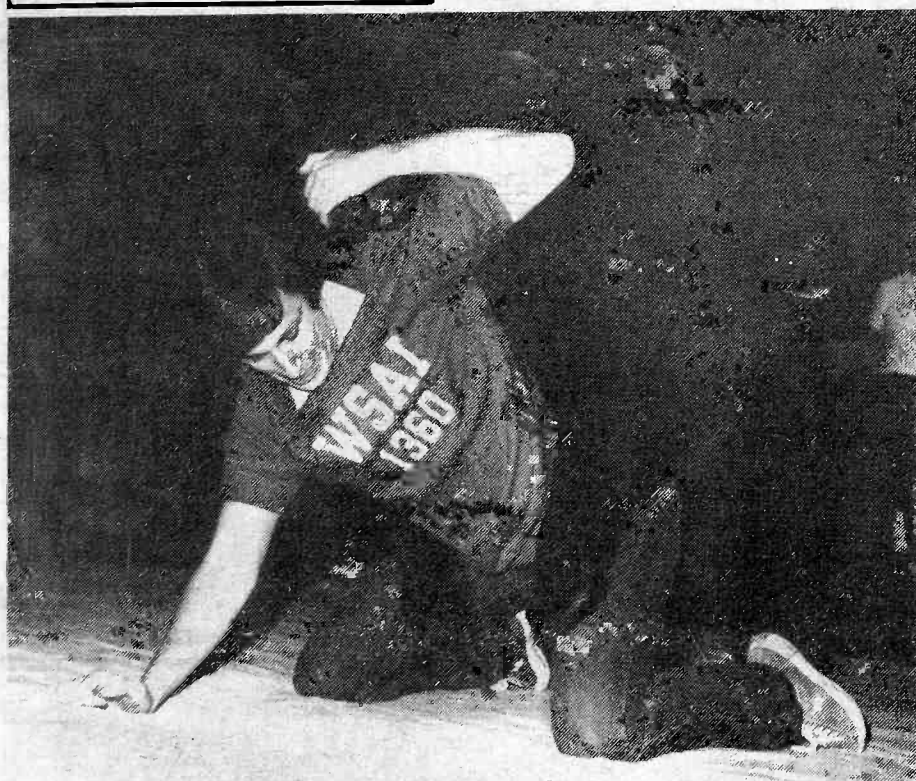
VOLUME 2, NO. 6

FRIDAY, FEBRUARY 15, 1974

TOP TWENTY

FRIDAY, FEBRUARY 15, 1974

- 1 ① TERRY JACKS
- 2 2 BARBRA STREISAND
- 3 3 LOVE UNLIMITED
- 5 4 JIM STAFFORD
- 6 5 DAVID ESSEX
- 4 6 RINGO STARR
- 9 ⑦ CHER
- 16 ⑧ EDDIE KENDRICKS
- 7 9 AL WILSON
- 12 10 DIANA ROSS
- 15 ⑩ REDBONE
- 13 12 ARETHA FRANKLIN
- 10 13 OLIVIA NEWTON JOHN
- ⑪ JOHN DENVER
- 23 ⑫ KOOL & THE GANG
- 8 16 STEVE MILLER
- 17 17 ROLLING STONES
- 19 18 MOCEDADES
- 19 RICK DERRINGER
- 20 CARLY & JAMES



You can't say that Robin Mitchell doesn't go all out for his station. WSAI's PD is shown in a recent wrestling match with a bear billed as "never having been defeated by man or beast."

Major Market PD Changes:

Kirby To RKO, Phillips To KQV

Three stations were touched by major changes this week as two PD's made Top 10 market changes. WCFL-Chicago's Paul Kirby resigned to become the new program director at WRKO-Boston, replacing Gerry Peterson who becomes KHJ's PD. Mel Phillips is KQV-Pittsburgh's new PD.

Mel told R&R, "I'm coming into a situation that has been pretty well researched. Needless to say, the adult approach they took recently did not work, and that means KQV will be competitively back in rock again."

Kirby sees his move as "a great opportunity to work for a top pro, Paul Drew. I've worked with some great ones in the past, like John Rook, Lew Witz, Larry Lujac and Tom Murphy. I see this move as a great chance to further my knowledge." He takes over WRKO Feb. 25. No replacement has been named at WCFL. In Pittsburgh, there are strong rumors of more

changes, mainly at 13Q. Details in Monday's R&R Update.

LATE NEWS:

WEAM GM Averill Resigns After 11 Years

Harry Averill, general manager of WEAM-Arlington, West Virginia for the past eleven years, has resigned. He will remain at the station for about ninety days. No future plans were disclosed, nor replacement named.

PRICE RESIGNS

Gary Price, program director of ABC's WDAI-FM Chicago resigned from his position Monday. No replacement has yet been named.

GREASE DAY

At WPOP-Hartford, the Mayor himself came into the station last week. Reason: to visit the Grease Man and proclaim Feb. 12 official "Grease Man Day." WPOP running Hi-Lo a promotion based around their "Cash Calculator;" listeners try to guess how much cash is totalled up in the calculator's memory bank.

SAN BERNARDINO

New lineup at KFXM-San Bernardino; Gary Robert's does 10 am-2 pm; Ted Brown does 2-6 (formerly 6-11 slot); Tom O'Neil (from KERN, KAFY-Bakersfield) does 6-11 pm. Rex Ramsey does 11-3 am, Gary Shannon does 3-6, and Doug Collins 6-10. Weekends; Vic Moreno and March Carter. New MD is Ted Brown.

"TURN ON YOUR WIFE"

KOIL-Omaha is less likely to earn an X rating and more likely to promote domestic bliss with their latest promotion. Last week they celebrated their fifth annual "Turn On Your Wife Week" by giving away free "Turn On Your Wife" kits to interested listeners.

Conceived of some time back as the ideal Valentines Day promotion, the kit is actually a sales device designed to promote participating clients and, in the process, treat participating listeners to a number of discounts and special deals with the business.

The kits consist of a neat package of coupons and tips to the amorous husband, which listeners pick up at no expense at local stores.

KDWB Instigates Rock Groups' Tour

KDWB-St. Paul not only managed to raise respectable funds for the local St. Paul Winter Carnival Association last month; the joint Steely Dan-Dr. Hook concert the station produced was successful enough to provoke the two bands into undertaking their own 10-city tour together. The group's management were so impressed with the results of the KDWB concert, that they've designed their dual tour specifically to tie in with station-promoted performances.

According to KDWB public relations director Don Cline, the original idea was generated by a July '73 station-sponsored free concert which featured Brownsville Station, Tony Joe White and the Marshall Tucker Band. The summerfest drew over 20,000 people.

WINTER CARNIVAL

KDWB got the bug. Once the directors of the annual 10-day Winter Carnival Association agreed on a co-sponsored, "youth" approach to this year's charity carnival, the station contacted Ron Hafkine, Dr. Hook's manager, and Steely Dan manager Joel Cohen about getting the bands to play (for pay) for the January event.

KDWB started teasing for the concert a good month in advance, using music-filled spots and promoting the idea that the special \$2 show would be the one local concert in January to

attend. One-liners like "Ten dollars will get you five when usually it only gets you two..." were used.

In the end, the concert drew over 17,000 people to the 18,000 seat St. Paul Arena, the second largest gate in the facility's history. Dr. Hook and Steely Dan were impressed enough by the turnout and the promoting activities and KDWB, Chuck Buell and Cline, to formulate plans for their joint tour. In

association with Greathall Corporation who produced the Winter Carnival gig, the bands are seeking out other stations interested in co-promoting double-bill low price concerts.

CONTACTS

KDWB's Cline suggested interested stations contact either Dick Shapiro at Greathall in St. Paul or Dennis Laventhal, Director of Promotions at ABC-Dunhill, in Los Angeles.



Part of the great turnout at KDWB's Dr. Hook-Steely Dan concert.

DON'T "Let It Ride" BY YOUR TURNTABLE

From this
album



(270,000 LP's sold in 8 weeks)

comes
A HIT
SINGLE

"Let It Ride"

BACHMAN-TURNER OVERDRIVE

RADIO

Stereo Rocker WNCR/Cleveland Goes Country

Cleveland stereo rocker WNCR-FM is readying for a format change. They'll switch from rock to Country March 4, making them the first 24-hour stereo Country station in a major market.

The decision to change came about, according to general manager Murray Green, as a result of recent market research and media studies. "What became obvious after the studies were completed," said Green, "was that there was one hole, one area not being completely serviced, and that was Country."

"We feel the time is right for Country to go stereo. Every other format has proven successful in FM stereo, and we think Country can do it. Cleveland is also the ideal market for it. For one thing, it's a highly industrialized market, the audience exists, and it's not presently being served that well."

Green cited Akron's 24-hour WSLR (AM) as the strongest Country outlet in the area and noted that a similar around-the-clock stereo FM operation in Cleveland could command a sizeable audience, cutting into the neighbor city's airwaves dominance.

IT'S NOT NICE TO FOOL THE FCC

WJMO-Cleveland vice president and sales manager Van Lane, and WRC-Washington, D.C. engineer John H. Rees were each fined \$500 and placed on a year's probation by U.S. District Judge Thomas D. Lambros in Cleveland two weeks ago. Charge: wiretapping ... The two had pleaded guilty in December to charges of bugging the office of WJMO GM Kennard Hawkins; bugging was discovered during Oct. and Nov. by 2 phone company repairmen and the FBI was called in ... Lane had been with WABC-Cleveland and had been brought to WJMO to clear up charges filed with the FCC over alleged rigging of contests, overcharging political candidates and falsifying logs.

EVERY BODY NEEDS...

Eric Stevens, PD of WIXY-Cleveland

called to say that a farmer in Cleveland suburb Chagrin Falls, informed the station that when he played WIXY while milking his cows, he netted 15 percent more milk. Eric's comment? "We verified the story as fact ... It's utterly fantastic!" Rumors that WIXY's sales dept. is putting together a whole new sales pitch were unfounded...

"SCRAMBLED GOLDENS"

KSLQ-St. Louis now running "Five Scrambled Goldens." Listeners try to guess the five songs to win \$500. Sample clue: "If \$500 would make you smile, all you have to do is listen awhile." Song? "Make Me Smile" by Chicago...

KUDL KONCERTS

KUDL-FM-Kansas City ran its second "Free Concert" recently. This

one ran some 16 consecutive hours, was broadcast in stereo by the station, and cost concertgoers nothing. So far, free concerts have featured local K.C. bands, Charlie Daniels, Sugarloaf and other names. Last week station offered Harry Chapin in a \$1 Concert, and upcoming one-buck shots will feature the New York Dolls, Pointer Sisters and others... In March, KUDL takes over downtown Midland theatre to bring back oldtime movies, stagershows (local acts) at super low price.

APPRENTICESHIP

KSAN-FM San Francisco has launched a unique broadcasting trainee program. Under the program, developed by GM Tom Donahue and PD Thom O'Hair, a trainee joins KSAN staff as a paid employee for a period of 8 weeks; he spends a week working with each of the station's dept. heads, obtains his third class license with endorsement and, at the program's conclusion, does actual weekend and fill-in air work. In the last week, a "spec" tape is made for the purpose of gaining employment.

FM FLICKS

United Artists national lp promotion director Bill Roberts, in conjunction with United Artists films, just completed a pilot promotion with Los Angeles FMers KLOS and KMET. With KLOS John Winnaman, Roberts helped organize a screening of 4 U.A. Beatle films (A Hard Day's Night, Help, Yellow Submarine, Let It Be) for capacity crowds at Century City last weekend... Two weeks earlier, KMET presented Woody Allen's new Sleeper. Ticket giveaways were utilized. Roberts was satisfied enough with the results to mention U.A. "would be investigating the possibility of further film-radio station promotions" in the future.

LEUKEMIA RADIO-THON

KFI-Los Angeles will join more than 80 stations around the country for the second annual Leukemia Radio-thon, set to run from 5 pm tomorrow evening through 5 pm Sunday, Feb. 17. Show will be broadcast by National Leukemia Council from the Burbank Studios. KFI was a "pioneer" in getting the coast-to-coast radio network set up last year under the direction of current GM Larry Vanderveen. Last year the 24-hour show raised \$201,000 for research grants for the Leukemia Society of America.

SOME KIND OF FAN

KRTH-FM-Los Angeles PD Jim Pewter tells us he received a phone call from a special fan; Beach Boys leader Brian Wilson called to tell Pewter he listens to the 24-hour oldies station "all the time." The writer-singer agreed to put together a Beach Boys special with Pewter in the near future. Jan Berry (of & Dean fame) recently taped a 90-minute segment for KRTH listeners.

GEORGIA CHECKMATE

WBBQ-Augusta had the pleasure of being in the city where the quarter finals for the World Chess Championship were held. Russian champ Viktor Korchnoi received a letter from his son while in town; it seems he requested his dad bring a bunch of lps back from the U.S. with him. WBBQ PD Mike Randell heard about the letter and made sure Korchnoi got what he needed; Moody Blues, Alice Cooper, Jesus Christ Superstar among others.



NO HARD FEELINGS—As further confirmation of his good sportsmanship, Robin Mitchell offers bear afternoon drive slot at WSAI. Bear was flattered, but had other commitments.

COUNTRY RADIO

WONE Gives Away Morning Man For Valentines Day

WONE-Dayton running their third annual WONE Spells Cash promotion, with a twist; no cash, but they're "beefing up" the contest by giving away a side of beef and a 16-cubic foot freezer. Consolation prizes are pairs of steaks. They've had 31 \$500 winners in the last two years, and gave away \$40,000. ... They're giving away their morning man, David G. McFarland for Valentines Day; women listeners are writing in with 25 words or less telling why they want him to be their Valentine. First prizes receives him for 2 hrs., with his wife for a chaperone, plus a 10 lb. heart-shaped box of candy and a floral arrangement. 2nd place; 2-lb box of candy and an arrangement, 3rd place gets just an arrangement.

CHICKEN

Edd Robinson, PD of WAME-Charlotte, reports response to Chicken Man was so great last year, WAME is bringing him back on the air for another 13 weeks. Charlotte's Merchants' Assn. is sponsoring, complete with suited-up character in chicken coop in shopping center. Center will feature Chickenman sales and fan club.

WUBE-Cincinnati listeners are

sending their cards to be a "Millionaire for A Day." Winner receives the interest on a million dollars for a day, plus a night on the town.

GASED FREE FOR THREE

KTUF is helping Phoenix kick the energy crisis. Cars with 3 or more people displaying KTUF Kicker Stickers seen by the morning and afternoon drive spotters receive free tanks of gas.

79 CAKES

WMC-Memphis giving away 79 heart-shaped cakes to their listeners during the week of Valentine's Day. 79? Their frequency, of course.

VALENTINE CONCERT

KSON-San Diego for Valentines Day will present Merle Haggard, Don Bowman and the Osborne brothers in concert.

VINTAGE RICH

Bruce Nelson, MD at KENR-Houston, points out that Charlie Rich's "There Won't Be Anymore" was originally released through RCA subsidiary, Groove Records; Bruce pulled the track from the lp, Tomorrow Night, and was playing it in Houston 11 years ago. The song was No. 1 at KENR for seven weeks and also reached No. 1 at the other Houston country stations.

RR

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RADIO

GERRY PETERSON: "You Can't Program Top Forty Radio To People 25-49..."

PART ONE OF AN R&R INTERVIEW
WITH KHJ'S NEW PD

BY BOB WILSON

(As the new P.D. of KHJ-Los Angeles, Gerry Peterson has some definite ideas on Top 40 radio programming. Twenty-six year old Peterson began his programming at WRBC-Jackson, followed it up with on-air work at WFUN-Miami, then went on to program WMFJ-Daytona Beach, KTLK-Denver, WMFJ again, and KRIZ-Phoenix before arriving at WRKO-Boston.

In this first of a two-part interview with R&R's Bob Wilson, he discusses Top 40's target audience, dayparting, request research and the structure and function of the ARB. Most of his comments refer to his work at WRKO, as the interview took place just prior to his KHJ appointment.)

PROGRAMMING TOP 40...

GERRY: There's the old fighter's expression about body punches that comes to mind. That if you kill the body, the head must die. I go by the assumption that -- if you get the teens, you can get the others. I think the mistake a lot of Top 40 programmers made a couple of years ago (when GM's and sales managers were screaming that they had to have the 25-49 group), was that they started programming for those older people. Now you can't program to them and get them. What you have to do, is program to the teens and let yourself have an overflow.

You can't program Top 40 radio to people 25-49. If you don't have a majority of the teens in a market, you're not going to have a No. 1 rated radio station.

R&R: Are you saying that history, or research, has shown that if you have the teens, Mom and Dad will come along too?

GERRY: It goes deeper than that, I think. First of all, you have to realize how surveys are taken, and what percentage of the teens fill out ARB books and what percentage of 60 year olds fill them out, etc.

TEENS

Most programmers say that the teenage audience is the most fickle audience in the world. I think that's true, but it's what keeps your station alive, trying to program to their fickleness. I think Top 40 radio was designed for teens, and I believe it creates an excitement that gets to people in the upper demographics as well; people who might be 30 but don't feel 30 will want to identify with it.

R&R: Right now, it's pretty much acknowledged that 18-24 year olds aren't very well surveyed in the ARB. In other words, you really do have to go after the teens, or the older people who listen to beautiful music.

GERRY: As long as the advertisers go by the ARB and we're accepting it as the survey, you'd be stupid to do anything else.

THE A.R.B.

R&R: Are you saying, "Program for the ARB, not the audience"?

GERRY: I'll say this. Program through the ARB, to the audience. Like a filter system. It's a massive copout, you know, whenever you have a bad ARB, to say that you don't believe in ratings and that you know you're more powerful than you showed. When you have a great ARB, you say it's exactly right.

QUARTER-HOUR SHARES

R&R: What about the structure of the ARB? How do you set up your station to program "through the ARB to the audience" as far as quarter-hour maintenance shares?

GERRY: In a basic sense, you

program to make the audience listen across the quarter-hours. Not really across the quarter-hours, but to make the audience listen to a longer period of time than, say, two records.

R&R: If you show up for five minutes in a quarter hour, do you get credit for the quarter-hour?

GERRY: Yeah.

R&R: Even with tune-in and tune-out? If you have two rockers fighting, your duplication of listenership causes monstrous increases in both stations' quarter-hour shares. You could possibly end up with 24 to 30 quarter-hours, just from people tuning in and out all the time. Or you may only get them for an hour or two a day, if they only had one radio station to listen to...

GERRY: That's true. But you can take it one step further as to how you structure your station, by the way the ARB is structured. A listener can listen to station X for 10 minutes in an hour, and get credit for one quarter-hour. And he can listen to station Y for 10 minutes and get credit for two quarter-hours, depending on exactly what time he's listening.

In other words, if he listens from 2:05 to 2:15, he'll get credit for one quarter-hour; if he listens from 2:10 to 2:20, he gets credit for two quarter-hours.

BUILDING FOR THE QUARTER-HOUR

R&R: So, you build your sets, your contest stimulus, etc., around the right time to insure that potential double quarter-hour maintenance.

GERRY: Right. It hooks the listener at the quarter-hours. It's a pet peeve of mine that everybody talks about how "creative" programmers are, and about how radio isn't as "creative" a medium as it should be, rap rap. But very few people in the business seem to realize that it's a lot of work.

I don't know how many programmers in the country today know what goes into putting an ARB together, but I'd say we could count them all on one hand.

People who go into programming should know that it's work. So why are there so many willing to put their careers on the line when they don't know what the hell they're doing? Anybody can program a pretty radio station -- but, since our jobs depend on surveys, why don't people learn about these things?

R&R: How do you learn about ARB? Go to Beltsville?

GERRY: No. By talking with others who know something about it. I spent an hour on the plane recently with Jack McCoy and I learned more about winning a rating in that hour than I'd learned up until that time. I learned

from Jack, I've learned from Buzz Bennett, from Paul Drew.

STUDYING THE A.R.B.

I have my own ideas about winning a rating. I have all these ideas from people which I've learned, then I go to ARB and study diaries, to see how they're put together, to see what all goes into the computer. Then I find out what part of the rap I had with Jack McCoy is valid, and then I come up with a system of my own. I come up with a system that works for me. What I'm saying is, "let's know what we're doing before we start doing it."

Which takes us to the next step. You can devote yourself so totally to winning an ARB, than you blow the long-range future of your radio station. You have to program through your ARB, to your audience. Anybody can win a rating if he's got enough money and a little sense.

R&R: 13Q didn't. Either did Y 100. And they spent a half a million dollars between them.

GERRY: You have to have a little sense. Take the case of 13 Q. If they came out and gave away \$25,000 in cash and won the Top 40 battle in their market, the only thing that opens up is for me to go to Pittsburgh with more money than 13 Q and take their audience right away from them. If you "buy" your audience, the only thing you're doing is opening up a can of worms where all the guys across the street have to do to beat you, is to come in with more money.

R&R: Buzz insists, I believe, to this day, that 13 Q's money was not the only answer.

GERRY: I agree, but I'd say if the format was set up with no money the situation would be much different.

When Buzzy went into 13 Q, he got a hold of a Magid survey for Pittsburgh. (They do surveys to see what the audience says it really wants; RKO uses them.) When the surveys came back, they showed the audience wanted more humor, more public affairs on the radio. Buzzy took the thing, which cost \$25,000, and threw it in the wastebcan. I said, "why did you do that?" He said, "what would you rather have, a happy audience, or a rich one? Would you rather smile at a joke or be rich?" You can't argue with that?

But, I also think you don't have to spend all that much money. I'm not against it; if you've got it, throw it away. At RKO, we don't have to spend that much money. I'll bet we haven't spent a tenth of what 13 Q spent.

DAYPARTING

R&R: What do you do if you get back an ARB and you've done all you believed was right for the quarter-hours, and you show excellent in drive

times, but your mid-days came out poorly? Where do you start looking for the answers?

GERRY: Well, there are two different theories in programming. One of them is to program to dayparts, and I don't know if I'm totally convinced that kind of programming is the answer.

I think dayparting started back when radio's idea of the housewife was entirely different than it is today; back when she was tied to seven kids, doing the ironing, etc. A 26-year old housewife today has absolutely nothing in common with one of ten years ago. I think if you're heavily dayparting, you're largely programming to an audience which isn't there anymore.

To go back another step, I don't really know what the situation is in L.A., but I know that in most major cities, you have split sessions in high schools now...

R&R: Right. The first school session here begins at 7:20 in the morning and the last one lets out at like 5:20 in the afternoon. That means you have kids home all the time, or cruising around or out shopping. If radio was smart, they'd be actively going after that audience. There are millions of kids sitting out there between 8 am and 1 pm or whatever.

GERRY: The perfect GM answer to what you've said would be: "You can't sell teens to midday."

R&R: If you've got the teens, you can.

GERRY: Here's the thing. You get the teens and it spreads. At RKO, we don't daypart program per se, but there are certain records we'll play midday that we won't play any other time of the day. A hit is a hit, I thin and it's a hit not only because people like to listen to it at afternoon or night.

That old adage about people not wanting to hear rock 'n' roll radio in the morning is bullshit.

R&R: I think people prefer to hear uptempo music in the morning.

GERRY: I agree totally.

R&R: No downers? What do you do if a record like Barbra Streisand is No. 1?

GERRY: It's close to that now. Now Barbra Streisand, and that record from the movie in particular, is a giant record, but I don't think it's a Top 40 radio record. If it becomes so strong through the demands of my audience, then we check it out to find out what time of day they're demanding it and that's when we play it. We've found they don't demand it in the morning.

R&R: How do you treat the request lines? Only a small portion of your total audience ever calls in. Have you found that you do get a fairly representative spread of what the ARB says your audience is, from your request research?

GERRY: I don't really like the word "research," but for the lack of a better one, I'll say I've done an extensive amount of research in that area. Now only 6 percent of your audience ever picks up the phone to call a station at any time in their whole lives, to request a record. But, of that 6 percent, 86 percent of them listen to radio for a minimum of six hours a day. So suddenly, that 6 percent becomes much stronger than you'd think. So you can't totally ignore the request lines. We use the lines to determine our rotation; to find out what songs we should be playing more. We very seldom use the request lines to put a song on.

R&R: Six per cent of your audience is a lot bigger than the percentage of the market A.R.B. uses in their sample

(Continued on page 5, column 4)

RADIO

NEW YORK

WABC Dominates In Nov/Dec Pulse

The New York Nov.-Dec. Pulse is in. Here's how it looks:

	Total Share	Teens
WABC (rock)	9	24
WXLO-FM (rock)	3	10
WWDJ (rock)	2	9
WPIX-FM (rock)	2	3
WOR (old line)	8	
WNEW-FM (prog.)	3	6
WCBS-FM (oldies)	3	
WWRL (black)	2	6
WBSL-FM (black)	3	9
WPLJ (ABC prog.)	2	8

150,000 WATTS

The new 150,000 watt XEROK is on the air. Program director Jim White informed R&R that after final testing, the big transmitter was on the air at 800 kc AM. You can hear it in Los Angeles, all the way from Juarez, Mexico, calling itself "X-ROCK 80."

K.C. STUFF

Ron Brothers, former PD of KUDL-Kansas City, has gone across the street to rock KWKI-FM. Station calls itself "Quickie." Ron describes the format as "designed to fill the void in the city between a 'Q' format and progressive rock." Format runs no jingles and two-record sets with a pre-announce on the first record and a back-announce on the second. Air staff; John Michaels, 6-10 am (from KUDL); Paul Selph, 10-3 pm (from KADI-St. Louis); Ron Brothers, 3-7 pm; Elliott Gamson, 7-midnight (from KUDL); Dan Wonder from KUDL doing all-nights and Ed Hasse (also KUDL) to do weekends.

TUCSON SUSPENSION

As reported in Monday's Update, the entire programming dept. of KIKX-Tucson, including FM Dennis-Forsyth, PD Jefferson Stone and six others, was suspended two weeks ago over a misapplied station promotion. Seems jock Gary Craig was going to Florida for a week and the station devised a "Mysterious Trip" contest to get listeners guessing where Craig had gone. Overzealous staff people went too far and broke into news with "emergency" reports on Craig's being kidnapped Jan. 19, none of which was in the original plan. Owner John Walton got wind of the doings in El Paso, talked with offending parties, then suspended the staff for 2 weeks. During their absence, interim DJ's were brought in from El Paso and L.A. Everybody's back on the job now...

SAN DIEGO SUPER HITS

Rich Robbins, PD of KCBQ-San Diego, ran a Battle of the Super-Hits recently. The surprise winner, with 50 consecutive wins over such standards as "Yesterday" and "Stairway To Heaven" was Scott McKenzie's "San Francisco."

THE EL TO TULSA

Scooter Seagraves at KAKC-Tulsa reports that Elvis Presley will kick off his 1974 concert tour in Tulsa with two shows. KAKC is going a big ticket giveaway and a number of other Presley promotions.

ROCKIN' MAGIC MOUNTAIN K-RTH FIFTIES ROCKFEST

KRTH-FM-Los Angeles, the market's biggest "oldies" station, kicks off a gala three day live promotion tomorrow. They're presenting their second annual Fifties rock festival Feb. 16, 17, and 18 at Magic Mountain amusement park thirty minutes north of Los Angeles.

The program will feature the Fleetwoods, Olympics, Penguins, Bobby Freeman, Joe Turner, Rosie & the Originals, Shirley and Lee, Bobby Day, Ron Holden, Freddie Cannon, and Don Jullan and the Larks. A special Fifties dance contest will be held, awarding the winning couple two tickets to Richard Nader's Music World Expo '70 at New York's Madison Square Garden, a public music festival

organized by the Rock And Roll Revival promoter for late March.

Additional touches, like a custom Fifties car show and daily door prizes, will highlight the days at Magic Mountain, according to KRTH-FM program Director Jim Pewter, who helped produce the event with station manager Hal Rosenberg and Magic Mountain coordinator Dennis Condon. Last year's First Annual Fifties

festival which starred Bo Diddley and the Coasters, drew in excess of 30,000 oldies fans to the park, Pewter said. Meetings for the project started about two months ago at KRTH-FM, with promos going on the air about two weeks ago.

SAN DIEGO PULSE (Oct.-Dec.)

Mon.-Fri. 6 am- midnight.

	Total	Men	Women	Teens
KCBQ (rock)	14	11	11	38
KDEO (oldies)	4	6	4	3
KFMB (pop/rock)	7	7	7	3
KGB-AM (prog.)	9	11	5	10
KGB-FM (prog.)	1	2	--	1
KPRI-FM (prog.)	5	7	2	6
KSON (Country)	7	7	8	2
KSEA-FM (rock)	4	5	2	10

CRUCIAL GAS

WSGA-Savannah program director Jerry Rogers came up with a play on the gas crisis that at least has his listeners laughing about the situation. WSGA Gives Gas Every Hour; they give away cans of beans.

UPDATE SUMMARY:

HEFTEL SHUFFLE

As reported in Monday's Update, Cecil Heftel, apparently acknowledging poor management of his mainland stations, last week fired Dick Casper, executive vice president of Heftel Broadcasting for the mainland. Named to his position was Sam Holman, the man responsible for putting rock on WLS, WABC, and KQV in the early Sixties.

The same day Casper was fired, Heftel's national program director John Rook released Y100-Miami program director Ronnie Grant. Rook has not yet named a replacement PD. At his home in Miami, Dick Casper offered "no comment." Ronnie Grant explained that he had expected his termination since he hadn't been in agreement with Rook's programming policies.

WWDJ CHANGES

A week ago Wednesday, the entire staff at WWDJ-New York, from the general manager on down, was fired, the only exceptions being union on-air staff and engineers. Automation equipment was shipped in from WQXI-Atlanta, and the station's former owner (who was on a \$35,000 retainer as advisor) was brought in as the new GM. Only one salesman was kept, phone service was cut back to the bare minimum, and the station's contest budget was deleted. WWDJ now sings off at 1 am. Some observers see the drastic measures tied to the fact that the proposed Combined Communications-Pacific & Southern merger has fallen through and that P&S is having to make immediate money-saving changes.

PETERSON

(Continued from page 4)

GERRY: Well, if you lock up 6 percent of your audience and every one of them gets a book, man, you just hit 90 on a rating.

(Next week, Gerry covers the elimination of "negatives," jocks, "communicating," and the RKO chain.)

CHANGES

Radio

HARTFORD

The Greaseman is firmly entrenched at WPOP-Hartford as new morning man. Judge Harrigan exits to start his own advertising agency. Bill Colman who did middays, is also out. Lee Gordon from WFEA-New Hampshire has been hired to do 10 pm - 2 am.

KANSAS CITY STARS

GM Allan Eisenberg at KUDL AM-FM in Kansas City, reports the station's AM (rock) program director is Pete Gabriel, formerly afternoon drive man. New morning man is Jerry Allen, from South Carolina.

KFI PROMOTION

Gladys Christmas, who'd been assigned the duties of publicity and promotion coordination at KFI-Los Angeles last October, has been promoted to Promotion Manager by GM James Wesley. Before joining KFI, she was with Reynolds & Buker Advertising in L.A.

COYOTE IN BUFFALO

WGRQ-Buffalo debuting their new jock Rufus Coyote, a strong Wolfman Jack soundalike. He did a five-hour "Graffiti Night" special with all Fifties music.

INTER-CITY

Hank Weiss, formerly local sales manager at KHJ-Los Angeles, has joined KMPC-Los Angeles as an account executive.

RICHMOND G.M.

Wesley R. Richards has been named general manager of WTVR AM and FM-Richmond, Va.

BALTIMORE

New vice president and general manager of WCAO-Baltimore is Joe Cahill. He was formerly the station's sales manager.

PORTLAND PROMOTIONS

New general manager of KGW-Portland is Tom Jackson; he was formerly the station's sales manager. Dean Woodring, who formerly held Jackson's new position, was promoted to complex manager of KREM-FM and KREM TV-Spokane.

K.C. CHANGES

IOWA WAY

KSO-Des Moines was scheduled to change from rock to Country sometime this week. Their FM operation KFMG will go Top 40. Ted Scott becomes new PD-MD of KFMG, and Perry St. John will be PD-MD of the new KSO.

Records

LEETOGRIC

Michael Thevis, GRC president, has

appointed Jeff Lee as A & R Administrator of the Atlanta-based label. Lee was formerly president of Jefferson-Lee Productions, Atlanta-based production firm.

BARRETT G.M.

Skippy Barrett has been named new general manager and Richard Porter put in charge of publishing and song plugging at Ricci Mareno Enterprises, Nashville.

BELL BOOSTS

Bell Records marketing vice president Gordon Bossin has appointed Dick Fitzimmons national sales manager for the label, and has announced appointment of Michael Leon to the newly created post of marketing administrator. Fitzimmons was Eastern regional sales manager for the label.

FRUIN TO POLYGRAM

John Fruin, recently acting president of MGM Records prior to the arrival of Gil Beltran, has joined the Polygram board of directors. Fruin continues as well as managing director of Polydor Ltd., England.

SHERMAN TO SHELTER

Norman Sherman has been appointed Eastern marketing director for Shelter Records. He'll work out of the label's New York City office and will report to label manager Ron Henry. Sherman was previously field promotion manager for RCA in New York and Hartford, Conn.

ABC PUBLISHING

ABC prez Jay Lasker has appointed Gerald E. Teifer vice president and general manager of the ABC Music Publishing subsidiaries. Teifer was most recently president of Metromedia Music publishing subsidiaries, and was formerly general manager of April-Blackwood, Inc. and Sunbury-Dunbar, Inc.

HOFFMAN EXITS RCA

Mort Hoffman has left RCA Records as marketing chief. Hoffman had been at RCA for several years, coming to the label from Epic.

COLUMBIA A&R RESHUFFLE

Jerry Durkin has been promoted to director of Columbia's A&R department administration in New York; he was most recently "manager of A&R administration." Joseph Agresti and Jane Friedman were also upped, to associate directors, and Sam Lederman was prompted to manager.

FEIG AT FAMOUS

Seymour Feig, who joined Famous Music as associate counsel in 1972, has been elevated to chief counsel for the label; he came to Famous from Brut Productions where he was director of business affairs.

ROCK

Radio & Records

February 15, 1974

TREND:

1/25 2/1 2/8 2/15

12	5	1	1	TERRY JACKS/Seasons In The Sun (Bell)
1	1	2	2	BARBRA STREISAND/The Way We Were (Columbia)
3	2	3	3	LOVE UNLIMITED/Love's Theme (20th)
5	4	5	4	JIM STAFFORD/Spiders & Snakes (MGM)
11	8	6	5	DAVID ESSEX/Rock On (Columbia)
2	3	4	6	RINGO STARR/You're Sixteen (Apple)
-	-	9	7	CHER/Dark Lady (MCA)
-	-	16	8	EDDIE KENDRICKS/Boogie Down (Tamla)
6	7	7	9	AL WILSON/Show and Tell (Rocky Road)
-	19	12	10	DIANA ROSS/Last Time I Saw Him (Motown)
-	-	15	11	REDBONE/Come Get Your Love (Epic)
19	16	13	12	ARETHA FRANKLIN/Until You Come Back (Atlantic)
7	9	10	13	OLIVIA NEWTON JOHN/Let Me Be There (MCA)
-	-	-	14	JOHN DENVER/Sunshine (RCA)
-	-	23	15	KOOL & THE GANG/Jungle Boogie (De Lite)
4	6	8	16	STEVE MILLER/The Joker (Capitol)
-	16	17	17	ROLLING STONES/Heartbreaker (Rolling Stones)
-	-	19	18	MOCEDADES/Eres Tu (Tara)
-	-	-	19	RICK DERRINGER/Rock & Hootchie Koo (Blue Sky)
-	-	-	20	CARLY SIMON & JAMES TAYLOR/Mockingbird (Elektra)
8	10	11	21	BROWNSVILLE STATION/Smokin' (Big Tree)
-	-	-	22	DICKIE GOODMAN/Energy Crisis '74 (Rainy Wednesday)
18	20	20	23	BLACK OAK ARKANSAS/Jim Dandy (Atco)
-	-	-	24	PAUL MC CARTNEY/Jet (Apple)

NEW & ACTIVE

JIM CROCE "I'll Have To Say I Love You In A Song" coming as the new single, already added at 30 WLEE, on KING, WMAK, deb 28 KYNO, add WSGA, debut 28 KDWB.

LAMONT DOZIER "Trying To Hold On" after a few slow weeks seems to be gathering steam: add WQXI, KFXM, 33-23 KEEL, deb 40 WCFL, 29-19 WAKY, 28 KSLQ, deb 27 WHBQ, add WRC (ABC).

MFSB "TSOP" Mothers Fathers Sisters Brothers and the Soul Train Theme did exceptionally well in adds this week: KHJ, KFRC, 27 23 WLEE, note that Bob Paiva was the first to report it to us, also added nights at KLIF. add CKLW (Philly Int).

ALBERT HAMMOND "I'm A Train" (MUMS) debuts 30 Y100, add KJRB, on WISM.

STAPLE SINGERS "Touch A Hand..." (STAX) added at KJRB, Debuts 24 KLIF, add KRSP, 30-25 WSGA.

HEARTSFIELD "Music Eyes" (Mercury) add KING, 25-35 KJRB, 20-12 WBBQ.

The new **STEVE MILLER** "Trash..." (Capitol) only went on WOKY, and KSLY. Most are still playing "Joker" and chart it in fairly high positions.

FOUR TOPS "Can't Get You..." (ABC) 29-26 WGRQ, on WCOL, 30-27 WPOP.

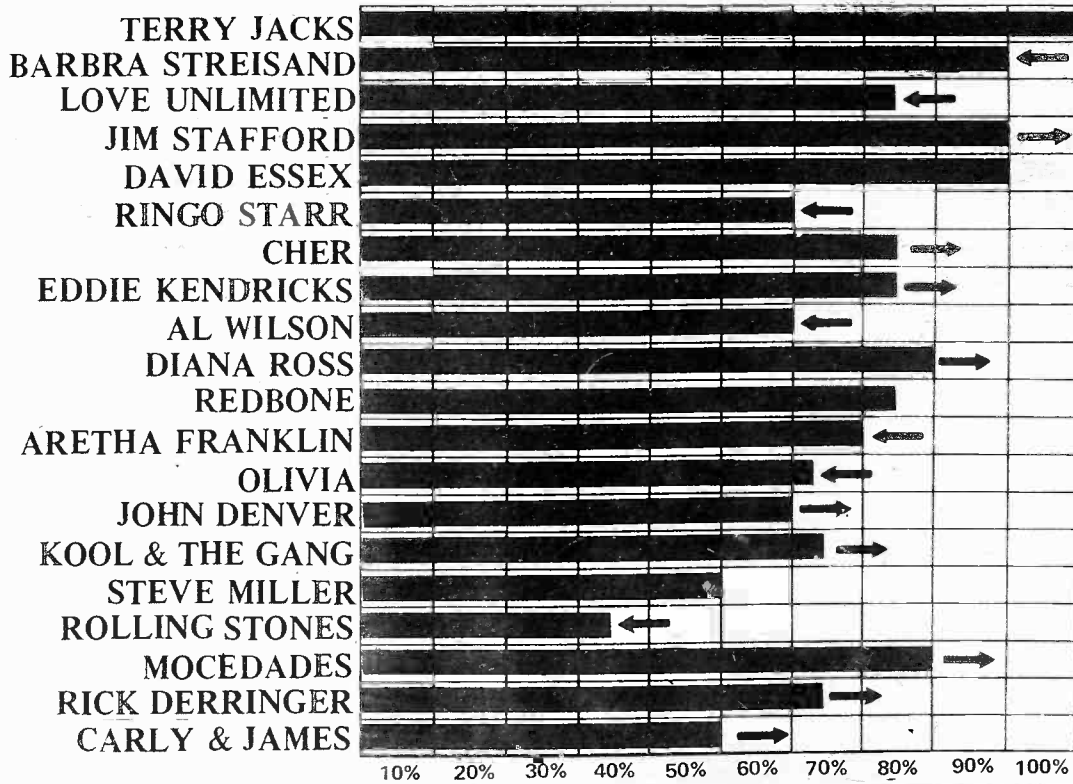
MIKE OLDFIELD "Tubular Bells-Exorcist Theme" (Virgin) add WSGA at 27, on WCOL added KFRC.

COZY POWELL "Dance With The Devil" (Chrysalis) add KJRB, on WLEE.

NEIL DIAMOND "Skybird" add KJR, add KIMN.

BOBBY WOMACK "Looking For A Love" (UA) looks like it will happen big. Add CKLW, WRC, 19-18 WFIL, deb 18 KSLY, add WAMS, nights KJRB. Bobby was in the original Valentinos years ago when they had the hit.

Comparative Audience Appeal



Parallel Summary

BLUE SWEDE: one of the hottest this week. add 13Q, debuts 26 KHJ, 28-24 KDWB, 9-5 WPOP, 26-6 KRSP, 21-11 WBBQ see page 10.

CHER: very solid, heading toward top 5. 50 percent already show top 10 with room for growth. 11-8 WFIL, 13-7 WRC, 7-6 KHJ, 5 WOKY, 17-11 KLIF, 7-5 WLS, see page 10 for more.

JOHN DENVER: one of the strongest growth records this week with 45 percent already reporting top 15 action. 26-18 KFRC, 24-19 KQV, 13-4 WQXI, 9-7 KIMN, 13-5 KRIZ, 14-9 WCFL. See page 11.

GUESS WHO: good strong beginning for this up tempo rock and roller: debuts 28 CKLW, debuts 37 KLIF. See page 11.

EDDIE KENDRICKS took super large jumps: 20-11 WRC, 10-5 KSLQ, 18-7 WXLO, 6-3 WDRQ, 13-8 KQV, 10-5 KAKC, 23-15 KAFY, 14-6 Y100. Looks like it will be as big as "Truckin'". See page 12.

TERRY JACKS most report number one or very close to it. See page 11.

ELTON JOHN interesting, very low jumps, a few report they are concerned. The only top action is Detroit. Watch it close. See page 11.

KOOL & THE GANG very solid this week: 9-7 KQV, 29-9 KFRC, 9 CKLW, 25-18 KSLQ, 16-9 WSGA, 3-1 WLEE, 20-8 KFXM. See page 12.

ANNE MURRAY getting some nice upward movement in the midchart area. Many feel it will bust out this coming week. Pulling nice requests in white-pop markets. Details on page 14.

PAUL McCARTNEY debuts 14 WXLO, 19-14 KDWB, 14-12 WDRQ, 30-24 KIMN, 11-9 KJR, 26-9 WMEX. See page 12.

PEPPERS: watch this one, beginnings are good. 29-20 WBBQ. See page 14.

DIANA ROSS: heading for top 10. Already 5 at WRKO, 7-3 KDWB, 11-5 WIFE, 7 WOKY, 26-16 KLIF, 15-9 WISM. See page 14.

CARLY & JAMES still early, but a few top ten reports already. All show nice jumps. See page 14.

CROSSOVERS

BLACK TO ROCK:

- DELLS/I Miss You (Cadet) 4:24
- MOMENTS/Sexy Mama (Stang) 3:05
- B.B. KING/I Like To Live The Love (ABC) 3:15
- BOBBY WOMACK/ Lookin' For A Love (UA) 2:37

The **BOBBY WOMACK** and **B.B. KING** are most impressive this week. Womack is added to CKLW, WRC, 18 WFIL, debuts 18 KSLY, add WAMS, add KJRB nites. The **B.B. KING** is 5 CKLW 4 WDRQ, debuts 28 WBBQ, 39-33 WCFL, HB-29 WCOL, 38-27 KLIF, add WISM and WAKY.

COUNTRY TO ROCK:

- DOLLY PARTON/Jolene (RCA) 2:38
- SAMI JO/Tell Me A Lie (MGM South) 2:59
- CHARLIE RICH/There Won't Be Anymore
- BOBBY BARE/Daddy What If (RCA) 2:39

SAMI JO is the standout this week with super strong action: 4-2 WSGA, add WOKY, add WQXI, add KYNO, KJR, 27-21 WMAK, 25-17 KLIF, 38-31 KEEL, 36-29 KJRB, 24-22 WBBQ.

With **Sister Janet Mead** and **Mocedades** well on their way, **MARIA MULDAUR** is following the same basic spreading trend: debuts 30 WCOL, 28-17 KJRB, debuts 19 KJR. The **ELVIS** side that is getting the most play is "I've Got A Thing..." 25-18 WHBQ, 19-12 KAKC, 39-32 KEEL, debut 33 KJRB.

MOR TO ROCK:

- MARIA MULDAUR/Midnight At The Oasis (Reprise) 3:36
- ELVIS PRESLEY/Take Good Care Of Her (RCA) 2:52

added this week...

Most added
JANET MEAD
CARLY & JAMES
BLUE SWEDE
ANNE MURRAY

PARALLEL 1

KFRC/SAN FRANCISCO
 Mike Oldfield
 Sister Janet Mead
 MFSB
 DROPS:
 Charlie Rich (1)
 Jim Croce (1)

WXLO/NEW YORK
 Paul McCartney
 O'Jays
 Carly Simon & James Taylor
 Blue Magic
 DROPS:
 Olivia Newton John (Top 10)
 Byron Mac Gregor (Top 10)

WRKO/BOSTON
 Elton John
 Aretha Franklin
 Harry Chapin
 DROPS:
 Gladys Knight (Top 15)
 Croce (1)
 Stylistics (Top 15)

KDWB/ST. PAUL
 Dylan
 Jim Croce (I'll Have To)
 John Denver
 Stealers Wheel
 DROPS:
 Alice Cooper
 Black Oak Arkansas
 Gregg Allman

KKDJ/LOS ANGELES
 Elton John
 Diana Ross
 John Denver
 DROPS:
 Helen Reddy (1)
 Carpenters (2)

WDRQ/DETROIT
 Spinners
 Gladys Knight
 DROPS:
 None

13Q/PITTSBURGH
 Blue Swede
 Anne Murray
 Carly Simon & James Taylor
 Kool & The Gang
 DROPS:
 Gregg Allman (No Chart)
 Carpenters (1)
 Black Oak Arkansas (12)
 Helen Reddy (1)
 Jim Croce (1)

KSLQ/ST. LOUIS
 Carly Simon & James Taylor
 Charlie Rich (EPIC)
 Lamont Dozier
 New York City
 Blue Swede
 DROPS:
 Barry White (15)
 Stevie Wonder (8)
 Gladys Knight (6)

KQV/PITTSBURGH
 Carly Simon & James Taylor
 Mucedades
 Cliff De Young
 DROPS:
 Steve Miller (1)
 Brownsville (Top 10)
 Jim Croce (1)

KHJ/LOS ANGELES
 MFSB
 DROPS:
 Gladys Knight (Top 15)
 Stevie Wonder (Top 15)

CKLW/DETROIT
 Bobby Womack
 Jackson Five
 MFSB
 John Denver
 DROPS:
 Carpenters (1)
 Elton John (1)
 Natural Four (4)
 Dells (16)
 Byron Mac Gregor (1)

WRC/WASH. D.C.
 Bobby Womack
 John Denver
 Lamont Dozier
 Charlie Rich (EPIC)
 Dickie Goodman
 DROPS:
 Aretha Franklin (11)
 Gregg Allman (9)
 Art Garfunkel (8)
WFIL/PHILADELPHIA
 Elton John
 DROPS:
 Croce (Top 5)
 Elton John (Top 5)

PARALLEL 2

KRSP/SALT LAKE CITY
 Sister Janet Mead
 Bob Dylan
 Staple Singers
 Peppers
 Kool & the Gang
 DROPS:
 Charlie Rich (2)
 Ringo Starr (7)
 Olivia Newton John (4)
 Bobby Bare (5)
 Byron Mac Gregor (1)

KIMN/DENVER
 Sister Janet Mead
 Neil Diamond
 Blue Swede
 DROPS:
 El Chicano (Top 10)
 Ringo Starr (Top 10)
 J. Frank Wilson (Top 10)

KYNO/FRESNO
 Sami Jo
 John Denver
 Anne Murray
 Stealers Wheel
 DROPS:
 Not Available

WFLI/CHATTANOOGA
 Charly Simon & James
 Anne Murray
 DROPS:
 Stevie Wonder (11)
 Al Wilson (4)

WHBQ/MEMPHIS
 Blue Swede
 Tom T. Hall
 Anne Murray
 DROPS:
 Helen Reddy (1)
 Charlie Rich (1)
 Stylistics (Top 15)

KRIZ/PHOENIX
 Sister Janet Mead
 Kool and the Gang
 DROPS:
 Helen Reddy (1)
 Paul McCartney (6)
 Stones (23)

PARALLEL 2

KCBQ/SAN DIEGO
 Blue Swede
 Rick Derringer
 DROPS:
 Chicago (10)
 Carpenters (1)
 Animals (11)

WGSV/SAVANNAH
 Blue Swede
 Mike Oldfield
 Jim Croce (I'll Have To)
 Dickie Goodman
 Moments
 DROPS:
 Black Oak Arkansas (3)
 Al Wilson (1)
 Barry White (10)
 NRBQ (12)
 Stones (18)

KAKC/TULSA
 Elton John
 Kool & the Gang
 Sister Janet Mead
 DROPS:
 Gladys Knight (4)
 Bill Amesbury (No Chart)

WQXI/ATLANTA
 Mucedades
 Sami Jo
 O'Jays
 Lamont Dozier
 Sister Janet Mead
 DROPS:
 Preston (14)
 War (16)
 Stylistics (5)
 Stevie Wonder (3)

WLEE/RICHMOND
 Blue Swede
 Gladys Knight
 Moments
 Croce (I'll Have To)
 DROPS:
 Olivia (Top 5)
 Gladys Knight (1)
 Gregg Allman (17)
 Black Oak (Top 5)
 Elvis Presley (22)

WOKY/MILWAUKEE
 Sami Jo
 Steve Miller
 Moments
 DROPS:
 Croce (1)
 Byron Mac Gregor (1)

WGRQ/BUFFALO
 Bachman-Turner
 Blue Swede
 Sister Janet Mead
 DROPS:
 Charlie Rich (Top 5)
 Alice Cooper (12)
 Helen Reddy (Top 5)
 Gladys Knight (Top 5)

KLIV/SAN JOSE
 Sister Janet Mead
 Blue Swede
 DROPS:
 Rick Derringer (19)
 Mickey Dolenz (No Chart)

KTKT/TUCSON
 Blue Swede
 Elton John
 Kool & the Gang
 Guess Who
 Dickie Goodman
 DROPS:
 Not Available

KING/SEATTLE
 Croce (I'll Have To Say)
 Billy Joel
 Kool & the Gang
 O'Jays
 Natural Four
 Heartsfield
 Sister Janet Mead
 DROPS:
 Stones (19)
 Jerry Reed (No Chart)
 Gladys Knight (Top 10)
 Elton John (1)
 Barry White (8)

Y-100 MIAMI
 John Denver
 Cliff De Young
 Blue Swede
 Redbone
 Elton John
 Albert Hammond
 DROPS:
 Stones
 Aretha Franklin
 Charlie Rich (1)
 War (Top 20)
 Stylistics (Top 10)
 Helen Reddy (Top 10)

WIFE/INDIANAPOLIS
 Charlie Rich (EPIC)
 Anne Murray
 DROPS:
 Croce (1)
 Brownsville Station (5)

XEROK/EL PASO
 Paul McCartney
 Aretha Franklin
 DROPS:
 Elton John
 Staple Singers

KAFY/BAKERSFIELD
 Blue Swede
 John Denver
 Three Degrees
 DROPS:
 Grand Funk (13)
 Croce (1)
 Charlie Rich (1)

PARALLEL 3

WBBQ/AUGUSTA
 Bob Dylan
 DROPS:
 Not Available

KEEL/SHREVEPORT
 Smokey Robinson
 Guess Who
 Bee Gees
 Ozark Mt.
 DROPS:
 Byron Mac Gregor (4)
 Gladys Knight (6)
 Stevie Wonder (9)
 Issac Hayes (11)
 Art Garfunkel (12)
 Linda Ronstadt (16)
 Bobby Bare (17)

KFMG/DES MOINES
 Mucedades
 Sister Janet Mead
 Seals & Crofts
 Blue Swede
 Elton John
 DROPS:
 Gregg Allman (24)
 Steve Miller (4)
 Jim Croce (1)
 Byron Mac Gregor (1)

PARALLEL 3

KDZA/PUEBLO
 Charlie Rich
 Blue Swede
 Bob Dylan
 Helen Reddy
 Sister Janet Mead
 Jim Croce
 DOPS:
 Billy Preston (30)
 Isaac Hayes (33)
 Paul McCartney (3)
 Byron Mac Gregor (14)
 Gregg Allman (22)

WMEX/BOSTON
 Tom T. Hall
 Bob Dylan
 Sister Janet Mead
 DROPS:
 Stylistics (Top 10)
 War (Top 10)
 Dickie Goodman (10)

KSLY/SAN LUIS OBISPO
 Steve Miller
 Sister Janet Mead
 Gladys Knight
 DROPS:
 Barry White (7)
 Gladys Knight (2)
 Al Green (12)
 Al Wilson (5)

WCOL/COLUMBUS
 Moments
 Bob Dylan
 Peppers
 DROPS:
 Not Available

WCFL/CHICAGO
 Mucedades
 Rick Derringer
 Lamont Dozier
 DROPS:
 Gregg Allman
 Byron Mac Gregor
 Grand Funk Railroad

WMAK/NASHVILLE
 Croce (I'll Have To)
 Elton John
 Pepper
 DROPS:
 Gladys Knight (13)
 Steve Miller (1)

WLS/CHICAGO
 Wednesday
 Anne Murray
 DROPS:
 Carpenters (2)

WPOP/HARTFORD
 NRBQ
 Lou Christie
 DROPS:
 War (14)
 Croce (1)
 Barry White (8)
 Charlie Rich (3)
 De Franco (15)

WAKY/LOUISVILLE
 Sister Janet Mead
 B.B. King
 Carly Simon & James Taylor
 Anne Murray
 Bill Amesbury
 DROPS:
 Elton John (Top 5)
 Helen Reddy

KJRB/SPOKANE
 Albert Hammond
 Staple Singers
 Cozy Powell
 B.B. King
 Blue Swede
 DROPS:
 Gladys Knight (9)
 Carpenters (1)
 Joni Mitchell (15)
 Elton John (3)

KLIF/DALLAS
 Hall & Oates
 Guess Who
 Billy Joel
 Barry White
 Southcote
 DROPS:
 Lou Christie (18)
 Don Goodwin (20)
 Ringo Starr (5)
 Olivia Newton John (2)
 Bobby Bare (6)
 Black Oak Arkansas (11)
 Bob Dylan (Fool) (12)
 De Franco (19)
 Paul Anka (24)

WISM/MADISON
 Blue Swede
 B.B. King
 Bob Dylan
 Stealers Wheel
 DROPS:
 Gladys Knight (10)
 Al Green (26)
 De Franco (14)
 Steve Miller (1)

KJR/SEATTLE
 Guess Who
 Billy Joel
 Bill Amesbury
 Sami Jo
 DROPS:
 Chi-lites (No Chart)
 Glen Campbell (No Chart)
 Mucedades (10)
 Stones (10)
 De Franco (Top 10)

KFXM/SAN BERNARDINO
 Moments
 Natural Four
 Lamont Dozier
 Stealers Wheel
 Charlie Rich (RCA)
 Blue Swede
 Bette Midler
 DROPS:
 Al Wilson (2)
 Billy Preston (14)
 War (14)
 Stevie Wonder (8)
 Gladys Knight (7)

WAMS/WILMINGTON
 Charlie Rich (EPIC)
 New York City
 Bobby Womack
 Anne Murray
 DROPS:
 Aerosmith (4)
 Byron Mac Gregor (13)
 Barry White (4)
 Four Tops (No Chart)

Numbers in parenthesis after dropped records indicate highest number achieved by record at station

PROGRESSIVE RADIO

by Mike Harrison

One of the philosophies upheld by Progressive radio is maintaining credibility with its audience. This sounds very admirable indeed. But, what exactly is credibility?!? Where does one draw the line between entertainment and hype? And how does a station avoid the trappings of a false air of credibility?

One quality which has always contributed to a station's success is the ability to know its audience. Not to be removed from it, not to talk down to it, not to talk up to it. As we become more immersed in the insulated womb of our radio station, as much as we try to avoid it, or at times, hate to admit it, we lose touch with our audience. This especially holds true as we, as individuals, get older.

ATTUNED TO THE AUDIENCE

It is not unusual to hear fellow broadcasters say, "I don't go to concerts anymore. I can't stand all those kids ... if you've seen one, you've seen them all" or "I've heard so much music already that I don't know what's good anymore. I must be getting jaded." This is a common syndrome and can reflect negatively in a station's sound.

The Progressive radio audience especially counts on its station to be into the same things that it is. Thus, it is the small detail that can make or break a station.

Just last week I was listening to tapes of an automated Progressive station (if it is possible for there to be such a thing) and the announcer referred to the Who's latest album as "Quadrophonia." I knew right then that the station was not in touch with its element and so did everyone else listening. Little things like that mean a lot. Certain expressions of the day are important to be up on. And since they are constantly changing, it is important to be careful. What was "boss" in '65, was "groovy" in '66, "together" in '69, "right on" in '71, and "far out" in '73, with countless variations and sub-expressions in between. Misuse of these expressions comes across as patronizing, and young people hate to be patronized.

YOUTH

I was told that a very successful Top 40 program director, who has a rather young appearance, actually hangs around local high schools posing as a student, mingling with the kids to find out on a month to month basis just what the expressions they are into. This way, the station is up to date on the latest expressions and fads.

This simple method probably has remarkably successful results. In Progressive radio, however, it is not just a matter of being up on expressions and fads. There are attitudes and events to be concerned with. A station Speaker's bureau can cover a lot of these bases. Making well spoken members of the station's staff available to high schools, colleges, and other organizations for lecturing and question and answer periods is worthwhile on many levels.

First, it is great public relations. Getting to meet a radio person first hand in an intimate academic atmosphere has a far more lasting and positive affect on a listener than seeing a jock at a supermarket opening. The odds are just about 100 percent that you will gain a lot of new listeners, because students who weren't listeners before, will not be able to resist tuning into the station that reached out, and they'll tell their friends too.

Second, it fulfills a large community involvement, public affairs, and public service commitment. Those thank you notes written on official stationery come in handy at license renewal time.

Third, and most important, it gives the station first hand exposure to the people it is trying to reach. Quite often, it is the lecturer who comes away

learning something.

Mike invites questions, comments, suggestions and criticism. In upcoming columns he'll cover a wide range of topics relating to progressive formatted radio. Address all correspondence: Mike Harris -- on, c-o RADIO & RECORDS, 6255 Sunset Blvd., Suite 719, Hollywood, Cal. 90028.)

ROCK ALBUMS

New entries are boxed.
*Denotes most played cuts

ALLMAN BROTHERS Brothers and Sisters (Capricorn) <i>CUTS: Jessica*-Southbound*-Pony Boy-Come and Go Blues-Wasted Words</i>	DONOVAN Essence To Essence (Epic) <i>CUTS: Operating Manual for Spaceship Earth, Lazy Daze, St. Valentines Angel, A Boy For Every Girl</i>	BETTE MIDLER Bette Midler (Atlantic) <i>CUTS: Higher & Higher, Uptown/Da Doo Ron Medley*, In The Mood *</i>
GREGG ALLMAN Laid Back (Capricorn) <i>CUTS: These Days-Midnight Rider*-Don't Mess Up A Good Thing, Queen of Hearts</i>	EMERSON LAKE & PALMER Brain Salad Surgery (Manticore) <i>CUTS: Still-You Turn Me On*-Karn Evil 9-Part 2 & 3</i>	PAUL McCARTNEY Band On The Run (Apple) <i>CUTS: Jet*, Bluebird, Band On The Run*, Mama Mia</i>
BACHMAN-TURNER OVERDRIVE Bachman-Turner Overdrive II (Mercury) <i>CUTS: Let It Ride, Blown, Takin' Care Of Business</i>	DAVID ESSEX Rock On (Columbia) <i>CUTS: Rock On*-For Emily-Lanplight</i>	JONI MITCHELL Court And Spark (Asylum) <i>CUTS: Court and Spark, Help Me*, Free Man In Paris*, People's Party, Same Situation, Car On A Hill*, Raised On Robbery*</i>
THE BAND Moondog Matinee (Capitol) <i>CUTS: Ain't Got No Home*-Holy Cow-Promised Land-The Great Pretender-I'm Ready</i>	J. GEILS BAND Ladies Invited (Atlantic) <i>CUTS: Lay Your Good Things Down*-Did You No Wrong*-Lady Makes Demands-I Can't Go On-That's Why I'm Thinking Of You</i>	GRAHAM NASH Wild Tales (Atlantic) <i>CUTS: Grave Concern, Prison Song, Wild Tales</i>
BLACK SABBATH Sabbath Bloody Sabbath (WB) <i>CUTS: Sabbath Bloody Sabbath</i>	GRATEFUL DEAD Wake Of The Flood (Grateful Dead) <i>CUTS: Mississippi Halfstep-Eyes of the World-Here Comes Sunshine*</i>	O'JAYS Ship Ahoy (Phil. Intl.) <i>CUTS: For The Love Of Money, Ship Ahoy*</i>
CANNED HEAT One More River To Cross (Atlantic) <i>CUTS: One More River To Cross, Bagful of Boogie, I'm A Hog For You, Baby, We Remember Fats</i>	BILLY JOEL Piano Man (Columbia) <i>CUTS: Worse Comes to Worse-Piano Man*-Travellin' Prayer</i>	SANTANA Welcome (Columbia) <i>CUTS: Mother Africa, Samba De Sausalito, Love Devotion & Surrender</i>
HARRY CHAPIN Short Stories (Elektra) <i>CUTS: Wold*-They Call Her Easy</i>	ELTON JOHN Goodbye Yellow Brick Road (MCA) <i>CUTS: Harmony*-Grey Seal*-Roy Rogers-All The Girls Love Alice*-Goodbye Yellow Brick Road</i>	GRACE SLICK Manhole (Grunt) <i>CUTS: Better Lying Down, Manhole</i>
COMMANDER CODY Planet Airmen (Paramount) <i>CUTS: Digg, Digg, I.O. Riot In Cell Block No. 9</i>	GORDON LIGHTFOOT Sundown (WB) <i>CUTS: High & Dry, Sundown, Seven Island Suite</i>	CARLY SIMON Hotcakes (Elektra) <i>CUTS: Mockingbird*, Safe & Sound, Think I'm Gonna Have A Baby, Haven't Got Time For The Pain*, Mind On My Man</i>
ALICE COOPER Muscle of Love (Warner Bros.) <i>CUTS: Teenage Lament*-Muscle of Love*-Big Apple Dreamin'-Never Been Sold Before</i>	LOGGINS & MESSINA Full Sail (Columbia) <i>CUTS: A Love Song*, Watching The River Run, Sailin' The Wind, Didn't I Know You When</i>	RINGO STARR Ringo (Apple) <i>CUTS: I'm The Greatest*-Oh My My-Hold On-Devil Woman-You're 16*</i>
JIM CROCE I've Got A Name (ABC) <i>CUTS: Lover's Cross*-Five Short Minutes-Car Wash Blues*-I'll Have To Say</i>	DAVE MASON It's Like You Never Left (Columbia) <i>CUTS: Baby... Please-Every Woman*-Misty Morning Stranger-The Lonely One</i>	WHO Quadrophenia (Track/MCA) <i>CUTS: Real Me*-I'm One-Drowned I've Had Enough-5:15-Reign O'er Me</i>
BOB DYLAN Planet Waves (Asylum) <i>CUTS: On A Night Like This*, Going, Going, Gone, Tough Mama*, Something There Is About You, Forever Young*, (Pt 1&2), You Angel You, Never Say Goodbye*</i>	STEVE MILLER BAND The Joker (Capitol) <i>CUTS: The Joker*-Sugar Babe-Shu Ba Da Du</i>	YES Tales From Topographic Oceans (Atlantic) <i>CUTS: Side One Edits 2 & 5, Side Three Edit 4, Side Four Edit 2, Side Two Edit 5</i>

Progressive Top Play Singles

- ALLMAN BROTHERS/Jessica (Capricorn)-4:00
- BLACK OAK ARKANSAS/Jim Dandy (Atco)-2:38
- HARRY CHAPIN/WOLD (Elektra)-3:56
- BILLY COBHAM/Stratus pt 1 (Atlantic)-3:26
- CRUSADERS/Lat It On The Line (Blue Thumb)-2:51
- JOHN DENVER/Sunshine On My Shoulder (RCA)-3:18
- RICK DERRINGER/Rock & Roll Hootchie Coo (Blue Sky)-3:42
- ELECTRIC LIGHT ORCHESTRA/Showdown (UA)-3:49
- EMERSON, LAKE & PALMER/Still You Turn Me On (Manticore)-2:50
- HENRY GROSS/Simone (A&M)-3:25
- ISAAC HAYES/Joy (Enterprise)-3:41
- MIKE OLDFIELD/Theme From Exorcist (Virgin)-3:18
- COZY POWELL/Dance With The Devil (Chrysalis)-3:32
- QUEEN/Keep Yourself Alive (Elektra)-3:42
- BLACK SABBATH/Sabbath Bloody Sabbath (WB)-3:33
- SANTANA/When I Look Into Your Eyes (Columbia)-2:40
- CARLY SIMON/Mockingbird (Elektra)-3:45
- STEALERS WHEEL/Star (A&M)-2:58
- DAVID T. WALKER/I Got Work To Do (Ode)-4:12
- JOHNNY WINTER/Stone Country (Columbia)-3:31

ALBUM NOTES

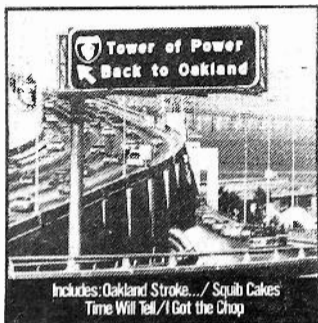
BY BOB WILSON

The HOT TUNA lp (Grunt) now showing up very well. Top cuts are "Corners Without Exits" and "In The Kingdom". An album we really dig at R&R is the new LARRY WEISS "Black & Blue Suite" (20th). Larry sounds very much like the Neil Diamond of a few years ago. Listen to "Rhinestone Cowboy". A few other albums surfacing with exceptionally good airplay and listener reaction are the new NAZARETH "Loud & Proud" cuts: "This Flight Tonight" and "Freewheelin'". Also the STATUS QUO "Hello" lp. Cuts: "Blue Eyed Lady" and "Caroline". Both are on A&M. JOHNNY WINTER (Columbia) key play cuts are "Stone County" and "Boney Maroney". The BILLY JOEL single and album (Columbia) are showing up more and more each week. Looks destined to become a solid top 40 hit after a good album run. MIKE OLDFIELD's "Exorcist" from the Tubular Bells lp is picking up super play. It is an edited-compiled version but seems to capture the feeling of the movie well.

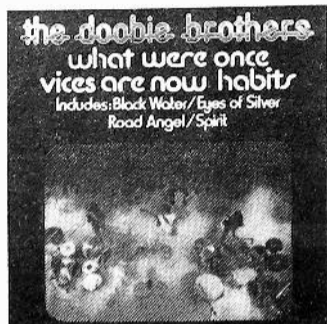
WARNER BROS. PRESENTS

“FEBRUARY 1974”

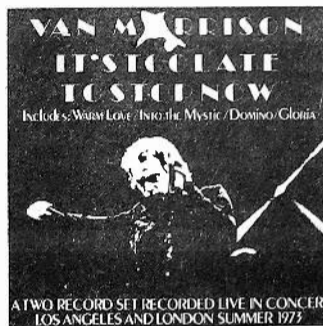
THE BIGGEST MUSICAL MONTH IN OUR HISTORY



Tower of Power
Back to Oakland



The Doobie Brothers
What Were Once Vices
Are Now Habits



Van Morrison
It's Too Late
to Stop Now



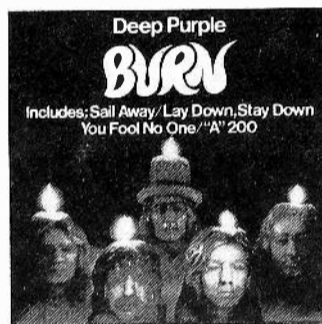
Seals & Crofts
Unborn Child



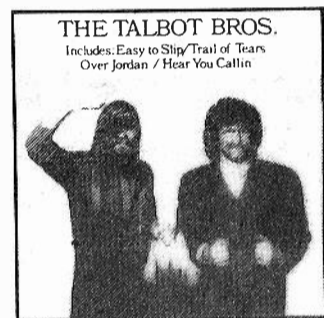
Badfinger



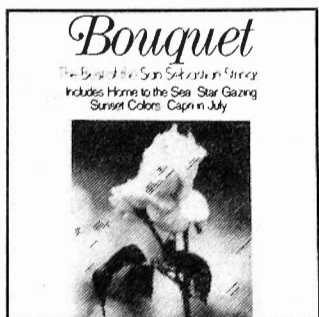
The Best Of
(Skeletons From
the Closet)



Deep Purple/Burn



The Talbot Bros.



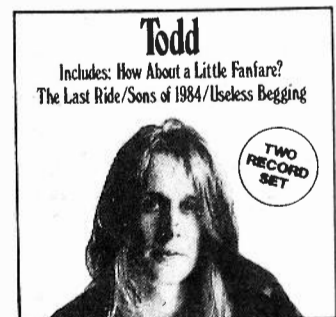
The Best of the
San Sebastian
Strings / Bouquet



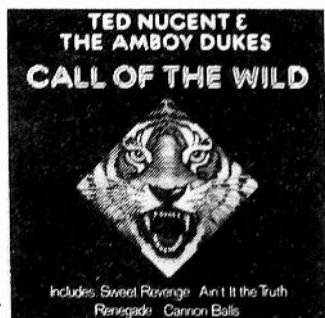
Maló/Ascención



Slade
Stomp Your Hands,
Clap Your Feet



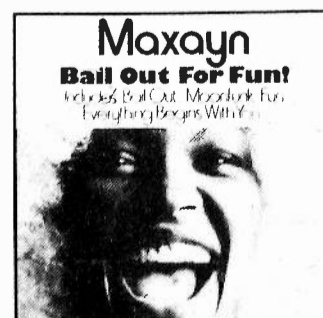
Todd Rundgren/Todd



Ted Nugent & the
Amboy Dukes
Call of the Wild



The Marshall
Tucker Band
A New Life



Maxayn/Bail Out for Fun!



Kiss

PARALLELS

DEFINITION OF PARALLELS:

SIMPLY PUT: they group similar stations together by playlist size and air presentation.

REASON: To better define what's happening with a given record at a particular type of radio station. (KHJ should not be compared with WHYY.)

EASY WAY TO USE: First, find which Parallel your station fits into by using the boxed definitions below. You can watch a record's progress at various stations, and affirm your decision to go or not to go on a record. You can also tell at a glance what action the record's receiving at stations.

- P1:** Top 15 major markets/20-30 record playlist/emphasize 7-10 "hot records" /very little new product added.
- P2:** Secondary market/20-30 record playlist/emphasize 7-10 "hot records" /very little new product added.
- P3:** Major and secondary market stations with 30-50 record playlists/some new product exposed.
- P4:** Specialized markets affected by black or country influences.

ALLMAN BROS. (Capricorn)

Jessica

P1	
P2	15-18 KTKT
P3	23-17 KEEL, 30-29 WMEX, 31-25 KLIF, 19-18 WCOL

NOTES: Does not seem to have made it.

GREGG ALLMAN (Capricorn) 4:26

Midnight Rider

P1	30-28 KFRC, 13-12 WRKO, 27-24 KHJ
P2	15-17 Y-100, 9-17 WFLI, 17-14 KYNO, 24-18 KAKC, 11-14 KTKT, 15-16 KIMN, 17 XEROK, 29-22 WIFE
P3	8-7 KLIF, 12-14 WMAK, Debut 20 KSLY, 19-14 WPOP, 8-6 WMEX, 26-26 WAMS, 17-29 WBBQ

NOTES: Most have midcharting.

BILL AMESBURY (Casablanca) 2:30

Virginia

P1	28-22 CKLW
P2	
P3	Add KJR, On KJRB, Add WAKY

NOTES:

BACHMAN-TURNER OVERDRIVE (Mercury) 4:21

Let It Ride

P1	Debut 29 CKLW
P2	Add WGRQ
P3	On WISM, On KJR, 33-26 KJRB

NOTES: Still growing each week.

BLACK OAK ARKANSAS (Atco) 2:38

Jim Dandy

P1	23-23 KSLQ, 9-8 WRC
P2	10-3 WIFE, 15-20 WLEE, 11-7 WHBQ, 28-24 WGRQ, 12-19 KAKC, 12-10 KYNO, 12-9 KAFY, 26-26 WOKY, 11-14 WFLI
P3	12-4 WAMS, 15-15 KFXM, 9-12 WMAK, 28-21 WMEX, 9-11 WISM, 16-14 KJRB, 15-15 KDZA, 25-24 WPOP, 9-9 WAKY, 7-6 WCFL

NOTES: 8 of 21 show top 10.

BLUE SWEDE (EMI) 2:54

Hooked On A Feeling

P1	30-25 WRKO, add 13Q, Debut 26 KHJ, 28-24 KDWB, Debut 30 KSLQ, 31-29 KFRC, Debut 25 KKDJ, Debut 27 WRC
P2	Add WGRQ, Add KLIV, Debut 27 WLEE, 26-6 KRSP, Add WHBQ, Debut 25 WOKY, 20-20 WQXI, Debut 28 Y-100, Add KIMN, Debut 26 WSGA, Add KAFY, Debut 28 WIFE, Add KTKT, Debut 29 KYNO, Debut 22 KCBQ
P3	Add KJRB, 18-13 KJR, Debut 33 KFMG, Debut 19 WMEX, Debut 38 KDZA, 21-11 WBBQ, Add KFXM, Debut 35 KLIF, Debut 30 WMAK, 40-36 WCFL, 9-5 WPOP, Debut 22 WCOL, Add WISM,

NOTES: One of the hottest. On 36 stations - big moves.

BROWNSVILLE STATION (Big Tree) 2:57

Smokin' In The Boys' Room

P1	5-8 WXLO, 12-17 KKDJ, 22-22 KSLQ, 9-10 KHJ, 10-11 CKLW, 9-11 WRKO, 11-11 WDRQ, 22-18 KQV, 21-26 KFRC, 10-15 KDWB, 15-19 13Q, 27-30 WFLI, 17-21 WRC
P2	19-25 KTKT, 9-10 KRIZ, 14-15 KIMN, 15-20 WGRQ, 12-10 WFLI, 10-17 KCBQ, 11-18 KAFY, 7-10 KING, 4-13 WHBQ
P3	12-28 KDZA, 7-8 KFMG, 19-24 WMEX, 4-10 KJRB, 15-20 WAMS, 10-12 WPOP, 8-19 KFXM

NOTES:

CHER

(MCA) 3:26

Dark Lady

P1	23-22 WRKO, 14-13 KSLQ, 11-8 WFLI, 5-4 KDWB, Debut 27 CKLW, 7-6 KHJ, 10-9 KKDJ, 13-7 WRC, 15-10 KFRC
P2	21-12 KAFY, 14-7 KAKC, 19-12 KLIV, 3-3 KRSP, 18-13 KCBQ, 17-18 WFLI, 18-9 WIFE, 11-9 WGRQ, 10-8 WQXI, 11-7 KING, 28-22 Y-100, 24-18 KIMN, 17-11 WHBQ, 5-5 WOKY, 16-12 KTKT, 16-9 WLEE, 23-19 KYNO, 8-6 WSGA
P3	3-5 KJR, 28-23 WAKY, 25-17 WISM, 4-8 WCOL, 10-4 WCFL, 27-22 WMEX, 28-21 WAMS, 24-22 KRIZ, 7-5 WLS, 8-8 WPOP, 17-11 KLIF, 4-2 WMAK, 14-8 KEEL, 17-10 KDZA, 16-6 KFXM,

NOTES: 50% show top 10 and moving up.

LOU CHRISTIE

(Three Brothers) 3:30

Beyond The Blue Horizon

P1	
P2	30-25 WLEE
P3	28-15 KEEL, Add WPOP

NOTES: Still too early to form a pattern. Pulling good requests.

JIM CROCE

(ABC) 2:24

Time In A Bottle

P1	25-27 KHJ, 15-23 KKDJ, 12-17 13Q, 13-19 KDWB
P2	11-12 KCBQ, 20-26 WHBQ, 10-15 KING, 10-12 KRIZ, 16 XEROK, 16-27 KIMN
P3	27-35 WCFL, 31-38 KJRB, 18-22 WAKY

NOTES: Last week in parallels. Most have 'stashed.'

DE FRANCO FAMILY

(20th Century) 3:16

Abra-Ca-Dabra

P1	11-11 13Q
P2	4-9 KRSP, 12-11 KRIZ, 19-27 WOKY, 7-10 WGRQ
P3	5-7 WLS, 4-3 WCFL, 15-20 WAKY, 20-20 KDZA, Debut 30 WAMS

NOTES:

CLIFF DE YOUNG

(MCA) 2:40

My Sweet Lady

P1	20-16 KFRC, 23-15 WRC, 19-19 KSLQ, 20-13 KDWB, Debut 23 KQV
P2	Debut 23 WGRQ, 9-9 KLIV, 19-15 KYNO, 17-17 WSGA, 24-15 WOKY, Debut 21 Y-100, Debut 23 KIMN, 28-22 KAKC, 13-4 WFLI, 30-25 KRSP
P3	37-40 KJRB, 16-9 KLIF, 15-10 KEEL, 26-21 KDZA, 18-13 WISM, 3-5 WMAK, 2-4 WBBQ, 15-11 KSLY, 23-16 WAKY, 4-6 KFMG, 12-17 WMEX

NOTES: Mid chart peak at many stations.

PARALLELS

JOHN DENVER
(RCA) 3:18

Sunshine On My Shoulder

P1 26-18 KFRC, Debut 18 13Q, Add CKLW, Add WRC, 29-21 WRKO, 26-21 KSLQ, 30-23 KHJ, Add KKDJ, 24-19 KQV, Debut 29 KDWB
P2 28-17 WIFE, Add KAFY, 20-11 KING, 13-5 KRIZ, 6-7 WFLI, 7-4 KRSP, Debut 29 WGRQ, 13-4 WQXI, 25-9 WOKY, 24-15 KTKT, Debut 23 Y-100, Add KYNO, 21-14 WSGA, 6-2 KAKC, 15 XEROK, 17-15 KLIV, 9-7 KIMN, 18-6 WHBQ
P3 25-10 WCOL, 17-12 KJRB, 4-2 KJR, 19-13 KDZA, 3-1 WBBQ, Debut 15 KSLY, 5-1 WMAK, Debut 29 WAKY, 33-23 KLIF, 24-12 WLS, 14-9 WCFL, 29-20 WMEX, 29-25 WAMS, 28-19 WISM

NOTES: Another of the hottest. 45% already report top 15, many show top 5 requests.

RICK DERRINGER
(Blue Sky) 3:42

Rock and Roll Hoochie Koo

P1 19-19 KFRC, 25-19 KKDJ, 17-16 KHJ, 7-6 WRKO, 10-3 WRC, 22-17 KDWB, 18-12 WFIL
P2 Debut 27 WIFE, 27-20 Y-100, 25-19 WLEE, 19-20 WFLI, 25-13 WSGA, 8-9 WQXI, 26-21 KTKT, 17-13 KIMN, 25-17 KRIZ, 23-18 KRSP, 18-16 KAKC, 30-22 WGRQ, 24-20 KYNO, 21-15 WHBQ, Debut 23 KCBQ
P3 11-10 WISM, 21-20 KJRB, 15-8 KLIF, Debut 39 WCFL, 13-5 WBBQ, 23-16 WCOL, 17-10 WAKY, 12-8 KJR, 3-4 WMEX, 35-30 KDZA, 16-12 WAMS, Debut 29 WPOP, 22-9 KFMG, 16-7 WMAK, On KSLY

NOTES: Still growing, a few show a slowing, but it may pick up.

BOB DYLAN
(Asylum) 2:57

On A Night Like This

P1 Add WRC, Debut 27 KDWB
P2 28-24 WSGA, 25-17 KYNO, 24-21 KCBQ, Add KRSP, On WLEE
P3 Add WISM, Add WBBQ, On KSLY, On WCOL, Debut 39 KDZA, On WPOP, Add WMEX

NOTES:

DAVID ESSEX
(Columbia) 2:51

Rock On

P1 2-2 WRC, 15-9 KSLQ, 6-3 KKDJ, 15-13 WXLO, 14-9 WFIL, 13-12 CKLW, 2-3 13Q, 15-11 KDWB, 1-4 KFRC, 12-9 KQV, 10-10 WDRQ, 6-3 WRKO, 5-5 KHJ
P2 5-8 WIFE, 8 XEROK, 2-6 KLIV, 6-3 KTKT, 3-3 WSGA, 5-3 KIMN, 6-5 KCBQ, 13-7 WGRQ, 9-6 KAKC, 5-3 WLEE, 6-4 KING, 16-12 WHBQ, 4-3 WFLI, 6-2 WOKY, 5-7 WQXI, 17-10 KAFY, 6-11 Y-100, 17-19 KRIZ, 4-8 KYNO
P3 7-3 KFXM, 6-3 WAKY, 5-6 KJRB, 12-7 WCFL, 8-3 WLS, 15-9 WPOP, 4-2 KDZA, 23-20 KFMG, 7-17 KJR, 7-6 WISM, 5-3 WMEX, 7-6 WMAK

NOTES: Solid top 5.

ARETHA FRANKLIN
(Atlantic) 3:25

Until You Come Back

P1 3-1 KFRC, 4-4 KQV, 8-5 WXLO, 19-9 KHJ, 14-10 KKDJ, 12-15 WFIL, Debut 29 WRKO
P2 18-17 WGRQ, Debut 30 KAKC, 23-26 Y-100, 3-3 WHBQ, 13-19 WSGA, 16-12 KYNO, 10 XEROK, 12-17 WQXI, 13-18 WLEE, Debut 23 KTKT, 27-13 KRSP, 8-4 KAFY, 24-16 WIFE, 5-4 KLIV, 12-14 KING, 26-25 KIMN,
P3 8-5 WISM, 25-20 WLS, 11-19 KJRB, 5-5 KEEL, 4-3 KSLY, Debut 26 WPOP, 14-16 KJR, 17-13 KFMG, 5-16 WBBQ, 14-13 WAMS, 9-14 KFXM, 17-14 WCFL, 8-6 KDZA

NOTES: 13 of 36 show top 10 and moving up.

DICKIE GOODMAN
(Rainy Wednesday) 2:00

Energy Crisis '74

P1 25-24 KFRC, 17-11, KKDJ, 21-18 KHJ, 20-19 WXLO, 19-14 13Q, 17-10 CKLW, 19-13 WRKO, 11-10 KSLQ
P2 13-2 KRSP, 29-11 WFLI, Debut 29 WSGA, Add KTKT, 10-10 KIMN, 14-11 WGRQ, 30-29 WHBQ
P3 2-13 WCOL, 30-22 KFMG, 16-6 KJR, 35-30 WCFL, Debut 39 KJRB, 36-29 KDZA

NOTES: Still pulling great phones.

GUESS WHO
(RCA) 2:37

Star Baby

P1 Debut 28 CKLW
P2
P3 Debut 37 KEEL, Debut 30 WMEX, 38-32 KJRB, Debut 37 KLIF

NOTES: Strong beginning - good rock & roll.

TOM T. HALL
(Mercury) 2:06

I Love

P1 28-27 WFIL, 24-14 KSLQ, 26-23 WRC, 27-22 KDWB, 25-14 KQV,
P2 11-12 WOKY, Add WHBQ, 24-21 WFLI, 20-20 WIFE, 10-13 WLEE, Debut 30 KYNO, Debut 27 KAKC, 17-17 KING, 17-24 KRSP
P3 3-2 WCOL, Debut 27 WISM, 26-28 WCFL, Add WMEX, 8-5 KJRB, 10-7 KFMG, 7-6 WBBQ, Debut 23 WPOP, 21-16 WMAK, 37-32 KDZA

NOTES: No top 10 numbers outside of parallel 3 stations.

DARYL HALL & JOHN OATES
(Atlantic) 3:24

She's Gone

P1
P2 Debut 29 KRSP, 28-28 WOKY
P3 13-25 KJRB, 40-33 KEEL, Debut 36 KLIF, Debut 18 KJR

NOTES:

TERRY JACKS
(Bell) 3:24

Seasons In The Sun

P1 1-1 WFIL, 21-11 KQV, 2-6 WDRQ, 21-10 WRKO, 6-4 KHJ, 1-1 WRC, 1-1 KSLQ, 1-1 KKDJ, 7-3 WXLO, 2-3 CKLW, 13-2 13Q, 6-1 KDWB, 11-5 KFRC
P2 1-1 WGRQ, 1-1 KAKC, 4-1 KLIV, 1-1 Y-100, 1-1 WSGA, 1-1 KCBQ, 1-1 KRSP, 1-1 WOKY, 1-1 WQXI, 6-4 WLEE, 8-5 KING, 18-13 KYNO, 1-1 WFLI, 7-1 WHBQ, 5-1 KAFY, 9-1 WIFE, 5 XEROK, 13-5 KTKT, 1-1 KIMN, 1-1 KRIZ
P3 4-1 WAMS, 3-1 WPOP, 2-1 WISM, 1-1 WCOL, 1-3 WBBQ, 6-1 KFMG, 1-1 KFXM, 17-14 WMEX, 1-1 WLS, 22-13 KLIF, 1-1 KDZA, 22-9 KEEL, 1-4 WMAK, 1-1 WAKY, 1-1 KJR, 1-1 KJRB, 2-2 WCFL

NOTES: Super number one, so far still across the board demogs.

SAMI JO
(MGM South) 2:59

Tell Me A Lie

P1
P2 4-2 WSGA, Add WOKY, Add WQXI, Add KYNO
P3 Add KJR, 27-21 WMAK, 25-17 KLIF, 38-31 KEEL, 36-29 KJRB, 24-22 WBBQ

NOTES: Looks like it should go all the way.

BILLY JOEL
(Columbia) 3:16

Piano Man

P1
P2 Add KING, Debut 30 KRSP
P3 21-9 WCOL, 15-16 KJRB, Add KJR

NOTES:

ELTON JOHN
(MCA) 5:12

Bennie & The Jets

P1 26-23 KFRC, 1-1 WDRQ, Add WFIL, 17-15 13Q, 28-26 WRKO, Add KKDJ, Debut 25 WRC, 29-25 KDWB, 22-19 KHJ, 1-1 CKLW
P2 Debut 28 WGRQ, 29-22 WLEE, 25-20 KCBQ, 27-22 KYNO, On WOKY, Debut 29 Y-100, 27-16 WSGA, Debut 30 KIMN, Add KAKC, Add KTKT, 26-25 WHBQ, Debut 26 KRSP
P3 Debut 27 WCOL, Debut 34 KJRB, Debut 32 KFMG, 37-34 WCFL, On WPOP, On WMEX, Debut 30 KLIF, Add WMAK, 39-31 KDZA, Debut 27 WAMS, 15-12 KJR, Debut 30 WISM,

NOTES: Slow on number jumps - watch it close.

OLIVIA NEWTON-JOHN
(MCA) 3:00

Let Me Be There

P1 7-13 KFRC, 8-11 WFIL, 13-17 KSLQ, 12-12 KDWB, 17-24 WRKO, 7-12 WRC, 8-10 13Q, 12-17 KHJ, 5-6 KQV, 20-21 KKDJ
P2 3-8 KTKT, 5-6 KING, 10-13 KLIV, 11-15 KRIZ, 22-24 WOKY, 4-6 KAFY, 11-12 Y-100, 8-14 WHBQ, 6 XEROK, 8-6 WGRQ, 8-14 WIFE
P3 6-12 WISM, 22-30 KJRB, 9-11 KDZA, 13-16 KFMG, 12-18 WLS, 11-13 KFXM, 18-18 WMEX, 7-6 KEEL, 8-11 WAMS, 20-24 WAKY, 11-19 WCFL, 5-6 KSLY

NOTES: Many report 'still solid'.

PARALLELS

DEFINITION OF PARALLELS:

SIMPLY PUT: they group similar stations together by playlist size and air presentation.

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- P1: Top 15 major markets/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
- P2: Secondary market/20-30 record playlist/emphasize 7-10 "hot records"/very little new product added.
- P3: Major and secondary market stations with 30-50 record playlists/some new product exposed.
- P4: Specialized markets affected by black or country influences.

EDDIE KENDRICKS (Tamla) 3:30

Boogie Down

P1 10-7 KFRC, 20-11 WRC, 10-5 KSLQ, 18-7 WXLO, 13-12 KHJ, 3-2 CKLW, 6-3 WDRQ, 18-15 KKDJ, Debut 22 WFIL, 13-8 KQV, Debut 28 WRKO
P2 Debut 29 WIFE, 14-5 WLEE, Debut 16 KING, 20-10 WSGA, Debut 28 KRSP, 28-12 WFLI, 15-5 WQXI, 23-15 KAFY, 14-6 Y-100, 12-9 WHBQ, Debut 22 KIMN, 10-5 KAKC, 23-15 WGRQ, 16-10 KLIV, 22-17 KTKT, 26-23 KYNO
P3 13-11 KJR, 10-7 WAMS, 24-22 KJRB, 28-19 WBBQ, 20-17 KSLY, 23-15 WISM, 27-19 WCOL, Debut 29 WPOP, 28-20 KLIF, 23-17 KDZA, 28-24 WMAK, 21-4 KFXM, 10-5 WAKY, 18-9 WLS, NOTES: One of the biggest in jumps this week.

B.B. KING (ABC) 3:15

I Like To Live The Love

P1 5-5 CKLW, 5-4 WDRQ
P2
P3 HB-28 WBBQ, 27-27 KEEL, 39-33 WCFL, HB-19 WCOL, 38-27 KLIF, Add WISM, Add WAKY

NOTES:

GLADYS KNIGHT & PIPS (Buddah) 3:29

Imagination

P1 24-28 KKDJ, 10-20 WFIL, 23-23 KDWB, 9-16 KSLQ, 12-15 WXLO, 8-13 KQV, 30-15 CKLW
P2 20-15 Y-100, 17-11 KCBQ, 11-18 KYNO, 7-11 WIFE, 23-30 WHBQ, 3-5 KAFY, 7 XEROK
P3 6-10 WCFL, 13-35 KDZA, 14-11 WLS, 12-30 WPOP, 12-14 WAKY, 13-23 WAMS

NOTES:

GLADYS KNIGHT & THE PIPS (Buddah) 3:45

Best Thing That Ever Happened To Me

P1 Debut 17 WDRQ
P2 Debut 27 KYNO, Debut 28 WLEE, Debut 15 WQXI
P3 On WCOL, 41-36 KDZA, 40-29 KLIF, Add KSLY, Debut 36 KEEL

NOTES:

KOOL AND THE GANG (DeLite) 3:08

Jungle Boogie

P1 9-4 WXLO, Add 13Q, 9-9 CKLW, 24-20 KHJ, Debut 18 KKDJ, 25-18 KSLQ, 14-9 WRC, 29-9 KFRC, 7-7 WDRQ, 9-7 KQV, 26-23 WFIL
P2 Debut 30 WIFE, 4-7 Y-100, 16-9 WSGA, Debut 24 WHBQ, Add KRSP, 17-13 WQXI, Debut 16 KLIV, Add KTKT, 26-28 WFLI, Add KAKC, 3-1 WLEE, Add KING, Add KRIZ
P3 14-5 WCOL, 29-23 WISM, Debut 28 WMAK, 24-18 KDZA, 32-22 KLIF, On KJR, 20-18 WCFL, 19-15 WAMS, 20-8 KFXM, 25-18 WBBQ

NOTES: 11 of 31 show top 10 and strong.

LOVE UNLIMITED ORCHESTRA (20th Century) 3:30

Love's Theme

P1 6-9 WXLO, 5-7 KKDJ, 3-3 KSLQ, 3-4 WRC, 6-12 KFRC, 3-2 WRKO, 4-5 WDRQ, 1-2 KQV, 5-10 WFIL, 3-2 KDWB, 5-12 13Q, 6-8 CKLW, 4-3 KHJ
P2 9-10 WQXI, 4-4 WOKY, 1-8 WLEE, 8-9 KTKT, 1-2 WHBQ, 9-7 KCBQ, 3-8 WFLI, 2-2 KAKC, 2-5 WGRQ, 3-2 Y-100, 4-3 KING, 5-7 WSGA, 4-4 KIMN, 3-4 KRIZ, 1 XEROK, 3-7 WIFE, 14-19 KAFY, 7-8 KLIV, 14-20 KRSP, 1-4 KYNO
P3 5-7 WISM, 7-4 KJRB, 11-11 KFMG, 3-5 WCFL, 15-15 WMEX, 2-2 KSLY, 19-24 WBBQ, 4-4 WLS, 3-3 KLIF, 6-11 WPOP, 1-2 KEEL, 3-5 KDZA, 14-17 WAKY, 5-10 KFXM, 20-28 WAMS, NOTES:

BYRON MAC GREGOR (Westbound) 3:48

The Americans

P1 2-2 KKDJ, 11-22 KHJ, 14-21 KFRC
P2 8-19 Y-100, 7-6 KCBQ, 9-14 WGRQ, 8-16 KRIZ, 3-13 KAKC
P3 13-22 WISM, 22-27 WAKY, 4-7 WPOP, 3-16 KFXM

NOTES:

PAUL MC CARTNEY (Apple) 3:45

Jet

P1 28-22 KFRC, 21-14 KKDJ, 18-15 KSLQ, 26-25 CKLW, 27-20 WRKO, 14-12 WDRQ, Debut 24 WRC, 19-14 KDWB, Debut 14 WXLO, Debut 20 13Q, 26-21 KHJ
P2 30-8 Y-100, On KAFY, Debut 28 KTKT, 29-17 KRSP, 30-22 WFLI, 24-18 WSGA, 30-25 KAKC, 29-22 WOKY, Debut 18 KING, 30-24 KIMN, 19-14 KRIZ, 18 XEROK, Debut 14 WQXI, Debut 25 WGRQ, 22-16 KYNO, 28-22 WHBQ
P3 23-21 KJRB, 11-9 KJR, 25-23 WMAK, 32-27 KDZA, On KSLY, 29-23 WCOL, 30-26 WISM, 29-18 KFMG, 36-29 WCFL, 24-20 WPOP, 29-19 KLIF, 26-9 WMEX, 27-23 WBBQ, NOTES: Most show good jumps & are getting good requests. A few show it slow but accompanied by strong lp sales.

SISTER JANET MEAD (A&M) 2:59

The Lord's Prayer

P1 Debut 21 CKLW, Add KFRC, 28-24 KSLQ, 30-26 KDWB
P2 Add WGRQ, 28-21 WLEE, Add KRIZ, Add WQXI, Add KING, Add KIMN, Add KAKC, Add KLIV, Add KRSP
P3 On WCOL, Debut 26 WBBQ, Debut 41 KDZA, Add WAKY, Debut 30 KFMG, Add WMEX, On WPOP, Debut 29 WISM, Add KSLY

NOTES: It's big.

STEVE MILLER BAND (Capitol) 3:36

The Joker

P1 4-6 WXLO, 14-20 KDWB, 8-9 WDRQ, 20-29 WFIL, 10-15 WRKO, 11-16 KKDJ, 12-17 CKLW, 28-29 KHJ, 5-6 KSLQ, 3-4 13Q, 16-16 WRC, 16-27 KFRC
P2 7-8 KRIZ, 24-24 KAFY, 7-6 WFLI, 13-21 WHBQ, 9-13 KING, 13-18 WIFE, 13-19 KIMN, 6-8 WGRQ, 16-20 WOKY, 5-8 KCBQ
P3 19-31 WCFL, 21-33 KDZA, 21-25 WMEX, 16-19 WLS, 7-14 WAMS, 5-10 WPOP, 26-26 WAKY

NOTES:

MOCEDADES (Tara) 3:12

Eres Tu

P1 2-2 KHJ, Debut 22 KQV, 9-14 KFRC, 21-20 WRC, 3-4 KKDJ, 17-13 WFIL
P2 Debut 14 KLIV, Debut 19 KING, 22-5 KRSP, 15-11 WSGA, 23-19 KCBQ, 21-16 KTKT, Add WQXI, 24-18 Y-100, 25-27 WFLI, 19-11 KAFY, Debut 23 WOKY, 17-16 WLEE, 9-6 KYNO
P3 8-4 WCOL, 27-18 KLIF, Debut 29 KFMG, 28-26 KDZA, 18-12 KEEL, 19-13 KJRB, On WPOP, 11-17 WMAK, 15-10 WBBQ, On KSLY, 8-12 WAKY, 10-9 KFXM, 21-14 WISM, Debut 37 WCFL, NOTES: Seems to wear very well. Good numbers this week.

MOMENTS (Stang) 3:05

Sexy Mama

P1 12-12 KSLQ
P2 Debut 30 WSGA, Debut 29 WLEE, Add WOKY
P3 31-22 WCFL, On KSLY, On WCOL, Add KFXM

NOTES:



Charlie Rich's new hit single, from his new hit album, is on **RCA** Records and Tapes

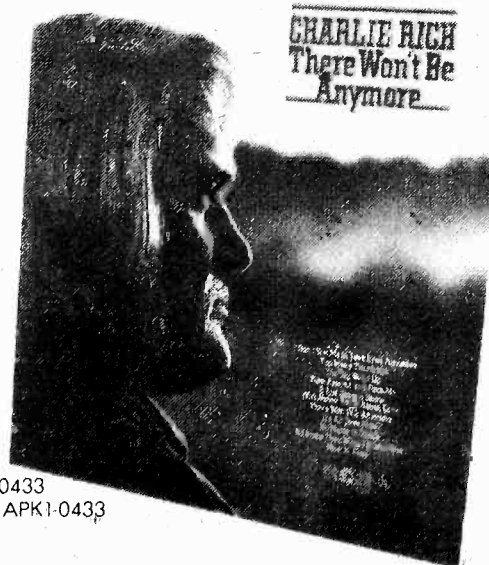
STILL CLIMBING!

Billboard ★ 54 **THERE WON'T BE ANYMORE**—Charlie Rich
(none listed), Charlie Rich, RCA 0195

CashBox

RECORD WORLD

60 **THERE WON'T BE ANYMORE** Charlie Rich—RCA 0195 **41** **54** **THERE WON'T BE ANY MORE** CHARLIE RICH



APL1-0433
APSI APK1-0433

"There Won't Be Anymore" APBO-0195

PARALLELS

MARIA MULDAUR
(Reprise) 3:36

Midnight At The Oasis

P1
P2
P3 Debut 30 WCOL, 28-17 KJRB, Debut 19 KJR

NOTES:

ANNE MURRAY
(Capitol) 2:50

Love Song

P1 29-26 WFIL, 20-17 KQV, 21-18 KDWB, Debut 26 WRC, 27-25 KSLQ, 21-20 CKLW, Add 13Q
P2 Add WIFE, Debut 20 KING, 20-14 WLEE, Add KYNO, 26-22 WSGA, Debut 19 WQXI, Add WHBQ Debut 27 KTKT, 18-16 KRSP, Debut 29 WFLI, 20-14 KAKC, 15-19 WOKY, Debut 29 KIMN,
P3 18-18 KJRB, 9-6 KLIF, Debut 22 WLS, Debut 23 KFMG, 8-7 WBBQ, 13-10 KSLQ, Add WAMS, Add WAKY, 26-24 WISM, 23-15 WCFL, 16-12 KDZA, 28-20 KFXM, 17-25 WPOP, 30-27 WMAK, 10-7 KEEL, Debut 23 WMEX

NOTES: Fairly strong in many markets, may bust out next week.

NATURAL FOUR
(Curton) 3:17

Can This Be Real

P1 13-16 WDRQ
P2 26-26 WLEE, Add KING
P3 Debut 20 KJR, 28-24 WCFL, 35-31 KLIF, 18-14 KSLQ, Add KFXM

NOTES:

NRBQ
(Buddah) 2:08

Get That Gasoline Blues

P1
P2
P3 On KJR, 30-21 WCOL, Add WPOP

NOTES: Did not happen.

O'JAYS
(Phil. Int.) 3:05

Put Your Hands Together

P1 24-17 WFIL, Debut 17 WXLO, 25-17 WRC, 14-12 KQV
P2 9-11 WLEE, 14-12 WSGA, Add KING, 28-21 KIMN, Add WQXI
P3 17-15 WCOL, 27-24 KJRB, 26-22 WMAK, 25-23 KDZA, 29-17 KFXM, 19-16 KSLQ, Debut 28 WISM, 13-11 KEEL, 16-16 WMEX, 11-10 WAMS, 23-15 KLIF, Debut 27 WBBQ,

NOTES: Keeps getting stronger.

ELVIS PRESLEY
(RCA) 2:20

I've Got a Thing About You Baby

P1
P2 25-18 WHBQ, 19-12 KAKC
P3 On WCOL, 39-32 KEEL, On KJR, Debut 33 KJRB

NOTES:

THE PEPPERS
(Event) 2:15

Pepper Box

P1
P2 Add KRSP
P3 29-20 WBBQ, Add WMAK, On KJRB

NOTES:

REDBONE
(Epic) 3:30

Come And Get Your Love

P1 13-8 KFRC, 12-5 WRC, 27-13 KKDJ, 14-13 KHJ, 23-20 KQV, 18-16 KDWB, 4-5 WFIL, 20-13 13Q, 16-19 WRKO
P2 21-16 WGRQ, 13-10 KAKC, Debut 27 Y-100, 29-11 KIMN, 6-1 KYNO, 23-23 WSGA, 14-11 WOKY, 11-12 WQXI, 12-6 KTKT, 12-12 WLEE, 18-13 KRIZ, 21-11 KRSP, 15-8 KAFY, 15-6 WIFE, 19 XEROK, 11-1 KLIV, 22-17 WHBQ
P3 13-10 KLIF, 20-27 KJRB, 18-14 KDZA, 14-10 WMEX, 28-28 KFMG, 7-6 WCOL, 25-14 KEEL, 23-18 KFXM, 13-10 WMAK, 10-2 WBBQ, 16-13 KSLY, 3-5 WAMS, 14-6 WPOP, 22-18 WISM,

CHARLIE RICH
(Epic) 2:44

A Very Special Love Song

P1 Debut 27 KSLQ, Debut 28 WFIL
P2 Debut 27 KRSP, On WIFE
P3 39-26 KLIF, 20-13 KEEL, Debut 31 KJRB, On WCOL, On KJR

NOTES:

ROLLING STONES
(Rolling Stones Records) 3:25

Heartbreaker

P1 16-25 KHJ, 16-24 KKDJ, 19-19 WRC, 11-9 WRKO, 16-15 KQV, 8-7 KDWB
P2 21-20 KAKC, 19-12 WIFE, 20-26 KTKT, 12-10 KCBQ, 16-7 KRSP, 8-5 KYNO, 21-20 KAKC, 12 XEROK, 6-16 WQXI, 17-18 WOKY, 7-7 WLEE, 21-19 WFLI, 9-7 KAFY, 10-13 WGRQ, 22-25 Y-100, 10-16 WHBQ
P3 18-18 WPOP, 13-14 WCOL, 19-21 WISM, 18-16 WCFL, 21-22 WAMS, 10-4 KLIF, 10-9 KDZA, 15-15 KFMG, 13-11 KFXM, 17-13 WLS, 20-26 WMEX, 32-36 KJRB

NOTES: Last week in our parallels.

DIANA ROSS
(Motown) 2:49

Last Time I Saw Him

P1 15-14 KHJ, 18-16 KQV, 7-3 KDWB, 18-15 KFRC, 21-14 WFIL, 8-7 KSLQ, 5-5 WRKO, 22-18 WRC, Add KKDJ, 19-10 WXLO
P2 19-12 WGRQ, Debut 18 WQXI, 11-6 WLEE, 22-15 WSGA, 22-21 KRIZ, 18-20 KIMN, On KAFY, 8-8 KAKC, 13-13 Y-100, 18-19 KTKT, 18-26 WFLI, 9-10 KRSP, 11-5 WIFE, 11 XEROK, 7-7 WOKY, 13-8 KING, 28-25 KYNO, 16-14 KCBQ
P3 14-11 KJRB, 26-16 KLIF, 7-4 KDZA, 7-8 WMEX, 32-23 WCFL, 9-9 KSLY, 15-9 WISM, 8-4 KEEL, 12-7 WCOL, 18-12 KFXM, 17-10 KJR, 11-15 WBBQ, 3-2 KFMG, 25-16 WAMS, 23-15 WPOP,

NOTES: Excellent growth this week. Heading for top 10.

CARLY SIMON & JAMES TAYLOR
(Elektra) 3:45

Mockingbird

P1 18-15 KHJ, Debut 26 KSLQ, 18-14 WRKO, 9-4 WFIL, 24-22 WRC, Debut 22 KKDJ, Debut 18 WXLO, Add 13Q, Debut 21 KQV, 17-10 KDWB, 23-17 KFRC, 18-18 WDRQ
P2 27-17 KIMN, 26-19 WGRQ, 19-11 WQXI, 21-17 WLEE, 7-5 WSGA, 28-19 KRSP, Debut 23 WFLI, Debut 20 KAFY, 30-24 WIFE, 19-5 Y-100, 25-22 KTKT, 19-18 KCBQ, 16-9 KRIZ, 20 XEROK, 20-17 WOKY, 30-26 KAKC, Debut 17 KLIV, 29-24 KYNO, Debut 23 WHBQ
P3 27-12 WCOL, 30-21 KLIF, 19-12 KFMG, 34-25 WCFL, 10-7 WMEX, On KSLY, 24-20 WISM, 34-28 KJRB, Add WAKY, 20-15 KJR, 36-24 KEEL, 31-24 KDZA, 30-19 WAMS, 29-21 WPOP,

NOTES: Already 14 of 46 show top 15.

SPINNERS
(Atlantic) 3:14

Mighty Love

P1 14-14 CKLW, Debut 19 WDRQ
P2 23-14 WOKY
P3 26-20 WCOL, 23-21 WBBQ, 34-29 KEEL, Debut 19 KSLY

NOTES:

JIM STAFFORD
(MGM) 4:08

Spiders And Snakes

P1 4-3 KFRC, 11-14 WRC, 10-6 13Q, 3-3 WRKO, 10-8 KHJ, 6-5 KQV, 9-6 KKDJ, 11-11 WXLO, 7-6 WFIL, 2-2 KSLQ, 4-8 KDWB
P2 5-9 KAKC, 1-2 WIFE, 9 XEROK, 5-4 Y-100, 4-3 KRIZ, 3-5 KIMN, 2-4 WHBQ, 3-9 KING, 2-2 WQXI, 5-2 WGRQ, 1-1 KTKT, 1-3 KLIV, 2-2 WFLI, 8-9 KCBQ, 1-2 KAFY, 3-3 WOKY, 2-2 WLEE, 3-2 KYNO, 6-8 KRSP
P3 1-2 WAMS, 6-5 KFXM, 2-2 KJRB, 1-3 KFMG, 1-1 KSLY, 3-2 WISM, 6-7 KJR, 4-1 WMEX, 10-11 WMAK, 21-25 WAKY, 7-3 WPOP, 35 KEEL, 2-3 KDZA

NOTES:



Photo: Miles Tilton

Hot Stuff

"TELL ME A LIE" by Sami Jo
(S-7029) 69 BULLET CASHBOX

"SPIDERS & SNAKES" by Jim Stafford
(K-14648) 5 BULLET BILLBOARD

"YOU WON'T FIND ANOTHER FOOL LIKE ME"
by The New Seekers
(K-14691) 77 CASHBOX

"SNAP YOUR FINGERS" by Don Gibson
(HK-512) 15 BULLET BILLBOARD COUNTRY

"MIDNIGHT ME & THE BLUES" by Mel Tilli
(K-14689) 19 BULLET CASHBOX COUNTRY

"I CHANGED MY MIND" by Billy Walker
(K-14683) 46 BULLET RECORD WORLD

"LORD, HOW LONG HAS THIS BEEN GOING ON"
by Doyle Holly
(B-5030) 55 BULLET CASHBOX COUNTRY

MGM Records, Hollywood
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PARALLELS

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- P4: Specialized markets affected by black or country influences.

RINGO STARR (Apple) 2:50

You're Sixteen

P1 2-2 WFIL, 2-2 WXLO, 7-8 KKDJ, 4-4 KSLQ, 5-10 WRC, 8-11 KHJ, 1-4 WRKO, 9-8 WDRQ, 3-3 KQV, 12-20 KFRC, 2-6 KDWB, 1-1 13Q, 8-7 CKLW
P2 1-1 KING, 8-15 WLEE, 8-8 WOKY, 5-7 KRIZ, 10-13 WFLI, 3-4 KCBQ, 15-23 KAKC, 10-13 KTKT, 13-19 KLIV, 4-4 WGRO 7-10 Y-100, 2-7 KYNO, 6-8 WSGA, 2 XEROK, 12-15 WIFE, 10-17 KAFY, 12-14 KIMN, 5-10 WHBQ
P3 1-4 WPOP, 4-6 WAKY, 4-7 KFXM, 6-8 KDZA, 3-3 KEEL, 3-5 KSLY, 3-6 WLS, 9-10 KFMG, 1-3 WISM, 5-6 WAMS, 1-2 WMEX, 5-11 WCFL, 5-4 KJR, 6-8 KJRB, 8-9 WMAK, 6-14 WBBQ,

NOTES:

STEALERS WHEEL (A&M) 2:58

Star

P1 Debut 30 KDWB
P2 Add KYNO, 20-12 KRSP, 12-10 WOKY
P3 6-11 WCOL, 37-33 KLIF, 24-18 KEEL, 12-15 KJRB, Add WISM, On KSLY, Add KFXM, 20-19 KFMG

NOTES:

BARBRA STREISAND (Columbia) 3:29

The Way We Were

P1 1-1 KHJ, 4-7 WRKO, 3-2 WDRQ, 2-1 KQV, 3-3 WFLI, 2-2 KFRC, 1-5 KDWB, 4-8 13Q, 4-4 CKLW, 1-1 WXLO, 4-5 KKDJ, 6-8 KSLQ, 4-6 WRC
P2 3-3 WQXI, 2-6 WOKY, 2-2 KING, 4-10 WLEE, 2-4 WSGA, 2-2 KCBQ, 12-14 KRSP, 23-28 KAKC, 3-3 WGRQ, 2-2 KTKT, 3-5 KLIV, 7-3 KYNO, 5-5 WFLI, 6-5 WHBQ, 3 XEROK, 6-13 WIFE, 2-3 KAFY, 2-3 Y-100, 2-2 KIMN, 2-2 KRIZ
P3 2-2 WPOP, 2-3 WAMS, 4-4 WISM, 2-3 WMAK, 2-1 KEEL, 5-7 KDZA, 3-3 KJRB, 1-1 WCFL, 13-15 WAKY, 2-2 WLS, 1-1 KLIF, 2-4 KFMG, 14-17 WBBQ, 6-4 KSLY, 2-2 KFXM, 2-3 KJR, 6-5 WMEX

NOTES: No negative reports yet.

WEDNESDAY (Sussex) 2:31

Last Kiss

P1 6-5 13Q, 8-6 KFRC
P2 18-13 KAFY, 15-8 WHBQ, Debut 21 WQXI, 8-2 KLIV, 17-15 KAKC, 9-16 WOKY
P3 29-22 KDZA, Debut 13 WBBQ, 20-28 WCOL, 16-12 WCFL, Debut 14 WLS, On KSLY

NOTES:

BARRY WHITE (20th Century) 3:58

Never, Never, Gonna Give Ya Up

P1 20-30 KHJ, 13-16 WXLO, 13-20 KKDJ, 16-21 WFIL, 15-17 WRKO
P2 13-13 WOKY, 12-14 Y-100, 10-9 KYNO, 12-18 WGRQ, 7-7 KTKT, 19-28 WHBQ, 11-17 KAKC, 16-19 WIFE
P3 10-15 WLS, 16-30 WBBQ, 39 KEEL, 10-9 KJRB, 21-24 KFMG, 22-27 WMEX, 8-13 WCFL

NOTES:

AL WILSON (Rocky Road) 3:28

Show And Tell

P1 3-7 KHJ, 7-10 KQV, 9-9 KDWB, 7-7 13Q, 6-7 WFIL, 16-20 KSLQ, 10-12 WXLO, 8-8 WRKO, 6-13 WRC, 8-12 KKDJ, 5-11 KFRC
P2 5-10 KTKT, 10-9 Y-100, 6-6 KRIZ, 8-6 KIMN, 9-19 WHBQ, 2-4 WIFE, 14-12 KING, 5-11 KYNO, 4-3 KCBQ, 4 XEROK, 6-14 KAFY, 6-7 KLIV, 11-21 KRSP
P3 4-7 KJRB, 2-11 WMEX, 10-16 WISM, 11-19 KDZA, 18-21 KFMG, 6-8 WAMS, 24-28 WAKY, 20-22 WPOP

NOTES:

STEVIE WONDER (Tamla) 3:12

Living In The City

P1 15-19 WFIL, 26-27 KKDJ, 14-16 WRKO
P2 17-21 WGRQ, 9-11 KTKT, 12-18 KLIV, 14-20 WHBQ, 21-29 WOKY, 16-21 KAFY, 16-16 Y-100, 17-25 KFRC, 14 XEROK, 4-10 WIFE, 21-28 KIMN
P3 25-28 WMEX, 14-19 WMAK, 16-21 WAKY, 13-16 WPOP

NOTES:

ADDITIONAL PROGRAMMING INFORMATION CAN NOW BE FOUND IN THE ROCK SECTION. PAGES 6&7.

LEGEND

PARALLEL 1

WPIX NEW YORK
CKLW DETROIT/WINDSOR
KFRC SAN FRANCISCO
KHJ LOS ANGELES
KKDJ LOS ANGELES
KSLQ ST. LOUIS
KXOK ST. LOUIS
WABC NEW YORK
WDRQ DETROIT
WRKO BOSTON
WXLO NEW YORK
KDWB ST. PAUL/MINN.
WFIL PHILADELPHIA
WRC WASHINGTON D.C.
13Q PITTSBURGH
WIBG PHILADELPHIA
WPEZ PITTSBURGH
K100 LOS ANGELES

PARALLEL 2

WKBW BUFFALO
KFXM SAN BERNARDINO
KCBQ SAN DIEGO
KCPX SALT LAKE CITY
KIMN DENVER
KING SEATTLE
KLIV SAN JOSE
KRIZ PHOENIX
KRSP SALT LAKE CITY
WGRQ BUFFALO
WHBQ MEMPHIS
WIFE INDIANAPOLIS
WOKY MILWAUKEE
WMYQ MIAMI
WQXI ATLANTA
WSGA SAVANNAH
KAK TULSA
KAFY BAKERSFIELD
Y100 MIAMI
KYNO FRESNO
WLEE RICHMOND
WJDX JACKSON
KSO DES MOINES
WSAI CINNCINATI
KTKT TUCSON
KUPD PHOENIX
WFLI CHATTANOOGA

PARALLEL 4

Black Demographic	C&W Demographic
Examples	Examples
DETROIT	NASHVILLE
WASHINGTON D.C.	LOUISVILLE
CHICAGO	MEMPHIS
SHREVEPORT	HOUSTON
RALEIGH	DALLAS
RICHMOND	
PHILADELPHIA	

PARALLEL 3

WGH NEWPORT NEWS
WRFC ATHENS
KDZA PUEBLO
KEEL SHREVEPORT
KGW PORTLAND
KIOA DES MOINES
KILT HOUSTON
KLEO WICHITA
KLIF DALLAS
KOIL OMAHA
KOMA OKLAHOMA CITY
WAYS CHARLOTTE
WBBQ AUGUSTA
WCAO BALTIMORE
WCFL CHICAGO
WCOL COLUMBUS
WAMS WILMINGTON
WHY MONTGOMERY
WISM MADISON
WIXY CLEVELAND
WMAK NASHVILLE
WPGC WASHINGTON D.C.
WQAM MIAMI
KUDL KANSAS CITY
KSLY SAN LUIS OBISPO
WMEX BOSTON
WAKY LOUISVILLE
WLOF ORLANDO
KJRB SPOKANE
KJR SEATTLE
WPOP HARTFORD
WERC BIRMINGHAM
WLS CHICAGO

PARALLEL 5

ABC-FM NEW YORK BASE
KLOL-FM HOUSTON
KLZ-FM DENVER
KMET-FM LOS ANGELES
KRMH-FM AUSTIN
KSAN-FM SAN FRANCISCO
WABX DETROIT
WBBM-FM CHICAGO
WBCN-FM BOSTON
WCAR DETROIT
WEBN CINCINNATI
WHCN-FM HARTFORD
WYSP PHILADELPHIA
WPLR NEW HAVEN
WZZQ JACKSON
WIIN ATLANTA
KPRI SAN DIEGO

Country

NOTES from Jonathan Fricke



Records that are receiving good requests and/or reports but have not received national recognition include:

- (1) "Blue Eyes Crying In The Rain" by Barbara Trucks (Gusto). Poor distribution and service hurting record. Could be reservised next week.
- (2) "Don't Mess With Me" by Cathy O'Shea (Monument). Monument is reserving the record due to strong sales in markets where the record has been played.
- (3) "Listen" by Wayne Kemp (MCA). Sporadic reports. Strong jukebox. No. 20-KENR, No. 9-WMC.
- (4) "Older The Violin" by Hank Thompson (Dot). If tied together, it may be one of Hank Thompson's strongest. No. 24-KSON, No. 20-WCMS, No. 26-WONE.
- (5) "Don't You Ever Get Tired Of

Hurting Me" by Jeff Twell (WB). Solid Hank Cochran song. No. 1-WUBE. Strong R&B flavored production is keeping it off some stations.

The ten songs that have shown the strongest gains this past week (includes the fastest movers, the top selling, most requested and most added records regardless of how long they have been available) are:

1. Charlie Rich (Epic)
2. Merle Haggard (Capitol)
3. Bill Anderson (MCA)
4. Donna Fargo (Dot)
5. Billy "Crash" Craddock (ABC)
6. Charlie Rich (RCA)
7. Freddy Weller (Columbia)
8. Anne Murray (Capitol)
9. Hank Snow (RCA)
10. Bobby Wright (ABC)

Album cuts that are being played as frequently as singles include:

1. "Captured" -- Terry Stafford (Atlantic)
2. "My Part Of Forever" -- Johnny Paycheck (Epic)
3. "I'll Always Love You" -- Dolly Parton (RCA)

"Country Radio...Positively" Set As Theme For Fifth Seminar

The Fifth Annual Country Radio Seminar is about a month away. It's scheduled for March 15 and 16 at the Airport Hilton in Nashville. The central theme for this years creative seminar is "Country Radio...Positively." The two day event begins Friday morning with a keynote address by Tom T. Hall. There are meetings scheduled on: (1) the employment process (covering hiring people, personnel development, attracting people, and motivating personnel) (2) delegating and accepting responsibility, (3) station promotions, on and off the air, (4) how to increase "the bottom line," (5) why managers do not tell all, (6) news, (7) public affairs, (8) and even a broadcast attorney to answer your questions. Jerry Clower will close the session Saturday afternoon.

Friday night will be highlighted by a "New Faces Show" banquet. New country talent will perform.

Registration is only \$60 per person or \$100 per station. This means a manager, operations manager, program director, music director and sales manager may register, as a group for \$100 if they all register at the same time. There is no charge for wives, except \$7.50 for a banquet ticket. Due to the limited space at the Airport

Hilton, stations are urged to register now.

Some people tentatively scheduled include: Jack Cresse, Manager KVOO, Ric Libby, Operations Manager KENR, Mac Allen, Operations Manager KIKK, Bill Jenkins, Manager WUBE, Terry Wood, Program Director WONE, Bob Young, Program Director WMC, Les Acree, Music Director WMC, Jonathan E. Fricke, Operations Manager KFOX, Dean Osmundson, Manager WMC, Paul Hull, Manager KBUY, Jerry Wright, Operations Manager WITL, Bob Mitchell, Manager KCKC, Moon Mullins, Program Director WINN, Art Wander, Plough Broadcasting, Craig Scott, Program Director WJJD, and Ed Salamon, Program Director WEEP.

YOUR AIR CHECK SHOULD BE DONE NOW!

In fact it has to be done now in order to have your air check on an album that will be presented to you when you arrive in Nashville for the country Radio Seminar.

Moon Mullins of WINN Radio in Louisville has volunteered to edit the tapes. An Album will be pressed by Atlantic Country Division, which will include your air check. You will be presented with the album when you register at the seminar.

On your air check be sure to include your call letters, your station promo's, contest promo's, and anything you run on the air that may be of interest.

Send your air check to: MOON MULLINS WINN Radio 660 South Third Street Finncastle Building Louisville, Ky.

Please be sure to mail your air check as soon as possible, and don't forget to register and attend your Country Radio Seminar.

Next week we will include the seminar agenda, the success of which in the final analysis will depend upon your participation.

INSIDE NASHVILLE by Biff Collie

...Ask Bobby Goldsboro when you see him, about his alligator. The city of Dothan, Alabama is still trying to figure out how that gator got on Main St. ... Roy Orbison's hosting of the "Midnight Special" was the first time he has ever hosted a TV show, something unique for a superstar ... Mel Tillis will be guest speaker at the 1974 Nashville Songwriters awards show March 5 at Sheraton South. That

... "The Atkins-Travis Travelling Show," a new RCA lp, is making its debut and showcases twenty of the most innovative, creative, trend-setting music the world has ever heard. Merle Travis, who Chet Atkins considers his idol and prototype, joined "Mr. Hall of Fame Guitar" finally in the studio and the result is one of the most exciting things that's happened in Country in my thirty-two years of involvement. By the way, Chet says that at no time during this performance do their fingers leave their hands ... George Richey's recording brother Paul finally killed a deer this year. Went hunting, but didn't get the buck until he was on his way home. He hit it on the Interstate with his car! ... This is Biff Collie, Inside Nashville.

This Week's Most added

- MERLE HAGGARD
Nothing's Funny Anymore (Capitol)
- BOBBY WRIGHT
Seasons In The Sun (ABC)
- CHARLIE RICH
A Very Special Love Song (Epic)
- JEAN SHEPARD
At The Time (UA)
- DON WILLIAMS
We Should Be Together (JMI)

could go on into the early morning hours. (Takes him 30 minutes to say hello.)...

... "I am frankly not interested in having movie footage shot in the old Grand Ole Opry house with a 1955 setting, when we are in the process of moving to the new Grand Ole Opry house." That quote from president Irving Waugh of WSM, who is owner of the Opry, when asked why he turned down the request of the producers of the movie "WW And The Dixie Dancekings" for location shooting inside the old Opry House. Waugh's description of the script is "funny, satirical, box office, earthy, and Tobacco Road-ish." By the way, Burt Reynolds moved in to his recently leased home in Nashville this week. Sue Killen, wife of Tree International v.p. Buddy, has put a womanly touch to it, furnishing it in what she calls "early South." Sue is a blue-ribbon winning painter and sometimes decorator. By the way, Buddy and Bobby Goldsboro produced the new album by Burt Reynolds...

...It has been learned that Skeeter Willis, the fiddle-playing funnyman of the legendary Willis Brothers, is reported to have a malignant throat tumor. Don't know the immediate status of his condition, but am sure you would like to write a note offering your prayers and good wishes, to Skeeter Willis, Grand Ole Opry, Nashville.

...The 1974 International Country Music fanfare plans are under way and Music City officials are making preparations for the biggest fanfare yet. This year, it's expected to draw people from all fifty states and twenty-five foreign countries. Ticket this year will include admission to Opryland, Hall of Fame, bus service to all locations, bluegrass concert and a fiddlers' contest...

News

Johnny Russell made his first appearance at the Palomino Club in North Hollywood, California. Before the show Johnny recalled the times he used to "sneak in the back door and watch the stars perform."

"You know -- tonight I'm more nervous than I've ever been before. I've played in a lot of places ... but the Palomino. Damn! Tonight they let me in free and they're paying me to sing."

Don Whittamore, RCA promotion man, pointed out that the house band that night use to be the guest stars when Johnny Russell was paying his dues as part of a house band in Northern California.

They baptised Johnny at the Palomino -- a standing ovation welcomed him "home" to Red Necks White Socks & Blue Ribbon Beer.

COUNTRY CORRESPONDENTS

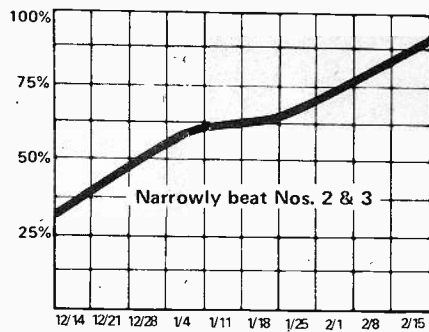
- KLAK DENVER
- WCMS NORFOLK
- KWJJ PORTLAND
- WHOO ORLANDO
- WIRE INDIANAPOLIS
- KIKK HOUSTON
- WKDA NASHVILLE
- KCKC SAN BERNARDINO
- WQIN SEATTLE
- WMC MEMPHIS
- WINN LOUISVILLE
- KLAC LOS ANGELES
- KFOX LONG BEACH
- KHOS TUCSON
- KRAK SACRAMENTO
- KFGO FARGO
- WEET RICHMOND
- WUBE CINCINNATI
- KTUF PHOENIX
- KUZZ BAKERSFIELD
- KFYV ARROYO GRANDE
- KENR HOUSTON
- KBYM BILLINGS
- KERE DENVER
- WRCP PHILADELPHIA
- WPLO ATLANTA
- WGVM GREENVILLE
- WAME CHARLOTTE
- WONE DAYTON
- KSON SAN DIEGO
- WSLR AKRON
- WHN NEW YORK
- WJJD CHICAGO
- WMNI COLUMBUS
- WIL ST. LOUIS
- WEEP PITTSBURGH
- KCKN KANSAS CITY
- KBOX DALLAS
- KNUZ HOUSTON
- KBUY FT. WORTH



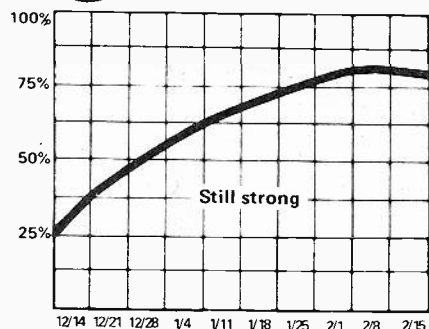
The Osborne Brothers, featured at KSON's Valentines Day concert, along with Merle Haggard and Don Bowman.

● signifies fastest moving records

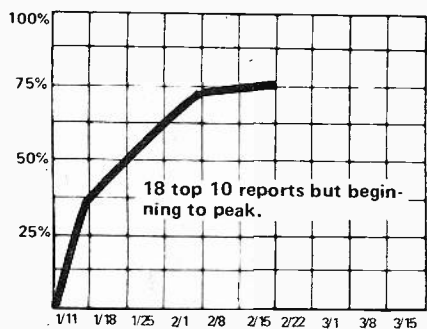
1 ANDERSON



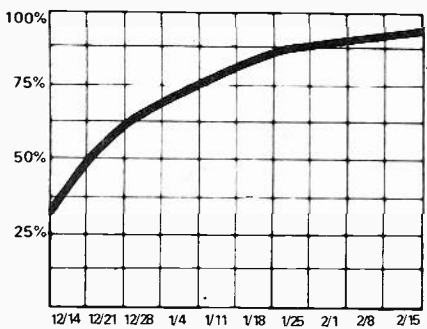
2 BARE



3 RICH



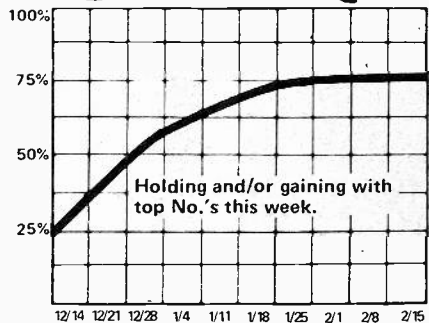
4 MURRAY



5 STAMPLEY



6 RODRIQUEZ



Country TOP TWENTY

TREND

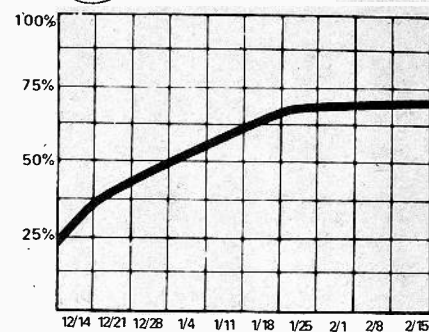
Friday, February 15, 1974

2/1	2/8	2/15	
7	3	1	1 BILL ANDERSON/World Of Make Believe (MCA)
6	1	2	2 BOBBY BARE/Daddy What If (RCA)
13	9	3	3 CHARLIE RICH/There Won't Be Anymore (RCA)
8	5	4	4 ANNE MURRAY/Love Song (Capitol)
9	4	5	5 JOE STAMPLEY/I'm Still Loving You (Dot)
3	7	6	6 JOHNNY RODRIQUEZ/The Way Love Goes (Mercury)
14	8	7	7 TAMMY WYNETTE/Another Lonely Song (Epic)
1	2	8	8 TOM T. HALL/I Love (Mercury)
18	12	9	9 FREDDY WELLER/I've Just Got To Know (Columbia)
4	6	10	10 GEORGE JONES/Once You've Had The Best (Epic)
*	13	11	11 TANYA TUCKER/Would You Lay With Me (Columbia)
*	14	12	12 CONWAY TWITTY/Honky Tonk Angel (MCA)
12	11	13	13 JIM ED BROWN/Sometime Sunshine (RCA)
*	16	14	14 BRENDA LEE/Wrong Ideas (MCA)
*	15	15	15 HOUSTON & MANDRELL/I Love You I Love You (Epic)
2	10	16	16 DOLLY PARTON/Jolene (RCA)
17	17	17	17 JIM MUNDY/The River's Too Wide (ABC)
*	18	18	18 BARBARA FAIRCHILD/Baby Doll (Columbia)
*	19	19	19 JOHNNY CARVER/Someone's Falling In Love (ABC)
*	*	20	20 "CRASH" CRADDOCK/Sweet Magnolia Blossom (ABC)

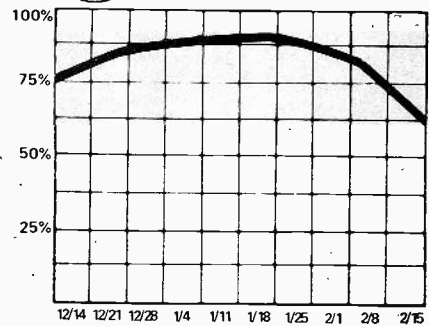
← The top twenty listings reflect SALES

The graphs measure the song's level of audience appeal

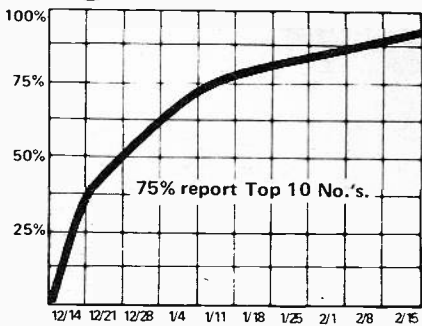
15 HOU. & MAN.



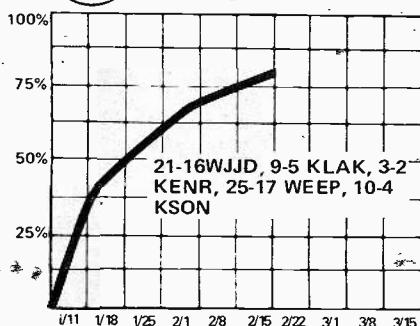
16 PARTON



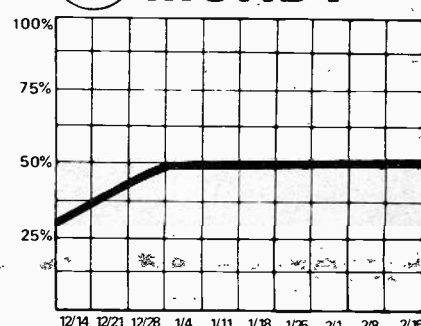
7 WYNETTE



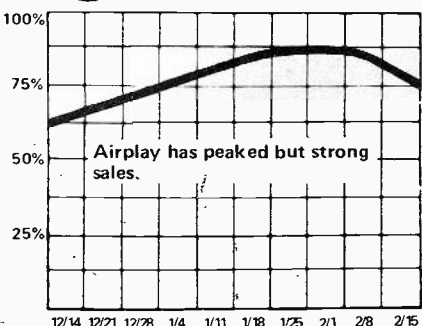
11 TUCKER



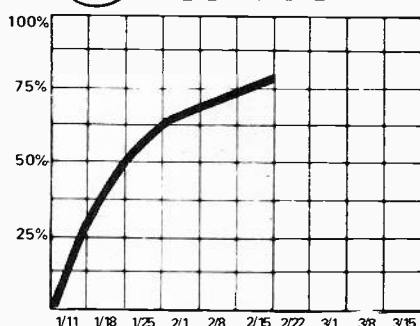
17 MUNDY



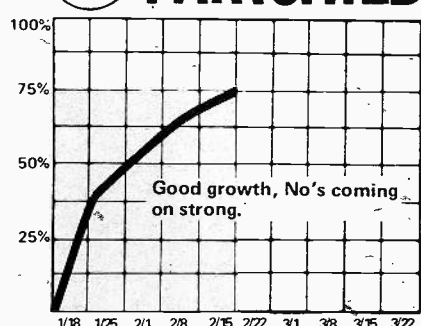
8 HALL



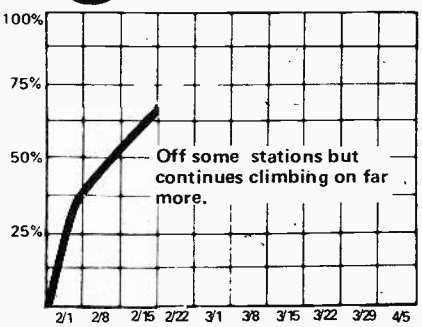
12 TWITTY



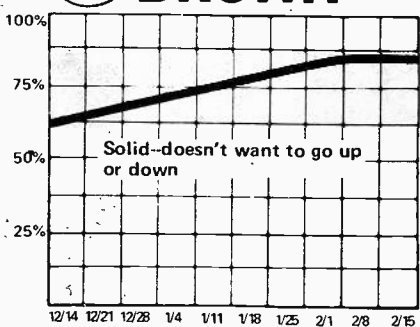
18 FAIRCHILD



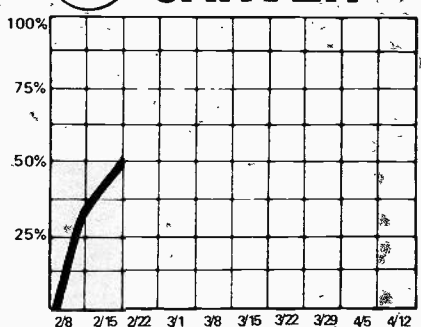
9 WELLER



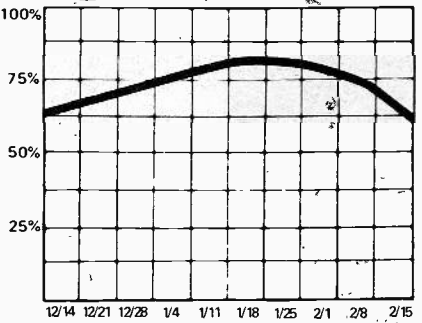
13 BROWN



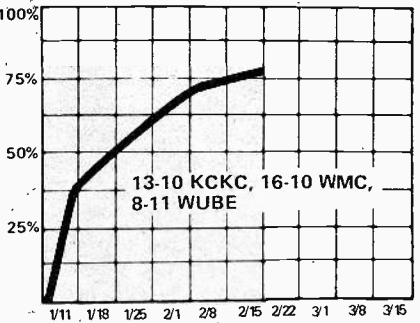
19 CARVER



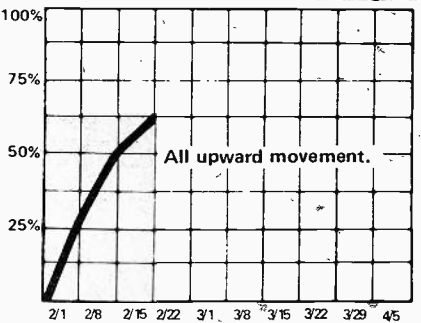
10 JONES



14 LEE



20 CRADDOCK



"when you add it all up, the full cost of my love is...
no charge"



"No Charge"
a new single by
Melba Montgomery

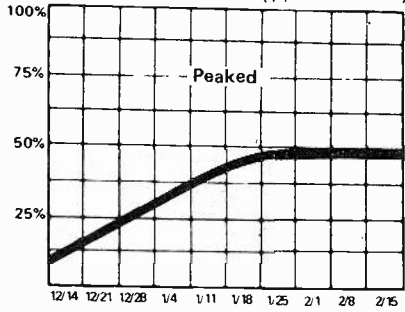


Written by: Harlan Howard Produced by: Pete Drake Managed by: Bob Schwartz Booking Agent: Bob Neal—William Morris Agency

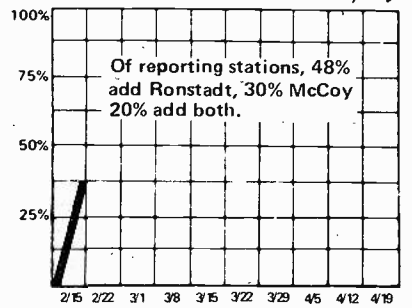
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COUNTRY SINGLES

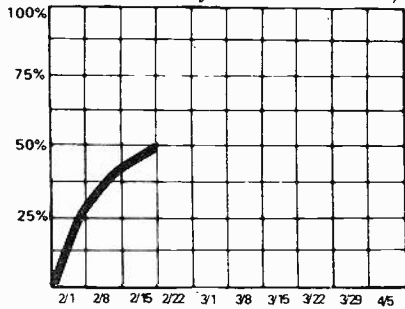
BLANCHARD & MORGAN
Just One More Song (Columbia)



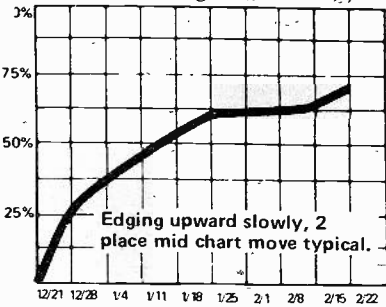
MCCOY/RONSTADT
Silver Threads (Monument/Asylum)



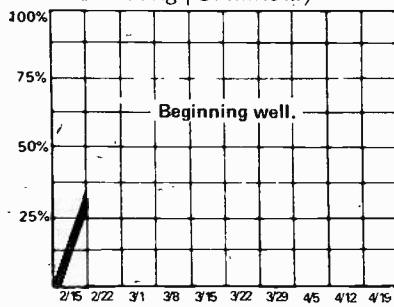
JOSIE BROWN
Both Sides Of The Line (RCA)



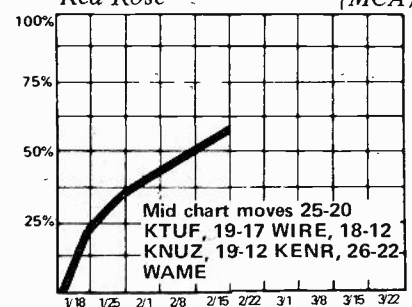
DON GIBSON
Snap Your Fingers (Hickory)



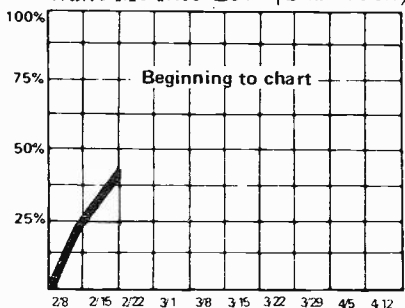
SONNY JAMES
Is It Wrong (Columbia)



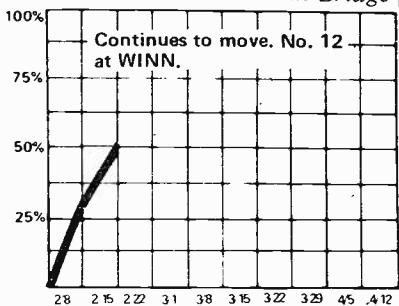
GEORGE MORGAN
Red Rose (MCA)



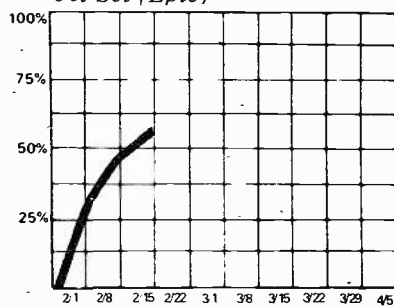
BURGESS & LOGAN
Wake Me Into Love (Shamrock)



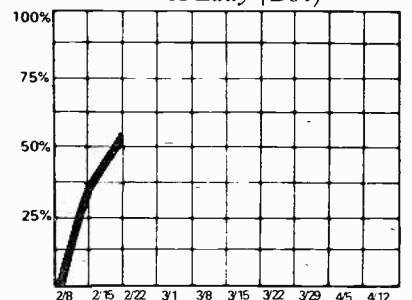
JACK GREENE
It's Time To Cross That Bridge (MCA)



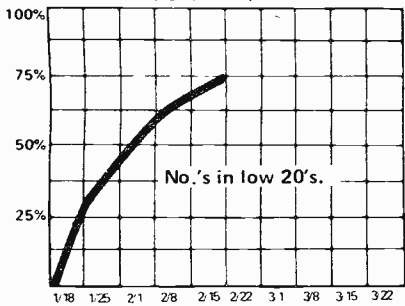
JONES & WYNETTE
Jet Set (Epic)



TOMMY OVERSTREET
You Were A Lady (Dot)



GLEN CAMPBELL
Houston (Capitol)

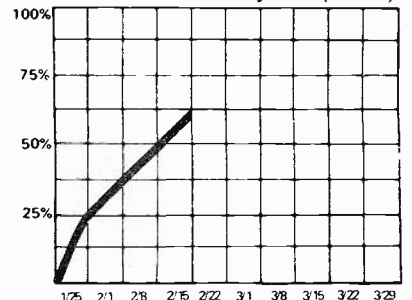


AUDIENCE APPEAL GRAPHS

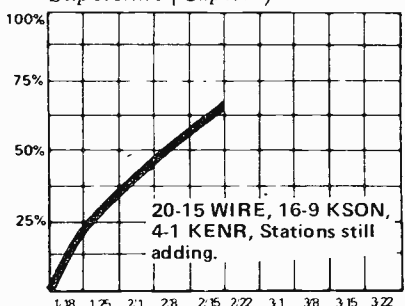
SIMPLY PUT: The levels (0% to 100%) represent a record's increasing or decreasing popularity with the "general mass audience" for the format being graphed.

A RECORD reaching 90-100% is a total, across the demographic board smash. A record registering 50% may do so because it's appealing to only a portion of the audience—say, teens, or mostly males. The graphs will also show how a record may "hold on" in audience popularity long after sales have dropped.

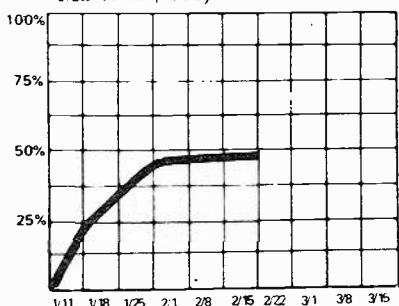
ELVIS PRESLEY
Take Good Care Of Her (RCA)



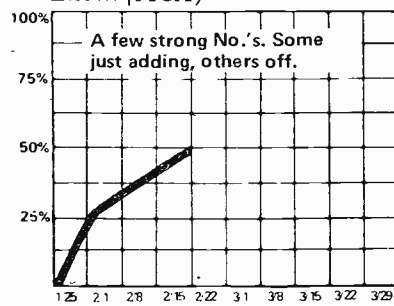
CONNIE CATO
Superskirt (Capitol)



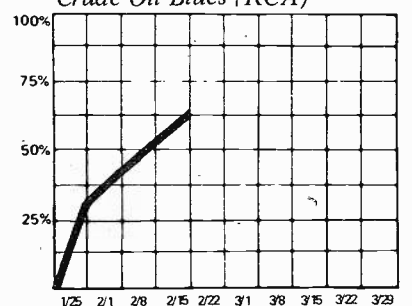
BOBBY GOLDSBORO
Marlena (UA)



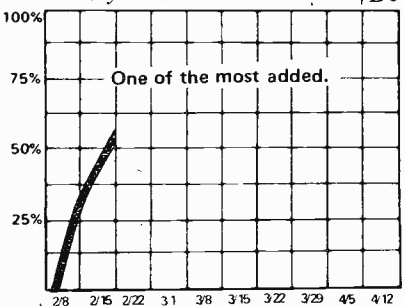
WAYNE KEMP
Listen (MCA)



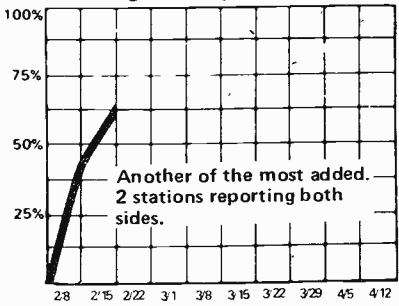
JERRY REED
Crude Oil Blues (RCA)



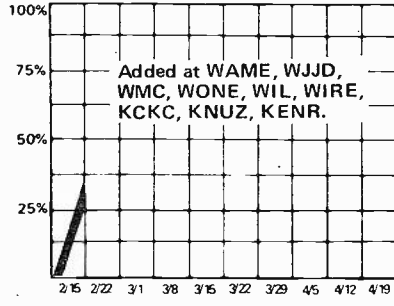
DONNA FARGO
I'll Try A Little Bit Harder (Dot)



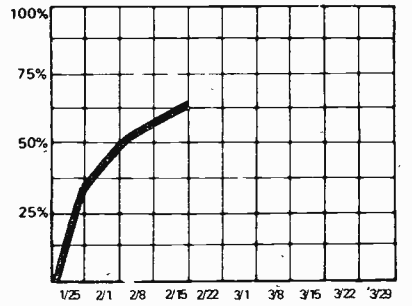
MERLE HAGGARD
Nothing's Funny Anymore (Capitol)



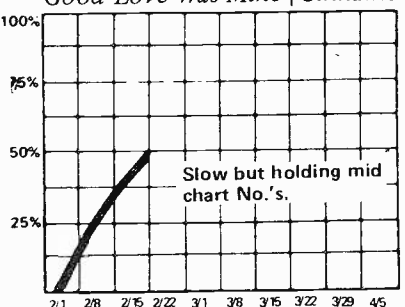
DICKEY LEE
I Use The Soap (RCA)



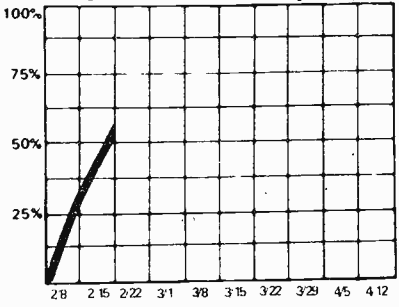
JACK RENO
Let The Four Winds Blow (UA)



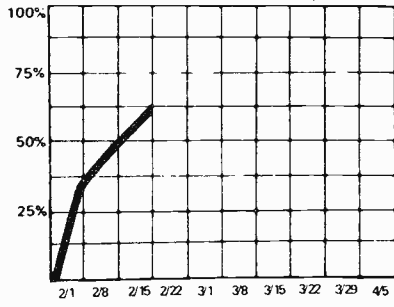
NARVEL FELTS
Good Love Was Mine (Cinnamon)



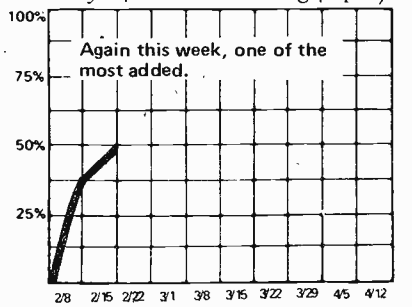
FREDDIE HART
Hang In There Girl (Capitol)



JERRY LEE LEWIS
The One On The Right (Mercury)

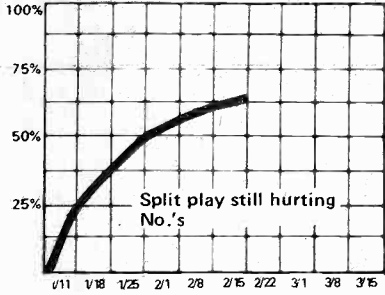


CHARLIE RICH
Very Special Love Song (Epic)

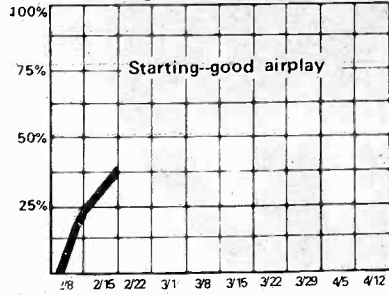


added this week...

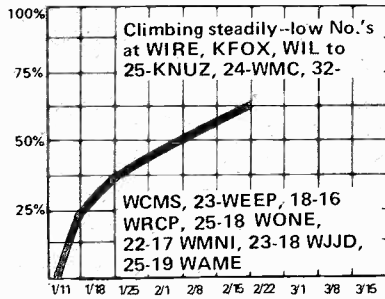
MARTY ROBBINS
20th Century Drifter (MCA)



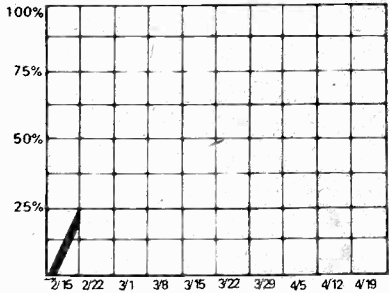
RED STEGALL
I Gave Up Good Morning (Capitol)



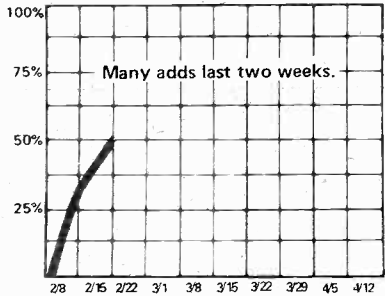
DAVID ROGERS
Loving You Has Changed (Atlantic)



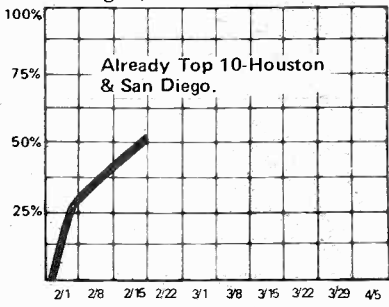
STATLER BROS.
Randolph Scott (Mercury)



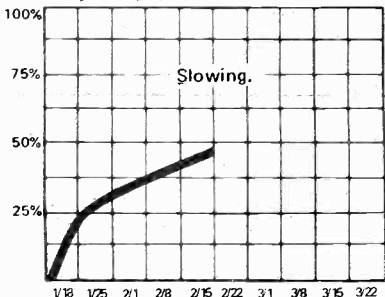
JEAN SHEPARD
At The Time (UA)



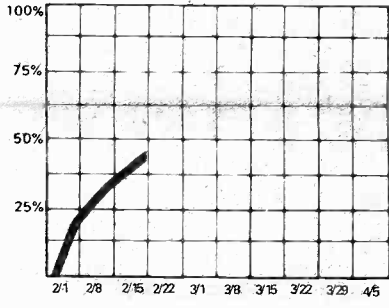
MEL TILLIS
Midnight, Me And The Blues (MGM)



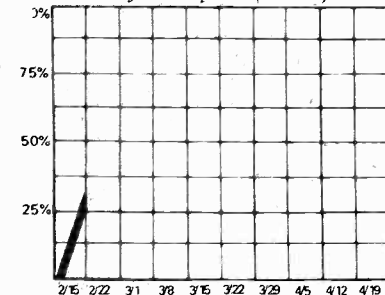
PATSY SLEDD
Chip Chip (Mega)



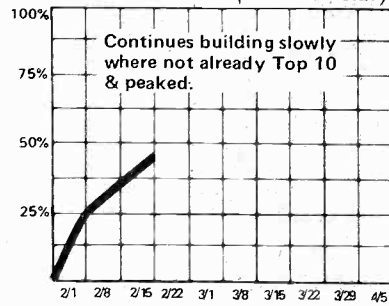
JERRY WALLACE
Guess Who (MCA)



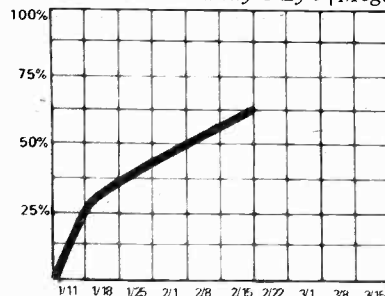
CAL SMITH
Country Bumpkin (MCA)



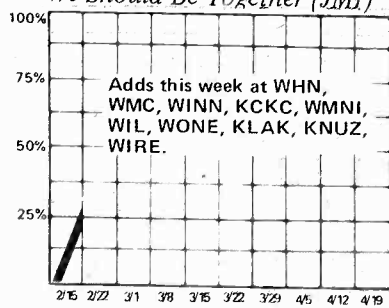
MACK WHITE
Too Much Pride (Commercial)



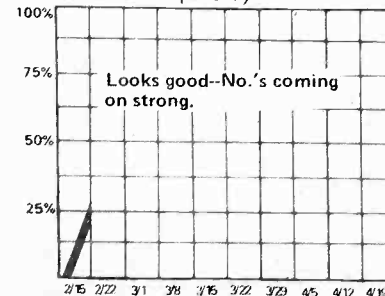
SAMMI SMITH
Rainbow In Daddy's Eye (Mega)



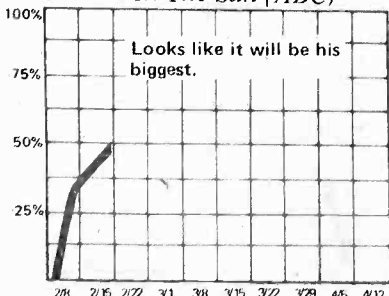
DON WILLIAMS
We Should Be Together (JMI)



HANK SNOW
Hello Love (RCA)



BOBBY WRIGHT
Seasons In The Sun (ABC)



WSLR--AKRON

Doyle Holly
Sonny James
Larry Kingston
Charlie Rich (Epic)
Jean Shepard
Karen Wheeler
DROPS:
Dan Peddicord
Susan Rave

WAME--CHARLOTTE

Merle Haggard
Wayne Kemp
Bobby Lewis
Charlie Rich (Epic)
Cal Smith
Red Stegall
Johnny Tillotson
Faron Young
NO DROPS

WJJD--CHICAGO

Merle Haggard
Sonny James
Sami Jo
NO DROPS

WUBE--CINCINNATI

Donna Fargo
Charlie Rich (Epic)
Johnny Tillotson
Bobby Wright
DROPS:
Don Adams
Don Gibson
Houston & Mandrell
Patti Page
David Rogers
Nat Stuckey
Sue Thompson
Porter Waggoner

WMNI--COLUMBUS

Dorsey Burnette
Jones & Wynette
Wayne Kemp
Jack Reno
DROPS:
Buck Owens

WONE--DAYTON

Merle Haggard
Dickey Lee
Charlie Louvin
Bob Lumin
O.C.
O.B. McClinton
Don Williams
DROPS:
Loretta Lynn

KLAK--DENVER

Hoyt Axton
T. Carlisle
Larry Gatlin
Merle Haggard
Freddie Hart
O.B. McClinton
Charlie McCoy
Jean Shepard
Red Stegall
Don Williams
Doyle Holly
NO DROPS

KENR--HOUSTON

Hoyt Axton
Dorsey Burnette
Mack Davis
Merle Haggard (Both)
Sue Richards
Cal Smith
Red Stegall
DROPS:
Glen Barber
Sue Thompson
Statler Bros.
Freddy Weller

KNUZ--HOUSTON

Lynn Anderson
Mack Davis
Doyle Holly
Sonny James
Charlie Rich (Epic)
Cal Smith
Don Williams
DROPS:
Paul Martin

WHHY--HUNTINGTON

Freddie Hart
Charlie Louvin
Jerry Wallace
NO DROPS

WIRE--INDIANAPOLIS

Sonny James
Dickey Lee
Charlie McCoy
Charlie Rich (Epic)
Jeannie C. Riley
Jean Shepard
Cal Smith
Don Williams
Faron Young
NO DROPS

KFOX--LONG BEACH

Johnny Paycheck
Charlie Rich (Epic)
Jean Shepard
Cal Smith
Terry Stafford
Hank Williams, Jr.
Bobby Wright
NO DROPS

WINN--LOUISVILLE

Lynn Anderson
Larry Gatlin
Sonny James
Tom Jans
Kris & Rita
Marion Love
Melba Montgomery
Linda Ronstadt
Guy Shannon
Don Williams
DROPS:
George Jones
Mary Kay James
Bryon MacGregor
Statler Bros.

WMC--MEMPHIS

Larry Gatlin
Merle Haggard
Sonny James
Dickey Lee
Marion Lee
O.B. McClinton
Willie Nelson
Charlie Rich (Epic)
Jean Shepard
Cal Smith
Don Williams
Hank Williams, Jr.
NO DROPS

WHN--NEW YORK

Lynn Anderson
Mack Davis
John Denver
Merle Haggard
Sonny James
Lawanda Lindsey
Jody Miller
Melba Montgomery
Ozark Mountain
Johnny Paycheck
Linda Ronstadt
Cal Smith
Don Williams
NO DROPS

WCMS--NORFOLK

Roy Acuff
Sherry Bryce
Johnny Cash
Donna Fargo
Jack Greene
Sonny James
Wayne Kemp
Jerry Lee Lewis
Marie Owens
Elvis Presley
Jean Shepard
Jerry Wallace
DROPS:
Loretta Lynn
Tex Ritter
Diana Trask

WRCP--PHILADELPHIA

Larry Gatlin
Melba Montgomery
Ozark Mountain
Charlie Rich (Epic)
DROPS:
Bobby Goldsboro
Paul McCartney

KTUF--PHOENIX

Lynn Anderson
Dorsey Burnette
Anthony Armstrong Jones
Linda Ronstadt
Faron Young
NO DROPS

WEEP--PITTSBURGH

Freddie Hart
Charlie Rich (Epic)
Linda Ronstadt
Mel Tillis
Statler Bros.
NO DROPS

WEET--RICHMOND

Merle Haggard
Mary Kay James
Marie Owens
Charlie Rich (Epic)
NO DROPS

KCKC--SAN BERN

Merle Haggard
O.B. McClinton
Don Williams
DROPS:
Bill Anderson
Jim Ed Brown
Loretta Lynn
George Morgan

WIL--ST. LOUIS

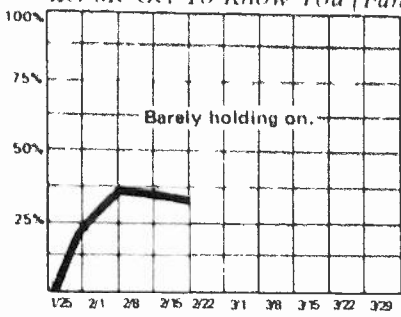
Jimmy Dean
Donna Fargo
Ron Fraser
Stan Hitchcock
Doyle Holly
Tom Jans
Anthony Armstrong Jones
Larry Kingston
Dickey Lee
Melba Montgomery
Marie Owens
Patsy SLEDD
Hank Snow
Don Williams
NO DROPS

KSON--SAN DIEGO

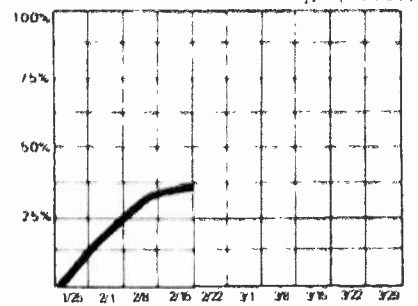
Merle Haggard (Both)
Freddie Hart
Doyle Holly
Murray Kellum
Charlie Rich (Epic)
Linda Ronstadt
Hank Snow
NO DROPS

POP/MOR SINGLES

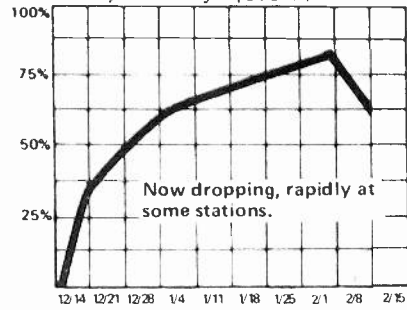
PAUL ANKA
Let Me Get To Know You (Fame)



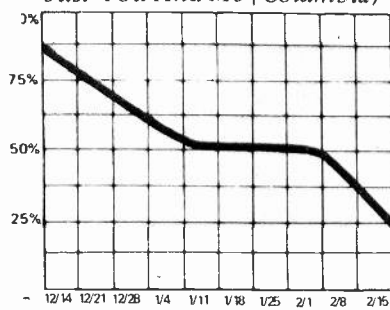
MARVIN HAMLISCH
Music From "The Sting" (MCA)



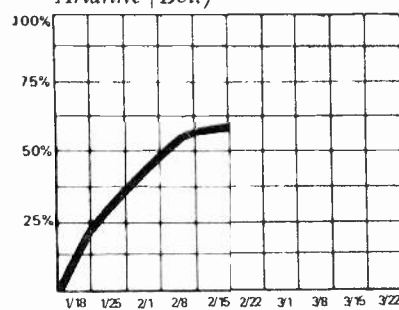
BOBBY BARE
Daddy What If? (RCA)



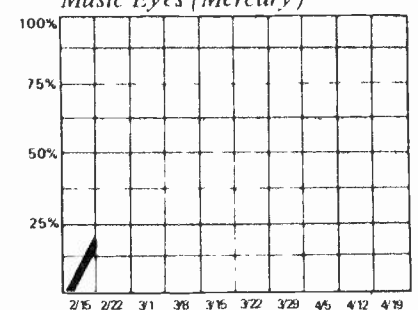
CHICAGO
Just You And Me (Columbia)



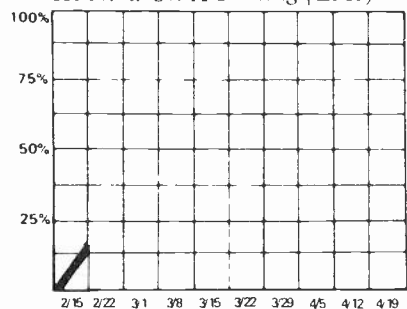
JERRY FULLER
Ariane (Bell)



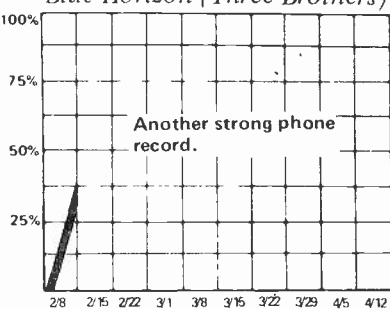
HEARTSFIELD
Music Eyes (Mercury)



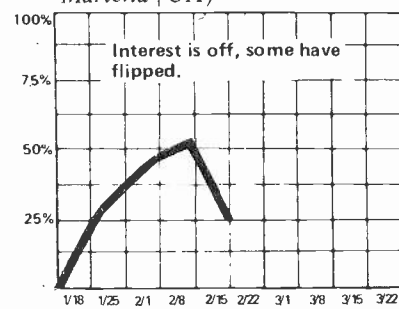
BLUE SWEDE
Hooked On A Feeling (EMI)



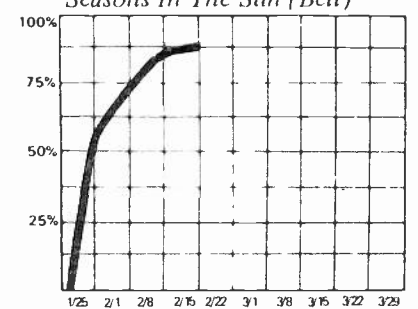
LOU CHRISTIE
Blue Horizon (Three Brothers)



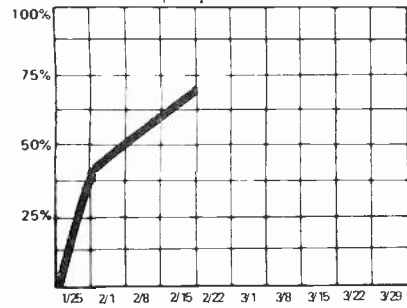
BOBBY GOLDSBORO
Marlena (UA)



TERRY JACKS
Seasons In The Sun (Bell)



GLEN CAMPBELL
Houston (Capitol)

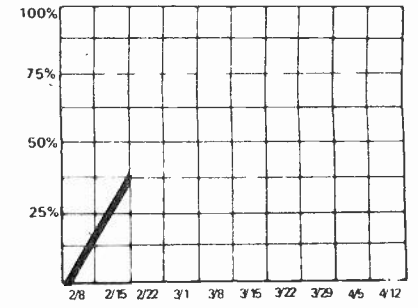


AUDIENCE APPEAL GRAPHS

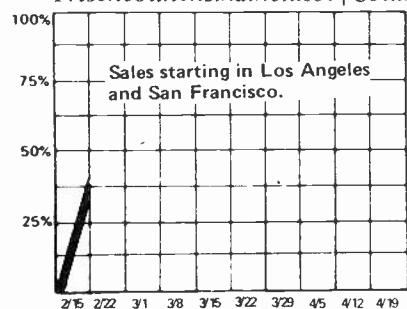
SIMPLY PUT: The levels (0% to 100%) represent a record's increasing or decreasing popularity with the "general mass audience" for the format being graphed.

A RECORD reaching 90-100% is a total, across the demographic board smash. A record registering 50% may do so because it's appealing to only a portion of the audience—say, teens, or mostly males. The graphs will also show how a record may "hold on" in audience popularity long after sales have dropped.

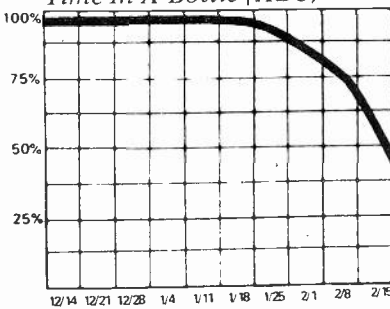
SAMMI JO
Tell Me A Lie (MGM South)



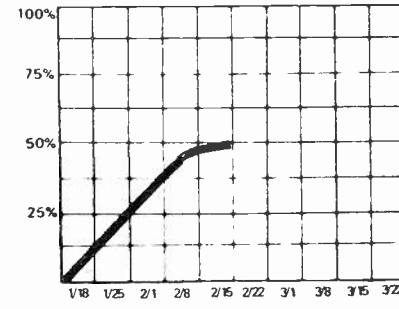
ANDRIANO CELENTANO
Prisencolinensinainciusol (Columbia)



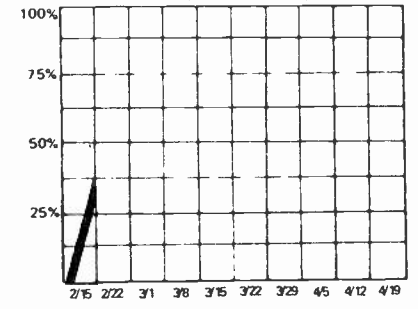
JIM CROCE
Time In A Bottle (ABC)



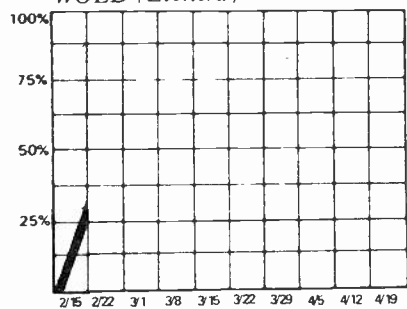
DON GOODWIN
This Is Your Song (MCA)



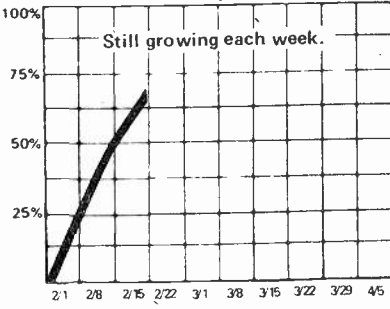
BILLY JOEL
Piano Man (Columbia)



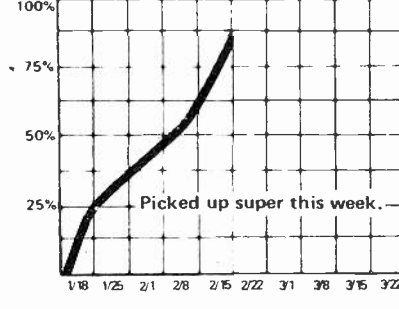
HARRY CHAPIN
WOLD (Elektra)



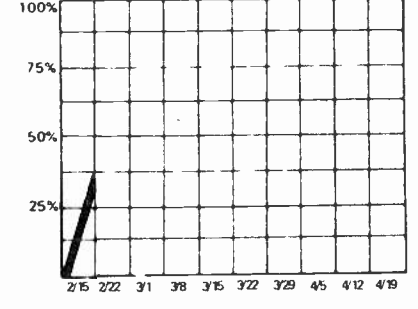
JOHN DENVER
Sunshine On My Shoulder (RCA)



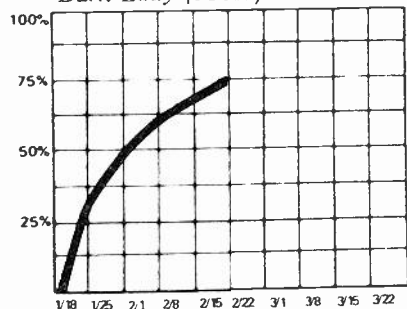
TOM T. HALL
I Love (Mercury)



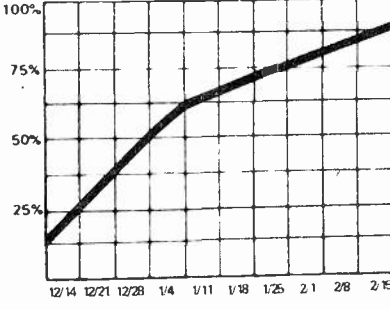
ELTON JOHN
Bennie And The Jets (MCA)



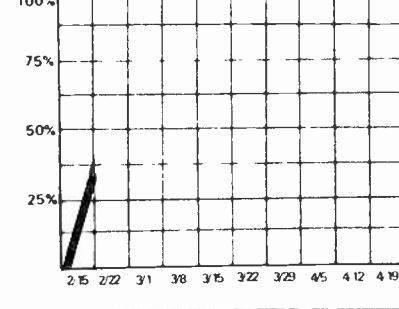
CHER
Dark Lady (MCA)



CLIFF DE YOUNG
My Sweet Lady (MCA)



HALL & OATES
She's Gone (Atlantic)

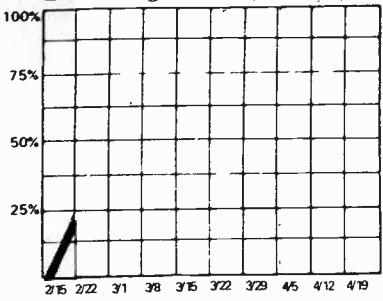


OLIVIA NEWTON-JOHN
Let Me Be There (MCA)

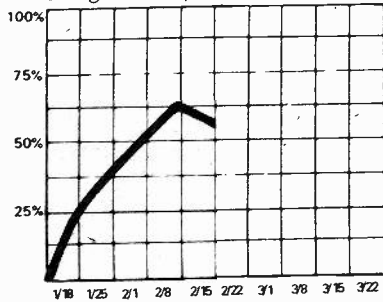


POP/MOR SINGLES

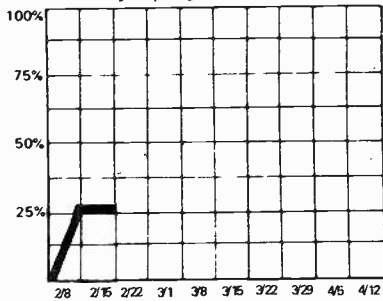
GLADYS KNIGHT & THE PIPS
Best Thing That Happened (Buddah)



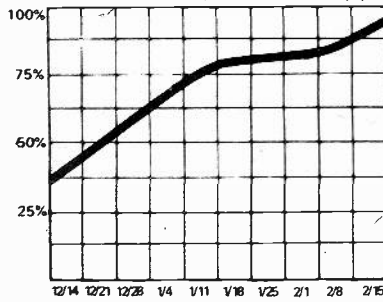
GLADYS KNIGHT & THE PIPS
Imagination (Buddah)



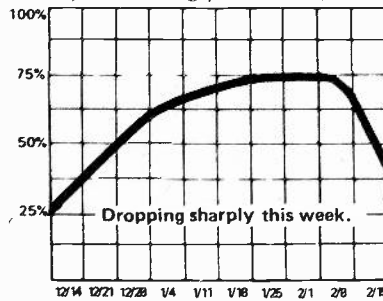
LETTERMEN
Goodbye (Capitol)



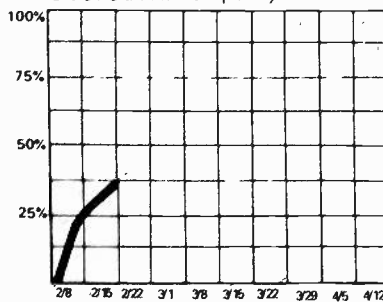
LOVE UNLIMITED ORCHESTRA
Love's Theme (20th Century)



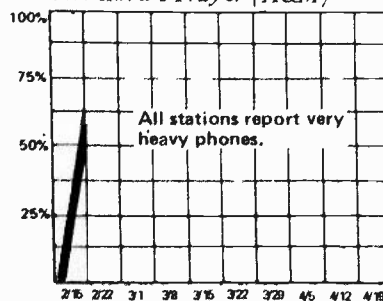
JOHNNY MATHIS
Life Is A Song (Columbia)



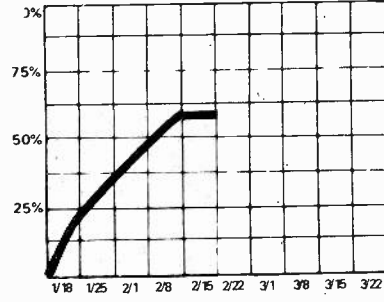
DON MCLEAN
Fool's Paradise (UA)



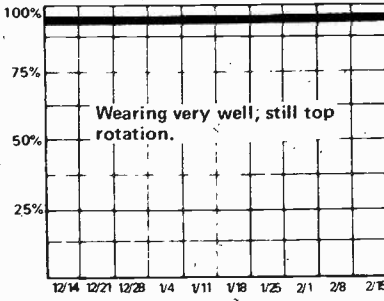
SISTER JANET MEAD
The Lord's Prayer (A&M)



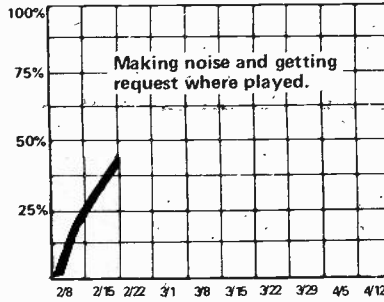
BETTE MIDLER
In The Mood (Atlantic)



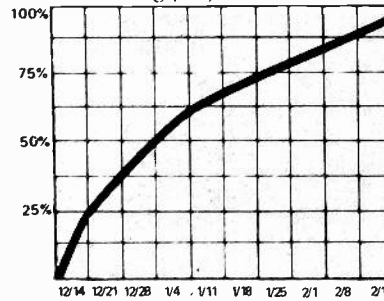
MOCEDADES
Eres Tu (Tara)



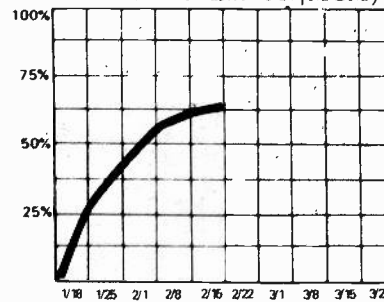
MARIA MULDAUR
Midnight At The Oasis (Reprise)



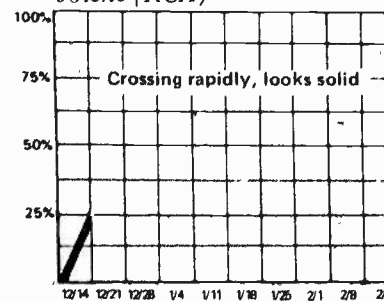
ANNE MURRAY
Love Song (Capitol)



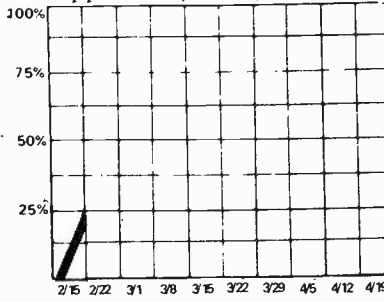
NEW SEEKERS
Another Fool Like Me (MGM)



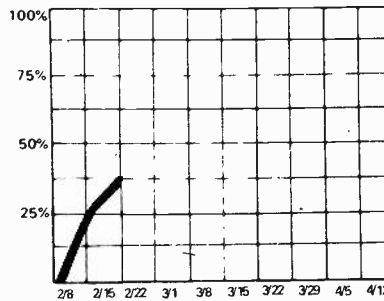
DOLLY PARTON
Jolene (RCA)



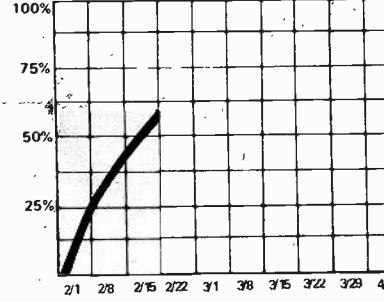
THE PEPPERS
Pepper Box (Event)



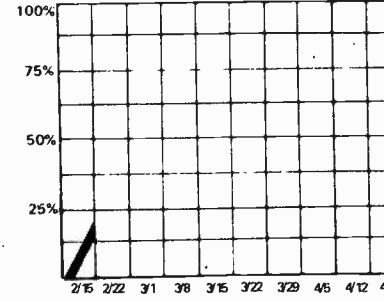
ELVIS PRESLEY
Take Good Care Of Her (RCA)



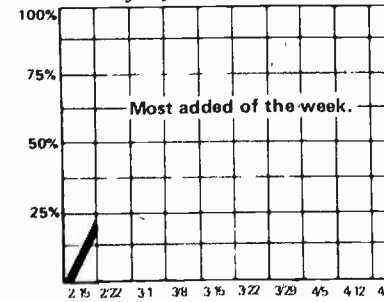
ELVIS PRESLEY
I've Got A Thing About You (RCA)



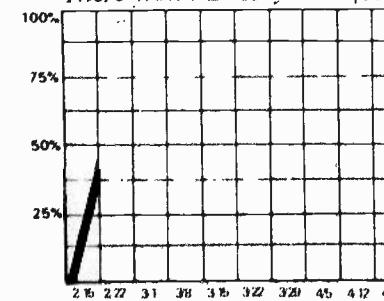
REDBONE
Come And Get Your Love (Epic)



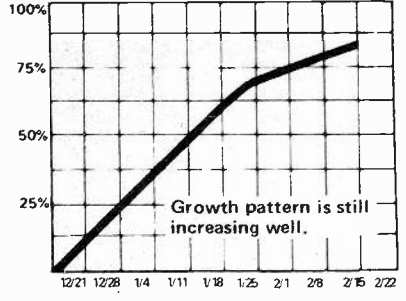
CHARLIE RICH
A Very Special Love Song (Epic)



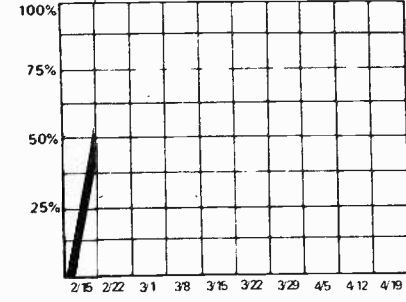
CHARLIE RICH
There Won't Be Anymore (RCA)



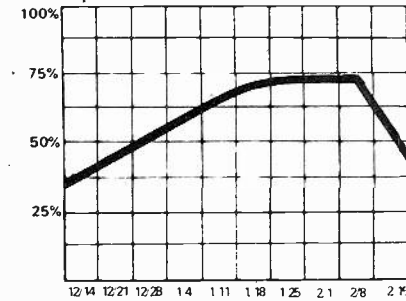
DIANA ROSS
Last Time I Saw Him (Motown)



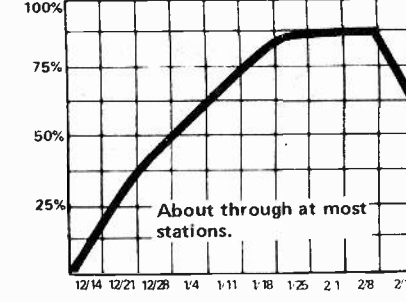
CARLY SIMON/JAMES TAYLOR
Mockingbird (Elektra)



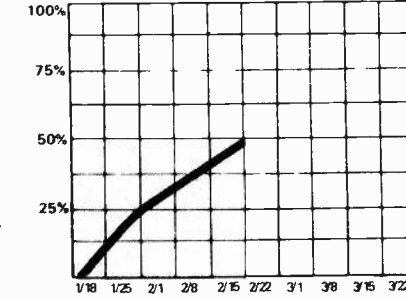
JIM STAFFORD
Spiders & Snakes (MGM)



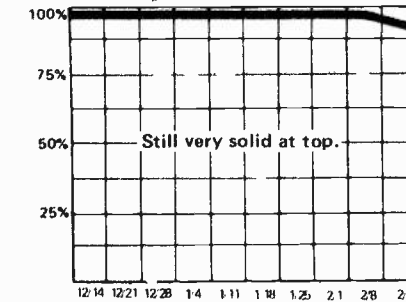
RINGO STARR
You're 16 (Apple)



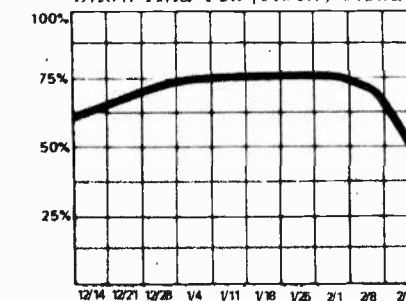
STEALERS WHEEL
Star (A&M)



BARBRA STREISAND
The Way We Were (Columbia)



AL WILSON
Show And Tell (Rocky Road)





Pass It On.

**Your Cash
Ain't Nothin'
But Trash**
(3837)
has come crashin'
out of that
platinum album,
The Joker
(SMAS 11235)

STEVE MILLER

