BURIED ALIVE—KLZ morning personality Mike McCuen and Operations Manager Russ Knight amidst the 209,500 entries that poured into the station the week of April 15 during KLZ’s second "Music Marathon." Listeners were asked to send in their estimate of the number of records KLZ would play during the 60 hours of back-to-back music.

**LATE NEWS:**

**Saul Leaves Warners**

After 4 1/2 years of breaking the hits and helping build the most successful rock record company, Ron Saul resigned last Friday over a dispute with upper level management and irrecconcilable policy differences. "I couldn’t live with what they wanted and they could no longer live with what I wanted and needed. They are a fine record company, and will continue to do well. I’m available and will let my track record speak for itself." Ron can be reached at (213) 473-4326. Gary Davis has been named the new Warners Promotions head.

**Top Twenty**

FRIDAY, MAY 3, 1974

1. GRAND FUNK

2. RAY STEVENS

3. THREE DOG NIGHT

4. JACKSON FIVE

5. AMOS ROTHMUSCH

6. CHICAGO

7. ELTON JOHN

8. MFBB

9. PAUL McCARTNEY

10. MARIA MULDAUR

11. MIKE OLDFIELD

12. BLUE SWEDISH

13. CARPENTERS

14. RINGO STARR

15. GLADYS KNIGHT

16. ANTHOLOGY

17. JIM CROCE

18. BO DONALDSON

19. REEL ONE

20. MAIN INGREDIENT

**Something On The Horizon: KFRC Creates ‘Great American Dream’**

The promos began about a month ago. They pointed out, in a positive way, how life moves in a Minnesota Main Event: Channell Vs. Stevens, Round Three...

Re-capping the action so far in the Twin-Cities Heavyweight War Of Words between KSTP and KDWB, KSTP PD Jim Channell, discounting any threat from Buzz Bennett, in Round One remarked, "The last time I looked, Buzz Bennett wasn’t able to walk on the water...." Round Two saw KDWB GM Gary Stevens come back with "Jim is obviously forgetting about the fact that the lakes and rivers freeze over in the winter here in Minneapolis...." Now, in Round Three, Jim Channell responds, "Let’s forget about the winter time and talk about the spring summer which is now. It’s a known fact that turkeys cannot swim and by December when the water freezes over in the Twin Cities, Thanksgiving will have already passed.... Round Four next week, don’t miss it!!

**13Q air personality Eddie Rogers (right) walking through Pittsburgh with the specially designed see-through safe that PD Tom Bigby had made for the station. The safe is filled with $13,000 cash and clues are given on the air as to its combination. Listeners can go to the current location and actually try to open it up.**

**Pollution Control Head Denounces Atomic Energy PSA’s As ‘Propaganda Campaign’**

The head of Minnesota’s Pollution Control Agency charged recently that a series of so-called public service announcements distributed by the Atomic Energy Commission is really a propaganda campaign to build more nuclear power plants. Agency head Grant Merritt says that the AEC is sending out six 30-second public service announcements to radio and TV stations that strongly back plans to build more nuclear power stations. In a letter to the Federal Communications Commission, Merritt said that the announcements should be "withdrawn immediately, or at least provisions made for some citizen group or other public agency to provide spots representing a counter position."

"I find it most disturbing," said Merritt, "as a public agency might make such an effort using taxpayers’ money and billing the spots as being in the public interest." Merritt noted that the creation of more nuclear power stations is a highly controversial subject of public interest. He asked the FCC to review the announcements and issue a ruling on the legality of the program.
You do not have to be a country music enthusiast to appreciate Hoyt Axton. The sole requirement is a desire to be royally entertained.

— Dennis Hunt, Los Angeles Times

The latest reason why is "WHEN THE MORNING COMES."
The fastest-rising single of his career.
HOYT AXTON ON A&M RECORDS
Produced by Allan McDeugoll and Hoyt Axton
Radio & Records

Page 3

KDWB's 'Phase Two' Sounds Like A Bitch

KDWB 97.4 is into "Phase Two" giving away every lp they play. "Phase Three" will be "A Super-Bad Weekend" with $50 and $100 bill giveaways and a specially created T-shirt with the slogan "KDWB Sounds Like A Bitch."

LARGE SUIT SETTLED

Back in December of last year, the WDBG jocks voted to have AFTRA represent them. Shortly thereafter a jock was terminated and he filed a charge of unfair labor practices against the station. There were also other charges of unfair labor practices against WDBG, one of which was allegedly interfering with the election of AFTRA. A compromise has just been reached by which the station has taken the jock back on the staff as a newsman. The union has dropped their other charges and issued a statement stipulating that the settlement was not an admission of guilt by WDBG.

WBGB GAS GIVEAWAY

WBGB-Augusta is giving away gasoline to the listener that can come up with the most words from the word "gasoline." They have received thousands of entries so far.

WLS SAILBOAT WINNERS

WLS-Chicago has a "Just Call In And Win A Sailboat Weekend." At the sound of the touch-tone telephone created logo, listeners just call in and win a sailboat. They gave away 19 in all.

BLOWIN' IN THE WIND

Chicago again: Most radio stations in Chicago use the big antenna atop the John Hancock building. Last week, all 13 stations using it went off the air 7 different times during the day due to antenna problems. What a way to wipe out radio in the windy city!

NATIONAL SECRETARIES WEEK

WBIM-FM ran a "National Secretaries Week" contest giving away terrariums to secretaries on a call in and win. The key phrase was "Grow your own in your office right in front of the bosses' nose."

WEEKEND SPECIALS

XEROK-EI Pass weekend special: first it was a Molotov weekend, followed by a Beatles weekend. The greatest hits of the weekend were produced along with mini-documentaries produced by P.J. John Long and Jack Chris Haze. On their "Count the times they play "Sister Mary Elephant" contest!" they received thousands of mail entries which came in from 7 different states.

LEAVE ME ALONE

Helen Reddy and her husband-manager Jeff Wald have dismissed producer Tom Catalano's verbal descriptions as "artistic differences." Catalano's dismissal terminated an 18-month association during which time he produced the I Am Woman, Long Hard Climb, and Love Song For Jeffrey LPs and the "Peaceful," "Della Dawn," "Leave Me Alone," and "Keep On Singing" singles. Helen's first two albums were produced by Larry Marks. Jeff Wald told R&R: "We're talking to several different people right now and will continue to put out hits."

FREAKS VS. FUZZ

WLS-Chicago вообще just Thomas is running for Mayor. He's got a full 100 showing of billboards, a specially created logo, listeners just call in and win a sailboat. They gave away 19 in all.

MCA's National Promotion staff prepares to spin the clock in their promotion man's "Rock Around The Clock Contest" which ends May 20, the 20th anniversary of the original release date of Bill Haley's single. Getting the record on stations earns the promo man a spin of the "clock" wheel, with escalating payoffs according to the numbers. From left to right: Vince Cosgrave, Sandy Lisbon, Shelly Hoppers, and Lydia Ramirez.

Radio & Records

Page 3

KDWB's 'Phase Two' Sounds Like A Bitch

ROCHELLE STAAB

MUSIC COORDINATOR

BARTELL, BROADCASTING

1. ELTON JOHN/Bennie & The Jets (MCA)
2. ANNE MURRAY/You Won't See Me (Capitol)
3. PAUL McCARTNEY/Band On The Run (Apple)
4. GRAND FUNK/Locomotion (Grand Funk)
5. LOBO/Standing At The End Of The Line (Big Tree)
6. MARVIN HAMLACH/Theme From "The Sting" (MCA)
7. STYLISTICS/You Make Me Feel Brand New (Arco)
8. GORDON LIGHTFOOT/Sundown (Reprise)
9. MARION BLACK/Off The Critical List (Shakat)
10. RAY STEVENS/The Streak (Barnaby)
BY MARK SHIPPER
Managing Editor

The natural tendency, when looking for inventive and effective listener-pulling promotions to report on, is to check out the mass appeal stations. Competition in this format, of course, is the thickest in radio, a factor which usually results in ideas of surpassing creativity. Usually, that is, but not always. A Beautiful Music outlet in Los Angeles, KEZM-FM, has come up with a promotion that has recruited thousands of new listeners for them over the past few months, many of whom are in age brackets that ordinarily would never go near an Easy Listening formatted station. They call it Sleep Learning, and perhaps the most fascinating thing about it is the fact that it opens up a whole new motivating factor for gaining listeners: self-improvement. Any station that can basically say to its audience, "Listen to WXXX and lose weight," is bound to score points in an 18-34 group that is continually pre-occupied with its appearance and image. Through Sleep Learning, KEZM is reaching this (and older) age groups every night. It works like this: every night (early morning, actually) from one to five a.m., the station

KEZM/LA Puts Audience To Sleep (Intentionally!)

UP TO 95% MUSIC!

Plus SleepLearning & School Emergency Reports

KEZMusic
107.5 FM Stereo

IF YOU REALLY WANT TO
LOSE WEIGHT (April)
COPE WITH TENSION (May)
RELIEVE INSOMNIA (June)

FREE SleepLearning MAY BE ABLE TO HELP!

SleepLearning is a free Public Service Program broadcast from 1 to 5 AM to help listeners achieve a goal. Set your bedside radio to KEZM 107.5 FM and "listen" while you sleep. If you really want to stop smoking or lose weight, etc. try SleepLearning. It is helping many people. It is free. It may be able to help you and others you know.

PICKING UP LISTENERS UNCONSCIOUSLY - That's what's happening at LA's KEZM, where a "Listen While You Sleep" promotion has resulted in nothing but positives for the station.

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Contact Don Burns at the station.

WKBW Offers Beatle Reunion Record Free

WKBW-Buffalo has created a special "Beatles Reunion" record to celebrate the 10 year anniversary of the Cancella Lineup and has copies free to all stations if they supply the tape for the dubs. Contact Dan Damadian.

MORE BEATLES

Many stations are getting into the Beatle 10 year sale, KAIL, WAIX, WABC are giving away special "10 Year T Shirts."

PHILADELPHIA PULSE

Compiled weekly by Steve Sherrar, 6 am - midnight

WFBQ R

WFBQ AM 10

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2

WFBQ BM 2


Summary: WMMR came back up strong in the 18-44 men, WPHI one total market, they recovered their teens well. Teens: WPHI 10 and WWlatin 24 (down approximately a third in teens).

ROLLIN' ON THE RIVER

WBS-Atlanta is giving away their entire beer stock for an all expense-paid party for 200 aboard a new riverboat (the biggest in the Southeast) anchored at Stone Mountain. The boat needs a name and WSB listeners are being asked for their suggestions. Best name wins the party, courtesy of the station and the park.

KDAY'S "FUN CRUISE"

KDAY-Los Angeles is sending two listeners to the Bahamas in style. The winning postcard sender/signed card is picked up in a live, driving contest from The Met, Artopol and Bow to New York City from where a cruise ship will sail them away, with a pocketful of spending money, courtesy of the station and the park.

WINNAMAN PROMOTED

ABC Radio has promoted KLOS General Manager, John Winnaman, to Vice President. This makes Winnaman the first GM of an ABC O&O to jump up to the VP position. The promotion was a reward for KLOS attaining the highest weekly audience reached by any Los Angeles FM station, and increased sales revenues 94 percent in 1973.

STERLING IN SEATTLE

KTW Seattle: Sterling Recreation Organization recently purchased this property, and is now presenting a 3:00 hour block in morning drive. They have been in the business for a long time and no network affiliation.

QUELLO APPROVE

James Quello, the former Detroit Free Press reporter, was approved by the Senate late last week to become a member of the FCC. The approval came seven months after he was nominated to the post by President Nixon.

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**TREND:**
**May 3, 1974**

4/12 4/19 4/26

1 1 1 GRAND FUNK/Location (Grand Funk) 1 1 1
8 5 3 RAY STEVENS/The Streak (Barnaby) 8 5 3
14 12 5 THREE DOG NIGHT/The Show Must Go On (ABC) 14 12 5
14 9 2 MARVIN HAMLISCH/Music From "The Sting" (MCA) 14 9 2
15 7 7 CHICAGO/Searchin' So Long (Columbia) 15 7 7
3 2 2 ELTON JOHN/Bennie & The Jets (MCA) 3 2 2
3 4 4 MSBS/T.S.O.P. (Phy/Int) 3 4 4
8 16 1 PAUL McCARTNEY/Bond On The Run (Apple) 8 16 1
12 11 10 MARIA MULDAUR/Midnight At The Oasis (Reprise) 12 11 10
13 8 12 BLUE SWede/Hooked On A Feeling (EMI) 13 8 12
18 13 15 CARPENTERS/Won't Last A Day (A&M) 18 13 15
22 22 9 STYLISTICS/You Make Me Feel Brand New (Avco) 22 22 9
10 19 16 REDFINE/Come And Get Your Love (Epic) 10 19 16
22 21 20 MAIN INGREDIENT/Just Don't Want To Be Lonely (RCA) 22 21 20
21 24 21 GORDON LIGHTFOOT/Sundown (Reprise) 21 24 21
9 18 17 BTO/Let It Ride (Mercury) 9 18 17
26 22 19 BARBRA STREISAND/All In Love Is Fair (Columbia) 26 22 19
12 6 11 GLADYS KNIGHT/Best Thing (Buddah) 12 6 11
20 17 13 STEELY DAN/Do It Again (ABC) 20 17 13
22 17 18 MARVIN HAMLISCH/Music From "Sting" (MCA) 22 17 18
18 20 14 GLADYS KNIGHT/Best Thing (Buddah) 18 20 14
23 23 17 MAIN INGREDIENT/Just Don't Want To Be Lonely (RCA) 23 23 17
3 1 27 CARRIE SNYDER/You Make Me Feel Brand New (Avco) 3 1 27
27 20 15 MARVIN HAMLISCH/Music From "Sting" (MCA) 27 20 15

**NEW & ACTIVE**

Most active of the newer pieces of product is the WILLIAM DE VAUGHN (Roxbury) who did very well: add KFRC, debut 16 CKLW, add KJR, WPOG, KGW, WPSC, KING and WHBQ.

EAGLES (Asylum) did fairly well this week: debuts 31 WZZM FM, add KDJZ, JUIN, debut 30 KSTP, add WCOL, 38-33 KLIF, 45-39 KDZA, on KGW.

FANNY (Casablanca) Last week Gary Welden PD of KCPX said "he's heard this year." This week it picked up an adds at WSAI, KUPD, debuts 28 KCPX.

HERBIE HANCOCK (Columbia) picked up very well this week: add WPXJ, 15-25 WCOL, debuts 21 KEWI, 26 WGH.

RAZZY record, the stations that have been playing it have reported some stock problems, that should be solved now that that stock has been filled.

STEVE MILLER (Capitol) "Livin' In The U.S.A." - the song is a few years old, but is one of the cookiest he's ever done. It should now happen like it should have a few years back: add WISM, KJR, WPOG.

ELO (UA) 36-31 WCOL, debuts 30 WBN, 28-26 WPOG. Still happening.

FLASH CADILLAC (Epic) big move at WIFE 30-19 with top phone WCOL, on KJRB.

DIANA & MARVIN still growing and sounding good on the air: add WPIX, 28-25 WCOL, debuts 31 KEWI, 26 WGH.

**Parallel Summary**

CARPENTERS: 44 percent show top 15 action, all show upward movement: 14-11 KSTP, 15-11 KJU, 18-11 WMAK, 18-11 WPOG. See page 11.

RICK CUNHA: improving each week, picked up WLEE, KILT, debuts 40 WGH. See page 12.

DE FRANCOS: one of the most active records of the week: add KKV, KFJZ, IQ, debuts 23 WOYK, debuts 40 KLIF, 34-28 WCFL. See page 11.

DOOBIES: another good week of movement and additions: Add KFJZ. See page 12.

FIVE MAN ELEC BAND: still alive and well in many markets. See page 12.

ARETHA FRANKLIN had a better week, debuts 29 CKLW, add KIBO, on WAYS, 36-20 WGH. See page 12.

GUESS WHO doing very well in many markets, should be a solid hit soon. WLS debuts 14, KWDW 12, 25-14 WSAI, 11-10 WOKY. See page 12.

BO & HEYWOODS doing very well, picking up a fringe on adults even though very solid teen oriented. See page 12.

OLIVIA NEWTON JOHN many programmers like it better than the last number movement is now starting: 27-13 WFLI, debuts 21 WQXI, debuts 18 KJR. See page 13.

KOOL & GANG 14-7 CKLW, 29-25 WSGA. See page 13.

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GILBERT O'SULLIVAN/Happening Is He And You (Mono) 3-30
MARIA MULDAUR/Midnight At The Oasis (Reprise). 3-36
MARVIN HAMLISCH/Music From "Sting" (MCA) 2-57
BARBRA STREISAND/All In Love Is Fair (Columbia) 3-10
MAC DAVIS/One Bell Of A Woman (Columbia) 2-32

**CROSSOVERS**

GRAND FUNK
RAY STEVENS
THREE DOG NIGHT
JACKSON FIVE
MARVIN HAMLISCH
CHICAGO
ELTON JOHN
MFSB
PAUL McCARTNEY
MARIA MULDAUR
MIKE OLDFIELD
BLUE SWEDJE
CARPENTERS
RINGO STARR
GLADYS KNIGHT
STYLISTICS
JIM CROCE
HEYWOODS
REDBONE
MAIN INGREDIENT

**BLACK TO ROCK:**

BOBBY WOMACK/ Lookin' For A Love (UA) 2-37
MARVIN MARGIN/That Don't Want To Be Lonely (RCA) 3-31
BLOODSTONE/Outside Woman (London) 3-55
AL GORDON/Go Get Married (Bi) 3-16
JAMES BROWN/The Payback Part 1 (Polydor) 3-38
WIRE, PATERSON/ Fireight Night' (Mighty Columbia) 3-40

BLOODSTONE still has some action, but is far from a crossover. The biggest success is the WILLIAM DE VAUGHN. Looks solid.

**MOR TO ROCK:**

GILBERT O'SULLIVAN/Happening Is He And You (Mono) 3-30
MARIA MULDAUR/Midnight At The Oasis (Reprise). 3-36
MARVIN HAMLISCH/Music From "Sting" (MCA) 2-57
BARBRA STREISAND/All In Love Is Fair (Columbia) 3-10
MAC DAVIS/One Bell Of A Woman (Columbia) 2-32

MARIA, MAC and MARVIN have all made it. The newest action is on GEORGE FISCHOF "Georgia Porcupine" (UA) add KJR and good talk at other key stations. Could happen.
**Friday, May 3, 1974**

**Added this week...**

**Most added**
- **CARLY SIMON**
- **STYLISTICS**
- **DOOBIE BROTHERS**
- **WILLIAM DE VAUGHN**
- **MAIN INGREDIENT**
- **FRANCO FAMILY**

**RADIO & RECORDS**

**PARALLEL 1**

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist</th>
<th>Record</th>
<th>Added/Replaced</th>
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<tbody>
<tr>
<td>KHJ/LOS ANGELES</td>
<td>Main Ingredient</td>
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<td>Chester (top 10)</td>
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<td>Eddie Kendricks (top 5)</td>
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<td>JIM STAFFORD</td>
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<td>William De Vaughn</td>
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<td></td>
<td>Drops</td>
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<tr>
<td></td>
<td>Billy Paul (25)</td>
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<tr>
<td></td>
<td>Redbone (top 5)</td>
<td></td>
<td></td>
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<tr>
<td>WKKO/BOSTON</td>
<td>Carly Simon</td>
<td></td>
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<td></td>
<td>John Stafford</td>
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<td></td>
<td>Drops</td>
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<tr>
<td></td>
<td>Kentstrick (top 5)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Chester (top 10)</td>
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<tr>
<td>WCKF/SAN FRANCISCO</td>
<td>Gordon Lightfoot</td>
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<td></td>
<td>Jim Stafford</td>
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<td></td>
<td>William De Vaughn</td>
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<td></td>
<td>Drops</td>
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<tr>
<td></td>
<td>Billy Paul (25)</td>
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<td>WRC/WASHINGTON</td>
<td>DROPS</td>
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<td>Heywoods</td>
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<td>Carly Simon</td>
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<td></td>
<td>Drops</td>
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<tr>
<td></td>
<td>Kentstrick (top 5)</td>
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<tr>
<td></td>
<td>Chester (top 10)</td>
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**PARALLEL 2**

<table>
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<th>Station</th>
<th>Artist</th>
<th>Record</th>
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<tr>
<td>KGOM/PORLAND</td>
<td>Main Ingredient</td>
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<tr>
<td></td>
<td>O Jays</td>
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<tr>
<td></td>
<td>Drops</td>
<td></td>
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</tr>
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<td></td>
<td>Terry Jacks (1)</td>
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<td>Mccallisters (5)</td>
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<tr>
<td>WQXI/ATLANTA</td>
<td>Jim Mitchell</td>
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<tr>
<td></td>
<td>Cat Stevens</td>
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<td></td>
<td>Drops</td>
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</tr>
<tr>
<td></td>
<td>Elton John (top 5)</td>
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</table>

**PARALLEL 3**

<table>
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<th>Station</th>
<th>Artist</th>
<th>Record</th>
<th>Added/Replaced</th>
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</thead>
<tbody>
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<td>WGRQ/BUFFALO</td>
<td>O Jays</td>
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<td>Drops</td>
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<tr>
<td></td>
<td>Ray Starr (top 15)</td>
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<tr>
<td></td>
<td>Jim Stafford (top 5)</td>
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<td>Speaks</td>
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<td>Gladys Knight (top 15)</td>
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<tr>
<td>KCQI/SAN DIEGO</td>
<td>None</td>
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<tr>
<td></td>
<td>Drops</td>
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<td>ウッディー・マリーフォン・ディス</td>
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**MORE ADDS ON PAGE 8**
There’s a lot of buzzing going on in New York City. Rumor has it that WNCN will soon switch from its longtime Classical format to Progressive. That nation’s largest market is a very gritty one and there is already speculation as to which local jocks will be lured away from other stations, as well as which people will be coming in from out of town. Also being pondered is speculation on how the new station will compare to the two established FM album rockers WNEW and WPLJ as far as “progressiveness” and “free formness” goes.

I’ve been hearing this story now for a couple months, yet nobody seems to have any facts or details confirming if and when. So, I called WNCN and spoke to General Manager Paul Wacksmith.

MH: Is WNCN going Progressive.

PW: No. We have absolutely no plans to go Progressive.

MH: What about all the rumors?

PW: I don’t really know how they started, maybe our competition (WXQR) started them. This is nothing new for WNCN. Every time there is any kind of change in management here, the rumors start flying that we’re going to change format. This time it’s Progressive. There were rumors one year ago when the station was taken over by Star Broadcasting. And now this current rumor started when I became General Manager on March 1st.

But we have absolutely no plans to go from Classical to Progressive. You can check that out with Peter Star himself, if you want to. The only changes that we’re making here are improvements in our format that will make it more appealing. Classical radio is not the easiest to make it with, you know.

MH: You’re around for a while now. How does one go about making a Classical music station more appealing?

PW: Well, that’s pretty complicated, but to capitalize for you, until recently, each announcer had the freedom to choose the records for his show. We have about 13,000 albums in our library, but the listener isn’t being programmed with the proper balance. Now they don’t have that freedom, and the music is carefully planned so as to not be totally and consistently reflective of one individual’s personal taste.

So, as it stands now, the rumors about WNCN are totally false, according to WNCN. Better lots of people will be watching the station.

CONTINUED FROM PAGE 7

ROCK ALBUMS

RACHMAN-TURNER OVERDRIVE
(Black-Turner Overdrive II (Mercury))
CUTS: Let It Ride*; Blown; Take a Copy of Business

MAGGIE BELL
Queen Of The Night (Atlantic)
CUTS: After Midnight; Oh My Mr. Trouble Would

BRIAN AUGER’S OLIVION EXPRESS
Straight Night Ahead (RCA)
CUTS: Straight Ahead?; You’d Stay In My Heart, Some On

JIMMY BUFFETT
Living And Dying In The Time (Double)
CUTS: Come Monday; Ballad Of Spilled John

CHICAGO
Chicago 77 (Columbia)
CUTS: Searchin’ So Long; Nothing You Were Here, Stompy Stomp

BOB DYLAN
Planet Waves (Asylum)
CUTS: Going; Going, Goin’; Tangles Mama*, Something There Is About You, Forever Young (Part 1 & 2), You Angel You

EAGLES
On The Border (Asylum)
CUTS: Already Gone; You Never Cry Like A Lover; Best Of My Love

GOLDEN EARRING
Mountain (MCA)
CUT: Radar Love*; Big Tree Blue Sea

GRAND FUNK
Shine On (Grand Funk)
CUT: Locomotion*, Shine On

BILLY JOEL
Piano Man (Columbia)
CUTS: Piano Man*, Timeless Prayer

GORDON LIGHTFOOT
Sundown (WB)
CUTS: High & Dry; Sundown*, Seven Island Suite

MARSHALL TUCKER BAND
A New Life (Capricorn)
CUTS: Southern Woman*, A New Life, Another Cruel Love*, Blue Ridge Mtn

JONI MITCHELL
Court And Spank (Asylum)
CUTS: Help Me*; Free Man In Paris*, Troubled Child

MOTT THE HOOPLE
The Hoople (Columbia)
CUTS: The Golden Age Of Rock ‘N Roll; Burn Last 56, Roll Away The Stone

THE OZARK MOUNTAIN DAREDEVILS
The Ozark Mountain Daredevils (A&M)
CUTS: If You Wanna Get To Heaven

PROCOL HARUM
Exotic Birds And Fruit (Chrysalis)
CUT: Nothing But The Truth

LARRY RASPBERRY
Nighttongue*; Fancin’ Daddy (Enterprise)
CUTS: Rock & Roll Waitin’, Road Blues

ROCKY RUDNICK
Todd (WB)
CUTS: A Dream Goes On Forever*; Sons Of 1944, Heavy Metal Kids, The Last Ride

DAVID BOWIE/Rebel Rebel (RCA)
CHICAGO/I’ve Been Searching So Long (Columbia) -4:19
CRUSADERS/Scotch (Blue Thumb) -2:10
EARTH, FIRE & WATER/Mighty Mighty (Columbia) -3:01
DR. JOHN/Rite Away (Avco) -2:44
GRAND Funk/Locomotion* (A&M) -2:45
GUARDIAN Star Baby (RCA) -2:37
JANIS IAN
Stars (Columbia)
CUTS: Jure, With You

BLACK SABBATH/Iron Man (WB) -3:33

THE CDW-SD NIGHT/Show Must Go On (ABC) -3:29

Z.Z. TOP/La Grange (London) -3:15

BOZ SCAGGS
Slow Dancer (Columbia)
CUTS: You Make It So Here*, Slow Dancer, Pain Of Love

PAUL SIMON
Live AtMSG (Columbia)
CUTS: Mother And Child Bravura, Bridge Over Troubled Water, The Sounds Of Silence

PAUL STEVENS
Buddha And The Chocolate Box (A&M)
CUTS: Music, A Bad Penny, Ready, On Very Lonely Day*

AL STEWART
Pass-Present And Future (Ivory)
CUTS: Roads To Moscow, Nostradamus

THREE DOG NIGHT
Hard Labor (ABC)
CUTS: Play Something Slow, Sitting In Limbo, Put Out The Light, The Show Must Go On

TOWER OF POWER
Back To Oakland (WB)
CUTS: I Got The Chop, Don’t Change Horses

JOHNNY WINTER
Saints & Sinners (Columbia)
CUTS: Some Country, Steep Carpet, Boney Meroney, Blinded By Love*

JESSE COLIN YOUNG
Light Shade (WB)
CUTS: California Child, Light Shade, Mooncycle Blues

Progressive Top Play Singles

DAVID BOWIE/Rebel Rebel (RCA)
CHICAGO/I’ve Been Searching So Long (Columbia) -4:19
CRUSADERS/Scotch (Blue Thumb) -2:10
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Light Shade (WB)
CUTS: California Child, Light Shade, Mooncycle Blues

New entries are boxed. * denotes most played cut.

BY BOB WILSON

Just a few new pieces of product getting action this week. First the TEN YEARS AFTER “Positive Vibrations” album, Cuts are “Going back to Birmingham,” and “You’re Driving Me Crazy,” both are up cookers. (Columbia) The new IF album, they’re back on Capitol, is out. Definitely an album you would listen to. KRIS KRISTOFFERSON has a new one, cuts are “Same Old Song” and for novelty sake try “I May Smoke Too Much.” Very fine lp in total. THE ELEPHANT on Moonwatcher Records is now on the scene. The single “The Pusher” is getting substantial airplay around the country. Some good material in it. New singles just out “Rock ‘N Roll Warning” by Larry Raspberry (Enterprise) and a possibility that Capitol will bring back Steve Millers “Living In The USA.”

Paul Nesbit at WHCN reports a premiere copy of the new QUINCY JONES lp (A&M) and says its fantastic. (Cub “If You Love This Heaven” and “Boogie Woogie Jack” Many top musicians on the album.
OIDAR UNLIMITED

In the Future there will be only one wavelength.

The Oidar Wavelength is a new, three-hour monthly radio syndication concept unlike anything in the past. And it's FREE! Bring your station into the future now. Over 100 stations are already there.

Sample the future  Oidar Wavelength
4558 Coldwater Canyon Ave.
Studio City, CA 91604

☐ I want to be there and hear the Oidar Wavelength. I understand Oidar is available on an exclusive market basis and that I am under no obligation at this time.

My station is ☐ Progressive MOR
☐ Top 40
☐ Progressive Rock
☐ Solid Gold

name
station/title
street
city state zip
phone (area code)

Free offer available in the USA and Canada only. Offer expires September 30, 1974.
**THE FCC (So You Can Understand It)**

BY JASON SHRINSKY
Low Office Of Stambler & Shrinisky

Having just recently had an opportunity to inspect operating procedures in both large, medium and small markets during the past month there appears to be several areas which require special attention.

**LOG KEEPING**

My inspection reveals that many stations are not accurately listing on and off times for all programs. In many instances, 30 seconds or one minute weather and/or newscasts do not have "off" times. Whether a program is 15 seconds or 15 minutes it must have both an on and off time recorded by the announcer on duty.

For internal purposes the log should list the name and/or organization on whose behalf a public service announcement is made. Absent some clear delineation of the PSA identity the station is at a loss to accurately identify the PSA. This becomes significant when stations rely upon certain PSA announcements to buoy up Public Affairs commitments. Moreover, in order to distinguish between a PSA and a commercial spot announcement the announcers should follow a policy of putting an "x" to indicate that the PSA has been broadcast and a check to indicate that the spot announcement has been run.

**COMMERCIAL SPOTS**

Stations should follow a practice of having their announcers sign Payola Affidavits on a regular basis. The Affidavits can be executed on a regular monthly, quarterly, semi-annual or annual basis. However, each new announcer should be advised of station policy and sign a statement acknowledging that he fully understands and will comply with all anti-payroll practices. Further, stations should initiate a procedure whereby the Program Director and/or one individual alone meets with record promotion and distributing people. A log should be prepared indicating the name of the person responsible at the station for such meetings. The log should be then further reflect the person visiting the station; date of the visit; length of the visit; and whether or not the station employee received any merchandise or other article of consideration. Each broadcast station should have in writing a policy of practice. Such a statement should set forth the policy with respect to on-the-air promotion, special appearances, plugs, etc. Each regular and/or new employee should read the statement carefully and then acknowledge his reading and understanding by signing such a statement. This practice serves a two-fold purpose. It confirms the FCC that there is a policy that has been explained to the employee and secondly it makes the employee critically aware of the responsibilities inherent to being on-the-air personality.

**CONTESTS**

The FCC has been broadcast and a check to follow a policy of putting an "x". Such a statement should include the name of each and every contest; prize or give-away winner; the prize awarded; and the date the prize was awarded. In addition, each recipient should sign a statement acknowledging receipt of the prize and giving the station permission to use his or her name over the air or for other promotional purposes.

**POLITICAL ADVERTISING**

The first order of business is for a station to develop a policy and make that policy available to the general advertising community and candidates. The policy should set forth the amount of advertising to be made available to candidates for public office. Specifically, the memorandum should include:

1. Rate to be charged
2. Availability
3. Candidates eligible
4. Material for which approved

Remember, all candidates regardless of office are entitled to the lowest unit rate charged non-political advertisers. The lowest unit rate applies to the lowest unit rate charged non-political advertisers. The lowest unit rate applies to all requests made by candidates or spokesmen for candidates for time and the disposition of each such request. This form must be maintained in the station's public file.

The station should have a contract form for all political advertising to be aired as well as certification forms for candidates for federal offices.

3. All political advertising must include a tag at the end delineating the person and/or organization paying for the announcement.

Generally speaking, the disclaimer is to be considered a part of the total time of the spot announcement. I.e., if the spot runs 30 seconds, the time required to read the disclaimer may be subtracted from the 30 seconds to determine how long the actual message may run.

**AFFIDAVITS**

Affidavits can be executed on a regular basis. Theiroffice. The lowest unit rate applies to all political advertisers. The lowest unit rate applies to all requests made by candidates or spokesmen for candidates for time and the disposition of each such request. This form must be maintained in the station's public file.

- A form recording all contracts with all candidates or their representatives. This form should be a permanent record of all contracts made by candidates and/or spokesmen for candidates for air time and the disposition of each such request. This form must be maintained in the station's public file.
- A form for all political advertising to be aired as well as certification forms for candidates for federal offices.
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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 WHBT.)

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 adjust your decisions 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.

RADIO & RECORDS
RADIO & RECORDS
Friday, May 3, 1974

PARALLELS

RICK DERRINGER
(Blue Sky) 2:38
Teenage Love Affair

GRAND FUNK
(Grand Funk) 2:45
Locomotion

AL GREEN
(Hi) 3:16
Let's Get Married

DOOBIE BROTHERS
(WB) 3:39
Another Park, Another Sunday

FIVE MAN ELECTRICAL BAND
(Polydor) 3:28
Werewolf

DOO WOP FLETCHER
(Playboy) 2:32
I Am What I Am

LOIS FLETCHER
(WAXY) 2:32
I'm In Love

ARETHA FRANKLIN
(Atlantic) 2:48
I'm In Love

MARVIN HAMLISCH
(MCA) 2:57
Music From "The Sting"

ALBERT HAMMOND
(Mums) 3:16
I'm A Train

NOTES:
The above box speaks for itself...count the "ones".

DOO WOP FLETCHER
(Playboy) 2:32

NOTES:
Another good week of growth.

LOIS FLETCHER
(Playboy) 2:32

NOTES:
Doing well at many stations.

ARETHA FRANKLIN
(Atlantic) 2:48

NOTES:
Picking up - looking better, good sales reported by WAYS.

NOTES:
Good action this week.

NOTES:
Very good action this week.

NOTES:
Teen demos evenly split, adults are buying album

NOTES:

NOTES:

NOTES:

NOTES:
BO DONALDSON AND THE HEYWOODS (ABC) 3:25

**Billy, Don't Be A Hero**

- **P1**: WPEZ debut 17, KVQ debut 19, WFLI 26-17, KDJQ 13-7, KJQH debut 27, WIQG 23-12.
- **P2**: WIFE debut 26, KFJM 22-29, WGRQ 3-7, WSAI 18-1, KCXQ 2-3, KJQH 10-11.
- **P3**: WFLG 1-1, WQAR 15-12, WGRO 18-10, WGRO 25-22, WQAR 26-17.

**The Air That I Breathe**

- **P1**: WFLG 26-16, WQAR 15-17, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
- **P2**: WQAR 13-18, WGRO 16-10, WQAR 11-2, WGRQ 14-14, KGQH 10-14, WJQY 15-19.
- **P3**: WQAR 11-20, WGRO 14-14, KGQH 10-18, WSAI 12-9, WQAR 19-12.

**Dancing Machine**

- **P1**: WFLG 1-1, WQAR 15-12, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
- **P2**: WQAR 13-18, WGRO 16-10, WQAR 11-2, WGRQ 14-14, KGQH 10-14, WJQY 15-19.
- **P3**: WQAR 11-20, WGRO 14-14, KGQH 10-18, WSAI 12-9, WQAR 19-12.

**NOTES:**

- Strong teen record, getting some upper age appeal.
- **SAMI JO**
  - **MGM South (2):59**
  - **Tell Me A Lie**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**BILLY JOEL**

- **Columbia (3):16**
  - **Piano Man**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**ELTON JOHN**

- **MCA (3):12**
  - **(Big Tree) 2:59**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**OCEANIA**

- **Tribal**
  - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
  - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
  - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**NOTES:**

- **Super strong.

**THE HOLLIES (Epic) 3:45**

**Best Thing That Ever Happened To Me**

- **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
- **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
- **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**NOTES:**

- **Kool & The Gang**
  - **Hollywood Swinging (DeLite) 4:35**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**NOTES:**

- **GORDON LIGHTFOOT**
  - **(Reprise) 3:37**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**NOTES:**

- **LOBO**
  - **(Big Tree) 2:45**
    - **P1**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P2**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.
    - **P3**: WQAR 13-18, KGQH 12-26, WJQY 15-17, WSAI 12-9, WQAR 19-12.

**NOTES:**

- Showing a few top 15 spots still looks good.
**PARALLELS**

**PAUL MC CARTNEY & WINGS**
(Apple) 3:50

*Band On The Run*

**NOTES:** Super strong should go top 5.

**MAIN INGREDIENT**
(RCA) 3:31

*Just Don’t Want To Be Lonely*

**NOTES:** Some top 10 action, solid record.

**MFSR**
(Phy/Int) 3:29

*TSOP*

**NOTES:** Picked up good chart movements & adds.

**JONI MITCHELL**
(Asylum) 3:22

*Help Me*

**NOTES:** Picked up good chart movements & adds.

**MARIA MULDAUR**
(Reprise) 3:36

*Midnight At The Oasis*

**NOTES:** Strong top 10 hit. Across the board demoes.

**ANNE MURRAY**
(Capitol) 2:58

*You Won’t See Me*

**NOTES:**

**NILSSON**
(RCA) 3:03

*Daybreak*

**NOTES:**

**MIKE OLDFIELD**
(Virgin) 3:18

*Tubular Bells/Theme From The “Exorcist”*

**NOTES:**

**OZ MOUNTAIN DAREDEVILS**
(A&M) 3:04

*If You Wanna Get To Heaven*

**NOTES:**

**PAPER LACE**
(Mercury) 3:55

*Billy-Don’t Be A Hero*

**NOTES:**
PARALLELS

BILLY PAUL
(PHIL/Int) 2:57

Thanks For Saving My Life

P1 WDRQ 8:11, CKLW 8:23, KSLQ 18:21, WFL 11:9, WIBG 25:19
P2
P3 WAMS 5:5

NOTES:

LEON RUSSELL
(Shelter) 2:38

If I Were A Carpenter

P1
P2 KA 3:14, WFLI 4:8
P3 KJRB 3:28

NOTES: Has not spread, a few flipping.

TODD RUNDGREN
(Bearsville) 2:21

A Dream Goes On Forever

P1
P2 WIFE 15:9
P3 WAMS on, WCOL 12:38, KLIF 24:23, KEWI 48:46

NOTES:

COZY POWELL
(Chrysalis) 3:32

Dance With The Devil

P1 13Q 13:20, WPEZ 12:18
P3 KDZA 35:35, WISM 16:11, KYSN 8:7, WMAK debut 26, WGH 31:31, KEWI 6:5

NOTES:

REDBONE
(Epic) 3:30

Come And Get Your Love

P3 WCFX 1:1, KDZA 28:32

NOTES:

HELEN REDDY
(Capitol) 3:03

Keep On Singing


NOTES:

DIANA ROSS & MARVIN GAYE
(Motown) 2:55

My Mistake

P1 KFJZ 21:13, WRC 26:21
P2 WAYS on, KAKC 23:18, KIMN 22:21, WSGA 6:6

NOTES: Still growing.

CARLY SIMON
(Elektra)-3:50

Haven't Got Time For The Pain

P1 KFJZ add, WRKO debut 29, KSTP debut 18
P2 WGDW add, debut 23 KGW, KPM debut 28, WZIZ FM debut 25
P3 KING on, KLIF 40:35, WMAK add, WPOP debut 28, WBGN on, WCOL debut 38, KYSN debut 36, KJRB add

NOTES:

STAPLE SINGERS
(Stax) 3:26

Touch A Hand, Make A Friend

NOTES:
RADIO & RECORDS

CAT STEVENS

(ABC) -3:58

STEELY DAN

(A&M) 2:33

The Show Must Go On

RAY STEVENS

STYLISTICS

NOTES:

CAT STEVENS

(ABC) 3:29

Oh Very Young

NOTES: Growth pattern is steady. Doing well.

RAY STEVENS

(Barnaby) 3:15

The Streak

NOTES: Number one requests. Watch the user factor.

STYLISTICS

(Avon) 4:45

You Make Me Feel Brand New

NOTES: Looks very good.

THREE DOG NIGHT

(ABC) 3:29

The Show Must Go On

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

1. Cal Smith (MCA)
2. Ray Stevens (Bornbay)
3. Dolly Parton (RCA)
4. Ronnie Milsap (RCA)
5. Johnny Rodriguez (Mercury)
6. Buck Owens (Capitol)
7. Mickey Gilley (Playboy)
8. Jerry Reed (RCA)
9. Waylon Jennings (RCA)
10. Narvel Felts (Cinnamon)

The following lists some of the most popular album cuts as reported by our correspondent:

WPLO-Atlanta - Jim Clemens - Freddie Hart - Phoenix City, Jerry Wallace - All My Wives At Home.


WJJD-Chicago - Bill Coffee: Larry Gatlin - Penny Annie, Light! At The End Of The Darkness, Ronnie Milsap - Please Don't Tell Me How The Story Ends, All My Roads.


KCKC-San Bernardino - Bob Mitchell: Vice President & GM of KKCI-San Bernardino, lends enthusiastic support to his daughter Kelly while she plays the steel guitar.

Bob Mitchell, Vice President & GM of KKCI-San Bernardino, lends enthusiastic support to his daughter Kelly while she plays the steel guitar.

R&R Country Editor Jonathan Fricke welcomes A&M artist Hoyt Axton (left) and ABC's Jimmy Buffet (right) to L.A.'s Troubadour nightclub.

Country Records

Biff Collie INSIDE NASHVILLE

Y'know what Betty Jean Robinson got? Her own "Hello Love" song look, Hank Snow to No. 1?? A bad cold! Betty likes her new publisher company! "Tree Whiz Music" really!! A failure power on music row cut off sessions all over the city for hours! fun fun fun!.. The Gospel Radio Seminar, mentioned earlier, offers some interesting innovative ideas re: the gospel programming picture. Also "on the road" discussed and illustrated from a number of directions.

Did you know that there are over 300 radio stations in America programming religion exclusively? In a very few years, this will evolve into an enormous part of the overall national radio picture, and bears watching and learning, along with today's gospel broadcasters, where it is going. Other topics include "Is all this music related to a progressing?", with a panel including George Richey, Jake Heron and Bill Rayburn. A wrapup session will be called "Gospel Polpuri, a one-on-one audience discussion.

Hey radio programmers, how would you like this kind of cast available for a special station promotion? Hank Williams, Jn., Demetres Tapp, Bobby G. Rice, Ray Griff, Charlie Mcary, Merle Kilgore and a giant mystery guest? They'll all run in a special Music City Derby Logomaker Race during WEND night at the Nashville Speedway, Nice!

RCA, midst extensive studio remodeling, announces the arrival of Joe Galante as their new manager. Joe is a native Nashville administrator, and Paul Randel, head of artist relations, effective last week. Welcome, Joe and Paul!

Glen Campbell's special next Friday night will feature Glen's Mom & Dad, first time since Glen's weekly show left the air.....Opryland, G.M. Bud Weare and a special guest appearance last week in New York on "To Tell The Truth", Neely Reynolds, 24, a resident of Nashville suburb of Dorellton, this past Wednesday (15) was chosen from a total of 5,000 auditionsists (1) in The Search For The Singing Cowboy. He formerly lived in Nashville, and head of artist relations, recent effective last week. Welcome, Joe and Paul!

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Al Martino recorded with Norrie Wilson last week (scuttlebutt says he's got a hit)...Johnny Paycheck and Billy Sherrill got together in Columbia "B" last Wednesday and cooked something up...RCA signed the McPeek Bros, a new bluegrass group. Kin to Curtis "Nashville Brass" McPeak...Del Reeves' new publishing company, "Tree Whiz Music" really!! A failure power on music row cut off sessions all over the city for hours! fun fun fun!.. The Gospel Radio Seminar, mentioned earlier, offers some interesting innovative ideas re: the gospel programming picture. Also "on the road" discussed and illustrated from a number of directions.

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**Country Top Twenty**

Friday, May 3, 1974

1. HANK SNOW/Hello Love (RCA)
2. CAL SMITH/Country Bumpkin (MCA)
3. RAY STEVENS/The Streak (Barnaby)
4. SONNY JAMES/It's Wrong (Columbia)
5. CHARLIE RICH/Very Special Love Song (Epic)
6. MERLE HAGGARD/Things Aren't Funny Anymore
7. DON WILLIAMS/We Should Be Together (JMI)
8. MELBA MONTGOMERY/No Charge (Elektra)
9. HANK THOMPSON/The Older The Violin (Dot)
10. TOMMY OVERSTREET/You Were A Lady (Dot)
11. DON TRAFFORD/All The Things You Are (MGM)
12. CHARLIE RICH/Very Special Love Song (Epic)
13. JIMMY CLARK/Sheep Dog (Capitol)
14. RONNIE MILSAP/Pure Love (RCA)
15. HANK WILLIAMS, JR/Rainy Night In Georgia (MGM)
16. TOMMY OVERSTREET/You Were A Lady (Dot)
17. DOLLY PARTON/I Will Always Love You (RCA)
18. ROY CLARK/Honeymoon Feeling (Dot)
19. HANK WILLIAMS, JR/Rainy Night In Georgia (MGM)
20. TINA & DADDY/The Telephone Call (Epic)
**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.

**OTHER MEASUREMENTS:**
- Split play about 50-50.
- Same gospel flavor that has been making Olivia Newton-John a success.
- Fastest mover at WHO, WEET, WHN, KFOX.
- Starting well...
- Good response for this Dickey Lee penned tune.

**Top 100 Single Sales**

- **REX ALLEN, JR.**
  - *Goodbye (WB)*

- **LYNN ANDERSON**
  - *Smile For Me (Columbia)*

- **HOYT AXTON**
  - *When The Morning Comes (A&M)*

- **BOBBY BARE**
  - *Mermaid/flip (RCA)*

- **BLANCHARD & MORGAN**
  - *Something On Your Mind (Epic)*

- **JIM ED BROWN**
  - *I'm That Time Of Night (RCA)*

- **JOHNNY DUNCAN**
  - *The Pillow (Columbia)*

- **NARVEL FELTS**
  - *I Want To Stay (Cinnamon)*

- **JOHNNY CARVER**
  - *Country Lullaby (ABC)*

- **MICKEY GILLEY**
  - *Room Full Of Roses (Playboy)*

- **WILLIE NELSON**
  - *Bloody Mary Morning (Atlantic)*

- **OLIVIA NEWTON-JOHN**
  - *If You Love Me (MCA)*

- **OLIVIA NEWTON-JOHNSON**
  - *If You Love Me (MCA)*

- **JIM MUNDY**
  - *Come Home (ABC)*

- **ANNE MURRAY**
  - *He Thinks I Still Care (Capitol)*

- **RAY PRICE**
  - *Storms Of Troubled Times (Col)*

- **JOHNNY PAYCHECK**
  - *My Part Of Forever (Epic)*

- **DON GIBSON**
  - *One Day At A Time (Hickory)*

- **JOHNNY PAYCHECK**
  - *This Time (RCA)*

- **JOHNNY PAYCHECK**
  - *My Part Of Forever (Epic)*
"I Don't Know What He Told You." Perry Como is the "A" side. Or is it? A growing number of stations are playing the flip side "Weave Me The Sunshine" which you may recall did quite well for Peter Yarrow. First reported to us by Dave Khalr, WEEI-FM Boston, it is now finding airplay at WSB-Atlanta, WBAL-Baltimore. The Nick DeCaro record is experiencing a similar situation. Blue Thumb first serviced stations with "Canned Music" on both sides and picked up good play at KNBR-San Francisco among others. That side is now reported "hot" at KNBR. However, the company subsequently issued Nick's record with "Tea For Two" on one side. And apparently, Blue Thumb is now pushing that as the "A" side. Probably more on this next week.

Getting to the hot spots we find the Carly Simon, Haven't Time For The Pain," as expected, receiving instant play and phones. "Billy, Don't Be A Hero," Heywoods reported super hot at WSB-Atlanta, WBAL-Baltimore, New York City, Chicago-WLS, many others. That side is now a bona fide winner. "The Air That I Breathe," Harriett Schack getting good support from WSB-Atlanta, WCAR-Detroit. Dean Tyler WIP-Philadelphia is playing the Mike Douglas of a limited basis. Newer items that appear to show good initial strength "New York City Song," Dean: "I Don't See Me In Your Eyes Anymore," Charlie Rich ... the RCA people must be wriggling their toes in delight with this one ... it looks very good. "Old Fashioned Way," Pet Clark, "Goodbye Maria," Clint Holmes, "Roll & Roll Music," Cross Country. Any station news, promotions, ratings, pictures of jocks ... send to Radio & Records, 6255 Sunset Blvd., Suite 719, Hollywood, Ca. 90028.

**Audiogram Appeal Graphs**

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**Main Ingredient**

- Don't Want To Be Lonely (RCA)
- Sadie Take A Lover (A&M)
- Never Be Lonely (MCA)
- Why Should You? (Epic)
- What Am I Living For? (MCA)
- I Only Have Eyes For You (Romar)
- I'm Gonna Work Out My Troubles In This Town (RCA)
- I Don't Know What He Told You (RCA)

**Herb Alpert**

- Fox Hunt (A&M)
- Good morning already in South & Midwest.

**Bobby Bare**

- The Mermaid (RCA)

**Shirley Bassey**

- Darry (UA)

**George Fischoff**

- Georgia Forcuple (UA)

**Love Unlimited**

- Rhapsody In White (20th)

**Paul Mc Cartney**

- Band On The Run (Apple)

**Sam Neely**

- Baden Take A Lover (A&M)

**New Colony Six**

- Never Be Lonely (MCA)

**Olivia Newton John**

- If You Love Me (MCA)

**Ricky Cunha**

- Yo Yo Man (GRC)

**Denny Doherty**

- You'll Never Know (Paramount)

**Glady's Knight**

- Best Thing That Happened (Buddah)

**Nilsen**

- Daybreak (RCA)

**Herb Ohta**

- Song For Anna (A&M)
Currently on tour with Grand Funk

Wet Willie

KEEP ON SMILIN'

Produced by Tom Dowd for Phil Walden and Associates
Available on CAPITOL RECORDS and Tapes

CP-0123