The Bel-Air Hotel was the scene, and a party for Led Zeppelin's new label, Swan Song, was the event. Pictured from left to right are KLOS air personalities Jeff Gonzer and JJ Jackson, Zep member Robert Plant, ex-Monkee Micky Dolenz, and Lloyd Bridges. More about Swan Song records on page 12.
"ROCK THE BOAT"

The second smash single from the fantastic album by

THE HUES CORPORATION

Includes: Freedom for the Stallion

BREAKING NOW ON WABC, WNBC, WNYL AND SPREADING FAST.

RCA Records and Tapes
WDRQ Takes Teens In Detroit Pulse

Jan-March, Mon-Fri. 6 am to 12

CKLW 13-MM
WDRQ 6 4 21 7

This is the first time WDRQ has edged closer in a Pulse, actually beating CKLW in teens across the board. In demographically breakdown, WDRQ did well in every key group.

WAVZ Jock Promo

WAVZ-New Haven ran a three hour promotion of WAVZ Hot 100 to their new morning man, Tom Britton: "Win A Bit Of Britain." MONDAY-One giveaway British rock albums in a sweepstakes with the "Great Britain Giveaway." WZIP-Fire off, Part Two saw a brand new MGB sports car at the prize and Part Three was a mail-in giveaway, giving away easy-paid trips to Britain. They received 15,000 cards in two weeks.

SHADOW IN VEGAS

KENO-Las Vegas running a bumper sticker promotion, with their "Shadow" out looking.

WB WINS AWARD

WB-Atlanta is the winner of the Radio Television News Directors Assoc., for southeastern region competition in the specialized news coverage area. The winning story was their dramatic coverage of a bank robbery in progress.

ZIPPER JAM

WONG-Providencia: Their "Instant Zip Off" jammed the phones so much they ended up changing their number five times. Prizes ranged from cars to albums and cash.

FREE TREE

KRSP-Salt Lake tied in with a clever sponsor promotion. For "National Environment Week," they offered free trees to anyone who wrote to them from the big local shopping mall.

EASTER DANCE

KTRY-Cincinnati promoted a "Dance-A-Thon" for Easter Seals. They had a turnout of over 10,000 people and raised $17,000. Dancing went on for three solid days.

HOT NUMBER

KARM-Colorado: MD Rick Fry felt that the record companies were conducting a campaign about secondary markets—off no exposing new product, so he's created a larger playlist, approximately 100 records a week. The record company feels that the hot 10 or 20 come up approximately once a week. At this point the project is still experimental, but Rick feels they can judge response right away on a potential hit.

KINO RADIO STATION

KHOM-Denver in support of Denver's National Asthma Center, which is the world's largest free treatment facility for the young victims, is conducting the "First Annual National Asthma Center Radiothon," for 32 continuous hours. Local personalities will be broadcasting from a shopping center and many key celebrities including the Denver Broncos football team are signed up to appear.

SEATTLE JACKPOT

KIRO-Seattle running "Jackpot Jingle" with callouts to listeners all over the area. Listeners without phones are being encouraged to mail in post cards. It's a cash call contest with bonus $1000 hours added throughout the day at random.

Miami Morning Man

A Kool Aid Addict?

Miami: Bwanja Johnny, known around this city as "The Moderate Morning Mouth Of Miami," is really a WFUN air personality. John has added to his radio job the night time host duties on the local TV station showing horror movies. Now that's good enough to warrant news space in R&R, but whatever else he gets in on.

Miami Morning Man

In the Jan-Feb ARB, the WOR-4 New York hit the Hot Hundred better than its hot 15 or 20. About the project is still experimental, but RICK feels they can judge the results.

Changes

WEZ-Atlanta Florida changed to Y-135. Staff is CHARLIE KING 610, ANTHONY WEST 103, GLEN HILL, PD 6 P.M. 3:30 pm, J.J. DEREK 7-12 mid, STEVE SCOTT all nights, Charlie in place May 17th, backed up with a major television ad blitz.

DON ELLIOTT from KROQ to KKDJ all nights, PHIL HAFER new morning man at KING-Seattle from KGW.

STU COLLINS from KING to WIND-Chicago.

KOOL AID ORANGE from the existing PD at WFUN.

BILLY STEELE from WHK from noon to 4, HOWARD CLARK from WWJD doing 11-3 mid, and LARRY KENT from WGBI weekends.

JASON WILLIAMS to KILT-Houston 6-11 pm from KILT-FM.

PHIL HAFER new existent PD at WFUN.

WILLIAM GAC new midday man at KLEE-Santa Maria, California.

BRUCE DAVIS is the new Music Director at WRJN-Recife, Brazil replacing BOB O'REILLY.

CHARLIE BARRON from WAYS-Charlotte to nightime WNOE-New Orleans.

ED MASON from KOIN to KJJZ.

J.P. ANTRIM also joins KJJZ from KGAY.

MARTY SEEVER to OK 102.5, as weekender.

Zappino at WBSF-Durham: BILL DOX from WTBQ doing mornings, PHYLLIS KANE and DAN VALLIE from WCET afternoons, TIM EDWARDS doon middays, DAVID REAVES 7-12 mid from WLOE.

Miami Morning Man

A Kool-Aid Addict?

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OPENINGS

WOR-D-Spartanburg, S.C. 1st ticket jock contacts Jack Shaw 803-583-2711. (5-13)
WNOE-New Orleans opening for PM Drive contact Jason O'Brien 504-529-1232. 5-10
KFCX- Corpus Christi, Texas contact Ron Aimes 512-382-7411. 5-10
WIFE-Indianapolis, looking for super talented morning man, contact Steve Brown c/o Starr Stations, 8901 Indian Hills Dr., Omaha, Nebraska 68114. 5-10
KXL-F-Grand Rapids, Michigan needs a morning person. Rock and experienced, Contact Chuck McCallum 710-775-5251. 5-10
KRI-O-McAllen, Tx. looking for a jock contact Dick Lahm. (5-2)
WKDA-Application opening for part time jock contact Steve Bailey or D.J. Crocker 414-746-4663. (5-23)
KGW-Portland, Ore. looking for a jock contact Alan Mason.
KGLR-Las Vegas, New Mexico opening for midday jock with production contact Larry Lewis 505-336-4644. (5-2)
WSPT-Stevens Point looking for a jock contact Jim Schuh, Box 247, 54481. (5-2)
KRIO-McAllen, Tx. looking for a jock contact Dick Lahm. (5-2)
KGW-Port Land, Ore. looking for a jock contact Alan Mason. (5-2)
WQTC-Two Rivers looking for Alr Talent contact Dennis Carpenter, Two Rivers, Wis. 54241
WCOU-Lewiston needs Female Air Talent (C&W) contact Tom Starr 207-784-6921
KZTV-Davenport looking for a 1st Phone contact Michael Schild 563-326-2541
WQC-Two Rivers looking for AM Talent contact Dennis Carpenter, Two Rivers, Wis. 54241
KNOW-Austin looking for jock and production contact Dave Jarrott, Box 2197, Austin, Texas 78748. (4-24)
WWBD-Bismarck, N.D. looking for Air Talent contact Allen Moos, Box 1377, Bismarck, N.D. 58501
WYNA-Raleigh looking for C & W jock contact Harv Riddle 919-783-9223. (4-24)
WHSM-Washington, D.C. for C & W inquired about management opening. Contact Bob Beach 301-378-1024
KACA-Tulsa looking for two jocks Gary Stevens. (4-24)
KASH-Eugene looking for Jock with 1st Phone contact Don Kennedy. (Box 10767, Eugene, Oregon 97401.) (4-24)
WQXI-AM-FM has a position open for News Director. Proven capacity in News and Sports. Tapes and resumes only to Bill Sheridan. WQXI-AM-FM RADIO, 2700 Peachtree Road N.W., Atlanta, GA. 30305. 5-10

PRODUCTION

WOW- Omaha looking for a production man, contact Steve Shannon
WQXI-Knoxville looking for Production Manager contact Bob Baron 615-573-3931
WQXI-Detroit in need of a creative production man. The pay is better than average. Contact John Lodge 312-272-8000. (5-2)
KJJO- San Jose looking for Production Director contact Bo Donaldson, Box 1723, Bellevue, Wash. 98009. (4-24)
WQXI- Rockford, Illinois looking for a Newsman contact Dennis Carpenter, Box 262, Two Rivers, Wis. 54241
WDBI- Augusta looking for a Newsman contact Martin Farrell 404-724-2421
KSSH-Salt Lake City needs a Newsman. Contact Allan Hague 801-265-5541
KFCR-San Francisco looking for a production man. Creative production oriented person is a must. Contact Dave Cook 415-952-9270. (4-24)
WVMT-Burlington, Vermont looking for new director contact John Bulmer. Box 104, Burlington, Vermont 05401. (4-24)
WDBI-Chicago looking for a news director contact Larry Butler, 108 N. State, Chicago, Illinois 60602. (4-24)
KSJO-Seattle looking for a news director contact Bo Donaldson, Box 1723, Bellevue, Wash. 98009. (4-24)
WQXI- Buffalo, NY looking for a news director contact Bill Sherard. (4-24)

POSITIONS SOUGHT

J.W. Walker looking formerly with WSPT-Stevens Point 715-341-1300.
J.W. Walker looking formerly with WSPT-Stevens Point 715-341-1300.
Jeffrey Shaw is a major market jock looking for a PM drive position. Contact 615-920-0000. (4-24)
Keith James formerly with WPEZ-Pittsburgh looking for a major market jock looking for a PM drive position. Contact 615-920-0000. (4-24)
Greg Stewart formerly with WQXI-AM looking for a PD-Jock position contact 313-887-8481.
Phil Murphy WSPT-Stevens Point looking 715-341-1300.
Tony Donahue formerly with WLAM-Lewiston, Me. looking 207-783-1707.
Donn Nichols. (4-24)
Bob Hamilton looking for a PD-Jock position at WQXI-AM looking 704-795-0025.
Bill Bevins formerly with WHAP-Hopewell, Va. looking. 804-748-5905. Also to fill in as Music Director.
Gene Osborn formerly with WMAQ-Chicago looking for sport news contact 503-265-4604.
Gregg Stewart formerly with WQXI-AM looking for a PD-Jock position contact 313-887-8481.
Keith James formerly with WPEZ-Pittsburgh looking for a major market jock opening or medium market PD gig. 419-878-7941.
Jerry Bright, former PD KRUX Phoenix looking 602-934-8639
Barry Chase, former WQXI jock looking. 404-971-0551.
Tom Sidewell, presently chief engineer-jock with WKRK, Battle Creek, desires 1st ticket in General Mid-West area. Lots of experience as engineer, sales, periodic. PD. Worked all size markets. Contact 616-965-6550. (4-26)
Joe Fiorillo PD at KRMH-Austin looking for a jock opening, late night in medium or large market. 10 years experience with Live Programming, Jock & Production. Contact 512-477-9926. Available Immediately. (4-26)
Bob Savage former jock at WWDJ-NY available. Call 215-256-9001. Currently working relief at WRGB. (4-26)
Larry Woods looking formerly with WPUL-Kalamazoo, MI looking for an opening, late night in medium or large market. 1st ticket preferred prog. FM will relocate. 313-242-8560 or 378-0995. (4-26)
Bruce Rhodes formerly with Y100 (calls were known as Hymn) looking. 414-212-9322. (4-26)
Jim King, formerly with WQXI, looking for a 201-440-0695.
Ted Carson, middle man formerly with WCAR-Detroit, looking for MOR. Top 40 gigs. 313-315-8982. (5-2)
George Hart, formerly with WIXZ-Pittsburgh, looking. Call before 5 p.m. EST. 313-381-3899.
Jiff Finch formerly with WDAL-Chicago contact, 312-639-5456.
Jim Gibb formerly with KGGF-Coffeyville, looking 316-745-3331.
David Detlinger formerly with KCiO contact 310-861-3719.
Bill Murdock formerly with KPLT-Carson City looking 702-299-2661.
Gene Osborn formerly with WMAQ-Chicago Sports News contact 503-265-4604.
Bob Wilkin News Director formerly with WSSG-Miami looking 203-887-8070.
NOBODY SITS ON

GEORGE FISHOFF’S
INSTRUMENTAL
MONSTERPIECE!
UA-XW410-W

Currently drawing strong listener response at:

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‘Georgia Porcupine’ On United Artists Records
Friday, May 17, 1974

**Most Added**
RAIGTHE BROS. SPINNERS
OZARK MOUNTAIN GOLDEN EARRING

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**Ad Lee This Week...**

- **WRC/WASHINGTON DC**
  - Steely Dan
  - Olivia Newton John
  - The Guess Who
  - Abba

- **WIOD/CHICAGO**
  - Steve Miller
  - Ray Stevens
  - Aretha Franklin
  - Wet Willie

- **WABC/NEW YORK**
  - Elton John
  - Aretha Franklin
  - The Rolling Stones
  - Chicago

- **WPLJ/NEW JERSEY**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

- **WABC/NEW YORK**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

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**PARALLEL 1**

- **WRC/WASHINGTON DC**
  - Steely Dan
  - Olivia Newton John
  - The Guess Who
  - Abba

- **WIOD/CHICAGO**
  - Steve Miller
  - Ray Stevens
  - Aretha Franklin
  - Wet Willie

- **WABC/NEW YORK**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

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**PARALLEL 2**

- **WPLJ/NEW JERSEY**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

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**PARALLEL 3**

- **WABC/NEW YORK**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

---

**Friday, May 17, 1974**

- **WABC/NEW YORK**
  - Elton John
  - Aretha Franklin
  - Chicago
  - The Guess Who

---

**Most Added**
RAIGTHE BROS. SPINNERS
OZARK MOUNTAIN GOLDEN EARRING
I've Had It.
Their First Single On Casablanca.
NEB 0099
Produced by Vini Pencis for Richard Perry Productions.

Fanny Comes to Casablanca.

Manufactured and Distributed by Warner Bros. Records, Inc.
"I don't really care what the audience thinks about the station...I care much more about how they feel about it..."
"Tell Laura I Love Her." To my mind those were some kind of a reflection of the toplicity of the times. So we keep those things off as I don’t think they relate today. A real example of that would be "Let’s Think About Living" by Bob Lomax. That said which brings us to "Seasons In The Sun?"

R&R: No thats today, what I was talking about is does it do well was popular then because they were then, but it’s because they were stuck there in that place and they belong in that time and should be played now.

R&R: You’ve covered just about everything I wanted to cover, but there is just one more thing. I’ve watched you from Billboard Conventions and I’ve talked to several young programmers and they say they’re tight spaces to come and watch your presentation and when they walk out at least they have a similar feeling - they were overwhelmed by your presentation tape, but didn’t know how to handle it in their own market. You have to be careful, you can afford the talent nor the professional music judgment, wonder if we could go into production for a minute. Do you have any experience in that area, to communicate to the small market people. You just did something in this magazine, I wonder if you really make them think about the commercials, think about for a minute the reason why you do them, which I don’t think anyone does. They format them by 30’s and 60’s and which goes first in the sets and programming live spots and that sort of thing.

BLORE: I was talking to Bobby Ocean the other day and he mentioned that he and Sebastian Stone were having a very similar conversation about programming commercials, that’s why it took so long I don’t know.

R&R: I don’t know why either.

BLORE: I have "exposed" that idea to the writers at KITS, when they thought about it they didn’t want to accept the 1st or 2nd or 3rd take, it’s going to come out as you know it’s going to be and you can hear it in your ear or your mind, and it can come out.

R&R: It’s very pleasing that is happening. It’s an amazing thing when you come in and get really professional people. They can work here and it’s not unlikely at all that one of them will take 20 times on one line. And you hear them altogether and that marvelous voice, wonderful collections, that are so perfect, but what people don’t stop to realize is probably that was done line by line, some word by word. Because we spend an awful lot of time getting absolute perfection. When you’re spending that much time to get things perfect, first of all we’re getting paid a lot of money to do these spots, so we can take that time.

On the radio station you’re limited somewhat by the talent you have available, but you can bring it off. You are limited by the amount of time they have available, you can’t do as much, but it’s done mostly by the DJ attitudes towards live commercials or toward recording commercials. It has always amazed me when I go to visit a radio station, as this is what allows those people to use it there - this is what is paying for everything, and yet a guy says "Wait just a minute, can you go to record a spot?" and go to the recording studio and light the sound and music, and I can’t believe he had anytime to sit down and look at the copy and decide what it’s about to analyze it and say "now what can I do with this? how can I best present it?"

Every commercial that a jock does he has the opportunity to make a potent force in attracting an audience. What in any commercial is, it is an exposition of something that is available that somebody might want. Now when you have the opportunity to introduce someone to something they might like or to tell them where they can get something they do want cheaper than anywhere else, my God, you are doing them an incredible favor. You’ve got to look at the commercial as being able to get listeners, this commercial can make that listener indebted to me. If I can tell that listener where to buy his testicles for 17 cents and he’s been buying them for 29 cents, boy he owes me. You’ve got to make the service I’m going to perform that listener.

I’m talking specifically about live commercials that DJ’s seem to hate. They want to get through it as soon as possible and you can almost hear the guy turning the page in his book and seeing a commercial that he has never seen before or which is just as bad he’s thinking "Oh, I don’t know" and will look back to read it to tell you what it’s about, which, on the face of it, is a crime. This is what’s getting in their bread and in their mouth they treat it very badly.

R&R: Do you believe in fact sheet type live commercials as opposed to scripted.

BLORE: I do if the guy knows more about the product than just what is on the fact sheet. In other words if you are going to send a fact sheet to a jock, you are going to have to send him the product. Because the fact sheets are only some copywriter’s idea of the important point of that product and so he has to relate to them so he can figure out how to get from one point to the other. That is the product along with the fact sheet at least the guy can really see, smell or feel it and whatever so he has some way of relating to those facts, then you think that’s really communicating.

R&R: How do you handle it at KIIS, do you request them to read spots before they go on the air?

BLORE: I have "exposed" that philosophy to each of them and they are all bright enough they will realize they can take advantage of that. The problem with any jock who is reading the same copy he reads yesterday is that he feels his audience is tired of it as he is and the chances that the exact same people heard have to was so loud as to jazz it up somehow - put more into it and he ends up by possibly ridiculing the commercial. When he begins to play with it, in the listener’s mind it becomes something he doesn’t respect "so why should I?" Not in the listener’s mind, perhaps, but in the listener’s belly, that’s where things are most important.

I don’t really care what the audience thinks about the radio station, I care much more about how they feel about it. On the production matter again, it’s whoever is directing that spot not getting for anything less than what he hears in his head before he goes in there. A lot of those spots run are just two voices talking back and forth with no big production.

R&R: Do ideas just come to you, what do you do when someone says come up with fresh bread spot, or whatever?

BLORE: I am not a particularly creative person, I have not that kind of thing. But, after you have been doing it for such a long time, you get past what I call the "garbage period." When you sit down to do anything that the idea that are going to come to you first, in the first hour or two, are not the best ideas. Because, I think O.K. now I’m going to think about a garage door, we put the frame, or of course, you know you know what some of these ideas are of course, ideas that are obvious and that get up first and you just have to get rid of them before you can get any kind of work thought regarding that picture.

So the trick is, after a long time, you go through that part of that garbage period so you don’t have to go through it anymore and I find that. And when you look to five years. Everytime I sat down and all this garbage would come out and all the ideas you can’t do to the other one. I don’t have to go through anymore, so I get more quickly to the other one. And you don’t have to start anywhere and you have to know where to look and where the points is to the product itself - it will always give you the idea.

Whether the product be something you’re selling on the radio station itself. Your product can be love, you know what you want and the really best communications I hear on the radio station today is something that obviously came from the product.

A commercial we did that I like is the "60 Second Coffee Claim." It was for a long distance lines, and all you heard was the telephone dialing being heard and you just hear and in lieu of a return signal and you ask yourself what the hell is that. And that was the other side. But it was really an attractive thing to the ear, it have to be after 30 seconds of hearing that bzzzzz - that return of the dial the guy changes in and the long distance rates are lower on weekends and the guy changes in and the long distance fades out. It was a marvelous thing because the idea obviously came right from the telephone.

So you ask yourself what is the problem - the problems will offer their own solutions if you send enough time with the problem and not just try to cover it up. I make this point in speeches that someone said "well, I write a great commercial for shoes last year, but man it would fit great here, I’m selling milk." Well, the chances are if the same idea would work equally well for two products, then it isn’t the best idea for either one of them because that product has something of its own it wants to say.

When I first was trying to talk to the station managers when I first came over here, I told them I was looking for radio writers. They said "I don’t know, but so in lieu, you take professional writers and do it for you, and they do it for you to write for radio and I’m telling them there isn’t anything you can’t do in 30 seconds or even 30 seconds. Asking a guy who has done a 90-minute special to get one idea across in 60 seconds is difficult to get them to accept. But it is true.
MARVIN DEANE/ABC:
3 Dog, Heywoods, Four Tops Hot

Number of records on the charts. They are, in order, Pop wise:

Three Dog Night, which went one in Cashbox last week and gold, by DeDaen & The Heywoods, which is streaking up the charts and looking very much like a gold record in the making. The Four Tops have bullets in all three trades. Following right on the heels of the Tops is the Steely Dan -- bullets across the board. The Jimmy Buffet is starting to make inroads. Getting some strong stations and starting to show life with chart positions in all three national trade papers as well. In the wings is a record by Frankie Ford. "Blue Monday," on a number of secondaries throughout the country and looking very promising for hit status. Good initial response on the B. B. King single.

Three Dog Night is a monster. Steely Dan went gold this past week. Four Tops building nicely and coming back on the lip charts due to the success of the single is Jimmy Buffet's "Living And Dying In 3/4 Time."

PAUL LOVELACE/20th:

Super DeFranco Jumps, Singing Cowboy Rucks

We are very happy to report the DeFranco's "Save The Last Dance For Me" is a very successful record. Our national sales indicate a million seller is in the making. We are excited about the super jumps at the stations and the number of phones they're getting ... Looks like a home run. Speaking of baseball ... we're still in the ball park with "Rhinestone Cowboy" by Larry Weiss. Harrelts is an exceptional talent and one that deserves to be heard. We have just shipped "Sweet Little Rock and Roller" the first release by the new singing cowboy Neely Reynolds. Neely is the winner of a nation wide contest to find an artist to fill the boots of the movie stars who sang their way into the heart of millions as they rode off into the sunset. The only thing that will be changed is the new singing cowboy will sing Rock and Roll songs produced by Wes Farrell.

Our first country release "Back Door of Heaven" by Nancy Wayne looks like a hit ... it's got that magic word that makes the sound of the record even better "Reorde." 

RED SCHWARTZ/DE-LITE:

Another Kool Smash, Fiestas Come Back

After suffering together for 7 years, Kool And The Gang finally came up a winner. "Fun-Junk," which never went pop, sold over 700,000. "Jungle Boogie," which did go pop, sold over a million. 900 thousand and now her comes "Hollywood Swinging" which is over 600,000. The album Kool's Wild And Peaceful, was just certified a million dollars in sales.

Now Kool And The Gang have become producers! Kool's younger brother, who is 15 years old and his troop (no member is over 16), have just released a record which broke R&B in New Orleans, Detroit, Philadelphia and The South. The record, "You Got To Keep On Bumpin'" by the Kay Gees on Gang Records is Kool's own label.

On the Viper label, "So Fine" by the Fiestas, which is the same group that had the original song out in 1960 and the move now. "You're The Only One," by the Dynamics on Black Gold Records distributed by De-Lite will be released in this week. Coming out on Red Coach Records an album by a group called Universal Mind -- the selected single from the album will be "Something Flasy Going On." This is a Philadelphia group co-produced by Jimmy Bishop and Atlantic Intl. All De-Lite record product, except for Red Coach Records, is distributed by Redd. De-Lite has just bought a recording studio in Philadelphia and will take the production of the local talent and "Philadelphia Sound" famous in that area. I move to Los Sunset Blvd. and can be reached at (213) 467-1377.

BRUCE WENDDEL/CAPITOL:

Richrous Bros. Smash, Murray, Miller Hot

New Richrous Bros. single, "Remember Me," has landed at the Haven Records, produced by the team of Dennis Lambert and Dean Pitchford. Kool's Wild And Peaceful sold over a million dollars in sales.

Gene Redding, "This Heart," also on Haven Album, No. 27. WTRY, WPOW, WPOD, QCBW, KDFJ, WKY, KELP, WFMQ, WMPS, WLCY, "Woodley" crosses over from R&B Charts. His new album, Blood Brother, has just been released this week.

"You Won't See Me" Anne Murray -- KDDJ No. 12, new at KIOM No. 22, KKY No. 21, KJBR, KGW, KIAM, KCPX, WDGY, KIOA New Orleans, Detroit, Philadelphia and The South, the record, "You Got To Keep On Bumpin'" by the Kay Gees on Gang Records is Kool's own label.

On the Viper label, "So Fine" by the Fiestas, which is the same group that had the original song out in 1960 and the move now. "You're The Only One," by the Dynamics on Black Gold Records distributed by De-Lite will be released in this week. Coming out on Red Coach Records an album by a group called Universal Mind -- the selected single from the album will be "Something Flasy Going On." This is a Philadelphia group co-produced by Jimmy Bishop and Atlantic Intl. All De-Lite record product, except for Red Coach Records, is distributed by Redd. De-Lite has just bought a recording studio in Philadelphia and will take the production of the local talent and "Philadelphia Sound" famous in that area. I move to Los Sunset Blvd. and can be reached at (213) 467-1377.

EDDIE LEVINE/UA:

ELO Comes On Strong, Fischoff Breaks Through

Instrumentals are happening, and the Electric Light Orchestra's "Daybreaker" is coming on strong with significant spins at WCOL, WPOL, KELP, KSTP, WACO, KDOC, KJCA, KAYB, QCBW, WBBQ, WFXB, and others. Currently on tour, their fusion of classical and rock music has acquired them superstar status.

Our left-field "pick to click," George Fischoff's "Georgia Porcupine," is breaking on through to the other side - MOR saturation plus heavy Top-40's. KJCR, WCOL, WBQB, KEWI, WPRO and KMBY at No. 5, Ike & Tina's so "Sweet Rhode Island Red" is an instant sell through, breaking in Houston, Dallas, Atlanta and San Francisco.

Shirley Bassey's memorable "Davy" is penetrating through the MOR's and on the way is a new recording from legendary greats, Sam & Dave, doing "A Little Bit of Good," plus War's "Davy" is an instant sell through, breaking in Houston, Dallas, Atlanta and San Francisco.

"Daybreaker" is a new release from "Saturday Night Special" by Barber Womack. "You're Welcome, Stop On By." On Blue Note Records, Donald Byrd's "Street Lady" is an out & out smash, followed closely by Bobbi Humphrey's "Black's Blues." Alphonze Mouzon's Funky Snake Foot has created waves of initial excitement, and those who know predict "smash!"

Watch the country charts soon to feel it uplift with UA product. Stellar C&W standouts include Bobby Goldsboro's "I Believe They're Going To Rise Again," Slim Whitman's "It's All In The Game," and Crystal Gayle's "Restless."

New album product this month is Doc Watson's newest gem, and the last recording of Bob Wills, with the Texas Playboys.

RAY ANDERSON/RCA:

Wm. Daughen Arrives, Guess Who Happening

Main Ingredient: Here we are, another week and already a million plus in sales ... for those who are still watching ... bye, bye ... for those who believed ... we love ya! 

Nilsson: Last time Harry called he asked me he recorded "Bad Boy." I told him I knew who was playing his record. He said: "The charts look good." - I said: "You can thank the station." - He said: "Thank you."

William Daughen: Three weeks ago I told you this was coming -- IT'S HERE! Already charting KFRC, KLIF, KJZ, KQLF, WBBQ, KDFJ, KJON, WXYZ, WSMX, WFXB, WGBE, WAYS and WHBQ -- sales over 800,000 -- charting No. 1 at over 20 R&B stations. We are very thankful for what we got.

The Guess Who: Almost counted out -- a great promotion team turned it around. Secondaries were charting this top ten long before the majors came in. Latest additions: WHBQ, WFUN, WQX, WMX, WXLQ, WPOC, WFOM, WAYS and WHBQ -- sales over 800,000 -- charting No. 1 at over 20 R&B stations. We are very thankful for what we got.

The Guess Who: Almost counted out -- a great promotion team turned it around. Secondaries were charting this top ten long before the majors came in.

The Hues Corporation: "Rock the Boat!" Another case of follow-through. R&B action sparked big requests and sales.

New York picked up - charting WABC and WXLQ - Boston adds...
CHRIS JONZ/MOTOWN:

**Stevie Top Fifteen, Kendricks Follow-Up**

Jackson Five -- "Dancing Machine" undoubtedly the biggest record this quintet has had in years. It is currently number uno. Sales figure is fast approaching the two million mark! Follow-up single being planned next.

Stevie Wonder -- "Don't You Worry 'Bout A Thing" is top 15 nationally. Anticipate even greater sales response with the release of an edited version. Stevie's ensuing album "Fulfillingness' First Finale" will be shipping soon. Look forward to the "Eighty Wonder" bringing you an even more creative declaration in sound.

Eddie Kendricks -- "Son of Sagittarius" no question this单一 will reach the heights of its two recent predecessors. Key pop adds include: WXYL, KJY, WFXL. With sales exceeding a half million and a host of other top 40's to follow, the "K" is definitely one of the biggest stacks of instrumental hits these old ears have ever heard. Hank Cosby of the millions of Motown hits for Stevie Wonder, Jr. Walker, Supremes, etc. produced their new album "Fifth Dimension" will be shipped soon. Look forward to the "Eighty Wonder" bringing you an even more creative declaration in sound.

Rick Derringer continues to look strong, 27 to 14 WOLF, 39-33 KLIF, 28-26 WCOL, HB KJ, 22-15 KJRB.

New Dave Loggin's "Please Come To Boston" starting very strong at MOR. Pop play at WPOP, 28 KRLY, HB 24 WMKA, HB 38 WCOL, K101, 27-24 KJOY, HB KJ, KRKO, 39 WJET, WAUB.

New Flash Cadillac goes to 19 at WIFE, also WCOL, KJ, KRKO, KTAC, HB 36 KJRB.

Lena Zavoroni receiving strong MOR play. She will dig the Carson, Griffin and Mike Douglas TV shows.

New Edgar Winter album exploded at FM cuts are "Rock and Roll Woman" and "Rivers Rising".

Kristofferson's new album receiving strong FM, MOR and Country play. Peace LP strong at FM's, cut is "Skin". Kansas album starting to get strong FM play; group opening act for current Kinks tour.

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**REP RECORDS**

**RECORDS / NATIONAL PROMOTION FORUM**

**BOB SHERWOOD/Col.:**

Big Week For Mac, BST Rocks Again

Biggest week so far for Mac Davis' "One Hell Of A Woman"--record has already gone top 10 in Atlanta, Columbus and Augusta. No. 1 for 2 weeks (maybe even more) in Louisville and assorted and sundry spots. Is now charting in Seattle-Tacoma, Denver, Dallas, New Orleans and a ton of other places. Added this past week by WFL, WMAK, WSJ1 and a host of others. Sales figure should certainly keep its momentum.

As a slight teaser, there is a new Blood, Sweat and Tears coming that is one of the strongest things they have ever done. Hank Cosby of the millions of Motown hits for Stevie Wonder, Jr. Walker, Supremes, etc. produced their new album "Fifth Dimension" will be shipped soon. Look forward to the "Eighty Wonder" bringing you an even more creative declaration in sound.

Some of the country's top discs report this single as their most requested record.

Currenty, Motown has initiated several artist exposure programs:

Replicas of Campbell soup cans have been designed and manufactured for the promotion of the artist-writer-producer, Michael Edward Campbell. The recent single, "Rockin'..." is incorporated into the design of this promotion vehicle. The pop-artist is receiving wide acceptance in the Midwest. A five city tour including St. Louis, Minneapolis, Detroit, Cleveland, and Chicago will be underway shortly.

A rather unique portrait of Eddie Kendricks has been screened on a T-shirt which will be sent to retail clerks, etc. to highlight the "I'm All Tempted" current chart climber. A pictorial board-sheet of all of Eddie's solo LP's is being shipped to over 1500 program directors of various formatted radio stations.

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**RADIO & RECORDS**

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**Buck Rengold/Casablanca:**

Kiss, Fanny Happening

(Kiss My Fanny?)

I would like to tell you about some magical things that have been happening to us at CASABLANCA. Magic No. 1: Several weeks ago Eddie Girlewth, Warner Bros. regional marketing manager and Eddie Pugh, local promotion Miami, came up with an incredible idea to promote our new album KISS, the promotion they proposed to WSKY-FM. Lauderdale was that of running a "KISS OFF." The contest was to see how long a world record set at 96 hours, 32 minutes, 26 seconds by Louise Hartley, Hartley, Minnie and Vinie Toro. From this local promotion has come a first in national broadcasting. Twelve major markets are simultaneously running this contest on May 11.

The winners will be flown to Chicago for the WORLD CHAMPION KISS OFF, which will be hosted by WFL. The winning couple will fly to California to see KISS perform and then will take an eight day cruise on the national and positive television coverage.

While we were putting this contest together, Scott Shannon from WMAK called and suggested KISS doing "KISS IN TIME" The old Bobby Rydell hit as the theme for the KISS OFF contest.

The response to the record has been phenomenal -- stations like WXVY, Cleveland, WSAI Cincinnati and KJY-Seattle jumped on this record immediately.

MAGIC No. 2: Roy Silver, world famous manager and impresario from Beverly Hills came up with a record, "I'VE HAD IT" by FANNY female rock artist. Mary Wadding, KCPS-Salt Lake City, was the first station to chart this record, which moved from No. 28 No. 20 this week. Stations like WLOP- Orlando Blue Christy have it charted No. 22 - No. 27; WSAI Cincinnati, Robin Mitchell, extra No. 27; WKLW-Louisville, Gary Major, charted at No. 32; WPOP-Hartford, T.J. Lambert, has added; plus 35 other reporting stations. The way this record is taking off it feels like a top ten contender.

MAGIC No. 3: In the world famous EXORCIST, the devil is referred to as Captain Howdy. SIMON STOKES of the "VOODOO WOMAN" fame wrote a song about Captain Howdy, which was produced by Werner and Wise, who produced such records as "BROTHER LOUIE:" and "MIDNIGHT TRAIN TO GEORGIA." Jerry Rogers, WLOF-Cincinnati, has added Scram, KTAC-Tacoma were the first two stations to jump on this record. Right now, WSGA has it charted at No. 12 and KTAC No. 28. Jerry reports top 3 phone requests for two straight weeks.

We believe in this record and are making an all out effort to make it a hit. Thanks for taking the time to read about our magical dreams.

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**Stan Monteiro/Epic:**

O'Jays Sure No. 1, Derringer Looks Strong

O'Jays looks like a sure number one record. It's starting to do better than 95,000 a week. Added last week at WCFL, KQV, KJIM...

Held debuts 97 KRFC, added to KIIM, WFL, WAKY, WNDR... Taking super jumps at all stations.

Rick Derringer continues to look strong, 27 to 14 WOLF, 39-33 KLIF, 28-26 WCOL, HB KJ, 22-15 KJRB.

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Atlantic is frantic this week with President Ahmet Ertegun in town conferring with Led Zeppelin to announce their new label formation, "Swan Song." - 1st album to be released June 15th by new group Bad Company whose lead singer, Paul Rodgers, is former Free member. Maggie Bell bowed in with (he was formerly National Promotion for offices, rounding. Plus Terry Stafford opening at the President - National Director of Sales. Replacing with club dates on Richard Pryor gigs. Hot breaking group on tour with Gladys Knight and the Canadian artist, Andre Martel, now appearing of Neil Diamond has a new album, original material and excellent voice.

RUMORS...
Street talk is that Don Williams may be going with Dot Records with the most expensive deal in Nashville since Sonny James. Fantasy's group Blackbirds, students of Donald Byrd, are going on tour with Gladys Knight and the Pips this summer interspersed to break records for us.

Casablanca's promotional poster for "The Great Kiss Off." The radio promotion is slated for 14 cities, with finals to be held in Chicago on May 25th. Grand prize: an eight day cruise to Acapulco. Story at right.

"I feel that one of the primary reasons for the enormous success Warner Bros. Records has enjoyed is due to our communication set-up between the field people and the home office. We have a 24 hour up-date within each field person's reach called a "hot line" for the express purpose of local and regional men reporting and receiving up to date information on a daily basis. Each person is constantly apprised of radio adds, movement and sales figures. The regional people (8) communicate once a week via a national conference call hook-up for strategy plans and information flow culminating in a "wrap-up" report which includes artist itinerary and new listings plus a daily computer run ("Hot Item Report") which is a 60 page print out showing daily, 5 and 10 day sales and total sales on all product. A percentage for each item is shown comparing sales performance to Buying Power Index for a marketing region. This shows a marketing manager, at a glance, how well his region is achieving his BPI on a given item."

Huge Kiss Promo Gets Underway
Casablanca Records began an all-out radio promotion last week for their group "Kiss." Approach to local radio stations for "Kiss," a group which is the kissing mania at 10AM with hourly minute breaks. Casablanca is recommending that the stations keep in touch with one another for up-to-date progress reports on their couples. The finals will be held May 25 in Chicago for the local winners who will sign special T-shirts identifying the couples by name, city and the station they represent — food, hotel accommodations and transportation compliments of Casablanca. The station will receive 100 Kiss LP’s, 200 “Great Kiss Off!” T-shirts and 500 posters in conjunction with specially tailored 30, 60 second radio spots geared for the individual stations. The grand prize for the kissing winners will be a trip to L.A. for a departure on an eight day cruise to Acapulco. The music of the kissing will be airing on WSAI, WMAK, WQXJ, KJS, WCFL, WYX, WAYS, KJFL, WOLY, WFXM, KSLO, CLKW and WFL with more to follow.

COMMUNICATION IS KEY
Alan Mink On Marketing
It's hard to improve when you're number one, but we're always expanding into new areas of music; we're always open to the "new" ideas and sounds plus we have a positive hard-working approach to our jobs. As our Vice President, Ed Rosenbalt, so aptly put it "The main function of our regional managers is to be sensitive to what is happening and be ready to run hard with a particular piece of product or idea and be a total record man."
**PARALLELS**

**BACHMAN-TURNER OVERDRIVE** *(Mercury)* - 3:15

*Taking Care Of Business*

- P1 CKLW add
- P2 WGHR add, KING on
- P3 KKLS debut 35, WXK 40-38, KJR 10-3, KJRB 19-19, KKXL debut 35, KGW 30-25

**NOTES:** Looks strong.

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**BLUE SWEDE** *(EMI)* - 2:54

*Hooked On A Feeling*

- P1 WQXI 8-22, WIBG 35-19, 13Q 21-23, WLS 11-18, KKDJ 22-23, WKRO 21-23,
  WUI 11-18
- P2 WQXI 16-18, Y100 17-27, KING 16-16, WFLI 27-27, KUPD 9-8, KIOA 9-8
- P3 WAMS 8-20, KVSN 25-38, KFMG 13-17, WMAK 17-21, KJRB 27-35, WCFL 28-34,
  WAXY 21-23, KZDA 14-17

**NOTES:**

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**BROWNSVILLE STATION** *(Big Tree)* - 3:09

*I'm The Leader Of The Gang*

- P1 13Q debut 29
- P2 WQXI 16-18, Y100 debut 21, KFJZ add, KFRC 26-25
- P3 WJDX debut 30, WGNG add, Y100 debut 21, KSEA debut 24, KING on, KCPX debut 23,
  Ki4SP debut 28, KUPD debut 29, KIOA debut 28, WSGA debut 27

**NOTES:**

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**JIMMY BUFFETT** *(ABC)* - 3:07

*Come Monday*

- P1 KFJZ add
- P2 WIFE add, KIOA 23-21
- P3 WVLK on, KKLS 19-17, WBGX on, WXK 35-34, WCOL add, KJR add, WBBQ 23-17

**NOTES:** Beginning to spread, growth looks fine.

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**CARPENTERS** *(A&M)* - 3:47

*I Won't Last A Day Without You*

- P1 WQXI 1-16, KQV 9-8, WABC 15-15, WFLI 10-12, WRC 12-15, WIBG 16-13, KGU 10-15
  13Q 15-13, KFJZ 8-6, WLS debut 18, KQV 11-11, KJRB 11-9, KFMG 11-9, WRKO 18-21,
  WQXI 22-20, WFLI 9-9, WAQ 19-16, WQXI 19-14, WAXY 16-21,
  WFLI 21-11, WQXI 16-11, KFJZ 15-11, Y100 14-14, Y100 13-14, KFJZ 13-13, WQXI 12-12, WFLI 6-6, WQXI debut 12,
  KFJZ 9-9, KKLS 15-15, KUPD 15-15, KJRB 10-8, KJRB 4-4
- P2 WQXI 7-7, WVLK 1-11, Y100 2-2, WMAS 1-1, KQV 15-15, WMAS 23-23, WXK 35-34, WCOL add, KJR add, WBBQ 23-17

**NOTES:**

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**CHICAGO** *(Columbia)* - 4:19

*(I've Been) Searchin' So Long*

- P1 WQXI 4-13, KQV 6-7, WABC 16-18, WFLI 9-11, WRC 4-6, WIBG 5-10, 13Q 9-9, KGU 3-14
  13Q 15-13, KFJZ 15-15, WLS 15-12, KQV 11-11, KJRB 11-9, KFMG 11-9, WRKO 18-21,
  WQXI 22-20, WFLI 9-9, WAQ 19-16, WQXI 19-14, WAXY 16-21,
  WFLI 21-11, WQXI 16-11, KFJZ 15-11, Y100 14-14, Y100 13-14, KFJZ 13-13, WQXI 12-12, WFLI 6-6, WQXI debut 12,
  KFJZ 9-9, KKLS 15-15, KUPD 15-15, KJRB 10-8, KJRB 4-4
- P2 WRKO 9-12, KUPD 7-4, KIOA 10-13, WLEE 6-6, WSGA 3-4,
  WFLI 7-7, Y100 13-13, KFJZ 13-13, WQXI 11-9, WFLI 10-8, WQXI 8-11, WAXY 10-12, WQXI 8-14, KAKC 9-16
- P3 WERC 3-2, WAMS 3-3, KQV 4-4, KFMG 8-10, WSGA 15-18, WQXI 8-11, WMJ 12-12, WCFL 7-7, KKLS 14-17

**NOTES:**

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**MAC DAVIS** *(Columbia)* - 2:52

*One Hell Of A Woman*

- P1 WQXI 14-18
  WQXI 16-18, KFJZ 14-14, WMAS 14-14, KKLS 14-14, WRKO 14-14, WQXI debut 12,
  KFJZ 9-9, KKLS 15-15, KUPD 15-15, KJRB 10-8, KJRB 4-4
- P2 WQXI 7-7, WVLK 1-11, Y100 2-2, WMAS 1-1, KQV 15-15, WMAS 23-23, WXK 35-34, WCOL add, KJR add, WBBQ 23-17

**NOTES:**

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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 WHHY.)

**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.

**Pl:** 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.
**PARALLELS**

**DE FRANCO FAMILY**
(20th Century) - 2:58

- **Save The Last Dance For Me**
  - **P1** KQV debut 21, 13Q 23-16, KFJZ 30-24
  - **P3** WERC 10-6, WVLK 28-19, WAMS debut 30, KKLS debut 36, WMAK 26-34, WKY 21-20, WCOL 18-12, KJR 20-16, KJRB 29-22, WCFL 22-19, KKXL debut 39, WGH debut 35, WAXY 28-22, KGW 30-25, KGW on

**NOTES:**
- Showing excellent growth.

**FANNY**
(Casablanca) - 2:59

- **I've Had It**
  - **P1** KQV debut 22, WFIL add, KQV debut 22, WQXI add, KQV debut 22, WFIL add, WRC add, 13Q debut 25, KFJZ debut 28, K100 debut 25, KFRC 25-21, CKLW 10-7, 99X 18-16, KHJ debut 26
  - **P2** WJDX debut 29, WZZM FM debut 27, KTXY add, KFXM 26-18, WGGW debut 19, KFAM debut 28, WIFE add, KING on, KFAM add, KWAA debut 29, WLEE debut 28, WSGA debut 25, WSAI debut 30, WHBQ 24-22, WKY 22-18, KAKC 27-23
  - **P3** WERC debut 30, WVLK 28-26, WAMS add, WQXI add, WYSM debut 27, KGW 41-39, KGW 26-20

**NOTES:**
- Looks better each week.

**RICK DERRINGER**
(Blue Sky) - 2:38

- **Teenage Love Affair**
  - **P1** KQV 20-26, KGQ 23-25, KFJZ 23-25, CKLW 18-13, KGW 16-16, KJRB 26-22
  - **P2** WJDX 23-21, KFXM debut 27, KFAM 13-10, KCPL 27-21, KRSP 30-21, KUPD 24-27, KYNO 8-3, WLEE 21-21

**NOTES:**
- Not spreading so far.

**DOOBIE BROTHERS**
(WB) 3:39

- **Another Park, Another Sunday**
  - **P1** KFJZ 24-19
  - **P2** WJDX 23-22, KFXM debut 27, KFAM 13-10, KCPL 27-21, KRSP 30-21, KUPD 24-27, KYNO 8-3, WLEE 21-21

**NOTES:**
- Not spreading so far.

**EAGLES**
(Asylum) - 3:39

- **All Ready Gone**
  - **P1** WGBO debut 29
  - **P2** WGGW debut 20, KFAM debut 27, KING on, WFLI debut 21, KFJZ 25-24, WQXI 32-31, KQV debut 30

**NOTES:**
- Not spreading so far.
BO DONALDSON AND THE HEYWOODS
(ABC) 3:25
Billy, Don't Be A Hero
1) WLOX 23-24, KGV 12-5, WBAC 24, WFL 12-6, WRC 12-6, WBBQ 1-2
2) WCFL 20-5, WCFL 15-21, KYNO 12-6, WAKY 2-1, WBBQ 5-2, WISM 25-28, WISM 20-24
4) KCSB 17-11, KFSM 17-2, KJRB 17-2, KFSM 24-11, WJDX 17-2, KFRC 17-2, WJDX 17-2
5) WJDX 24-18, WJDX 17-2, KJRB 17-2, KJRB 17-2, WJDX 17-2, WJDX 17-2, WJDX 17-2

THE HOLLIES
(Epic) 3:45
The Air That I Breathe
1) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
2) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
3) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
4) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
5) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
6) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
7) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
8) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
9) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29
10) WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29

THE JACKSON FIVE
(Motown) 2:29
Dancing Machine
WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29

ELTON JOHN
(MCA) 5:12
Bennie & The Jets
WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29

OLIVIA NEWTON-John
(MCA) 3:12
If You Love Me
WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29, WCB 24-29

NOTES:
- Radio & Records
- Friday, May 17, 1974
- Top 10 in many key markets, should come home.
GORDON LIGHTFOOT

NOTES: Growth is good.

PAUL MC CARTNEY & WINGS

NOTES: Solid top 10.

KAFY 20-15, KIOA 3-10, WLEE 30-17, WHBQ 26-21, KTKT 24-17, KSEA 14-11, WSGH 3-26

KAFY 25-19, WSGH 5-8, KPMG 19-18, WYKQ 11-21, KRSP 21-19, WSGH 21-23, WYQ 11-18, KSEA 14-20, KTKT debut 23, WLEE 11-8


NOTES: Growth is good.

GORDON LIGHTFOOT (DeLite) 3:37

Sundown

NOTES: Picks up more each week.

LOBO (Big Tree) 2:45

Standing At The End Of The Line

NOTES: Picks up more each week.

DAVE LOGGINS (Epic) 3:57

Please Come To Boston

NOTES: Picks up more each week.

PAUL MC CARTNEY & WINGS (Apple) 3:50

Band On The Run

NOTES: Growth is good.
NILSSON (RCA) 3:03

**Daybreak**

**NOTES:**

**OJAYS (Phil/Intl) 3:45**

**For The Love Of Money**

**NOTES:**

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

**Tubular Bells/Theme From The “Exorcist”**

**NOTES:**

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

**If You Wanna Get To Heaven**

**NOTES:**

**COZY POWELL (Chrysalis) 3:32**

**Dance With The Devil**

**NOTES:**

**RAZZY (MGM) 3:15**

**I Hate Hate**

**NOTES:**

**GENE REEDING (Capitol) 3:22**

**This Heart**

**NOTES:**

**RIGHTIOUS BROTHERS (Haven) 3:23**

**Rock & Roll Heaven**

**NOTES:**

**DIANA ROSS & MARVIN GAYE (Motown) 2:55**

**My Mistake**

**NOTES:**

**SEALS & CROFTS (WB) 3:28**

**King Of Nothing**

**NOTES:**

**CARLY SIMON (Elektra) 3:50**

**Haven’t Got Time For The Pain**

**NOTES:**

**JIM STAFFORD (MGM) 3:12**

**My Girl Bill**

**NOTES:**

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**FRIDAY, MAY 17, 1974**

**RADIO & RECORDS**

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**WABC on, WRC add, KFJZ 28-26, WRKO 13-18**

**P2**

**KING on, WSGA 30-24, KTNT debut 26, KACK debut 25, KFXM add, KPAM debut 24, WSAI 28-24**

**P3**


**NOTE:**

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**OJAYS**

**NOTES:**

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**MIKE OLDFIELD**

**NOTE:**

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**OZARK MOUNTAIN DAREDEVILS**

**NOTES:**

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**COZY POWELL**

**NOTE:**

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**RAZZY**

**NOTE:**

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**GENE REEDING**

**NOTE:**

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**RIGHTIOUS BROTHERS**

**NOTE:**

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**DIANA ROSS & MARVIN GAYE**

**NOTE:**

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**SEALS & CROFTS**

**NOTE:**

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**CARLY SIMON**

**NOTE:**

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**JIM STAFFORD**

**NOTE:**

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STÉELY DAN

Rikki Don't Lose That Number

NOTES:

CAT STEVENS

Oh Very Young

NOTES:

RAY STEVENS

The Streak

NOTES:

STYLISTICS

You Make Me Feel Brand New

NOTES:

THREE DOG NIGHT

The Show Must Go On

NOTES:

WEDNESDAY

(Sussex) - 2:30

1. ClKLW 21-18
2. WSAl 33-17
3. WBGan debut 27, WXYZ 25-24, WAKY on.

NOTES:

STEVIE WONDER

Don't You Worry 'bout A Thing

NOTES:

Z.Z. TOP

Le Grange

NOTES:

PARALLELS

PARALLELS

PARALLELS
Biff Collie
INSIDE
NASHVILLE

Johnny Garver sold his Lebanon farm, 25 miles from music row. It, as rumored, a band that company bought it, wonder if they'll call the subdivision “Yellow Ribbon Acres”... Del Reeves has Nikka Brewer, Dolores Smiley and Tandy Rice at Top Billing, his booking agency, on needles and pins. He will do a Memorial day Charlotte “460” show in conjunction with the race, has gotten the speed level back and needed a free day later in Charlotte, riding with the big drivers.

Tandy Rice and company shuttered at the thought of Del's riding "shooting" on a track, riding with the big drivers, Crystal Gale whose U.A. debut is a left-field sleeper awakening, getting on the track at the thought of Del's riding "shotgun" the speed bug and has spent every free day lately in Charlotte, riding with the big drivers.

Promoter Lon Varnell, who books all of the album in Ft. Worth this week; his first of Hawaii... Jerry Clower did a "live" news by long distance during her tour... Del Reeves had his first reunion... Crystal Gale whose U.A. debut is a left-field sleeper awakening, getting on the track at the thought of Del's riding "shotgun" the speed bug and has spent every free day lately in Charlotte, riding with the big drivers.

WEEP Singles Giveaway
To Test New Product

Ed Salamon is one of today's more research-oriented Country Music Programmers. At WEEP AM-FM Pittsburgh, he raises one of the highest rated playlists in Country Music, averaging under fifty current singles. Within the last few weeks, Salamon has tested a new product by tabulating the results of a singles giveaway. Radio and Records thought you might be interested in the details of his research and the thought behind it.

"The industry seems to be crying for more exposure of new product in all formats. Many programmers, such as myself, often wonder if there is a way to expose new product without hurting one's station. Even those advocates of the long playlist will admit that a station can be hurt by playing the wrong material. The problem seems to be 'how can one expose questionable product enough to motivate reaction, yet not clutter up his programming in the process with repeated exposure of new product?'

So I came up with a plan to expose new singles in Pittsburgh. Marty Mooney, our local Columbia Promotion Man, was working Johnny Cash's Ragged Old Flag. He sent me one hundred copies to give away, hoping for some kind of mention on the air. Since I believe in keeping contests simple, I decided I'd just play it on the air the first time and ask anyone who wanted the record to write in for it, and tell us the first time it was played on WEEP. Then the thought hit me that it I had some other records to give away in the same manner, I could start developing a relative yardstick of the instantaneous appeal of a record. How this fits into the picture of the record's popularity over a period of time will take sometime to determine but it is an indication of initial audience acceptance. Since Marty's offer, we've got several other labels to participate in. In a few weeks we feel we'll have refined it down to a valuable programming tool.

This still corresponds with our policy of 'playing the hits' since we're really developing information in a difficult area, besides creating excitement on the air. We certainly hope to continue it unless the vinyl shortage makes it impossible or we run out of cardboard, postage or manpower to mail out the records.

NOTES
from Jonathan Frickie

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

1. Sonny James
2. Dolly Parton
3. Ronnie Milsap
4. Faron Young
5. Tom T. Hall
6. Hoyt Axton
7. Olivia Newton-John
8. Mickey Gilley
9. Waylon Jennings
10. Nat Stuckey

The song that has shown the strongest gain this past week is "The Good Time of My Life" by Merle Haggard. This song has moved from #20 to #5 this week.

After all, the records are only played a few times on the evening show and then held pending the mail response. This refusal has an effect on WEEP's programming. We'll consider adding the records that have a better response a little quicker than we would otherwise. Of course, an extremely poor response might cause us to be a bit shy on a record. The fact that a listener will take the time and eight or ten cents in postage to try to win a record does constitute a significant vote, considering this is about 10 percent of the retail price of a single, and by this method we're able to gather many of these votes within a couple days. Of course, as in any measure of audience response, pure numbers aren't everything. Qualities such as name value of artist and type of material may bias listeners immediate response to some extent.

However, I feel it is a rather easily executed programming tool to aid in developing information in a difficult area, besides creating excitement on the air. We certainly hope to continue it unless the vinyl shortage makes it impossible or we run out of cardboard, postage or manpower to mail out the records.

NOTES

Murray Green, General Manager of WNCR (Cleveland) announced Be Wike is leaving to accept a position with RCA as Regional Promotion Director, Country Music Division. Green stated, "Although we are losing the services of knowledgable and well-liked personality, it passions all of us to know that our on-the-air make-up consists of only first class talent, capable of stepping into a position such as that which Wike has accepted. Wike's knowledge of country music was broad and his approach was honest and real. Now that the country music wave has begun in Cleveland, these valuable assets are often overlooked and among our competitors, sensationalism instead seems to be the key factor in obtaining air personalities."

Green further stated, "The same criteria as used in hiring Wike will prevail as we seek out a new personality that fits our market." Green anticipated an announcement on this in the near future.

R&R CONGRATULATES

Carl Hirsch has been named as new General Manager of WKK (S-13). He was previously General Manager WRWE (Philadelphia).

After closing a week's engagement in Las Vegas, Johnny Cash and June Carter made the final appearance at the John Wayne Theatre, Buena Park, Calif. The event was his Los Angeles-Orange County premier of "The Gospel Road." With June and Johnny are Dan McKinnon (left) and R&R's Jonathan Frickie (right).
signifies fastest moving records

1 JAMES

2 SMITH

3 PARTON

4 D. WILLIAMS

5 HAGGARD

6 STEVENS

7 MILSAP

8 CLARK

9 OWENS

10 YOUNG

11 MELBA

12 SNOW

13 WEST

14 OLIVIA

15 RODRIGUEZ

16 PRIDE

17 AXTON

18 TINA

19 GILLEY

20 BANDY

The top twenty listings reflect sales.
The graphs measure the song's level of audience appeal.

SONNY JAMES/Is It Wrong (Columbia)
CAI SMITH/Country Bumpkin (MCA)
DOLLY PARTON/I Will Always Love You (RCA)
DON WILLIAMS/We Should Be Together (JMI)
MERLE HAGGARD/Things Aren't Funny
RAY STEVENS/The Streak (Barnaby)
RONNIE MILSAP/Pure Love (RCA)
ROD CLARK/Honeymoon Feeling (Dot)
RAY STEVENS/The Streak (Barnaby)
BEATLES/Hey Jude (A&M)
CELESTE/Will You Still Love Me Tomorrow (Elektra)
RAY STEVENS/The Streak (Barnaby)
BEATLES/Hey Jude (A&M)
CELESTE/Will You Still Love Me Tomorrow (Elektra)
**Country Singles**

**Friday, May 17, 1974**

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

**BOBBY BARE**  
*Mermaid/flip (RCA)*  
"Marie Laveau" 20-15 KTUF

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

**JIM ED BROWN**  
*It's That Time Of Night (RCA)*

**HENDON CARGILL**  
*Stop And Smell The Roses (Atlantic)*  
Again this week, one of the most added.

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

**JOHNNY CASH**  
*Ragged Old Flag (Columbia)*  
Added at 78% of reporting stations.

**LA COSTA**  
*I Wanna Get To You (Capitol)*  
Fast mover at KLAC & WWHY.

**BILLY "CRASH" CRADDOCK**  
*Rub It In (ABC)*  
Again this week, one of the most added.

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

**GORDON LIGHTFOOT**  
*Sundown (WB)*  
Fast mover WEEP.

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

**LORETTA LYNN**  
*Don't Make Them Like Daddy (MCA)*

**DON GIBSON**  
*One Day At A Time (Hickory)*  
Top 20 and fast mover in Houston.

**TOM T. HALL**  
*Song Is Driving Me Crazy (Mercury)*  
Added at 78% of reporting stations.

**MARY KAY JAMES**  
*Please Help Me Say No (JMI)*

**WAYLON JENNINGS**  
*This Time (RCA)*

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

**JEANNE PRUETT**  
*To Move A Mountain (MCA)*  
15-12 HHK, 14-10 WHO

**SUSAN RAYE**  
*Stop The World (Capitol)*  
24-WRCP, Top 20 Houston.

**JERRY REED**  
*A Good Woman's Love (RCA)*

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

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

**MARY KAY JAMES**  
*Stop And Smell The Roses (Atlantic)*

**JEANNE PRUETT**  
*To Move A Mountain (MCA)*

**SUSAN RAYE**  
*Stop The World (Capitol)*

**JERRY REED**  
*A Good Woman's Love (RCA)*

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

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

**JIM REEVES**  
*I'd Fight The World (RCA)*

**JOHN CALLEN**  
*Country Lullaby (ABC)*

**TOM T. HALL**  
*Song Is Driving Me Crazy (Mercury)*

**ANNE MURRAY**  
*He Thinks I Still Care (Capitol)*  
48-3B WAME

**CHARLIE RICH**  
*Don't See Me In Your Eyes (RCA)*
Friday, May 17, 1974

RADIO & RECORDS

STATIONS!

SURSCRIPTION

SPECIAL LOW

RATE FOR JOCKS

THAT R&R HAS A

KNOW?

YOU

DID

added

this

week...

MARTY ROBBINS
Don't You Think (MCA)

JOHNNY RUSSELL
She Loves Rodeo Man (RCA)

JEANNIE SEELEY
I Miss You (MCA)

MEL TILLIS
Stomp Them Grapes (MGM)

TILLIS & BRYCE
Don't Let Go (MGM)

DIANA TRASK
I Love All On Me (Dot)

CONWAY Twitty
Not Through Loving You (MCA)

NANCY WAYNE
Back Door of Heaven (20th)

JOE STAPLEY
How Lucky Can One Man Be (Dot)

FREDDY WELLER
Sexy Lady (Columbia)

WEEP-PITTSBURGH
Hoyt Axton
Susan Raye
Tom T. Hall
DROPS
Terry Stafford

KLAC-LOS ANGELES
Tom T. Hall
Jim Ed Brown
Darrell McCall
Narvel Felts
George Jones
Larry Kingston
DROPS
Cusie Smith

WSLR-AKRON
Tom T. Hall
Billy Crash Craddock
Gordon Lightfoot
Nancy Wayne
Marilyn Sellar
Henson Cargill
DROPS

WRECP-PHILADELPHIA
Tom T. Hall
Linda Ronstadt
Eddy Raven
Bob Luman
Diane Dee

KENS-HOUSTON
Tom T. Hall
George Jones
Marilyn Sellar
Stoney Edwards
Marty Robbins
Jacky Ward
Mundo Earwood
DROPS

KTFU-PHONIX
Tom T. Hall
Loretta Lynn
Billy Crash Craddock
Dorsey Burnette
Marty Mitchell
DROPS
Jim Croce

KFOX-LONG BEACH
Brian Collins
Randy Barlow
Nat Stuckey
DROPS
Bob Luman
Johnny Paycheck
Donna Fargo
Kelly

KCKC-SAN BERNARDINO
Gordon Lightfoot
Nat Stuckey
Tom T. Hall
David Rogers
Kathy O'Shea
George Jones
DROPS
Johnny Russell

KCMS-NORFOLK
Tom T. Hall
Henson Cargill
Nat Stuckey
Sue Thompson
Kathy O'Shea
Dorsey Burnette
DROPS
Ray Price
Johnny Duncan

WJJD-CHICAGO
Jerry Reed
Bobby Lewis
Mack White
Crystal Gayle
Kenny Rogers
Rick Cunha
Bill Anderson
DROPS
Ray Price
Doyle Holly
Linda Ronstadt
Connie Smith

WHO-DES MOINES
Billy Crash Craddock
Tom T. Hall
Marty Robbins
Nat Stuckey
Sammi Smith
Lamar Morris
Sue Thompson
Patsy Sledd
DROPS
Bob Luman

WHY--HUNTINGTON
Marty Robbins (both)
Jerry Reed
Dorsey Burnette
Tom T. Hall
Bobby Goldsboro
Freddy Weller
Billy Crash Craddock
DROPS
Ray Drusky
Bob Luman
Mac Davis

WHK--CLEVELAND
Bill Anderson
Tom T. Hall
Billy Crash Craddock
Mel Tillis
M.Coy & Barefoot Jerry
DROPS
Lynn Anderson

DID

YOU

KNOW?

THAT R&R HAS A

SPECIAL LOW

SUBSCRIPTION

RATE FOR JOCKS

AND SMALL MARKET

STATIONS?

CALL (213) 466-1605

FOR THE DETAILS.
## POP/MOR NOTES

**by Mike Kasabo**

_A note to _R&R_ readers, our POP-MOR section will be going through some important changes in the weeks to come. You can participate in the facelift by sending station information, pictures of jocks, visiting celebrities, ratings and the like. We'll print as much of the information as possible._

The most added newer records were:

**J.J. CALE, GEORGE FISCHOFF, CHARLIE RICH (RCA) and the new MOCEADES.**

CHARLIE RICH (RCA) went right on KMPC, WGAN, WCBM and KVI.

J.J. CALE on WBAL and WJZ among many others.

MOCEADES added at WMAL, KGLG and KLMN.

Other key new music additions are RAZZY (“I Hate Hale”) (MGM) the new JOHN DENVER (“Annie’s Song” (RCA), ELVIS (“If You Talk In Your Sleep” (RCA) and CHER (“Train or Thought?” (MCA). All received significant action.

Some other action on RUPERT HOLMES (EPIC) drawing good phone response at some key stations, SEALS & CROFTS “King of Nothing” is off to a fast start and also getting good reactions right away, CLINT HOLMES (Atlantic) “Goodbye Marie” is just beginning to make some noise.

The new ENGLEBERT “Catch Me, I’m Falling” received some late week additions, a bit too early to judge.

Update on THE JAGUARS song on A&M by Dennis Correll. Also early action for Johnny Mathis “Sweet Child.”

## Radio & Records

### May 17, 1974

<table>
<thead>
<tr>
<th>No.</th>
<th>Station</th>
<th>City</th>
<th>Artist</th>
<th>Song</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GORDON LIGHTFOOT</td>
<td>Sandusky</td>
<td>Gordon Lightfoot</td>
<td>Sundown (Reprise)</td>
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<tr>
<td>2</td>
<td>CARPENTERS</td>
<td>Rockford</td>
<td>Carpenters</td>
<td>“I Won’t Last A Day Without You” (A&amp;M)</td>
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<tr>
<td>3</td>
<td>JIM STAFFORD</td>
<td>Springfield</td>
<td>Jim Stafford</td>
<td>My Girl Bill (MGM)</td>
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<tr>
<td>4</td>
<td>ANNE MURRAY</td>
<td>New Bedford</td>
<td>Anne Murray</td>
<td>You Won’t See Me (Capitol)</td>
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<tr>
<td>5</td>
<td>RAY STEVENS</td>
<td>Fearin’_</td>
<td>Ray Stevens</td>
<td>The Streak (Barnaby)</td>
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<tr>
<td>6</td>
<td>CAT STEVENS</td>
<td>Very Young</td>
<td>Cat Stevens</td>
<td>Oh Very Young (A&amp;M)</td>
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<td>7</td>
<td>CHICAGO</td>
<td>Searchin’</td>
<td>Chicago</td>
<td>So Long (Columbia)</td>
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<td>8</td>
<td>MAC DAVIS</td>
<td>One Hell of a Woman (Columbia)</td>
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<td>9</td>
<td>MARIA MULDAUR</td>
<td>Midnight at the Oasis (Reprise)</td>
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<tr>
<td>10</td>
<td>JOHNNY MATHIS</td>
<td>Johnny's Theme (Big Tree)</td>
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<td>11</td>
<td>OLIVIA NEWTON</td>
<td>JOHN</td>
<td>Olivia Newton John</td>
<td>“I Don’t See Me In Your Eyes (RCA)</td>
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<tr>
<td>12</td>
<td>STYLISTICS</td>
<td>You Make Me Feel Brand New (Avco)</td>
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<td>13</td>
<td>LEROY STANDING</td>
<td>End of the Line (Big Tree)</td>
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<td>HERB OHTA</td>
<td>Song for Anna (RCA)</td>
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<td>BLONDIE</td>
<td>Billy, Don’t be a Hero (ABC)</td>
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<td>ELVIS</td>
<td>DONT SEE ME IN YOUR EYES</td>
<td>“I Don’t See Me In Your Eyes (RCA)</td>
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<tr>
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<td>CHARLIE RICH</td>
<td>Don’t See Me In Your Eyes (RCA)</td>
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<td>Don’t You Worry (Tama)</td>
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<td>JOAN BAEZ</td>
<td>Forever Young (A&amp;M)</td>
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<td>20</td>
<td>HOLLYWOOD</td>
<td>The Air That I Breathe (Epic)</td>
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<td>21</td>
<td>ALBERT HAMMOND</td>
<td>“I Don’t See Me In Your Eyes (RCA)</td>
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<td>CHARLIE RICH</td>
<td>Don’t See Me In Your Eyes (RCA)</td>
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<td>JOAN BAEZ</td>
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<td>CHARLIE RICH</td>
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</table>

**NEW & ACTIVE**

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J.J. CALE on WBAL and WJZ among many others.

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The new ENGLEBERT “Catch Me, I’m Falling” received some late week additions, a bit too early to judge.
### Trend: May 17, 1974

<table>
<thead>
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<th>TREND</th>
<th>4/26</th>
<th>5/3</th>
<th>5/10</th>
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</thead>
<tbody>
<tr>
<td>1 RAY STEVENS/The Streak (Barnaby)</td>
<td>6</td>
<td>2</td>
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<td>2 GRAND FUNK/Locomotion (Grand Funk)</td>
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<td>3 MARVIN HAMLISH/The Sting (MCA)</td>
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<td>4 PAUL MC CARTNEY/Band On The Run (Apple)</td>
<td>16</td>
<td>9</td>
<td>5</td>
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<td>5 JACKSON FIVE/Dancing Machine (Motown)</td>
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<td>4</td>
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<tr>
<td>6 THREE DOG NIGHT/The Show Must Go On (ABC)</td>
<td>3</td>
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<td>6</td>
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<td>7 BO DONALDSON/Billy, Don't Be A Hero (ABC)</td>
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<td>9 CHICAGO/Searchin' So Long (Columbia)</td>
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<tr>
<td>15 O JAYS/For The Love Of Money (Phy/Int)</td>
<td>13</td>
<td>23</td>
<td>19</td>
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<tr>
<td>16 STEVIE WONDER/Don't Worry 'Bout A Thing</td>
<td>25</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>17 MIKE OLDFIELD/Exorcist Theme (Virgin)</td>
<td>11</td>
<td>15</td>
<td>10</td>
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<tr>
<td>19 STEPHEN STILLS/Just Feelin' (Atlantic)</td>
<td>8</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>20 CAT STEVENS/Oh Very Young (A&amp;M)</td>
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<td>-</td>
</tr>
<tr>
<td>21 HOLLIES/The Air That I Breathe (Epic)</td>
<td>-</td>
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</tr>
<tr>
<td>22 GUESS WHO/Star Baby (RCA)</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>23 OLIVIA NEWTON JOHN/If You Love Me (MCA)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>24 MAC DAVIS/One Hell Of A Woman (Columbia)</td>
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</tbody>
</table>

**NEW & ACTIVE**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAY STEVENS</td>
<td>The Streak</td>
<td>Barnaby</td>
</tr>
<tr>
<td>GRAND FUNK</td>
<td>Locomotion</td>
<td>Grand Funk</td>
</tr>
<tr>
<td>MARVIN HAMLISH</td>
<td>The Sting</td>
<td>MCA</td>
</tr>
<tr>
<td>PAUL MC CARTNEY</td>
<td>Band On The Run</td>
<td>Apple</td>
</tr>
<tr>
<td>JACKSON FIVE</td>
<td>Dancing Machine</td>
<td>Motown</td>
</tr>
<tr>
<td>THREE DOG NIGHT</td>
<td>The Show Must Go On</td>
<td>ABC</td>
</tr>
<tr>
<td>BO DONALDSON</td>
<td>Billy, Don't Be A Hero</td>
<td>ABC</td>
</tr>
<tr>
<td>MARIA MULDAUR</td>
<td>Midnight At The Oasis</td>
<td>Reprise</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Searchin' So Long</td>
<td>Columbia</td>
</tr>
<tr>
<td>O JAYS</td>
<td>For The Love Of Money</td>
<td>Phy/Int</td>
</tr>
<tr>
<td>STEVIE WONDER</td>
<td>Don't Worry 'Bout A Thing</td>
<td></td>
</tr>
<tr>
<td>MIKE OLDFIELD</td>
<td>Exorcist Theme</td>
<td>Virgin</td>
</tr>
<tr>
<td>STEPHEN STILLS</td>
<td>Just Feelin'</td>
<td>Atlantic</td>
</tr>
<tr>
<td>CAT STEVENS</td>
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<tr>
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<td>RCA</td>
</tr>
<tr>
<td>OLIVIA NEWTON JOHN</td>
<td>If You Love Me</td>
<td>MCA</td>
</tr>
</tbody>
</table>

**The Golden Ear**

**JOHN DENVER**

**Annie's Song (RCA)**

JAY COOK/P.D., WFLI/Philadelphia: "I think it's the best ever, it really knocks me out."

CARL WIGGLESWORTH/PD, KIMN/Denver: "We put it on over the weekend and it came in number one requests."

**BACHMAN-TURNER**

**Takin’ Care Of Business (Mercury)**

ROGER CHRISTIAN/Assistant PD, WGRQ/Buffalo: "It's a good summer record with a great hook line."

**WET WILLIE**

**Keep On Smiling (Capricorn)**

RANDY ROBINS, MD, KLIF/Dallas: "I really like it, it has the same feel as Ben E., Kings "Stand By Me."" I waited a few extra weeks before adding it because I liked it so much I wanted to be sure it wasn't just me. Now I'm sure it's a hit."

**Parallel Summary**

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Takin’&quot;</td>
<td>BTO</td>
<td>Philip pine picked up well this week: add CKLW, WGRQ, KJR 10-3 see page 17.</td>
</tr>
<tr>
<td>&quot;BROWNsville STATION&quot;</td>
<td>debuted 29 at 13Q, 40-35 WCLF, add WNGN, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;JIMMY BUFFETT&quot;</td>
<td>looks very good, 23-17 WBBQ, add KFJZ, add WIFE, add WCFL, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;CHER&quot;</td>
<td>many first week chart movement showed no major jumps, still too early to predict, most like it. See page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;MAC DAVIS&quot;</td>
<td>has already gone top 10 WXQL, 12-9 KCPX, 22-16 KLIF, gone to one at WAKY, top 10 at WCOL. See page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;DEFRANCOS&quot;</td>
<td>KQV 21, 23-16 at 13Q, 25-20 WSAI, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;WILLIAM DE VAUGHN&quot;</td>
<td>doing super, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;DOOBIES&quot;</td>
<td>24-19 KFJZ, 8-3 KYNO, 24-16 WBBQ, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;FANNY&quot;</td>
<td>WSAI 27-22, KCPX 20-16, add WCFL, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;GOLDEN EARRING&quot;</td>
<td>KFRC 28-22, KJR 16-12, added at many, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;GUESS WHO&quot;</td>
<td>added at WXQL, added 28 WFLF, 4-3 WLS, add K100, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;HEYWOODS&quot;</td>
<td>many report top action, demos spreading well, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;HOLLIES&quot;</td>
<td>30 WRKO, 27-24 KFRC, 22-14 WJDX, 16-11 KGW, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;OLIVIA&quot;</td>
<td>picked up many stations, some nice chart jumps, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;KOOL &amp; GANG&quot;</td>
<td>CKLW 7-4, WGOW 22-14, 17-10 WSAI, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;DAVE LOGGINS&quot;</td>
<td>40-34 KKXL, added at many stations, 24-7 WMAK, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;STEVE MILLER&quot;</td>
<td>growth popular, added KIMN, KCPX, 30-28 at WISM, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;JONI MITCHELL&quot;</td>
<td>16-10 KFRC, debuts 21 at 13Q, 8-7 WRKO, 7 at KLIF, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;O JAYS&quot;</td>
<td>19-12 KJU, 12-10 WRKO, 8-5 WGWG, 19-12 WRC, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;OZARK MNT DAREDEVILS&quot;</td>
<td>&quot;Takin' Care Of Business&quot; is good, add KIMN, KCPX, 30-28 at WISM, see page 17.</td>
<td></td>
</tr>
<tr>
<td>&quot;STEELY DAN&quot;</td>
<td>doing well, 25-20 KTKT, add WRC, 15-8 KKXL, see page 18.</td>
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Friday, May 17, 1974

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**ABBA "Waterloo" (Atlantic) had a super week: add 13Q, KFMG, KKLS, WCOL, WCFL debuts at 39, add KJR, KKKX, KYNO, KIMN, WBBQ, K100.**

**HUES CORP. "Don't Rock The Boat" (RCA) Looks like a sure hit: this week debutees: 19-11 at 99X debuts 30 KJLH, 37-17 WRKO, on KFRC at 29, add WERC, WPOP, WMAK, WCFL, debuts 29 WBBQ, debuts 30 WHBQ, add KACC.**

**WET WILLIE "Keep On Smiling" (Capricorn) debuts 23 WQXL, add WERC, add WBGN, nights at WMAK, add KLIF, WBBQ 10-6, on WSAI.**

**SPINNERS "I'm Coming Home" (Atlantic) 28-24 WBCO, add KING, add KFJZ, add WVLK, add WERC, KJR, debuts 25 WBGN, debuts 37 KLIF, add WGH, 27-22 WBBQ.**

**JOHN DENVER "Annie's Song" (RCA) add WFLI, KFMG, WSGA, KIMN, KRSP, KCPX, add WBBQ.**

**FANCY "Wild Thing" (Big Tree) debuts 20 WQGR, 42-33 WIXY, on KGW.**

**DAVID ESSEX "Lamplight" (Columbia) add KKLS, WSAI, KKKX, KUPD.**

**GLADYS KNIGHT & THE PIPS "On And On" (Badabab) 36-30 KYSN, add WPGC, debuts 31 WIXY, 36-32 WCFL.**

Others getting action: Dickie Isom (Bell) added at WBBN, 40-34 KKXL, The new BLUE SWEDE "Silly Milly" add WPOP and KJR, ANDY & DAVID WILLIAMS (Barnaby) add WBGN and moving 28-24 WLFEE. Note that KJR adds the new PAPER LACE (Mercury) "Night Chicago Died". We note that Y100 reports GEORGE MCCRAE "Rock Your Baby" on TK records to be super hot in Miami, debuts 20 on their chart. Both KISS songs doing well "Nothing" 27-13 WAKY, 24-18 KKLS' 29-26 WBGN, "Kissing" 30-25 WSAI, (Casablanca).