



THE TABLES WERE TURNED in Cincinnati recently when, instead of giving the key to the city, Mayor Walton E. Bachrach (left) was presented with a seven-foot key to WZIP Country by Henry C. Goldman, WZIP general manager. The occasion was the kick-off of WZIP's fresh new country music sound built around the Country Giant image.

## 'Smothers Set a Youthful Pace'

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network TV, they'd die," Clark contends. Costs on a network level to produce a high class, unique teen music show are too exorbitant. Local stations can produce their own versions at a fraction of the costs. Clark knows full well about network affiliates. His "Where the Action Is" daily afternoon feature on ABC was on the air two years and had a respectable rat-

ing when the ax fell. "The stations wanted the time back. They could sell it for 100 per cent of the dollar instead of getting a share from the network." "Action" was an extremely expensive program to produce, primarily because it was shot entirely on location around the State. Clark destroyed the tapes because the music was dated and the potential for syndication wasn't high.

### May Go Color

"Bandstand," he says, has another four years of 26-week options and there is a strong possibility the program will be converted to color. Clark admits he's amazed the program has remained on the air so long. "It's the same format today as it was 15 years ago. The basic newness is the people, their dress and the music." Clark Clark moved to California in 1964 and the show has been telecast ever since from ABC's Hollywood TV Center. Clark tapes four shows once a month, which allows him the freedom to cross-cross the country on his other projects. He also owns two radio stations, KPRO, Riverside, a middle of the roader, and KGUD, Santa Barbara, a country AM-FM outlet which he just purchased subject to FCC approval.

The millionaire businessman has just moved into the teen publishing business with a controlling interest in Beat Publications, which produces a weekly tabloid fan paper for radio stations.

## STEVENS BOWS NEW FIRM

NEW YORK—Gary Stevens, evening air personality on Hot 100 format WMCA here, has launched a teen market consulting firm to advise advertisers and commercial production companies. The firm is in association with Edward M. Blackoff.

## Owens Hosts KTUF Show

TEMPE, Ariz. — Buck Owens, Capitol Records country artist, will host his own record and conversation show on KTUF, the country-formatted station here owned by Buck Owens Broadcasting. Two half-hour shows are slated at 7:30 a.m. and 5 p.m., Monday through Friday, and Owens will air, besides music, telephone visits with listeners around the State.



GEORGE PLEASANTS, general manager of WHIH in Norfolk, Va., presents King Records artist James Brown, left, with the station's first annual education award for encouraging young people to stay in school. Award was presented during a concert by Brown at the Norfolk Arena recently.

## Purcell to Produce 'Profiles in Jazz'

NEW YORK — Purcell Productions will produce a feature-length jazz film, "Profiles in Jazz." The movie will feature Arthur Prysock, Herbie Mann and Chris Connor.

The film will be done in black-and-white video tape for distribution in art houses and on the college circuit. There are also prospects for a TV series and a one-hour TV special. Television film director Vincent Scarza will help Purcell produce the film.



JERRY BROOKS, of WIXY, Cleveland, chats with Terry Knight, right. Knight, a former deejay, is now on Cameo Records.

# Vox Jox

By CLAUDE HALL  
Radio-TV Editor

Here we go again—the typesetters dropped a word in the column last week. The Richard Stern that's visiting radio stations claiming he's Napoleon XIV is not the real Napoleon, according to Leonard Stogel, who manages the act.

★ ★ ★

Art Wander has taken over as program director of WOR-FM, the stereo Hot 100 format station in New York; bandleader Tom Reynolds, who had been holding the reins since the station launched its format about a year ago, has been moved upstairs. In addition, Dick Burch has joined the staff from KOL, Seattle. . . . Down in Atlanta, Tony Taylor, a veteran at Hot 100 format WQXI, has been appointed operations manager of the station.

★ ★ ★

WMCA, the New York Hot 100 format powerhouse, has a new general manager — Robert W. Mazur, who moves up from general sales manager.



FAYE

He succeeds Lew Witz, who was only with the station a few months. . . . Marty Faye is sitting in now 7-9 a.m. Monday through Saturday at WBEE, the Rollins station in Chicago, during a 5:30-10 a.m. jazz block scheduled by station manager John R. Wilson. . . . Johnny Hayden, a two-year man at KAGT in Anacortes, Wash., has just been named program director of the station and reports: "It has been brought to my attention that the word around the industry is that KAGT has dropped its country format. This rumor isn't true. Under the present ownership, KAGT always has been and always will be a country format station."

★ ★ ★

Tom Cross is holding down the 3-6 p.m. slot now with KYAC, Seattle. . . . Help! KVI in Seattle is bringing back soap opera and tossing the suds with be Jack Morton and Hardwick, two of the station's personalities. Show: "The Return of Helen Trump" will be aired seven times daily and hinge on the eternal question: Can a woman over 65 find happiness with a man twice her age? Characters in the show include Our Gal Tuesday Wednesday and Charley Muscledrump. Enough said.

★ ★ ★

Carl E. Hirsch, a former music director of WERE in Cleveland, has been appointed producer of the Ohio Teen Fair and will be

doing promotion, production, and administrative duties for the (Aug. 22-27) 1967, Pennsylvania Teen Fair show in Pittsburgh's Hunt Armory. Hirsch is negotiating for name talent for the show and would like to see records, demos, and booking information sent to him care of: Ohio Teen Fair, 208 South Depyster Street, Kent, Ohio 44240. Phone is: 216-673-6615.

★ ★ ★

Music and program director of brand new WVMO in Monroe, Mich., is Mike Shaw, former music man. Station took the air July 1 and needs record service fast. Send to Shaw at the station, P.O. Box 701. . . . WQAM in Miami Beach, which has been taping its deejay shows and mailing them to Vietnam servicemen for



JILL

more than a year, has a new personality strictly for the job now. Figuring there was something the GI's were missing as much as music, the station hired a 20-year-old college lass and dubbed her Tiger Jill. Tapes are done weekly and mailed free to servicemen who request them. . . . Johnny Carson, star of NBC-TV's "Tonight" show, emceed an all-star cast of musical and variety entertainers June 26 for a WNBC-TV, New York, special appealing for jobs for youth. General Artists Corp. arranged for the talent.

★ ★ ★

George Wyatt, former deejay and head of commercial productions for WYDE in Birmingham, Ala., has joined country-formatted WQXL, Columbia, S. C., as program director and assistant to the general manager. . . . Rex Pries, (Continued on page 34)

## WOLF to Country 24 Hours a Day

SYRACUSE, N. Y. — WOLF here switched to country music 24 hours a day last week. The station was previously automated background music. Bill Hudson, head of Bill Hudson Associates in Nashville, was consultant on the changeover. New program director is Sonny Ledet, who'd been with KDAV, Lubbock, Tex., and previously with WENO, Nashville. Monroe Gordon is general manager; John Riggs is owner.

## Jingles Make Stars' Pockets Jingle

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had done an earlier Coca-Cola spot, but it was cut in New York.

### Do Many Spots

Lonzo and Oscar, Jerry Rivers and the Homesteaders, and many more have been extremely active in the jingle business. They have done spots for Lava Soap, for an Oldsmobile dealer in Indianapolis, a brokerage firm in Peoria, a Ford dealer in Alabama. Additionally, the old Lonzo and Oscar team cut a spot-and-fill album, which is sold to radio stations throughout the country. They sell as many as 5,000 of these with each cutting. "There is more money in this than in records," according to Rollin Sullivan, operator of Nugget Records. "The disk jockeys order custom jingles just like distributors."

Custom Jingles of Nashville is operated by the Willis Brothers, and it's a profitable venture.

"We each got \$144 in residuals the other day we didn't even know we had coming," Skeeter Willis said. "AFTRA always sees to it that we get our money."

Though this firm does mostly jingle work for radio stations, there are a god many commercial outlets as well. Among them, JFG coffee, Luzianne Coffee, and a string of about 25 banks in Iowa, Nebraska and Minnesota. Others include Day's Work Chewing Tobacco, Land O'Lakes, King Corn and Krispy Kreme. Officials feel the commercial jingle facet of the recording industry, both radio and TV (mostly soundtracks for the latter) have just scratched the surface in Nashville. Bigger things are coming.

JULY 8, 1967, BILLBOARD

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## Fight them all

Heart Attack  
Stroke  
High Blood Pressure  
Rheumatic Fever



## Give Heart Fund