



# CashBox Country Reviews

## Picks of the Week

**PORTER WAGONER & DOLLY PARTON** (RCA 0172)

**Always, Always** (2:35) (Sawgrass BMI — McCord)  
Sure to follow in the footsteps of their last success "Yours Love," Porter Wagoner and Dolly Parton offer this harmonious ballad packed with strong listening appeal. Flip: "No Reason To Hurry Home" (2:24) (Owepar BMI — Parton)

**FERLIN HUSKY** (Capitol 2512)

**That's Why I Love You So Much** (2:39) (Hall-Clement BMI — Foster, Rice)  
A ballad of praise for a wife is destined to see success for chanter Ferlin Husky. Meaningful lyrics and fine sounding melody provide additional pluses. Flip: "Forever Yours" (2:44) (Husky BMI — Peppers)

**MELBA MONTGOMERY** (Capitol 2513)

**As Far As My Forgetting's Got** (2:18) (Bevis BMI — Bryce)  
As her first release for Capitol, Melba Montgomery offers a soulful rendition on a ballad of a lost love. Disk should be a strong item for this talented songstress. Flip: "You Let Me Win" (2:51) (Glad BMI — E. Montgomery)

**LUKE THE DRIFTER, JR.** (MGM 14062)

**Be Careful Of Stones That You Throw** (3:01) (Acuff-Rose BMI — Dodd)  
Luke The Drifter, Jr.'s haunting narration of gossip performed with a modern country instrumental should prove effective for Hank Williams, Jr.'s alter ego. Flip: "Book Of Memories" (2:12) (Audlee BMI — H. Williams, Jr, Morris, Keith)

**KENNY VERNON** (Chart 5015)

**The Ba-Ba Song** (2:03) (Yonah BMI — Vernon, Eaton, Gailey)  
A novelty disk with a swinging rhythm should be a strong air play item for Kenny Vernon. Pretty ballad flip side also deserves a listen. Flip: "Raining On A Sunny Day Without You" (2:31) (Yonah BMI — Vernon, Eaton, Gailey)

**SLIM WHITMAN** (Imperial 66384)

**Irresistible** (2:25) (4-Star BMI — Burgess)  
The fine orchestral sound of this pop country ballad together with Slim Whitman's soothing vocal makes for a disk with chart potential. Flip: "Flower Of Love" (2:04) (Al Gallico BMI — Ashley, Singleton)

**BILL WILBOURN & KATHY MORRISON** (UA 50537)

**Lovin' Season** (2:59) (Acuff-Rose BMI — Thomas)  
A novel approach to spring fever is this thumping disk by Bill Wilbourn and Kathy Morrison. Cute lyrics should make it open season on "Lovin' Season." Flip: "Model Couple" (2:48) (United Artists ASCAP — B. E. Wheeler)

**BILL MONROE & JAMES MONROE** (Decca 32502)

**I Haven't Seen Mary In Years** (3:00) (Sawgrass BMI — Black)  
Bill and James Monroe's poignant ode should find instant appeal among bluegrass admirers. A disk well done. Flip: "Crossing The Cumberland" (2:40) (Bill Monroe BMI — Bill Monroe)

**PEGGY LITTLE** (Dot 17259)

**Sweet Baby Girl** (3:08) (Black & White BMI — Kidd, Lewis, Statler)  
A gospel style tune with a good sound should provide Peggy Little with her strongest outing. Disk has much listening appeal. Flip: "My Heart's Not In It Anymore" (2:06) (Ensign BMI — Overstreet)

## Newcomer Picks

**CHARLIE WIGGS** (Music Town 013)

**In The Middle** (2:16) (Yonah BMI — Wiggs, Chorey)  
Deejay Charlie Wiggs should find himself "In The Middle" of the country charts with this tale of a truck drivin' bigamist. Fine lyrics, fine melody, fine disk. Watch for it. Flip: "I'm Afraid To Try" (2:03) (Yonah BMI — Tassone, Peyok)

**DALE FOX** (Celebrity Circle 6902)

**I'm Goin' Back To Wichita** (2:04) (Centaur BMI — Fox)  
A mid tempo hitchhiker's ballad could see plenty of spins for newcomer Dale Fox. Fine steel guitar work adds listening power. Flip: "Orphan Girl" (2:39) (Keva BMI — Fox)

## Best Bets

**SONNY WRIGHT** (Kapp 2009)

**I Love You, Loretta Lynn** (2:25) (Sure-Fire BMI — Durham) Traditional country ballad with a good sound. Flip: "Rose" (2:45) (Sure-Fire BMI — J. Helms, W. Helms)

**BILLY BROWN** (Challenge 59396)

**One Of The Ten Most Wanted Women** (2:45) (4-Star, Silver Star BMI — Hansard) Funky sounding disk with much appeal. Flip: "Open Arms" (2:45) (4-Star, East Star BMI — Bandy)

**CODY BEARPAW** (Dot 17260)

**Happy People** (2:06) (Ensign Music BMI — Bearpaw) Western swing disk stands a chance. Flip: "The Dirt Behind My Years" (2:29) (Tree BMI — Davis, Goates)

**WES BUCHANAN** (Columbia 44878)

**Never Forget** (2:29) (Mariposa BMI — Pitts, Buchanan) Modern Nashville disk backed by strong production. Flip: "Time Is Endless" (2:31) (Lode, Mariposa BMI — Buchanan, La Rue)



# CashBox Country Music Report

## Bristol-Myers To Syndicate "Opry"

**NEW YORK** — The Bristol-Myers Company is now offering for syndication, in 50 major markets, the "Grand Ole Opry" as a half-hour weekly color series this coming fall.

Since it was first televised in 1965, more than 300 TV outlets throughout the nation have carried the program. During the 1968-69 season, the "Opry" was successfully screened in 22 major markets. In addition to scoring heavily in the south and southwest, the show was remarkably strong in such urban centers as Los Angeles, San Francisco and Detroit.

Continuing a tradition that dates back nearly 44 years, more than 50 C&W singers and pickers have been assembled by the "Grand Ole Opry" permanent troupe for the coming season. Among the well-known artists slated to appear are George Hamilton IV, Hank Locklin, George Morgan, Bobby Lord, Willy Nelson, Bill Monroe, Norma Jean, Skeeter Davis, The Gla-

ser Brothers, Jim and Jesse, Wilm Lee and Stoney Cooper, Cousin Jody, Lonzo and Oscar and Grandpa Jones.

Originally broadcast on November 28, 1925, the "Grand Ole Opry" is the oldest continuous show in the history of radio and still boasts "the large single listening audience in the world."

Programmed live for seven-and-a-half hours on Saturdays and for two hours on Friday nights over Nashville radio station WSM, whose parent company, WSM, Inc., owns and produces the show, the show is rebroadcast each week by hundreds of local radio stations. The live performances are videotaped, edited down to a half hour and will be syndicated to TV stations throughout the country by Bristol-Myers Company through its various buying agencies — Doyle, Dane Bernbach, Inc., Ted Bates & Company, Inc., Ogilvy & Mather, Inc., Foot Cone & Belding and Young & Rubicam, Inc.

## Decca Plans Extensive C & W Promo

**NEW YORK** — Under the campaign theme "Decca — Land Of The Country Giants," Decca Records, a division of MCA, Inc., has designated June and July as country music months. This is the first time in Decca's ten year history of annual country music promotions that two full months have been devoted to such a campaign.

While emphasis will be placed on the entire Decca country music catalog, the promotion will be spearheaded by the release of seventeen new albums by Decca country stars.

Artists represented in the new album releases are: Bill Anderson, Jimmie Davis, Jimmy Dickens, Jack Greene, Jan Howard, Loretta Lynn, Jimmy Martin, Billy Monroe, Jimmy Newman, the Osborne Brothers, Webb Pierce, Jeanie Seely, Ernest Tubb, Conway Twitty, Jay Lee Webb, and the Wilburn Brothers. Of these artists, Ernest Tubb and the Wilburn Brothers hold honorable membership in the Country Music Hall of Fame.

In addition to the new album releases Decca will meet the demands for cassette, cassette and open-reel tape product with the release of more than 40 pieces of new country product in this form, by many of the above-mentioned artists as well as Burl Ives, Kitty Wells, Red Foley, Rick Nelson, L. P. "Red" Taylor, Warner Mack, Buddy Holly, and Wilma Burgess. Of these artists, Red Foley, too, is an honor member of the Country Music Hall of Fame.

To demonstrate the scope and importance of this promotion campaign Decca summoned its field force branch managers and district managers to New York City on May 26 for an all-day indoctrination seminar to familiarize them with the entire program.

In support of the "Decca — Land of the Country Giants" campaign, Decca plans an extensive advertising schedule in all media, supplemented by a heavy press campaign.

In addition to advertising plans, Decca has provided a series of point-of-sale merchandising aids which are available in quantity from all Decca branches. They include a "Decca Land of the Country Giants" display kit, containing a large (36" x 50") unit in vivid color, suitable for window or counter display; acetate streamer-mounted lithos; and special tape cassette display units. Special mailings will also be made to deejays.

## Chart Sets New Distribution Net

**NASHVILLE** — Slim Williamson, president of Chart Records, has announced that effective May 31, the label's product will no longer be distributed through RCA and that a distribution network has been set up through thirty-eight independent distributors since May 1. In making this announcement, Slim pointed out, that although his association with RCA had been successful, he felt that he was in a better position to feel the pulse beat of the industry as far as Chart Records product was concerned.

Agreements have also been reached whereby Chart's album product will continue to be distributed through RCA's Stereo Eight program and through the RCA Record Club. Additional distribution of album product will be through stereo eight and cassettes on ITC, cassettes on Mercury-Philips and by Muntz reel to reel Stereo Pack as well as through the Starday Record Club.

To supplement this domestic distribution program, Slim has sent Carl Greenberg of Audio Fidelity Records International Department on an extended six week trip to Europe to set up international distribution for the label. Carl will visit twelve major cities and establish foreign distributorships in these countries.

Other plans for expansion are currently in the works including the doubling of the label's present album output.

## Cargill To Host Hayride

**CINCINNATI** — Monument record artist Henson Cargill has been named as the new host of Avco Broadcast Midwest Hayride, according to Gene McPherson, v.p. programming.

The first show, with a completely new look and sound, will premiere Saturday, August 2. The program is carried on Avco's WLWT Cincinnati, WLWD Dayton, WLWC Columbus, and WLWI Indianapolis and WOAI-TV Antonio.

At the same time, McPherson announced that Richard Thrall would be executive producer, Bill Spiegel producer, Bob Heath director, and Wes Baker production manager and Richards will become associate producer and music director.

Cargill will be backed by a carefully thirty entertainers. Continuing as featured performers will be K. Price, Bonnie Lou, Charlie Gore, the Hometowners, Estil McNew, the Hayride Dancers, the comedy of Zeke and Bill, the Three K's, Boyer Sisters, and Jeanetta Lundberg. Top name guest stars will also appear weekly.