



# Country Music Report

## A Sets Seminar

Second International Seminar red by the Country Music Asso- (CMA) will be held during the irthday celebration of WSM's Ole Opry and the CMA Conven- Nashville, October 16-18. The an for the 1969 Seminar is d L. Broderick, MCA, Inc. ll feature a panel of local and representatives who will dis- e present and future situation ntry music in England. Mrs. Bradshaw, president of Pros By Emily, is once again coor- g all of the activities for the ar. year over 100 people attended minar, and it is anticipated that ear the event will draw even The slate of panelists for the g will be announced in the next months.



Richard L. Broderick

## Chart Prexy Visits Home Office

NEW YORK — Slim Williamson, president of Chart Records, subsidiary of Audio Fidelity Records, Inc., visited the home office in New York recently, while on a business — vacation trip with his wife Merle.

The reason for the trip, was a Board of Directors meeting with Chart Records and a sales meeting to discuss the up coming Fall release for Chart Records. Williamson announced at the time, that Chart's sales were over the \$100,000 figure for June, the biggest month in the company's history, with higher expectations for July due greatly in part to the new Lynn Anderson single "That's a No No", and also attributed to sales on Miss Anderson's new album "At Home With Lynn".

## Academy of C&W Music Names Boyd Chairman

LOS ANGELES — Bill Boyd has been designated chairman of the Academy of Country & Western Music for 1969-70 by the organization's board of directors.

Boyd, associated with Armed Forces Radio and Television Service, succeeds Herb Eiseman, Broadcast Music, Inc. vice president, who will chair the Academy's newly-formed television committee.

The committee, Eiseman, George Lindsey and Cliffie Stone, is in charge of developing broadcast plans for the Academy's fifth annual Awards presentation next year.

Boyd also has appointed an entertainment committee comprising Don Howard, Marty Landau, Dick Haynes and Charlie Adams.

## Mercury Offers C&W Product Discount

CHICAGO — The success of Mercury Record's in the country and western field is being passed on to the dealer trade in the form of a special "Country Power" program, which offers them a 7.7% discount on key LPs.

The program, which began last Monday(21) and runs through September 1, offers the discount on 41 major C&W LPs in the Mercury, Smash, and Wayside labels' catalogs. Mercury LPs included are by such artists as Dave Dudley, Roy Drusky, Faron Young, Tom T. Hall, George Jones and Leroy Van Dyke, while the Smash performers are Jerry Lee Lewis, Roger Miller, Norro Wilson and Linda Gail Lewis. Darrell McCall is the Wayside artist.

## Avco To Air Hayride Special July 30

CINCINNATI — Avco Broadcasting's 21-year-old country music show, Mid-western Hayride, premieres a new host, new sound, new look format in a "special" July 30 to be aired on the company's five television stations.

The new host is Henson Cargill, who skyrocketed to fame when his recording of "Skip A Rope" topped the country hit list in 1967. Cargill takes over the emcee chores from Dean Richards, who becomes associate producer and music director for the "Hayride."

The new sound features greater use of background voices, 12-string guitars, electric bass, and steel guitar in a style as modern as today. Use of the most up-to-date eight-track audio control system will enhance tonal reproduction of the new musical backgrounds.

The new look of the "Hayride" is an appropriate match for the new sounds in modern country music. The sets are abstract, lively, and colorful with

Dealers participating will realize a hefty 7.7% savings on both catalog product and newer LPs such as the chart-topping Volumes I and II of the "Jerry Lee Lewis Sings The Country Music Hall Of Fame Hits".

Product managers John Sippel of Mercury and Lew Simon of Smash will support the program by a number of merchandising aides, including a striking 17 x 27 inch display poster featuring photos of the labels' C & W performers and a unique direct mail piece illustrating all the LPs being offered in half-tone form with title, artist and LP number. The labels' sales personnel are also being supplied with a specially designed product book that includes the covers of all 41 LPs being offered in the program.

The money-saving program was prompted by the astounding success of Mercury and Smash in the C & W field over the past year. Mercury's Nashville office is staffed by Jerry Kennedy, the company's C & W a & r director who has been responsible for producing nearly all the corporation's C & W hits, and Rory Bourke, country national promotion director.

a very mod design. Adding to the new look are dramatic camera and lighting techniques made possible by the latest equipment recently installed in Avco Broadcasting's remodeled Cincinnati studios.

Pert and sassy Mary Taylor will be guest star for the special. Besides being a dynamic song stylist and top-notch performer, Miss Taylor is a noted songwriter and comedienne.

Hayride regulars who are featured in the prime time special are Kenny Price, Bonnie Lou, Charlie Gore, comedy team Zeke & Bill, the Boyer Sisters, Three Kays, Jeanetta Lunsford, Hometowners, Lucky Pennies, and the Hayride Dancers.



## Top Country Albums

1	16	20
2	17	15
3	18	13
4	19	23
5	20	19
6	21	16
7	22	28
8	23	22
9	24	29
10	25	30
11	26	—
12	27	24
13	28	25
14	29	—
15	30	26



## Country Roundup

Columbia's Ray Price, recently back from a successful tour of the southwest, is slated for two late summer tours across the northeastern States and into Canada. Dub Allbritten, president of One Nighters' Inc. and Ray's personal manager, announced that Price plans a series of recording sessions in Nashville prior to beginning an August tour of concert, club and fair dates in New England and eastern Canada. While anticipating release of his new Dot single, "Rocking A Memory (That Won't Go To Sleep)," Tommy Overstreet played the Houston scene last week in a dual business-personal role. Overstreet, Nashville representative for Paramount Pictures Music Publishing Companies, met with Noble Ginther and Bill Dillard of International Artists Record Corp. to discuss possible ways of utilizing Paramount's affiliated product in the Texas area. The business trip also granted Overstreet a chance to visit his Houston-based parents. Jan Hurley, popular Illinois entertainer, has been set for six days at the Illinois State Fair. This includes the kicking-off act of the "Eddy Arnold Show" Jan will also make ten appearances at various other stages throughout the grounds.

Plantation songstress Jeannie C. Riley serenaded host Johnny Carson and millions of "Tonight Show" viewers July 22 with samplings from her new "Things Go Better With Love" LP. The guesting was Jeannie's first on the popular nighttime show. RCA's Charley Pride broke into Texas recently, shattering all attendance records that he had set one year earlier in Texas saloons. In Dallas, San Antonio, Corpus Christi, Houston and Austin, he played to over 9,100 people for a gross of nearly \$50,000.

The tour was set by Billy Deaton Enterprises of San Antonio through Jack Johnson, Charley's manager. Kapp recording artist Leroy Van Dyke has been set to headline The Canadian National Exhibition, October 28 in Toronto. Van Dyke is currently appearing at Harrah's Club, Lake Tahoe. Dot's pert Peggy Little wowed the masses so forcefully during Atlanta Radio WPLO's "Appreciation Week" July 14-19, the station returned its appreciation by presenting her with a watch and bestowing an honorary "C&W Gentlemen" title on her. The tiny singer with the big voice and contagious personality was nearly mobbed by the record setting 15,000 fans attending the Wednesday evening show and station officials estimated more than 35,000 people attended the composite of shows during the week. Booked by the Hubert Long Agency, Peggy is skedded for a Sept. 4-13 Hawaiian tour and a Sept. 29 taping of WLW-TV's "Country Hayride" in Cincinnati.

Metromedia Records' new country artist Clay Hart, whose debut single "Spring" received strong airplay and sales, is slated to tour with Lawrence Welk this summer. Clay made his first appearance on the Welk TV show in May and since has become a regular member of the Welk TV family. Upon completion of his current engagement in Tahoe, Clay will begin a tour of one-nighters with Welk. The lightning fast guitar picking responsible for Carl Perkins' incomparable style reverberated from Columbia's studios this week as the disk-maker settled in for three days of sessions in Music City. RCA's star chanter Eddy Arnold will appear at a special preview show at the New Jersey State Fair, Friday evening (Con't on Page 44)