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a heavy bass and drum line combined with classical and jazz organ stylings. MRQ members are Peter Jermyn (organ), Bob Coulthart (drums), Doug Orr (Bass Guitar) and Brian Lewicki (vocals). The group is very well known in Canada and, from the tenor of the Times review, MRQ might be a good catch for some label. They also write all of their own material. MRQ's manager is Harvey Glatt, 177 Sparks St., Ottawa 4, Canada.

RELIABLE SOURCE DEPT.: Or call it rumor, but word has it that the lights may be turning green once more for Traffic. The report is that Stevie Winwood will team up with Chris Wood and Jim Capaldi for a recording session early in the Spring, with an American tour as a follow-up. If this comes to pass, it will certainly be welcome news to many rock fans who consider Traffic to have been one of the three or four greatest groups to come out of England. Proof of their continued popularity, though they have been disbanded for some time, is the current chart success of the album "Best Of Traffic," clocked this week at #53.

VAUDEVILLE'S COMIN' BACK: Who said vaudeville was a dead issue? Keep watching the trade papers because there is a totally unbelievable act that is going to combine the baggy pants nostalgia of vaudeville with the pulsating, driving rhythms of today's sound. The name of the group is The Flying Crescendoes. Watch for them . . . they're dynamite.

SHORT TAKES: Our warmest congratulations, salutations and best wishes to former Insights & Sounds writer Bruce Harris and his new bride Roberta Haber. As most people know, Bruce is now at Elektra and is responsible for all of the funky press releases that have been emanating from that office. Many people at the nuptials are still talking about the hauntingly lifelike ice sculpture of Jim Morrison placed on the hors d'oeuvres table.

The Kinks were forced to cancel their US tour last week when their drummer Mick Avory contracted a severe case of hepatitis. The group hopes to be back in June for another tour . . . Stevie Wonder, recipient of the '69 Fight For Sight Inspiration Award appeared at the Eye Institute of the Columbia Presbyterian Medical Center and gave out hundreds of copies of his LPs to young patients . . . The Film Factory was signed to do 3 featurettes for 3 different labels; one with Joe South for "Walk A Mile In My Shoes," another with Wayne Cochran and the C. C. Riders for their version of "If I Were A Carpenter" and with The Obsessions for their recording of "Music To My Heart."

Singer / songwriter / guitarist Steve Baron known for his Tetragrammaton LP "Mother Of Us All" has written and produced both sides of a new single by Carolyn Blakey for James Brown Productions. The disk will be released on King. Carolyn was formerly in the NY cast of "Hair." Knowing Steve's work, the new single should be excellent. For those of you who would like to catch Steve in performance, he'll be appearing at Rutgers on March 2nd . . . Along with the current Dutch wave of artists, The Golden Earring, an Atlantic Records group, has extended its current tour one month . . . Lord Sutch has signed on with J. L. Caulfield Enterprises, Ltd. for publicity representation.

Name of the week is Paola which is something people in the record business usually don't want to be associated with. However, in this case, it would be pleasant to be associated with Paola who is one-half of the Parker Sisters (the other one being Jeanne), Audio Fidelity recording artists. The girls just finished an engagement at The Plaza's Persian Room and will appear at Caesar's Palace in the Spring.

HOLLYWOOD (Con't. from Page 24)

March personal appearance schedule, part of their series of localized promo appearances for their second LP, "Open," which is due for early March release . . . Tommy James and the Shondells will headline the third episode of "Presenting . . ." weekly half-hour musical series being produced by Floyd Ackerman and Stephen Papich. Robin McNamara, one of the leads of "Hair" who's just been signed by Jeff Barry's Steed label, will be supporting act.

Creation, the new club we mentioned recently, will open Fri. Mar. 6 with Albert Collins and the Don Ellis Electric Band . . . Amaret Records' Crow kicks off a two month college tour, covering some two dozen schools with their "Crow Music."

Leon Russel's first solo LP, out on his (with Denny Cordell) Shelter Records (dist. by Blue Thumb) this week, features Ringo, Delaney & Bonnie, Charlie Watts, Bill Wyman, Joe Cocker, Eric Clapton, George Harrison, Chris Stainton (of the Grease Band) Klaus Voorman (of the Plastic Ono Band), Stevie Winwood, B.J. Wilson (of Procul Harum) and others.

Joe Cocker, by the way, is giving up the Grease Band, with only Chris Stainton staying around, or at least that's the word from England, where Cookie is now running loose.

Delaney & Bonnie set for a free show at Chino Prison last week, and publicist Michael Goldstein in town to help out. D&B also did a concert at the Santa Monica Civic yesterday, along with Dave Mason.

We should congratulate Harvey Perr and Risa Potters, who've just joined the West Coast publicity staff of Elektra. Considering who's running things back East, they should have their work cut out for them. Label president Jac Holzman in town for the week also.

Hog, a rock sextet discovered by the Chambers Brothers, have been signed by the Brothers' manager, Charles LaMarr, to a contract. They've already been set for an East Coast tour.

Dionne Warwick has been named "Woman of the Year" by Harvard University's Hast Pudding Theatricals . . . Neil Diamond set for a third guest spot on the Glen Campbell Show . . . Bobbie Gentry to be special guest on two Kraft "Music Hall" specials in a row, taping in March . . . Frankie Laine marks his 25th anniversary as a recording personality this year. Singer currently prepping his first LP for Amos Records.

Clapton/Bramlett To Produce Crickets LP

NASHVILLE — Eric Clapton and Delaney Bramlett will produce an album by the Crickets, the same group that worked with the late Buddy Holly. Their first LP on Barnaby Records (who recently signed them) will encompass a revival of the original Buddy Holly hits. Mike Shepherd, Barnaby gen. mgr., also indicated that a single will be taken from the album and released along with it.

The Crickets are currently on a tour of the major rock clubs in the country, and recently completed an engagement at Bill Graham's Fillmore West in San Francisco.

Mills Cuts Two

HOLLYWOOD — Jackie Mills has been set to produce two additional artists thru his Wednesday's Child Productions. Metromedia has named Mills to produce singer Michael Chain, recently pacted to the label, while Oracle Records has picked Mills to produce upcoming dates by Chris Montez.

Producer's Profile



THE TOKENS
Hank, Jay, Mitch, Phil

December 7th is one of the most infamous days in American history. For Hank Medress, Jay Siegel, and Phil and Mitch Margo, December 7th, in 1959, was the day that the four of them, were to borrow a Mel Brooks routine, "looked up in the sky, put their hands on a rock and said . . ." we are a group. And lo, it came to pass that on that unusually warm December day 11 years ago in that modest middle class house in Brighton Beach, Brooklyn, The Tokens were created. Amazingly enough, the group is still together today . . . eleven years later. And they still dig each other.

If there were a graph illustrating the success of The Tokens as recording artists, it would have some very weird configurations. Hank Medress explains it by saying that "every ten years, our records mean something. So, by all rights, we should start preparing soon for our 1979 release." Actually, the time lag hasn't been that long. The group had a number of chart hits. Everybody remembers them: "He's In Town," "I Hear Trumpets Blow," and of course, their two certified monsters, "Portrait Of My Love" and "The Lion Sleeps Tonight," a two million seller. Now, The Tokens have embarked upon their 1st ten-year revival, hitting the charts with "She Lets Her Hair Down" and their current Buddah release, "Don't Worry Baby" which just came on the CB charts this week at 81 with a bullet.

But, wait a minute, this a producer's profile. The period between The Token's recording resurgence was anything but fallow. They were fairly busy. Sometime, right about the time "Lion . . ." was soaring, "Phil and I," Hank said, "got into a 'rap'—only then it was called a conversation—about the longevity of an artist's career. It was right there that we decided to go into production." As a production unit, The Tokens started off with a nice deal with Capitol Records. Capitol provided the guys with a sizeable annual budget which they managed to spend in three weeks.

So much for producing with Capitol. Moving right along from that point, The Tokens got a fairly good break. A friendly secretary referred a group named The Chiffons to them. To flog a dead horse of a cliché once again, the rest is history. The Tokens had four big hits with The Chiffons including "He's So Fine,"

"One Fine Day" and "Sweet Talking Guy," the latter in conjunction with Laurie Records.

At that time as Phil Margo explains it, "We had a one room office with a piano and a dart board. We paid about a dollar-thirty a month in rent and we had five records on the charts at the same time." Those five Tokens produced disks were The Chiffons' "He's So Fine" and the follow-up "One Fine Day," "Denise" by Randy and the Rainbows, "My Block" by The 4 Pennies and their own "Hear The Bells." Three of those records went top 10.

Then, The Tokens founded their own B.T. Puppy. There is a very logical explanation behind the name B.T. Puppy which will not be disclosed for fear of destroying a record industry myth. But, if you have a B.T. Puppy record, take notice that the little dog's eye is mysteriously closed and the animal is in a posture of supplication.

The first group which The Tokens produced for B.T. Puppy was one called The 4 Graduates. Their initial outing was a stone bomb. Hank Medress, relying on a little inbred Hebraic logic, figured that maybe the group would be a success with another name. Hank was right. The 4 Graduates became The Happenings and their first record, "See You In September," well, everybody knows what happened. That song is probably being played on some radio station right this minute. The Happenings followed that with another giant, "Go Away Little Girl."

But there's even more to The Tokens. They also have a great track record in the production of advertising jingles. It all started when an ad exec (which is short for advertising agency executive) asked The Tokens if they could do some jingles using the "teenage lingo." "After correcting the exec by telling him the proper phrase was 'teenage jargon,' we started producing commercials," Hank told us. The Tokens are a self contained commercial production unit. They write, play, arrange, and mix all of the jingles for which they are contracted. They've done commercials for Adams Sour Gum, Dentyne, Pan Am, Schmidt's Beer, Breckset, Cool Whip, Chesterfield's Silly Millimeter Longer campaign, Shake A Puddin', Ideal Toys, Dodge, Emmanee Toys and, lest we forget, the almost legendary Great Shakes commercials. The group also performed on many of these commercials.

The Tokens are now in the process of setting up a jingle production firm. On the record production front, they are producing their own recordings and The Chiffons once again, for Buddah, a writer/performer/commentator named Brute Force, and actor/singer Lou Gossett. Judging from past performances, The Tokens are sure to be adding to their total of 35 chart disks with more than 15,000,000 records sold. On top of this, their ten year recording revival seems to be accelerating which will probably mean a full schedule of personal appearances. With everything happening so fast, we hope that the boys will have time to attend The Tokens' bar mitzvah celebration two years hence.



INSTRUMENTAL FOR BILLY VAUGHN being awarded an RIAA gold record his fourth, is his LP "Golden Instrumentals." Making the presentation to Vaughn (right) is Famous Music's exec vp, Jack Wiedemann.

Barnaby Releasing New Stevens Single

NEW YORK — Barnaby Records is rushing into immediate release "Everything Is Beautiful," the debut single on the label by Ray Stevens. Stevens will preview "Everything Is Beautiful" before coast-to-coast television audiences when he appears on The Andy Williams Show March 7th.

Stevens, has been nominated for a Grammy Award in the category of Best Male Vocalist of the Year. His talent will be showcased on his forthcoming Barnaby album. During the summer months, Ray will have weekly exposure on network television when he appears as Andy's summer replacement on The Andy Williams show.