



FOUR STAR ★★ ★★ PICKS

SINGLE REVIEWS

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IT AIN'T NO BIG THING (Chevis, BMI)
IN THE MIDNIGHT HOUR (Cotillion-East, BMI)
THE ELECTRONS—Date 2-1575.

Could become a big thing. It's an r'ber already beginning to break in a couple crucial markets.

★★★★

SEPTEMBER IN THE RAIN (Remick, ASCAP)
FADED PICTURES (Jerry Goldstein, BMI)
THE GOODE—Uni 55033.

Released in time for fall, this updated version will get plenty of attention.

★★★★

BACK UP (Thrush, BMI)
MUSIC BOX (Thrush, BMI)
THE LIGHT—A&M 873.

Raunchy instrumental from new group who have together sound. Orders will pile up.

★★★★

STRAWBERRY MORNING (Brooks, ASCAP)
GIRL FROM THE BAY COUNTRY (Brooks, ASCAP)
JOE BROOKS—Epic 5-10230.

Moody, pretty folkrock ditty from a new fellow. Has the possibilities.

★★★★

TOWER BRIDGE (Bourne, ASCAP)
LOVING DAYS (Bourne, ASCAP)
CLAUDE CIARI—Murbo 1018.

Two pretty instrumentals. Good fodder for easy listening air play.

★★★★

ONLY WHEN I'M DREAMIN' (Kama Sutra, BMI)
THE TRADEWINDS—Kama Sutra 234.

Lyrical, beat melange of contemporary sounds will connect for the talented Tradewinds.

THE INVADERS (Wingate, ASCAP)
SECRET AGENT MAN (Trousdale, BMI)
HAL BLAINE—Dunhill 4102.

Eerie, big theme in streamlined delivery from Blaine. Could go with large audience.

★★★★

HELLO GIRL (Destination, BMI)
WITH YOU (Destination, BMI)
THE DESTINATIONS—Destination 638.

Beat beat ditty the kids should like. Innocent tune about the early stages of puppy love.

★★★★

ODE TO BILLY JOE (Larry Shayne, ASCAP)
CHOCKTAW (Mirby-Exbrook, BMI)
BOB SUMMERS—Carole 1001.

A newer instrumental version of the Bobbie Gentry tune. Extremely fancy guitar lead work.

★★★★

I'M SATISFIED (Nubby, BMI)
LOVE'S BURNING FIRE (Painted Desert, BMI)
MARVA JOSIE—Julmar 254.

The gal almost had a major one here last time out and this beat beat one could and should make it.

★★★★

GLORY OF LOVE (Shapiro-Bernstein, BMI)
BRING IT HOME (Keymen, BMI)
JACKIE LEE—Keymen 109.

R/b-sized version of the oldie is a real rouser. Deserves to get plenty of sales and play.

★★★★

ESPECIALLY FOR YOU BABY (Clita, BMI)
RIGHT OR WRONG (Clita, BMI)
THE FOUR PUZZLES—Fat Back 215.

Gritty fellow with falsetto chorus rolls out the beat and rocks through nifty r/b ditty.

CLOCK ON THE WALL (Sano, BMI)
SPACE RACE TO THE MOON (Sano, BMI)
ALVA STARR—Golden 102.

Psychedelic sounds here on eerie rock tunes kids might make trip to store for.

★★★★

WHAT CAN A MAN DO (Washpan, BMI)
WHAT CAN A MAN DO (Washpan, BMI)
GINO WASHINGTON—Washpan 3122.

The lad lines out a r/ballad with sales potential. About a broken heart.

★★★★

BELIEVE IT OR NOT (Gomba, BMI)
NABAY—Impact 1032.

The swing in these grooves is highly infectious. The young set will love it. No flip info.

★★★★

ONE MORE HURT (Shifting Flowers, BMI)
WHERE DID I GO WRONG (Shifting Flowers, BMI)
PHIL FLOWERS—Dot 17043.

Compelling r ballad Phil will impress large lines of buyers with.

★★★★

I COULD HAVE LOVED YOU SO WELL (Screen Gems—Columbia, BMI)
LOVE WORKSHOP (Stealbi, BMI)

JACK BEDIENT AND THE CHESSMEN—Columbia 4-44302.

Goffin and King helmed this production. The group build a sinuous teen ballad.

★★★★

STOP AND LISTEN (We Three-Little Rock, BMI)
MY LOVER'S PRAYER (East-Time-Redwal, BMI)
PATTI DREW—Capitol 5969.

Girl is getting a name on r/b lists. Here she follows her "Tell Him" with a deck of impact.

★★★★

SUNDAY KIND OF FEELIN' (Kama Sutra, BMI)
I'LL REMEMBER YOU ALWAYS (Perspective, BMI)

TRISTEN SCHELL—Coral 62537.

Cheerful, full rock number from a new name. Deserves attention cross the land.

Minding the Store

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Today most of the clerical effort in this operation is eliminated. When copies of orders are received from the pressing plant, they are billed and posted to customer ledger cards on the accounting machine. By-product punched cards containing all the detailed information are simultaneously created for every item on the bill and for the total of the invoice. This provides a valuable file of data in machine-readable form.

Analyzing LPs, Singles

We can, for example, analyze the number of LPs and singles of a given label which have been sold within a particular period of time. This can be done quickly and efficiently by sorting the cards according to date and type, and then entering them into the 6405.

Ordinarily a punched-card accounting machine would be

needed to print such a sales analysis report. However, we have programmed the 6405 to provide management with the same type of data on a timely basis—although at a somewhat lower speed.

Royalty recordkeeping is done with the same set, or deck, of punched cards. By combining these cards containing royalty data with a master deck of cards containing the names of the publishers, the items they have published, and the rate, we can produce statements on an automated basis. The 6405, in effect, counts up the number of item cards pertaining to a given publisher, "reads" the rate punched into the master card, and comes up with the extended amount, which is printed on the royalty statement.

The same basic system is used for computing artist royalties. The item and rate cards are used to calculate the royalty due each artist. This amount is then applied to his account. In this way, data originated on an invoice is pro-

jected into virtually any required accounting job. We can program the punched-card files to produce almost any kind of information required by management.

While a combination accounting machine and card punch—or even the most powerful computer—can not create a million record seller, it can go a long way toward showing management what the public is buying. By analyzing information as sales occur, rather than at some later date, we are in a position to make more effective,

In the final analysis, functions, such as accounting, billing, and royalty recordkeeping, are jobs that must be done one way or another. Now that Roulette Records has implemented data processing procedures, we are putting valuable information to work for the benefit of the entire company instead of just posting and filing it. While a punched-card won't ever make the Top 10 it is helping, in some measure, to put our records in that category.

K-S Gets Posters

NEW YORK — Kama Sutra toppers Artie Ripp, Hy Mizrahi and Phil Steinberg announce an agreement with Chet Helms and Robert Cohen, heads of Family Dog Productions, which gives Kama Sutra the distribution rights to Family Dog's psychedelic poster catalog for record servicers and retailers.

Flew In



While in New York to promote "The Flying Nun," Screen Gems new hit ABC-TV series, star Sally Field met with Emil LaViola, VP in Charge of the Screen Gems-Columbia Music Division, to discuss plans for her newly-released Colgems single, "Felicidad" and her upcoming album.