

## Equinox Springs Onto Charts; Own Studio Planned

HOLLYWOOD — Blond-bearded 26-year-old Terry Melcher, whose ABC distributed Equinox label was unveiled here in the middle of last year, is currently basking in the bulletted warmth of his first chart single. "Dear Delilah" by the Grapefruit (a British group) is a top twenty single in England and is just breaking onto the U.S. charts. "Actually I've released just two records in the past eight months," says Melcher, "the first was by the Ilford Subway and was a one-shot deal. I didn't think it would be a smash but I wanted to have some product out. I really don't consider that Equinox officially got rolling until the first of this year."

The label is planning a good deal of activity over the next several weeks. Melcher left for England on Monday (March 4) to produce the

Grapefruit's initial album with several other acts "in the can." Next will probably be a Grapefruit comp with actor Chris Jones who'll be getting the star build-up as the lead in the feature "Wild in the Streets." And, after six months of contract negotiations, he's preparing the Clinger Sisters' first for Equinox. A third single "dubbed down and ready" is a master purchase out of the San Francisco area by The Glad. Melcher has also recently produced a Barry MacGuire session for Dunhill and a Gentle Soul LP for Columbia.

Future plans include the acquisition of Equinox' own recording set-up. "At the moment I'm looking at a house with an eight track and someone I know has a lease on a four track studio. We should be operating our own within the next few months."

Melcher started his career as an apprentice in Columbia Records' training program. His first charter was by the Rip Chords who went on to rack up six top 100 singles and a duo of chart LP's. Melcher later scored as producer for the Byrds and Paul Revere and the Raiders, arranging and composing several of the Raiders' gold records. He heads his own publishing firm and is currently operating out of 250 North Canon Drive in Beverly Hills. Equinox is distributed on a world wide basis by ABC Records.

## Kasenetz & Katz Ink Resnick And Levine

NEW YORK—Kasenetz & Katz Associates has just signed Artie Resnick and Joey Levine as exclusive producers for Super K Productions. Their first effort is the Third Rail, presently on the charts with It's Time To Say Good-bye. The group is a product of K/K.

Resnick is responsible for writing Good Lovin' by the Young Rascals and Under the Boardwalk by the Drifters. Levine is responsible for writing Try It by The Standells and Ohio Express and Run Run Run by the Third Rail.

K/K by the way, claims five million records sold in the last nine months including two gold records.

In addition, Hy Gold, professional manager of Kaskat Music reports that Simon Says is the firm's first Top Ten song. The reporting of the song by the 1910 Fruit Gum Company (Bud-dah) has just been certified as a million/seller by the RIAA.

## Big Five Prod.'s Bows

BEVERLY HILLS—Big Five Productions, an independent record production and publishing company, has been formed by Burt Jacobs of B-J Enterprises and the Standells. The first artists inked by the new firm are the Sideshow, a four-man group, to be recorded immediately by Larry Tamblin, one of the Standells. Jacobs reports that Big Five will seek additional artists and writers in the music field for its fold.



'BOTH SIDES NOW'—Joni Mitchell has been signed to an artists' contract by Reprise. The 24-year-old songstress is from Saskatchewan and was brought to the attention of Reprise general manager Mo Ostin by Tom Rush, who has cut two of her songs for his next Elektra album. She has written such tunes as "Both Sides Now," "Chelsea Morning," "Clouds," "Circle Game," "Urge For Going," "Michael From Mountains," and "Song To A Seagull." In addition to Rush, the roster of artists who have cut Joni Mitchell songs, include: Judy Collins, Dave Van Ronk and the Hudson Dusters, George Hamilton IV, Buffy Sainte-Marie, and Ian & Sylvia. Her first major public appearance was at last year's Newport Folk Festival (see Cash Box, July 29th, 1967; Pgs. 40 and 46.) Her songs are published through Siquomb Music (BMI) and she is managed by Elliot Roberts, who negotiated the Reprise pact. Her album was produced by former-Byrd Dave Crosby, who is standing directly behind Joni and flanked by Elliot Roberts (left) and Mo Ostin (right.)

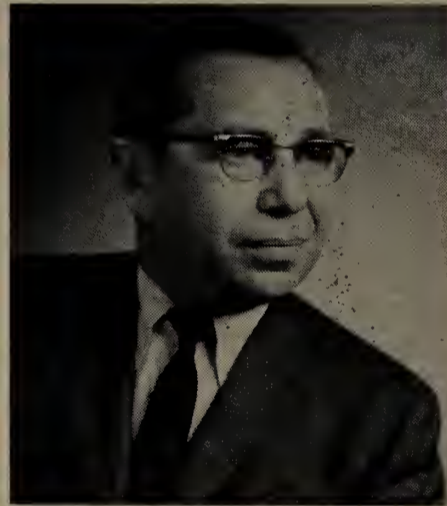
## Verve Names Berger Nat'l LP Sales Mgr.

NEW YORK—Verve and Verve/Forecast Records have appointed Joe Berger, record business veteran, to

the post of national album sales manager, according to an announcement by Mort Nasatir, president of MGM Records. In this new position, Berger will report directly to Jerry Schoenbaum, label manager for Verve and Verve/Forecast product.

Berger, with a background of 20 years in the industry, comes to Verve Records after a two-year stint with Kapp Records where he held the position of national sales manager for both albums and singles. He has held several important sales positions with Capitol Records, Mercury, and United Artists Records. During his employment with Capitol Records he was branch manager for Newark, Philadelphia and Pittsburgh. He also held positions as branch manager with Mercury in Pittsburgh and Philadelphia.

Berger is credited with having instituted many successful sales plans during his career in the record industry.



Joe Berger

## Compatible Stereo Lids To Be Produced By ABC

NEW YORK—ABC Records will produce compatible stereo singles beginning immediately, according to an announcement by Larry Newton, president of the label.

All ABC labels will be represented by compatible stereo singles, with the suggested list price of 89¢. No raise in price is anticipated for the present.

## Hot Biscuit Launches Magic Fleet Campaign

NEW YORK—Hot Biscuit Records, the Koppelman-Rubin label distributed by Capitol, has signed the Magic Fleet and will be releasing the group's first single this week. Accompanying the launching of the Fleet's "Mary Elizabeth" single written by Gordon and Bonner will be an in-depth promotional campaign.

The Magic Fleet was discovered by K-R's executive producer Joe Wissert, who will helm recording sessions for the team while they work on their first album. This will be the first new group that Wissert has worked with since he began devoting time to established acts like the Turtles, Lovin' Spoonful and others.



HAVING A GOOD TIME—A party was recently held at New York's Gaslight Club on E. 56th St. to celebrate the 2nd anniversary of the Sol Yaged Quartet's being at the club and to celebrate the release of their second LP on the Lane label, "One More Time!" Top row (from the left): Sol Yaged, Dave Martin, Sam Ulano, and Ray Nance. Bottom row shows Max Arrons, president of local 802, flanked by Cheri (left) and Ronnie (right), both Gaslight Gals.

Harumi,  
with a carrot  
between his  
teeth and  
grinning.

