Music

CINCINNATI—King Records Prexy
Sydney Nathan last week announced
King’s first release, Johnnie Pate’s
“Jazz Goes Ivy League.” The discs are
cut on Westrex 45/45 cutters and will
carry special stereo packaging.
In making the announcement, Nathan
outlined a plan whereby all future King
records will be on a regular basis with new albums being
released both in stereo and monaural.
Stereo LP’s will carry a price tag of $4.98.

In announcing the stereo release and the
addition of stereophonic recording equipment in King’s Cincinnati
studios, Nathan went on to say that in
his opinion, stereo was going to be a
big thing to the record industry, but
that monaural disks would retain a
place of prime importance for some
time to come. Speaking of the prob-
lems of dual equipment, additional consumer
expenditures and the prob-
lems of creating a “captive listener,”
Nathan pointed out that the stereo
picture today is much the same as
the high-fidelity LP picture of some
nine years ago and that natural con-
sumer resistance is going to be
strong after the initial stereo impact.
However, the superiority of multiple-
sound, in his opinion, will eventually
win listeners and as equipment be-
comes better and more economical, the
consumer will either add or replace his
present day hi-fi equipment. Nathan
then expressed the hope, and also the
belief, that in time the problem of
compatibility will be licked and thus
eliminate the greatest problem, that
of stereo to mono listeners.
On the subject of stereo tapes, Na-
than said that King was holding open
entry into this field until the question of
stereo cartridge becomes better de-
fined and the market indicates a
greater degree of stability.

NEW YORK—The winners of the international dealer window contest run
by Epic Records on its “Touch of” album series was announced by W. Walter
Hayum, National Sales Manager. The contest judges included members of
the Swiss Tourist Commission, Bill Nielsen, General Manager of Epic Records,
and Charley Schlicke, Director of Classical Artist & Repertoire. Hayum said
the decision of the judges was made more difficult by the tremendous
reaction to the contest. Over 900 dealers sent in photographs of their windows
dedicated exclusively to the “Touch Of” albums.

The first prize of a round-trip ticket to Bermuda was awarded to the Sixth
Avenue Record Shop in Portland, Oregon. Hayum also announced that the
winning salesman, Martin McMahon, will receive a United States savings
bond. Second and third prize winners were also announced. The winning
dealer was the House Of Music, Salt Lake City, and winning salesman Don
Webb, for second prize. The third prize was awarded to Discount Records in
Philadelphia, winning salesman, Al Melnick.

Hayum stated that this was the most successful album contest involving dealers
that Epic has conducted.

Rondo To Issue 1st 12 Stereos in July

NEW YORK—Ell Oberstein, who
debuted his new Rondo Records pop
operation last week, announced
that he has set a $4.98 tag on his stereo
LP’s and will ship the first twelve to his
distributors early in July.

Oberstein revealed that he has been
experimenting with various techniques of
recording and has finally settled for the
system that can be played on conventional
high fidelity equipment although the
“stereophonic sound" can be obtained
only with true “stereophonic” audio
equipment.

Among the items in the stereo set are
the recordings of the Boston Fes-
tival Symphony Orchestra conducted
by Willis Page and featured on four
albums: Beethoven’s Fifth Symphony,
Haydn’s “Military Symphony” coupled
with the overture music to Von
Weber’s opera “Euryanthe” and on a
third stereophonic LP the “Pacific
231,” “Adagio For Strings” by Bar-
bey, “Concerto Grosso” by Strav-
insky. The final package in the quar-
et of Boston Festival Symphony
works is called “Stereo Feast For Or-
chestra” and contains selections from
Carmen, Midsummer’s Night’s Dream,
Dance of The Buffoons, Danse Ma-
cabre, La Gazette Ladra and Hungarian
Dance No. 6. These selections were
chosen by Oberstein because they best
demonstrate the sounds that charac-
terize stereophonic.

In an album called “Flamenco Fiesta”, Rondo has a guitar recording
by the world-famous Carlos Montoya.

To be included in Rondo’s ini-
tial stereophonic release are “Wine
Garden In Vienna”, Latin Jazz by
Willie Rodriguez and “Horizontal &
Upright” featuring Red Camp on a
ing-foot Steinway concert grand
piano with Chet Rupe on Guitar and
Arley Cooper on bass plus a packag-
ing of the themes from “Around The
World In 80 Days” back-to-back with
songs from “My Fair Lady”.

The final two stereophonic recordings
that complete Rondo’s initial
ship are by symphonic organist
Reginald Poort. One LP, recorded at
Boston Symphony Hall on the Aeolian-
skinner organ is composed of clas-
tical selections from Bach, Haydn,
Boeiman; the other, dubbed “The Or-
gan In Stereo” features Poort in a
lighter mood at the console of the
Richmond, Virginia Mosque organ and
contains “In A Persian Market”,
“Flight Of The Bumble Bee”, “Lon-
terday Air” and “Sleeping Beauty
Waltz”.

Oberstein stated that he is already
working on a second stereo grouping and
emphasized his intention to get
a full catalog of Rondo Stereophonic
recordings to the retailers before the
end of the year.

“IT’S EASY”—Julie London with
the music of David Seville

BOURNE-ABC MUSIC
136 W. 52nd St., N. Y.

“BRIGHT LIGHTS OF BRUSSELS”

Eddie Layton

JOSE MELIS

“IT’S EASY”—Julie London with
the music of David Seville

BOURNE ABC MUSIC
136 w. 52nd st., n. y.

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