

King In Stereo Field

CINCINNATI—King Records Prexy Sydney Nathan last week announced the entry into the stereo field with King's first release, Johnnie Pate's "Jazz Goes Ivy League." The disks 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 stereo releases 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 problems of dual equipment, additional consumer expenditures and the problems 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 consumer resistance is going to be strong after the initial stereo impact. However, the superiority of multiple-source sound, in his opinion, whether monaural or stereo, will eventually win listeners and as equipment becomes better and more economical, the consumer will either add or replace his present day hi-fi equipment. Nathan 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 dual inventory. Nathan feels that stereo can give the record industry in the future the same hypo that it got from high fidelity in the past ten years, and that with careful and considerate planning and consumer education, the industry can create new markets for itself without the problem of obsolescence.

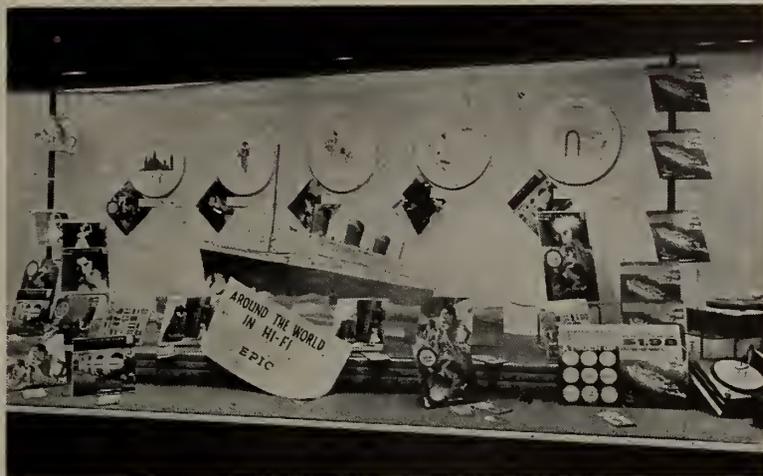
On the subject of stereo tapes, Nathan said he was holding up the King entry into this field until the question of stereo cartridge becomes better defined and the market indicates a greater degree of stability.

Leslie Expands



NEW YORK—Shown above at their New York offices are Lou and Bernie Boorstein, top and bottom respectively, of Leslie One-Stop service during a press conference at which Lou, Leslie prexy, announced the formation of the firm's fifth branch in Freeport, Long Island. Bernie is Leslie veeep in charge of branch operations.

Touch Of Class



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 Schicke, Director of Classical Artist & Repertoire. Hayum said that 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 devoted 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—Eli 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 varied techniques of stereophonic recordings and finally settled for the compatible system that can be played on conventional high fidelity equipment although the actual "stereophonic sound" can be obtained only with truly "stereophonic" audio equipment.

Among the items in the stereo sets are the recordings of the Boston Festival 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 Barber and "Concerto Grosso" by Stravinsky. The final package in the quartet of Boston Festival Symphony works is called "Stereo Feast For Orchestra" and contains selections from Carmen, Midsummer's Night's Dream, Dance of The Buffoons, Danse Macabre, La Gazza Ladra and Hungarian Dance No. 6. These selections were chosen by Oberstein because they best demonstrate the sounds that characterize stereophonics.

In an album called "Flamenco Fiesta", Rondo has a guitar recording by the world-famous Carlos Montoya. Another album features the Dixieland bugling of Sam De Kemel in an LP named "Dixieland Clambake On Bourbon Street".

Also to be included in Rondo's initial stereophonic release are "Wine Garden In Vienna", Latin Jazz by Willie Rodriguez and "Horizontal & Upright" featuring Red Camp on a nine-foot Steinway concert grand piano with Chet Rupe on Guitar and Arley Cooper on bass plus a packaging 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 shipment are by symphonic organist Reginald Foort. One LP, recorded at Boston Symphony Hall on the Aeolian-Skinner organ is composed of classical selections from Bach, Handel and Boellman; the other, dubbed "The Organ In Stereo" features Foort in a lighter mood at the console of the Richmond, Virginia Mosque organ and contains "In A Persian Market", "Flight of The Bumble Bee", "Londonderry 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.

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