

# Columbia Sales Meets Spotlight

## New Language Series, Juke-Box Package

NEW YORK—The introduction of a language series and a special package designed for juke box operators exclusively, highlighted Columbia Records' regional sales conventions, held simultaneously last week in New Jersey, and Indiana then in Louisiana and California.

Shifting to regional gatherings this year, Columbia's annual meeting with its sales organization provided extensive opportunities for discussion and appraisal. A full day was set aside for seminars at Atlantic City, French Lick, Indiana, New Orleans and La Jolla, California. Addresses by Columbia execs as well as a preview of new fall product and merchandising programs were included in a five-hour film presentation shown at each meeting.

Columbia's new Modern Language Courses in French, German, Italian and Spanish have been prepared by Dr. Howard Harvey of Rochester University, a pioneer in the foreign language education field. Each set, packaged in a book-size case, includes 12 seven-inch LP's with a complete six-minute lesson on each side. Entertaining conversations as well as basic vocabulary lessons are presented, giving students a valuable and realistic guide to the language. A 52-page lesson book and a 700-page dictionary are provided with each set. Suggested retail price for the Modern Language Course, available in September, is \$12.98. Other languages will be added to the series shortly.

"Playtime," a new and special series for juke box operators packages performances of pop standards, including "My Gal Sal," "Stardust," "After the Ball," "Tavern in the Town" and many more. The "Playtime" series will be

available in both 33 and 45 speeds, including some stereo recordings.

In his opening address, Goddard Lieberman, president of Columbia Records, congratulated the sales force on maintaining the company's leadership in sales. Norman Adler, executive vice president, reviewed the role of the distrib in today's changing market. William Gallagher, vice president in charge of Sales, emphasized the importance of creative salesmanship.

Increased advertising and promotional efforts in the coming months were announced. An estimated 165 million people will see Columbia advertising this fall. In addition to expanding coverage of its five-minute television program, "Playback," Columbia has also produced 20-second television and radio spots for local dealer use.

New in-store merchandising material was previewed, including wire display racks, divider card headers, brochures, a Johnny Mathis display and a special Mitch Miller Merchandiser. A new departure in packaging was marked with a Mathis album which includes a deluxe gold-framed brush stroke oil painting reproduction of the cover portrait.

Included in the pop category of fall releases are Mathis, a new Mitch Miller Sing-Along, Doris Day, Percy Faith, Mahalia Jackson, Miles Davis, Ray Conniff, Andre Previn and Marty Robbins.

A highlight of the Fall Masterworks release list is the original sound track recording from the forthcoming film version of the Broadway smash hit, "West Side Story."

Featured at the conventions were albums by several new Columbia artists: Pete Seeger, the Clancy Brothers and Tommy Makem, Sascha Distel, Varel and Bailey and Jack Plies conducting his own instrumental arrangements Broadway show tunes.

Eileen Farrell will be represented this fall with two albums. The first is a collection of Verdi arias; the second, "Here I Go Again," displays Miss Farrell's gifts as a singer of jazz and popular songs and follows her successful "I've Got a Right to Sing the Blues."

Among the Fall Masterworks releases are recordings by Leonard Bernstein with the New York Philharmonic, Eugene Ormandy with the Philadelphia Orchestra, the Mormon Tabernacle Choir, E. Power Biggs and Glen Gould.

### Columbia West Coast Meet

HOLLYWOOD — Columbia Records' West Coast regional sales convention took place last week (13-16) at San Diego's Catamaran Hotel. Some 85 key personnel representing Columbia's 13 western states distributors (including Alaska and Hawaii) attended, as well as Columbia's top execs, headed by Lieberman and various Columbia artists.

Convention business during the 4-day meeting included the presentation of annual awards to most progressive distributor and promotion man; presentation of fall product and re-stocking plan to distributors; and general question/answer/discussion periods.

Columbia executives attending, in addition to Lieberman, included Deborah Ishlon, vice president, creative services; Norman A. Adler, executive vice president; Jack E. Loetz, national general mgr. of Columbia Record Sales; Joseph J. Lyons, national mgr. of Field Sales; Irving Townsend, executive A&R producer, west coast; and Gene Block, regional sales manager, mountain pacific region.

# Album Plans

Deals, discounts and programs being offered to dealers and distributors by record manufacturers.

## ATLANTIC & ATCO

15% discount on all Atlantic & Atco stereo and mono LP's, 100% exchange privilege. 30-60-90 payments. Expires: Aug. 31.

## AUDIO-FIDELITY

Two new releases, "Sound Effects, Vol. 2" and "Roman Holiday" by Joe Basile, along with the previously-released "Sound Effects, Vol. 1," are available to dealers at a 10% discount. Expires: July 21.

## CANDID

"Summer Jazz Star Program": Distribs get a 15% bonus in free goods on the label's entire catalog. Expires July 31.

## CAPITOL

The label's new Frank Sinatra LP, "Come Swing with Me!" is being made available at 15% off the regular dealer price of the LP. Dealers will be able to exchange up to 100 copies of the LP, with usual exchange privileges prevailing. Expires: Aug. 15.

## CARLTON

"Summer Special"—20%-in-free-goods distrib bonus for the summer, including 20 new LP's that bow the Charlie Parker line and a "sound" label tagged Impact.

## CONCERT-DISC

A Dick Schory LP, "Re-Percussion," is offered to consumers at a \$2 saving (\$2.98 for either mono or stereo). And five new LP's (including those by Red Nichols, Doc Evans and Art Hodes) are packaged "piggy-back" style—two for the price of one. Both are described as "limited time offers."

## DIRECTIONAL SOUND

The new "deluxe sound" line of Premier Records is being offered to dealers on a 25% free merchandise plan with 30-60-90-day billing and a 100% exchange privilege. A co-op advertising fund is also available.

## INDIGO

2 Free albums for every 10 purchased. A limited time offer.

## LIBERTY

A 20% dealer discount on all of the label's Premier LP's, except the Premier sampler, for a minimum order 20 units in any combination of mono & stereo. To qualify for these discounts, the dealer must carry (either order or have in stock) at least 5 out of the 7 LP's. Discount will apply to reorders of at least 5 units, in any assortment, placed during the duration of the program. 100% guaranteed sale, for credit, except for sampler. Merchandise returnable anytime after Dec. 25, 1961. Expires: July 31.

## MERCURY

"Summer Sales Spectacular"—Free LP-EP offers on the label's pop, country, Perfect Presence Sound and Living Presence series plus an extension of the previous "Summer Sale-A-Rama" plan in which the firm's Celebrity Series will remain available on a basis of 30 records free for every 100 purchased. Mercury July 15 release is available on the basis of 1 LP free for every 6 purchased, and the entire PPS and LPS albums are available on the basis of 1 free for every 5 purchased in a like category. Expires: Aug. 31.

## MGM

"Operation-Space Command"—Covers the entire LP catalog in which distrib buys 5 LP's and gets 1 free. Special dating privileges: 1/3 payments in Oct., Nov. and Dec. (if account is current) plus usual 2% for prompt payment. Special bonus offer features 50 LP's on 100% exchange until Oct. 31. Expires: Aug. 31.

## PARLIAMENT

Dealers buy 3 LP's and get 1 free from the \$1.98 label. Expires: July 31.

## PRESTIGE

15% discount on Prestige/International & Prestige Bluesville series during May. Expires: May 31. 10% discount on entire catalog 7000 series during June. Expires: July 31.

## TIME

Dealers get 1 LP free for every 6 he buys. No termination date has been set.

## UNITED ARTISTS

Albums purchased for display in firm's new "Album of the Month" display rack entitles dealers to get 2 LP's free for every 10 purchased. LP's will be packaged in special set-up to specifically fit the rack.

## VERVE

"Operation Early Bird"—Distribs buy 3 LP's and get 1 free on the label's entire LP catalog, including new June LP's. 1/3 payments in Oct., Nov., Dec. Expires: July 31.

## Roulette "Mule" Deck Answers "The Pony"

NEW YORK—The trend of answer records was given a new twist by Roulette Records last week with a release of the new Joe Jones record "Big Mule". The "Big Mule" record is, in effect, a "dance answer" to The Pony. The Jones' record, which answers The Pony dance with lyrics such as: "When The Mule Came To Town—The Pony Had To Go."

Henry Glover, A&R director at Roulette, who recorded "The Mule," reported that Shirley Hall, a popular dance instructress who created "The Watusi" dance, has created new steps for the "Big Mule."

Awhile back, Jones clicked big with "You Talk Too Much."

## Del-Fi Buys Master

HOLLYWOOD — Bob Keene, Del-Fi Records' topper, has announced the purchase of a master from the Soul label of L.A., "Marchin' On In" and "Need Your Love So Bad" by Kitty Doswell. Disk will appear on Donna, the Del-Fi subsid.

## Panette Label Formed

NEW YORK—Cleffer-guitarist Eddie McCullen has started a new label here, Panette Records. First release is "Space Dance" and "Moon Song." McCullen said all immediate diskings will carry space themes.

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