Liberty Announces Fall Program

LOS ANGELES—Armed with an abundance of product and the theme “You Get A Lot To Like With Liberty,” Don Brennan, label’s national sales manager, has announced dealer terms for the Fall program which begins August 1, 1962 and ends September 3, 1962. The new line as well as the firm’s book catalog of regular Liberty-Dolton LP’s (except Chipmunks) as well as Premier Series product will be available at a 15% cash discount taken off the face of the invoice, on the dealer’s entire order which must have a minimum of 15 total LP units. A 100% exchange privilege is also featured with merchandise exchangeable anytime after February 1, 1963. Payment is scheduled for 1/3 November 10, 1/3 December 10, 1962, 1/3 January 10, 1963, 2%, 19 ROM.

Product runs the gamut from a Yiddish sing-a-long by Sholom Seidman, “Shine, Little Something,” through the title of his new LP (L.P.3237/LST-7351), Ruthyn Davin in a real departure with “The First Of Honey,” to the legendary Golden Recorders (“L.P.32320/LST-7250”). Matt Monroe’s first album (L.P.32400/LST-7240) includes the hit song to cash in on Walter Brennan’s Old Riverboat smash. Liberty acquired two premier issued Brennan LP’s, “The President” and “A World Of Miracles” and will offer them re-packaged.

Part II of the program highlights Liberty’s Premier Series with heavy emphasis placed on elegant packaging and flawless sound. The prestige line will have three additions: Felix Slatkin’s “Fantastic Strings Play Fantastic Themes,” a Si Zentner, “The Button screamer,” and a “Gay Side Suite” and Tommy Garrett on “50 Guitars” on which he plays a variety of his own compositions.

Liberty’s merchandising department has created dimensional casel displays which can be inserted into LP presentation stands. Because of Premier Series acceptability, the LP’s are a merchandiser capable of displaying the complete line. Self-styled, it offers the store a handsome display of an eye catching header and a take-one box. It is hoped to qualify for the unit, retailers must stock it with an initial order of 90 Premier Series LP’s, with an additional order to illustrate for merchandising, holds true.

For the convenience of the Arrow Electronics Corporation.

ORDER DIRECTORY NOW!

Last year Cash Box received an overwhelming demand for additional copies of the Annual Directory after it was published. Because of the many large orders, our over-run was completely consumed in the publication of the issue. Therefore, we have gone back to order large quantities of this year’s Directory for your entire staff, please do not delay in ordering your copies and the Directory goes to press this week. This year’s directory for subscribers is $1.00. For non-subscribers, $5.00.

New Capitol Albums For August

HOLLYWOOD—Capitol records has announced the release of seven new albums by some of its top recording artists plus the debut recording of Academy Award winner, George Chakiris, for the month of August. George Chakiris, who won the award for the best supporting actor for his work in the film, “West Side Story” sings some of the tunes from “West Side Story” along with some standards. The album is entitled “George Chakiris.”

Dot’s National Sales Meet in Nashville

HOLLYWOOD—Dot Records Distribution Corporation, a division of Dot Records, recently held the first major national sales meeting ever attended in Nashville, at which time Randy Wood, president of Dot, announced the release of a special LP containing a quota of $5 million dollars to be sold at a special price of $1.00 each.

The fall program includes: (1) Optional discount—two free albums on the purchase of 10 making a total of 12 albums for the price of 10 or a startling 15% discount for orders which do not wish to take the free goods. (2) Dating bill—buy in August, pay in September, with a quota of $250,000 to be paid in full on December 15, and final payment on Dec. 15. (3) 10% “purchase” of the August order. (4) Special dating bill (after Dec. 15). With respect to Christmas merchandising, it can be returned to Dot within a period of 14 days, after December 25. A —Prepack—a special 15% cash discount, has been made on a 15 rpm, syrup which are prepacked in two packages.

The first album which was founded in Gallatin eleven years ago by Wood, has established an enviable sales record in that it has increased sales from $620,000 in 1961 to $1,600,000 in 1961. Although it is still a Tennessee corporation, Dot now makes its headquarters in Hollywood where talent and artistic control are more easily available. Dot’s growth is also reflected in its announcement of a new line of distributive branches which cover most of the country.

Columbia Intros Musical Coloring Kits For Kids

NEW YORK—As one of the highlights of its September Convention in Miami Beach last week, Columbia Records introduced Hi-Fi Fun Musical Coloring Kits and announced the release of the first six packages in the new line. Aimed at the toy market, the new product is one of the newest achievements in Columbia’s growing record diversification program. The unique coloring kits are intended for hours of exciting, educational entertainment for children, ages 5 to 10. For “ يمكنك استخدام وسيلة إرجاع للوصول إلى مركز التحرير؟” Columbia Harmony LP record features, characters and scenes described on the record. Each picture folder into its own book. Total size of each kit is 12" x 12" and includes pictures of characters and scenes described on the record. Each picture folder into its own book. Total size of each kit is 12" x 12". Children can color the picture on the record, frame and the picture on which the children may color.

The rainfall price of the kit is 26.98. Presented in the premiere release are the following four packages: “Learning America The Fun Way,” with Rosemary Rice and children’s stories; “The Silly Record,” written by Stoo Hample, with music by Stoo Hample and spoken by Frank Buxton; “My Favorites Of Children In The Old Testament,” narrated by Bud Collyer with music by the Merrill Anderson Chorus; “Mama Goose And Papa Gander,” featuring the music of A. Kirkby; and New Friends Of Mother Goose, arranged and conducted by Milton Okun. Each kit is available at $2.50 for the record and $2 for the coloring book.

A "Day At The Circus With Mr. Singing Ringmaster," features Harald

shown above is the new Liberty merchandiser which is capable of displaying the entire Premier Line. The attractive device comes complete with a take-one holder for the Premier catalog.

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The other new releases for the month of August are: "The Lively Ones" by Vic Damone; "I Love To Love" by Hank Ballard and the Midnighters; "Golden Days" by For; "The Garland Touch" by Judy Garland; "It’s Not For Me" byOUNTRY; "Hello Young Lovers" by Nancy Wilson; and "King" by Ray Charles.

Goldie Tones will also be released entirely in Spanish, entitled "More Cole Espanol."

Gold To Release 9 Kiddie LP’s In Fall

NEW YORK—Dick Shapiro, Golden Records sales manager, announced this week that the firm has released nine new kiddie $1.98 LP’s this fall. The release consists of "Alfred Hitchcock Presents," "Barnum and Bailey Circus," "Children’s Treasury Of Nursery Rhymes," "Let’s All Sing Like The Birdies" by The Petula Clark & The Billy Eckstine Ballet," "Story-Story-Fomes From The Old Testament, Part II," "A Child’s Introduction To Reading, Writing and Arithmetic," "Mister Ed—Straight From The Horse’s Mouth," and "Voyage Bear—How To Be A Better Than Average Child Without Really Trying.

King Sets New Bonus Plan

NEW YORK—King Records and its subsidiary, Bethlehem, have announced a new free bonus record and album plan for August. The plan is set up for retailers only.

An innovation by King, the plan offers the retailer free bonus records and LP’s in the following manner: plan calls for the dealer to get five first edition singles with every purchase of 25 from the following series: "Vince Melody," "Country," "Jazz," "Choral," "Jazz," "Special Instrumental," and "Jazz Vocal Album." The retailer can keep the LP’s purchased, the buyer receives three bonus albums, "Vince Melody," "Country," "Jazz," and "Choral," and "Jazz Vocal Album." The retailer can keep the LP’s purchased, the buyer receives three bonus albums, "Vince Melody," "Country," "Jazz," and "Choral," and "Jazz Vocal Album." The retailer can keep the LP’s purchased, the buyer receives three bonus albums, "Vince Melody," "Country," "Jazz," and "Choral," and "Jazz Vocal Album."

Four New Command LP’s

NEW YORK—Command Records will release four new LP’s this week, three of which will be released according to sales manager Lorre Becker.

The release consists of "The Big Band’s Back In Town" by Doc Severinsen; the Ray Charles Singers’ "End Of The Road" which includes an album with "Spanish Guitars"; and "Off Broadway" by Don Lamond.

LP’s will be available in both stereo and mono versions.

"Rinky Dink" On Chess

NEW YORK—Chess Records has announced that it has ceased to use the "Rinky Dink" label because Tom Jones, New Jersey, had prior rights to use the name "Rinky Dink," formerly on the Julisa label, is now Chess 1929. The tune is currently on the Top 10 at No. 45.

Cash Box—August 4, 1962