

Liberty Announces Fall Program

LOS ANGELES—Armed with an abundance of product and the theme "You Get A Lot To Like With Liberty," Don Bohanan, 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 back catalog of regular Liberty-Dolton LP's (except Chipmunk) 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%, 10 EOM.

Product runs the gamut from a Yiddish sing-a-long by Sholom Secunda, "Sing A Little Something" to a Jan & Dean album of "Golden Hits." Teenage product includes a Dolton item by the Fleetwoods, "Greatest Hits" and a Johnny Burnette entry, "Roses Are Red." Gene McDaniels is represented with "Hit After Hit."

Of interest is The Johnny Mann Singers' collection of "Golden Folk Song Hits" (LRP-3253/LST-7253), Martin Denny in a real departure with his "Taste Of Honey" single, the title of his new LP (LRP-3237/LST-7237), and Eddie Heywood's "Golden Encores" (LRP-3250/LST-7250). Matt Monro's first album (LRP-3240/LST-7240) includes the new single "Softly." To cash in on Walter Brennan's "Old Rivers" smash, Liberty acquired two pre-

viously 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, Martin Denny coupling in "Exotica Suite" and Tommy Garrett on "50 Guitars Visit Hawaii."

Liberty's merchandising department has created dimensional easel displays to highlight key releases, in addition to mats and a four page brochure on Liberty's teen product which will be inserted into LP's of this category. Because of Premier Series acceptance, Liberty has designed a merchandiser capable of displaying the complete line. Self-standing, it offers permanent furniture construction, an eye catching header and a take-one holder for Premier catalog. In order to qualify for the unit, retailers must stock it with an initial order of 90 Premier units. Same 100% guarantee, return for merchandise, holds true. Liberty is a subsidiary of the Avnet Electronics Corporation.

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 performance in "West Side Story" sings some of the tunes from "West Side Story" along with some standards. The album is entitled "George Chakiris."

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 consumed in less than a month after the publication of the issue. Therefore, we advise that if you are planning to order large quantities of this year's Directory for your entire staff, please do so by phone or wire immediately. The Directory goes to press this week. The price per copy for subscribers is \$1.00. For non-subscribers, \$5.00.

Dot's National Sales Meet in Nashville Sets \$5,000,000 Goal For August

HOLLYWOOD—Dot Records Distributing Corporation, a division of Dot Records, recently held the first major record company sales meeting ever attended in Nashville, at which time Randy Wood, president of Dot, announced a fall sales program with a quota of \$5 million dollars to be sold during the month of August.

The fall program includes: (1) Optional discount—two free albums on the purchase of 10 making a total of

old Ronk of Ringling Brothers and Barnum and Bailey Circus.

12 albums for the price of 10 or a straight 15% cash discount if dealers do not wish to take the free goods. (2) Dated billing—buy in August, pay 1/4 Sept. 15, 1/4 Oct. 15, 1/4 Nov. 15, and final payment on Dec. 15. (3) 100% exchange at the end of dated billing (after Dec. 15). With respect to Christmas merchandise, it can be returned anytime after Dec. 25. (4) Prepacks—A special 15% cash discount on Dot's series of All Time Hit 45 r.p.m. singles which are prepacked in two groups.

Dot Records, which was founded in Gallatin eleven years ago by Wood, has established an enviable sales record in that it has increased sales from \$62,000 in 1951 to \$16,000,000 in 1961. Although it is still a Tennessee corporation, Dot now makes it headquarters in Hollywood where talent and studio space are more readily available. Dot's growth is also reflected in its seventeen company-owned distributor branches which cover most of the country.

NARA Meets In St. Louis

ST. LOUIS—The National Association of Radio Announcers has announced that it will hold its annual convention in St. Louis on August 17, 18 and 19, with an expected attendance of more than 300.

Chairman for the meet will be Miss W. M. Gracy who will be assisted by Dave Dixon, area coordinator, and Buddy Lonesome, co-chairman. Guest speaker at the event will be Andrew Hatcher, Deputy Press Secretary for President Kennedy.

The convention will be held at the Sheraton-Jefferson Hotel in St. Louis, and will feature the usual seminars, counseling sessions, and informal meetings. In addition to the regularly scheduled meetings, there will be entertainment in Kiel Auditorium which will feature recording stars from throughout the country. This is the only part of the convention open to the general public.

Other highlights of the convention will be the election of officers, a convention work shop, broadcasts, and addresses by representatives of government and communications.

NARA officers request that anyone interested in associate membership can register at the convention. Membership fee is \$100 for one year plus \$25 for each representative at the convention.

The other new releases for the month of August are: "The Lively Ones" by Vic Damone; "I Love You Tell The Story" by Tennessee Ernie Ford; "The Garland Touch" by Judy Garland; "Something Special" by the Kingston Trio; "Hello Young Lovers" by Nancy Wilson; and Nat "King" Cole's third LP in which he sings entirely in Spanish, entitled "More Cole Espanol."

Golden To Release 9 Kiddie LP's In Fall

NEW YORK—Dick Shapiro, Golden Records sales manager, announced last week that the label will release nine new kiddie \$1.98 LP's this fall.

The release consists of "Alfred Hitchcock Presents Ghost Stories For Young People," "Grimm's Fairy Tales Told By Danny Kaye," "A Golden Treasury Of Nursery Rhymes," "Let's All Sing Like The Birdies Sing," "A Child's Introduction To The Ballet," "Story-Songs From The Old Testament," "A Child's Introduction To Reading, Writing And Arithmetic," "Mister Ed—Straight From The Horse's Mouth" and "Yogi Bear—How To Be A Better Than Average Child Without Really Trying."

King Sets New Bonus Plan

NEW YORK—King Records and its sister label, Bethlehem, have announced a new free bonus record and album plan for August. The plan runs from July 23 to August 31.

An innovation by King, the plan offers free "Bonus Records," or newly released singles and LP's in the following manner: plan calls for the dealer to get 5 first edition singles with every purchase of 25 from the King, Bethlehem, Federal, Deluxe, and Queen lines. Purchases must be in multiples of 25.

Bonus records may be selected from three first-edition singles, "Mashed Potatoes U.S.A." b/w "You Don't Have To Go" by James Brown; "When I Need You" b/w "Dream World" by Hank Ballard; and "Doll Face" b/w "Big Blue Diamonds" by Little Willie John.

For every 10 LP's purchased, the buyer receives three "Bonus Albums," also first editions. The three LP's are: "Show Stoppers" by Bob Kames; "By Popular Demand" by Earl Bostic; and "Folk Song Festival" by The Stanley Brothers.

The Bethlehem plan is the same as the King plan and the dealers may choose from the following LP's: "The Masked Marvel Band From England," "Golden Jazz Instrumentals," and "Jazz Vocal Award Album."

Free bonus merchandise is shipped to the dealer prepaid and can neither be exchanged nor returned.

In announcing the plan, Syd Nathan, King prexy, stated that this new approach was needed; he also announced that the August release would include 20 new singles and 6 new LP's.

Four New Command LP's

NEW YORK—Command Records will release four new LP's this week, three instrumental and one vocal, according to sales manager Lorne Becker.

The release consists of "The Big Band's Back In Town" by Doc Severinsen; the Ray Charles Singers' "Rome Revisited"; Tony Mottola with "Spanish Guitar"; and "Off Beat Percussion" by Don Lamond.

All the albums 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 Julia label because Tom Decillis, in New Jersey, had prior rights to use of the name. "Rinky Dink," formerly on the Julia label, is now Chess 1829. The tune is currently on the Top 100 at No. 45.



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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