

ABC-Par Releases Twenty-Four LP's

NEW YORK—ABC-Paramount released twenty-four LP's last week including 10 entries under its own logo, nine on its wholly owned Impulse label plus three on the Dunhill and two on the Jerden labels, both of which the company distributes.

The parent label's entries include the McGuire Sisters' company debut titled "The McGuire Sisters—Right Now" plus "Andiamo, Let's Go" by Don Cornell, Shirley Horn's "Travelin' Light," "A Ray Of Country Sun" by Wade Ray, Della Reese's "I Like It Like Dat," Frank Fontaine sings "All Time Great Hits," Jerry Fielding conducts the "Hollywood Brass," the Highwaymen do "Stop, Look and Listen," Ray Charles has "Crying Time" and the Impressions have "Ridin' High."

The nine LP Impulse jazz package includes Yusef Lateef's "Psychicemotus," "Latin Shadows" by Shirley

Scott, a John Coltrane, Archie Shepp team up on "New Thing At Newport," John Coltrane's "Ascension," "Ask Me Now" by the Pee Wee Russell Quartet with Marshall Brown, Chico Hamilton has an aptly titled disk "El Chico," while John Lee Hooker does "It Serves You Right To Suffer," Gary McFarland and Co. do "Tiajuana Jazz" and Gabor Szabo has "Gypsy '66."

Under the Dunhill logo will appear LP's by Barry McGuire "This Precious Time," The Mamas and Papas "If You Can't Believe Your Eyes And Ears" and P. F. Sloan "Twelve More Times."

On Jerden, Paul Revere and the Raiders do "In The Beginning" while an LP titled "The Hitmakers" is a collection which includes the Kingsmen, Don and the Goodtimes, Ian Whitcomb, Paul Revere and the Raiders and Sir Walter Raleigh.

Capitol Enters Little LP Market

HOLLYWOOD—With an initial availability of twelve little "name" artists LP's, Capitol Records' distributing arm last week (17) entered the industry's little LP market.

The Capitol label little LP's will carry an SU prefix. Titles of the first twelve, which have all been taken from albums by top-selling artists, are: "You'll Never Walk Alone" (The Lettermen), "The Nat King Cole Song Book" (The Hollyridge Strings), "Today—My Way" (Nancy Wilson), "Here And Now" (George Shearing), "Then Was Then—Now Is Now" (Peggy Lee), "My Cherie" (Al Martino), "Silk 'N Brass" (Jackie Gleason), "Summer Wind" (Wayne Newton), "German Beer-Drinking Music" (Alfons Bauer), "Before You Go—No One But You" (Buck Owens), "Golden Country Hits" (Hank Thompson), and "Behind The Tear" (Sonny James).

According to CRDC president Stan-

ley M. Gortikov, the little LP's are tentatively scheduled for quarterly release. "Of course," he said, "it all depends on how the operators and one-stop react. If warranted, more titles will be made available."

Gortikov said that extensive surveys were made by the label prior to entry into the field. "Key operators expressed a definite need for the music. It also showed that operators wanted "Name" artists with adult programming, and that is what Capitol is giving them. "CRDC's chief interest is, naturally, to sell our regular LP's. However, we feel through exposure in the juke box field we will aid Capitol artists and help LP sales."

Gortikov said that Capitol's next little LP release which will also carry top name artists, has been set for April. The number of the LP's to be released, or the type of product, has not yet been announced.

A & M Names Mulhern Dir. of Eastern Operations



HOLLYWOOD — Bill Mulhern has been director of eastern operations for A&M Records, it was announced last week by Jerry Moss, the label's president.

Mulhern comes to the A&M fold with experience in both the radio and record business. For three and one-half years he operated as eastern regional promotion manager for Kapp Records and most recently was general manager of Jamie/Guyden Distributors.

Moss noted that Mulhern will function in all areas for the label on the east coast and will be opening an office for them in Philadelphia.

Ted Cooper Joins Epic As Staff A&R Producer



NEW YORK—Ted Cooper has joined the staff of Epic Records as a staff producer, according to an announcement made last week by Bob Morgan, the label's A&R director.

In his new position, Cooper will be responsible to Morgan for recording artists as assigned and for developing album ideas and artists.

Cooper comes to Epic from the Shapiro, Bernstein pubberies, where he served as general professional manager and, prior to that, as a staff writer. While he was at S-B, the company published such hits as (Continued on page 51)

NARM Study Replies Reveal Tremendous Growth

PHILADELPHIA—Early returns of the questionnaires which went to the regular members of the National Association of Record Merchandisers (NARM), in preparation of the 1965 annual association study, indicate that 1965 saw the greatest growth in record merchandising ever recorded in the disk industry. Based on the first group of returns sent to the NARM office, indications are that outlets serviced by rack-jobber members of the association will go substantially above the 1964 figures of almost 25,000. This net increase is noteworthy, particularly in view of the fact that the questionnaires show that rack-jobbers are dropping small, unprofitable accounts, which are either bad credit risks or difficult to service properly. The growth of record rack merchandisers is basically in the area of larger, full-scale record departments, featuring all hit and catalog product. The gain in this area more than overshadows the loss of smaller, unprofitable accounts.

Gross volume figures in early returns reveal a substantial increase

in multi-million dollar operations in rack merchandising. Early indications are that there is a much larger group of NARM members doing in excess of two million dollars, as well as a growing number quoting a gross dollar volume in excess of five million dollars. In keeping with this apparent trend in growth, on the other end of the scale, the smallest volume figures quoted on early returns are considerably higher than the low volume figures of 1964—indicating that even the smallest rack operations have grown percentage-wise alongside their giant competitors, and have entrenched themselves with their outlets, doing more business with them, in addition to expanding into more and different types of outlets. A small, but noticeable trend in types of outlets serviced is in the area of record stores. Indications are that a growing number of record specialty shops find the services of a record merchandiser the most economical answer to their buying problems.

In listing the major problems which (Continued on page 50)

Monument Launches Global Record Label

NEW YORK—Monument Records has launched its second subsidiary label, LTD International, it was announced last week by Fred Foster, the parent label's president. LTD will be devoted exclusively to the acquisition of foreign-produced recordings to be released in the U.S. and abroad by Monument distributors.

First records to be released under the new LTD International logo will be four masters acquired from Astor Electronics of Australia and its Go label, featuring Laurie Allen and Bobby Bright with "I Belong With You" and "Trouble In Mind," plus the M. P. D. Limited on "Little Boy Sad"

and "Wendy, Don't Go." Monument has set immediate release for these recordings in the U.S. Combine Music, one of the firm's pubberies, has acquired the American rights to "Wendy, Don't Go" and "I Belong With You."

Monument's international division, helmed by the Hollywood-based Bob Weiss, will acquire foreign material for regular release under the LTD label in order to develop a regular catalog of foreign recordings in English, French, Italian, German, Spanish, etc., as well as instrumentals.

Monument's other subsid label is Sound Stage 7 Records.

A Star Of Tomorrow: Columbia's Bobbe Norris



BOBBE NORRIS & NORMAN ROSEMONT

NEW YORK—The entire sales, merchandising, promotion and advertising departments of Columbia Records are launching a major unified campaign to make the country aware of a new

singer called Bobbe Norris. The all-out promotion is timed to coordinate with this week's release of the lark's debut single, "Put Your Little Foot Right Out" b/w "Quiet Room," supervised by Columbia A&R producer Mike Berniker. In addition, she has cut her first LP from which the single was drawn. The album tagged "Bobbe Norris, The Beginner" will be released in the near future.

The campaign is reminiscent of past intensive efforts by the company to introduce unknown performers who have later achieved super-star status (e.g. Barbra Streisand and Bob Dylan).

For special impact, the single is wrapped in a specially designed color sleeve featuring a picture of the songstress and a paragraph praising her as "a song stylist in the great tradition . . . with a stunningly different sound." In conjunction with the release of the single, the label has devoted a four-page cover story to the singer in this week's issue of its merchandising publication "Insight." The article has been reprinted and will be mailed along with the single to 5,000 deejays throughout the country.

As a highlight of its promotion activities for the performer, Columbia is conducting a unique advertising campaign. A standard shipping label will be included in every copy of next week's leading trade publications. The label will serve as a coupon en-

(Continued on page 50)

Henry Glover Returns To Roulette As V.P.

NEW YORK—Vet A&R man, songwriter, arranger Henry Glover has returned to Roulette Records after an absence of two years, it was announced last week by Morris Levy, the label's president.

Glover will serve in the capacity of vice president in charge of A&R. In the past he has participated in the production of a number of hit records including "The Peppermint Twist" by Joey Dee and the Starlighters and "For Sentimental Reasons" by the Cleftones.

Glover's activities will take him into the production of album and single product and the field of artist-writer relationships.

Pickwick/33 Releases 6 New Albums

NEW YORK—Pickwick International announced last week the release of six new Pickwick/33 LP's.

Artists included in the package are Barry McGuire and the New Christy Minstrels; Little Anthony & The Imperials; Count Basie & His Orchestra; Russ Morgan; Stan Getz and a single album featuring Roger Miller, Roy Orbison and Jerry Lee Lewis.

Added to the twelve that the label issued just before Christmas, the budget label has put eighteen new LP's in the field during the past month.

The new albums, according to Cy Leslie, president of the parent firm, will be featured in the second phase of the introductory advertising, promotion and publicity program for Pickwick/33 that was highlighted by the biggest trade and consumer advertising program in the company's history. This involved display ads in magazines and newspapers, co-op ads, in-store displays, special racks, stands and floor dumps, promotional material for direct mailing, special tie-ins and a public relations program.

The overall success of the company was recently evidenced when the parent firm revealed that it had enjoyed a rise of 16% in sales and 40% in net earnings over the comparable six months in 1964. During this period, (May 1 to Oct. 31, 1965) Pickwick had sales of \$3,512,311 and net earnings of \$184,691 or 60 cents per share.

Leslie commented that "while we have continued to enjoy a steady growth in our budget lines, there is no question any longer that the paperback concept that launched Pickwick/33 has proven itself to be the most dynamic factor in the growth of the \$1.98 album market. By being able to make available genuinely superior recordings taken directly from the catalogs of such great companies as Capitol, Warner Bros., Reprise, ABC Paramount, Everest, Roulette, Jubilee and more than seven others, we have proven that the 'under-a-dollar' customer can not only be 'traded up,' but is actually eager for the product being merchandised."