ABC-Par Releases Twenty-Four LP's

NEW YORK—ABC Paramount released twenty-four LP's last week including 16 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 Wray Beale, Della Reese's "I Like It Like I Like It," 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 gave "Ridin' High.

The nine LP Impulse jazz package includes Yusuf Lateef's "Psychiemus," "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 Five Wives Rhythm Band, a Quartet with Marshall Brack, Chico Hamilton has an aptly titled disk "El Chico," while John Lee Hooker does "It Serves You Right To Suffer," Gary Gallant and Co. do "This Is Sugar Jazz" and Gabor Szabo has "Gypsy 66.

Last week's Dunhill logo will appear on LP's by Barry McGuire "This Precious Time," The Mamas and Papas "You Can Feel It," Your Eyes And Ears" and P. F. Sloan "Twelve More Times Again."

On Jerden, Paul Revere and the Raiders do "The Beginning," while an album titled "The Very Best of the Kingsmen" collection which includes the Kingsmen's "Cold Hands Feeling Hot," Whitcomb, Paul Revere and the Raiders and Sir Walter Raleigh.

Ted Cooper Joins Epic As Staff A&R Producer

HOLLYWOOD—Ted Cooper has joined the staff of Epic Records as a staff producer, according to an announce ment received here from Bob Morgan, the label's A&R director.

In his new position, Cooper will be responsible for signing new artists as assigned and for developing albums of new material.

Cooper comes to Epic from the Shapiro, Bernstein publabels, 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 "Quiet Rifle," "Put Your Little Foot Right Out," "I'm Just a Lucky So And So," and "Three Times a Lady (I'm Just a Lucky So And So)."

A Star Of Tomorrow: Columbia's Bobbe Norris

NEW YORK—The entire sales, merchandising and advertising departments of Columbia Records are launching a major unified campaign to introduce yet another new singer called Bobbe Norris. The all-out promotion is timed to coincide with this week's release of the lark's debut single, "Put Your Little Foot Right Out," b/w "Quiet Rifle," supervised by Columbia A&R producer Mike Bernikor. In addition, she has cut her first LP from which the single was drawn. "Bobbe Norris, The Beginner" will be released in the near future.

The promotion is a culmination of past intensive efforts by the company to introduce unknown performers who may go on to become big stars (e.g. Barbra Streisand and Bob Dylan). For special impact, the single is packaged in a specially designed color sleeve along with a songbook of information and an ad department . . . with a stunningly different sound. In conjunction with the release of the single, Columbia has devoted a four-page cover story to the singer in the annual "The Business of Merchandising publication "Insight." The article has been reprinted and will be mailed along with the single to 5,000 dealers 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 for the new album's cover price (Continued on page 50)

Capitol Enters Little LP Market

HOLLYWOOD—With an initial availability of twelve little "name" artists LP's, Capitol Records' distribution of Little Label's current one-step production, a new try's little LP market.

Longtime RCA producer Little Label's LP's will carry an SU prefix. Titles of the first twelve, which have all been taken from other LP's, are: "You'll Never Walk Alone" (The Hollies, "With the Beatles" Song Book" (The Hollywood Strings), Today—My Way" (Nancy Wilson), "Then Was—Now—Is Now" (Anthony Newley and Les Crane), "Silk 'N Brass" (Jackie Gleason), "Summer Wind" (Wayne Newton), "The Las Vegas Story" (A. & M "Sraftn" by Afrois Bauer), "Before You Go—No One But You!" (Buck Owens), "Golden Hits" of the Beach Boys, and "Behind The Tear" (Sonny James).

According to CRDC President Stanley M. Gorlikov, the little LP's are tentatively scheduled for quarterly release. "Of course," he said, "it all depends on how quickly we can work them out. It could be that we will do a one-step react. If warranted, more titles will be made available.

Gorlikov added that the surveys were made by the label prior to entry into the field. "Key operators in the field were contacted about the music. It also showed that operators had interest in the matter of small size, sleeve design, and, what is that Capitol is giving them, "CRDC's chief in house engineer Bill Beck...."

"The thing is, Little Label's LP's. However, we feel through surveys, we will aid artists and help LP sales." Gorlikov said that Capitol's little LP release which will also carry the Little Label logo will be prepackaged in early April. The number of the LP's to be released, or the type of product, has not yet been announced.

NARM Study Replies Reveal Tremendous Growth

PHILADELPHIA—Early returns of the questionnaires which went to the records industry by the National Association of Record Merchandisers (NARM), in preparation of the 1965 annual report, show that the $500 million dollar volume in records in 1964 was the greatest growth in recent years. Increasing ever recorded dollars. In keeping with the industry's trend in growth, on the other end of the scale, the smallest volume records increased slightly, but still consider ably higher than the low volume records which produced another substantial growth of almost $20,000. This net increase is noteworthy in that it reflects the fact that the questionnaires shows the very popular records in the largest and most complex supermarket stores, the chain discounters, the discounters and the mass merchandisers. Specifically, this can be seen in the questionnaires that the largest and most complex supermarket stores have increased their sales of records in the past year and that the chain discounters, the discounters and the mass merchandisers have increased their sales of records in the past year.

NARM Study Replied to Today's Musician, a yearbook distributed by the National Association of Record Merchandisers, Volume 25, Number 1, Winter 1965.

Monument Launches New LP

NEW YORK—Monument Records has launched its second subsidiary label, LTD International, which is being introduced with a Davy Crockett LP by Robert J. Hunter, the label's president. LTD will be devoting itself primarily to foreign-produced recordings to be released in the U.S. and abroad by means of the label's manufacturing arm.

First records to be released under the LTD International label will be four masters acquired from Astor Electronics of Australia and its Go Go! subsidiary, which the label has been able to acquire foreign material for the label in order to develop a regular catalog of foreign recordings in English and other non-English tongues, etc., as well as instrumentalists. Minnesota's other subsidiary label in Sound Stage 7 Records.

Global Record Label

NEW YORK—Monument Records has launched its second subsidiary label, LTD International, which is being introduced with a Davy Crockett LP by Robert J. Hunter, the label's president. LTD will be devoting itself primarily to foreign-produced recordings to be released in the U.S. and abroad by means of the label's manufacturing arm.

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Pickwick/33 Releases 6 New Albums

NEW YORK—Pickwick International last week released the sale of six new albums under its Pickwick label.

Artists included in the package are Barry McGuire and the New Breed, "Barry McGuire & The Impersonators"; "Country"; "Bertie Compass & The Imperials; Count Basie & His Orchestra"; "The Dean Martin & Jerry Lewis Show" and a single album featuring Roger Miller, Roy Orbison and Jerry Lee Lewis.

Added to the twelve that the label s initial sets were "Chanticleer" a set label's first eighteen LP's in the field during the past month.

Smith, president of the parent firm, will be featured in the second phase of the Pickwick LP promotion and publicity program for which the label has spent over $800,000, which was billed as 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 radio tie-ins and floor dups, promotional material for direct mailing, special tie-ins and a public relations program.

The overall success of the company was recently evidenced when in sales the Pickwick label's share in sales rose a 16% in sales and 40% in net earnings over the past period. During this period, (May 1 to Oct. 31, 1965), Pickwick's share in sales rose a 10% in sales and 40% in net earnings of $184,691 or 60 cents per share.

It is announced that "while we have continued to enjoy a steady growth in our industry, the sharper of the record companies, there is no question any longer that the paper back concept that launched Pickwick continues to be its most dynamic factor in the growth of the $1.36 billion market. By being early in to the movement and superior recordings taken directly from major studios such as Capitol, Warner Bros., Reprise, ABC Paramount, Everest, Roulette, Jubilee and more than seven others, we have proven that the 'under-a-dol lar' customer can not only be 'traded up,' but is actually eager for the product being merchandised."

Continued on page 50

Henry Glover Returns To Roulette As V.P.

NEW YORK—Vet A&R man, song writer, arranger Henry Glover has returned to Roulette. His absence of two years, it was announced by Jay Zapruder, the label's president.

Glover will serve in the capacity of vice president, a position he has held in the past he has participated in the production of a number of LP records including "The Pepperment Twist" by Joey Dee and the Starlighters and "For Sentimental Reasons" by the Clermonts.

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

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