MIAMI—At its recent national sales meeting, held in Miami Beach, Epic Records announced the start of a new six-month sales incentive program for distributors. The program features a highly diversified product which includes EPs, LPs, singles, and classical tapes.

The program, named the "Epic De-Ville Run," will allow a distributor to earn points translated into dollars, which will be paid out in the sales of records during the race. Winners will be announced at the meeting in July.

To coincide with the road race, Epic has developed a new slogan, "The success Route for 66," which will be utilized in nationwide advertising and advertising through the duration of the program.

In order that the sales performance of an individual organization does not determine the overall results, all partners will participate equally on the basis of a market share, computed through electronic data processing. This marks the first time computers have been used in a record labels sales program.

All personnel within each distribution center will be eligible to enter the program. The first three Epic Distributors leading the race as of July 25 will be presented with trophies at the meeting in Miami. All members of their organization will receive trophies.

In addition to the above, the top three Epic Distributors will get the following special recognition:

1. The release of eight stereo LPs will also be announced for distribution.
2. An electronic version of the "Epic De-Ville Run" will be performed by The Cleveland Orchestra under the direction of George Szell and "The Five Piano Concertos" as performed by the same aggregation, the pair.

Capital Offers 18 New LP's

HOLLYWOOD—Capitol Records will roll out the red carpet for Buck Owens, the label's Feb., "Artists of the Month," with the release this week of "Roll Out The Red Carpet and Sit Down and Listen to Buck," the Owens LP, and "The Buck Owens Song Book," the expanded LP featuring Buck's Buckaroos.

Both albums will be tied together for the upcoming promotion and chandelier and advertising campaign. The Buck Owens LP will be promoted in the top markets with the following commercials:

1. Buck Owens floor merchandisers.
2. "Wanted" (Buck Owens) window displays.
5. Buck Owens album with biography, pictures, and liner notes.
6. Buck Owens Billboard, "An Artist of the Month.""%

The label will also release nine other pop albums, next week in addition to the Owens packages. Among those are "Kris Kristofferson's Hymns and Spirituals," featuring Nat with the Church of Deliverance Choir and Orchestra, "On Broadway," "Quiet Nights and Brazilian Guitar," with Guitar Jimmie, "Bobby Darin's Album," and "Little Richard's Album." Also released for release are "Lone Love Ballads," by Roy Clark; "The Dean Martin Show," by Dean, "Jailhouse Rock," by Ray Anthony, "Jack Guthrie and His Great Guitar-Aband," "Shake, Shake, Baby," with Capitol's first picture, and "It's Great to Be Here." The collection completing the release are three Capitol of the World entries with German and Austrian titles, "In the Tradition of America," "Hitte," and "Hail Paulsen.

Epic Records offers eight new albums this week including opera highlights from "Gounod's Faust" and "Masset's Magic Flute" conducted by Otto Klemperer.

All albums offer special information on each album and are being distributed across the country.

Epstein Agency Takes Over Vic Lewis Talent; Lewis Is Member Of Nems' Board

LONDON—The Vic Lewis Organization, the large British talent agency, and Lewis, the chimpanzee, shared in the same agency complex, under a takeover of the Lewis company by Epstein, Vic Lewis moves into the Nems organization as a board member. "It has always been my ambition to have an agency to look after various artists of the caliber of Lewis," says the agency's founder, who worked with such artists as the Beatles, Cilla Black, Billy J. Kramer and others, now "in the serious big-league camp," John Rea, Herbert, Steve Lawrence, Roger Miller, Johnny Mathis, etc.

historical records from the Columbia Masterworks catalog which have become best sellers, each (Continued on page 46)