

Hopi Tools Up For Kaplan Push

NEW YORK — Mort Ross, Hopi Records president is developing the label's first major promotional push since pacting with Vanguard for distribution in the U.S. The company which is run out of offices in both Toronto and New York plans to tie their international status to its first appearance at the MIDEM Conference in France. Already initiated is a sales and marketing push on their debut LP product from Artie Kaplan.

While staying at the Grand Hotel in Cannes for the international meet, Mort Ross along with company attorney Sanford Ross hope to cement foreign licensing arrangements made thus far and to negotiate deals in countries for which they have contracted no agreements as yet.

Hopi is currently being distributed in Canada through London, and has tied with Barclay for licensing in France, Switzerland and the Benelux countries. They are represented in Australia and New Zealand by Festival and have completed an arrangement with Compania Fonografica Espanola for licensing in Spain and Portugal.

Label Plans

Mort Ross and the label's vice-president and head of promotion Mike Levine are both former independent producers. Ross is looking towards an annual release of eight albums and approximately 15 singles annually, while keeping a selective roster poli-

cy. In addition to former sax session man and studio contractor Artie Kaplan, the current artists signed to the label include groups Burgundy and Leigh Ashford, singer-songwriter James Robert Ambrose (all produced by Ross and Levine) and the latest acquisition, 11 year-old Peter Cooper. The young hopeful is being produced by Flax & Lambert and his first single is set for late March release. Ambrose's current single is "Keep Me Talkin' Lord" and Burgundy's is "Lady Blue."

Kaplan Promo

Artie Kaplan will be the focus of the label's first nation-wide, major market push. Despite the title and the concept of his LP, Ross will be "playing down the political aspects" of the album ("Confessions Of A Male Chauvinist Pig") and will be promoting the music rather than the message. Kaplan will be traveling on a combined personal appearance and radio promotional tour next month. Radio spots and in-store promotions have already begun as the label reports airplay in several major markets and a strong sales response.

Hopi is supplementing Vanguard's publicity department with the N.Y.-based Wartoke Concern. The label's Toronto offices are located at 20 Arthur Ave, Suite 19D and they run their New York operation from 315 W. 57th Street.

Storm To Bell

NEW YORK — Dave Carrico, vice president of A & R, reports that Bell Records has signed a production agreement with Muscle Shoals Sound Productions for Storm, a four man rock group produced and managed by Barry Beckett and Roger Hawkins, head of Muscle Shoals Sound Productions.

Storm's first single, produced, in Muscle Shoals, is "Mississippi Funk." Release date was Jan. 19.

Storm has appeared in concert with many top acts, including Edgar Winter, Ten Years After, Savoy Brown, Brownsville Station and Black Oak Arkansas. Members of Storm are Steve Krebs, lead guitar and vocal; Joe Gardener, organ and vocals; Terry Stuckey, drums; and Doug Mays, bass and vocals. They've been together for two and a half years.

'Shelter' Rights To Col & Mills

NEW YORK — Alan L. Shulman, vice president of Belwin Mills Publishing Corp., has announced that the firm's BMI wing—Multimood Music Inc. has acquired publishing rights to "Shelter". The new Broadway musical, produced by Richard Fields and Peter Flood, opens at the Golden Theatre on Feb. 1. "Shelter" represents Belwin Mills' second Broadway venture, the first being the current smash hit "Pippin".

Columbia Records has acquired the original cast album rights to "Shelters", which features the book and lyrics of Gretchen Cryer, and music of Nancy Ford (the creators of the off Broadway play, "Last Sweet Days Of Isaac"). Marcia Rodd and Terry Kiser have the leading roles, while Tony Walton (most recently of "Pippin") will create the sets and Richard Pilbrow, the lighting. "Shelter" is directed by Austin Pendleton and orchestrated by Thomas Pierson—with Kirk Newrock handling musical direction and Sammy Bayes creating the dance staging.

Hillside Singers Sing For Ford

NEW YORK — The Hillside Singers will perform at a series of regional sales meetings for the Ford Motor Co. starting with Jan. 28 at the Hilton Hotel in Las Vegas and continuing with the show on Feb. 4 at the Playboy Plaza Hotel in Miami Beach; Feb. 6 at the Sheraton-Jefferson Hotel in St. Louis; Feb. 11 at the Hilton in New York; and Feb. 13 at the Sheridan-Cadillac Hotel in Detroit, Michigan.

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Varied Format At NARM Meet

BALA CYNWYD, PA. — The opening business session of the 1973 NARM Convention, on Monday, Feb. 26, at the Century Plaza Hotel in Los Angeles, Cal., will focus on the convention theme "Partners in Progress". Larry Uttal, president of Bell Records, will speak on the convention theme.

In line with the theme, four "minikeynoters", each one representing a division of the merchandising segment of the industry and highlighting the "partners" theme, will speak for their industry segment. Jack Solinger (Independent Music Sales, San Francisco) will speak for the distributors; David Lieberman, convention chairman, of Lieberman Enterprises in Minneapolis, will speak for the rack jobbers; Carl Cook, national merchandise manager of the Home Entertainment Division of Montgomery Ward will represent the mass merchandiser and chain store management; and John Cohen (Disc Records, Cleveland) will speak for the retailers.

In order to give the entire membership an opportunity to "rap" on the various subjects raised by the keynote speaker and the "mini keynoters", three rap luncheons will be held, immediately following the opening business session. There will be a rack jobbers rap luncheon; one for distributors; and one for re-

tailers. Each of these luncheon sessions will have co-chairmen—"Partners in Progress". One partner will represent the manufacturers, and one the particular merchandising segment on which the rap session is focused. Jack Silverman of ABC Record and Tape Sales in Des Moines will co-chair the rack jobbers session with Bruce Lundvall of Columbia Records. Seymour Greenspan of Summit Distributors in Chicago will co-chair the distributors session with Marvin Schlachter, of Chess/Janus Records. The retailers session will be co-chaired by Russ Solomon of Tower Records in Cal. and Tony Martell of Famous Music.

Rounding out the program for the opening business session will be an address by Dr. Pierre A. Rinfret, economist and financial consultant, who has served as advisor to Presidents Kennedy, Johnson and Nixon. Following Rinfret's speech, which is entitled "The Song You Hear Is Prosperity", a star panel of industry executives will question Dr. Rinfret on items of particular interest to the music industry. Members of the panel are Cy Leslie, of Pickwick International, who will serve as moderator; Alan Bayley of GRT Corp.; Sigmund Friedman of the Record Club of America; Leon C. Hartstone of Integrity Entertainment Corp.; and Irwin H. Steinberg of Phonogram, Inc.

The 1973 NARM Convention convenes on Sunday, Feb. 25, and closes with the NARM Awards Banquet on Wednesday evening, Feb. 28, at the Century Plaza Hotel in Los Angeles.

NY Studio Musicians' NARAS Fete

NEW YORK — New York's recording studio musicians were honored by the New York Chapter of NARAS on Thursday, Jan. 4, at special Most Valuable Player Awards ceremonies held in Vanguard's Recording Studio.

Vet producer Enoch Light, head of Project 3 Records, handed out the scrolls to the winners of the chapter's membership balloting, many of whom gave up dates to attend the ceremonies. Calling the event "long overdue," Light termed it "an honor and a privilege" to be able to present awards to winners Bernie Glow (trumpet), Urbie Green (trombone), Phil Bodner (alto sax and reed doubles), Pepper Adams and Danny Bank (baritone sax), Dick Hyman (keyboard), Vinnie Bell (guitar), Richard Davis (bass), Ronnie Zito (drums), Phil Kraus (percussion), David Nadien (violin), Al Brown (viola), George Ricci (cello), and backup singers Marilyn Jackson, Jerry Keller and Linda November. Al Klink (tenor sax) and Toots Thilemans (harmonica), both overseas, did not attend.

The presentations, witnessed by approximately 650 NARAS members and guests, many of whom remained for a celebration party, reflected the increasing awareness by the New York recording community of its own musicians skills. The NARAS chapter, which recently inaugurated a campaign to revive pride in the city's contributions to recording, expects to make the New York MVP Awards an annual event.

Alladin & Ahom Inked To Playboy

HOLLYWOOD — Alladin & Ahom, from the communal family, Brotherhood of the Source in Hollywood, have been signed by Larry Cohn, exec vice president of Playboy Records. Their first album will be released in April will be accompanied by a large-scale advertising and merchandising campaign. The artists will tour in the spring, with dates being set now.

The Brotherhood is a religious cult that runs a successful commercial health food restaurant on the Sunset Strip.

NARM Programs Ad Seminar

HOLLYWOOD — A seminar which will take an in-depth look into the problems of the music merchandiser in the field of advertising in all media, will be held on Tuesday, Feb. 27 as part of the comprehensive business program at the 1973 NARM Convention. The Convention convenes at the Century Plaza Hotel in Los Angeles, Cal., Feb. 25-Feb. 28.

Morris Baumstein, vice president of Wunderman, Ricotta & Kline advertising agency, who has experience in working with Columbia Records since 1960, as well as with the merchandisers in our industry, will conduct the seminar.

In preparation for this meeting, a survey questionnaire has been sent to all NARM regular members in which they are asked to give their opinions regarding the effectiveness of all types of advertising. Members will be asked to discuss how they feel about the advertising in their local daily and Sunday newspapers, in college and underground newspapers (such as Rolling Stone). Magazines will also be reviewed, including general interest publications as well as youth-oriented magazines like Crawdaddy, Words & Music, Circus and Rock. Radio and television advertising is another area of interest on which the opinions of the regular members will be solicited. Radio is divided into FM, Top 40, and MOR stations.

In addition to their opinions on the various media, members will be surveyed on their reactions to materials which manufacturers provide for them: Point of purchase display materials and newspaper advertising materials such as album "minis", ad mats, ad reprints and suggested layouts.

In order to make the advertising seminar as specific as possible in responding to the merchandisers' needs, the NARM regular members in the questionnaire are asked to name those manufacturers who they feel excel in providing them with material for radio spots, print advertising, creation and preparation of local advertising materials and creation and preparation of point of purchase display materials. When the results of the questionnaire are tabulated, final announcement of participants in the program will be made.

BLANTZ

need we say more...

FEBRUARY 16th