

## EXECUTIVES ON THE MOVE

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**Stiles To Soultastic** — Jackie Stiles has been named director of administration for Soultastic's Hopewell Music, Inc. (BMI) and Cool Springs Publishing, Inc. (ASCAP) companies. Stiles was formerly head of administration for East Memphis Publishing, affiliated with Stax.

**Bell Promoted At S.A.S.** — Gloria Bell, with S.A.S., Inc. for over three years, has been promoted to full-fledged manager with responsibilities in all areas relating to all S.A.S. clients. She formerly co-managed the Chambers Brothers and worked with Kevin Eggers at Poppy Records and Jon Podell at BMF Productions.

**Shaw To Word** — Word Records, Inc., of Waco, Texas, has appointed Charlie Shaw, formerly with Tower Records, as a sales representative. He will specialize in secular retail outlets in the Los Angeles area.

**Mundy Re-Joins Forest** — Greg Mundy has re-joined The David Forest Company as executive vice-president. He was previously with Forest as senior vice-president and was with the company from its inception in 1973 until September 1976.

**Staple Named At Soundmixers** — Bruce Staple has been named general manager of Soundmixers Studios. Most recently executive director of Electric Lady Studios, he had previously owned and operated Allegro Sound Studios in Manhattan.

**Rhodes Joins ICM** — Terry Rhodes, former vice president and west coast topper of the Paragon Agency, has joined International Creative Management as an executive in the concert department.

**Silverstein At BMI** — Clara E. Silverstein has been named director of special projects for the Broadcast Music Inc. in the Nashville office. She will be primarily responsible for press and publicity contacts with area based publications.

**Jennings Named At Miller** — Tommy Jennings has been appointed as director of creative development and artist relations of Roger Miller's Music Organization. He was affiliated with Paragon Records and he owned his own publishing company/talent agency.

**Jurnovoy To CAM** — Joyce Jurnovoy has been named director of artist relations/promotion for CAM Productions/Publishing. She recently has worked as a freelance journalist/publicist and public relations director for Kelly, Nason Advertising Agency.

**Hurwitz To Korvettes** — Israel Hurwitz has been appointed vice president of merchandise planning and control for Korvettes Department Stores. He joined the chain last year as director of merchandise planning and was previously with Giant Food, Inc. as vice president.

**Kenny Elected At Jefferson** — David H. Kenny has been elected president of the Miami-based Jefferson Store chain, a wholly-owned subsidiary of Montgomery Ward. Since 1972 Kenny has served as president and chief executive officer of Ayr-Way Stores, Inc., a 28-store discount merchandising chain headquartered in Indianapolis.

**Urband To Amerama** — Robert M. Urband has been appointed general counsel and elected secretary of Amerama Records. He is presently a member of the firm of Panoff, Witchell, Urband and Panoff.

**Page At Northridge** — Kathy Page has been appointed administrative director for Northridge Music, Inc. and its associated music publishing companies, announced Henry Mancini, president of the parent company. Northridge Music is headquartered in the Sunset-Vine Tower, 6290 Sunset Blvd., Hollywood.

**Addition At Dewitt** — DeWitt Public Relations has announced the addition of N.Y. headquarters. Marilyn Surgil has been retained to run the office. The address is 21 East 62nd St., New York, N.Y. 10021.

**Angel Promotes Wilson** — Alex Wilson, an employee of Capitol Records for the past four years, has been named classical regional manager for the midwest. He joined Capitol in 1972 as a customer service representative in the Los Angeles branch office where he has spent the last three-and-a-half years as a salesman.

**Cross Named ASCAP Rep** — Eden Cross has been appointed a membership representative at the American Society of Composers, Authors and Publishers. She comes to ASCAP from Free Flow Productions, where she was administrative assistant to the president and vice president.

**Seitz At QCA** — Chuck Seitz, a recording engineer for 25 years, the last 14 years as senior engineer at the RCA Victor studio in Nashville, has joined Edward R. Rosken's QCA Records, Inc., here to head up the company's engineering department.

**UA Names Warner** — Alan Warner has been named general manager, international repertoire, for the International Division of United Artists Music and Records Group. He has relocated to UA's Los Angeles headquarters from the firm's London office, where he was formerly head of the popular music department.



**GARTH LIVES** — Martin Mull's Mary Hartman TV character Garth Gimbel was spared to death by a Christmas tree, but Mull himself is alive and signing autographs on Long Island, which may not be much different. In any case, the singer-comedian has a new album on ABC Records entitled "I'm Everyone I've Ever Loved." Mull will also be back on Mary Hartman soon as Garth's twin brother Barth.

## Kemp Mills \$2.99 Ad Specials Appear in D.C. Area Market

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Roger Spidell, buyer for Discount Record and Book Shop, a two-store firm that is opening a third unit next week, said Kemp Mill was making a big mistake selling front-line LPs below cost. Spidell noted that no matter how cheap Kemp Mill picked up those albums, it must be losing money at \$2.99.

"I'm not worried about it, they (Kemp Mill) are nowhere near any of my stores," said Spidell. "In any case, we don't intend to lower our prices anymore." Discount held a \$3.83 all-label sale in January and has sold current albums as low as \$3.79. Other D.C. area retailers, including Rainbow Tree and Korvettes, have advertised as low as \$3.89, citing stiff competition stemming from a glut of record stores in the market.

A spokesman at Waxie Maxie, with 15 D.C. area stores, said while there was "concern" among larger retailers over Kemp Mill's sale, there was no reason to believe it was more than a "one-shot, super-deal."

"It is something we should look out for," the source asserted. "They (Kemp Mill) are an up-and-coming outfit. But, for example, we're a catalog store, a record store. They deal a lot in 'top 100' product. We consider them more of a department store."

Other retail developments this week included:

- the opening of a 20th Jimmy's outlet in New York and an end, after several weeks, to the \$3.74 all-label sale at Sam Goody;

- continued visibility of mass merchandisers;

- an increased number of ads for the latest Barry Manilow LP and catalog, tied to his TV special;

- a Cleveland multi-dealer ad with a specific price included.

### 20th Jimmy's Store

The fast-growing Jimmy's Music World chain opened its 20th store last week in Yonkers, N.Y., where among other retailers, it will compete with a Sam Goody outlet. A 21st Jimmy's store, in Hackensack, N.J., has been announced but has not yet opened.

Jimmy's, which deals primarily in top 100 and cutout product, and sells front-line albums from \$2.99 to \$3.99, plans continued expansion in New York and other markets (**Cash Box**, Feb. 26).

In a related development in the New York retail price war, Sam Goody's metropolitan New York stores, which comprise the majority of the chain's 27 units, returned to advertising its established \$3.99 multi-label sale in Sunday's *New York Times* after a four-week-long \$3.74 all-label sale price. In addition, Goody upped its price on "Super Picks" from \$2.99 to the previously advertised price of \$3.49 (**Cash Box**, Feb. 12).

George Levy, president of Goody's, had said the \$3.74 all-label sale was a response to "market conditions," although he has often lamented that it is hard to make money at those prices. At the time the sale was instituted, he indicated he didn't know how long those low prices would last.

### Discounters Remain Visible

Meanwhile, mass merchandisers around the country, which have been most severely squeezed by lowballers, continued advertising prominently in Sunday newspapers.

Two Guys in Philadelphia advertised all CBS releases for \$3.77 in Sunday's *Philadelphia Bulletin*, although a store spokesman said only about 12 LPs were involved.

Gaylord's in Cleveland promoted several \$7.98 list LPs, including the latest albums by Pink Floyd and David Bowie for \$4.99, as well as other top 100 releases, while Gold Circle in the same city advertised 18 current LPs for \$3.99. Other mass merchandisers promoting current or budget LPs this week were Woolworth, Sears, Super X, Treasure

City and Target.

### Manilow Ads Observed

Approaching the date of Barry Manilow's televised special March 2, Arista ads for the latest LP by Manilow and the rest of the Manilow catalog, tied to the concert, appeared in eight markets surveyed by **Cash Box**.

Rick Dobbis, vice president of artist development for Arista, said the advertising and promotional campaign, the largest in the company's history, would end March 11. Ads tagging the TV show were planned for most major television markets over the March 4-6 weekend, Dobbis said, following last weekend's massive TV campaign. Radio spots tagged to the televised concert have also appeared in over 30 major markets, Dobbis added, supplemented by in-store promotions featuring a specially designed sticker.

In related developments, ads for Neil Diamond's "Love At The Greek" release were observed in several major Sunday newspapers a week after his televised concert. CBS officials said the television show has been a "key element" in rising sales of the two-record set.

Also, ads for the latest LP by John Denver and the rest of the Denver catalog, tied to his upcoming television special, were observed in numerous Sunday newspapers this week. **Multi-Dealer Tag**

For the second time in three months, an ad appeared in the Cleveland *Plain Dealer* offering several LPs tagged to several small retailers, and including a price (**Cash Box**, Dec. 11).

This week's ad promoted eight Warner Bros. albums, including the latest LPs by Brian Auger and Alice Coltrane for \$3.99, and the latest album by George Benson (\$7.98 list) for \$4.99. Tagged in the ad were seven small retailers specializing in R&B, including Tower Records, Sound Center, Woody's Music Hut, Jerry's Record Factory, Fillmore East, and Music Shack #1 and #2. Like last December's multi-dealer ad on 24 CBS releases, this week's ad was handled through Northern Record Sales, a one-stop belonging to Transcontinent Record Sales.

Dave Spaulding, general manager of Northern, explained that the \$3.99 and \$4.99 prices had been chosen because "they are the normal, going prices in that market." According to Spaulding, Transcontinent, which does a strong R&B business, called all seven stores and asked them if it would be okay to run the ad at those prices. Spaulding said if any of the seven had wanted a higher or lower price, and the other six would not agree to the change, the distributor would have no choice (under the law) but to advertise without a price.

### Not Restraint Of Trade

Spaulding said the ad didn't constitute restraint of trade because the seven retailers are spread out around the city and suburbs, and are not in "direct competition." Even in the case of Woody's Music Hut and Tower Records, which are about 10 blocks apart, Spaulding said they were not considered to be geographical competitors.

Danny Connors, manager of Tower Records, said he and other small retailers were glad to get any ad dollars, and that price consideration was secondary. Connors noted sadly, however, that the ad was a "stiff" that brought no business either on the \$6.98 releases or on the Benson LP.

A spokesman at Sound Center said the ad had spurred some sales of the Benson album, but not the others.

### Imperials Join Word

WACO, TEXAS — The Imperials have inked a contract with the record division of World, Inc., of Waco.