EXECUTIVES ON THE MOVE

Stiles To Soulsville — Jackie Stiles has been named director of administration for Soulsville's Hopewell Music, Inc. (BMII) 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 Podel 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 Focus — 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 toppler 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 owns his own publishing company/talent agency.

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

Hurwitz To Kovertes — Israel Hurwitz has been appointed vice president of merchandise planning and control for Kovertes 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.

Urbano To Amerama — Robert M. Urbano has been appointed general counsel and elected a director of Amerama Records. He is presently a member of the firm of Panof, Witzell, Urbano and Panoff.

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

Addition At Dewitt — Devitt 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.

Schal At GCA — Chuck Schal, 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 GCA 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.

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

(Continued from page 8)

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.

"It's 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 sold a $3.99 LP at sale in all four of its stores. The current albums are as low as $3.79. Other D.C. area retailers, including Rainbow Tree and Putnam, have not been cited in store 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 anything but one store's promotion.

"It is something we should look out for," the source asserted. "They (Kemp Mill) are all in-and-out-of-store kinds of people. We're a catalog store, a record store. They deal in 'top 100' product. We consider them competition in the photographic department."

Other retail developments this week included:

The opening of a 20th Jiminy's outlet in New York and an end, after several weeks, to the $3.74 all-label sale at Sam Goody. "I've continued visibility of mass merchandisers," an increased number of ads for the latest R&B, Menlo Park LP and catalog, tied to his TV special; a Cleveland multi-dealer ad with a specific product was also noted.

20th Jiminy's Store

The fast-growing Jiminy'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 Jiminy's store, in Hacken- sack, N.J., has been announced but has not yet opened.

Jiminy's, which deals primarily in top 100 albums, has a multi-label outlet and is promoted as a "direct competitor." It's own pricing is "$3.74 fourth-week, $3.74 all-label sale price." In addition, Goody upped its price on "Super Picks" to the $3.99 previously advertised price of $3.49 (Cash Box, Feb. 12).

George Levy, president of Goody's, said the $3.74 all-label sale was a response to the competition. 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 lower-order, continued advertising in Sunday newspapers.

Two Guys in Philadelphia advertised all CBS releases for $3.77 in Sunday's Philadelphia Bulletin, and, of course, noted sadly, the store spokesmen said only about 12 LPs were involved.

Gaylord's in Cleveland advertised several $3.99 last LPs, including the latest offering by Pink Floyd and David Bowie for $4.99, as well as other top 100 releases, while Gold Record was offering five LPs for $3.99, and Tower Records was advertising the current albums 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 release 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 Dobbs, vice president of artist development for Arista, said the advertising and promotional campaign, the largest in the company's history, would end March 11. He also said Arista needed to maximize its airplay for the most major television markets over the March 4-6 weekend, Dobbs said, following last weekend's massive TV campaign. Radio spots and ads have also appeared in over 30 major markets, Dobbs added, supplemented by in-store promotions featuring a specially designed sticker.

In related developments, ads for Neil Diamond's albums, including the latest LP, by Brian Auger and Alice Coltrane for $3.99, and the latest album by George Benson ($5.99) have appeared in seven major markets, including seven small retailers specializing in R&B, including Tower Records, Sound Center, Woody's Music Hut, Jerry's Record Factory, Millilome 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 Northland Records, a one-stop belonging to Transcontinental Record Sales.

Richard Blandford, general manager of Northern, explained that the $3.99 and $4.99 prices had been chosen because "the market won't bear anything more." CBS officials of the Benson releases for $4.99, and are not "direct competitors," and are not competing against them if it would be okay to run the ad at those prices. Spaulding said if any of the independent dealers ran a higher price, he would have no reason, 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 across 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 competing to be geographical competitors.

Danny Connors, manager of Tower Records, said the ads were glad to get any ad dollars, and that price consideration was secondary. Connors said Spaulding's view of the ad was a "stilt" that brought no business to either the $6.98 releases or on the Benson LP. A spokesman at Sound Center said the ad had spurred more 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.

GARTH LIVES — Martin Mull's Mary-Hartman TV character Garth Gimbel was speared to death by a Christmas tree, but Mull himself is alive and signing autographs on Long Island, which may 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.