Mercury Forms New Wave Label

CHICAGO — Phonogram, Inc./Mercury Records has formed a new label, Dip Records, which will be devoted exclusively to new wave music. Heading the label will be Cliff Burnstein, A&R consultant for the Polygram Record Group.

The first releases, scheduled for Jan. 1976, will be albums by Pere Ubu and Suicide Commandos. The idea for Dip grew out of a new wave presentation which Burnstein conducted at a recent Phonogram/Mercury A&R meeting. Separate label identity for new wave artists was deemed important. The formulation of Dip Records, according to Burnstein, points out the need for alternative forms of promotion and marketing. The thrust of Dip’s efforts will be at the retail level.

“Dip Records will be very selective in picking new wave acts,” stated Burnstein. Dip will offer national distribution through Phonodisc, Inc., while the punk artists will be released overseas through Phonogram International.

RCA Offers Variety Of Parton Display Aids

NEW YORK — Dolly Parton’s latest RCA LP and single, both titled “Here You Come From,” are the subjects of a large-scale marketing campaign featuring various in-store and window merchandising accents. These include notables with die-cut figures of the artist and album cover reproductions, 22x22-inch posters, streamers, and three-dimensional display centerpieces with die-cut Dollies standing out.

Industry Announcements

Skylynrd Album Cover Is Changed

LOS ANGELES — The cover of Lynyrd Skynyrd’s final album, “Street Survivors,” has been changed as a result of the Oct. 20 accident in which band members Ronnie Van Zant, Steve and Cassie Gaines were killed. Producer Tom Scott and vice-president of marketing for MCA Records, and the surviving group members. Copies of the repackaged LP are expected to be in stores this week.

The massive advertising campaign MCA had planned in support of the album was suspended following the air crash, but the company has now initiated a new plan tied to the Nov. 9 release of “What’s Your Name” as a single. The album is number 12 billion on this week’s Cash Box Top 200 Album chart.

Rock Radio Poll Winners Named

NEW YORK — Fleetwood Mac dominated the winning ballots for the first annual North American Rock Awards. The band will be broadcast Thanksgiving evening on 258 FM stations across the country.

The winners were first placed in four awards categories: Best Group: Best Album (‘Rumours’); Best Song (‘Dreams’); and Best Single (Pure Love, by Fleetwood Mac). This year’s award was also presented for Best Male Singer, Peter Frampton; for Best Female Singer, Linda Ronstadt; for Best Singer/Songwriter, Steve Winwood; and for Best Debut Album, Boston, for their record “Boston.”

In addition, the Tom Donahue Memorial Award, recognizing significant contributions to FM radio, will go to Scott Muni, program director of WNEW-FM in New York.

Producers of the Rock Radio Awards, Dip Records, a Division of Polygram, which produces the King Biscuit Flower Hour, said that more than 132,000 ballots were mailed to program directors at approximately 250 FM radio stations across the country.

The two hour awards presentation will be co-hosted by Bruce Slack, Mike Harrison, managing editor of Radio and Records.

Scaggs Starts Tour

LOS ANGELES — Boz Scaggs, whose new Columbia Records album “Down Two Then Left” was recently released, has initiated a national tour which started Nov. 16 at Memorial Auditorium in Sacramento, Calif. The new LP has shipped gold.

GAYLE IN XMAS SPECIAL — United Artists Records artist Crystal Gayle (I) posed with Dean Martin and actress Linda Lavin recently during the taping of Martin’s Christmas Special which will air December 18 on NBC.

The SEX PISTOLS aren’t having quite as much luck back in their native U.K. A store which prominently displayed the group’s “Never Mind The Bollocks, Here’s The Sex (Continued on page 16)

EAST COASTINGS/POINTS WEST

What’s unusual about a Van Morrison single in the Cash Box Top 20? Difficult to say. “Monsoon,” is more than seven years old, was not released as a single when the album of the same name came out in 1970 and is not a remake or an updated version.

A speaker at Warner Bros. said, “We’ve been waiting for a chance to give a new push to the album, so we released the single to see if it would make it.” “Monsoon” is considered by many to be the album’s “best” song, which following status into a wider degree of pop acceptance. A fact unknown to most was that Mike Oldfield, the artist for the album for Elektra/Asylum technically is his debut LP, it was Bruce’s voice featured on a promo cut of the title single.

Meanwhile, the Sex Pistols, who were banned from appearing in the U.K. because of fast food, have developed an interest in some underground publications and are using them to promote the single which is coming out on their upcoming album. The singles are being played on the text of the song is being quite cut as they are filmed, therefore eliminating the lip-syncing that usually accompanies musical pictures. Leon Russell, Willie Nelson and Buddy Miles all are being considere...