

THE COUNTRY
WAY TO
HITSVILLE IS
AVENUE SOUTH

"YOU CAN'T
AFFORD ME
ON YOUR MIND"



Lindy Leigh

Avenue South #502

"IF YOU GET
CLOSE
ENOUGH"



Drayma Wells

Avenue South #503

Write for DJ Samples:

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Starday Launches Sip 'n' Sell Sweepstakes Program

MADISON, TENN. — Starday Records has launched its "Sip 'n' Sell" Stereo Sweepstakes which features two outstanding products of Tennessee, country music and Jack Daniel's sippin' whiskey.

Using a sales theme "Starday — Your Stereo Country Music Hot Line" to emphasize the availability of Starday stereo album product, Col. Jim Wilson, Starday VP of Marketing, has announced the release of eight new Starday and six new Nashville Economy albums plus first-time stereo obtainability of 30 key catalog numbers.

In cooperation with Jack Daniel's Distillery of Lynchburg, Tenn., a special distributor "Sip 'n' Sell" Stereo Sweepstakes, starting Feb. 19 through March 30, is underway whereby the Starday distributor who surpasses his sales quota by the biggest percentage during the contest period will be awarded a case of Jack Daniel Black Label Sippin' Whiskey, and a V.I.P. engraved mahogany desk case. Other prizes are being awarded runner-up winners.

As a promo gimmick, all distributors and promo personnel have received miniature red "hot line" telephones along with a preview "sippin' kit" complete with a corn cob pipe and a pouch of Starday's blend country creme tobacco grown on Starday's Five Coves Farm.

New Starday releases, both mono and stereo, include "Tell Maude I Slipped" by Red Sovine; George Morgan's "Barbara"; "Drink Up and Go Home" with Johnny Bond; "All Day Singing and Dinner on the Ground" by the Lewis Family; "The Guitars of Arthur 'Guitar Boogie' Smith"; "Steel Away," by George Morgan; "My Lord Keeps a Record," by Carl Story; and a deluxe two-record set, "Modern Country Hits of Today" featuring Top Stars singing the 24 big C & W song hits of recent months.

New Nashville Economy albums in compatible stereo are "Truck Stop" featuring George Morgan, Willis Brothers and Red Sovine; "Y'all Come-Satisfied Mind," the Willis Brothers; "Anytime" by Red Sovine; "Three Sheets in the Wind," Johnny Bond; "Five Queens of Country Music," featuring Jan Howard, Patsy Cline, Melba Montgomery, Dottie West and

Margie Singleton; and "Steel Guitar Hall of Fame."

A special mailer showing new album issues along with order forms and listings of "now available" stereo product has been sent to over 7,000 record retail outlets across the country.

Continues in Mono, Stereo

Starday President Don Pierce commented, "We are pleased to now have available in stereo over 75 Starday 'cream' albums to fulfill the increasing demands of Starday customers. However, we will continue to release all product in both mono and stereo to meet the needs of those who are still in the mono business."

He went on to say that Starday in 1968 will be concentrating hard on the growing "modern Countryopolitan Nashville Sound," and that the firm will announce new artist and writer signings soon.

To implement the plan with full impact, all the firm's executives are "hitting the road" to tell and sell. Wilson heads into the east, Charlie Dick goes west and Hal Neely will cover the south.

Lassiter to Key

NASHVILLE — Chad Lassiter, who has been active in the booking business in Memphis for several years, has joined Key Talent, Inc.

Chad will be assisting Jimmy Key and Chuck Wells in setting dates for the rapidly expanding roster of Key artists including Jimmy Newman, Dave Dudley, Bobby Bare, Billy Grammer, Claude King, Margie Bowes, Linda Manning, George Kent and Tom T. Hall.

C & W Mentor Dead

KNOXVILLE — The man Chet Atkins and scores of other C&W stars credit with giving them that "first break" died last week.

Lowell Blanchard, 57, died in a hospital where he had been admitted late in January with a heart condition. Blanchard was a prominent C&W broadcasting personality and executive in Knoxville and appeared on several radio and TV shows featuring many artists who later went on to national stardom.

Stoneman TVer 'Hottest Item'

NASHVILLE — "The Stoneman Family TV package is just about the hottest item in the national TV syndication picture," Gene Goforth told *Record World* last week. Goforth, who doubles in brass as the Stonemans producer and account executive, unreel a portfolio of contracts for nine new major markets, Stoneman-dominated ratings from nine market competition and ready-for-signing pacts that will open the video door to the multi-million-viewer San Francisco area.

Goforth and the Stonemans' road manager, Bob Bean (Donna S.'s husband), revealed nine new markets now showing "The Stonemans," including two and three time per-week schedules on WLBW-TV, Miami and WAPI-TV, Birmingham, respectively. Other new markets are: KZAZ TV Tucson; KPHO TV Phoenix; KAKE TV Wichita; KHT TV Houston; WAAY TV Huntsville, Ala.; and WVTV TV Milwaukee.

Tabbed for near-future showings of the Nashville produced Stoneman package are San Francisco and Augusta, Ga.

Goforth pointed to the super-success story the Stonemans kicked off the year with in the rating department. In six of nine key markets, Goforth detailed, "The Stonemans" more than doubled the total adult viewer audience over the nearest rival. And the all family group grabbed across the board Number One status in all but one market — The Stonemans lost a nip and tuck prime nighttime battle for total number of households in Greensboro, N.C. but beat their Million Dollar Movie rival in the Adult Viewer column.

"The Stonemans" is produced at WSM-TV with Bayron Binkley directing. The act's manager, Jack Clement, is Music Director, and WLAC radio deejay Bob Jennings is the show's announcer.

Paula Flips Single

SHREVEPORT, LA. — Paula Records execs have changed the plug side on the new Tony Douglas release. The side was flipped after the company received a rash of calls from jocks across the country heralding "Mention My Name." Don Logan from Paula country also reports excellent sales and chart activity on the "Mention My Name" side.