RCA Victor Markdown Drive

Price Slash On 100 Disks Aids Dealers

Nationwide Campaign Set

NEW YORK, Sept. 4.—Heralded as a move to aid in the stabilization of the record market, RCA Victor Records this week revealed that the firm was going to conduct a nationwide program. The drive, which will allow Victor dealers to sell the line’s 78-rpm wax at 35 cents or fewer for $1, will be launched September 13 and run for five days.

The drive, which was issued to Victor dealers this week, will be supported by intensive newspaper and radio advertising. The press will be directed to a list of opening weekend highlights, and national promotional material, coupled with a “New Year” promotion, will be used to reverberate normal fair trade price levels.

Victor execs claim that the program should enable dealers to stabilize the fair trade price, which has taken a serious toll on the industry and has caused some dealers to withdraw their participation in the program. The plan is designed to provide dealers with an additional incentive to sell the line at fair trade levels.

King To Allow 100% Returns On Folk Disks

NEW YORK, Sept. 4.—King Records is now offering dealers 100 per cent return privileges on the disk’s Western and hillbilly output. The plan is designed to help dealers stock the line in areas where the folk market is strong.

One of the immediate licensing problems concerns the many Midwest ballroomers who are using non-coin operated juke boxes as a source of income. According to Bill Hamlar, BMI’s Detroit supervisor, has reported a mushrooming of these ballrooms in the Detroit area, and has reported that the drive to the New York office. No criterion for license fees has been established, and the nature of the drive has not been specified.

Modernaires Quit GAC for MCA

HOLLYWOOD, Sept. 4.—Modernaires have pulled out of the General Artists’ Corporation (GAC) fold to join the Motion Picture Corporation of America (MCA). One-year pact with MCA was arranged by Modernaires’ personal manager, Charlie Faye.

Vocal corps had been with GAC for past three years and previous that was booked by William Morris.