Operation Push Pop To Reach Retailers

NEW YORK, May 28.—Operation Pushpop,' an ad campaign begun to reach the middle level next Thursday (2) when record dealers in the big markets previously selected for the Billboard radio-industry radio music survey page receive their first special Push-pop hits. The use of the term "Push-pop" is not new; it has been used before for many different products, but this year's campaign is the first time the term will be used in conjunction with the "push" of a hit record.

Meanwhile, record manufacturers are hoping to get more nationwide hits by their top talent—almost all of whom have taken part in the campaign. In the summer months, the foremost hitmakers are likely to sell their top records and minimize the effect of the"push" efforts. The dealers will also have to wait until they receive their first special Push-pop hits.

The dealer kits will include a large color poster for the top hit record and a second color poster depicting the Billboard's "Hit Chart" for the week's "Best Buys." The poster also includes a cover for the "Hit Chart" which will be sold at the time the "push" period begins.

BREAD-AND-BUTTER SALES

Jazz LP's and EP's Become Disk Industry's Solid Staple

NEW YORK, May 28.—Jazz LP's and EP's continue to be the bread and butter of the record business. Jazz fans have become accustomed to buying jazz records for enjoying the music at home, and not just for dancing, which was the case with most records in the past.

SOLD "UP QUITE WELL"

"Thirty or more jazz LP's and EP's have been sold quite well this week," said a record company executive. "The jazz market is still growing, and we expect to see more jazz records in the future."

Robinson Sets Disk Artists' Nation Tour

NEW YORK, May 29.—Fahor Robinson, manufacturer of both the "Hit Chart" and the "Best Buys", is setting up a cross-country tour of his disk artists. The tour will start in California, work north and south, and then end in the Midwest and East. Robinson plans to have his artists perform at local radio stations where they can promote their records.

Talented Artists

"Our disk artists are very talented and have a lot of potential," said Robinson. "We believe that they can help promote our records and attract more listeners to jazz music."

Ricordi and BMI Sign World License Pact

NEW YORK, May 29.—A licensing agreement between Ricordi of Italy and BMI has been signed. The agreement covers all songs written by Ricordi composers and published by BMI. This agreement will benefit both companies and their clients.

Van Kampen Press Buys Up 'Bibleton' and "Hit Chart"

NEW YORK, May 29.—Bibleton Press, Inc., the largest and oldest religious service publishers in the country, has agreed to purchase the Van Kampen Press of Wheaton, III. The transaction is expected to be finalized soon.

"We are looking forward to joining forces with Bibleton," said a company executive. "This will allow us to expand our services and better serve our clients."

Governor Cuomo Announces "Operation Push Pop"

Capitol Makes Big In Distrib Set-Up

NEW YORK, May 29.—Capitol Records has announced the formation of a new label, "Operation Push Pop," to promote new artists and releases. The new label will be headed by company executive. The label will focus on promoting new artists and releasing new music to radio stations across the country.

ORDER MOUNTS

Resend Ban On 'Point Of No Return'

NEW YORK, May 29.—A request to King Records to ban "Point Of No Return" has been granted. The record label is removing the song from all releases, and the song will no longer be available for sale or play.

"We are removing the song from all releases due to the nature of the content," said a label spokesperson. "This decision was made in consultation with our offices and was deemed necessary to ensure the safety and well-being of our listeners."

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