

Album Switch To Artist Pix

NEW YORK — Columbia Records will introduce a new advertising format on the consumer level, in which album cover reproductions will be dropped in favor of feature type photos of artists.

Following conferences between John W. Wiley, market research director for the label, and Columbia advertising executives, it was noted that "new advertising should stress the label's recording artists." The announcement also said: "A record company's basic product is a musical personality and therefore, advertising should attempt to communicate on three levels: to inform, to suggest action and to persuade on a deeper emotional level."

Columbia plans full page, two-color ads in the New York Times magazine, New Yorker, Esquire, Playboy and Seventeen. Black and white ads will run in Life, Time, Show, Ebony and Downbeat.

Jay-Gee Records Brings Out New Low-Price Line

NEW YORK — Jerry Blaine's Jay-Gee Records is entering the low-price market with a new line. The label has not yet been given a name, but it will sell competitively with other lines in the budget category. To facilitate the handling of the economy series, Blaine's Cosnat distributing has set up a special rack jobbers' division.

Heading the new rack wing at Cosnat is Mort Hillman who will handle liaison work between the jobbers and Cosnat in areas covered by the firm's nine branches. These outlets are in New York, Newark, Philadelphia, Pittsburgh, Chicago, Detroit, Cleveland, Cincinnati and Los Angeles.

Hillman will also work from the Jay-Gee end with the rackers and distributors carrying the new budget line in areas other than those covered by the Cosnat network.

Hillman stressed that the material released on the new label will be available nowhere else. The product will not be leased to other labels. He and Blaine also said that a large quantity of catalog is available from Jay-Gee's Jubilee, Josie, Todd and other labels.

Atlantic Names Lewis A&R Man

NEW YORK — Atlantic Records has appointed John Lewis as an a.&r. executive and album producer. Lewis is musical director and member of the Modern Jazz Quartet. Both he and the group will continue to function as artists for the label.

Lewis has already supervised the recording of a number of albums for Atlantic on a world-wide basis. In Stockholm, he directed a set by violinist Svend Asmussen. In Italy, he recorded the classical chamber music group Quartetto di Milano playing the Webern "Five Movements for String Quartet, Opus 5." Lewis also recorded two albums in Germany, one by trombonist Albert Mangelsdorf and another by a Yugoslavian group, the Zagreb Jazz Quartet. These albums will be released this fall.

CHICAGO — Merle Schirado, director of creative services for Mercury Records, will exit that post about October 15, it was learned last week. Schirado has had overall charge of advertising and sales promotion activities for Mercury, along with Philips and Smash.

THE BEARD OVER HOT STOVE

NEW YORK — Mitch Miller, colorful oboist, a.&r. exec, TV personality, wit and squire of suburban Rockland County, is on a new "cook-along" kick. The star of the Thursday evening NBC-TV "Sing-Along With Mitch" show gets the feature treatment in the upcoming October Issue of Better Homes and Gardens, in the role of chef par excellence.

Miller is guest author-chef of the publication's monthly, "He Likes to Cook" feature. In the text, the bearded wonder of the entertainment world gives a how-to-do-it treatise on whipping up his favorite meal — Beef Stroganoff, steamed rice and Salad Mitch Miller.

Stan a Man For C.&W.

NEW YORK — Capitol Records is currently conducting an interesting experiment in "image" revision, and it can be heard in action in a new single from the label, "Mama Sang a Song" b-w "Whispering Hope." The first side has the real country flavor, complete with inspirational narrative and a few bars of favorite hymns. It's the artist who provides the surprise — Stan Kenton.

According to Capitol sources, the number, written by country clef Bill Anderson, was recorded for Decca originally, and did fairly well in limited exposure. Lee Gillette, Kenton's executive producer, and Capitol's Voyle Gilmore both heard "Mama" at various times, and decided it would be a great change-of-pace item for Kenton. It

Liberty Signs Premium Deal

HOLLYWOOD — Liberty Records last week concluded its first national premium arrangement by setting a dollar liquidator LP deal with Royal Crown Cola for a special Si Zentner album. The LP, made up of a dozen tracks taken from existing Zentner recordings, will be offered in April and will be called "Music That's Going Places."

Consumers send a dollar to a St. Louis handling firm, assigned by Royal Crown, plus bottle caps, and will receive the Zentner package. Don Blocker, assistant to Liberty President Al Bennett, besides his post of premium sales, told BMW that the company feels that it will enjoy great promotional benefits from this premium deal.

Liberty intends to enclose a booklet listing all Zentner releases with the premium package. The booklet will suggest that the consumer go to his record store for additional Zentner disks. Also, Royal Crown will launch a saturation consumer magazine advertising campaign complete with four-color pages plugging Zentner and his band. This, Blocker feels, will prove important in boosting Zentner's stature and his disk sales. Liberty has previously handled regional premium deals on a much smaller scale. The Royal Crown arrangement is the first national premium deal the label has had so far in its history.

was recorded by Kenton the same day he heard it.

Capitol is now pushing to break the off-beat single in markets like Buffalo and Pittsburgh.

"We're shooting for the pop market, not c.&w. trade," a Capitol source explained. "It's not out of keeping with the Kenton image, despite his progressive ideas in music. Stan's a very sincere guy."



LIBERTY PRESIDENT AL BENNETT is named Man of the Year in his home town of Blytheville, Ark., at a Rotary testimonial dinner. Other honors bestowed upon him included Honorary Arkansas Traveler and Honorary Cotton Pickin' Citizen. Shown above, left to right: Tommy Allsup, who served as musical director of the evening; Liberty artist Bobby Vee, Hank Cochran, Bennett, Vikki Carr, Henry Gibson, Tommy (Snuff) Garrett, and Joe Sadd, Liberty's Southern division promotion man.

INDUSTRY BRIEFS

Ad Lib Signs Little Esther

NEW YORK — Ad Lib Records has signed Little Esther. She is the lass who had a string of hits some time back, including "Double Cross Blues" and "Mistrusting Blues." She cut her first date for her new label last week. Cliff Parnham handled a.&r. duties and the session took place in Nashville.

G Stands for Dix

CHICAGO — Philips Records has designated September 24 as G Day. The G stands for Gillespie, Dizzy that is, who signed with the label a short time ago and whose first album will appear on his new label affiliation on that date. The album is called "Dizzy on the French Riviera" and, in honor of the occasion, Philips distribs, dealers and office personnel are being asked to wear Dizzy sweat shirts. The artist will also tour radio stations in San Francisco on kick-off day.

O'Brien Named P.M.

BOSTON — Dale Enterprises, a division of Mercury Records, has appointed Bill O'Brien as promotion manager. The new executive has a wide background in programming. He replaces Bruce Hinton who left the post for a position with Warner Bros. Records on the West Coast.

Fischer Buys Catalog

NEW YORK — Carl Fischer Publishing has acquired the catalog

King Signs Hawkins In Move to Expand Its C.&W. Catalog

CINCINNATI — Syd Nathan, King Records president, has announced the signing of c.&w. name, Hawkshaw Hawkins, to an exclusive long-term recording contract. Simultaneous with the signing, Nathan announced the release of Hawkins' first record under the new pact, "Silver Threads and Golden Needles" b-w "Girl Without a Name," which was recorded here September 11. A newly recorded Hawkins LP is being readied for the market in the King September LP release schedule.

Hawkins was originally "discovered" by Nathan in West Virginia and came into name status with a string of hits on King. In recent years he has been featured on "Grand Ole Opry" and has in the past recorded for RCA Victor and Columbia.

Nathan says that the signing of Hawkins is the start of a plan to build up the King country and western catalog. Nathan originally founded King as a c.&w. line, and later moved heavily into r.&b. With the resurgence of c.&w., Nathan said he plans to bring King back to its former prominent position in the field. He stated that King in its current c.&w. LP catalog boasts over 100 LP's.

of Signature Music Press, formerly Kickapoo Music, of Shawnee, Okla. The catalog is made up mostly of sacred choral music.

Goldie Signs 3

NEW YORK — Goldie Records has signed three new artists to its roster of talent, including Gene Avery, pianist De Maio and singer Johnny Appalachian. These three join the Janettes, the Hollywood Flames and the Profiles, who have already had sides released by the label.

Vanguard Signs Folk People

NEW YORK — Vanguard Records has signed a number of new folk artists to its roster of recording talents: Jackie Washington, Itamar Cohen and a new Erik Darling group called the Rooftop Singers. The label has also contracted Rabbi Schlomo Carlebach who has received much attention for his performances of Hassidic and Hebrew repertory.

Jack Fine Upped to V.P.

NEW YORK — Jack Fine has been promoted to vice-president of promotion and sales for the Amy and Mala labels. Fine had been Eastern rep for the Walt Disney music firms and national promotion rep for Vista and Disneyland along with his Amy-Mala post. Arthur Yale continues as executive vice-president.

Pickwick Coast Spot

HOLLYWOOD — Pickwick International opened new offices and warehouse space which will contain the headquarters of Lou Werth, West Coast sales chief for Pickwick. Cy Leslie, in announcing the new facilities, noted that ample space for expansion was needed in California where service for the far flung chain and shopping centers is of prime importance. The new office is the second regional branch for Pickwick. In April, the company established an office and warehouse in Atlanta.

Edge Takes Store Disk Dept.

WASHINGTON — Edge, Ltd., the large disk rack merchandising firm here, has taken over the operation of the Wilmington Dry Goods Company store record department, Wilmington, Del. Edge has named Milton Pomerantz as manager of the department.

Distribs for Audio Fidelity

NEW YORK — Audio Fidelity Records has appointed a number of new distributors. In East Hartford, Conn., Associated Record Distributors is handling the line. In Cincinnati, Cosnat is the outlet; the Dallas distrib is Clamar. Associated is also handling the label in Indianapolis.

RCA Common: 25c

NEW YORK — Radio Corporation of America is paying a quarterly dividend of 25 cents a share on common stock, payable October 29. A dividend of 87½ cents a share was declared on the cumulative first preferred stock for the period October 1 to December 31.

Starfire to Golden Crest

WESTBURY, N. Y. — Golden Crest Records will handle national distribution for Starfire Records, a division of Celtic Recording Productions, Inc. The first disk to be released under the new arrangement is "Bobby" and the "Island of Love," by Carol Thomas.

Abner Dad Again

CHICAGO — The population explosion hit Chicago this week when Ewart Abner Jr. again became a father. The head of the Abner and Vee Jay labels was blessed with a girl born early Thursday morning (13), weighing eight pounds seven ounces. Mother and daughter are reported doing fine.

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Featuring today's top record talent

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Bonus Feature: **BILLBOARD MUSIC WEEK'S 15th ANNUAL DISK JOCKEY POLL**

Programming and Profit Information for Disk Jockeys, Dealers, Operators!