NEW YORK—Capitol Records is currently conducting an inter-esting experiment in "image" de-velopment, and it can be heard in action in a single song from the new Capitol album, "A Song for My Mother" by Whispering Hope." The first side has the same country flavor, com-plete with inspirational narrative and a few classic country touches. It's the artist who provides the surprise—Stan Kenton.

According to Capitol sources, the number, written by country-club crier Bill Anderson, was recorded on Dec 2 in Nashville, and did fairly well in limited exposure. Lee Gillette, Kenton's executive producer, and Capitol's Voxile Gilmour both heard "Mama" at various times, and decided it would be a great change-of-pace item for Kenton. It was recorded by Kenton the same day, Capitol is now pressing to push the off-beat single in markets like Buffalo.

"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.

Stan a Man
For C.W.

NEW YORK—Capitol Records has announced that Lawrence Lewis as an a&r, executive and album pro-ducer, has been named musical director and member of the Modern Jazz Quartet. Both he and the group of jazz musicians were signed in writing for the label.

Lewis has already supervised the recording of a number of albums for Atlantic on a world-wide basis, has arranged and produced albums for the classical music group Quartet di Milano playing the Webern "Five Movements for String Quartet Opus 5." Lewis also recorded two albums in Latin America for contemporary Latin artists Albert Mangelsdorff and another by a Yugoslavian group, the Zagreb Brass Band. The project was recently released this fall.

Chicago—Merle Schirado, director of creative services for Mercury Records, will rest that post about October 15, it was learned last week. Schirado has had over-all charge of advertising and sales promotion activities for Mercury, along with Phillips and Smash.