

Rice on C&W-Oriented Gospel

HOLLYWOOD — Things are happening to country/western-flavored gospel music. While this form of Southern religious sound outsells the pure Negro gospel school, the Caucasian performers are striking out for closer musical ties with the more emotional, rhythmic form of gospel performer, says Darol Rice, RCA Victor's country-gospel producer. The country-gospel artists are also experimenting with new expressive means for religious music, Rice, an RCA artist himself, adds.

Rice's newest album, "Silver Saxs Play Golden Hymns," is an example of religious music presented in a lush instrumental setting and away from the strict serious mold. "We're trying to find a market for these packages," Rice explains. "There's nothing dangerous in presenting

religious music in instrumental style because they are done in good taste and the public will accept them."

Rice says it's a "slow process" to expand religious music through modern harmonies and rhythms. Producer cites country-oriented groups like the Blackwood Brothers and Statesmen Quartet as being "entertainers" and offering "joyful music." Rice says the big choir, serious religious packages are waning in significance and are slowly being replaced by the entertaining type of performance.

Rice says there are two gospel markets, one offering the soulful Negro artist and the other Caucasian country-flavored groups. Rice says the two performing groups are coming closer together all the time, with the country-flavored artists "wanting the sincerity and excitement of the Negro gospel music."

RCA's gospel sales now hit close to \$500,000 a year, according to Tim Spencer, label's independent religious distributor,

who has worked with the company since 1957 setting up religious distributorships to sell products through religious book-bible stores.

Before RCA began selling through these special outlets, which number 3,000, its religious business was about \$12,000 in 1956, Spencer said. The first year dealing with religious book stores, business doubled, he said.

Spencer estimates the total market through religious stores for all labels is \$1 million. Sales with the addition of pop music stores should be three times that amount, Spencer feels.

Operating from Hollywood, Spencer's religious network includes International Distributors, Minneapolis; Blackwood Brothers, Memphis; William Jelly, Ocean Grove, N. J.; Tri State Christian Records, Oklahoma City; Coast Distributors, Downey, Calif.; Midwest Recordings & Supply, Berne, Ohio; Gospel Films, Grand Rapids, Mich., and Your Friendly Sales, Quakertown, Pa.

Col. Makes Changes in Distrib Setup

NEW YORK — Columbia Records reshuffled its distribution setup last week.

Joseph Broderick, manager of Columbia Record Distributors' Boston office, has been promoted to regional manager for the Northeastern region. He reports to Joseph Lyons, CRD director of sales.

Broderick will be in charge of sales and promotion for the Boston, Hartford, Conn. and Syracuse sales offices as well as the Chicopee, Mass. Service Center. Broderick has been with Columbia since 1953.

Donald England, who joined Columbia in 1956 and who has served in sales management posts in Kansas City, Detroit, New York, has been named manager of the newly created New York region. He will head sales and promotion activities for the New York and Newark, N. J. sales regions.

George Ryan, who has been a salesman in the Boston branch since 1962 following 15 years of record sales experience with independent Columbia distributors, becomes manager of the Boston sales office. He reports to Broderick.

ATLANTIC HAS 'UPTOWN' LP

NEW YORK — Atlantic Records has taken a leaf from its sister label, Atco Records, with an LP titled "Saturday Night at the Uptown." The package follows the formula of Atco's album release of about eight months ago called "Apollo Saturday Night."

The Uptown is a presentation house in Philadelphia, and the Apollo is the famed vaudeville house in New York's Harlem.

"The Uptown" package comprises "live" performances of hit singles as recorded on the stage by the Drifters, Patty & the Emblems, Wilson Pickett, the Vibratoons, Patti La Belle & Her Bluebells, the Carltons, and Barbara Lynn.

Atlantic's Philadelphia distributor already has bought 10,000 copies of the album and the label's sales department reports that orders are now coming in from other parts of the country.

Mayday to Put Out Juke Box That Stamps 'Instant Disks'

By FRANK LUPPINO

NEW YORK — Bill Alexander, who resigned as advertising manager of RCA Victor's record division (Billboard, Oct. 17), is now president of Mayday, Inc., a patent holding corporation to which he and Eliot Gerber have assigned their patents on a juke box that not only plays regular records for a patron, but which will make and sell him a record to take home.

It is to enhance the single record business that prompted Alexander to give his attention to such a machine which, he feels, can enlarge the business by making records available at a point where a strong buying impulse exists.

The machine will play regular commercial records for a dime, but the playing mechanism would be located in a "hide-away location" out of sight in the base of the machine. In view of the customer, however, would be the unique stamping machine which would automatically hold the thin metal stampers. After being pre-selected by the customer, the stampers would then press the information into a vinyl blank. The customer would push two buttons to indicate the two sides of the record he wished after inserting 50 cents into the machine. Into the vinyl blank would be pressed label information as well as the performance selected.

Alexander pointed out that the quality of these "cold press" records would not equal the quality of a long-playing album but would serve perfectly to provide satisfactory reproduction of the kind of music the public enjoys.

It is planned that the record companies will be the source of the commercial records played on the machines, as at the present time, and the thin metal stampers as well. One of the advantages of the machine is that it produces a record when someone wants it and not until that time thus vastly reducing the inventory problem in the normal distribution process.

No prototype machine has as yet been built, but satisfactory

(Continued on page 52)

Neely Goes To Starday

NASHVILLE — Hal Neely, vice-president and general manager of King Records, is leaving that post to become vice-president and general manager of Starday Records. Neely will report to Don Pierce, Starday president, and will be in charge of administration and production.

The acquisition of Neely by Starday is expected to permit Pierce to be more active in sales and promotion in the field; in music publishing and in behalf of Pierce's Country Music Record Club of America.

Neely will move from Cincinnati, the home of King, to Nashville. He has purchased a property here as a residence.

Pierce said that the need for Neely's service lies in Starday's expanding albums and singles catalog, its move into the economy LP field, its growing publishing activity and the demands of the record club operation. Pierce said that Neely brings to Starday much know-how, due to his long association with King.

Starday will continue to press and ship its album line from Royal Plastics, the King plant in Cincinnati. Neely had much to do with the operation of this plant.

Starday operates through its offices headed by Pierce. In addition to Pierce and Neely, there are Chuck Chellman, national sales manager and vice-president, and Tommy Hill, vice-president in charge of artists and repertoire.

Eiseman to BMI

NEW YORK — Herb Eiseman has been named assistant to Richard L. Kirk, Broadcast Music, Inc., vice-president in the BMI Los Angeles office.

Eiseman had been with the Music Corporation of America's motion picture and TV music department and the Desilu Productions music wing. He will be responsible for the development of new songwriting teams for films and TV productions.

Beatles Going Public? Not Yet, Says Epstein

HOLLYWOOD — "Nothing has been set yet" regarding the Beatles forming a public corporation, Brian Epstein, their manager, told Billboard exclusively last week.

Epstein said talk about the quartet forming their own company, with stock sold to the public, "was an interesting idea" but that it was premature. Epstein added that the boys had no idea of forming a company in America.

But would the entertainers set up a company in Britain? "I wouldn't care to comment on that," he said. Epstein was in town for a taping of ABC-TV's "Shindig" rock 'n' roll show, featuring two of his groups, Billy J. Kramer and Gerry and the Pacemakers.

Epstein said another of his acts, Tommy Quickly, had been signed by ABC for a second appearance on "Shindig" after appearing on the recent show with the Beatles. Epstein will return here in late November for the taping, he said.

On another matter, George Greif, manager of the New Christy Minstrels, revealed Epstein has volunteered to introduce and promote the Christy's debut European tour starting Jan. 7. Greif said he met Epstein recently in London and the young manager volunteered to promote the folk chorus, the first time the Englishman will work with American artists.

Would he be doing the same thing for other American acts? "I tend to work with acts I admire," Epstein answered, "and the Christys are a case in point." Epstein said he would introduce the nine-member chorus at a press reception and "promote them in every way possible." He added a date was being set for their appearance at the London Palladium and he hopes to bring them back for a tour of concert halls later in the year. Epstein said he preferred to present the Christys

Golden Distrib

NEW YORK — Golden Records, kiddie line, this week named Marnet of Maryland, Baltimore, and David Rosen, Inc., Philadelphia, as distributors.

CAEDMON TO FETE THOMAS

NEW YORK — Dylan Thomas, famous Welsh poet, would have been 50 years old on Oct. 27, and to commemorate the event, Caedmon Records will unveil a plaque at the Chelsea Hotel, Thomas' residence for a number of years.

According to Bob O'Brien, sales head of the record label, a special relationship existed between Thomas and the record firm's owners, Marianne Mentell and Barbara Holdridge. They personally recorded Thomas some 12 years ago at Steinway Hall. From that first session, which included the Christmas classic, "A Child's Christmas in Wales," the material he recorded for the firm has sold over 600,000 copies.

Copy on the plaque will read: "Dedicated to the memory of Dylan Thomas who lived and labored last here at the Chelsea Hotel and from here sailed out to die." Presented by Caedmon Records in honor of his fiftieth birthday, October 27, 1964.

in concert form "rather than in pop one-nighters."

Epstein will only work with the group in England. From there they will play dates in Brussels, Rome, Amsterdam, the Scandinavian countries, and the San Remo Festival Jan. 25. They will be on the Continent a month. Manager Greif said he was amazed at Epstein's offer to present the group gratis. "It all happened by accident," Greif explained. "When I introduced myself Brian simply said: 'I want to present them in England.'"

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