Rice on C&W-Oriental Gospel

HOLLYWOOD — Things are heating up in the Southeastern gypsy-flavored gospel music. While this form of Southern religious sound originated in the church and school, the Caucasian performers are striking out for closer marketing. This new, regional, rhythmic form of gospel music, as popular in the country as a well-tuned telegraph, is now being sold in the Southeast, New Orleans, and the Southeast, where the gypsy-flavored religious artists are getting off the beaten path by the envious and excitement of the recording music.

RCA’s gospel sales are still becoming close to $500,000 a year, according to Tim Spencer, sales manager and retail representative.

Mayday to Put out Luke Box That Stamps ‘Instant Discs’

By FRANK LUPPINO

NEW YORK — Bill Alexander, who resigned as advertising manager of RCA Victor’s records, has been hired by Mayday, the independent publishing company, as vice president and general manager. Mr. Alexander will report to Don Pierce, Mayday president and chairman of the board.

The acquisition of Neely by Mayday is expected to bolster the company’s sales and promotion in the field; in music publishing and in sales of ‘instant disc’ records. The company is planning a national campaign in the early fall.

The promotion team for Neely will be headed by Bob Day of New York City, and will be supported by a new sales force in the field. The company is also planning to open a new office in Chicago.

Nashville — Hal Neely, vice-president and general manager of King Records, is leaving his position to become vice-president and general manager of Star Disc Records, a subsidiary of Mayday. Mr. Neely will continue to be based in Nashville, where he has been head of administration and production.

Leisure FM is the new name for Siris, the stereo music service now being offered to the nation’s FM stations.

The name change was announced by Leisure FM president, Mr. Neely, who will continue to serve as chairman of the board.

Neely, who worked at Leisure FM for a year and a half, was named vice-president of the company in 1972.

Skylark, a new line of cigarette cases, has been introduced.

The line, which features a variety of designs and materials, is being sold through national distributors and independent烟店.

The company, which was founded by Tony and Alex Rabei in 1966, is based in New York.

Set up shop for a second appearance on “Shindig” after appearing on the recent show with the Beatles, Rice will return this time November for the taping, he said.

A new line of children’s clothing, “The Beatles,” will be introduced at the Beatles’ concert, the company said, adding that the new line will be available at “The Beatles” store in London.

Golden Distrib

NEW YORK — Golden Records, a subsidiary of New York-based Golden Records, Inc., has been named Man of the Year in in concert form "rather than in pop one-nighters."