New England—ABC-Piramont Records is initiating a multitalented A&R program that involves placing several Impulse jazz artists in the pop market, sparking interest among record buyers, singers and artists, strengthening the sales of indigenous producers and types of import artists and sales of the already strong, 'All the Things You Are' and singles market. Impulse, ABC's hard-driving jazz label for the past few years, believes such artists as Orlando Redding, Chico Hamilton and multi-instrumentalist Yusuf Lateef can all do material "accessible to the pop field," explained Bob Thiele, recently appointed ABC-Piramont Records general manager and label President Newton. When transferring jazz artists into pop performers, guidance and co-ordination between departments. The plan is getting closer with independent producers for ABC-Piramont products. Thiele said, "We have a pop market Thiele has cut Della Reese, Bill Hall and Glenda Ray..." Thiele's plan continues to cut all the impulse data.

ABC's West Coast arm, Frank DeVol, has just cut a single of Thiele's acts, Thiele said. Other company producers are Pete DeAngelis in New York and Archie and George Schopp, an avant-gardist, cannot be tampered with. Thiele believes because of their special styles.

As part of the new operating plan, Thiele will hold weekly meetings with Howard Stark, singles director, and Roy Parker, LP sales chief. The company is also planning a tighter release schedule and increased co-ordination between departments.

Mercury, Garmac to Part Company Aug. 1

Chicago—Mercury Records and Garmac Distributing Co. have parted company. All label expected to reveal new distribution plans shortly.

Garmac is handling Mercury's own label as well as the Philips, Columbia, Blue Rock and CBS Sound-Fantasy labels. Garmac's Smash and Fontana labels are handled by Paul Gane's Demand Distributing Co. Mercury spokesmen said there would be so much overlap in the Mercury line as to make it a fiascos price anyway.

The price cut by the "companies of stature" may have done more harm than good. "They reduced prices on the rear end, not on the front, and still left wholesale prices. So the squeeze is on the jobbers, distributors and one-stops. They have to reduce and they're getting hurt." said Eric Bernay, head of the A-1 One-Stop in New York, a holding firm for dealers.

Pamper Taps Smith to Head R&B Drive

Nashville—Hal Smith, president of Pamper Music Inc., publishers of pop and country songs, last week appointed professional co-ordinator Ray Pennington to head a drive to build up a rhythm and blues catalog. Ray Pennington immediately signed Otis Williams of Cincinnatipop group. Pennington also placed Williams, who formerly recorded for King, as a recording artist with Pamper. Pennington, a composer himself, who will be concentrating on the pop field, is also negotiating with Willie Price of Cincinnati's Century Records, a former promoter, to line up new writers and artists. Price will also be signifying the up-and-coming talent, Pennington said.

In addition to seeking r&b composers and artists, Pennington is also taking some of Pamper's hits into the rhythm and blues market. "There's no reason why a hit like "I'll Be True to Pieces," written by H. Zim- ran, and "Crazy" by Willie Nelson,

D'Imperio Is Named by RCA

New York—Joseph D'Imperio has been appointed as RCA's new vice-president of talent development and vice-president at RCA Victor Records. He was formerly business affairs vice-president.

In his new post, D'Imperio assumes responsibility for the pop and Red Seal ads department, headed respectively by Steve Sholes and Roger Hall.

A new business affairs executive will shortly be named. D'Imperio has been with RCA since 1955, joining the record company in 1938. He was made a division vice-president in July 1963, reporting directly to NBC's Frank Costello, president.

Buckhorn Inks Jerry Guthrie

Nashville—Buckhorn Music, Nashville country music publisher Bill Justis and composer Mari- jon Thiele and Jerry Guthrie, 25, last week as its first exclusive composer. Guthrie, who runs a Capitol recording artist, recently signed with Decca and is sessions recording original material.

Jerry's father, Jack Guthrie, composed such hits as "Oklahoma Hill," "I'll Always Call You," "Please," "Just a Little Too Much," "Woodie Guthrie, write the folk standard "This Land."

Bud Powell III

New York—Jazz pianist Bud Powell was in critical condition in St. Luke's Hospital last week. Powell was taken to Cumberland Hospital two weeks ago, suffering from severe jaundice and pulmonary tuberculosis. The pianist had returned to the U.S. several months ago after residing in Paris for many years. Powell was among the first jazzmen performing in the "bebop" style in the 1940s.