

RCA Yule Push On Disks, Tape

NEW YORK — RCA Records has prepared a giant Christmas advertising, promotion and merchandising campaign geared to inform millions of consumers of new product, catalog best sellers and Stereo 8 Tape cartridges.

The program will use the familiar RCA slogan "The Gift That Keeps on Giving." The campaign will highlight 40 best-selling and new product from the Victor, Red Seal, Calendar, Chart and Colgems lines that are available both on record and Stereo 8 Tape Cartridges. Spearheading the product are three special Christmas albums including "The Perry Como Christmas Album."

More than a half-million new four-color catalogs including 150 Christmas giving album suggestions are being made available to dealers for counter give-away.

Other point-of-sale materials being supplied are a four-color lighted, rotating window display designed on a Christmas tree; a mobile featuring 12 Stereo 8 Tape Cartridges featuring the

slogan "The Trend For All Seasons"; window streamers and mounted album covers.

A blanket ad mat has also been prepared on the albums featured in the national ads as well as three different 360 line ads mats for regional advertising. Radio scripts are also being supplied for local advertising on the air.

The Christmas program is under the direction of George L. Parkhill, manager of advertising.

King Mgt., Operation To Pierce and Neely

NEW YORK — Don Pierce and Hal Neely have assumed the management and operation of King Records it was reported late last week. It is known that Neely has been negotiating for the acquisition of King's record and publishing operation for

Network, Newspapers to Herald Miami Pop Festival Dec. 28-30

By ELIOT TIEGEL

LOS ANGELES — A pop music festival that will be promoted in more than 15 major market Top 40 stations, in 18 major newspapers, and in 80 college newspapers will be presented at Gulf Stream Park, outside Miami, Dec. 28-30. WQAM, the Storz Broadcasting outlet in Miami, will act as the host station. Included in the radio network promoting the festival are WLS, Chicago; KOV, Pittsburgh; WSAI, Cin-

cinnati; WKRO, Boston; WOR-FM, New York; WGH, Norfolk; WHBQ, Memphis; WTIX, New Orleans; WQXI, Atlanta; CKLW, Detroit, and WIBG, Philadelphia.

The event is being developed by Miami Pop Festival, Inc., a division of Arena Associates, a four-year-old concert promotion firm whose efforts, heretofore, have been in California and Hawaii. The firm's executives include Mitch Fisher, talent buyer; Tom Rounds, market research man, and Mel Lawrence, working on administrative details in Miami. Other members of the parent Arena Associates include Ron Jacobs and Tom Moffat.

Working on Pacts

The promoters are presently working out contracts with Jose Feliciano, Country Joe and the Fish, Buffy Sainte-Marie, Chuck Berry, the McCoys, John Mayall's Blues Breakers, Booker T. and the M.G.'s, Dino Valente, Fleetwood Mac, Steppenwolf, Junior Walker and the All Stars, Butterfield Blues Band, Flatt & Scruggs, Marvin Gaye, Joni Mitchell, the Box Tops, Richie Havens, James Cotton Blues Band, H. P. Lovecraft, Canned Heat, the Turtles, Iron Butterfly, Joe Tex, Ian and Sylvia, Grassroots, Charles Lloyd, Sweet Inspirations and the Grateful Dead.

Two stages will be used at Gulf Stream Park, one in front

of the 20,000 capacity grandstand area and the other in an area for dancing. Music will run from 1 p.m. to 10 p.m. Tickets will be priced at \$7 at the gate, \$6 in advance.

Peripheral events are being scheduled for the outdoor setting, such as art competition, crafts displays and games. The promoters plan utilizing recording company sound equipment, with 8-track mixers.

The Sears, Roebuck chain has been designated as ticket headquarters in the Miami area.

A&M Marking Taylor Month

NEW YORK — A&M Records is celebrating "Creed Taylor Month" through Nov. 15. The label will honor its producer with a massive promotion of the top names Taylor has recorded from here and abroad.

The artists featured in the promotion are Paul Desmond, Nat Adderley, Antonio Carlos Jobim, Tamba 4, Wes Montgomery, Herbie Mann, Tamiko Jones, Artie Butler, J. J. Johnson & Kai Winding, Eumir Dedodato, Milton Nascimento and Marcos Valle; Richard Barbary, and the Soul Flutes.

Gen'l Recorded Tape Forms Record Firm

LOS ANGELES — General Recorded Tape (GRT), tape duplicator, has formed a record company, GRT Records.

GRT Records, a division of the tape company, will concentrate on the exploitation of artists and labels controlled by independent producers. It plans an extensive campaign to acquire masters from English and European record companies.

Alan Mink, formerly product manager at Mercury Records, has been appointed general manager of GRT Records. Mink had been with Mercury the past eight years in various executive capacities, including national sales and promotion manager,

and national promotion manager of Smash Records, a Mercury subsidiary label.

The new company will set up a U. S. distribution network of about 30 independent distributors, with an overseas network being contemplated. Also in the planning stage is a music publishing operation.

Product from GRT Records cover the musical gamut: pop, contemporary, country and western, rhythm and blues.

Formal operation of the company will get underway in December, with additional appointments being made then.

some time and that final details remain to be worked out, notably with regard to the James Brown-King contract.

Neely, an executive of Starday, of which Pierce is president, worked for a long time with the late Sy Nathan in the operation of King and is familiar with the firm's catalogs of records and songs. The publishing wing is Lois Music with its various publishing subsidiaries including J&C (Jail & Church).

Included in the music catalog are such songs as "Fever," "Kansas City," "Money, Marbles and Chalk," "Sweeter Than the Flowers," and "Signed, Sealed and Delivered." The music catalog covers the country, rhythm and blues and pop fields.

In addition to the record and publishing enterprises, King own Royal Plastics, a pressing plant in Cincinnati.

Merc's Push On Smothers

CHICAGO — Mercury Records has designated Oct. 15-Nov. 30 as "Smothers Mercury Brothers Month."

The duo's latest LP, "Smothers Comedy Brothers Hour," as well as their eight other albums, will be spotlighted during the 45-day period by major radio and newspaper advertisements.

In addition to heavy promotion and publicity, the program is being backed with special discounts and merchandising. A full-color, die-cut counter display with flashing lights and direct mail pieces to dealers around the country are being utilized.

London Phases In on Phase 4

NEW YORK — London Records opened a six-week promotion and merchandising campaign on its Phase 4 catalog on Tuesday (15). The drive includes the repackaging of four previous albums by Camarata and the Kingsway Symphony as a four-LP box with a suggested list of \$23.16.

The drive also includes albums by Ronnie Aldrich, Leopold Stokowski, Stanley Black, Frank Chacksfield, Edmundo Ros, and Ted Heath. A new Phase 4 catalog listing the more than 150 albums in the line is part of the campaign as are in-store display units.

BMI HOLDERS RE-ELECT SLATE

NEW YORK — The entire slate of current directors, including Edward M. Cramer, president, was re-elected at the annual meeting of BMI stockholders here on Tuesday (15). Almost 80 per cent of the holders voted in favor, none against, BMI's present licensing policies.

'Woman' Master Is Acquired by UA

NASHVILLE — United Artists Records has acquired the master of "Good Soul Woman," by the Southwind Soul Unit from the Russell-Cason independent production firm. Negotiations were completed between Bob Montgomery, a&r director of UA's Nashville office, and the production firm.

Billy Smith Moves

NEW YORK — Billy Smith Associates, Inc., has moved to 130 West 80th Street here. The public relations firm handles Blood, Sweat and Tears, and Fairlead Management. Smith formerly was public relations director for the Rascals.

Sire Goes to U. S. & Can. Via London

NEW YORK — Sire Records will be distributed in the U. S. and Canada by London Records. Set for release are "Honey Do" and "I Want To Do It," by the Strangeloves, and "The Countess" and "I Can't Love You Anymore" by Eric Marshall & the Chymes, a new Minneapolis-St. Paul group.

Sire's first album release, slated for next month, will feature the Deviants, an English group. Another album will feature Bukka White, Furry Lewis, Joe Callicott, Nathan Beauregard and the Rev. Robert Wilkins in this year's Memphis Country Blues Festival. An album by folk-poet Davis Santo also is on tap.

Other artists who will be appearing on the label include Charles Jones, the Trans-Atlantic Railroad, A&M, Martha Velez of "Hair," the Dolphin and the Shot. The distribution agreement was concluded by Seymour Stein and Richard Gottehrer of Sire, and Walt Maguire of London.