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

By ELIOT TIEGEL

NEW YORK — RCA Records has prepared a giant Christmas advertising, promotion and merchandising campaign geared to inform millions of consumers of new production and single-copy disk cartridges.

The program will use the familiar RCA slogan "The Gift That Keeps on Giving." The campaign will highlight 40 best selling artists, including the Victor, Red Seal, Calendar, Chart and Colgate lines that are available both on record and Stereo 8 Tape Cartridges.

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OCTOBER 26, 1968, BILLBOARD

RCA Yule Push
On Disks, Tape

More than a half-million new four-color catalogs including 150 Christmas giving album suggestions are being made available to dealers in the U.S. andCanada.

Other point-of-sale materials being supplied are a four-color, lightweight rotogravure designed on a Christmas tree; a mobile folklore tape; a Neon Christmas tape featuring the national Christmas carols; and personal promotional materials including special Christmas albums including "The Ferry Como Christmas," "The Folk Songs," and "Christmas for Children." The company will also be releasing a 16-page mailing to record buyers which contains many Christmas suggestions and other ideas for Christmas gift-giving.

Gen'l' Recorded Tape
Forms Record Room

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.

Via London

NEW YORK — Sire Records will be distributed by Warner Bros. Records in Canada and by London Records in the U.S. "We're excited about the prospects," said London's Bob Bierwirth.

New York's first album release, slated for next month, will feature Charlie Jarrett of the T-Bones.

Another album will feature home-grown artists like Joe Callcott, Nathan Beavers and the Rev. Robert Wilkins in a Southern Country Blues Festival. An album by folk-poet Dave Santino also is on tap.

Other artists who will be appearing on the label include Charles Jones, the T-Bone Railroad, A.M., Martha Velez of "Heart," and the groups Rocker and the Shot. The distribution agreement was concluded by Seymour Stein and Richard Hinds of London, and Sire, and Walt Maguire of London.

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

Neely, an executive of Star-Tree, of which Pierce is president, worked for a long time with the late Sy Nathan in the operation of the family music business, and with the firm's catalogs of records and songwriting in publishing, and was close to Lois Music with its various publishing subsidiaries including U.S. and Canada, record firms.

Included in the music catalog are such songs as "Fever," "Kern-Waltz," "Lady Be Good," "Barber's Blues," "Sweetie Pie," "Baker Street," "Roof and Delivered," the music catalog covers the country, rhythm and Western fields.

In addition to the record and publishing enterprises, King owns and operates a pressing plant in Cincinnati.

Merc's Push
On Smothers

CHICAGO — Mercury Records has designated Oct. 15, 1968, "Smother's Brothers Month." The band will release an LP, "Smother's Comedy Brothers Hour," as well as their eight other albums, which will be promoted for a 45-day period by major radio and newspaper advertisements.

It is anticipated that the prize, promotion and publicity, the program being booked with special discount and merchandising. A full-color, die-count counter display with flashing lights and direct mail pieces to dealers around the country are being utilized.

BMI HOLDERS
RE-ELECT SLATE

NEW YORK — The entire slate of current directors, including Edward J. Cranes, president, was re-elected at the annual meeting of BMI stockholders here on Tuesday (15). Almost 90 per cent of the holders voted in favor, none against.

BMA's present lending policies.

'Woman' Master Is
Acquired by UA

NASHVILLE — United Artists Records has acquired the master recording of "Woman," by the Southwind Soul Unit from the independent production firm. Negotiations were completed between UA and the band, which is made up of UA's Nashville office, and the production firm.

Billy Smith Moves

NEW YORK—Billy Smith Associates, Inc., has moved to 130 West 50th Street here. The new location will better serve the needs of UA's Nashville office, and the production firm.

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, "London Sound," the Kingways Symphony as a four-disc album with a suggested list of $23.16.

The drive also includes albums by Ronnie James, Leo- pold Stokowski, Stanley Black, Eumir DeCristo, John Rice, 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.

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