BILotta Backs Stereo Singles for Jukeboxes

NEWARK—Johnny Bilotta, chief of Bilotta Enterprises, jukebox distributor, announced last week that he's willing to produce special stereo singles tailored for jukeboxes. "The timing is right," said the jukebox tycoon, "because the market that will use stereo records."

Bilotta recently announced at a Music Operators of America seminar on programming that he'd lined up Roberta Quinn to record product for jukebox play. At that time, he stated that jukebox authorities believe that stereo singles for jukeboxes needed easy listening tunes above and beyond these hits.

He said that if the record manufacturers will make a small percentage of their productions in stereo—tailored for jukeboxes—I won't need to get into the recording business.

Bilotta pointed out that his singles do most of the Nielsen research in the field of jukeboxes. "As one of the four major factors of the industry—manufacturer, distributor, and operator—to keep on selling jukeboxes, we're hoping that everyone, including the location, will be better off if we give the public the type of equipment they deserve," Bilotta felt that up-grading jukeboxes not only bring a greater flow of income, but please listeners more.

Col. Bows Drive

NEW YORK—Columbia Records has kicked off a two-month advertising, merchandising, theme and promotion drive for its best-selling album catalog, as well as its new standard Christmas LPs. The Columbia Christmas campaign, themed on "These girls are alive," is geared to reach more than 120,000,000.

Full-color TV spots will appear in 31 key major-market newspapers and feature the label's best-selling product, as well as new and standard Christmas LPs. These ads will be the backbone of the campaign, they will be supplemented with a nationwide radio and trade and consumer magazines theme, all part of the Underground Publications. The Columbia series of ads will highlight the Columbia Christmas singles that are available to the audience of each of the various publications used. Ads are being directed to reach followers of pop, contemporary, folk, and classical music, as well as classical music.

Columbia has also planned a national promotion campaign, timed with an explosion of local activity in ads. In addition, large numbers of direct mail advertising will be sent out to receiving stations, and over the next two weeks, a mail order series will also be sent to them. Department and chain stores can select the Columbia Christmas singles. These units will be offered at reduced prices, in treatment, in mobiles and slicks.

The Christmas releases being offered, according to Columbia, are such artists as Tony Bennett, Burt Ives, Mahalia Jackson, Art Dienthe, Vera Verve, Forecast sales manager Alan Greenberg, and five distributors in the three cities.

The new product shown to distributors included albums by such artists as Luke the Drifter Jr., Connie Francis, Animal, Waylon Jennings, Janis Joplin, Simon and Garfunkel, folk singer, Barbra Streisand, Olivia Newton-John, and "The Shores of the Fisherwoman" and "Ice Station Zebra," as well as seven repackaged albums by Hank Williams.

Disneyland to Hold Parleys

LOS ANGELES—Disneyland Records will have a series of distributor-dealer meetings this week. These meetings will be held beginning from the studio's new "Winnie the Pooh and the Blustery Day" feature.

The meetings in eight cities are also unveiling the "Cinderella" album in the Anta sound series, consisting of music from stage and screen. In San Francisco.

The film is being shown to merchants at meetings here, St. Louis, Chicago, Minneapolis, Cincinnati, San Francisco, Cleveland, and New York City. It will be Christmas around the country.

A group of costumed characters in costumes will be present at all meetings. The film, showing at children's hospitals to give copies of "Cinderella."