

Epic Sales Meet Unveils 'DeVille Run' Incentive Program For Distributors

MIAMI BEACH—At its recent national sales meeting, held in Miami Beach, Epic Records announced the start of a new six-month sales incentive program and the release of some highly diversified product which includes LP's, little LP's and classical tapes.

The program, named the "Epic De-Ville Run," is a "road race" in which a distributor earns points translated into miles based on his performance in the sales of records during the race. Winners will be announced at the Epic Sales Convention held in July.

To coincide with the road race, Epic has developed a new slogan, "The success Route for 66," which will be utilized in all promotion, merchandising and advertising through the duration of the incentive program.

In order that the size of an individual organization does not determine the winner, all distributors will participate equally on the basis of a market share index, compiled through electronic data processing. This marks the first time computers have been used in a record labels sales program.

All personnel within each distributorship will participate in the unique program. The first three Epic Distributors leading the race as of July 2, 1966, will win fabulous prizes for all members of their organization. A 1966 Cadillac DeVille Convertible will go to the first place-winning distributor executive or sales manager. The second prize consists of an all expense week-long trip for two to Paris, and the third prize includes a week for two in the Caribbean. Prizes to other personnel in the top three organizations include 19" table model Color television sets to each Promotion Manager and Operations Manager, as well as to all Salesmen. Every member of the office and warehouse staffs will receive a Ronson Butane pocket cigarette lighter.

To maintain continuing excitement, status reports in the form of maps,

also compiled and printed by the computers, will be mailed to the distributors every two weeks.

The label debuted four popular and two international LP's. The former group includes "The Dave Clark Five's Greatest Hits," "Nothing Thrilled Us Half As Much" by Fred Astaire, "That's The Way It's Gonna Be" by the Back Porch Majority and "Mose Allison Sings and Plays V-8 Ford Blues." The latter pair includes "San Remo Festival, 1966" and "Tor-agee."

The release of eight stereo little LP's was also announced at the meeting. The octet includes "From The Wrists Down" by Buddy Greco; "Berry Pickin' In The Country" by Jim Rand Jesse and the Virginia Boys; "A String of Pearls" by Bobby Hackett; the Golden Gate Strings' "A String of Hits"; "Polka-Town Hop" with Ray Budzilek and the Polka-Town Boys; "Hawaii's Greatest Hits" with Prince Kalua and the Tropical Islanders; the Arena Brass' "The Lonely Bull" and "Roy Hamilton's Greatest Hits."

Also included in the new product are two major classical tapes. "Beethoven: The Nine Symphonies" as performed by The Cleveland Orchestra under the direction of George Szell and "Beethoven: The Five Piano Concertos" as performed by the same aggregation, are the pair.



'DeVille Run' Status Report

RIAA: Disk Sales In '65 Set New Highs

NEW YORK—Record sales in the U.S. for 1965 reached new heights, according to estimates of the Record Industry Association of America (RIAA).

As reported in the association's 14th annual year-end wrap-up, sales totalled \$619,100,000 at retail list price value. On the manufacturer level, the total estimate is more than \$300,000,000.

The total for 1964 was \$578,000,000. Since 1950, industry sales have increased almost four-fold, from \$172,200,000 to the new \$600 million plus figure.

The RIAA report tied-in the new history-making total with the fact that 1965 saw the most albums and singles receiving RIAA gold disk awards. Forty-seven awards were made, including the most ever for

singles releases. The total for 1965 was 11. RIAA began auditing for gold disk awards in 1958.

In a run-down of RIAA-associated developments in 1965, the association noted a number on the legislative front, including the repeal of the 10% federal excise tax on disks, RIAA-sponsored testimony on the proposed revision of the Copyright Act and association activity to keep disks on the same postal rate footing enjoyed by books.

The RIAA's marketing committee's activities included a study of the feasibility of renewing an industry-wide National Record Week or National Record Week with "greater co-operation and concentration on the part of member companies than in the RIAA-sponsored program in Oct. 1964.

Settle Kingsmen Vs Jack Ely Litigation

NEW YORK—After three days of trial, a settlement and compromise was reached last week (31) in the Circuit Court of the State of Oregon involving a legal action by the Kingsmen against Jack Ely, a former member of the group, and others.

In essence, both parties have agreed to terms which will dictate the use of Ely's name in various associations with the Kingsmen.

On Ely's end, he will not perform, with the exception of a series of concerts to end May 7, 1966, with a group called the Kingsmen, but will be able to bill himself as Jack Ely, "formerly of the Kingsmen," with equal prominence given to the word "formerly" in printed matter.

As for Ely's performance on the Kingsmen hit on Wand, "Louie, Louie," the agreement calls for proper billing, both in lip synch performances and recordings, of Ely's name as a lead singer. Ely, in return, is prevented from associating his "Louie, Louie" performance with his (Continued on page 46)

Epstein Agency Takes Over Vic Lewis Talent; Lewis Is Member Of Nems' Board

LONDON—The Vic Lewis Organization, the large British talent agency, and Nems Enterprises, Brian Epstein's corporate umbrella for his roster of talent, have become a single agency complex, under a take-over of the Lewis company by Epstein. Vic Lewis moves into the Nems organization as a board member. Nems, which guides the careers of such artists as the Beatles, Cilla Black, Billy J. Kramer and others, now adds to its stable Donovan, Johnny Keating, Henry Mancini, Matt Monro, Nelson Riddle, David Rose and others.

Under a separate arrangement, the British representation of artists contracted to America's General Artists Corp., formerly handled by Lewis, will pass to Nems, with Lewis to continue as their supervisor. These artists include Herb Alpert, the Everly Bros., Buddy Greco, Steve Lawrence, Roger Miller, Johnny Mathis, etc.

Capitol Offers 18 New LP's

HOLLYWOOD—Capitol Records, will roll out the red carpet for Buck Owens, the label's Feb. "Artist of the Month," with the release this week of "Roll Out The Red Carpet for Buck Owens and his Buckeroos" and "The Buck Owens Song Book," an instrumental LP featuring Buck's Buckeroos.

Both albums will be tied together for an extensive Buck Owens merchandising and advertising campaign. Elements in the promotion will include Buck Owens floor merchandisers; "Wanted" (Buck Owens) window streamers; a special DJ kit complete with biography, pictures, and both the new LP's; and an "Artist of the Month" mailing.

The label will also release nine other pop albums next week in addition to the Owens packages. Among these are "Nat King Cole Sings Hymns and Spirituals," featuring Nat with the Church of Deliverance Choir (Gordon Jenkins, conducting), and "Quiet Nights and Brazilian Guitars," with Guitars Unlimited.

Also slated for release are "Lonesome Love Ballads," by Roy Clark; "Dream Dancing Today," featuring Ray Anthony, "Jack Guthrie and his Greatest Songs" and "The Shackelfords," with Capitol's first pop art cover.

Completing the release are three Capitol of the World entries with German and Austrian flavor: "The Kitzbuhelers of Austria," "Gitte" and "Half Paulsen."

Angel Records offers eight new albums this week including opera highlights from Gounod's "Romeo and Juliet" and the "Magic Flute" conducted by Otto Klemperer.

Also slated for release are: "A World of Song," by Victoria de Los Angeles with the Sinfonia of London conducted by Rafael Fruhbeck de Burgos; Lieder singer Dietrich Fis-

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Complete Sell-Out For NARM Meet; Add 75 More Rooms At Nearby Hotel

PHILADELPHIA—There'll be a sell-out performance for the upcoming NARM (rack jobber) convention in Miami Beach, Fla., Jules Malamud, the association's exec secretary announced last week.

In fact, Malamud added, the 1966 convention the first time in the history of the annual confabs (the eighth is coming up) that rooms had been completely reserved. The convention runs from March 6-10 at the Fontainebleau Hotel.

Added Space

However, late registrants can be placed into the Barcelona Hotel, immediately next door to the Fontainebleau, Malamud said. NARM secured an additional 75 rooms, to accommodate additional people from companies already registered for the convention.

A full complement of sixty rack jobber companies (regular members) and sixty record manufacturers (associate members) will provide a full person to person schedule program, with each rack jobber having a pre-arranged appointment schedule with each record manufacturer. Person to Person has been closed since no additional spaces are available for either rack jobbers or manufacturers.

For the first time in NARM history, distributors will be included in the NARM convention, by virtue of the new associate membership (distributors category). With the addition of these new members, NARM now has within

its membership a total of 40 distributors from throughout the country. A distributor luncheon-meeting, conducted by Dr. Alton F. Doody of Ohio State University, will cover the problems of the record distributor in the changing phonograph record industry. The meeting will be held on Wednesday, March 9, as part of the convention program. Record distributors should contact the NARM office, Trianon Bldg. Bala Cynwyd, Penna., for further information on distributor membership in NARM.

Victor Bows 'Living Liner'

NEW YORK—With the February release of "The Two Worlds of Kurt Weill" album, RCA Victor Records has introduced a "Living Liner" record, a thin seven-inch vinyl LP record. The "Living Liner" record, which is included in addition to the regular liner, will contain appreciations of Kurt Weill's work narrated by Ogden Nash, Langston Hughes, Ira Gershwin and Morton Gould, four men who knew and were associated with Weill during his lifetime.

A&R producer Howard Scott, who was in charge of the recording sessions for the album, thought of the idea of the "Living Liner." The "Liner record is planned for use with subsequent RCA Victor albums.

Col Masterworks Drive Spotlights Free Sampler

NEW YORK—Columbia Records has introduced an audio-visual stereo LP buyer's guide to the label's Masterworks catalog. Titled "The Sound of Genius," the album contains highlights from 32 Columbia Masterworks recordings performed by many of the label's artists.

A new "Sound of Genius" recording will be released every three months and will be available to dealers at the manufacturer's cost. In addition to the recording, which is to be given to the consumer free of charge, special record mailer sleeves are being supplied at a nominal cost to those dealers who wish to make a bulk mailing to their customers. For customer's convenience in ordering any of the albums listed on the "Sound of Genius" record, a return order postcard with space for a dealer's imprint is available with each album.

The next edition of "The Sound of Genius" is scheduled to be released in April.

The first LP includes new additions to the Columbia Masterworks catalog which have become best sellers, such (Continued on page 46)

Al Hirsch Buys Portem In N.Y.

NEW YORK—Vet distributor Al Hirsch, who for many years ran Malverne Distributors here, has re-activated the Malverne corporate name has taken over all the assets, facilities and staff of New York's Portem Distributors. Gladys Park previously operated the Portem set-up.

Hirsch sold out Malverne to MGM in Nov. 1964.