

Forward Unveils 1st LP Release

LOS ANGELES — Forward Records is releasing and distributing its first 19 albums during the next 60 days, according to Sal Licata, director of sales and promotion. The LP release will be backed by an extensive merchandising, advertising and promotion campaign.

The first release, consisting of five albums issued on September 15, will contain LPs from the Forward and Together labels. They are: "Blue Marble," by Sagittarius; "The Banjo Album," Doug Dillard (both on Together); "Super Group," the Trinidad Steel Band; "Markley, A Group," and "Welcome To My Mind," Michael McGinnis (all on Forward).

Other LPs will be forthcoming from Sidewalk and WINRO in addition to Forward and Together. These will range from abc-TV's "Catanoooga Cats" to the first album by "Tomorrow," a hard-rock group from Los Angeles. "Catanoooga" will be on Sidewalk, "Tomorrow" on WINRO.

"Blue Marble," the first album by Sagittarius (and the second for Together whose first LP, "Preflyte" is currently on the charts), follows Sagittarius' recent hit single, "In My Room". The LP was produced by Gary Usher.

Doug Dillard, who was a member of the Dillards, makes his Together debut with "The Banjo Album."

"Welcome to My Mind" features folk-poet Michael McGinnis, a former member of the Christy Minstrels, in his album debut.

To back the release, Licata has developed a program that will include the following: (1) college newspaper and radio advertising. As part of the program, Forward will put together special radio spots and ad mats geared to the college audience. (2) Radio spots, both 30 and 60 second, for local and national level. Spots will contain 10 seconds at the end for dealer and distributor tags. (3) Print advertising, both in trade papers and at the consumer level. Both 1/4 page and half-page ads are being prepared for consumer publications in key markets across the country. (4) Display materials ranging from album blow-ups and streamers to mobiles for in-store use.

Additional sales plans are being completed and will be announced within the next two weeks, according to Licata.

Second Band LP Set By Capitol

HOLLYWOOD — Capitol Records sequel LP to "Music from Big Pink" by the Band — an influential package in 1968 — is "The Band," a double-flap package with color photos on the inside. Support will include two weeks of spots on underground and Top 40 radio stations, a college campaign featuring outdoor billboards at 50 major campuses, in-store displays and ads in underground, college and music publications. The Band has made the rounds of such rock havens as Fillmore West and East, the Woodstock Festival and the Wight rock fest in England.

DANGER!



RCA Issues October Album Product

NEW YORK — RCA Records last week unveiled its October album product. Heading the list of releases are 15 albums in the popular category: "Promenade"—the original cast recording; "Fill My Cup, Lord," by the Blackwood Brothers Quartet; "Mind Garage"; More Country Classics, by Floyd Cramer; "If The Creek Don't Rise," by Liz Anderson; "The Best Of Charley Pride"; "Brotherhood Brotherhood"; "Back In Baby's Arms," by Connie Smith; "Support Your Local Prison," by Don Bowman; "The Warmth Of Eddy," by Eddy Arnold; "A Jack Jones Christmas"; "The Art Gallery"; "Otra Vez," by Eydie Gorme; "Six Hours Past Sunset," by Henry Mancini; and "The Chosen Few."

From the Calendar, Colgems and Poppy labels, which RCA distributes, come two albums each. The Calendar albums are "Get On The Line," by the Archies; and "Teresa Graves." The Colgems sets are "The Monkees Present" and "Film Festival-16 Great Movie Themes" (original sound tracks or cinema scores). The Poppy sets are "Shirl Milete" and "Townes Van Zandt."

RCA's classical Red Seal series offers six new albums: "A Musical Christmas Tree" — Gould, New Philharmonia Orch, RCA Symphony Orchestra; "Handel: Julius Caesar (Highlights)" — Sills, Wolff, Forrester, Treigle, New York City Opera Orchestra and Chorus/Rudel; "Arthur Fiedler And The Boston Pops Play

The Beatles"; Prokofieff: Sonatas For Violin And Piano—Perlman, Ashkenazy; "Shubert: Sonata In B-Flat, Op. Posth." — Arthur Rubinstein; and "Strauss: Salome"—Caballe, Resnick, King, Lewis, Milnes, London Symphony Orchestra/Milnes.

RCA's budget Camden label adds seven LP's to its catalog in October. They are: "Living Brass And Living Marimbas Play Songs Made Famous by Herb Alpert"; "Listen To Your Stars—An Astrological Guide To Your Horoscope"; "Living Brass Play Songs Made Famous By Tom Jones"; "Evening Prayer," by George Beverly Shea; "Statue Of A Fool And Other Country Favorites," by the Living Voices; "Oh Come, All Ye Faithful," by James Blackwood Brothers Quartet and Hovie Lister and the Statesmen Quartet; and "Up On The Mountain," by the Kinsfolk.

RCA's economy-priced classical "Victrola" line offers six albums for October: "Strauss: Death And Transfiguration/Wagner: Siegfried Idyll" —Monteaux, San Francisco Symphony Orchestra; "Arias"—Richard Crooks; "J.S. Bach: Cantatas Nos. 56 And 82" —Harrell, RCA Orchestra And Chorus/Shaw; "Vivaldi: The Four Seasons" —Orchestra da Camera Italiana; "Arias"—Ezio Pinza; and "Verdi: Macbeth"—Rysanek, Bergonzi, Warren, Hines, Metropolitan Opera Orchestra and Chorus/Leinsdorf.

RCA's foreign release includes 1 Latin film soundtrack music album, five Mexican music albums and two Mexican stereo catalog additions. The Latin film soundtrack music album is "Musica Original De La Pelicula 'Somios Novios,'" by A. Manzanero, A. Maria and P. Ortega. The six Mexican music albums are: "La Voz Inconcebible De Imelda Miller"; "La Orquesta Cuic De Pablo Beltran Ruiz"; "Sylvia Olga"; "Jose A. Jimenez/Armando Manzanero"; and "Bolos Rancheros Con Pepe Nava." The Mexican stereo catalog additions (reprocessed from the monophonic for stereo effect) are "Agustin Lara, Vol. VI" and "Luis Aguilar."

GWP To Release 12-LP Astrological Series

NEW YORK — On October 1, GWP Records will release for distribution a 12-album all-music, no-talk astrological series, produced in conjunction with the noted astrologer Carroll Righter. Jerry Purcell, president of GWP, made the announcement last week.

The project has been in the planning stages for ten months by Purcell, Righter, Paul Robinson, who supervised the recording and repertoire for the 12 instrumental albums; Ed Bland, who was in charge of all the orchestration and arrangements; and GWP staffer Marlene Stokes, the co-ordinator of the series.

Each instrumental album, one for each of the 12 astrological signs, is titled, "The Astromusical House of . . .", with the last word depending upon the sign — Aries, Taurus, Gemini, Cancer, Leo, Virgo, Libra, Scorpio, Sagittarius, Capricorn, Aquarius and Pisces.

Each album package will contain a specially written booklet of that particular sign by Righter, writer of several books on astrology and astrology columnist for 306 newspapers; and eleven songs pertaining to the sign.

Purcell stresses that the LPs do not include any spoken words, and are solely devoted to instrumental music selected by Righter for each of the 12 astrological signs.

GWP Records plans an extensive sales and promotion campaign throughout the country to reach its initial goal of 1,200,000 albums for the series of 12 albums.

Purcell and Righter are finalizing plans for a twenty-city tour to promote the 12 album astrological series. In addition to holding regional meetings with the label distributors, Purcell will visit the major merchandising markets. Righter, in the meantime, will make appearances on local radio and TV shows and conduct newspaper and magazine interviews to promote the albums.

ITCC, GWP Records tape distributor, is joining GWP in its all-out promotion and sales campaign and will distribute the 12 albums in a specially-designed tape cartridge box that will hold the printed booklet written by Righter. The ITCC cartridge box, tape promotion and point-of-sales pieces were all designed by George Rizzo.

Each album package is retailed at \$5.98.

Montenegro LP Gold

NEW YORK — The album, "Music From 'The Good, The Bad And The Ugly,' 'A Fistful Of Dollars' And 'For A Few Dollars More,'" by noted arranger/composer/conductor Hugo Montenegro on RCA, having achieved sales in excess of \$1 million, has been certified as a gold record by the Record Industry Association of America (RIAA).



HOST & HOSTED — Atco Records' president Ahmet Ertegun greets his guest of honor at a special luncheon to introduce Samantha Sang to industry figures. Held at the St. Regis Hotel in NYC, the affair drew 200 deejays, trade and consumer press representatives and execs from the Atlantic-Atco-Cotillion firms to hear Miss Sang and her debut single "The Love Of A Woman."

London Drive For 13th Mantovani Tour

NEW YORK — British maestro Mantovani will open his 13th annual concert tour of the United States of Sunday evening, September 28th, at Bushneel Auditorium, Hartford, Connecticut.

The tour will consist of 60 consecutive days of one-night concert appearances in the nation's largest auditoriums. Tying in with this 13th consecutive annual tour will be a host of special promotion, publicity, and merchandising efforts by Mantovani's long-standing record company, London, whose top executives will meet Mantovani upon his arrival at New York's John F. Kennedy International Airport, Wednesday (24).

London's annual autumnal promotion push for Mantovani, in connection with the conductor's concert tours, is matched each year by the annual "March Is Mantovani Month" drive. This year's fall drive, and to be continued throughout the tour period which concludes November 30th, is focused on a brand new LP release "The World Of Mantovani," with a host of popular current material, including "My Way," "Theme From Romeo And Juliet," "Aquarius," "M. Cherie Amour," and "Love Me Tonight."

The new LP is Mantovani's 53rd for London Records. Eight previous albums have been awarded gold records for \$1,000,000 in sales, and several others are approaching this mark. The entire London Record home office and branch promotion team will take part in the massive sales drive, utilizing catalog exploitation, in-store merchandising, and saturation radio promotion.

The current tour covers engagements in the east, midwest, and southern United States, including such cities as Rochester, Cleveland, Detroit, Chicago, Toledo, Indianapolis, New Orleans, Houston, Minneapolis, Pittsburgh, Washington, New York, Boston, and Philadelphia among numerous others.

Monmouth-Evergreen Distributing Goodman Package To Record Trade

NEW YORK — Monmouth-Evergreen Records is distributing to the record trade the new book and 2-record set of Benny Goodman containing the book entitled "BG On Record: A Bio-Discography of Benny Goodman," penned by D. Russell Connor and Warren W. Hill and published by Arlington House, and the album, entitled "Benny Goodman Collectors' Gems 1929-1945," which appears on Arlington House's Nostalgia label and was prepared by Columbia Special products, a service of Columbia Records.

The LP's feature 28 out of print Benny Goodman recordings, 26 of which have never been issued on LP. Vocalists in the set include Peggy Lee, Fred Astaire, Helen Forrest, Ted Lewis, Helen Ward, Buddy Clark, the Yacht Club Boys, Jack Teagarden, Dick Haymes and others, and jazz soloists featured along with Goodman include Harry James, Stan Getz, Gene Krupa, Joe Venuti and Glen Miller.

The book contains complete data on every Benny Goodman recording ever made, including private tapes of on-the-air performances, with the Goodman life story woven throughout the record listings. Included also is an index of the over 1,900 songs (with composers) recorded by Benny Goodman.

Monmouth-Evergreen's arrangement with Arlington House covers the sale of the album/book package listed at \$12. The 2-record set will not be sold other than in conjunction with the book.

A specially designed white cardboard case has been created for in-store display revealing both the album cover and the book jacket. A major publicity and marketing campaign on behalf of the package is being undertaken jointly by Monmouth-Evergreen and Arlington House.

The package will be available through selected M-E distributors, but the firm is putting major emphasis on direct-the-dealer sales. Initial shipments have already gone out.