

United Artists Intros Independent A&R Policy With Signing of Bob Crewe And Frank Slay



NEW YORK—The newest trend in the flourishing record industry—"independent A&R"—discussed in last week's Cash Box lead editorial—came to life at United Artists Records with the signing of Frank Slay and Bob Crewe to the first in a series of deals now being negotiated by the company.

Slay and Crewe, one of the hottest record producing teams on the current scene with "Silhouettes" over the 1,500,000 figure and "La Dee Dah" crowding the golden record mark, have delivered the first of their production to United Artists for immediate release. It is called "Tom Cat-tin'" with the flip side titled "Laugh-in' Up My Sleeve." The release features Russ Marlo backed by the Kingpins.

A feature of the Slay and Crewe deal with United Artists, which is non-exclusive, is a continuation of UA's idea of crediting A&R men as record producers. The new release will bill "A Slay And Crewe Production" very prominently. A second release is expected in the very near future, with more to follow in the next few weeks.

Under the new agreements, UA will provide the independents with production, distribution and promotional setups, including the affiliated film and TV outlets. One of the many benefits on the new formulation will be the chance for record talents to participate more fully in the fruits of their own work. UA hopes that the marshalling of young recording talent together under a single banner will result in a sharp increase in productivity and provide a new creative impetus for untried aspirants.

The choice of Frank Slay and Bob Crewe to pioneer the new program UA feels is particularly appropriate. One of the top A&R teams in the business, Slay and Crewe have been charting new ground for a number of years by selling master records to the top labels. The pair, who joined forces in 1953, have racked up a total of 5,000,000 disks sold in the past five years.

Some of the top Slay & Crewe hits, in addition to "Silhouettes" and "La Dee Dah" are "Daddy Cool" (on the flip side of "Silhouette"), "Penny, Nickle, Dime, Quarter," "Guessin' Game," "Tippety Top," "Certainly Baby" and "I'm Comin' Home." The young team has waxed some 55 records together.

Frank Slay, a graduate of the University of Texas with an added year of legal training, began his musical career at the piano when he was five

years old. He waxed his first number while in college, titled "Play The Boogie Woogie, Baby."

Slay learned the musical facts-of-life barnstorming as a piano sideman with Harry James and the young musician attributes his current success to his meeting with Crewe. The team got off to a running start with their first recording, "Don't You Care."

Bob Crewe is a singer-actor as well as composer and producer. After joining the USO as a singer during high school, Crewe was cast in a touring American production, "New American Faces" which took the youngster on a continent-hopping junket through Europe and Asia. While overseas, Crewe played the club circuits in Paris and Rome. Once back in the United States, Crewe teamed with Slay and they immediately began selling their independently produced masters to established record companies. A second trip to Europe followed and after two years of collaboration, the Slay-Crewe combination began to click with nearly everything they touched.

Above, Crewe (left) and Slay (center) are shown signing the Independent A&R agreement with Alfred H. Tamarin, vice-president of United Artists Records.

Prestige's March Release

NEW YORK—Three new jazz sets comprise Prestige's album release for March.

One features Herbie Mann and Bobby Jaspar in a package dubbed "Flute Flight". This LP is a follow-up to the artists' "Flue Souffle" which was well received by jazz enthusiasts.

Another disk is "Relaxin' With The Miles Davis Quintet". "Relaxin'" is a sequel to the Davis Quintet's "Cookin'".

Completing the release is an album titled "For Basie". The disk features Paul Quinichette leading a group of ex-Basie men as they play some old Basie favorites including: "Diggin' For Dex", "Out The Window", "Rockaby Basie".

Liberty Elects New Officers

HOLLYWOOD, CAL.—At a special meeting held last week by the board of directors of Liberty Records, the following officers of the company were elected for future management of the firm. Si Waronker continues as president, Hal Linick becomes vice-president and treasurer, and Bobbi Dieterle will be secretary. Waronker in addition to his duties as president will act as sales manager and will be in charge of distributor relations.

Roulette Expands Over-Seas Set-Up

NEW YORK—Last week, Joe Kolsky, Vice-President in charge of Sales, announced that Roulette is in the midst of signing new contracts for the pressing of records on the Roulette, Rama and Gee label, in many foreign markets.

"The reaction to both the records and the artists on these labels has been beyond our wildest belief," says Kolsky. "Such names as Jimmie Rodgers, Frankie Lyman and Count Basie are as big in Europe and Asia as they are here in the U.S."

Foreign Operations Manager, Donald Singer, stated that Roulette records currently are being manufactured and distributed in Canada by Compo Ltd., in Japan by Japan Sales Co., and are distributed in Mexico by Dimusa. Singer went on to say, "this new expansion program will open wide and varied vistas which will, undoubtedly, prove profitable and will benefit, universally, the music industry."

MGM Buys 3 Masters

NEW YORK—Arnold Maxin, president of MGM Records, announced the company's purchase of three masters, last week, which will be released immediately. They are "Tarrentella Rock" featuring Frank Sandy and the King's Men purchased from Vince Jan of Buffalo; "I Wrote A Letter" by the Serenaders, bought from Allan Savitt; and "The Midnight Line" with Bob Riley purchased from Danny Kessler and Murray Sporn.

Like Father, Like Son



HOLLYWOOD — Lindsay Crosby signs long-term recording contract with RCA-Victor in Hollywood as father Bing looks on with Victor officials, Robert Yorke, seated, and Si Rady.

Counterpoint Gears To Issue Stereo Disks

NEW YORK—Counterpoint Records last week announced a complete switchover to compatible stereo disks for all future LP releases.

The first two, scheduled for release this month, will be by Counterpoint contract artists, Juanita Hall singing blues, with Claude Hopkins All Stars; and Aldo Parisot performing Boccherini and Vivaldi Cello concerti with the Baltimore Conservatory Orchestra, Regina'd Stewart conducting.

Counterpoint has made exhaustive tests regarding the compatibility of stereo disks before deciding on this change. Disks were played with four different stereo cartridges, ranging in price from \$17.95 to \$250, and, in all cases, the resulting sound was phenomenal, according to William Fox, the label's president.

"Disks were played with 1/2 dozen popular type monaural cartridges and they proved completely compatible with no loss of frequency response. In addition, one band was played 300 times with a standard 78 needle and arm. Except for only a small amount of surface noise, the resultant stereo and monaural sound was excellent with no loss of high or low end frequencies," said Fox.

"It is our considered opinion that stereo disks will take a firm hold in both the Hi-Fi market and with the general public before the end of this year," Fox stated.

Heading To The Top

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"TWEETY"
Kelly Owens
ARROW 725

"PLEASE CALL"
Freddie Scott
ARROW 724

"LOVIN' BABY"
The Chimes
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"PATTY"
Bobby Long
ARROW 727

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