



"Creative Management"

**HOME OF #1
ARTISTS!**

SONNY JAMES

18 #1 Hits!

CONWAY TWITTY

10 #1 Hits!

CONNIE SMITH

2 #1 Hits!

LYNN ANDERSON

2 #1 Hits!

BILLY EDD WHEELER

Wrote 3 #1 Hits!

LIZ ANDERSON

Wrote 3 #1 Hits!

**THE COMPTON BROS.
JOHNNY & JONIE MOSBY
ANTHONY
ARMSTRONG JONES
STU PHILIPS**

**All Have Them Coming!
That's why we say**

"Creative Management"

**The NEAL AGENCY
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(615) 244-1755**

Starday-King Gets It Together in Big Way

By COL. JIM WILSON
*Vice-President, Marketing
Starday-King Records*

The purchase of King Records by Starday Recording and Publishing Company in the latter part of 1968 has resulted in a blending of two major independent recording and publishing companies under one corporate structure. Both Starday and King are the end result of a long evolution which began with a very specialized kind of musical activity . . . country and Rhythm & Blues, the "now" sound of today's music.

A positive approach to future growth and development within the music industry, while maintaining an authoritative, aggressive position in current marketing strength, are prime requisites at Starday-King. Significant improvements and changes already in effect include:

Manufacturing and Office Facilities: The offices, factory and studio in Cincinnati and the executive offices and studio in Nashville have undergone an extensive up-dating and refurbishing program. The Nashville studio now joins Cincinnati with eight-track facilities plus other current recording equipment. A complete new eight-track studio facility has been opened in Macon, Georgia. New A & R, publishing and sales offices have been opened in New York and Los Angeles.

New Professional Personnel: Most every department within the Starday-King complex is now functioning with new, additional, highly competent professional personnel with particular emphasis in the area of marketing and publishing.

Label Groups: For simplification and concentration in distribution, the Starday-King record labels are divided into two groups:

- a. Starday Group—(Starday, Deluxe, Look, Nashville, Hollywood)
- b. King Group—(King, Federal, Bethlehem)

Each "group" is a separate music spectrum, combining the best in Country, Pop, R&B, Jazz and Documentary.

Talent: In addition to a star-studded talent line-up featuring Red Sovine, the Willis Brothers, Guy Mitchell, Snooky Lanson, the Lewis Family, Kenny Roberts, Warren Robb, Lois Williams, Ralph Stanley and Don Reno-Red Harrell,

newly acquired recording acts for the Starday-King groups include Bobby Harden, Karen Wheeler, J. David Sloan, Mike Yager.

Re-packaging Program

Album Repackaging: A complete re-activation and re-packaging program including electronic up-dating of sound and new concepts in album cover design has been initiated in answer to a growing demand for product by such all-time recording stars as Buck Owens, George Jones, Dottie West, Cowboy Copas, Grandpa Jones, the Stanley Brothers, Reno & Smiley, Hawkshaw Hawkins and many others.

Keeping Pace

Distribution and Marketing: In keeping pace with the changing needs of the market-place, several new company policy changes have been placed into effect with Starday-King distributors thus making available the most profitable and contemporary distribution policies in the music industry. New sales catalogs, order forms, point-of-sale merchandising aids, bus placards, national TV and radio exposure of artists along with exciting, mass-appealing album cover designs help further generate all-market sales penetration. New marketing concepts and techniques are constantly pre-tested for general acceptance—another method in maintaining the Starday-King "forward look and sound."

All of us at Starday-King are extremely enthusiastic as to the continuing growth of the music business, overall, and especially to our own growth projections in country music. Yes, we're gettin' it together on the country music scene!

Jeannie Joins Johnny

Jeannie C. Riley will guest on the Johnny Carson "Tonight" show on Monday night, Oct. 13.

This will be her second appearance on the Carson TVer and will prelude the 1969 Country Music Association Awards for which Miss Riley has been nominated Female Vocalist of the Year.

Jeannie's personal manager Paul Perry, who set the show, will accompany the Plantation recording artist to New York.