

Clarion Records Albums

June 1965

In June 1965, Atlantic Records announced the rollout of a budget line called Clarion Records. Their stated plan was to release twenty-one albums in June, ten (or more) albums in August, and then a new batch of releases every other month. What actually happened, though, was that Clarion released its first twenty-one albums, but no others ever followed. The majority of the albums proved to be unpopular – even at budget prices. Most of these were reissues of earlier Atlantic/Atco material, and some were reissues of albums that Clarion licensed from other labels. These reissues contained fewer songs than their original releases. The albums that were not reissues were compilation albums with material from past Atlantic releases.

Atlantic Bows Low-Priced Clarion Line

NEW YORK—Atlantic has announced the formation of a new low-priced line which will be known as Clarion Records. First release on the new label will consist of 21 albums. The label has already started shipping the product to distributors throughout the country. Featured in this initial release are such well-known artists as the Beatles, Bobby Darin, the Drifters, Ben E. King the Montevideo Singing Strings, the Coasters, Chris Connor, Errol Garner, etc. Suggested retail list price for Clarion is \$1.98 for both mono and stereo.

Executives of the new label are Ahmet Ertegun, Jerry Wexler, Nesuhi Ertegun and Milt Ross. Ross, a veteran executive in the budget disk field, is the executive vice-president and general manager of Clarion Records. For the past five years he has been in charge of Premier Records, a leading budget label that he founded in 1959. Ross will spearhead liaison with rack-jobbers in addition to his

other executive functions for Clarion. Len Sachs and Bob Kornheiser will be in charge of distrib sales.

Although a low-priced line, Clarion LP's will feature four-color covers, jackets with spines and attractive labels. They are all polyskin wrapped, for convenience in handling and to protect them in racks and record stores.

Enthusiasm on the part of distrib and rack-jobbers for the initial Clarion release have run so high that advance orders reportedly total 250,000 units prior to release. There will be an intensive promotional and advertising campaign to acquaint the consumer with the new line.

A full quota of distributors has already been appointed to handle the Clarion line. The records will be sold through distrib and rack jobbers.

New Clarion releases are scheduled for every other month. The next release, due in Aug., will consist of a minimum of 10 albums.

Atl. Debuts Budget Line; 21 LP's Out

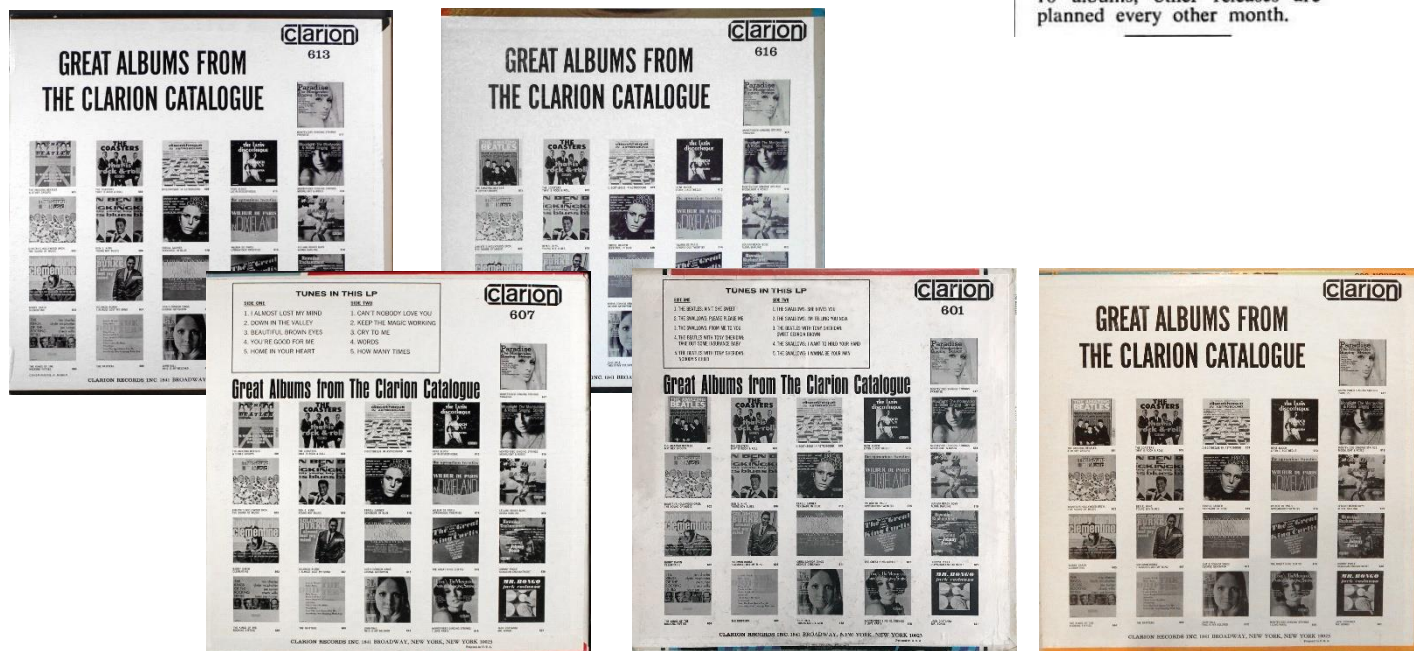
NEW YORK—Atlantic Records has debuted a budget line under the label Clarion Records. Initial release of 21 albums is already under shipment to distributors.

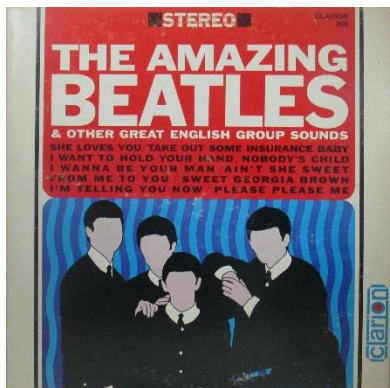
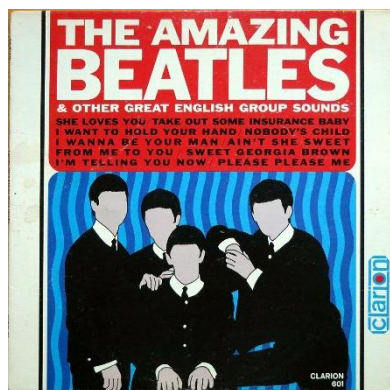
Artists featured on the new label, list priced at \$1.98 for both mono and stereo, include the Beatles, Ben E. King, Erroll Garner, Bobby Darin, Solomon Burke, the Coasters and the Drifters. Label executives are Ahmet Ertegun, Jerry Wexler, Nesuhi Ertegun and Milt Ross. Ross, executive vice-president and general manager of Clarion, will also spearhead liaison with rack jobbers. Len Sachs and Bob Kornheiser are in charge of distributor sales.

Advance orders for the new label already total 250,000 units. An intensive promotion will support the label's launching. The records will be sold both through distributors and rack jobbers. The next release in August will consist of at least 10 albums; other releases are planned every other month.

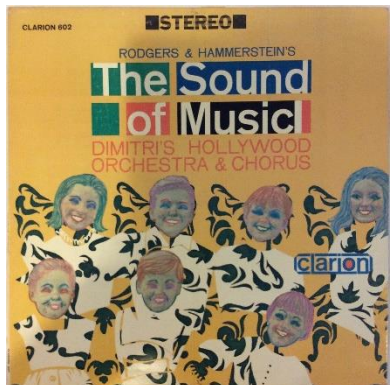
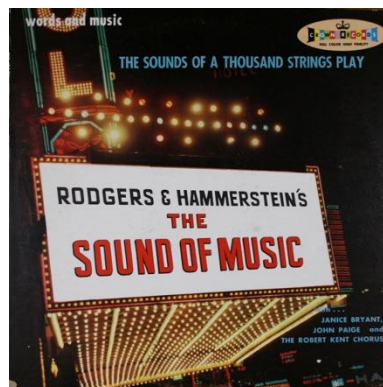
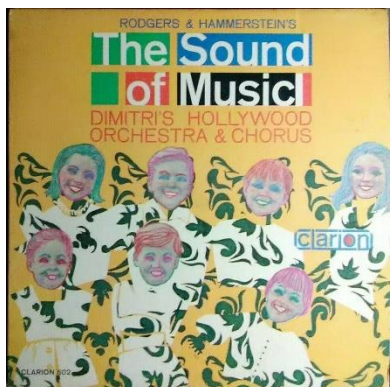
Clarion kept printing costs down by using only two back cover blanks: one picturing the cover of *The Amazing Beatles* (Clarion 601), and the other using a British flag design in place of the cover to that LP. On top of these blanks were printed one of the following things:

- BC1A: catalog message and catalog number (flag image)
- BC1B: catalog message and catalog number (album cover image)
- BC1C: catalog message, no catalog number (album cover image)
- BC2A: track listing and catalog number (flag image)
- BC2B: track listing and catalog number (album cover image)

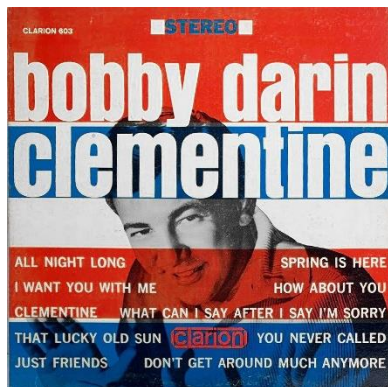
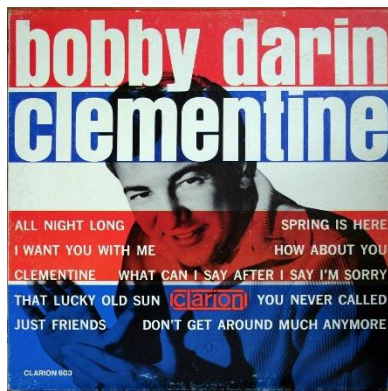




601/SD-601 **The Beatles and the Swallows** **The Amazing Beatles and Other Great English Sounds**
 This album is a reissue of Atco 33-169, *Ain't She Sweet*.



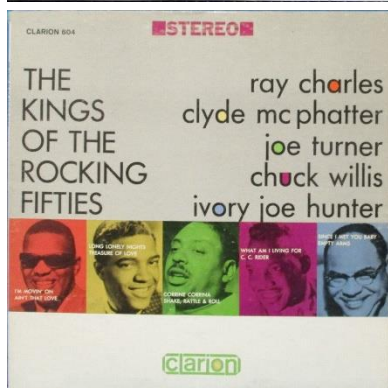
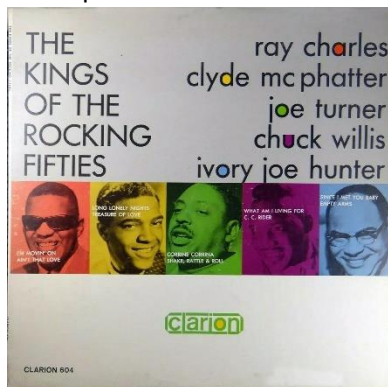
602/SD-602 **Dimitri's Hollywood Orch. & Chorus** **The Sound of Music**
 This album seems to be a reissue of Crown CST-168 by the Sounds of a Thousand Strings.



603/SD-603

Bobby Darin *Clementine*

A compilation from Darin's Atco catalog.



604/SD-604

Various Artists *The Kings of the Rocking Fifties*

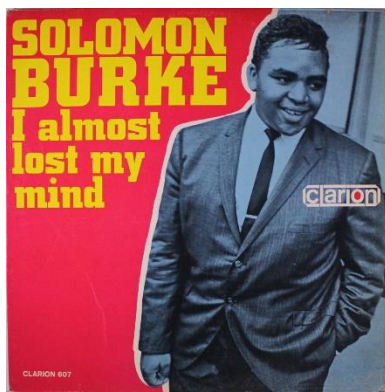
A compilation from the Atlantic catalog.



605/SD-605 **The Coasters** *That is Rock & Roll*
A compilation from their Atlantic catalog

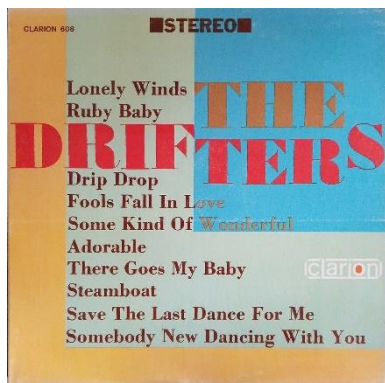
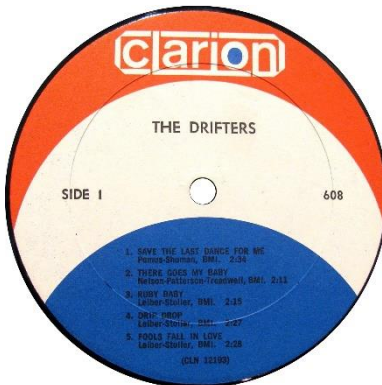


606/SD-606 **Ben E. King** *Young Boy Blues*
A compilation from his Atlantic catalog.



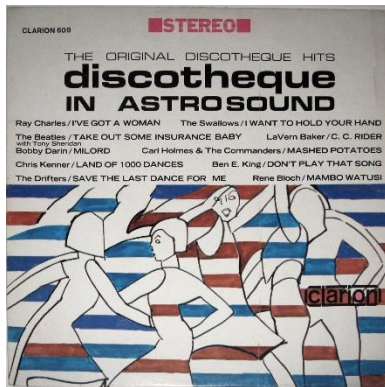
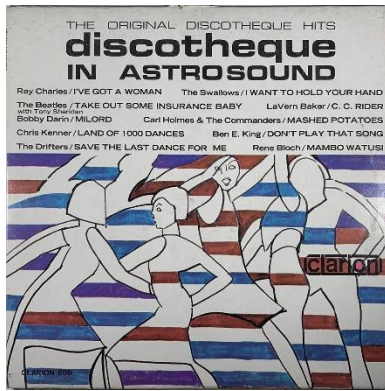
607/SD-607 *Solomon Burke I Almost Lost My Mind*

A compilation from his Atlantic catalog.

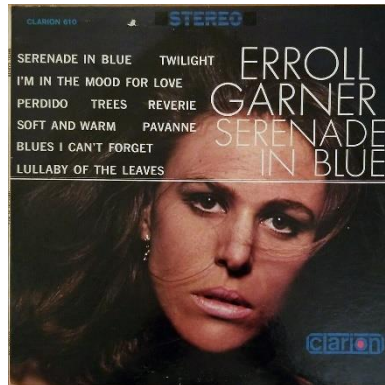
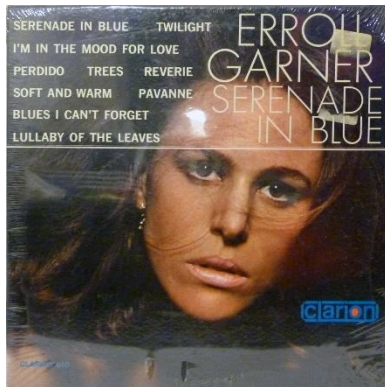


608/SD-608 *The Drifters The Drifters*

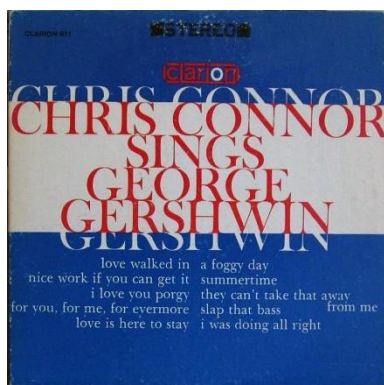
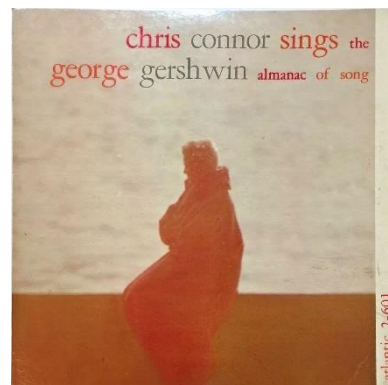
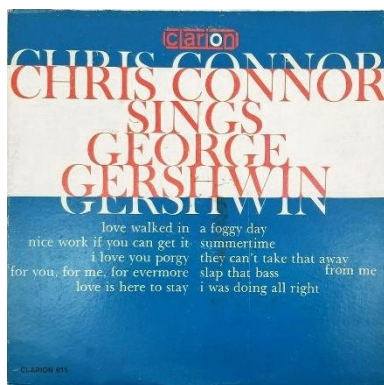
A compilation from their Atlantic catalog.



609/SD-609 **Various Artists** *Discotheque in Astrosound*
A compilation from the Atlantic/Atco catalog.



610/SD-610 **Erroll Garner** *Serenade in Blue*
A compilation from his Atlantic catalog.

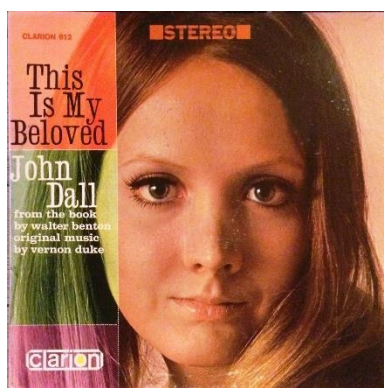
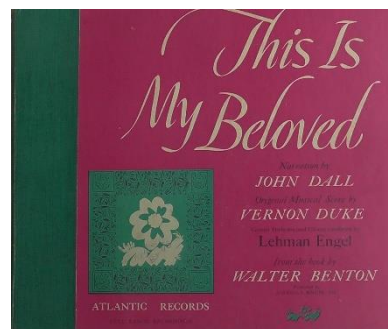
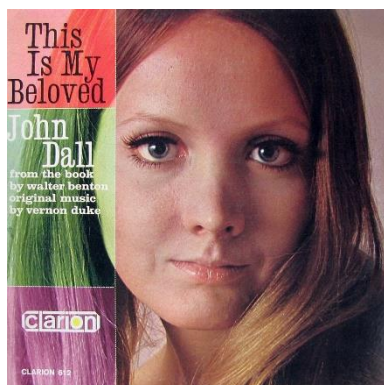


611/SD-611

The Shirelles

Foolish Little Girl

A reissue of the second disc of Atlantic 2-601, *Sings the George Gershwin Almanac of Song*.

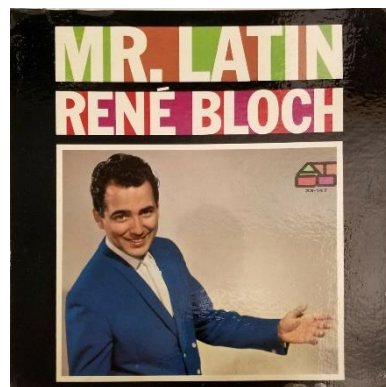
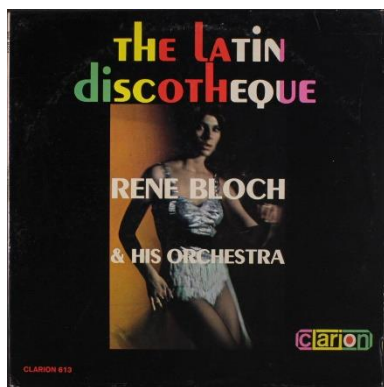


612/SD-612

John Dall

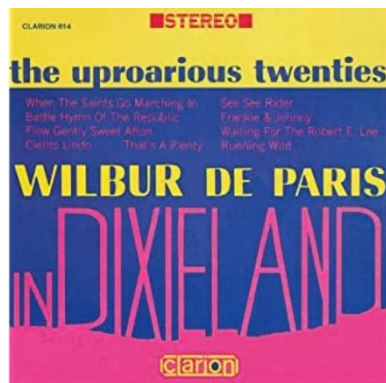
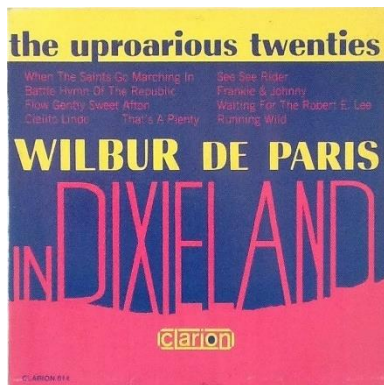
This is My Beloved

A reissue of Atlantic 110.



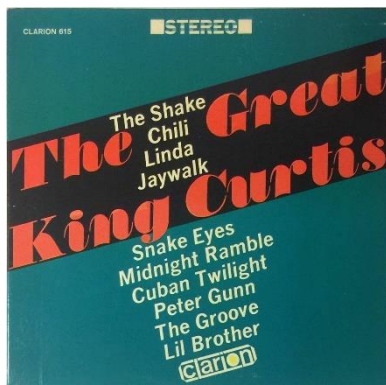
613/SD-613 René Bloch *The Latin Discotheque*

A reissue of Atlantic 33-147, *Mr. Latin*.

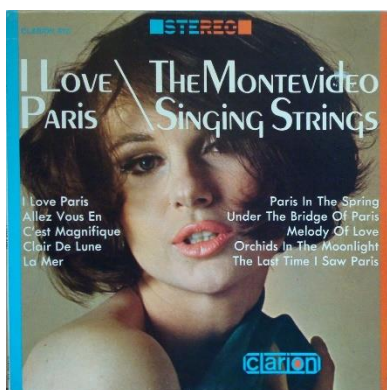


614/SD-614 Wilbur De Paris *The Uproarious Twenties in Dixieland*

A compilation from his Atlantic catalog.

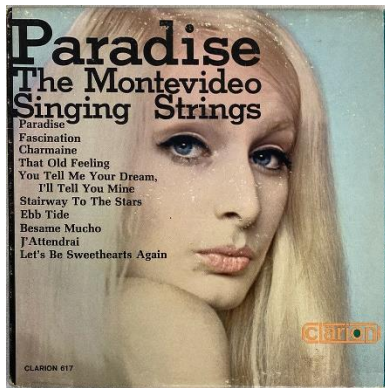


615/SD-615 **King Curtis** **The Great King Curtis**
A compilation from his Atlantic catalog.



616/SD-616 **The Montevideo Singing Strings** **I Love Paris**

Apparently, one of three LPs in the series by an Atlantic house band, although this could be a compilation from (various) artists from other labels. Montevideo is the capital of Uruguay.

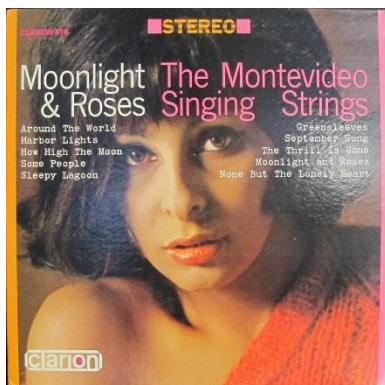
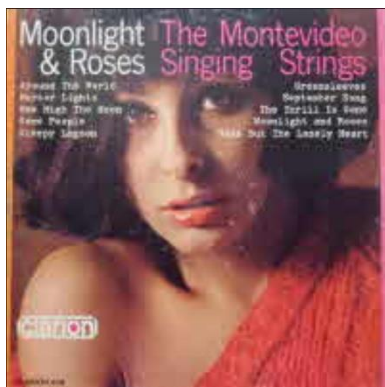


617/SD-617

The Montevideo Singing Strings

Paradise

See the note with album 616.

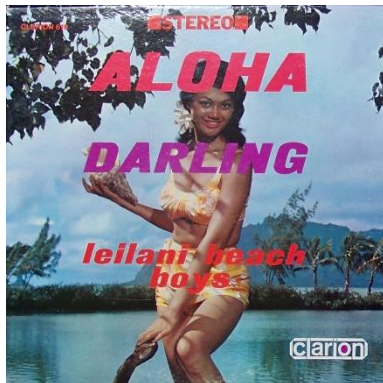
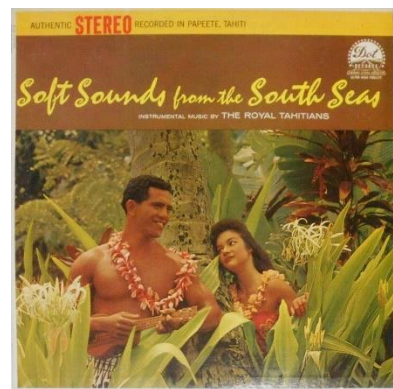


618/SD-618

The Montevideo Singing Strings

Moonlight & Roses

See the note with album 616.

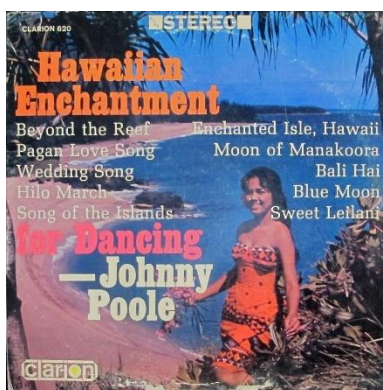
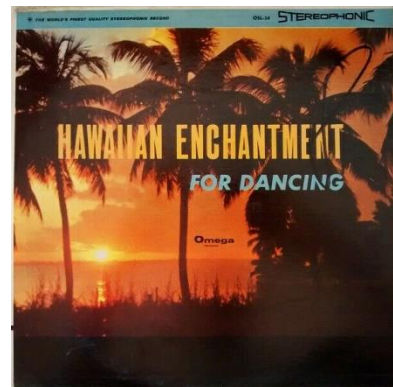
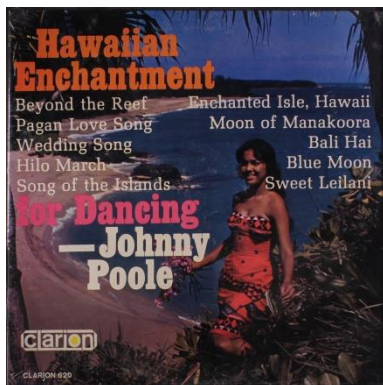


619/SD-619

Leilani Beach Boys

Aloha Darling

Apparently a reissue of Dot DLP-25305, *Soft Sounds from the South Seas*, by the Royal Tahitians.



620/SD-620

Johnny Poole Hawaiian Enchantment for Dancing

A reissue of Omega OSL-34, shown as by George Poole.



621/SD-621

Jack Costanza *Mr. Bongo*

A reissue of Golden Tone C-4061, *Bongo Cha-Cha-Cha*, by Jack Costanzo.