

**Gimmicks!**



NEW YORK—Launching his new band in big style, Tedd Lawrence thought of a gimmick to go with the title of his first Capitol disk "You Gotta Have Gimmicks." Tedd had Dot Harmony, a member of the Skyscraper group which sings with the band, serve breakfast to most of the morning djs in N. Y. and some of the trade press. A few of those Dot visited are pictured below: Martin Block of WNEW; Ted Brown of WMGM; Bob Haymes, WNEW; and Bob Austin of The Cash Box.

**Coral Signs Teresa Brewer; Decca Acquires New Artists**

NEW YORK—Decca and Coral Records have announced the acquisition of new artists.

Coral, after prolonged negotiations, has signed Teresa Brewer to a recording contract. Teresa, who was formerly on the London label, came to the public's attention with her waxing of "Music, Msuic, Music."

Decca this week renewed the contracts of June Hutton and the Madcaps.

The company also announced the signing of Dave Barbour, Al Morgan and Jeri Southern. Barbour was formerly with Capitol; Morgan with London; and songstress Jeri Southern was with Mercury.

In the Rhythm and Blues field, Paul Cohen disclosed the signing of five new artists. The list includes two male vocalists Waymon Brown and Willie Brown; one female vocalist Clay Brady; Charlie Harding a blues singer who accompanies himself on the guitar; and The Golden Gospel Singers, a religious quartet.

**King Plans To Cover All Hillbilly Hits**

NEW YORK—Syd Nathan, president of King Records, announced this week that the Folk and Western division of his firm will henceforth cover all western hits. The method of ascertaining what is to be covered will be by reports from King salesmen all over the country, as well as from djs and trade paper charts. The first tunes to be covered will be "Slow Poke," "Wedding Blossoms," "Crying Heart Blues" and "Lonely Little Robin."

King also announced further changes in the organizational set up. Ralph Bass A & R head of Federal will move to Los Angeles to operate out of that city. Henry Glover will remain in N. Y.

Eli Oberstein will start cutting next week. After his sales meeting in Cincinnati this weekend, Oberstein will be ready to announce his future recording plans for King.

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