

King To Handle Distribution of Four Star Records Through Its Company Owned Branches



Bill McCall of Four Star and Jack Kelley of King sign agreement.

CINCINNATI, O.—Bill McCall of Four Star Records and Jack Kelley of King Records have closed a deal whereby King will handle all three Four Star labels—Four Star, Gilt Edge and Big Town—in all its branch territories except St. Louis, Kansas City, Oklahoma City, Dallas, Houston, San Francisco and Los Angeles, it was announced this week by Syd Nathan, president of King.

This is a radical change in King's policy but one which Nathan believes will be of great benefit to both organizations.

Bill McCall last week paid a visit to Cincinnati, en route to Nashville to the WSM gathering and at that time Syd Nathan, Jack Kelley and McCall worked out all the details for the smooth flow of merchandise to the King branches from Four Star's plant in Pasadena. To prevent any loss of time, merchandise was shipped via air freight to the King branches so that they could promptly serve the dealers and operators on the fast selling Four Star record "Let Me Be The One" backed with "I'm Tired Of Bumming Around."

This marks the second change in King's distribution policy during the current year. Until last spring, King handled its own labels—King, Federal and DeLuxe—only through its branches. There were no distributor connections. Since last spring, however, King has established distributors on the three labels in several areas

by signing distributor agreements with C & C Distributing, Boston; North West Tempo in Seattle; Mercury Distributing in Minneapolis; Essex Record Distributing in Newark, N. J.; and Zion Distributing in Ogden, Utah.

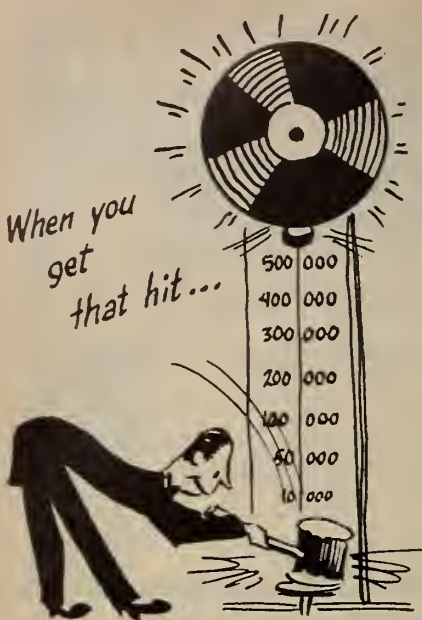
Les Elgart Album Starts His Buildup As Name Band

NEW YORK—Les Elgart, who was formerly with Bunny Berigan, Harry James and Charlie Spivak, is currently the object of a major buildup as an orchestra leader.

In connection with this push, Les, oft called the "trumpet players' trumpet player," has just had a 12" LP released by Columbia entitled "Sophisticated Swing." Most of the arrangements in the album are the work of Charles Albertine; tunes such as "Geronimo," "Bendix Bounce," "The Weasel Pops Off" and "Comin' Thru The Scotch." Some of the numbers star Les' brother Larry Elgart, alto saxist.

After serving in the Navy during the war, Les joined Woody Herman. Later he became a part of CBS' radio staff, and then he and his brother organized the orchestra.

This album is Les' big gun in the drive to build him as a top-name band.



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