

Decca Brass Covers Country Introducing Fall Program

NEW YORK—Decca Records' executives Sydney N. Goldberg, vice president in charge of sales; Claude Brennan, national sales manager; Lou Sebok, national sales manager for independent labels; and Howard Kaye, national sales manager for Coral Records, are currently on a tour of the Decca and Coral branches to introduce the fall program at divisional meetings, announced Decca Records last week.

The Western division held its meetings on Thursday July 16 at the Beverly Hilton Hotel in Los Angeles. The Southern and Midwestern divisions held a joint meeting at the Park Plaza Hotel in St. Louis, on Friday, July 17, which included a tour through the Pinckneyville, Illinois factory. Cleveland played host to the north central division and the Toronto, Canada Representatives, at the Statler Hotel on Sunday, July 19. The last divisional meeting will be held on Monday, July 20, at the St. Moritz Hotel in New York City for the Eastern division and the Canadian representatives from Montreal. Also in attendance at the New York meeting will be the entire National Decca-Coral executive staff.

Dealer Shows will be held by the individual branches following the sales meetings on the following dates:

Western Division: Los Angeles—Beverly Hilton Hotel, July 21; San Francisco—Sheraton Palace, July 22; Seattle—Benjamin Franklin Hotel, July 23.

North Central Division: Cleveland—Hotel Carter, July 22; Cincinnati—Sheraton Gibson, July 29; Detroit—Ft. Shelby Hotel, July 23; Pittsburgh—Roosevelt Hotel, July 28; Indianapolis—Hotel Marrot, July 29.

Eastern Division: Boston—Somerset Hotel, July 27; Hartford—Statler Hotel, July 28; Philadelphia—Warwick Hotel, July 29; Washington—Statler Hotel, July 30; Harrisburg—Harrisburg Hotel, July 30; Albany—Sheraton Ten Eyck, July 31; Buffalo—Statler Hotel, Aug. 3; Syracuse—Syracuse Hotel, Aug. 4; Providence—Sheraton Hotel, Aug. 4; New York—New Yorker Hotel, Aug. 4.

Southern Division: New Orleans—Hotel Roosevelt, July 26-27; Atlanta—Atlanta Hotel, July 22.

Midwestern Division: Chicago—Edgewater Beach Hotel, July 22; Minneapolis—Curtis Hotel, July 22.

Add To Distrib List

NEW YORK — Atlas Distributing was erroneously omitted from this issue's Distributor Directory.

The firm is Atlas Distributing, Inc., 31 Lark Street, Albany, New York. Among the lines it handles are Riverside, Golden Crest, Hifi, Rainbow, Fraternity, Mark, Sandy, Tempus, Big Top, Madison, Ribbon, Canadian-American, Joy, Ebb, Claro, Starday, Crest, Apex and Devere.

Chess Pacts Casper

CHICAGO—Max Cooperstein, sales manager for Chess Producing Company, announced last week that a nineteen year old local songster, Bobby Casper, was pacted by Leonard Messer for the Argo label. Casper, who recently won the title of "Mr. Chicago" and holds another title as eight lifting champ of Chicago, cut his debut disk on the label, "Lovin' Honey" and "Hey Lover."

Casper is under the personal management of Howard Bednoe, of the Messer promotion department, and Danny Driscoll, of Tobin Sales.

The youngster appeared the past few weeks on Jim Lounsbury's WKBK-TV Record Hop, David Hull's WNBQ Chicago Bandstand, and other record hops throughout the area.

Talking To The Stars



CAMDEN, N.J.—When Kitza, 20th-century recording star, whose latest release is "Paris Valentine," appeared recently on Jack Lamar's show over WFCM-Camden, Lamar invited listeners to call and talk to Kitza in any of the seven languages she speaks.

Sticktuitiveness

HOLLYWOOD—As a result of continued concentrated effort by all concerned, "Lonely Guitar" by Annette on the Vista label is now breaking for a hit.

According to Jack Fine of Walt Disney Music, "Annette's recording represents somewhat of a paradox in today's music business where the life of a record is very short."

"Lonely Guitar" was initially aired live via the "Zorro" TV series about six months ago. Four months ago it was recorded and released as a single as the flip side to "Jo-Jo." Two and a half months ago "Lonely Guitar" again turned up, coupled with "Wild Willie."

Fine reports that this persistence has finally paid off and sales are now beginning to mount, with the disk showing up this week in the No. 60 spot in The Cash Box Top 100.

Capitol Appoints Meggs

HOLLYWOOD—In a move to expand its activities in the field of public relations, Capitol Records has appointed Brown Meggs to the newly-created position of staff assistant for public relations, it was announced last week by William B. Tallant, national merchandising administrator.

In his new post, Meggs will be responsible for a broad range of public relations activities, including the preparation of special publicity releases, executive presentations and institutional audio-visuals. He will report directly to Tallant.

Meggs joined Capitol last September as merchandising program producer. Before that, he spent four years as a writer of public relations and sales-training films and presentations for major business and industrial firms in the Midwest and East.

Rank Gets Master

NEW YORK—Len Levy, national sales manager of Rank Records, announced last week that the diskery has acquired the exclusive distributing rights to the Bentley Brothers' coupling of "Ma, She's Making Eyes At Me" and "Yes, We Have No Bananas."

Levy stated that a full complement of samples would be made and distributed to distributors and disk jockeys on a nation-wide basis.

KING GETS COLE



CINCINNATI, O.—Cozy Cole has signed a long-term recording contract with King Records announced King prexy Syd Nathan last week. Leonard Evans, Cole's personal manager, negotiated the deal with Nathan.

The above photo shows (l to r) Evans, Nathan and Cole signing the new pact.

Cole, a long time leading jazz drummer, came into the national spotlight last year with two hit singles, "Topsy Part 2" and "Turvy Part 2," both for Love Records.

According to Nathan, immediately upon signing, Cole cut a single and an album at the King Recording studios in Cincinnati which will be released shortly. The LP is titled "Dance Music For The Whole Crowd."

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