

# Bud Fraser Named Director Of RCA Victor Signs Sam Cooke

**HOLLYWOOD**—Gordon R. "Bud" Fraser, formerly director of sales of Capitol Records, has been appointed director of Capitol's international department, it was announced last week by Glen E. Wallichs, president. According to Wallichs, Fraser's appointment is the first step in a general expansion program planned for the department. Fraser will report directly to Sandor A. Porges, administrator of the international department.

"Expansion of the international department is motivated," said Wallichs "by the tremendous recent expansion of foreign markets and the resulting demand for American products abroad. In transferring Bud Fraser to this important post we are giving the international department benefit of Bud's almost fourteen years' experience in both sales and merchandising."

Wallichs indicated that Fraser's appointment would also contribute to better coordination of the international department's activities—headquartered in New York, with those of Capitol's domestic operations headquartered in Hollywood. Fraser will remain at the Capitol Tower in Hollywood. Porges will remain in New York.

Fraser joined Capitol in April 1946 as a sales representative at CRDC's Minneapolis branch. Subsequently he served as Minneapolis branch manager and district sales manager and vice president, sales, for CRDC's Midwest District. In January 1953, he moved to Capitol's Hollywood Headquarters as Capitol Records' assistant merchandising manager. In July 1955, he was appointed director of merchandising. In December 1958, director of sales.

**NEW YORK**—Vocalist Sam Cooke has just been signed with RCA Victor Records, it was announced by RCA Victor A&R team Hugo & Luigi.

Already in the works are the singer's first RCA Victor single and LP.

"Sam is one of the outstanding talents of the day and we are eagerly looking forward to working with him," Hugo & Luigi said. "With both Sam Cooke and Della Reese on the label, we now have two of the country's greatest individual song stylists. 1960 will see them rise to greater heights than ever before."

Twenty-three year old Cooke is from Chicago. The son of a minister.

he was discovered at the Los Angeles Auditorium, where he was singing with a gospel group known as the Stirrers. In 1958 he made his smash, called "You Send Me." He has been high on the best seller charts ever since, with such hits as "Sixteen," "Everybody Likes To Cha Cha," and "I Love You For a Mental Reason."

Cooke was also featured in several theme music from the hit "House Boat," starring Cary Grant and Sophia Loren. He is a top club attraction and has appeared in many TV showcases.

## 10th Ann'y For Prestige

**BERGENFIELD, N. J.**—Prestige Records, the jazz label, is celebrating its 10th anniversary this month. Over the years, the label has cut some of the most prominent jazzists around; these include: Miles Davis, Billy Taylor, Art Farmer, Thelonious Monk, Sonny Rollins, Stan Getz, Gerry Mulligan, J. J. Johnson, Lee Konitz, John Coltrane, the Modern Jazz Quartet and many others.

The label will be extended this month with the introduction of three new labels: Bluesville, which will be devoted to vocal and instrumental blues and folk music of America; Swingville, which will feature the music of the swing area; and Moodsville, which will be a series of collections in volumes of ballads and standards.

Prestige head, Bob Weinstock, said that his hopes for 1960 include "the continued acceptance of jazz as a respected American art form" and that the "radio industry will finally present jazz on the air without insisting on commercialism."

## W.B.-Packard Phono Demo

**HOLLYWOOD**—Warner Bros. Records has concluded the production of a demonstration stereo record for use by Packard Bell Phonographs. The special disk will be included with each new Packard Bell phonograph sold in 1960. Production will begin in Feb.

The recording, which will be specially packaged by Packard Bell, contains stereo demonstration tracks from 12 different W. B. albums, and features the work of such W. B. artists as George Greeley, John Scott Trotter, The Outriggers, and Ray Heindorf.

The record also contains a spoken introduction, cut by Jack Wagner, which sets out the purpose of the disk: to introduce the potential Packard Bell buyer to the outstanding stereo sound both of the phonograph but also of Warner Bros. Records.

According to Warner Bros. sales director, Hal Cook, the West Coast diskery feels that through this means, thousands of Packard Bell buyers will be receiving their first introduction to stereo via this special promo album.

Packard Bell has previously dealt with Capitol and Decca Records in similar annual presentations.

## Furman In Capitol Move

**HOLLYWOOD**—Gordon Furman has resigned his position as personnel director of the Hollywood department of Capitol Records to become a regional sales representative for Capitol FDS console phonographs. Furman will make his new headquarters at Baltimore.

The resignation was announced by Capitol's industrial relations administrator, Richard D. Quinn, who concurrently disclosed that Grant H. Kenyon would be Furman's successor.

Kenyon, who will be responsible for all personnel functions for Capitol's employees at all company locations except the Los Angeles and Scranton plants, has spent the past nine years in various personnel and industrial relations capacities with the Southern California Gas Co., Los Angeles.

Kenyon holds a degree in business administration from Claremont Men's College and is active in several personnel associations in Los Angeles and has participated in a number of industrial relations seminars at Southern California Universities.

## Strand Forms Dorset

**NEW YORK**—Harry Maselow, general manager of Strand Records, announced last week that the label had formed an affiliate, Dorset Records. First two Dorset singles are "Bus Driver" and "Song of Sixpence" by the Schmitz Sisters and "Tremble" and "Rompin'" by Jerry Warren.

A Dorset LP line will kick-off within two months, Maselow said. The product and prices of the new LP's will be announced shortly.

In addition to the Dorset announcement, Maselow said that Strand would soon release an LP (as yet untitled) by Larry Hall, who hit with "Sandy." He also reported that the label had signed the Hot Toddlies, who made the grade recently with "Rockin' Cicket" on Shan Todd.

## Victor Releases Meinert LP's

**NEW YORK**—RCA Victor Records has released the first of five LP's by organist Marjorie Meinert skedded for release this year. Initial album is tagged "Vive La Difference" and includes a collection of popular, contemporary French songs.

Victor plans "maximum" exposure of Miss Meinert's albums, including trade and consumer advertising and network TV spots, a "saturation" ad and promotion program on a local level will consist of ad mats, special deejay recordings and mailings, press coverage, and in-store point-of-sale material.

Miss Meinert came to the attention of Victor's pop album manager Herman Diaz in 1957 when she performed at the Music Operators Convention in Chicago. When they got to talking about recordings, Diaz found Miss Meinert was already recording for a Mid-West label. She was signed to Victor last year when her recording contract ran out.

Miss Meinert was born in Clinton, Iowa, and has appeared on many Mid-West radio stations since she was seven. She began concertizing on a national scale several years ago, appearing in major American cities and in Canada.

## Alexander Rakes ASCAP-BMI

**NEW YORK**—Perry Alexander, writer and long time ASCAP combatant, has filed a lengthy letter with Chief Judge Sylvester J. Ryan of the United States District Court for the Southern District of New York, New York, in which he violently attacks ASCAP and BMI. In his letter Alexander advises Judge Ryan that he is prepared to offer documented evidence to support his accusations.

Alexander advised that copies of the letter were being sent to all members of Congress, the Governors and Mayors throughout the United States.

## Liberty Pacts Gorslin

**LOS ANGELES**—Frank Gorslin, mimic and monologist, has been signed to an exclusive recording contract with Liberty Records, it was announced president Si Waronker.

Gorslin immediately goes to work on preparations for recording both singles and LP albums, including concert impressions as well as pop songs.

The Liberty pact marks the beginning of a recording deal for the young comedian who recently appeared on the Ed Allen Show and opens at the Club on January 20.

## Soviets Break Ring

**NEW YORK**—Soviet Authority last week broke a Moscow ring with black-marketed rock 'n' roll "records" from X-ray film.

Using their homes as studios, young ringleaders probably used sources as short wave broadcasts disks brought in by tourists to make the recordings. The disks were reportedly sold not only in Moscow, in Siberia, the Ukraine, the North. In Moscow, they were peddled in G. U. M., the big department store.

Though rock 'n' roll was the music put on the film, swing, boogie and Russian crooners of the thirties were also available. The rpm disks—about the same size as 45s—included only one side of music and sold for between 10 and 20 rubles (a ruble is worth 25¢ at the official rate, 10 at the more realistic tourist rate).

## Hodes, Schroeder Buy Clark Copyrights

**NEW YORK**—Vera Hodes, songwriter Aaron Schroeder last week concluded a deal with deejay Vera Clark in which newly formed Vera Hodes and Vera III publishers purchased all copyrights formerly in January, Sea Lark and Arch catalog.

With this deal, Clark divested herself of any interest in the three firms she owned. Schroeder heads the new set-up and Miss Hodes, who operated the Clark firms, is vice-president.

Songs acquired by the two include "Time And The River" (Nat Cole on Capitol); "All Winter Long" (Laurie on Andie); "Step In This Right Direction" (from a Frank Avalon LP); "Give" (from the Cl Holiday on Victor); "Young Ideas" (Cl Holiday on Victor); "Boy Without Girl" (Frankie Avalon on Chancellor); "Hi Sign" and "Young Years" (the Diamonds on Mercury) and "Gazachstahagan" (Wildcats United Artists); "At The Hop" and "16 Candles."

Two songs from the catalog included in the upcoming Clark flick, "Beca They're Young," "Swinging School" (Bobby Rydell on Cameo) and title song (Duane Eddy on Jamie) go to Columbia Pictures Music.

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