

Coast Bash For Reprise



LOS ANGELES—Moe Ostin, vice president of Reprise Records; Jay Lasker, national sales manager of the

label, and Al Sherman of Record Sales Co., kicked off Reprise's initial album release with a cocktail party at Frank Sinatra's Puccini Restaurant for southern California distributors, disk jockeys and the press.

Pictured at the affair are: (1) Ted Wuillan (left), KFWB disk jockey and Moe Ostin. (2) Ostin, Terri Smith and Larry Berrill, KBIG deejay. (3) Frank Evans, KRHM-FM, Ostin and George Church III, KLAC. (4) Al Sherman, Jack Devaney of *The Cash Box*, and Ostin.

Kapp Inks Martin Ork, Organist Ellsasser

NEW YORK—Kapp Records has added the Freddy Martin ork and organist Richard Ellsasser to its line-up, prexy Dave Kapp announced last week.

Vet maestro Martin, who previously recorded for Capitol, will record both 45's and LP's for label, bowing with two numbers from a new pic, "Parrish." They are "Lucy's Theme" and "Paige's Theme."

Kapp, who worked with Martin during the maestro's Victory days, said that "we expect to exploit Freddy Martin as one of our most important artists, and expect him to cover special areas in the singles market for us . . ."

Organist Ellsasser, who cut over fifty albums during an eight period on the MGM label, will cut classics for Kapp and lighter music on Kapp's sound label, Medallion. He has already cut his first LP, performing the massive John Hays Hammond organ in Gloucester, Mass. Ellsasser once did a duo with violinist Jascha Heifetz on Victor's Red Seal series.

RIAA Certifies Welk's "Calcutta" Single & LP Sales

NEW YORK—The Gold Record Award to Dot Records' Lawrence Welk for both best-selling "Calcutta" single and album have been certified by the Record Industry Association of America, Inc.

To qualify for RIAA certification, a singles record must have sold one million copies and an album a minimum of half a million units with a factory billing of at least \$1 million. Sales are audited by a firm of certified public accountants before RIAA certification is granted.

NARM Meet Agenda Announced

NEW YORK—The agenda for the upcoming convention of the National Association of Record Merchandisers (NARM), Miami Beach's Eden Roc Hotel from April 25-28, has been announced.

Early registration will take place this Saturday & Sunday (22 & 23), while official registration will take place on Monday (24). Tuesday (25) will be topped by a business meeting, including an address by prexy Harold Goldman; keynote address by exec-secretary Jules Malamud; a workshop, "Promotion & Sales Aids; Merchandising & Packaging Techniques," headed by James J. Tiedjens and Don Van Gorp; survey report by "Progressive Grocer" by the mag's executive editor George E. Kline;

Roulette Reactivates Gee; Glover Heads A&R

NEW YORK—Morris Levy, Roulette Records topper, has announced the reactivation of the firm's Gee label for primarily single releases. Levy also appointed Henry Glover, vet music man, as Gee's A&R head. Label, which has a number of successes some years ago, returns with "Heart & Soul" by The Clefstones, who had the big years-back hit, "Little Girl of Mine." Glover indicated that he planned to concentrate the Gee line in the R&B-rock 'n roll areas. He is also planning to sign new artists for the Gee roster.

Frost Named Master Works Producer At Columbia

NEW YORK—Thomas Frost has been upped to the position of A&R producer of Masterworks at Columbia Records, according to an announcement by Skylar Chapin, director of Masterworks. Frost, who holds a B.A. in music from Yale, joined Columbia in 1959 as an associate producer.

Howard Caro Joins Victor In Pop LP Services Dept.

NEW YORK—George Avakian, RCA Victor Records' pop LP manager, announced last week that Howard Caro had joined the label as pop LP manager of editorial and creation services.

Caro will be responsible for the coordination of pop album production and packaging and the development of new ideas relating to these areas. He will report directly to Avakian.

Prior to joining Victor, Caro had been personal assistant to Enoch Light, general manager of Grand Award Records. Previous experience includes work on the MGM Records account for Donahue & Coe; album sales promotion manager for Jubilee Records; assistant A&R for Decca Records; sales promotion manager for Down Beat Magazine; Chicago and Midwest promotion manager for Coral Records and engineer for the Universal Recording Studios in Chicago.

Challenge Deck Answers "Mother-In-Law"

NEW YORK—Challenge Records has just issued a single that answers the current Ernie K-Doe smash on Minit, "Mother-In-Law." A femme team, The Blossoms, offers "Son-In-Law."

women's luncheon & boat cruise (host: Miller International Co.); visitation of associate members exhibits by regular members (held each day); cocktail party (host: Synthetic Plastics Corp.).

Wednesday's schedule includes: business meeting; "FTC & Anti-Trust Statutes"—Earl Foreman of Washington, D. C.; workshop, Harold Goldman, Rak Sales, St. Louis; "Aspects of Discounting"—Panel discussion moderated by Bob Rolontz of Billboard Music Week; cocktail party (host: Ampar Records); surprise party (host: RCA Victor Records).

Thursday's schedule includes: business meeting; workshop, Ed Snider, Edge Ltd, Washington, D.C.; "Catalog Merchandise & Utilization of Trade Fixtures," address to convention by Jerry Brewer, exec-secretary of Toiletry Merchandisers Assoc.; panel discussion moderated by Jerry Shifrin of *The Cash Box*; women's luncheon and fashion show; cocktail party (host: Liberty Records); sing-along party with Mitch Miller (host: Columbia Records).

Friday, the last of the meet, will feature: closed session, regular members; prize luncheon, regular and associate members and ladies; board of directors meeting; NARM Awards dinner-dance.

A poolside cabana, through the courtesy of Decca Records, will be available for all NARM convention participants throughout the convention.

Rydell Intros Nitery Act; Copa Date Set

NEW YORK—After just returning from a six week world-wide tour, songster Bobby Rydell is busy with his nitery act, which this June will be showcased at New York's Copacabana.

The Cameo label star, whose trip, accompanied by manager Frankie Day, covered such areas as Australia, Rome, London, Paris, Amsterdam, Frankfurt and Brussels, recently debuted his nitery act in Washington, D.C.'s Lotus Club.

Future plans call for nitery appearances in Philly, Boston, Buffalo, Pittsburgh, Syracuse. After the Copa engagement, Rydell goes to the Hotel Sahara in Las Vegas with George Burns for four weeks.

The act, representing three months of preparation, was staged and produced by Lou Spencer, a member of the Dunhills dancing trio. Special material was written by Noel Sherman, who has just completed a new act for Nat "King" Cole. Rydell's conductor is manager Day, a long-time musician. Musical arrangements are by Zito. Completing the Rydell nitery group is drummer Ray Deeley.

Eddy & Group Inked For MGM Flick

HOLLYWOOD—Duane Eddy and his group, The Rebels, consisting of Larry Knechtel, Dave Campbell, Jim Horn and James Troxel, have been cast in Robert Enders production of "A Thunder of Drums" for MGM.

Leader Eddy has a starring role in film which will mark his pic debut. Joe Newman directs, with Richard Boone, George Hamilton and Luana Patten heading the cast, currently on location in Tucson, Arizona. Eddy's current Top 100 item for Jamie is "Theme from Dixie."

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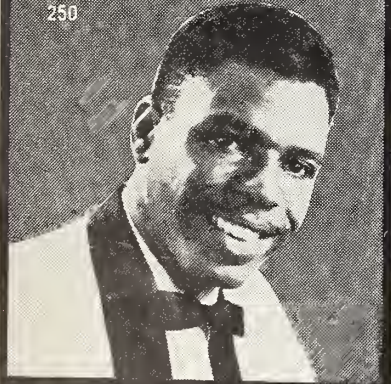
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