Coast Bash For Reprise

Los Angeles—Nor 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 Palladin Restaurant for southern California distributors, disk jockeys and the press. Featured at the affair were: (1) Ted Waillan (left), KFWB disk jockey and the host, Ostin; Terri Smith and Larry Berrill, KBIG deejay, (3) Frank Evans, KHRM-FM, Ostin and George Gooding, KCLA (4) Al Sherman, Jack Devaney of The Cash Box, and Ostin.

Kapp Inks Martin Ork, Organist Ellssasser

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

Vet maestro Martin, who previously recorded for Capitol, will record both 33's and LP's for the label, bowing with two numbers from a new pie, "Farrish." They are: "Lucy's Theme" and "Fugue's Theme.

Kapp, who worked with Martin during the maestro's Victory days, had been relegated to the Nat King Cole act, and expect him to cover special areas in the singles market for us... Organist Ellssasser, 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 Hayas Hammond organ in Gloucester, Mass. Ellssasser once did a duet with violinist Jackcha Heifetz on Victor's Red Seal ses.

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

NEW YORK—The Gold Record Award to Don 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 single 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.

New York—The agenda for the upcoming convention of the National Association of Society Merchandisers (NARM), Miami Beach's Eden Rock Hotel from April 25-28, has been announced.

Early registration will take place this Saturday and Sunday (22 & 23), while official registration will take place on Monday (24). Tuesday (25) will be topped off by a business meet-
ing, including an address by presxy Harold Goldman; keynote address by exec-secretary Jales Malamud; a workshop, "Promotion & Sales Aids; Merchandising & Packaging Techni-

NARM Meet Agenda Announced

ques," headed by James J. Tiedjens and Don Van Corp; survey report by "Progressive Grocer," etc., etc., etc.

Roulette Reactivates Gee; Glover Heads A&R

NEW YORK—Morris Levy, Roulette Records' chief, publicly 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 already qualified as sixty years, with some years returns, with "Heart & Soul" by the Cleftones, 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 producer of Masterworks at Columbia Records, according to an announce-

ment 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, an-
nounced last week that Howard Caro had joined the label as pop LP man-
ger 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 Gram-

Challenge Deck Answers "Mother-In-Law"

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

Norton Introns Nitery Act; Copa Date Set

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


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

The act, representing three months of preparation, was staged and pro-
duced by Lou Spinelli, a member of the Dunhills dancing trio. Special material was written by Noel Sher-

Eddy & Group Inked For MGM Flick

Hollywood—Duane Eddy and his group, The Rebels, consisting of Jerry Knechtel, Dave Campbell, Jim Horn and James Troxel, have been cast in Robert Enders production of "A Thunder Drum's Revenge." This new MGM Leader Eddy has a starring role in film which will mark his pic debut. Joe Newman, directed, with Robert Boone, George Hamilton and Luana Patten landing in the cast currently on location in Tucson, Arizona. Eddy's current Top 100 item for Jamie is "Theme from Dixie."