

## Mercury Extends "Maypole" LP Plan To June 15

CHICAGO — Mercury Records has extended its "Maypole" LP plan to June 15 due to "tremendous demand from dealers and the terrific acceptance of the product by the public," the label announced last week. Under the deal, the dealer receives one free LP for every five he buys within a given price category. All PPS and LPS "sound" LP's issued up to May 1 are included in the plan (see Album Plans for more details).

## New King Plan, Post For Increased Promo

NEW YORK — Hal Neely, general manager of King Records, has announced a new plan, including the creation of a new post, for increasing the label's promotional effort. Announcement was made at a special sales meeting recently in Cincinnati, King's home-base, with King reps from the east coast.

Mario Daulerio, manager of the Philadelphia branch, was named to a newly created office as special liaison man between the home office and King east coast reps. He will do special promotional work in Boston, New York, Philadelphia, Baltimore, Washington, and other east coast cities, supplementing the work of the regular promotion men of this territory. "In doing this we expect to consolidate our promotional efforts," Neely said, "This should give our endeavors greater unity and allow us to hit harder and faster with greater initial impact."

It was also announced that Daulerio's activities would not be confined to promotional work but that he would also act for the company on special deals in the field of record sales, custom sales, etc.

Joe Bertotto, a Philadelphia salesman for the diskery, was named to the managerial post vacated by Daulerio. Bertotto has been in the King organization for several years and is well known by the accounts serviced by its Philadelphia branch.

Neely and Al Miller, sales manager, did not say whether or not this departure from the label's ordinary business procedure on the east coast would mean a similar change on a national basis.

## Lee "Basin St. East" LP Issued By Capitol

NEW YORK—Capitol Records is releasing this week (15) an album, by Peggy Lee, "Basin Street East," cut "live" during the performer's appearance at the famed New York nitery earlier this year.

## She's Got Personality



HOLLYWOOD — Named "Personality of the Year" by the Hollywood Junior Chamber of Commerce, Liberty thrush Julie London is shown receiving her award from Dr. Bob Bloch at the California State Chamber of Commerce convention here.

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## Presidential Press Conference

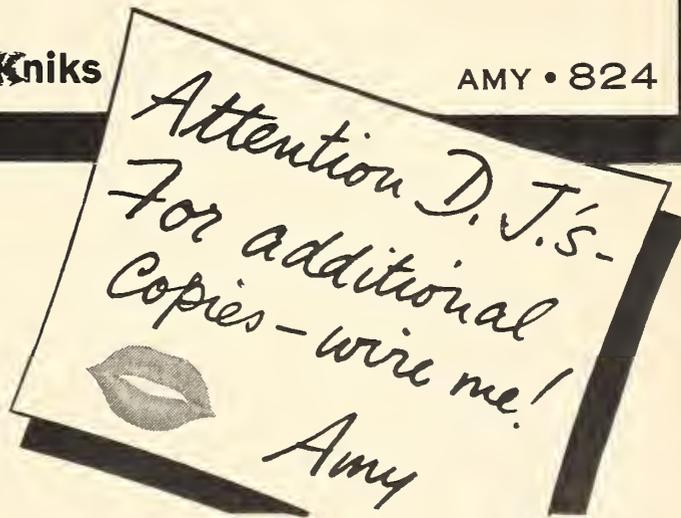


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