HARRIS MOVES INTO CAPITAL SINGLES PROMO

HOLLYWOOD—Ray Harris, formerly a sales representative in Capitol's Atlantic branch, has been added to the label's single-record field promotion force headquartered in Nashville.

In his new assignment, Harris will be responsible for singles promotion in the southeastern area of the country. He will report to Al Nichols, Capitol's sales and promotion manager Vito Samella.

In announcing Harris's appointment, Samella stated that Capitol has doubled its promotional efforts in the south in recent months. "Now, with a full-time promotion man covering the area, we expect to make even more headway in that section."

In addition to full-time singles promotion in the field, the label will also promote singles in all major branches and distributor outlets.

CADECE TO NEW DISTRIB IN PITTSBURGH

NEW YORK—Cadence Records has named Penway Record Dist. in Pittsburgh as its new outlet in the area, according to Budd Dolinger, sales manager.

Label recently made the distributor move to Essex Dist. in New Jersey, Maineline-Cleveland, and Merit Music Dist. in Detroit.

CORAL FOLK TRIO BACK FROM SERVICE

NEW YORK—Coral Records' Ivy League Trio has completed its army service obligation and will resume a full schedule of bookings this autumn.

Engagements between now and the end of the year have been set for the collegiate folk group at The Shadows, Washington, D.C.; The Outdoor Winter Sports Show in Chicago; The Bitter End in New York City; and a string of concerts at college campuses along the Eastern Seaboard. New productions are also underway for TV guest shots.

The boys are currently represented by a Coral single, "Winken, Blinks & Nod" from their latest album, "Folk Songs—Rare and Well Done."

Music Publishing Course Offered in N.Y.

NEW YORK—A course in music publishing for the musical theatre will be offered this fall by The Musical Theatre Academy.

Jay Gorney, writer-producer-director, and winner of a special 1962 Tony award, will conduct the course. Gorney has taught for the past ten years at the American Theatre Wing.

The course will cover in detail all the special problems of the writer for the musical stage—balancing of book and score, integration of production numbers, sketches, and choreography with music and lyrics, etc. It will be run as a workshop, with open discussion and criticism of all work. The class will meet one evening a week for three hours, and will run for 16 weeks. Admission will be on the basis of Gorney's evaluation of written work submitted by the applicant. Application forms and further information are available from The Musical Theatre Academy, 245 East 25th Street, New York 10, New York. Telephone: OR 2-7270.

NBC TIES-IN "MARILYN" LP WITH SAT. NITE PICS

NEW YORK—20th Fox Records received a big promotional aid from NBC-TV on its "Marilyn" LP, featuring soundtrack vocals by the late Marilyn Monroe.

Tie-in was with the station's new series of "Saturday Night At The Movies," which was presented last Sat. (22) "Gentlemen Prefer Blondes," which starred the performer.

An NBC bulletin advised promotion managers to accord visual display of the album in addition to playing excerpts from "Blondes" on the LP. They were also advised to use the album as a prize on giveaway shows, etc., to stimulate advance viewer excitement for the movie.

NBC also noted to the stations that the album could also be used again for its Oct. 20 showing on the program of "River Of No Return," also featuring the actress.

A copy of the "Marilyn" LP has been sent to all NBC station promotion managers from coast-to-coast.

HICKORY ACQUIRES PALETTE'S "TELSTAR"

NEW YORK—Palette Records' disk of "(Please Help Me) Telstar" by The Gee Sisters has been leased to Hickory Records for immediate release on Hickory.

SHIFT GOLF DATES AGAIN

HOLLYWOOD—There has been another change in the dates for the Music Industry Golf Tournament in Palm Springs, Calif. Tournament will be held Oct. 26, 27 and 28 at the same place announced previously, Indian Wells Country Club.

ARMADA MEMBERSHIP APPLICATION

The American Record Merchants and Distributors Association is a trade organization dedicated to protecting and improving the status of distributors—and in a broad sense about fair trade practices.

ITS GOALS

ARMADA’s aims, specifically, are as follows:

1. Establish and maintain a workable standard of practice with the manufacturer.
2. Seek a livable plan of discount between distributor, rock jobber and one step, whereby all can prosper.
3. Establish an educational and mutual assistance program to help keep the existing retail catalog dealer in business, and thereby perpetuate this industry.
4. Work out realistic quantity allocations of merchandise from manufacturer to distributor, thus minimizing the possibility of oversupply and unrealistic sales practices at the manufacturing and distribution levels;
5. Cooperate with the Federal Trade Commission to aid the distributor by bringing about fair trade practices;
6. Appoint a committee of ARMADA’s officers, directors and members, who will be available to help solve and mediate problems in a member’s selling area;
7. Establish a clearing house for general ideas with a bi-monthly Bulletin to be sent to all members.

WHO IS ELIGIBLE

Distributors are eligible for full membership with, of course, voting rights. Record manufacturers, pressing plant publishers, suppliers, etc., are eligible as associate members. They have a voice at conventions and sessions, but no voting rights. The membership and participation of all these groups is earnestly sought.

All can add to the solution of problems in today’s record business.