

Ops Give Strong Support To Label Exhibitors At MOA

CHICAGO—The Music Operators of America convention in Chicago last week (14-16) crowded them in, although an actual count could not be obtained by presstime. A final estimate of some 1,200 ops was forecast.

Of special significance, in view of the strong label representation (12 majors and indies), was the constant traffic of ops to the various record company booths.

In addition to the labels officially present, execs from other diskeries made the convention scene at the Sherman House.

Op interest in label activity was even more impressive in view of the strong competition stemming from

St. Louis — the seven-game World Series.

Each of the exhibiting labels had a juke-box line story to tell, and ops were offered free samples of new material. Labels also debuted new juke-box programming aids, including Epic's Juke Box Location Programming Guide and Counter Display Programming Center for one-stops. Kapp's "Winners Circle Series" (see separate stories).

Labels could also boast strong turnouts at a number of label functions, including Columbia's cocktail party and dance, and similar fetes from RCA Victor.

Forums were scheduled for Friday morning. A full report on these discussions will be included in next week's issue.

Label exhibitors at the MOA confab included: Capitol, Columbia, Decca, Epic, Jay-Jay, Kapp, Mercury, Monument, RCA Victor, Vee Jay, Rojag and Waikiki.

MOA ELECTS OFFICERS

CHICAGO—A prime order of business on the agenda of last week's MOA confab here was the election of officers. Clinton S. Pierce was given the nod as president of the association. Other new officers include: John Wallace, Sec., Jim Tolisano, Tres., Ted Nichols, Sgt. At Arms; and the following vice-presidents: Al Denver, Howard Ellis, Frank Fabiano, Norman Gefke, Jim Hutzler, Les Montooth, A. L. Ptacek, Jr., William Cannon, Henry Leyser and Harry Songgrass.

Kapp Bows "Winners Circle," More Little LP's At MOA Meet

NEW YORK—Kapp Records introduced a Winners Circle Series at last week's Chicago convention of the Music Operators of America (MOA).

Line is composed of singles with either former hit material or standards from successful albums. Releases will be marketed for juke box operators, as well as the retail disk shop. Thus, Kapp hopes that any of its releases in the series may turn out to be a click side.

There are 31 singles in the initial release, which is being backed by various merchandising aids, including order forms, attractive streamers and index cards for each selection featuring self-contained inventory control system. A supply of wire counter racks, with a Winners Circle header, will be made available to key one-stops.

In another move at the MOA meet, the label added six new Little LP's to its catalog of juke-box material. The newcomers are "Valentino Tangos In Stereo" with Orchestra de Granados, "Jump For Joy!" by Art Mooney and His Orchestra, "Great Waltzes" (Volumes 1 and 2) by Freddy Martin, "Where Love Has Gone" by Jack Jones and "This Is Us" by the Searchers.

Representing Kapp at the MOA convention were Al Cahn, vp and national sales manager, and Macey Lipman, sales exec. Both participated in panel discussions.

Epic Offers Ops Programming Guide

CHICAGO—Len S. Levy, vice president and general manager of Epic Records, introduced a new Juke Box Location Programming Guide for operators and one-stops at the annual MOA Meeting in Chicago last week. The guide programs the entire Epic Memory Lane Series and newly-released Little LP's for such locations as bars, lounges, pizza parlors, lunch-ettes and other specialized operations.

Answering the request of "numerous" operators and one-stops, the Programming Guide will act as an aid for operators who want to place proven hits in locations most likely to give maximum play. Additional releases will be scheduled as new Memory Lane singles and Little LP's are made available in the juke box operator-oriented section of Epic's catalogue.

Smash-Fontana LP's In "Sales Route '64" Fall Release

CHICAGO—Smash Records is underway with a fall product release and companion sales plan. There are eight new albums, including dates from Fontana Records, the label's affiliate.

The push, called "Sales Route '64," running from Oct. 15 through Dec. 31, offers the entire Smash and Fontana catalog to distributors at a special discount. Merchandising support includes full color album coverbooks and dealer order forms showing the LP covers of the fall release and a complete listing of product previously issued. Colorful in-store and window displays include artist divider cards and easel back covers for the eight releases. An "extensive" ad and promo mailing program is planned to launch the "Sales Route '64" program. Also, a coordinated artist publicity campaign will back-up the Smash and Fontana product.

A series of six separate regional distrib meets have been set in 24 cities from coast-to-coast. Included in the presentations is a slide film narrated by Bob Hope. Smash-Fontana staffers Charlie Fach (topper), Alan Mink, Lou Dennis (national promo manager for Fontana) and regional managers Elliot Greenberg and Romeo Davis will be on hand at the meets.

The new Smash albums include: "The Greatest Live Show on Earth" (Continued on page 39)

UA Sets Biggest Single Sales Month In Its History

NEW YORK—United Artists Records and the UA-distributed labels, Ascot, DCP and Musicor Records, have surpassed Aug., heretofore the biggest-selling singles month in the history of the organization, during the month of Sept. with each possess- (Continued on page 39)

Decca-Coral Start Fall Push With 16 New Albums, Plan

NEW YORK — Sixteen new pop-classical album entries are spotlighted in a fall merchandising program from the Decca and Coral labels.

A catalog incentive plan is being offered through Nov. 6, with the details available at Decca branches and distributors.

The promo will be accompanied by various aids, including a full color litho book, in-store and window displays. Trade ads are also scheduled, along with trade and consumer publicity.

The new Decca product includes: a memorial LP on the late Eddie Cantor, "Songs He Made Famous," Peter Duchin's "Discotheque Dance Party," Burl Ives' "Pearly Shells," Earl Grant's "Just One More Time," Bert Kaempfert's "Treat For Trumpet," Wayne King's "Dance Time," "The Munsters," "The Lively Set," the soundtrack of the Universal flick, with songs by Bobby Darin.

Other Decca newcomers are: "White Ginger Blossoms," the Honolulu Symphony Orch. conducted by George Barati, Arthur Prysock's "Strictly Sentimental," with the songster making his Decca debut, Patsy Cline's "That's How A Heartache Begins."

Victor's Press-Info Dept. Put Under Marketing Wing

NEW YORK — The public affairs dept. at RCA Victor Records, incorporating press and info activity, now report directly to the marketing area at the label, according to Harry E. Jenkins, marketing vp.

Now reporting on a division staff level, the public affairs dept., headed by Herb Helman, previously was responsible to the ad and promo function.

The move, Jenkins noted, reflects the increasingly important role played by the public affairs dept. in the overall function of the label. "We consider this department an imaginative arm of marketing," he said, "one that has proven an invaluable aid to our company in conveying our point-of-view to our consumer public."

Helman, who joined Victor as LP publicity administrator, in 1955, is a veteran of all phases of the record business, starting in the retail sales area in 1945. He worked in the wholesale area for Music-Craft Records and as distributor salesman for Krich, the Victor distrib in New Jersey, and for Times Columbia through 1953, when he joined London Records as regional sales manager in charge of sales, promotion and publicity on the East Coast. In 1958, he was appointed manager of press & info for Victor and in 1961 he assumed the title of manager of public affairs with the Press & info dept. reporting directly to him.

Currently, the press & info dept. includes: press administrators Elliot Horne (pop), Sim Myers (classical) and Grelun Landon (west coast). Staff writer is Tom Berman.

Decca classics are: Vivaldi's "Four Seasons" with Ruggiero Ricci conducting the Stradivarius Chamber Orchestra, Schubert's "Mass No. 6 In E-Flat Major" with Frederic Waldman conducting the Musica Aeterna Orchestra and Chorus, Beethoven's "Archduke Trio" by the Alma Trio, the works of Busoni and Bortkiewicz by pianist Marjorie Mitchell and the Vienna State Opera Orchestra under the direction of William Strickland. Coral's entry is "Liberace Plays Golden Themes from Hollywood."

Hal Neely Named Gen. Mgr. Of Starday



HAROLD G. NEELY

New York—Vet disk man Hal Neely has been named general manager of Starday Records and its affiliated companies, it was announced last week by Don Pierce, the label's president. Neely will work directly under Pierce and along with national sales manager Chuck Chellman and Ad director Tommy Hill. Neely, Chellman and Hill will all be vice-presidents.

The executive, who previously served stints with Allied in New York and Los Angeles, comes to Starday after six years with King Records in Cincinnati. Neely assisted King president Syd Nathan and, at times, was in full charge of the entire operation including manufacturing, publishing, recording, sales promotion and administration.

The Starday LP line is manufactured, warehoused and shipped from King's Royal Plastics plant in Cincinnati and will continue to be. Pierce noted that Neely's familiarity with the King plant will greatly strengthen the label's production and shipping.

Passing Of A Giant: Cole Porter

NEW YORK—Cole Porter, one of the men responsible for America's "Golden Age of Musical Comedy," not to mention a remarkable collection of world-wide standards, died last week (16) in Santa Monica (Calif.) Hospital at the age of 71.

A week before, Porter had been operated on for the removal of a kidney stone. In failing health for a number of years, Porter's leg was amputated several years ago in what was the final outcome of an injury he received after falling off a horse in 1937.

Although the trademarks of both his distinctive words and music was sophistication urbanity, his style got through to all segments of the pop music market. But, there are also nu-

merous Porter songs only making rounds of night clubs and an occasional recording that musical buffs also refer to as Cole Porter standards.

Porter was born into a well-to-do Indiana farm family on June 9, 1897. He attended Yale (where he wrote the school's two theme songs, "Bibi Eli Yale" and "Yale Bulldog Song" and Harvard Law School. While attending the latter university, he wrote his first show—with fellow schoolmate T. Lawrason Riggs—"See America First" (1916), whose failure was partly responsible for Porter's departure to the French Foreign Legion and participation in World War I.

While Porter had written songs (Continued on page 39)

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