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

NEW YORK — Decca plans to offer a fall merchandising program, with 16 new albums, beginning Nov. 6, the deejays will be able to place on Decca branches and distributors.

The promo will be accompanied by various others, including a little book, in-store and window displays and along with trade and consumer public.


Decca newsworms are: "White Ginger Blossoms," the Horol- lous Symphony Orch. conducted by George Baratis; "Strictly Sentimental," with the song- maker 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 publicity affairs at RCA Victor has been corporating press and info activity, directly to the book area at the label, according to Harry E. Jenkins, marketing vp. Reporting directly to this division staff level, the public affairs dept., headed by Al Davis, charge on the promotion of all. This responsibility was assigned to the ad and promo function.

The move, Jenkins noted, reflects the increasingly important role played by the public affairs division in the over-all function of the label. "We consider this step an important one in the development of marketing," he said, "one that has proven an invaluable aid to our com- pany's efforts to control our image and marketing plans." 

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Passing Of A Giant: Cole Porter

NEW YORK — Cole Porter, one of the men responsible for America's "Gold- en Age of Musical Comedy," has died. He was 80 years old. Porter was one of the key figures in the development of musical comedy, and his work included such hit shows as "Anything Goes," "The Drowsy Chaperone," and "Cabin in the Sky." His songs include "Begin the Beguine," "Night and Day," and "You're the Top."

Porter was born in Windham, Vermont, in 1904. He attended Yale University, where he studied music, and later worked as a staff writer for the Broadway musical "The Band Wagon." He was married to the actress Susan Elton Porter, and they had three children. Porter was known for his wit, his sharp sense of humor, and his love of Broadway and Hollywood glamour. He was a member of the Songwriters Hall of Fame, and his music continues to be performed worldwide.

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