

# Deejay Makes Good



HOLLYWOOD—Wax-whirler Johnny Grant, at KMPC mike, happily greeted visitor Steven Allen, "It's nice to meet a deejay who has made good." Allen, who started as a jock at Phoenix and later attracted national attention in Hollywood, has several good-selling Coral albums going currently, and his latest compositions are "Spring in Maine," waxed by Maggie Whiting, and "The Mambo, Tango, Samba, Calypso, Rhumba Blues," cut by Somethin' Smith and the Redheads.

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## V. I. P. Moves To New Offices; Enlarges Staff

NEW YORK—A move to larger quarters, and the appointment of three individuals to executive positions, was announced last week by Joseph Lupia, president of newly formed V.I.P. Records.

The label will assume new quarters at 157 W. 57th St., effective June 3rd. "The move," as it was explained by Lupia, "was necessitated by the rapid growth and transition of the company from a neophyte to full record company status in an astonishingly short space of time."

Vivian Della Chiesa, who records under the name of Vivienne for V.I.P., will head up the A&R department with Lupia supervising sales and distribution.

At the same time, Lupia announced the signing of Phil Ross, Herb Eidemiller, and Jerry Fields to executive positions with the label.

Ross has been signed as production supervisor of all recording sessions; Eidemiller, former arranger and musical director for such personalities as Tex Benecke and Teresa Brewer, will handle all arranging and musical direction for V.I.P., while Jerry Fields, whose background includes work for Kapp and Cameo Records will assist Vivian Della Chiesa in the A&R department.

## National Names Ascher Promotion Director

NEW YORK—Sidney H. Ascher has been appointed director of promotion, advertising and public relations for National Records, it was announced last week by the firm's president Joseph Leahy.

Ascher was partly instrumental in the establishment of the public relations and advertising policy for London Records when it was founded ten years ago. He was public relations and advertising head of Benida and Rich Records, and handled original publicity buildups for such personalities as Vic Damone, Evelyn Knight, Tony Bennett, and Lisa Kirk.

## Decca Issues Special "Pinocchio" Album

NEW YORK—The recent activity exhibited in the television field for musical dramatizations of fairy tales, now is spreading to the record industry. Decca Records has just released a brand new version of "Pinocchio", featuring an original musical score by Milton DeLugg, and starring Paul Winchell and Jerry Mahoney.

Decca has issued "Pinocchio" as a 12-inch LP. Jerry Mahoney is cast in the title role, with Paul Winchell acting as narrator as well as several of the other characters in the story. The album also features a supporting cast which includes: Walter Burke, who is appearing in "Major Barbara"; Vivian Smolen; Knucklehead, another of Winchell's creations; Johnny Haymer, who appeared recently in the production "New Faces"; and Milton DeLugg, who is heard as Irving the Mouse in addition to having composed the score.

Tunes from the album will be featured on the Weekly Paul Winchell Show over ABC-TV, and radio stations can obtain permission to program the album in its entirety by contacting Martin P. Salkin, Decca's Publicity & Promotion Director. The album was produced by Milt Gabler, Director of Artists & Repertoire for Decca.

In addition to the album, Decca is also planning to release a single, by vocalist Kitty Kallen, of one of the tunes from the score, "Hideaway Heart."

## Victor Releases Second In Teenagers Series

NEW YORK—Eddie Heller of RCA Victor popular album department, last week announced the release of the label's second extended play disk in its "Teenagers Dance Series". Titled "Teenagers Dance The Hop-A-Do", the disk is a follow-up to an EP called "Teenagers Dance the Tonky Honk".

The Hop-A-Do package, featuring a trio known as the Kids, is meeting with heavy reaction in Philadelphia where the Kids were born and bred, according to Heller.

A third album in this series, "Teenagers Dance the Rockbilly" featuring Jimmy Sedler will be released in a few weeks.

The liner notes on the back cover of each of the extended play disks describe how to do the dance featured in each package.

Victor is putting special emphasis on the sale of these EP's and will promote the series with heavy promotion and trade advertising.

Among the artists Heller has already signed for this series are Leroy Kirkland and his Rock 'n Rollers, the Twin-Tones and the Holidays. These performers will be under Heller's wing for teenage EP's.

## Welk Album Aids Charity

HOLLYWOOD—A special album of "Heart" songs especially selected by Champagne Music maestro Lawrence Welk, will be recorded by his musical group in June, all profits from the Coral distribution to go to the American Heart Association.

Twelve songs in all will be recorded, according to Sam J. Lutz, Welk's personal manager, who said the project evolved as a direct result of Welk's ABC-TV television program during February in which his one-hour show musically saluted the Heart Sunday campaign drive nationally.

## Special Award



NEW YORK — George R. Marek (left) presents a special award to Artur Rubinstein in recognition of the fact that sales of his albums have passed the one million mark. At the right is Larry Kanaga. The presentation was made at a luncheon in New York's Plaza Hotel.

## Joan Tietjen Named To New Columbia Post

NEW YORK — Miss Joan Tietjen has been appointed to the new position of Administrative Assistant, Advertising and Sales Promotion Department of Columbia Records, according to an announcement by the department's Director Arthur Schwartz. Miss Tietjen had previously been Executive Assistant to Goddard Lieberman, President of the Company.

In her new capacity, Miss Tietjen, six years with Columbia Records, will participate in all projects of the Advertising and Sales Promotion Department. She assumes supervision of activities of Sales Promotion-Production Coordination, Budget Traffic Control and Catalog-Proofreading procedures. Miss Tietjen will assist in liaison activities and in the development of cross-merchandising programs.

Miss Tietjen reports to Schwartz.

## Livingston Moves To Larger Building

CALDWELL, N.J. — Livingston Audio Products Corp., manufacturers of recorded stereo and monaural types, has just moved into a new, three-story brick building at 147 Roseland Avenue, Caldwell, N.J.

The new building houses processing, manufacturing, packaging and shipping facilities, as well as general offices.

Livingston is one of the pioneers in the field of stereophonic sound reproduction. The company released stereo tapes for home entertainment almost four years ago. Since then, its library of stereo tapes has continued to grow and now contains a range of programs from classical music to jazz. In addition, Livingston has made arrangements with a number of independent record companies, such as Boston, Empirical, Esoteric, Elektra, etc., for the release on tape of much of the material put out by these companies in disk form.

The present move, according to the Livingston execs, was necessitated by the growth of the recorded tape market and Livingston's stepped-up release and production schedules.

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