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COLEMAN RECORD # 100

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DeLuxe To Set Up New West Coast Office

LINDEN, N. J.—Dave Braun, DeLuxe Record president, left this past week on a six weeks' business trip across the country to set up a new DeLuxe Record branch office in Los Angeles. The new branch will enable the company to institute better distribution facilities to the 13 western states.

The Los Angeles office will handle shipments to King and DeLuxe branches on the West Coast, thereby reducing shipping time and record casualties. Independent distributors of both labels will benefit as well.

Besides setting up the workings of the new branch office, Mr. Braun will appoint the personnel and work with them until they are familiar with company policy and procedure. On his return trip, Mr. Braun intends stopping at the branch offices of King and DeLuxe in the mid-west and study the types of music each territory takes to most.

Carnegie Hall Click—



NEW YORK—Sarah Vaughan, one of the nation's top recording stars, is pictured above accepting two baskets of flowers that were gifts from members of her fan clubs after achieving another sensational triumph on the stage of New York's Carnegie Hall. Miss Vaughan and Illinois Jacquet combined to register an all time box office gross in their Carnegie Hall concert, and are currently continuing their nationwide tour.

King Records Pact Wayne Raney To Long-Term

CINCINNATI, O.—King Records Inc., this city, this past week announced the signing of western star Wayne Raney, of station XERF, Del Rio, Texas, to a long term recording contract.

Raney, it was disclosed, cut some 12 sides about a year ago, and will be promoted on the same nation-wide scale as other King artists.

Concurrent with the signing of the recording contract, Raney signed a similar contract with the Lois Music Publishing Co., King Record affiliate.

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