

Coral Steps Up Big Christmas Production

The Billboard, October 20, 1956

NEW YORK: Activity is aplenty in the works at Coral Records for the balance of the year. Twenty-two new albums, including a special "Composer Series" and a number of new and re-released singles set the stage for the Christmas selling season for the label.

Dubbed, "And Then I Wrote", the composer group will run to at least 10 albums between now and the end of the year. Each of these will feature a different composer, playing, singing, and discussing his own material, in a pattern similar to that frequently employed with guest composers on the Steve Allen TV show.

Already definitely set are albums by Bob Merrill, Harold Rome, Irving Caesar, and J. Fred Coots. Others on the drawing boards include sets by Arthur Schwartz, Ray Henderson, Rudolph Friml, and Al Hoffman and Dick Manning. Another with spotlight Otto Harbach. On this package Dorothy Collins and Steve Lawrence will sing some of the tunes, with commentary by Steve Allen. The entire "Composer Series" will get strong plugging via special dealer displays and browser cards.

Also in the late fall program will be sets by Frank Parker, Eddie Heywood, Dorothy Collins and Joe Burton, Johnny Guarnieri, Raymond Scott, the Satisfiers, Johnny Burnette, Danny Andrew, Weede and the Manhattan Septet.

For the Christmas album trade the label will bring out a conversion of a Owen Bradley organ album of appropriate music and a new package of material by Lawrence Welk. Another conversion of Bradley disked hymns, a Disneyland album by Welk and the McGuire Sisters' "Children's Holiday" set round out the holiday package offerings.

There will be new Christmas singles by Lawrence Welk, Dorothy Collins and the Lennon Sisters, each with Welk while old cuttings of "Christmas Alphabet" and "The Littlest Angel", by the McGuire Sisters; "Mister Santa", by Dorothy Collins, "Jingle Bells", by Leo Watson, and "The Night Before Christmas" by the Lancers will be re-released. Lawrence Welk's "Christmas Carol Medley" and "Are My Ears On Straight" will also be re-issue.