Lory, Dick p CSR : 59/1 : v 11 n 58 ; 24.

COLUMBIA IN ACTION

Robert H. Burrell (Bob, to you Country fans), Manager, Sales Promotion of Columbia C&W Department, informs us that the annual "Columbia Records National Sales Convention" held at Estes Park, Colorado, was a tremendous success — and comin' from Bob, you know success means — SUCCESS.

Promotions and sales were planned, and the results should prove mighty "ear pleasing" to you C&W record buyers.

A host of tremendous Columbia recording stars were on hand, from the pop field as well as our own field of music — and they had one swell time entertainin' the visitors.

New action for the coming year was decided on, and you can expect lots more action on the "Columbia Campus."

Dick Lory "sells out" for Columbia Records. Dick's another top artist on the always powerful Columbia stamp.

Goddard Lieberson (Columbia Records President) introduces The Three G's whose "Let's Go Steady For The Summer" release is getting plenty of action. Goddard has plenty of reason to be proud of The G's, for they are youngsters who really know how to perform.

Here we see Billy Brown performing with The Three G's and the results were nothin' short of real sensational.

John D. Loudermilk receives congratulations after a great job of entertaining. Grady Martin accompanied him.

At the convention were (L to R) Johnny Cash (now of Columbia), Percy Faith, Norman Luboff (back to ward us) and the great conductor-arranger, Andre Kostelanetz. All are affiliated with Columbia Records. And, you can bet Columbia's very proud of it too.