



Park Ave and GaRex Records

Discographies

Listing Singles and Albums of each Label
in Chronological Order

1961-1964

Park Ave Records

Started by Peter Gram c. 1961. Pete P. Gram was a founder of Gram Bros. Inc. in November 1956. At first, the company specialized in automobile repair, but Pete soon branched out into other areas ... including music.



New Coast Label To Pay 3¢ Mechanicals

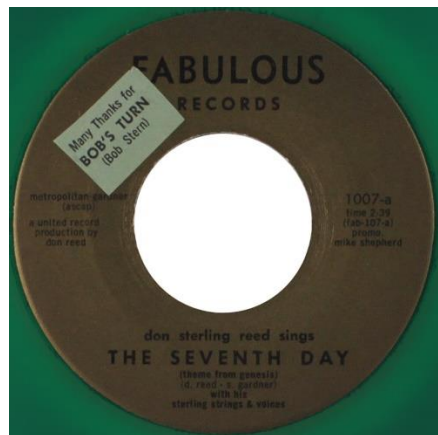
NEW YORK—A&R Records a newly-formed label here, will pay 3¢ mechanicals for the use of any standard or original material, according to Don Sterling Reed, the label's president. Reed, an ASCAP writer himself, said he had been "fighting for this for years." The usual practice is the payment of 2¢ mechanicals.

"This policy," Reed said, "will be initiated with A&R's first release, 'Nature Boy,' written by Eden Ahbez and published by Crestview (ASCAP)." Deck features Reed's ork with "The Voice of Love."

Reed claims that "record companies, distributors and retail stores will make healthy profits on a record, while the songwriter has been suffering, and they are, after all, the ones that create the material."

Early Series (1961)

The following four singles have rim print indicating their manufacture by United Record Productions. That venture was owned by Peter Gram and Don Sterling Reed. The rim print mentions them as "Gram-Reed." If the copyright encyclopedias online are correct, Don Reed was actually Peter Sterling Radcliffe. Radcliffe wrote as "Don Carson" and then as "Don Reed" in the 1950's, becoming "Freddie Flute," "Sterling Reed," and "Don Sterling Reed." He started A&R Records in 1961 with Eden Ahbez, but they released just one record. At that point, it looks like he released sporadically on various labels. Somehow, he partnered up with Peter Gram.



DON STERLING REED
 ★★★ The Seventh Day—★★★ Don't
 Want to Be Lonely—FABULOUS 1007.

PA-1007 According to an auction site, Fabulous 1007 was also pressed as Park Avenue 1007.

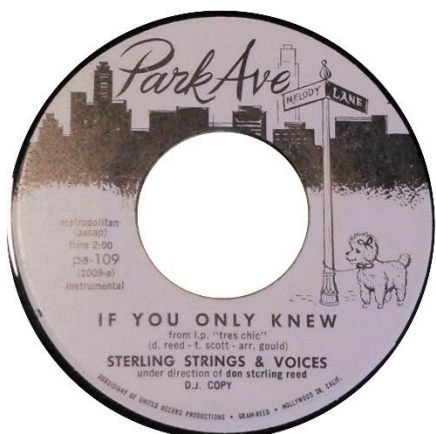


**STERLING STRINGS & VOICES
(Park Ave 108)**

(B+) "GEMINI" (2:00) [Metropolitan ASCAP—Reed, Ryterband) Attractive tune gets an interesting upbeat Latinish pose from the ork and sans-lyric chorus, including a zither-like instrument. From a tagged "Under Your Star," side is well-worth legit-styled instrumental programming. Label is located in Hollywood.

(B) "YOU ARE MY HEART" (1:30) [Tailormade & Music Stan BMI—Reed] Another fine ork sound, this time minus the chorus, and including a soprano sax.

PA-108 Sterling Strings and Voices "Gemini"/ "You Are My Heart" Matrix: 1008-a/1008-b
BB October 30, 1961 (United Record Productions); CB November 18, 1961



PA-109 Sterling Strings & Voices "If You Only Knew"/ "I Don't Want to Be Lonely" Matrix: 1009-a/1009-b (Alco pressing) The Monarch number starts with 40***, confirming a date in 1961. The label claims that the A-side is from the LP called *Tres Chic*, but no copies of the LP are extant.



PA-712 Lynda Russo "My Heart Won't Behave"/ "Too Many Tears" Matrix: ur-716-a/ur-714-b
Linda is backed by the "Altons." She is mentioned on Park Ave in CB March 24, 1962.

PHOTO NOT AVAILABLE

THOMAS STAR KING
★★★ Mama's Little Baby (Metropolitan,
ASCAP) (2:06) — ★★ Jezebel (Hill &
Range, BMI) (2:23). PARK AVE 717

PA-717 Thomas Star King "Mama's Little Baby"/ "Jezebel"
BB June 9, 1962

Transitional Single (1962)



PA-1000 Bob Moline "I'm Not a Serious Guy"/ "Two Different Worlds" Matrix: 1000x/1000xx

This is an unusual number. It may have come out in 1961, but mid-1962 seems more likely, since the B-side was current in '62 and the single is lacking the Gram-Reed rim text.

First 100 Series (1962) – Pink Label

At about this time in fall 1962, Peter Gram formed GaRex Records – apparently with the cooperation of Gary Paxton, who was also launching his own Garpax label (with "The Monster Mash"). The Park Ave label organized its numbering system somewhat, starting over from 100.



100 The New Yorkers "I Know Why"/ "Little Girl 5'3"

Matrix: 1424x/1424xx

This group was the Artones and was about to become the Beverly Hills Painters. The material that they recorded for Park Ave was reissued (probably in 1963) on Gateway Records (LA).

101 ??

102 ??

One of the above two numbers may have been reserved for a second New Yorkers single, but apparently, they left the label. Matrix number 1425 is not known on any release.



PA-103 Cliff Greaves “Little Rosa”/ “The Day the Town Cried”
Monarch number Δ 45579 (a-side) [early December 1962]

Matrix: 1426x/1426xx



PA-104 Johnny Fortune “One Less Angel”/ “Need You” Matrix: 1427x/1427xx



PA-105 The James Boys “Farewell, My Love”/ “Tears on My Pillow”

Matrix: 1428x/1428xx

The B-side is not the classic Little Anthony and the Imperials song (written by Bradford and Lewis); instead, both sides of this single were written by Danny and Burl Brown.



PA-106 The James Boys “Hey Sweet Girl”/ “There’s Nothing New”

Matrix: 1429x/1429xx

BB February 9, 1963 [A-side listed in BB as “Hey Little Girl.”]

Park Ave appears to have deliberately “skipped over” the numbers that were used in 1961. There are no known copies of 107, 108, or 109 in this series, and there are no known advertisements for discs with those numbers. Finally, the matrix numbers on PA-110 follow PA-106 consecutively.



PA-110 Johnny Fortune “Soul Surfer”/ “Midnight Surf”

Matrix: 1430x/1430xx

This record proved to be such a hot seller that it demanded national attention. The original release listed the only catalog number as pa-110, with all of the print in the same typefaces that Park Ave normally used. Released in late March 1963.

PA-111 Pressed with matrix 1432? No copies of a disc with this number are known to exist.



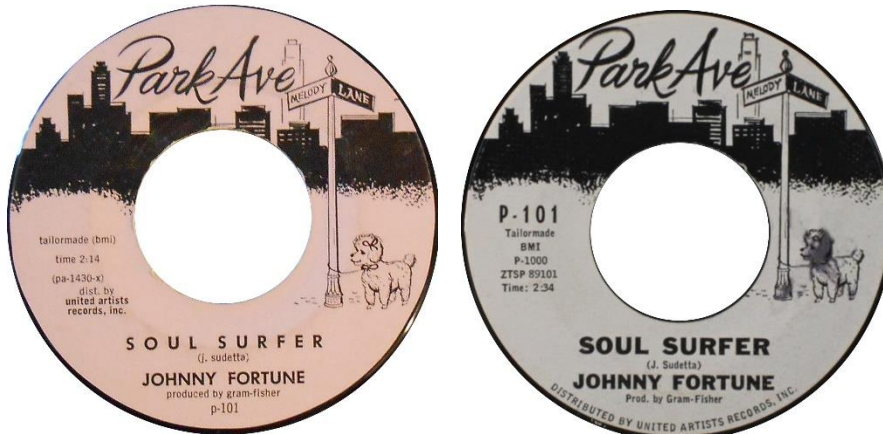
PA-112 Bob Moline “Hey Girl”/ “Hide and Seek” Matrix: 1431x/1431xx

Released in April 1963.

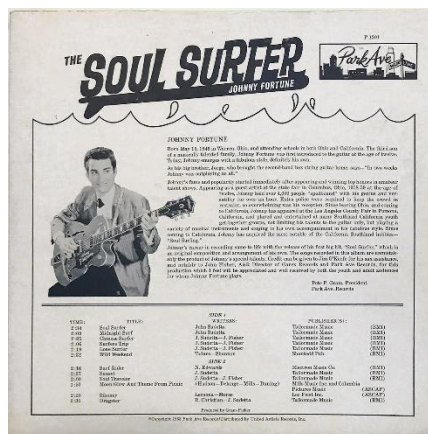
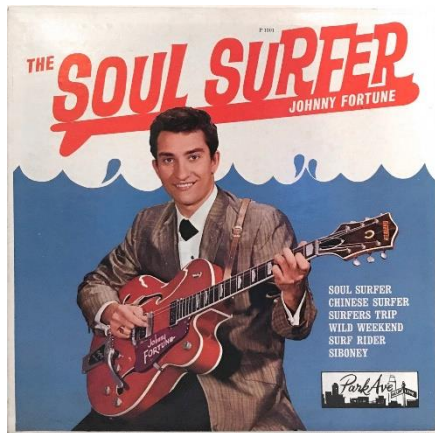
Later copies of PA-110 have UA info on the label and read PA-110-597. This may have been an initial labeling of PA-110 in the United Artists series, as UA-597 is from May 1963 also. However, everyone involved seems to have decided that Park Ave would restart its numbering system, rather than retain two series. However, this soon became confusing, and Park Ave stopped pressing singles under 125.



Second 100 Series (1963) – Pink or White/Yellow Label



P-101 Johnny Fortune “Soul Surfer”/ “Midnight Surf” Matrix: ZTSP-89101/2
A reissue of first series PA-110 CB May 11, 1963



P-1301 Johnny Fortune *The Soul Surfer* (mono)

All of the LP's songs were copyright for May 1963, and the album gives credit to United Artists, so that's when the album came out. It is known to exist only in mono.



PA-102 Johnny Fisher “Every Time You Cry”/ “Tan Dan” Matrix 1433x/1433xx
CB June 8, 1963; see also P-125.



PA-103 Johnny Fortune “Surfer’s Trip”/ “Soul Traveler” Matrix: 1434x/1434xx
BB July 27, 1963; see also P-126



PA-104 Lance Le Gault “Stay All Night”/ “205 Pounds of Love” Matrix: 1435x/1435xx
Also an accomplished actor, Le Gault is best known for having played Col. Decker on the A-Team.



P/PA-125 Johnny Fisher “Tan Dan”/ “Every Time You Cry” Matrix: P-1002/3 = ZTSP-89103/4
This was the national distribution number for PA-102.



P/PA-126 Johnny Fortune "Soul Traveler"/ "Surfer's Trip" Matrix: ZTSP-89105/6
This was the national distribution number for PA-103. CB August 10, 1963

<p>JOHNNY FORTUNE (Park Ave 126) (B+) "SOUL TRAVELER" (2:00) [Tailormade BMI — Sudetta, Fisher] The UA-handled diskery has a strong surfin' "voice" in instrumental Johnny Fortune and his fellow musicians. This exciting, funky surfin' sound is sure to please the many teenagers who are caught-up in the surfin' craze.</p> <p>(B) "SURFERS TRIP" (2:06) [Tailormade BMI — Sudetta, Fisher] More surfin' music loaded with teen-market know-how.</p>	<p>EASY DEAL WILSON (Park Ave. 128) (B+) "DALLAS" (2:22) [Tailormade BMI-Wilson] Funky guitar comments set-off this bouncy-blues salute to the city of Dallas, Tex. Tribute is right-up teen-R&B alley, and merits all-city airtime, Label is handled by United Artists.</p> <p>(B) "FROG NAPPIN'" (2:35) [Tailormade BMI-Wilson] Wilson kids around in sing-a-narrative style.</p>
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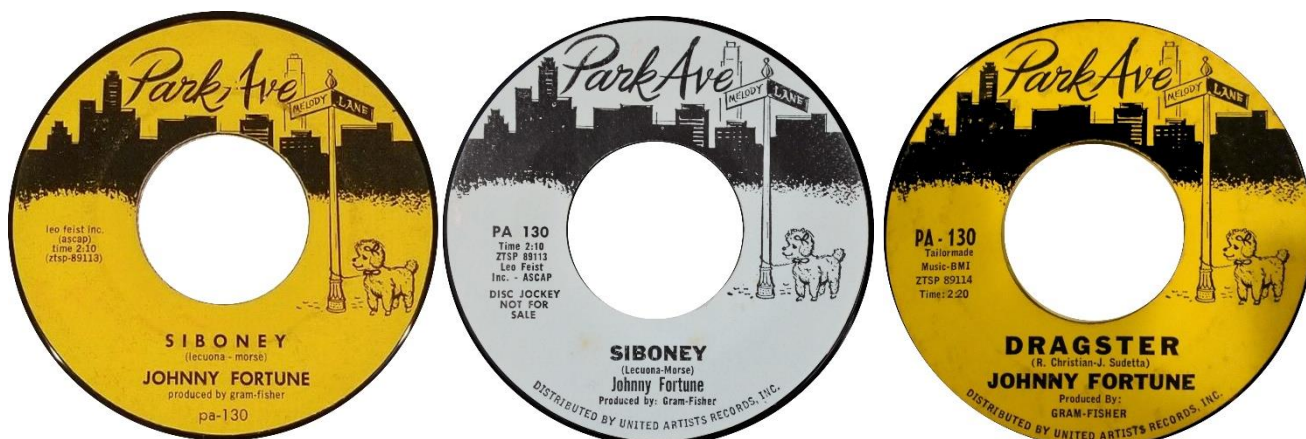
PA-127 Does this exist with matrix number 1436?



P/PA-128 Easy Deal Wilson "Dallas"/ "Frog Nappin'" Matrix: ZTSP-89109/10
CB September 28, 1963



PA-129 Tony Martin "Broadway Broken Heart"/ "Foot Steps of a Fool" Matrix: 1437x/1437xx
CB September 28, 1963



PA-130 Johnny Fortune "Dragster"/ "Siboney" Matrix: ZTSP-89114/3
CB October 19, 1963

JOHNNY FORTUNE
(Park Avenue 130)

(B+) "DRAGSTER" (2:20) [Tailor-made—BMI—Christian, Sudetta] A roaring hotrod sets the pace on this fast-paced instrumental geared especially for teen dance approval. Revving motors and squealing tires are added for effect. The young hotrod fans will surely take to this entry. Top 40 spinners might give it a few spins.

(B+) "SIBONEY" (2:10) [Leo Feist — ASCAP — Lecuona, Morse] This oldie is updated and given a rapid surfin' tempo by the group to make it swing all the way.

PA-131 Does this exist with matrix numbers ZTSP-89115/6?



PA-132 Bobby Moline “Devil Get Behind Me”/ “I’ll Be Waiting for You”
 Matrix: PK4M-6935/6 = ZTSP-89117/8
 CB January 4, 1964

BOBBY MOLINE (Park Ave. 132)
 (B) “DEVIL GET BEHIND ME” (2:12) [Tailormade BMI—Moline] Moline offers lusty reading of a dramatic folkish item. Guitars make intriguing statements in a folk-type. Exciting stuff. Label is handled by United Artists.
 (B) “I’LL BE WAITING FOR YOU” (2:25) [Tailormade BMI—Moline, Dvoynosoff] Haunting folk-ballad with a European flavor.

4900 Series (1964)

In April 1964, Park Ave and GaRex became the subjects of investigation connected with the “Payola” scandal. That move seems to have prompted United Artists not to renew their distribution arrangement with the two labels that had begun one year earlier. Peter Gram seems to have shut up the GaRex operation at the time, but Park Ave released a few more singles prior to shutting down.



P-4903 Sheri Leigh “My Boy Sunshine”/ “My Boy Sunshine” (inst.)

Matrix: 4907/4908

The matrices are numbered as though there were three prior releases, 4900 through 4902, with matrix numbers 4901/2 through 4905/6.



PA-4904 Ray Sharpe “Baby Ora”/ “Do the Thaxton” Matrix: 4910/4911-a
Ray Sharpe released records for GaRex in 1963.



PA-4905 Johnny Fortune “I’m Talkin’ About You”/ “My Wandering Love” Matrix: 4950/4951
The address on the label was the address of Gram Brothers Automotive, of Tailormade Music, of Metropolitan Music, and of Park Ave and Garex Records. A new building on that spot is the home to SafeLite AutoGlass.



PA-4906 Ray Sharpe “Almost Grown”/ “Sweets for My Sweet” Matrix: 4952/4953

GaRex Records Discography



After Don Sterling Reed went his own way, Peter Gram started up another label in addition to continuing the work that Park Ave was doing. That label he called GaRex, which stand for Gram Automotive Records.



- 100** Cornell's "Wak-a-Cha"/ "Mama's Little Baby"
 Matrix: GA-053/4 Monarch number Δ 45007
 Early November 1962 – based on the Monarch number.



- 101** Does not exist? Could be the Cornell's "Church Key"/ "Honky Tonk Part 2"



THE CORNELLS
 ★★★★★ Agua Caliente (Hot Water)
 (Robin Hood, BMI) (2:00) — ★★
 Malibu Surf (Tailore-made-Robin
 Hood, BMI) (2:19). GAREX 102

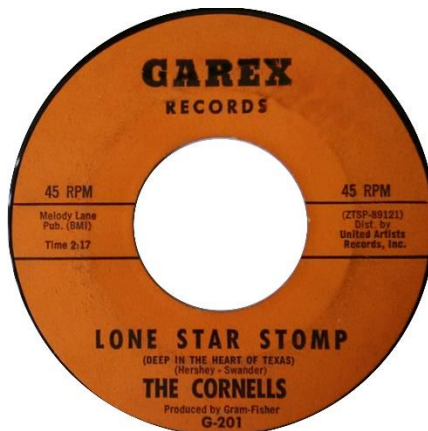
102 The Cornells “Agua Caliente”/ “Malibu Surf”
 Matrix: GA-055/6
 BB January 5, 1963



GA-LP-100 The Cornells *Beach Bound*
 CB October 12, 1963 but probably released in April. The album does not mention “Beachbound” as a single and was not distributed by United Artists. The latest songs were copyrighted in May, suggesting that it was not out very long before the arrangement with UA. Not known to exist in stereo.

103 The Cornells “Beachbound”/ “Lone Star Stomp”
 Matrix: probably GA-053/4, but I know of no copies. This became GaRex 201.
 BB May 4, 1963
 CB May 4, 1963

**THE CORNELLS — Beachbound (Tailor-
 made, BMI) (2:06)—Lone Star Stomp
 (Melody Lane, BMI) (2:17). GAREX 103**



THE CORNELLS (Garex 201)

(B+) "LONE STAR STOMP (Deep In The Heart Of Texas)" (2:17) [Melody Lane BMI—Hershey, Swander] The oldie is translated for the teeners with lots of rock-instrumental polish by the crew, which is composed mostly of sons of show biz folk. Guitars are main-feature, although there's a nifty percussion solo. United Artists Records is distributing the label.

(B) "BEACHBOND" (2:06) [Tailormade BMI — Okeefe, Linkletter] More reliable stomp merchandise.

201 The Cornells "Lone Star Stomp"/ "Beachbound"

Matrix: ZTSP-89121/2 aka G-1000/1

Distributed by UA.

CB May 11, 1963

This single was pressed as UA 49 – apparently at the same time as the GaRex single was being distributed by United Artists. However, that number does not fit into the UA chronology.



104 Ray Sharpe "I'm in Misery"/ "The Day You Left Me"

Matrix: GA-059/60 Monarch number Δ 48385

BB July 27, 1963



105 Ray Sharpe "Hey, Little Girl!" / "The Day You Left Me"
Matrix: GA-061/GA-060

Apparently, GaRex decided to replace the original A-side of the single with "Hey Little Girl," changing the catalog number from 104 to 105 in the process.



G-203 Ray Sharpe "Hey, Little Girl!" / "The Day You Left Me"
Matrix: ZTSP-89125/6



THE CORNELLS
 ★★★★★ Do the Slauson (Tailormade-Salma, BMI) (2:22) — ★★★★★ Surf Fever (Tailormade, BMI) (2:10).
GAREX 206

GA-206 The Cornells "Do the Slauson"/ "Surf Fever"

Matrix: ZTSP-89131/2

"Surf Fever" wound up selling as the A-side. "Do the Slauson" was the same song as "Wak-a-Cha" – it being rebranded so as to support the brief dance craze called the Slauson Shuffle.

BB December 28, 1963; CB January 4, 1964

When Al Huskey initiated a payola suit against LA-based labels, including Park Ave and GaRex, in April 1964, Peter Gram responded with an expression of confusion. He told Billboard magazine that he only met Huskey a few times and had no business with him. Regarding payola, he indicated that he had repaired automobiles for local disc jockeys, but he had always charged them for his services. "If my products were played, they were played because they were good. I've had records bounced, too." By the end of May, Gram had filed a formal response to the court – denying any involvement in payola.