

Tiara Records 1955-1959

Louis D. ("Lew") Conetta was born in January 1926, although King Records would later shave two years off of his age. He graduated from high school in Stamford, CT, and attended the University of Connecticut. His father and his uncle ran a grocery store, of which he became a co-owner. However, his interests lay with music – a love that took him to New York City. He graduated from Juilliard's school of music with a degree in Voice. From there, he appeared on radio and television in the early 1950s. This opened up some singing opportunities for Conetta, and he was one of the singers on "Wake the Town and Tell the People," which was a hit in 1955. That year, Lew Conetta founded the Tiara label in New York City. Billing himself as Lew Carey, he recorded two singles for Tiara.

Label Styles:

Label 55: blue label with crown; address on Park Avenue

Label 57: Broadway address at top; "Tiara" in 2D print

Label 57a: address at top; "Tiara" in 3D print

Label 57b: address at above left; "Tiara" in 3D print

Label 59: yellow label



45-6001 Lew Carey "You Can't Hear a Tear"/ "Nobody Knows"

Label 55

First appearance: July 9, 1957



LEW CAREY
Do I Dare to Dream? 68
TIARA 6003—Carey displays a pleasing set of pipes in the Eddie Fisher school. Pleasant tune; may get some air play if pushed. (Johnston, ASCAP)
Get Along, Stranger 68
This tune is a confusing concoction of Western and blues idioms, with a so-so warble. Bob Armstrong's clever orking helps some. (Taylor, ASCAP)

45-6003/4 Lew Carey "Do I Dare to Dream"/ "Get Along, Stranger"

Label 55

First appearance: November 26, 1955

Pressed by Capitol Custom Records.



Having experienced no grand success on his own, Conetta returned to his given name and obtained a contract with King Records. For them he recorded two singles that were released in 1956. These were: "The Pizza Pizzerlell"/ "Old Love Letters" (King 4945; July 14, 1956) "Just Out for Kicks"/ "Don't Get Me Wrong" (King 4972; October 13, 1956)

Near the end of 1956, Conetta was approached by Hy Grill, whom he had known as an Artists & Repertoire person at King Records. Grill had left King in October 1956 to form his own business. After the two of them talked, Conetta wound up reactivating Tiara Records and taking Grill on as his partner. The *Cash Box* issue of March 15, 1957, indicated that by that time they had several recordings ready for release.



Grill Reactivates Tiara

NEW YORK—Hy Grill, A&R man, has reactivated the Tiara label and has taken over as president of the diskery.

The firm will begin operations with the following talent already signed and ready for release within the next three weeks: Leon Belasco (featured in the B'way musical "Happy Hunting"); an authentic calypso group headed by Lulu Vegas; singer Murray Shaff and his Orchestra; and singer Rick Bruni.

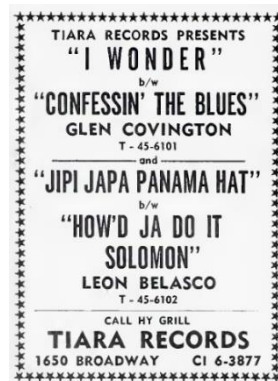
Distribution facilities are currently being set up.

Grill was formerly A&R with King, Coral, Decca and Victor.

45-6100 Murry Shaff "Nightbeat"/ "Big Flat Feet"

Label 57

First appearance: March 1957



45-6101 Glen Covington "I Wonder"/ "Confessin' the Blues"

Label 57a

First appearance: April 13, 1957

At some point around this time, Florence Greenberg invested in Tiara and became part owner, although Conetta and Grill ran the day-to-day operations of the label.

45-6102 **Leon Belasco** “Jipi Japa Panama Hat”/ “How’d Ja Do It, Solomon”

First appearance: April 13, 1957

No reported sales

45-6103 **Rick Bruni** “It’s Never Over”/ “Love”

First appearance: August 2, 1957

One copy advertised online with no photo.



45-6104 **Penny Nelson** “My Baby Don’t Love Me No More”/ “The Value of Love”

Label 57b

First appearance: no show (c. August 1957)

45-6105 **Unreleased/Unknown**



45-6106 **Adrienne Kent** **"First Love"/ "I'll Go on Loving You"**

Label 57.

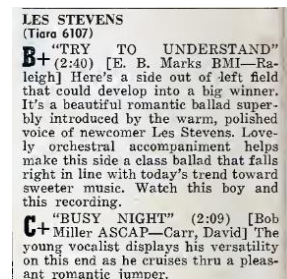
First appearance: August 26, 1957



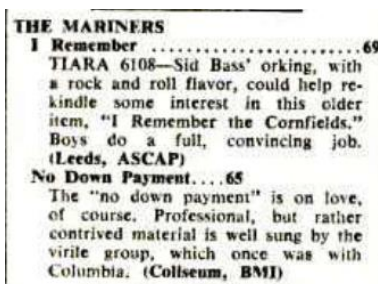
45-6107 **Les Stevens** **"Busy Night"/ "Try to Understand"**

Label 57b.

First appearance: August 17, 1957



At this point in time, Lew Conetta released his first single for Decca (September 14, 1957).



45-6108 **The Mariners** **"No Down Payment"/ "I Remember"**

Label 57.

First appearance: October 14, 1957





45-6109 **Rick Bruni** **"I Will Fall"/ "One Star Filled Night"**

Label 57b.

First appearance: no show (c. late 1957)



45-6110 **Ralph Wilson** **"What's Shakin'"/ "Make a Fool of Yourself"**

Label 57.

First appearance: no show (c. early 1958)

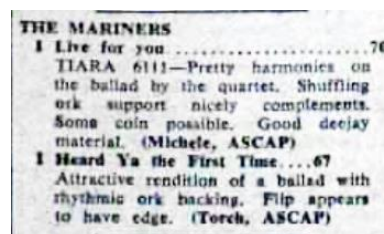


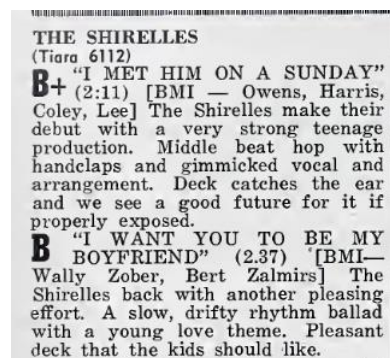
45-6111 **Sid Bass** **"I Heard Ya the First Time"/ "I Live for You"**

Label 57b from here on.

Bass and his orchestra performed on several Tiara singles.

First appearance: February 3, 1958

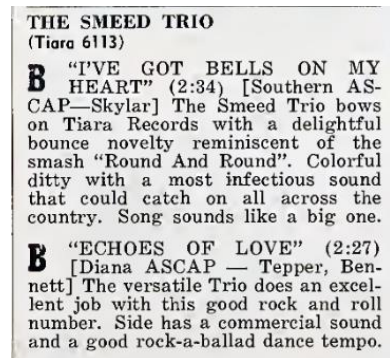




45-6112 The Shirelles "I Met Him on a Sunday"/ "I Want You to be my Boyfriend"

Label 57b.

First appearance: February 15, 1958



45-6113 The Smeed Trio "I've Got Bells on My Heart"/ "Echoes of Love"

Label 57b.

First appearance: March 22, 1958



45-6114 Nat Dickerson and the Mariners "The Victim"/ "Farewell Pretty Sally Belle"

Label 57b.

First appearance: March 30, 1958

I MET HIM ON A SUNDAY (BMI)—The Shirelles—Decca 30588—The platter is doing well in all marts. It looks like a big one. Flip is "I Want You to Be My Boyfriend," (Scepter-G&H, BMI).

Florence Greenberg was also the Shirelles' manager. At this time, she convinced Decca Records to release their Tiara single nationally. This was accompanied by a commitment on their part to release two more singles by the group, and reportedly there was a payment of \$4000. Conetta's relationship with Decca may have played a role here.





45-6115 Joe McCoy and the Real McCoys

"Hey Hey Loretta"/ "Too Much Goin' On"

First appearance: May 24, 1958



45-6116 The Smeed Trio

"Spinning Wheel"/ "When"

First appearance: May 10, 1958

THE SMEED TRIO
(Tiara 6116)
B+ "SPINNING WHEEL" (1:55) [Shapiro - Bernstein ASCAP - Hill] The Smeeds come up with an extremely commercial ditty as they lend their charming Alpine touch to a lilting rocker. Their vocal blendings are terrific. Kids of all ages could go for this number. Side builds as it progresses. Dee jays interested in something different oughta look into this one.
B "WHEN" (2:24) [Torch ASCAP - Tishman, Goetschius] This end has the trio cruising thru a pretty rock-a-ballad item with a romantic lyric. Their slight accent adds charm to the number.

Lew Conetta released his second single for Decca at this time (June 7, 1958).

The Shirelles released their second single for Decca at this time (June 14, 1958).



45-6117 Ruth McFadden

"You Must Come in at the Door"/ "At the Crossroads"

First appearance: July 19, 1958

RUTH McFADDEN
(Tiara 6117)
B "YOU MUST COME IN AT THE DOOR" (2:16) [Bourne ASCAP - Skylar] Ruth McFadden hands in an exciting interpretation of a good gospel handclapper. Spirited performance of a colorful number all age groups will enjoy.
C+ "AT THE CROSSROADS" (2:33) [Harvest ASCAP - Muskin, Harris] A dramatic rock-a-ballad about a moment of decision in her love life, is chanted with emotion by the lark.



JOHNNY MANN
Wouldn't Be Goin' Steady 79
 TIARA 6118 — Different sound by Mann on rockabilly. The side has a strong teen message and might catch on. Good rhythm support. (Southern, ASCAP)
Too Young to Cry 78
 The kid can really belt 'em. He has a new sound that could click. Tune is rockabilly with appeal. (Southern, ASCAP)

45-6118 Johnny Mann "Too Young to Cry" / "Wouldn't Be Going Steady"

First appearance: June 30, 1958



45-6119 Joe McCoy and the Real McCoys "Dizzy Little Girl" / "Wella Willa Willa"

First appearance: August 11, 1958



RUTH McFADDEN
 (Tiara 6120)
"(I WOULDN'T BE WHERE I AM) IF YOU HADN'T GONE AWAY" (2:20) [Shapiro, Bernstein ASCAP—Brown, Rose, Henderson] The r&b songstress offers a strong, almost funky, reading of the oldie. Wailing sax and heavy beat accompaniment emphatically follow the thrush along. Socko slow-beat work that could assume pop-r&b importance.
"MY BABY'S COMIN' HOME" (2:18) [Scepter BMI — Reed] Miss McFadden sheds her swinging, upbeat vocal light on this portion. This is a power-packed bundle of enthusiasm that r&b spinning deejays should program.

45-6120 Ruth McFadden "My Baby's Comin' Home" / "If You Hadn't Gone Away"

First appearance: August 11, 1958

The Shirelles released their third (last) single for Decca (November 10, 1958). At this point, Decca has had no hits with the Shirelles, and Florence Greenberg takes them to her own new label, Scepter. Greenberg formed the Scepter label with Terry Ryan and released two singles in December 1958. Greenberg left Tiara in November.

Meanwhile, in early December, Lew Conetta returned from a talent/recruiting trip in California. He has signed several new acts to Tiara.

Scepter Records Formed

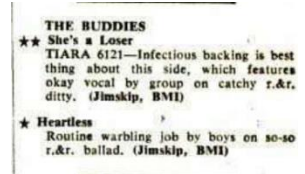
NEW YORK—Scepter Records has been formed, it was announced last week by Mrs. Florence Greenberg and Terry Ryan, owners of the New York-based diskery.

The initial issues on the Scepter label are "Ugly Duckling" b/w "Why, Why, Why" by Don Crawford and the Escorts and "To Make A Long Story Short" b/w "Pretty Little Girl" by Eddie and the Starlites.

Scepter's policy will be to have two releases a month. National distribution will be handled by George Goldner's Gone Records. The label has signed in addition to the above artists, the Roulettes, Castro Giovanni and the Little Girls.

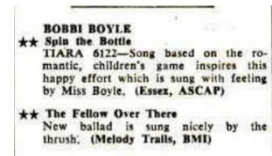
Mrs. Greenberg was formerly associated with Tiara Records and was associated with the Shirelles, who hit about a year back with "I Met Him On A Sunday". Ryan previously functioned as an independent producer and artist rep.

The firm is interested in listening to masters.



45-6121 The Buddies “She’s a Loser”/ “Heartless”

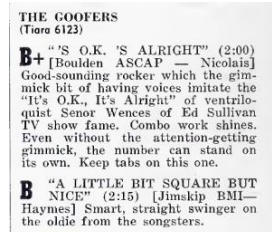
First appearance: December 15, 1958



45-6122 Bobbi Boyle “Spin the Bottle”/ “The Fellow Over There”

First appearance: December 15, 1958

The first Scepter single appears in *Billboard*, December 15, 1958.



45-6123 The Goofers “A Little Bit Square but Nice”/ “S OK ‘S Alright”

First appearance: January 24, 1959



LOUISE MANNING
(Tiara 6124)

B "THE SHIP OF LOVE" (2:23) [Prime BMI—Pelaez] Something of a gypsy-like flavoring to this soft-beat sentimental. The lark's recitation does well to capture mystical quality of tune, while a chorus offers occasional, effective gong bits. Ok portion.

C+ "THAT'S A HURTIN' THING" (2:00) [Prime BMI—Pelaez] Up-tempo stint on old-hat material.

45-6124 Louise Manning "That's a Hurtin' Thing"/ "The Ship of Love"

First appearance: February 16, 1959



JOHNNIE MC CORMICK
★★ **Tumble in Down**
TIARA 6125—Instrumental has an unusual sound which will capture some deejay play. (Scheror, BMI)

★★ **Pink Lady**
Instrumental featuring McCormick's trumpet. Good solo effort. (Scheror, BMI)

45-6125 Johnnie McCormick "Pink Lady"/ "Tumble in Down"

First appearance: March 2, 1959



PETER CHELLO
(Tiara 6126)

C+ "THE GUN THAT'S FASTER THAN ME" (2:15) [Jimmie BMI—Scerra, De Leo] Western dramatic about a gunman who meets someone with a faster gun that's faster than his, and gets it. Fella reasons this will start a vicious cycle wherein someone will try an get the guy who outgunned him. Chello recites with authority.

C+ "OUR ANNIVERSARY" (2:07) [Essex ASCAP — Weiss, Bandini] OK middle-beat romantic from the artist.

45-6126 Peter Chello "The Gun That's Faster Than Me"/ "Our Anniversary"

First appearance: May 2, 1959



THE GOOFERS

★★★ Perfidia

TIARA 6127—The Latin standard gets a rocking treatment, with distinctive horn and percussion arrangement. (Peer, BMI)

★★ Nameless

Blues, uptempo, with considerable novelty in the lyric. Well chanted and the arrangement moves right along. (Jimskip, BMI)

45-6127 The Goofers "Perfidia"/ "Nameless"

First appearance: June 1, 1959



JOHNNY KING

★★★ Gondola Rock—TIARA 6128—This is the story of rock and roll in Venice. It turns out to be of an Italian folk tune with a rock and roll figure and it's cute enough to grab spins. (Cromwell, ASCAP)

★★ Common Touch—Philosophical ballad is sung well here by Johnny King helped by a chorus and rhythm combo. Warbler sings it well. (Ludlow, BMI)

45-6128 Johnny King "Gondola Rock"/ "Common Touch"

Label 59.

First appearance: June 22, 1959

At this point in time, Lew Conetta married his wife Leonara ("Lee"). Although he announced that Tiara would be releasing new records in the fall, there was only one more single before Conetta shut down the company.



... Tiara's Lew Conetta, who recently married Lee Kaplan, back from his Washington, D.C. honeymoon and getting ready for the Fall releases. ...

TUNESTERS

★★★ Wykiup — TIARA 6129 — A rocker with an American Indian flavor. Seems the braves want to share the squaws' wykiup. Lyric and the sound provide some novelty. (Lugar, ASCAP)

★★★ Casually — A tender ballad, with triplet-figured arrangement. Makes pleasant listening. (Garlock, BMI)

46-6129 Tunesters "Wykiup"/ "Casually"

Label 59.

First appearance: September 14, 1959

Meanwhile, Sid Bass and Rick Bruni went on their way to the short-lived Nautilus label to release one record in late 1958.



Nautilus N-100 Rick Bruni "Angel in Tears"/ "Hey Louisa"