

## London Gift Promo Backed With 150G

NEW YORK — London Records has hammered away anew at its now well-known "Operation Dealer Support" theme via its special fall "Operation Gift Wrap" merchandising program announced in a series of distributor meetings in Chicago, San Francisco and Atlanta and culminating in New York Tuesday (18).

The program, one of the most ambitious yet undertaken by London involves a committed sum of \$150,000 in consumer advertising within the next month to support the program. Ads have been scheduled in 25 publications, including Life, the Saturday Evening Post, Look, Time, Newsweek, Fortune, Holiday, Reader's Digest, Harper's, Atlantic, Business Week, U. S. News and others.

The highlight of the fall program is the gift wrap angle and to introduce this to distributors gathered for the Manhattan meet, the diskery had on hand, H. L. Greilshheim, sales manager of the Chicago Printed String Company, leading manufacturer of gift wrap products, and the firm which is furnishing the wrappings for the London product.

Greilshheim took the occasion to point out a series of interesting and little known statistics on gift-giving in the United States — statistics which have application to retail disk selling.

"One out of three purchases

made today, excluding food and essentials," said Greilshheim, "is a gift purchase. In an average community of 100,000 people, more than one million gifts a year are given for birthdays, Christmas, weddings, showers, anniversaries, and social occasions.

"What items are bought as gifts?" Greilshheim went on. "Here are a few examples. Forty-five per cent of all leather goods purchases are for gifts, 40 per cent of all silverware and clocks, 55 per cent of all cameras, 60 per cent of all candy, 58 per cent of all books and 90 per cent of all toys and games are purchased as gifts." The point

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## King Disks Triples Its Custom Jobs

CINCINNATI — King Records is stepping up its custom pressing business. Sid Nathan, King Records chief, stated that in the last 90 days, the plant has tripled its custom work, and the end is not yet in sight. Nathan is adding three more presses, which will make a total of 50.

King is unique. It is an indie that not only has its own distribution set-up; it is virtually a self-contained operation in that very little in the manufacturing and packaging of finished records is done by outside companies. King does its own pressing, printing, art work, makes its own labels. Nathan says: "All we do outside is the purchase of sleeves, boxes and the acetate from which we make the master. . . . We also buy the Minnesota tape."

## BIG-6 KIDDIE TUNES LAUNCHED BY DISNEY

HOLLYWOOD — Disneyland Records is launching a three-pronged drive this fall aimed at making its Christmas Merchandising Package its biggest sales program thus far. Over-all theme is "Recorded Music for the Whole Family" and includes three separate lines. Each is aimed at a different age group, each is at a different price level and each intends to satisfy different musical tastes.

One is a pre-priced 49-cent line of 45 r.p.m. disks each packaged in full-color art sleeves and polyethylene bags. Each bears the new logo, "6 Big Disney Tunes," and, as indicated, provides the listener with a half-dozen Disney ditties. Line of 45's is aimed at the kiddie market. New release includes 12 disks which tie-in with recent Disney TV and film productions (i.e. "Toby Tyler," "Shaggy Dog"), featuring established Disney properties ("Sing a Song with Mickey," "Donald Duck and His Chipmunk Friends," etc.) as well as general material such as cowboy songs featuring Fess Parker.

Second line is tagged "Walt Disney Children's LP Festival" and is pre-priced at \$1.98. Packages are poly wrapped color items. New release numbers a dozen albums and includes original Disney soundtracks, his original scores plus special party games. In addition to 1 new titles, label is adding its top kidisk seller, "Sleeping Beauty," to its \$1.98 line-up.

Third line "Walt Disney Murals" is the label's de luxe series which includes full-color picture book of photo and animated art stills with

## SONGFEST SET FOR OLYMPICS

ROME — A World Festival of Songs to be known as the "Olympic Games of Song" will take place in Rome during August, 1960, as a curtain raiser to the Olympic Games which are scheduled to be held here between August 21 and September 10, 1960. Proceeds will be for the benefit of Italian orphanages.

## Seeco Needs Outside LP's; Will Pay Top \$

NEW YORK — Seeco Records is seeking outside LP's to be released under its label. According to Sidney Siegel, head of the diskery, Seeco Records will "outbid anyone else for an LP we want." It seems the firm is in need of LP's for the U. S. as well as foreign countries. The firm says that its sales have been so good that it must have more material to keep up with the demand for new LP's.

Siegel said: "The sky's the limit with respect to new albums. We will buy albums that have already been made and we are prepared to pay top dollars for them. We will finance an idea that strikes us as a good one and supply as much technical assistance in creating the album as is required. If a person has nothing but an idea we will do the whole job for them."

Siegel himself, Jerry Shifrin and Howard Rosef will pass on all LP's or LP ideas submitted to the firm. And the firm claims that it will give the most individual attention possible in the way of promotion, publicity and advertising to any outside-made album it takes on.

## NAME THAT TUNESMITH, PRS EDICTS BRITISH

By LEIGH VANCE

LONDON — The 3,000-strong Performing Rights Society (PRS) this week banned its members from writing songs under more than one name. In doing so it posed a major crisis among Britain's leading songwriters. Under a new edict British composers will now be allowed to use only one pseudonym. Previously up to 40 nom de plumes had been adopted by songwriters.

Explaining the decision of PRS, its secretary, Royce Whale, said: "This will enable us to cut down on the work and expense entailed in registering different pseudonyms with the Society; to prevent abuses that have arisen under the use of pseudonyms, and to bring ourselves into line with the decision taken by the International Federation of the Society of Musicians and Authors."

But other leading Tin Pan Alley composers had this to say about the new PRS policy:

Jack Fishman, writer of scores of songs and music for over 30 major films, stated, "It is an arbitrary decision. People use pseudonyms to suit different types of work. I may do a 'gor blimey' type of song and not wish to have my name associated with it."

Norrie Paramour, a&r man of Columbia Records, said: "Why shouldn't writers use pseudonyms? There is a big prejudice against British song material; pseudonyms attached to a song may enable it to get marketed."

## S-F Sales Spurred by Phono Deal

NEW YORK — George Phillips, vice president and treasurer of Stereo-Fidelity Records, stated this week that the national consumer ad that broke in Life Magazine this past week, on the free Webcor phono with 10 S-F records, had stimulated sales in dealers' stores beyond expectations. Phillips stated that the opening of the campaign to give away the phono caused 170 calls to the factory in one day from consumers asking where they could buy the set.

He also said that dealers ran out of phonos so fast that all the additional machines were re-ordered immediately. S-F had shipped 20,000 machines to their distributors prior to last week, and had ordered 10,000 more. These 10,000 are now shipped out and S-F is ordering more to supply the demand. S-F is hoping to move from 50,000 to 100,000 machines according to Phillips, before September.

## HIT MAILS FOR DISK SALES, DEALERS TOLD

NEW YORK — Maxwell Sackheim, head of the agency of that name and one of the architects of the Columbia Record Club, advises dealers to use the mail order technique in order to build up sales. "The success of the clubs," he states, "is a lesson to dealers to do direct mail on their own."

He urged that dealers make offers similar to those of the clubs, and entailing a similar obligation on the part of the consumer to purchase merchandise. Manufacturers with clubs, Sackheim averred, would be glad to encourage this type of dealer activity, and it could create an era of better manufacturer-dealer relations. Dealers should co-operate with manufacturers, and vice versa, he remarked.

Sackheim added that when the Book of the Month Club (of which he was a founder) started in 1926, there were only several hundred dealers, and that the figure is in the thousands now. "Anything that stimulates reading or listening is good for the over-all business; that when people become interested they eventually go to the retail outlet."

The small dealer, Sackheim said, must continue to have a personal type of operation. He urged dealer not to cut price, but to do creative merchandising, entailing bonus records, etc.

The exec added that one cannot deprive the public of what it wants; that merchandising progress cannot be stopped.

In the past even prominent members of the PRS Council have penned world-wide hits under nom de plumes, including Eric Maschwitz, using the name Holt Marvell; and Jimmy Philips (John Turner). Even veteran music publisher Lawrence Wright sold many songs as Horatio Nicholls.

So far the trade seems fairly divided on the rights and wrongs of the PRS edict; and so is the trade press.

The New Musical Express came out with a strong attack against the ending of composers' nom de plumes; but the Melody Maker stated in an unsigned article this week: "The PRS is to be congratulated on a bold endeavor to stamp out a racket that is fast becoming harmful to the music world."

## Max Stark, Mills Music GM, Dies

NEW YORK — Max Stark, general manager of Mills Music and with the firm 25 years, died at Mount Sinai Hospital, Miami Beach Thursday (20). Stark, who was in his mid-70's, was stricken ill while on an airplane flight to Florida.

One of the pioneers of the music business, Stark in his early years was a drummer on the RKO circuit. He entered the publishing field as an employee of the Waterson, Berlin and Snyder firm, in time becoming general manager of that operation. Waterson, Berlin and Snyder was ultimately purchased by Mills, and formed the nucleus of the Mills catalog. Stark during his career was also associated with the firm of Stept and Green, and then formed a partnership to organize the firm of Stark and Cowan, Inc., which was one of the founding ASCAP firms. He subsequently joined Mills.

Stark is credited with having developed the educational field, and with nurturing such personalities as Morton Gould, Leroy Anderson, etc.

He is survived by his widow, Stella; a son, Lewis, and a daughter, Thelma.

Services will be held at Riverside Chapel here, Monday (24).

## Urania Scores 52% Hike

NEW YORK — According to Urania Records their sales figures for the first six months of 1959 show a gain of over 52 per cent for the same period in 1958. The month of July alone showed an increase of over 96 per cent.

The diskery attributes the gains to its entry in the singles field and the favorable response of its LP's, including "Tony Lavelli, All-American Accordionist," the Alexander King spoken word disk and the premiere recording by the Kansas City Philharmonic under Hans Schwieger of Prokofieff's "Suite of Waltzes" and "Gypsy Fantasy."

The label also reports strong response to its new flock of albums on Avon, its low-priced subsid, which includes "My Fair Lady" by the Knightsbridge Theater Chorus and Ork and "Matador." Price tag on the "My Fair Lady" in both stereo and mono is \$3.98. Suggested list price for "Matador" is \$2.98 for both versions.

Albums due to be released on Urania are "Dreams of the Island," "Vibe-Rations" and "Casey Sings Out."

## Westminster Issues Nine New Albums

NEW YORK — Westminster Records is releasing nine new albums that will be available both monaurally and on stereo in September in both the pop and classical fields, and five stereo sets that were issued previously on monophonic disks. Of the new releases there will be an album containing four Mozart Symphonies conducted by Erich Leinsdorf with the Philharmonic Symphony, an album of Berlioz, "Grande Symphonie Funebre Et Triomphale," one of the Mendelssohn Violin Concerto with the Vienna State Opera Orchestra, another with pianist Wladyslaw Kedra of Chopin Sonatas, a Mozart set with the Janacek Quartet, and an album with pianist Barbara Hesse-Bukowska. The three popular sets include a Dixieland album, a cha cha set and an album with organist Dick Leibert. The stereo only sets include Bach's "St. Matthew Passion," Bach Trio Sonatas and Scarlotti's Sonatas for Harpsichord.

## Ellis Cleffs TV Themes

NEW YORK — Two new TV film series are having original themes cleffed for them by Ray Ellis, a&r. chief of M-G-M Records. Recordings of these themes will be released later this year on the M-G-M label.

Both film series are being produced by Desilu Productions for National Telefilm Associates, Inc. The series are "U. S. Marshal," starring John Bromfield, which airs in about 100 markets for Budweiser beer, and "Grand Jury," a new series starring Lyle Bettger and Harold Sgone on which production begins in September. M-G-M plans to issue the diskings of "U. S. Marshal" in September, and of "Grand Jury" in December.