

ARTIST-MOVIE TIES

Title Tunes Cut for Picture and Disks

By JUNE BUNDY

NEW YORK, Sept. 11.—Publishing firms dominated by motion picture interests have latched on to a new gimmick to push their movie tunes this year, thereby creating some new problems for artist and repertoire men and recording talent.

The gimmick, a two-way promotion, calls for a top artist to record the title-tune from a new movie to be used as a prolog to or background for the film. Then, when the picture is released, the diskery is expected to release the record at the very same time.

The latest example of this is The Four Aces' new Decca record, "It's a Woman's World," published by the Big Three and featured on the sound track of the forthcoming 20th-Century picture of the same name.

A similar tie-up was made on 20th's "Three Coins in the Fountain" film, with Frank Sinatra's voice dubbed in on the movie sound track and Capitol releasing a Sinatra record on the title-tune, "Hold My Hand."

An even more direct tie-up was made for Don Cornell's new Coral disk "Hold My Hand." The record—label and all—is featured

all thru the new Dick Powell-Debbie Reynolds picture, "Susan Slept Here," and it was recorded especially for that purpose. The film has been doing well at the box office, and Cornell's record sells big in every town it plays. Consequently, it is now one of Coral's biggest sellers.

However, all isn't sweetness and sales-success with the new gimmick, and some of the a.&r. men and artists have serious reservations about the whole idea. Frank Sinatra, for instance, recorded "Three Coins" most reluctantly, altho its subsequent success probably changed his attitude. Frankie Laine, on the other hand, was most enthusiastic about doing the title tune and

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Paul Siegel to Rep Italian Pubber Group

NEW YORK, Sept. 11.—Publisher Paul Siegel has been named official United States representative of the Italian publisher group Organizzazione Musicale Nationalmusic, of Milan, with the power of attorney to negotiate deals for the placement of Italian song material here. He will also seek U. S. material suitable for Italian exploitation.

There are seven publishing firms in the Italian group and among them they control a substantial segment of Italian film music. Siegel, who heads Symphony House Music here, will handle standard material as well as pop copyrights. The Italian publisher group has established credit at the National City Bank to finance negotiations handled by Siegel.

CORAL LABEL CHIEF ON SCROOGE KICK RE XMAS

NEW YORK, Sept. 11.—The best thing to have at Christmas is a hot pop record, according to Coral Record chief Norm Weinstroer, who says Coral plans to give Santa Claus the brush this year and concentrate on its regular pop line-up.

Novelties seem to be the only items that stand a chance at Christmas, says Weinstroer, but distributors and dealers are reluctant to service them for fear of

LOVE MUSIC

Firm Offers LP's to Aid Radio Plays

NEW YORK, Sept. 11.—In an unusual move to attract performances, Love Music will make available packets of five 12-inch LP's to radio stations making frequent program use of mood music. Unique facet of the promotion is the fact that 40 tunes among the 54 carried in the recently issued LP's are owned by Love.

The albums are the five Van Lynn Orchestra LPS released by Decca as part of its 20th anniversary package push. The records were processed from masters imported from Europe by Love Music thru the latter's connection with a Continental publishing interest.

Love Music, a publishing firm affiliate of Broadcast Music, Inc., is run by George Lee. BMI, which licenses all but two of the 54 copyrights in the five-disk set, will co-operate in the promotion by plugging the disks in its station mailings. It will also furnish script material to stations purchasing the sets.

Price of the LP's to radio stations will be \$6 for the set of five 12-inchers. Altho the great majority of the tunes on the LP's are unfamiliar Stateside, a number have achieved some action when cut as singles. Among the latter are "Bahama Buggy Ride," "Many Times," "Rain" and "I Envy."

HWD. PALLADIUM ON MAMBO KICK

HOLLYWOOD, Sept. 11.—The Hollywood Palladium joined the mambo bandwagon this week, with the signing of the Tico Robbins ork for two weekends during the Woody Herman run, beginning September 14.

Robbins unit will work intermissions only, and marks the return of an intermission band at the dance palace. Ballroom has been using piped music during intermissions for the past year.

Herman Herd will also be presented in a nightly jazz concert, in addition to regular dance sessions.

FISHER TUNE

Xmas Item Gets Jump On Season

NEW YORK, Sept. 11.—If Joy Music's new song, "I Want Eddie Fisher for Christmas" clicks, artist and repertoire men on other labels may find themselves in the curious dilemma of deciding whether to cover a tune which eulogizes an RCA Victor recording star.

The first waxing of the tune—on the New Disc label with Betty Johnson on vocal—goes out to deejays and dealers next week, marking the first time a Christmas song has been put out so early in the year. The tune was penned by the "Santa Baby" team, Joan Javits and Phil Springer.

The label decided to release the record now, rather than wait for the holidays, because it is felt the lyrics have more general appeal than the usual Christmas item. Also, of course, it hopes to cash in the current wave of publicity for the Eddie Fisher-Debbie Reynolds romance. Betty Johnson's version of the tune is backed by "Show Me."

getting stuck. However, it wasn't always this way, and Weinstroer blames the dealers, juke box operators and, most of all, the disk jockeys for the change. Back in 1946, he notes, dealers ordered Christmas wax as early as August. Today it's a rare dealer that does anything about holiday stock until December 1.

The disk jockeys are primarily to blame, according to Weinstroer, who observes that most stations flatly refuse to play any Christmas record before Thanksgiving; while dealers and operators won't stock them until they get some air play. Consequently, says Weinstroer, novelties are the only safe bet since it takes at least two months to promote a ballad. And even the novelties, he adds, should be recorded by a hot artist.

The only way you can build a Christmas record today, says

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Set Mooney, May, Rudy on 'Let's Dance'

CHICAGO, Sept. 11.—ABC's "Let's Dance" program, which begins September 18 live from the Hotel New Yorker in Gotham and the Aragon Ballroom in Chicago, will have the bands of Billy May and Ernie Rudy following Art Mooney into the Aragon.

The show will air from 7 to 8 p.m. (CDT) on the Saturday night slot and will feature Ralph Flanagan's band from the Terrace Room of the New Yorker for the first 13 weeks. The second half-hour of the show will originate live from the Aragon, with Art Mooney on the first four stanzas, Billy May on the next two, and Ernie Rudy in for an indefinite stay.

The show will include guest stars and celebrities on both ends of the circuit. Heading the list of New York guests for the premier are Julius La Rosa, Bud and Cece Robinson, Los Gatos, and Key Largo. Chicago will have June Valli, and Fran Allison of "Kukla, Fran and Ollie."

BOM Begins Mailings Of Disk Club Selection

NEW YORK, Sept. 11.—The Book-of-the-Month Club this week began mailing its first records to trial subscribers to its Music-Appreciation Records plan. The giant book club has also begun a substantial recording program to keep its club members supplied with new LP's on a regular monthly schedule.

The first disk mailed coupled a performance of the Beethoven Fifth Symphony by the London Symphony Orchestra, Norman Del Mar conducting, with an analysis of the work by Thomas Scherman, founder of the Little Orchestra Society and musical director of the BOM disk plan. The analysis includes specially recorded musical examples to illustrate the commentary. The plan also includes mailings of announcements of future releases written by Deems Taylor (The Billboard, September 4).

BOM, it was learned, will commission its own recordings, rather than seek suitable etchings from established manufacturers. Set already are club selections for the next three months. They were cut here and in England. The LP's will be pressed by Columbia's custom record department. Sale price to club members is \$3.60 per 12-inch LP.

Future Sets

The October BOM selection will be the Mendelssohn Violin Concerto played by Fredell Lack and the Stadium Concerts Orchestra conducted by Alexander Smallens. Featured in November will be the Schumann Piano Con-

certo as interpreted by pianist Eileen Flisser and the Little Orchestra Society under the direction of Thomas Scherman. A Wagner program including the Tannhauser and Meistersinger Preludes will be the December selection. Norman Del Mar will conduct the London Symphony Orchestra.

In addition to the featured selections there will be the "appreciation" disks, all to be cut here by Scherman and an 80-piece orchestra.

While the club will rely for the present on direct mail solicitation for new members, plans now being mulled call for the later use of display advertising in consumer publications.

PLUGS TO HITS

Video Themes Create Sales In Milwaukee

MILWAUKEE, Sept. 11.—Record dealers here are convinced that local television shows can play a strong part in building hits. A trio of potent sellers have been built in recent months, since the tunes are being used as themes on local video shows. None of the numbers, according to dealers, were normally good movers and if not for the TV boosts would still be gathering dust on their shelves.

Leading in popularity, according to Stu Glassman, Radio Doctors downtown disk shop, is the Decca label recording by Tony Iavello, "This Is New York." Tune is employed as intro music for WTMJ-TV's Radio City Cinema, a nightly movie segment announced by Tom Mercein. Flood of calls and cards to the station for information about the record has forced Mercein to print the artist's name, the name of the song and the label on a card which is used as a prop. The first time he mentioned the name of a shop which had the disks in stock the plug resulted in a rush on the

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WALLICHS DAY

Festivities Set to Honor Cap's Prexy

HOLLYWOOD, Sept. 11.—Additional plans for the celebration of Glenn Wallichs' Day September 27 here, tendered by the Hollywood Chamber of Commerce and the Hollywood Advertising Club, were revealed here this week, with Dean Martin named to emcee the luncheon festivities at the Hollywood Roosevelt Hotel.

Following ground-breaking ceremonies at the site of Capitol's new building, a parade carrying a host of Capitol recording stars will proceed down Hollywood Boulevard to the hotel. Theme of the parade will highlight a number of Capitol top record-sellers thru the years.

Talent already scheduled to attend includes Les Baxter, Billy May, Nelson Riddle, Margaret Whiting, June Christy, Tennessee Ernie Ford, Mel Blanc, Frank Sinatra, Joe (Fingers) Carr, Woody Herman, Bobby Troup, Stan Freberg, Daws Butler, Leonard Pennario, Vicki Young, Gordon MacRae and Connie Russell.

Fox Starts Drive Vs. Remiss Indies

NEW YORK, Sept. 11.—Harry Fox, agent and trustee for most of the large music publishing firms in the country, has started an intensified drive against a number of indie labels who are remiss in their mechanical payments to his office.

Fox has made audits of the books of four indie firms recently and claims they owe royalties of \$78,000. It is expected that the Fox office will file claims against the four other indies shortly.

XMAS MUSIC

SPA's Tobias Lauds Morris' Sticker Drive

NEW YORK, Sept. 11.—The sticker campaign launched by the E. H. Morris publishing firm to foster music as a gift item for Christmas (The Billboard, September 11) won enthusiastic response this week from Charles Tobias, president of the Songwriters' Protective Association. In an open letter to Morris execs Phil Lange and Sid Kornheiser, Tobias, whose activity in the music business dates back to the days of five-and-dime store plugging, wrote:

"Your idea and follow-thru of 'Give Music for Xmas' should be accepted wholeheartedly and immediately by all music publishers. You rate a low bow for your offer to supply the seals to our industry."

"Representing SPA and 2,500 writers, I personally feel that any concrete idea that helps stimulate our lagging sheet music business should be more than welcome. It would be nice to find other publishers stepping forward with helpful suggestions for the betterment of our industry."

"Your idea may not bring back the million-copy sheet music days at once, but it will remind the public that we're still doing business, and at the same stand."

Cap Kidisks Will Stress Quality Line

HOLLYWOOD, Sept. 11.—Emphasis on Capitol Records kidisk line for the fall will continue on its quality product, basically categorized among its "Music Appreciation," "Learning Is Fun" and "Entertainment" series.

The former line, which Capitol introduces to record dealers this fall, is designed to inculcate an appreciation of classical music, accomplished via the use of music and story in excerpts from the opera and other classical works.

Currently the firm has already achieved more than 30 per cent beyond its established sales quota for the new "Music Appreciation" series alone. Among the sales leaders in this new line is "Sparky's Magic Baton," a record-reader package at a \$3.66 retail on 78's and \$2.36 on 45's. Latter album is one of the firm's most ambitious projects to date and introduces the child to the musical instruments in a symphony orchestra using Sonovox voice and sound tracks, in addition to a symphonic orchestra.