

Marten Visits Germany



Crowell-Collier Buys WMGM For Near \$11 Million

NEW YORK—Crowell-Collier Broadcasting Corporation, a wholly-owned subsidiary of The Crowell-Collier Publishing Company, last week signed a contract to purchase radio station WMGM, New York, from Loew's Theaters Broadcasting Corporation for \$10,950,000, as was previously reported. The selling company is a subsidiary of Loew's Theaters Inc.

The purchase is subject to the approval of the Federal Communications Commission.

Signing the contract were Robert M. Purcell, president of Crowell-Collier Broadcasting Corporation, Lawrence Tisch, chairman of the board of Loew's Theaters Inc., and Arthur Tolchin, vice president and general manager of WMGM.

One of the most powerful stations in the New York Metropolitan area, the 38-year-old WMGM transmits at 50,000 watts and operates on a frequency of 1050 kilocycles. The station maintains studios at 400 Park Avenue, New York.

Crowell-Collier already owns three radio stations—KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul. The company has also entered into a contract for the purchase of WGMS (AM and FM) serving the Washington, D.C. area. Besides Federal Communications Commission approval, the purchase of the Washington station is subject to the settlement of certain legal questions.

Station WMGM will be operated under the supervision of Purcell. A veteran of 30 years in the broadcasting industry, he has been with Crowell-Collier since 1956 when the company entered the radio field with the purchase of KFWB in Los Angeles.

The Crowell-Collier Publishing Company in July purchased a majority interest in The Macmillan Company, one of the nation's oldest and largest book publishing firms. A merger proposal has been approved by the boards of the two firms and will be submitted for approval to their respective stockholders in December. A wholly-owned Crowell-Collier subsidiary, P. F. Collier & Son Corporation, publishes Collier's Encyclopedia, the Harvard Classics and other reference works.

LONDON—Neville Marten, The Cash Box European Director, recently spent five days in Germany visiting Munich, Berlin and Hamburg meeting top executives and personalities of the German record and publishing industry. Pictures taken on the trip show Marten with (top left) German singing star Conny, her mother and father, Mr. & Mrs. Froboess, and publisher Paul Siegal. Top right: Marten listens as Siegal coaches Conny in English, preparing her for her first recording to be made for the English market. Bottom left: At Deutsche Grammophon and Polydor headquarters in Hamburg, Marten discusses the world market with the company's program director Kurt Richter and recording star Lolita. Bottom right: Marten and Lolita observe the progress of the star's first American hit, "Sailor," on *The Cash Box* Top 100.

Victor Fetes Sholes, 3 Others On 25th Year On The Job

NEW YORK—Steve Sholes, RCA Victor's manager of pop A&R, was one of four record division employees feted last week (17) by the Radio Corporation of America for 25 years service with the firm.

Sholes, A. L. McClay, general plant manager; Ernest P. Ruggieri, manager of manufacturing, Rocky Plant; and F. G. Stubbs, manager of factory engineering, Rockaway Plant, joined the RCA 25-year Club at the dinner held in the penthouse of the St. Moritz.

Howard Letts, RCA vice-president and controller, was guest speaker for the occasion. John Hendrickson, New York personnel manager, served as toastmaster.

George R. Marek, vice-president and general manager of the record division, presented the four recipients engraved gold watches and scrolls commemorating their completion of a quarter century employment with RCA.

Surprise guests at the dinner were Chet Atkins, Nashville A&R director, and Victor recording star Jim Reeves. Atkins and Reeves saluted Sholes with medleys of songs the A&R man has been associated with over the years, and with some special material ribbing Sholes good-naturedly. Scores of congratulatory wires and letters were sent Sholes from divisions of RCA all over the country and from

artists and music business figures.

Attending the dinner were William Bullock, vice-president of the disk division creation department, himself a member of the 25 Year Club, and Ed Tuft, personnel vice-president; Frank McClure, director of organization development; Jack Burgess, disk vice-president and manager of the sales and merchandise department; and Robert L. Yorke, vice-president of the commercial records creation department, among others.

Ricordi In States



NEW YORK—Dr. Ricordi, left, and Mr. Rapetti of G. Ricordi, Milan, stopped into The Cash Box offices last week while on a trip to New York. Having missed the latest issue because of their trip, Dr. Ricordi and Mr. Rapetti catch up with their tunes on *The Cash Box* charts. Ricordi is in both publishing and the record manufacturing and distributing business. The Ricordi publishing house is the oldest in the world having been formed 150 years ago.

Roulette Answers 'Talk' Hit

NEW YORK—Roulette Records will "answer" its own Joe Jones hit, "You Talk Too Much," with Valerie Carr's "I Talked Too Much." New version features the same tune but with new lyrics to suit a gal's angle. Disk is the first Roulette disk produced by Henry Glover, who recently joined the diskery's A&R staff.

Denmark's Best Sellers

1. Oh, Marie, Jeg Vil Hjem (Four Jacks/Odeon) Imudico
2. Everybody's Somebody's Fool (Den kolde skulder) (Connie Francis/MGM—Siv Malmkvist/Metronome) Robert Mellin—DGF
3. Itsy Bitsy Teenie Weenie Yellow Polkadot Bikini (Brian Hyland/Kapp) Mörks
4. It's Now Or Never (Elvis Presley/RCA)
5. Sag Mir Was Du Denkst (Conny/HMV—Peter/Polydor) Imudico
6. Visne Roser (Paper Roses) (Katy Böttger/Polyphon) Dacapo
7. När En Sailor Går I Land (Otto Brandenburg/Odeon) Imudico
8. Seemann (Lolita/Polydor) Belinda—DGF
9. Köb Blomster, Köb Blomster (Brigitte) (Jimmy Martin/Sonet)
10. Sweet Nothin's (Brenda Lee/Decca)

Chancellor Hosts Bluebell's Casetta



NEW YORK—Mr. Casetta of Bluebell, Italian distributor of Chancellor Records, visited the States recently and met with Chancellor execs and artists. Pictured above are (left to right) Peter DeAngelis, Frankie Avalon, Mr. Casetta and Fabian. Mr. Casetta has had a close association with Chancellor for the past two years, enabling the two young singers to attain a vast popularity in Italy.

Dealers: Stock-Up On All Disks In Dec., Nathan Says

NEW YORK—During the holiday selling season, dealers should maintain their year-round inventory as well as Christmas, merchandise, according to King Records prexy Syd Nathan.

In a recent dealer mailing, Nathan said that "for some reason, every Dec. the dealers are only interested in Christmas merchandise and the current selling singles. This always creates a vacuum right after Christmas and from our own experience and surveys . . . we feel this practice is wrong."

Citing a survey of 250 "key accounts and larger stores," 89% reported Dec. as their biggest volume month, Nathan said that "it would seem that if your greatest volume comes during Dec. then you would need your greatest inventory and stocks during that time."

By not stocking in depth much other than Xmas merchandise, "this means that in Dec. a dealer's inventory of regular catalog sellers is depleted dangerously low and "by the time he re-evaluates his stock, determines his needs, places his orders and gets the merchandise on his shelves, time has passed and sales are lost," according to Nathan.

Nathan calls for a program of "Don't be afraid to buy during December" just "good common sense." "We have proven that summer business can be good. . . . Dec. business can also be good on other than seasonal Christmas merchandise."