



ITALY

The strong promotional campaigns conducted by almost all the Italian record producers are netting very good sales results. Such results could be better if the record firms had the cooperation of state-owned radio and TV. While in the case of the radio broadcasting, no cooperation is possible in regard to new disks, since a new record, thanks to the system of censorship and schedule, can be transmitted at best one month after release. In the case of television, which until some months ago was the only means to present "novelties" to the public with "live" programs, to which the principal vedettes were invited to take part in, there is no more possibility either.

We don't know exactly, of course, for what reason TV execs have decided against more "live" programs. We can only affirm that a recorded TV program gives more "tranquility" to producers under the point of view of censorship. Since there is no competition in the TV field, there is, of course, not great interest in offering special programs to the TV public.

Italian TV decided to record every program (excluding very few cases) and transmit them months after. If we receive the visit of many foreign stars of the show world, we don't see them on our TV screens until many months have passed.

Same thing happens, of course, with Italian artists. They have recently recorded many programs on which they presented their latest records. Many of the summer hits have been already recorded for TV, but they will be transmitted when the summer season is finished, and when the songs are already well known by the public, and any interest in them is completely lost.

In such a way the record industry must cancel TV program among the promotional facilities, but since record sales and record hits are always increasing notwithstanding, there is no great interest on the part of the record producers to have artists presented on TV screens, and TV will lose the cooperation of the record industry and no more special conditions will be allowed by TV execs to have record stars singing on their programs. To conclude our talk on such a matter, we wish to report a fact concerning the pop Brazilian star Joao Gilberto. He came to Italy last March during the Bossanova craze in Italy and Europe. A special pact was stipulated between the Bluebell record firm, which released in Italy many of Gilberto's hits, and the TV company to have Joao Gilberto as star guest on a program entitled "Johnny 7" (presented by Johnny Dorelli). Of course, TV obtained special conditions. The program, consisting of twelve shows, was recorded and it would be transmitted during the month of April. On the contrary, only now have the twelve transmissions of "Johnny Sette" been on our TV aerials when the Bossanova fad is dying.

The young Italian company Ri-Fi is marking another step on the international record market. It informed Cash Box it has formed a new company in Lebanon, where it will build the first record factory in this country, and one of the most important of the Middle East.

Middle East is, in fact, a completely new record market, not only for the American, French and Italian production, but also for the local Arabian market.

Until now the producers of Arabian disks have pressed their records at English or German moulding factories, like EMI and DGG. The record market in these countries is increasing rapidly along with the increase of the standard of living, and as consequence of the "Occidentalization" of these people, there is also a big increase of sales for European music, first of all French and Italian. The importation of record product can't meet the demand, which is the reason for which the opening of this new modern moulding factory. Ri-Fi is associated in this new enterprise with two of the principal record distributors of the entire Middle East: Mario & Michel Haddad, and Wattar Bros. The name of the just-formed company is Lebanon Record Co. (Cinema Empire, Beirut). The new company will be managed by Mario & Michel Haddad, while the technical management of the moulding factory will be held by Italian specialists.

Already, contacts and contracts have been made with the principal record producers of the world to represent their labels in the Middle East countries.

Let's pass now to list the new releases of the week. First records to be mentioned are two classical Mercury albums, released in Italy by Phonogram. The first one is the Dvorak's "Concerto in C Minor" performed by the well-known "violoncello" of Janos Starker, along with Bruch's composition, "Kol Nidrei." In the second album the well known female pianist Gina Bachauer performs the Brahms' "Concerto in C."

In the Jazz field, Phonogram has an album entitled "Cannonball's Bossa Nova," on which Cannonball Adderley presents, leading an original Brazilian combo, eleven new numbers chosen among the best of the still unknown Brazilian repertoire.

In the opinion of Phonogram execs, South-American music has strong appeal to the Italian public. This is the reason for which it has presented under the label Polydor, an album just recorded by a South American orchestra called Los Claudios. On this LP Los Claudios presents twelve new South-American hits.

Helmut Zacharias, one of the top pop orchestra conductors of Europe, was recently the star guest of a "Gala" at the best summer "Music Hall" of Italy: "La Bussola" of Viareggio.

Among the new releases of EMI are "L'Opera Da Tre Soldi" by Weill & Brecht, conducted by Otto Klemperer, leader of London's Philharmonic Orchestra.

A new female voice has joined the cast of EMI Italiana: Alida Ferrarini, who has just recorded the song "Da Quarant'Anni In Su," which she presented recently at the Venice Festival.

Foreign singers are obtaining in Italy good success singing their hits in Italian. Last week, we talked about Neil Sedaka, who is the first foreign artist in Italy at this moment. Richard Anthony is obtaining good reaction with his first Italian release "Per Questa Volta (Donne moi ma chance)" and "Il Treno Va (J'entends siffler le train)."

In the publishing field, the publishing firm Cielo Girl, has informed Cash Box it has acquired the rights for Italy of the new Pat Boone recording "Always You And Me," released on Decca. The first Italian version of this title will be released by Phonocolor.

Firm also announced two new recordings of Fausto Leali, the new Saar artist, who performs in Italian two recent English hits: "Please Please Me" and "How Do You Do It."

Messaggerie Musicali has acquired for Italy the rights of the big French hit, "L'Ecole Est Finie." It obtained many recordings of the title, among them Isabella Jannetti on Durium. Of course, the original version by Sheila is in great demand on the market. It has been just released by Phonogram, under the Philips label.

George Chakiris Capitol's star, has just recorded in London the two songs that he presents in the film "La Ragazza Di Bube." Titles of two new tunes, published by Campi, are "La Ragazza Di Bube (The Bube's Girl)," and "Sei Tu Sola (Are You Alone)."



MEXICO

Paco de la Barrera, previously A&R man at Orfeon Records, now has a similar function at RCA. It's expected that he'll be in charge of "new wave" artists such as Cesar Costa, Fabrico, Miguel Angel, Corinna, Emily Cranz, Maria Eugenia and others. Ruben Fuentes, chief of A&R at RCA, will continue to handle Marco Antonio Muniz, Jose Alfredo Jimenez, Amalia Mendosa, Los Tres Ases, Maria Victoria, Pablo Beltran, Los Dandys, Pedro Vargas and many others.

Enrique Guzmán, young Mexican idol, recorded at CBS in English and Japanese some of his most popular songs. These recordings will be released to the United States and Japan. Enrique is doing a short theater season and after that will do a picture in company of another top singer in Mexico, César Costa.

In the Mexican capital are Robert Stack (Elliot Ness) and his TV gang of "The Untouchables," who are going to perform at Los Globos and Esperanza Iris theater. On the same show will perform folk singer Elvira Quintana and many other Mexican artists.

Radio 6.20 made a stupendous remote control from Spain, to present to its Mexican audience, the winners of the recent Spanish song festival of "Benidorm." Some of the songs will be recorded in Mexico with our artists by various labels.

It is possible that Jayne Mansfield, who is now performing in theater and night clubs here, will sign a contract with movie producer Pedro Galindo to make a film named "Midnight Virgin."

Los Hermanos Rigual, the trio that got a "golden record" in Europe because their "Cuando Calienta el Sol" will represent Mexico in an International Song Festival in Rome, where names like Caterina Valente, Chubby Checker, Petula Clark, Charles Aznavour and others will participate.

Elvis Presley's song "Devil In Disguise" was recorded at the same time that RCA Victor released it in Mexico by Manolo Muñoz and The Sleepers. Manolo made it at Musart Records and The Sleepers at Peerless.

Cuco Sánchez, one of our most well known folk composers and performers, who has written more than 300 songs and has sold in the United States more than 300,000 records, will start a long tour the next month through South America, starting in Santiago de Chile.

Rosita Gómez is the name of the new singer of the popular tropical combo La Sonora Santanera. Her first recording has appeared already.

Under the name of "El Organillero," Mayté made a new recording at RCA Victor. Mayté is currently doing a TV series with comic Clavillazo.

Another version of a top French hit, "Chariot (I Will Follow Him)" was made by Angélica María, the most popular young female singer who also is doing a season at theatres, TV and is making three pictures. Angélica will fly very soon to Colombia to fulfill a contract.

The Agustín Lara soloists orchestra started a tour through the United States, playing exclusively music composed by the world known Mexican composer. Agustín will not accompany them because he is ill.

Back from Puerto Rico to the Mexican capital artists Marco Antonio Muñoz and composer Mario Ruíz Armengol. Both of them had wonderful acceptance in that country.

Here direct from "The Judy Garland Show" the famous vocal group Los Hermanos Castro, who will perform for one month here on TV, theaters, night clubs and recordings and after that will fly again to Las Vegas where The Castro Bros. are very popular.

From Peerless Records we received the label's latest record: The Digers "Let's Take A Ride" and "The Gypsy Cried" and with new singer Laura Armendáriz the songs "Mama Didn't Lie" and "Let's Get Together."

RCA Victor released two new recordings made by Argentinian singer Palito Ortega. The names of the songs are "Déjala, Déjala" and "Escalofríos." There are plans to bring this artist to Mexico.

From Spain we received post card from Lucho Gatica, who will continue his tour through several countries of Europe. Lucho has lost popularity in Mexico and for a long time has not recorded a top hit for Mexican audiences.

"Let's Get Together," from the American picture "The Parent Trap" was released at Gamma Records in the original version by Hayley Mills, at the same time that Orfeon Records did the same thing in a Spanish version with the Hermanas Jiménez.

Famous actress and singer Elvis Quintana recorded at CBS the songs "Amorcito Caramelo (Candy Love)" and "Así, Así, Así (So, So, So)." The accompaniment was made with a strange combination of Mariachi group and piano.

Mexico's Best Sellers

1. Despeinada—Los Hooligans (Orfeon). Manolo Muñoz (Musart). Kay Perez (Orfeon). (REIMSA).
2. Enemigos—Sonia López (CBS). (PHAM).
3. Los Cañones De Navarrone (Guns of Navarrone)—Al Caiola (Gamma).
4. Media Vuelta—Jose Alfredo Jiménez (RCA). Jvier Solís (CBS). Daniel Riolobos (RCA). Los Panchos (CBS). (CAMPEI).
5. Llego Borracho El Borracho—Jose Alfredo Jiménez (RCA). Lalo Gonzalez "Piporro" (Musart). Charro Avitia (Orfeon). Kay Perez (Orfeon). Gamboa Ceballos (RCA). (EMMI).
6. Rosas Rojas (Roses Are Red)—Hnos. Carrión (CBS).
7. La Pera Madura—Manolo Muñoz (Musart).
8. De Mil Maneras—Sonora Santanera (CBS). (EMMI).
9. La Mano De Dios—Lucha Villa (Musart). Charro Avitia (Orfeon). Antonio Maciel (Musart).
10. El Paso Del Elefantitos (Baby Elephant Walk)—Lawrence Welk (Dot). Henry Mancini (RCA).

Italy's Best Sellers

1. Quelli Della Mia Eta': Francoise Hardy/Vogue—Catherine Spaak/Ricordi Published by Leonardi
2. Cuore (Heart): Rita Pavone/RCA. Published by Messaggerie Musicali
3. Abbronzatissima: Edoardo Vianello/RCA. Published by Leonardi
4. Stessa Spiaggia Stesso Mare: Mina/Italdisc Piero Focaccia CGD. Published by Southern
5. Grazie Prego Scusi: Adriano Celentano/Clan. Published by Italian Yank/Ariston
6. I Tuoi Capricci: Neil Sedaka/RCA. Published by RCA Italiana
7. Se Mi Perderai: Nico Fidenco/RCA. Published by RCA Italiana
8. Se Mi Vuoi Lasciare: Michele/RCA Italiana. Published by Ariston
9. Non Ti Credo: Peppino Di Capri/Carisch. Published by Campi
10. Sapore Di Sale: Gino Paoli/RCA. Published by RCA Italiana