

# REVIEW OF THE WEEK

## Epic Continues Emphasis On British Disc Product

The importance of the British record to America was underscored again last week upon the return to the United States of Leonard S. Levy, head of Epic Records, who had just completed his first visit to Britain. Levy heads the American label with one of the most extensive rosters of British artists of any in this country.

During his visit, Levy conducted conferences regarding future plans for his firm's British artists with top EMI brass, including L. G. Wood. Artists involved include the Dave Clark Five, Cliff Richard, Rolf Harris, Andy Stewart, the recently acquired Shadows (Cliff Richard's own instrumental group) and the newly signed Yardbirds.

Noting the influence of the British product on this market, Levy said that Cliff Richard's current record, "The Minute You're Gone," was issued first in this country to a rather sparse response. Later, it was released in England, ultimately became number one there, and thereupon began breaking here.

"There is a whole group of American jockeys," Levy said, "Who make it their business to get British product direct from England and often before it is even available in the States, and give it heavy play. This can help, as it has with our Cliff Richard single, but sometimes it can also have the effect of forcing a company into a premature release of a record, while a past release might still be selling well.

"I know too," continued Levy, "That there are a number of American stations now where the program director will let one jockey depart from the normal formula programming to do a 15 or 30-minute segment of records, based strictly on British chart hits. You simply can't overestimate the importance of these British charts and records on the American market."

During his British tour, Levy also conferred with producers and personal managers of the various Epic-affiliated artists, looking to promotion and publicity build-ups in the months to come, including possible later visits to the States.

Epic's Dave Clark Five will arrive in the States June 18 for their third American tour. The group will be here for about 30 days with concerts in New York, Philadelphia, Baltimore, Boston and Chicago all on the agenda.

REN GREVATT

## Murray's Victory

Murray the K again beat his opposition with his Easter Rock and Roll show at the Brooklyn Fox this year. He grossed \$197,000, an all-time high, while the Soupy Sales Show at the New York Paramount, presented by Morris Levy grossed barely \$100,000. For Murray it was proof again of his tremendous drawing power, since he did it without a regular radio show (he has been off the air for almost two months.) For the New York Paramount it was proof of the drawing power of Soupy Sales, even though he apparently is no match for a hot rock show.

Murray received another award last week when he was named radio-TV consultant for the School Drop-Out Program of Sargent Shriver's Office of Economic Opportunity.

## Vince Rides Again

Sol Zantz, genial sales manager of Fantasy Records, dropped into our offices last week for a bit of a philosophical discussion concerning the hit sales (again!) of Vince Guaraldi's album "Cast Your Fate To The Wind." The LP, which has now been on the market for five years, has turned into a big-seller all over again, due to the hit single of the same song (written by Guaraldi) by Sounds Orchestral on the Cameo-Parkway label.

Over the past three months Vince's album has been doing just great. In one two week period the firm shipped 42,000 copies. At one point the album was selling 1800 copies a day. Sol told us that the album is now (three years after release) at the 180,000 mark, and that it was sure to go over 200,000, since it is now averaging close to 4,000 copies a week.

He told us that the album has now gone through five changes of cover, which he considers some sort of a record. It has set some sort of record for Fantasy, since it is beating the sales record of the firm's other outstanding catalog seller, Dave Brubeck's "Jazz At Oberlin." With these facts, and a few more about upcoming product with Charlie Mingus, Bola Sete, and newcomer Albert Ayler, Sol went on his

way, to see some shows with his family and to tell his story to others who might disseminate it. All in all a most enjoyable visitor to our offices.

## Grammy Stars On TV

The upcoming Grammy Awards show, to be presented on NBC-TV, May 18, called "The Best On Records," will feature many of the top record names in the business. Already set for the show are The Beatles, Louis Armstrong, Henry Mancini, Roger Miller, Petula Clark, Bill Cosby, Stan Getz, and Astrud Gilberto. (Bill Hobin flew to London last week to tape the Beatles.) Artists who will introduce the Grammy winners include Eddy Arnold, Woody Allen, Allan Sherman, Godfrey Cambridge, Tony Bennett, and Dean Martin. Sammy Davis will appear on the show as a performer. Executive producer of the show is Ted Bergmann, George Schlatter the producer.

## Victor Teen Promotion

RCA Victor Records and Du Pont Textile Fibers have gotten together for a "Teen Pop Concerts" promotion starting this August. The show itself was previewed two weeks ago during Du Pont's Market Week Show.

The back-to-school fashion-musical for teen girls and boys stars Victor artists Peggy March, Bennie Thomas and the Astronauts. The promotion will encompass all teen apparel in fabrics containing Du Pont fibers, and will be presented in each of the nation's 30 leading markets by that market's leading department stores. Local deejays will act as emcees. Promotion will be backed by a large Du Pont ad campaign.

## Herman The Star

Herman, of the Hermits, will now star in movies. Dick Clark has signed a deal with Herman's Hermits to star in a mystery with music. The script will be written in England, and will be filmed in Hollywood, with a starting date set for the third week in September. The group will headline a summer unit of his "Caravan of Stars," from August 13 to September 6.



DC 5 AWARD: Leonard S. Levy, vice president and general manager, Epic Records, presents Dave Clark with gold record for million-selling DC 5 album, "Glad All Over." The presentation took place in London, England, on location site of Dave Clark Five Warner Bros. film, "Having A Wild Weekend." Dave's final scene in a pool had just been completed.