

Mischa Elman To End 43-Year Victor Tie-Up

Is Latest to Quit
Over Playing 2d
Fiddle to Heifetz

NEW YORK, June 20.—Mischa Elman, world famous violinist, will end a 43-year association with RCA Victor when his current contract with the record company expires in September. The parting between artist and diskery will not be on the friendliest of terms. It will follow protracted attempts to iron out internal resentment over the question of which violinist on the label is to have the opportunity to record the more important works in the fiddle literature.

Elman, meanwhile, is known to have entered into discussions with other diskeries that may soon lead to a new affiliation. The prospects include several domestic record companies, and at least one foreign firm which is distributed heavily here. No decision, tho, is expected to be reached before the fall.

The pending move by Elman spotlights again the repertoire problem faced by top ranking performers pacted to firms whose artists' lists are already studded with great names. Only a month ago it was reported here exclusively that Nathan Milstein was anking Victor to sign with Capitol (The Billboard, May 16) where he is expected to cut major violin works during the term of his five-year contract.

In Elman's case, his disaffection with Victor is definitely known to involve repertoire problems. In recent years, the diskery has apparently reserved its most tempting fiddle slicings for Jascha Heifetz, who is reported to have first refusal rights on all contemplated violin waxings. The Heifetz pact is also believed to include a provision barring label duplication for five years of any work he has recorded.

Sacks to Tell of RCA Upsurge

NEW YORK, June 20.—Manie Sacks, vice-president and general manager of the RCA Victor Record Department, will predict a heavy increase in sales of disks and continued strong outlook for the future in a speech to be delivered Tuesday (23) at a meeting in Camden, N. J., of the diskery's overseas distributors.

Key factors in the business upsurge, according to Sacks, are the greater appreciation of classical selections, availability of holiday-industrial-special occasion music, and a 300 per cent increase in record players in use.

Sacks will point out that there are currently 24,000,000 record players in use against the 8,000,000.

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All-Industry Licensing Group Sets 1st Meet

NEW YORK, June 20.—The augmented committee of television station execs, titled the All-Industry Local Music Licensing Committee, has scheduled a meeting for Thursday (25). The committee, which seeks to resolve the deadlock existing between the American Society of Composers, Authors and Publishers and the TV station and network interests, is empowered to seek solutions on both the blanket and per program license levels.

Since the formation of the committee at the recent convention of the National Association of Radio and Television Broadcasters, traders are more hopeful of a peaceful solution of TV's music problem. The committee, it is felt, is broad enough in experience and viewpoint to make headway with the ASCAP brass.

TO NAME ARFIE BRAVES MASCOT

MILWAUKEE, June 20.—Patti Page's dog, Arfie, will become the official mascot of the Milwaukee Braves.

Patti, who is an official daughter of the city by virtue of having been presented with a key to the city by the mayor, is retaliating by presenting the pride of the city, the Braves, with her own pride and joy, Arfie. The presentation will be made Sunday (21) during a doubleheader between the Braves and the Giants. Charlie Grimm, manager of the Braves, will accept the dog on behalf of the team.

Patti is one of 11 persons to receive the key to the City of Milwaukee, and the only entertainer to receive this honored award, it was announced.

Grean Named To Post in S-J Pubber Group

NEW YORK, June 20.—Charles Grean this week joined George and Eddie Joy and Joe Csida as vice-president and general manager of Trinity Music, Inc., the group's newly formed Broadcast Music, Inc., firm, which begins active operation July 1. Grean will also serve as administrative assistant to Csida in the operations of Santly-Joy, Hawthorne and Oxford, the group's three American Society of Composers, Authors and Publishers firms.

Grean during the past 18 months has been devoting his time to writing, publisher consultation and free-lance disk production. Prior to that he was pop artists and repertoire director for RCA Victor for a year and a half. He had served on the RCA Victor artist and repertoire staff previously for three and a half years.

Altho Grean's position with the Joy-Csida firms will be a full-time operation, he will continue to make himself available for a limited amount of free-lance record production.

May Try to Form Indie Distrib Org

NEW YORK, June 20.—Rumblings in the trade this week indicated that another attempt is being planned to set up an independent distributor organization, the purpose being to standardize operating practice among indie manufacturers and distributors. A number of manufacturers and distributors are known to be aiming for the coming National Association of Music Merchants convention in Chicago as the time and place to try to ship such an organization into shape.

Tho the NAMM has sluffed off

Disk Dealer Associations Seek to Strengthen Selves

Chicago Group Wants United Front;
Others Trying to Reactivate

NEW YORK, June 20.—Dealer groups, both active and dormant, in Chicago, Philadelphia and here, are currently moving to strengthen their position within the disk industry via concerted efforts to correct what they term "abuses" against retailers. The Chicago group, organized about eight years ago, has contacted key dealers in other cities in hopes of presenting a united dealer stand on many industry problems during the upcoming National Association of Music Merchants convention. Philadelphia dealers, about 25 strong, met recently on an informal basis to discuss their common beefs. In this city, too, attempts are now being made to revive interest in the former and short-lived dealer group which once had about 70 members.

The Chicago group, organized as the Chicago Record Dealers' Association, Inc., is currently canvassing dealers thruout the country for their preferences on a date next July to hold a dealer forum in Chicago. The Association's president, Emery Gates, Village Music Shoppe, Oak Park, Ill., is asking dealers to pick either July 14 or 15 for the date of the session. It is known that the meeting will be held apart and in a different location from the NAMM convention at the Conrad Hilton Hotel. Thus far, Philadelphia dealer Alex Getlin, who also publishes Record Aid, has agreed to work with the Chicago group in publicizing the proposed meeting via his mailings. Other dealers have been contacted and have signified intentions to participate.

The Chicago group will further its plans at a meeting to be held on June 30. The association's tentative agenda of topics to be discussed with manufacturers and distributors are: 1) Elimination of mail order price cutting; 2) halting of sub-distributor special discounts and the proposed merchandising of disks via supermarkets; 3) stopping "one-stop" dealers from selling to retail customers at cut prices; 4) increased return

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No EP Pkg. For M-G-M's 'Caesar' Album

NEW YORK, June 20.—M-G-M Records has reversed the current diskery trend toward favoring EP packages over 45 r.p.m. albums by announcing the release of the sound track version of dramatic highlights from the film "Julius Caesar" on a 12-inch LP and in a five-record 45 r.p.m. album. No EP package will be released.

The diskery is pointing out to distributors that the 45 r.p.m. album will be cheaper for the consumer to buy in this specific instance than would an EP package. M-G-M claims that the records in the 45 set will contain between five and six minutes of playing time per side. The EP recording technique was used, says M-G-M.

Distributors are being told that the label could issue the 45's as EP disks, since they are "longer-playing" 45's, but that the price to consumers would be \$1.47 per disk, while the 45's sell for 89 cents per disk.

Decca Cuts 45 Album Prices

NEW YORK, June 20.—Decca Records will dispose of its remaining inventory of conventional 45 r.p.m. albums at half price beginning June 29. Since its recent move into the extended-play field, the diskery has slowed down on further production of standard donut-disk packages. The decision has no effect on continued production of 45 singles.

A similar step is being taken by Coral, which also is set to make its 45 package merchandise available at half price at the end of the month. Some 400 albums of all categories are involved in the Decca action. In Coral's case, remaining inventory on several dozen sets will be affected.

Both diskeries plan to convert a good portion of their 45 album sets to EP. In some cases the converts will be partial editions, with the best slicings excerpted to fill a single EP disk. Most future pop LP releases will be made available simultaneously on EP.

Bergman Quits King A&R Post

NEW YORK, June 20.—Dewey Bergman this week resigned as artist and repertoire topper for King's pop records, a post he has held for the last 17 months. His resignation is effective July 1. This continues the recent surge of changes at the a.&r. level.

Bergman in commenting on his departure said that he is mulling offers that have come his way in the last two weeks. He expects to announce his decision next week.

When contacted about the change, Syd Nathan, president of King Records, said that he felt that Bergman had done a fine job in getting King started in the pop field, despite many obstacles

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1,100 Attend AFM Confab in Montreal

Petrillo to Give Annual Report; Tiff With
AFRTA, Dept. of Arts, to Be Discussed

MONTREAL, June 22.—More than 1,100 delegates representing locals in the United States, Canada, Hawaii, Alaska and Puerto Rico have convened here to attend the 56th Annual Convention of the American Federation of Musicians.

The convention gets underway today, with James C. Petrillo, AFM chief, scheduled to highlight the business sessions with his annual report (The Billboard, June 20).

Officers, delegates and their wives, totalling about 2,000, are being welcomed by Andy Tipaldi, president of the Montreal host local; Hon. Camilien Houde, mayor of Montreal; Hon. Paul-Emilie Cote, representing the

Federal Minister of Labor, and Percy R. Bengough, president of the Trades and Labor Congress of Canada.

AFRTA Tiff

The annual convention, top law-making body of the AFM, will continue in session until Thursday (25) at Montreal's Show Mart. The union's jurisdictional tiffs with the American Federation of Radio and Television Artists (The Billboard, June 13) and Petrillo's campaign to establish a Federal Department of the Arts (The Billboard, June 20), are expected to receive some deliberation in addition to the union's age-old problems of employment inroads caused by mechanization.

Scheduled for deliberation by the exec board are the problems of upcoming negotiations with the disk industry, broadcasters, control of foreign tapes, and possible changes in the AFM's royalty philosophy with regard to the 5 per cent levy on TV film.

ASCAP Appeal Board Elected

NEW YORK, June 20.—Balloting for elections to the board of appeals of the American Society of Composers, Authors and Publishers was completed this week, with three writers and three publishers elected to represent those segments of the Society's membership.

Writers elected to the board are Abel Baer, John Redmond and Dr. Douglas Moore.

Publishers elected are Tommy Valando, Joseph Santly and Joseph Fischer—the latter of J. Fischer & Bros. Dr. Moore and Fischer represent the standard fields.

AMP Gets Sheet Sales in West

HOLLYWOOD, June 20.—Coincident with enlargement of its Hollywood office, Associated Music Publishers, Inc., wholly owned subsidiary of Broadcast Music, Inc., this week extended its operations to cover the 11 Western States in a sheet music sales capacity.

The local office, in operation since November of last year, carries on activities in motion picture and TV film synchronization, public performances and general promotion of classical music for

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the record industry in recent years as an official part of the program, this year's meet shapes up as one of the hottest in some time — on an unofficial basis. Plans for establishing and furthering dealer associations in various cities (see separate story) as well as this hoped-for distributor organization, will undoubtedly reach a peak at the NAMM convention, with much caucusing and backroom conversation in the offing.

Some of the practices plaguing indie manufacturers and their distributors are noted in another story in this issue.

Standardized Methods

The distributors hoping to reach the point of fruition in setting up an organization are specifically looking for standardized methods of doing business by which all will abide. These include the elimination of price deals and transshipping. They want specified orderly procedures for changing lines from one distributor to another. They are looking for standardized methods of promotion among other things.

While hopes in some quarters are high that a meeting of the minds can be reached, some feel that because of the competitive nature of the record business and the habits that have been formed over the years, this is only a pipe dream. They point to past efforts of this type to get together that failed. Nevertheless, they point out that the need for a standardized code of practices is so vital, they will help push the idea in any way they can.

Individual segments of this picture are as follows:

On the level of the blanket network license negotiations, nets are still of the opinion that a reduction in the rate is indicated, and ASCAP is still seeking to preserve the status quo.

On the per program license level, the determination of rates still would seem to be up to the courts—but since the establishment of the committee some hope has been expressed that this may be avoided by a resumption of negotiations.

The determination by the courts of the per program rate would, in any event, have to wait until arguments have been heard on the Society's motion for an amendment to the Consent Decree. As of now, no date has been set for hearings on this motion.