New Budget Cold to FTC, FCC Needs

WASHINGTON — The budget picture for fiscal 1963 is an ele-
quent reminder that low-budget agencies such as the Federal
Trade Commission and the Federal Communications Commission will
remain low, whatever the magnificence of mammoth workloads added by payola and
TV fraud disclosures in 1959.

The budget requests a modest 10 per cent increase for FTC, to
$7,600,000, with funds for investiga-
tion and legal action on deceptive prac-
tices (including the payola area) up only by $370,000 over fiscal 1960 estimate. The
FCC will gain $2.9 million to reach $13.5 million, but an alloca-
tion study of the use of ultra high frequency for television will take
much of the increase. The hard-pressed broadcast processors at
FTC will get a mere $150,383 over the 1960 appropriation. (Fiscal 1961 runs from July 1,
1960 to June 30, 1961.)

In contrast, Chairman Harris (D., Ark.) of the House Commerce
Committee, had no difficulty in getting new money required to bring his legislative subcommittee
funds up to $410,000 for its payola investiga-
tion. Congress voted the funds last week.

Federal Trade Commission

appears confident that most of its
program can now be carried on.

The trade in passed on by the
Commission will be settled via consent
agreements or via court action. The
FTC expects to issue only 10 more
cases in 1961, a marked decrease in the
area —300 in 1961 as against 250 WN

Syd Nathan Blasts Off

NEW YORK — Syd Nathan, King
Records chief, issued a blast last
week relative to a Billboard story
pointing testimony by ASCAP
President Stanley Adams before the
Federal Communications Com-
mis
ion.

Adams, to support the con-

fession that payola was rampant
as a result of "collective activity
of broadcasters thru their wholly-
owned publishing and licensing
organization, BMI," had referred to
Billboard Times story which in turn
related to King Records.

Adams quoted the article as stating
King allegedly paid "between 12
and 15 dollars around the
country" to play its records.

The Billboard story quoted
Nathan telling this to the

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Raker UA Sales
Mgr. in New Midwest

NEW YORK — United Artists
Records has pegged Jerry Raker as
new Midwest district sales and
promotion manager. He will head-
quarter out of Chicago and will
cover the Chicago, Detroit, Cincin-
na, Cleveland, Detroit, Cincinnati,
Buffalo and Pittsburgh areas. He
will report to Andy Malee, the
label's national sales manager.

Raker has had an extensive
career in retailing and promotion.
Prior to this he was a producer,
writer and director for New York's

New Name for
ally: Alvin's Orchestra

Alvin is entering the disk

It's together again, this time in the

form of a Liberty single called
"Alvin's Orchestra." Cost includes
Alvin's fellow chimps, Simon and
Theodore.33

song is backed by a 50-piece ork under
Alvin's baton. Release follows closely
the sales harvest reaped by the
"Chimpkins" album and singles.

A full-scale promotional campa-


One in a Series of

Industry Personality

Statements

Indian River Electronics Center

Admiral - Motorola - RCA - Zenith
402 E. Indian River Road
Norfolk, Virginia
Jan. 6, 1960

Gentlemen:

Recently we opened a record department in our place
of business. We are doing very well with record sales.

I would like to add that we subscribe to The Billboard,
and that I would be lost in this new venture without it.
It is an excellent guide...

Sincerely yours,
Mrs. Frances M. Holland
Asst. Manager