Italian Cleffing Business Booms

Survey Puts Annual Take at $32 Million; Screen, TV Interest Adds to Impact

By SAMI STEINMANN

ROME — Italy's soap business has had a record-breaking year, with sales of 320,000,000 units (record sales not included) with the festivals serving as a backdrop in the last two years.

The industry, according to a survey by the Italian Consumer Research Institute "Della Sera" of Milan, Italy's leading newspaper, one of the goals set by the National Association of Italian firms has been to increase the production of quality, long-lasting soap bars. Several of these bars are known to be very popular in the United States, especially among children.

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Rendezvous Records
Buy Class Catalog

HOLLYWOOD — Leo Rene last week sold his complete Class Records catalog to Rod Pierce's Acme Records. Rene, who has put together 700 singles, all of which have sold at least a million copies, has sold singles and records for other labels as well.

New Bluebird Kiddie Sets

NEW YORK— RCA Victor has inaugurated a new series of Bluebird albums for children, consisting of nursery rhymes, and first-grade children. The series is entitled "New Bluebird Kiddie Sets." The series will consist of planning and merchandising of RCA Victor Records, two Bluebird albums in this series will be released each month. They will be sold in a candy box with illustrations of nursery rhymes and other similar titles.

Darin, Anka
In TV Series

NEW YORK—In an effort to reach a wider audience, screenwriter Screen Gems is working on a new children's series, "The Adventures of the Blue Sky Rangers." Bobbie Darin and Pat Boone will star in the series, which will be aired on NBC.

W.B. Banks
Big Quarter

WINTER PARK, Fla.— The screen record of sales for the quarter was set last week for W.B. Banks, Inc., which is the leading distributor in the United States. The company generated $10 million in sales during the quarter, with the majority of that coming from television and radio commercials.

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Bourne Music
Sale Delayed

NEW YORK — The auction sale of the Bourne Music firm, which was scheduled for July 20, was temporarily postponed last week for a month. The auction sale was scheduled to take place at 24 West 49th Street, N.Y.C., in No. 2 position on the LP chart, has been among the list.

One-Stopper Debs Label

KANSAS CITY, Mo. — The continuing trend of various faxes of "One-Stopper Debs" is on the move in the disk industry to plunge into another form of distribution. This week when Levy Davidson, owner of One Stop Phonograph Records, ventured into this new field, he bowed his own record label.

Lawrence-Burton
Pubbery Tie-In

NEW YORK — Bernie Lawrence of the Lawrence Pubbery chain, has formed his own BMI company, Anne Music, Inc., in association with Burton Management, Inc. (Ed Burton). Lawrence will concentrate on the pop song market, foreign rights to AC/DC tunes will be handled by Burton Music, Ltd. In the past Lawrence has been associated with Tommy Valdano and Hill & Range Music, Inc.