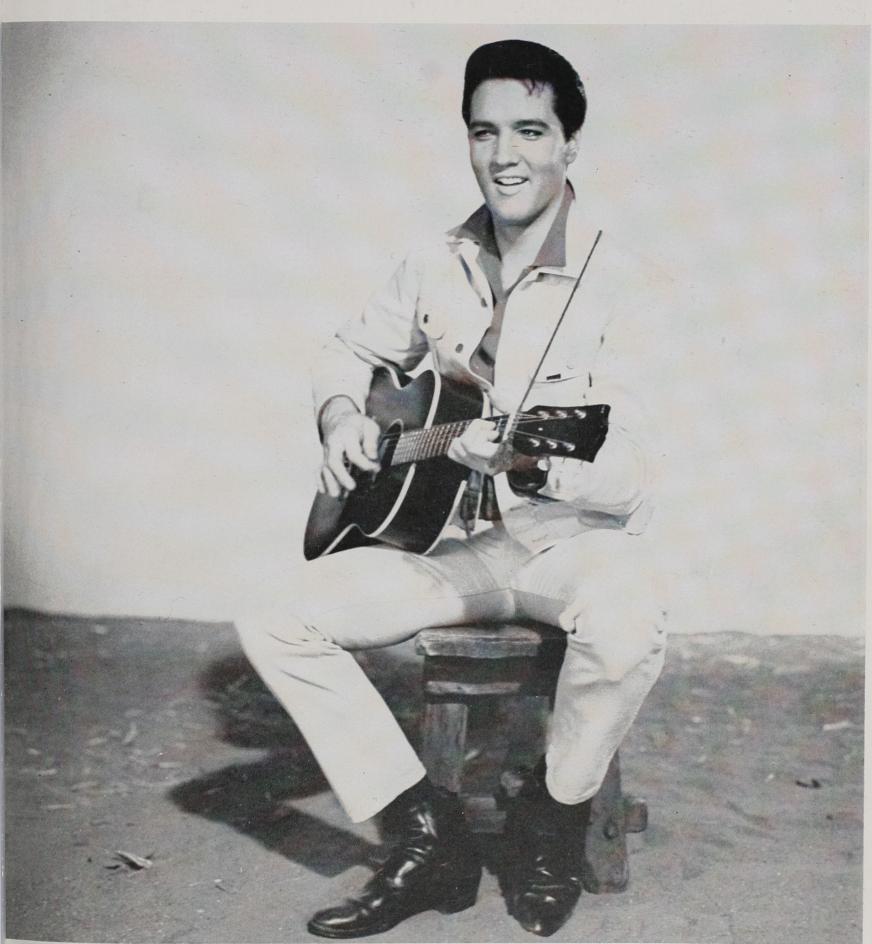
CCCSh BOX APRIL 11, 1964 IN 2 PARTS — PART 1



ne history-making talent pictured above is, of course, the one-and-only, Elvis Presley, who, in the short span of eight years, has been responsible for the World Wide sales of 100,-00,000 RCA Victor recordings. To celebrate this phenomenal feat, which has been felt by the record industry in every corner of the globe, RCA Victor Records is proclaiming the months f April and May as "Elvis Promotion Months" and backing the program with an intensive, nationwide advertising and promotion campaign. Spearheading the two-month Presley "push" his new album "Kissin" Cousins," the movie of which is just opening all over the United States. Included in the massive RCA Victor promotion campaign will be the entire Presley atalog of 36 singles, 20 albums and 23 EPs.

Special 2-Part Issue

SWING into SPRING RECORD BUYERS' AID

Featuring Discography of

Original Cast Albums and Film Sound Tracks

NAB CONVENTION APRIL 5-8 CONRAD HILTON HOTEL

CHICAGO, ILL.

Special Coin Machine and Vending Feature This Issue!

> 1963 ANNUAL EXPORT VOLUME REPORT

PEOPLE ARE TALKING ABOUT BARBRA! STREISAND IS SINGING ABOUT PEOPLE!

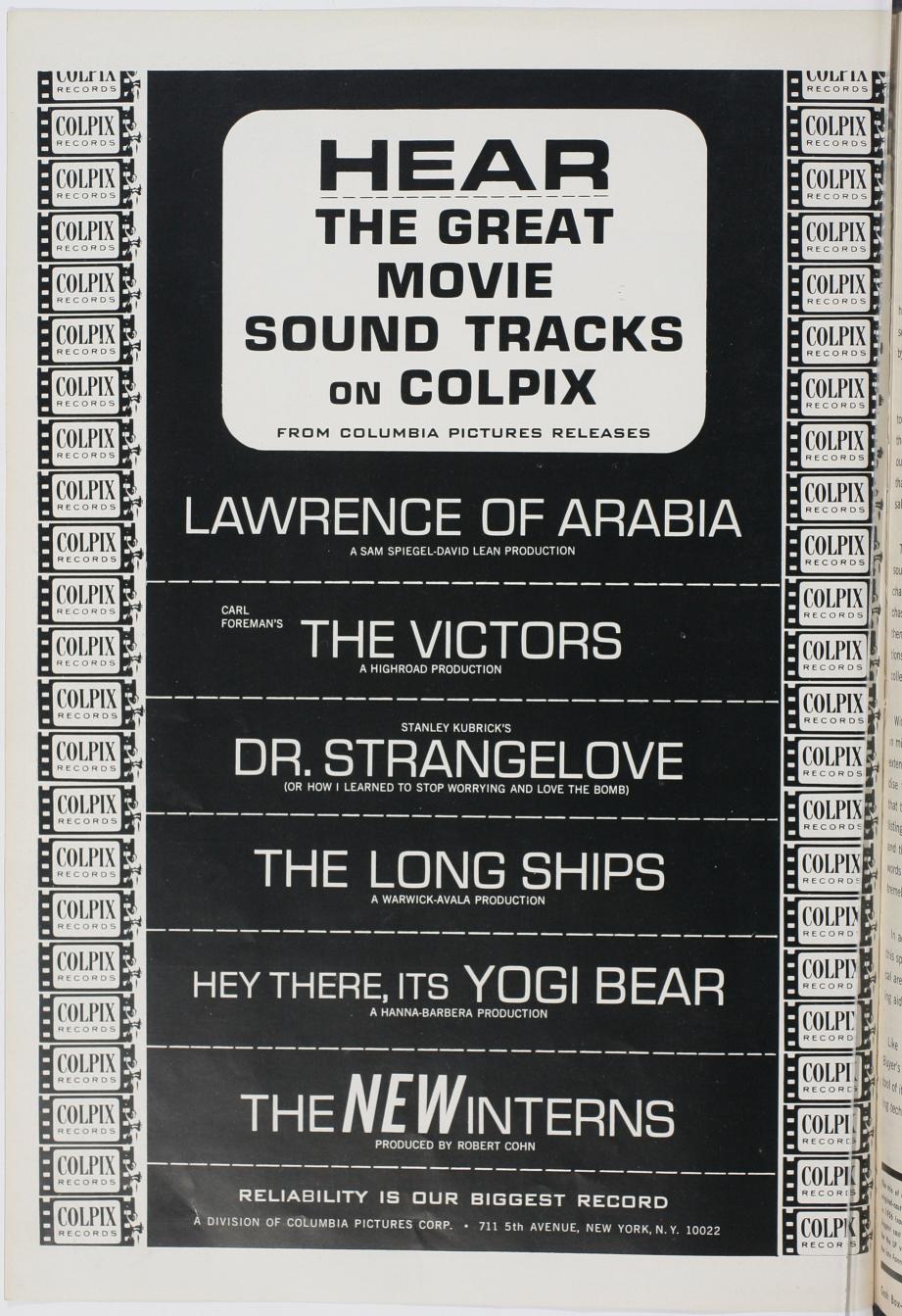


BARBRA STREISAND

Great Songs by Jule Styne-Bob Merrill From the Broadway Musical "Funny Girl"

GOLUMBIA SINGLES SELL?







THE RECORD BUYER'S AID:

THE DEALER GUIDE TO GREATER PROFITS FROM ORIGINAL CAST & SOUNDTRACK LP'S

In the decade and a half since record buyers have been taking home LP versions of Broadway shows and film soundtracks, the castsoundtrack field has developed into the most profitable product issued by the record business.

Material in this area is cherry-picking extraordinaire. Cherry-picking today is often associated with quick-sell product that is attuned to the current standing of an artist and/or fad. But, cast-soundtrack LP's putsell and outlast the latter fly-by-night releases. They are the items that labels and dealers can count on for day-after-day, year-after-year sales. They are, in short, the backbone of today's album business.

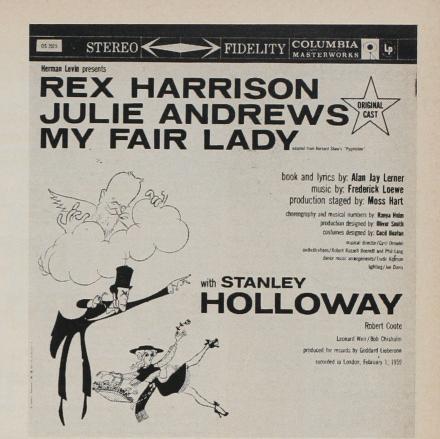
There is a very thin line between the old and the new in the castsoundtrack field. What is old, but accepted is always a potential purchase. Those just starting out as disk collectors will be around to purchase years-back entries for their basic library. Many who acquired them when they were new will in time want to refurbish their collections with fresh copies. What is new brings to the store both types of collectors.

With the aforementioned unique attributes of cast-soundtrack LP's n mind, the highlight of this "Swing Into Spring" buying guide is an extensive year-round section devoted to the vast and varied merchanlise that falls under the cast-Broadway category, including product hat ties-in strongly with both areas. The dealer will find a definitive isting of this kind of merchandise. For some of the newer entries, and those established as warhorses, the dealer is advised, in both vords and pictures, of outstanding promotional tools that are exremely helpful in making the sales job that much easier.

In addition to the complete coverage of the cast-soundtrack field, his special issue also boasts a round-up of new product in all musical areas. Here, too, the dealer is made aware of major merchandisng aids that tie-in with new product promotions.

Like its acclaimed predecessor, the Fall and Christmas Record 3uyer's Aid, this guide should also prove an invaluable merchandising ool of its own. Its contents are designed to achieve more efficient sellng techniques, and, therefore, greater sales.

The trio of album covers shown here focuses on the past and present in the wide-world of original-cast product. Columbia has the all-time cast LP with "My Fair Lady," first released n 1956 (same label will offer the soundtrack album this fall); RCA Victor can boast of the alggest cast LP so far this season with "Hello, Dolly"; Capitol has, justifiably, high hopes for the LP version of the recently premiered "Funny Girl," which stars Barbra Streisand as he late Fanny Brice.



My Fair Lady-Original Cast Columbia OL-5090/OS 2015



<text><text><text><text><text><text>

Funny Girl-Original Cast-Capitol T/ST 2028

ALPHABETICAL DIRECTORY TO ORIGINAL CAST & SOUNDTRACK ALBUMS

Absent Minded Professor, The—Soundtrack—Dis-neyland 1911 Alamo, The—Soundtrack—Columbia CL 1558; CS

Alamo, The—Soundtrack—Soundtrack—Fontana 27523; 67523 Aliki My Love—Soundtrack—Fontana 27523; 67523 All-American—Original Cast—Columbia KOL 5760; All-American—Original Cast—Columbia KOL 5760; KOS 2160 All Night Long—Soundtrack—Epic LA 16032; BA 17032

America—Soundtrack—Warner Bros. 1527;

S 1527 5 1527 American In Paris/Showboat—Excerpts—MGM 3767 Anastasia—Soundtrack—Decca 8460 Annie Get Your Gun—Original Cast—Decca 9018;

79018

Annie Get Your Gun—Original Cast—Decca 9018; 79018 Annie Get Your Gun—Doris Day & Robert Goulet— Columbia OL 5960; OS 2360 Annie Get Your Gun—Soundtrack—MGM 3768 Annie Get Your Gun—Mary Martin, John Raitt— Capitol W 913 Anything Goes—Soundtrack—Decca 8318 Anything Goes—Bileen Radgers—Epic FLM 13100; FLS 15100 April Lave—Soundtrack—Dot 9000 Arabian Nights—Lauritz Melchior—Decca 9013 Archy & Mehitabel—Original Cast—Columbia 4963 Around The World In 80 Days—Soundtrack—Decca 9046; 79046 Araund The World In 80 Days—Sound Stage Ork— Somerset 2800; Stereo—Fi 2800 At The Drop Of A Hat—Original Cast—Angel— 35797; S 35797

Babes In Toyland—Original Cast—Decca 8458 Babes In Toyland—Soundtrack—Buena Vista— 4022; S 4022 Back Street—Soundtrack—Decca 9097; 79097 Ballad For Bimshire—Original Cast—London 48002; 78002

Bandwagon—Soundtrack—MGM 3051 Bandwagon/Mary Martin—Columbia ML 4751 Barabbas—Soundtrack—Colpix 510; \$ 510 Bel Mir Bistu Schoen—Original Cast—Decca 9115; 79115

79115 Bell, Book & Candle—Soundtrack—Colpix 502 Bells Are Ringing, The—Original Cast—Columbia OL 5170; OS 5170 Ben Hur—Soundtrack—MGM 1E1; S 1E1 Ben Hur—Vol. 2.—MGM 3900; S 3900 Best Of Burlesque, The—Original Cast—MGM—S 3644

3644 Beyond The Fringe 1792; SW 1792 Big Country, The—Soundtrack—United 40004; 5004 Billy Barnes L.A.—Orginal Cast—Criterion 1001; 5 1001 Billy Barnes Revue—Original Cast—Decca 9076; Billy Barnes Revue—Original Cast—Decca 9076; Billy Barnes Revue—Original Cast—Decca 9076;

 Billy Barnes Revue—Original Cast—Decca 9076;

 79076

 Bitter Sweet—Angel 35814; 5 35814

 Black Orchid—Soundtrack—Dot 3178; 25178

 Black Orpheus—Soundtrack—Epic LN 3672

 Black Orpheus—Soundtrack—Fontana 27520; 67520

 Bloomer Girl—Original Cast—Decca 8015

 Bloomer Girl—Original Cast—Loc 1018

 Boccaccio '70—Soundtrack—FOC/FSO 5

 Boy On A Dolphin—Soundtrack—Decca 8580

 Boys From Syracuse—Revival Cast—Capitol TAO/

 StaO 1933

 Brave One, The—Soundtrack—Decca 8344

 Bravo Giovanni—Original Cast—Calumbia KOL

 StaO 1933

 Brave One, The—Soundtrack—RCA Victor

 LPM/LSP 2362

 Bridge On The River Kwai, The—Soundtrack—Co-lumbia CL 1100

 Brigadoon—Original Cast—RCA Victor—LOC/LSO 1001

1001

Brigadoon—Shirley Jones, Jack Cassidy—Columbia CL 1132

Brigadoon-Gigi/My Fair Lady/Paint Your Wagon-2-RCA Victor LPM/LSP 6005 Brigadoon-Jan Peerce, Robert Merrill-RCA Victor

Brigadoon—Jan Peerce, Robert Merrill—RCA Victor IPM/LSP 2275 Bye Bye Birdie—Original Cast—Columbia OL 5510 OS 2075 Bye Bye Birdie—Original London Cast—Mercury 13000; 17000 Bye Bye Birdie—Soundtrack—RCA Victor LOC/LSO 1081

Call Me Madam—Ethel Merman—Decca 9022; 79022 Camelot—Original Cast—Columbia OL 5620; OS Camelor 2031 2031 Ot 5620; OS an-Can—Original Cast—Capitol W 452 on-Can—Soundtrack—Capitol W/SW 1301 andide—Original Cast—Columbia OL 5180; OS 2350 andidad. The C

I, The-Soundtrack-RCA Victor LOC/LSO Co

1084 Carmen Jones—Original Cast—Decca 9021 Carmen Jones—Soundtrack—RCA Victor LM 1881 Carnival—Original Cast—Decca 9020; 79020 Carousel—Original Cast—Decca 9020; 79020 Carousel—Patrice Munsel, Robert Merrill—RCA Vic-tor LPM 1048 Carousel—Alfred Drake, Roberta Peters—Command 843; 843-SD Carousel—Soundtrack—Capital_W/SW_404

843; 843-5D Carousel—Soundtrack—Capitol W/SW 694 Chaplin Revue—Soundtracks—Decca 4040 Chapman Report—Soundtrack—Warner Bros. 1478;

Ch

apman Report—Soundiruce S 1478 Jarde—Henry Mancini Soundtrack—RCA Victor IPM/LSP 2755 pristine—Original Cast—Columbia OL 5520/OS 2026 nderfella—Soundtrack—Dot 8001; 38001 eopatra—Soundtrack—20th-Century-Fox 5008;

S008 Come Blow Your Horn—Soundtrack—Reprise 6071; 9-6071 Connection, The-Soundtrack-Parker 803; 5 803

Damn The Defiant—Soundtrack—Colpix 511; S 511 Damn Yankees—Original Cast—RCA Victor LOC 1021 Damn Yankees—Soundtrack—RCA Victor LOC/LSO 1047 David & Lisa—Soundtrack—Ava 21; S 21 Dead Ringer—Soundtrack—Warner Bros. 1536; S 1536

4

James Dean Story, The—Baker-Shank Ork—World Pacific 2005 Deep In My Heart—Soundtrack—MGM 3153 Demi-Dozen—Original Cast—Offbeat 4015 Desire Under The Elms—Soundtrack—Dot 3095 Destry Rides Again—Original Cast—Decca 9075; 79075

Destry Rides Again—Original Cast—Decca 9075; 79075 Devil At 4 O'Clock—Soundtrack—Colpix 509; S 509 Diamond Head—Soundtrack—Colpix 440; S 440 Divorce Italian Style—Soundtrack—United Artists 4106; S106 Dr. No—Soundtrack—United Artists—4108; S108 Dannybrook—Original Cast—Kapp 8500; 8500-5 Dressed To The Nines—Original Cast—MGM 39140C; S 39140C Dr. Strangelove—Soundtrack—Colpix CP/SCP 464

Eddy Duchin Story, The—Soundtrack—Decca 8289; 78289

78289 Eddy Duchin Story, The—Original Recordings—Co-lumbia CL 790 Eddy Duchin Story, The—Capital T 716 Egyptian, The—Soundtrack—Decca 9014 8½-25oundtrack—RCA Victor FOC/FSO 6 El Cid—Soundtrack—MGM 3977; S 3977 Elmer Gantry—Soundtrack—United Artists 4069; 5069

5069 Establishment, The—Original Cast—Riverside 850 Exodus—Soundtrack—RCA Victor LOC/LSO 1058

Family Affair, A—Original Cast—United Artists 4099; 5099 Fanny—Original Cast—RCA Victor LOC 1015 Fanny—Soundtrack—Warner Bros. 1416; S 1416 Fantastics—Original Cast—MGM 38720C; S 38720C 55 Days At Peking—Soundtrack—Columbia CL 2028; CS 2028 Film Music From France—Philips—200071; 600071 Finian's Rainbow—Original Cast—RCA Victor LOC/LSO 1057 Finian's Rainbow—Soundtrack—Columbia OL 4062; OS 2080

Finian's Rainbow—Soundtrack—Columbia OS 2080 Fiorello—Original Cast—WAO/SWAO 1321 First Impressions—Original Cast—Columbia OL 5400; OS 2014 Five Pennies—Soundtrack—Dot 9500; 29500 Flower Drum Song—Original Cast—Columbia OL 5350; OS 2029 Flower Drum Song—Soundtrack—Decca 9098; 79098

y Blackbird—Original Cast—Mercury 2206; 6206 r Whom The Bell Tolls—Warner Bros. 1021; S 1021

40 nds Of Trouble-Soundtrack-Mercury 20784;

40 Pounds Of Trouble—Soundtrack—Mercury 20784; 60784 Four Below Strikes Back—Original Cast—Offbeat 4017

4017 Four Horsemen Of The Apocalypse, The—MGM 3993 ST; S 3333 ST Fun In Acapulco—Soundtrack—RCA Victor LPM; LSP 2756 Funny Face—Soundtrack—Verve 15001 Funny Girl—Original Cast—Capitol T/ST 2080 Funny Thing Happened On The Way To The Forum, A—Original Cast—Capitol WAO/SWAO 1717

Gay Life, The—Capitol WAO/SWAO 1560 Gay Purr-ee—Soundtrack—Warner Bros. 1479; BS 1479 Geisha Boy—Soundtrack—Jubilee 1096; S 1096 Gentlemen Prefer Blondes—Original Cast—OL 4290; OS 2310 G.I. Blues—Soundtrack—RCA Victor LPM/LSP 2256 Giant—Soundtrack—Capitol W/DW 773 Gigi—Soundtrack—Gapitol W/DW 773 Gigi—Soundtrack—Gapitol W/DW 773 Gigi—French Version—Columbia WL 158 Giai/Brigadoon/My Fair Lady/Paint Your Wagon— 2—RCA Victor IPM/LSP 6005 Gigi—Robert Merrill, Jane Powell—RCA Victor IPM/LSP 2275 Gigi—Spanish Version—MGM 3787 Girl Crazy—Original Cast—Columbia OL 4890 Girl Who Came To Supper, The—Original Cast—

4890 Girl Who Came To Supper, The—Original Cast— Columbia KOL 6020/KOS 2420 Golden Apple—Original Cast—Elektra 5000 Goldilocks—Original Cast—Columbia OL 5340; OS 2007

2007 Gone With The Wind—Steiner Ork—Camden 625 Goodbye Again—Soundtrack—United Artists 4091; 5091

5091 enny Goodman Story, The—2—Decca 8252/3; 78252/3 reat Escape, The—Soundtrack—United Artists 4107; 5107 uns Of Navarone, The—Columbia CL 1655; CS 8455 Be Gu

Guns Of Navarone, The—Columbia CL 1655; L5 8455 Guys And Dolls—Original Cast—Decca 9023; 79023 Gypsy—Origina] Cast—Columbia OL 5420; OS 2017 Gypsy—Soundtrack—Warner Bros. 1480; BS 1480

Happiest Girl In The World, The—Original Cast— Columbia KOL 5650; KOS 2050 Hello Dolly—Original Cast—RCA Victor LOCD/LSOD 1087 Hero's Love—Original Cast—RCA Victor LOCD/LSOD 1087 Hero's Love—Original Cast—Columbia KOL 6000; KOS 2400 Hey, Let's Twist—Soundtrack—Roulette—25168/S 25168 High Society—Soundtrack—Capitol W/SW 750 Hit The Deck—Soundtrack—MGM 3163 Hootennany Hoot—Soundtrack—MGM 4172 ST; S 4172 ST Horse Soldiers—Soundtrack—United Artists 4035; 5035

5035 5035 House Of Flowers—Original Cast—Columbia OL 4969; OS 2320 How The West Was Won—Soundtrack—MGM 1E5-ST; S 1E5-ST How To Succeed In Business Without Really Trying —Original Cast—RCA Victor LOC/LSO 1066 Hustler, The—Soundtrack—Kapp 1264; 3264

I Can Get It For You Wholesale—Orig. Cast—Co-lumbia KOL 5780; KOS 2180 I Could Go On Singing—Soundtrack—Capitol W/SW 1861 Interlude—Soundtrack—Coral 57159 Interrupted Melody—Soundtrack—MGM 3185 Irma La Douce—Orig. Cast—Columbia OL 5560; OS 2029

Irma La Douce—Soundtrack—United Artists 4109; 5109 It Started In Naples—Soundtrack—Dot 3324; 25324 It's A Mad, Mad, Mad, Mad World—Soundtrack— United Artists 4110; 5110 Italian Films—Soundtracks—RCA Victor FOC/FSO 4 I Want To Live—Soundtrack—United Artists 4005; 5005

One Over The Eight—Original Cast—London 5760 1001 Arabian Nights—Soundtrack—Colpix 410 (s) Out Of This World—Original Cast—Columbia OL 4390

Paint Your Wagon—Original Cast—RCA Victor LOC 1006

Paint Your Wagon-Original Cast-RCA Victor LOC 1006 Paint Your Wagon-Jan Peerce, Robert Merrill-LPM/LSP 6005 Pajama Game-Original Cast-Columbia OL 4840 Pajama Game-Soundtrack-Columbia OL 4364 Pal Jaey-Original Cast-Columbia OL 4364 Palms Springs Weekend-Soundtrack-Warner Bros. 1519 (s) Paris Blues-Soundtrack-United Artists 4092; 5092 Parrish-Soundtrack-Colpix 507 (s) Peter Pan-Orig. Cast-RCA Victor LOC/LSO 1019 Phaedra-Soundtrack-United Artists 4102; 5102 Picnic-Soundtrack-Derca 8320; 78320 Pierce Soundtrack-Derca 8320; 78320 Pierce Of Eight-Original Cast-London 5761 Pins & Needles-Recreation-Columbia OL 5810 OS 2210 Pink Panther-H. Mancini-RCA Victor LPM/LSP 2795 Plain & Fancy-Original Cast-Capitol W 603 Prince & Pauper-Original Cast-London 28001; 98001

Riverwind—Original Cast—London 48001; 78001 Robe, The—Soundtrack—Decca 9012; 79012 Rome Adventure—Soundtrack—Warner Bros. 1458 (s)

Rose Marie—Soundtrack—MGM 3769 Rugantino—Original Cast—Warner Bros. H/HS 1528

Salad Days—Original Cast—London 5765 Samson & Delilah—Soundtrack—Decca 8566 Sergeants Three—Soundtrack—Reprise—Reprise (9) 2013 7 Brides For 7 Bros.—Soundtrack—IM 2011 7th Voyage Of Sinbad—Soundtrack—Colpix 504 Show Boat—Revival Cast—Columbia OL 4058 Show Boat—Revival Cast—Columbia OL 4058 Show Boat—Robert Merrill, Patrice Munsel—Victor LM 2008

Song Of Norway—Original 79019 Song Without End—Soundtrack—Colpix 506 (s) Sound Of Music, The—Original Cast—Columbia KOL 5450; KOS 2020 South Pacific—Original Cast—Columbia OL 4180; OS 2040 South Pacific—Soundtrack—RCA Victor LOC/LS0 1032

South Pacific—Soundtrack—RCA Victor LOC/L50 1032 Spanish Affair—Soundtrack—Dot 3078 Spartacus—Soundtrack—Decca 9092; 79092 Spellbound—Soundtrack—Warner Bros. 1213 (s) Star Is Born, A.—Soundtrack—Columbia CL 1101; CS 8740 Stars & Stripes Forever—Soundtrack—MGM 3508 Stop The World—I Want To Get Off—Original Cast—London 58001; 98001 Story Of Moby Dick—Soundtrack—Dot 3063 Subterraneans—Soundtrack—MGM 3812 (s) Subways Are For Sleeping—Columbia KOL 5730; KOS 2130 Summer Magic—Soundtrack—Buena Vista 4025 (s) Superalbums Vol. 1—Apartment & Others—Ascel 13501; 16501 Superalbums Vol. 3—Horse Soldiers & Others— Ascot 13502; 16502 Superalbums Vol. 4—Taras Bulba & Others—Ascel 13504; 16504

Take Me Along—Original Cast—RCA Victor LOC/LSO 1050

Iake Me Along—Original Cast—RCA Vice LOC/LSO 1050
 Ten Commandmentns—Soundtrack—Dot 3054; 25054
 There's No Business Like Show Business—Sound-track—Decca 8091
 Three Little Words—Soundtrack—MGM 3768
 Threepenny Opera—Soundtrack—London 76004
 To Bed Or Not To Bed—Soundtrack—London 76004
 To Bed Or Not To Bed—Soundtrack—London 76005
 Till The Clouds Roll By—Soundtrack—MGM 3770
 Tom Sawyer—Original Cast—Decca 8432
 Tovarich—Original Cast—Capitol TAO/STAO 1940
 Ot 4405
 Tunes of Glory—Soundtrack—United Artists 4086
 Sta66

5086 Twillight Of Humor—Soundtrack—MGM 4185 (I Two For The Seesaw—Soundtrack—United Artistr 4103; 5103 Two On The Alsle—Original Cast—Decca 8040 Two Tickets To Paris—Soundtrack—Roulette 2518

Unsinkable Molly Brown, The—Original Cast Capitol WAO/SWAO 1509 Up In Central Park—Soundtrack—Decca 8016

Walk On The Wild Side, A-Soundtrack-Ava

(s) West Side Story—Original Cast—Columbia OL 523 West Side Story—Soundtrack—Columbia OL 567 OS 2070 Whoop Up—Original Cast—MGM 3745 Wildcat—Original Cast—RCA Victor LOC/LSO 106 Wizard Of Oz, The—Soundtrack—MGM 3996 Women Of The World—Soundtrack—Decca 9112 79112

anderful 'O'—Original Cast—Colpix 6000 (i) onderful Town—Original Cast—Decca 9010 79010

Young Lions, The—Soundtrack—Decca 8719; 78719

Box-F

Words & Music-Soundtrack-MGM 3771

Cash Box—Record Buyer's Aid, April 11, 1964

Victors, The—Soundtrack—Colpix 516 (s) V.I.P.'s, The—Soundtrack—MGM 4132 (s)

nes 5086

79112 Wa

.

Quiet Man—Soundtrack—Decca 8566 Quo Vadis—Soundtrack—MGM 3524

Plain & Prince & 98001

Jennie—Orig. Cast—RCA Victor LOC/LSO 1083 Jessica—Soundtrack—United Artists.—4096; 5096 Johnny Cool—Soundtrack—United Artists; 5111 Judgment At Nuremberg—Soundtrack—United Artists 4095; 5095 Julie & Carol At Carnegie Hall—Columbia OL 5840; OS 2240 Julius Caesar—Soundtrack—MGM 3033 Jumbo—Soundtrack—Columbia OL 5860; OS 2260 Juno—Orig. Cast—Columbia OL 5380; OS 2013

KOS 2120

Kean—Orig. Cast—Columbia KOL 5720; KOS 2120 King And I, The—Orig. Cast—Decca 9008; 79001 King And I, The—Soundtrack—Capitol W/SW 740 Kingof Kings—Soundtrack—MGM 1E 2; S 1E 2 Kismet—Original Cast—Columbia OL 4850; O 2060 2060 Kismet—Soundtrack—MGM 3281 Kismet—Robert Merrill, Mantovani—London 55001;

44043 Kate—Original Cast—Columbia OL 4140; Kis

Kiss Me Kate—Original Cast—Columbia OL 4140; OS 2300 Kiss Me Kate—Revived Cast—Capitol TAO/STAO 1267 Kiss Me Kate—Soundtrack—MGM 3077 Kiss Me Kate—Earl Wrightson, Lois Hunt—Colum-bia CL 1768; CS 8568 Kosher Widow, The—Original Cast—Golden Crest 4018; S 4018 Gene Krupa Story, The Soundtrack—Verve 15010; 615010 Kurt Weill Cabaret—Original Cast—MGM 41800C 41800C Kwamina—Original Cast—Capitol W/SW 1645

La Dolce Vita—Soundtrack—RCA Victor FOC/FSO 1 Lawrence Of Arabia—Soundtrack—Colpix 514; S 514 Leave It To Jane—Original Cast—Strand 1002; S

Le 1002

1002 Leopard, The—Soundtrack—20th-Century-Fox 5015; 5 5015 Les Girls—Soundtrack—MGM 3590 Les Liaisons Dangereuses—Soundtrack—Epic LA 16022

16022 Li'l Abner—Original Cast—Columbia OL 5150 Li'l Abner—Soundtrack—Columbia OL 5460; OS

2021

Li'l Abner-Soundtrack-Columbia OL 5460; OS 2021 Lion, The-Soundtrack-London 76001 Little Fugitive-Folkways-2070 Little Mary Sunshine-Original Cast-Capitol WAO/SWAO 1240 Little Me-Original Cast-RCA Victor LOC/LSO 1078 Lock Up Your Daughters-Original Cast-London 5766 Lolita-Soundtrack-MGM 4050ST; S 4050ST Longest Day, The-Soundtrack-20th-Century-Fox 5007; S 5007 Lord Of The Flies-Soundtrack-Ava 30; S 30 Lose Of Innocence-Soundtrack-Olpix 508 Love Is A Ball-Soundtrack-Philips 200082;

Love Is A Ball—Soundtrack—Colpix 508 600082; 600082 Profession—Everest 5076; 1076 Love Me Or Leave Me—Soundtrack—Columbia CL 710; CS 8773 Lute Song/On The Town—Original Casts—Decca 8030

Magnificent Moments From MGM—MGM 4017 Magnificent Obsession—Soundtrack—Decca 8257; 78257 Man With The Golden Arm, The—Soundtrack—Dec-ca 8257; 78257 Marilyn—Soundtrack—20th-Century-Fox 5000; S 5000

Marilyn-Soundtrack—20th-Century-Fox 5000; S 5000 McLintock—Soundtrack—United Artists 4112; 5112 Milk And Honey—Original Cast—RCA Victor— LOC/LSO 1065 Glenn Miller Story, The—Soundtrack—Decca 8226; 78226 Misfits, The—Soundtrack—United Artists 4087; 5087 Miss Liberty—Original Cast—Columbia OL 4220 Mondo Cane—Soundtrack—United Artists 4105; 5105

ondo Cane—Soundtrack—United Artists 4105; 5105 ost Happy Fella, The—Original Cast—3 Columbia 03L 240

O3L 240 Most Happy Fella, The—Abridged Version—Colum-bla 5118; OS 2330 Mr. President—Original Cast—Columbla KOL 5870; KOS 2270 Mr. Wonderful—Original Cast—Decca 9032 Music Man—Original Cast—Capitol W/SW 990 Music Man—Soundtrack—Warner Bros. 1459; BS 1459

1459 Mutiny On The Bounty—Soundtrack—MGM 1E4ST; 5 1E4ST My Fair Lady—Original Cast—OL 5090; OS 2015 My Fair Lady—Spanish Version—Columbia WL 155 My Fair Lady—Roanish Version—Columbia WL 155 My Fair Lady—Roanish Version—Columbia WL 155 My Fair Lady—Roanish Version—Columbia WL 155 My Fair Lady—Robert Merrill, Jan Peerce—RCA Victor LPM/LSP 2274

Nervous Set—Original Cast—Columbia OL 5430; OS 2018 Never On Sunday—Soundtrack—United Artists 4070;

5070 Never On Sunday—Vol. 2—Dancing On Sunday UA 3146; 6146 New Faces Of 1952—Original Cast—RCA Victor LOC 1008 9 Hours To Rama—Soundtrack—London 76002 No Strings—Original Cast—Capitol O/SO 1965

Of Love And Desire—Soundtrack—20th-Century Fox 5014; S 5014 Oh Captain!—Original Cast—Columbia OL 5280 Oklahoma—Original Cast—Decca 9017; 79017 Oklahoma—Soundtrack—Columbia CL 828; CS 8739 Oklahoma/Carousel/King & I—Soundtrack—Capitol WAO/SWAO 595 Oliver—Original Cast—RCA Victor—LOCD/LSOD 2004

iver—Original Cash 2004 Vier—Holloway, Cogan—Capitol T/ST 1784 Vier—Holloway, Cogan—Capitol T/ST 1784 Vier Upon A Mattress—Original Cast—Kapp 7004

(s)
 On The Beach—Soundtrack—Roulette 25098 (s)
 On The Brighter Side—Original Cast—London 5767
 On The Town—Original Cast—Columbia OL 5540;
 OS 2028
 On Your Toes—Revival Cast—Decca 9015
 110 In The Shade—Original Cast—RCA Victor LOC/LSO 1085

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DYNAGROOVE IS

In 1963 the sound on this new RCA VICTOR record challenged comparison with the sound of any other record available on any label anywhere!



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"DYNAGROOVE is a masterful accomplishment." PETER NERO

"I like DYNAGROOVE because I sound like me, to me." LEONTYNE PRICE

"The best sound I've ever heard on records."

"The sound of DYNAGROOVE is brilliant, sharp and clear. By introducing DYNAGROOVE, RCA engineers have made an important and significant contribution to the recording industry." **ARTHUR FIEDLER**

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"As a concert violinist I am particularly sensitive to the sound of my instrument... the sound I hear on DYNA-GROOVE is the sound I want to hear." **ERICK FRIEDMAN**

"... a dramatic advance in fidelity."

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N.Y. DAILY NEWS

HIGH FIDELITY

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"DYNAGROOVE has a clear, open, unrestrained sound." CHICAGO DAILY NEWS

"... unprecedented clarity of sound ... on all levels, and especially in the last inch of the record where the greatest amount of distortion is present ..."

UNITED PRESS INTERNATIONAL

"It puts you much closer to the music and lets you hear music as it is played." INDIANAPOLIS TIMES

"Victor's new sound 'DYNAGROOVE' really does what its makers have claimed for it." **BUFFALO EVENING NEWS**

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"The sound is warmly alive without being overly resonant . . ." HI-FI STEREO REVIEW

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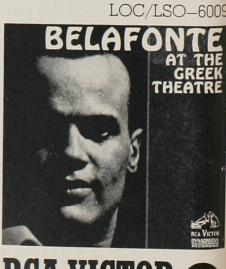


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RCA VICTOR

Labels: Eternal Optimists In Broadway Show Investments

NEW YORK—Perhaps the way to go about assessing recording companies' inancial stakes in the staging of Broadway musicals is to approach it n the money lost on such ventures.

In the past few years, which has seen label investments in new shows plossom into fantastic sums (sometimes 50% of an average cost of $\sharp400,000$ to realize a Broadway opening of a musical), labels that have become the latest type of Broadway angel have fallen flat on their faces. They got the Broadway cast LP, alright, but most of them have the dubious reputation of being collector's items much before their time.

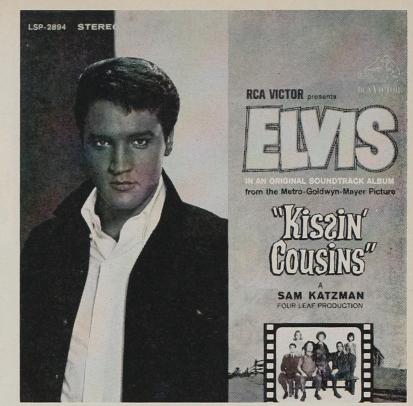
But, despite the precarious financial risks of label investments in this area, there is no indication that labels, particularly the major operations, are going to watch-their-steps.

A "My Fair Lady" isn't born every day, but when one is, the label which is in on the bonanza (Columbia, in the case of "MFL") is sitting pretty. Not only does it reap the rewards of LP sales, which later will involve the soundtrack version, but profits from all phases of the presentation of the production roll in, too.

Label interest in a cut in a Broadway show has reached the point where some companies have exclusive deals with production companies to assure them rights to efforts not even on the planning board. Capitol Records has a million-dollar arrangement with Feuer & Martin, the fabulously successful producing team, for their future shows, whether they be musical or straight plays. ABC-Paramount recently concluded an arrangement with composer-producer Jule Styne for at least three musicals, the first of which is the upcoming "Fade In—Fade Out," starring Carol Burnett.

Record companies may be showing lots of battle scars from ill-fated financial tie-ins with musicals, but with each investment, they seem to be disregarding the past, and entering the fray anew with fresh hope that a new "My Fair Lady" or at least a goodsized hit is in the offing. Such prospects are evidently worth substantial outlays.

In reverse of this tie-in is the situation where writers are taking the initiative in putting up part of the production costs of their original-cast LP's. Richard Rodgers is the leading example. He and Capitol were partners in the cost of recording his hit, "No Strings." Rodgers and his late partner Oscar Hammerstein, also sponsored the recording of their "Sound Of Music" on Columbia.



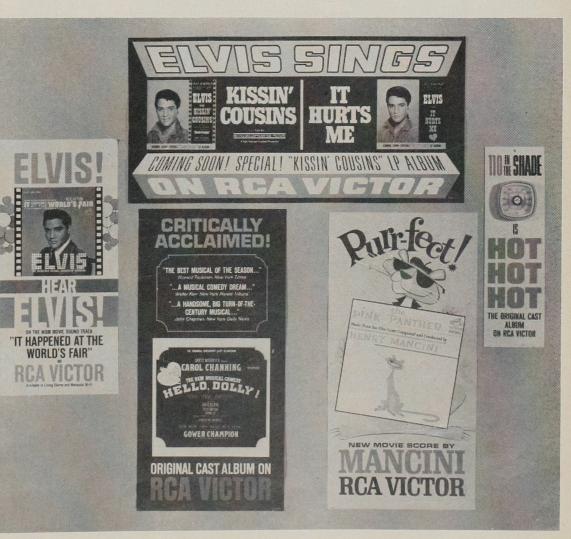
Kissin' Cousins-Soundtrack-RCA Victor LPM-2894/LSP-2894

Elvis Presley is among those rock 'n roll performers whose personalities are admirably suited to the screen. While he has matured as an actor, Elvis has never let his musical fans down in any of his films, for he has decked them out with plenty examples of his singing talent. Thus, his soundtrack performances have been sales bonanzas for RCA Victor in both LP form and on singles.

The colorfully mounted Broadway musical hit, "Kismet," was a natural for one of MGM's super musical films. The flick company's disk affiliate of the same name released the soundtrack score, the melodies of which were adapted by Robert Wright and George Forrest from the exotic music of the Russian composer, Alexander Borodin.



KISMET-SOUNDTRACK-MGM E3281



POSTERS SELL RECORDS-

Record companies go to great expense to assist the dealer in effectively merchandising various album product by offering a wide selection of instore display pieces concurrently with the release of the LP's. Pictured at the right are some of the attractive original-cast and soundtrack displays offered by RCA Victor. Place these album-touting devices in strategic spots in your store—they'll make money for you.

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They're *all* here! The world's largest, most complete, best-selling catalog of Original Broadway Cast Albums, Musicals, Dramas, Film and TV Sound Tracks and Re-creations of Broadway Classics. Check the albums. Check your stock. Then order from your Columbia salesman. Each selection represents big box office for you!



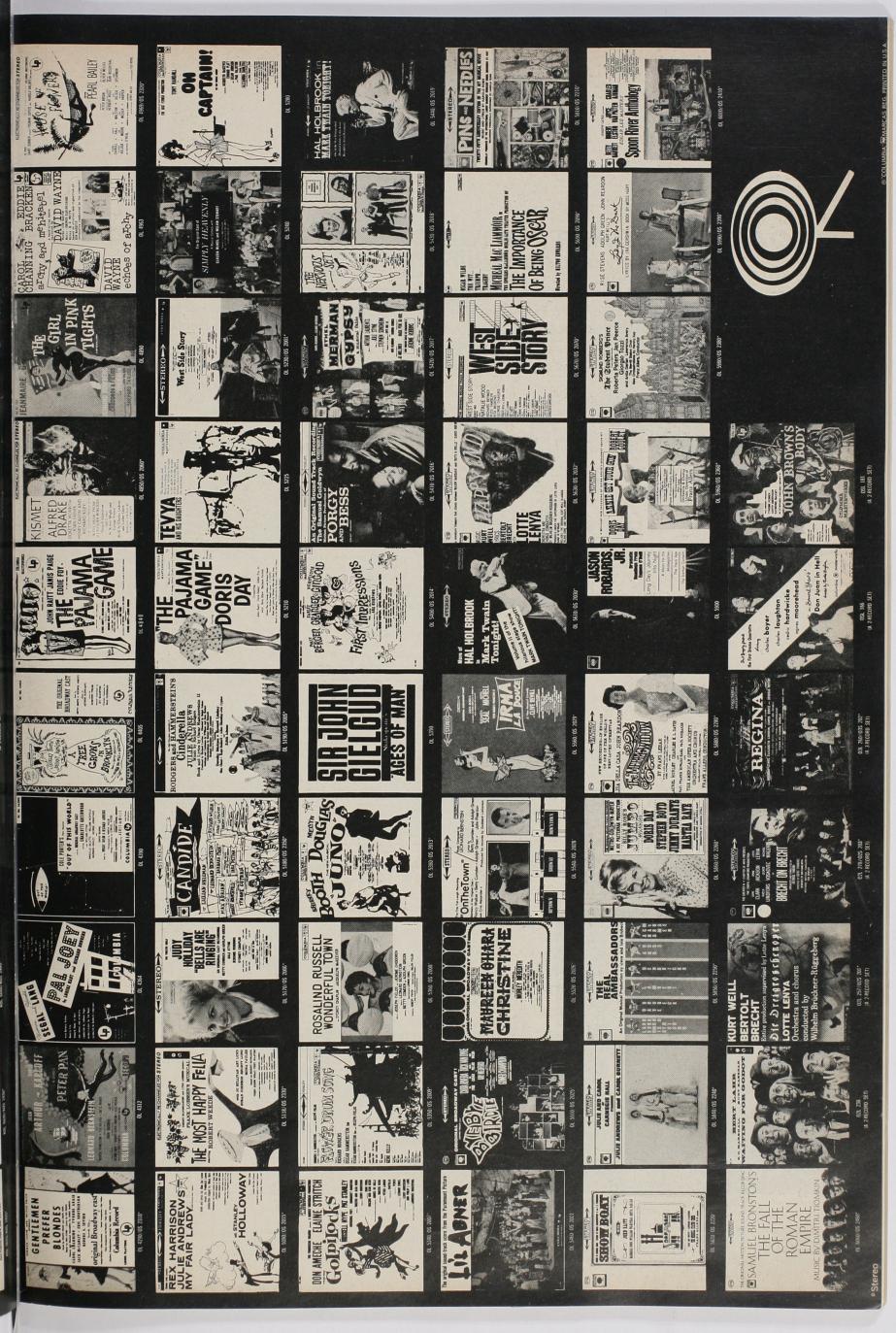
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BROADWAY CAST, SOUNDTRACK & RELATED LP's (Alphabetized According To Record Companies)

This Section Is Designed To Assist The Dealer In Checking His Inventory On Broadway Cast, Soundtrack & Related LP's So He Can Order Product In These Areas That He May Not Have In Sufficient Supply. Should A Salesman From A Particular Label Make A Call At The Store, The Dealer Can Quickly Refer To This Listing To Determine Those LP's He Would Like The Salesman To Order For Him.

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South Pacific Jazz—Tony Scott Quartet—ABC/ABCS 235 nemes From Broadway Shows—Ferrante & Teicher ABC/ABCS 336

ASCOT

RELATED PRODUCT

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SOUNDTRACK

Babes In Toyland—BV 4022; STER 4022 Summer Magic—BV 4025; STER 4025 Mary Poppins—BV 4026; STER 4026

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-Original Broadway Cast-W 452 Can Can-Plain And Fancy—Original Broadway Cast—W 603 The Music Man—Original Broadway Cast—S W 990

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Kwamina—Original Broadway Cast—S W 1645 No Strings—Original Broadway Cast—S O 1695 A Funny Thing Happened On The Way To The Forum-Original Cast-S WAO 1717

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COLUMBIA

ORIGINAL CAST

Show Boat—Clayton, Bruce—OL 4058 Finian's Rainbow—Orig. Cast—OL 4062; OS 2080 Street Scene—Jeffreys—OL 4139 Kiss Me Kate—Orig. B'way Cast—OL 4140; OS 2300 South Pacific—Orig. Cast—OL 4180; OS 2040 Miss Liberty—Orig. Cast—OL 4220 Gentlemen Prefer Blondes-Orig. Cast-OL 4290; OS 2310

Peter Pan—OL 4132 Pal Joey—Orig. Cast—OL 4364 Out Of This World—Orig. Cast—4390 Out Of This World—Orig. Cast—4390 A Tree Grows In Brooklyn—Orig. Cast—OL 4405 Bandwagon/Anything Goes—ML 4751 Pajama Game—Orig. Cast—OL 4840 Kismet—Orig. Cast—OL 4850; OS 2060 The Girl In Pink Tights—Orig. Cast—OL 4890 Archy & Mahitabel—Channing—OL 4963 House Of Flowers=OL 4969; OS 2320 My Fair Lady—Orig. Cast—OL 5090; OS 2015 The Most Happy Fella—Orig. Cast—OL 5118; OS 2330 The Most Happy Fella—Orig. Cast—OL 5118; OS 2330 Lil Abner—Orig. Cast—OL 5150 Bells Are Ringing—Orig. Cast—OL 5170; OS 2006 Candide—Orig. Cast—OL 5180; OS 2350 Pajama Game—Soundtrack—OL 5210 Tevya & His Daughters—Orig. Cast—OL 5225 West Side Story—Orig. Cast—OL 5230; OS 2001 Simply Heavenly—Orig. Cast—OL 5230; OS 2001 Oh Captain—Orig. Cast—OL 5280 Oh Captain—Orig. Cast—OL 5360; OS 2007 Flower Drum Song—Orig. Cast—OL 5300; OS 2007 Flower Drum Song—Orig. Cast—OL 5300; OS 2007 Flower Drum Song—Orig. Cast—OL 5300; OS 2013 Ages Of Man—Gelgud—OL 5390 First Impressions—Orig. Cast—OL 5400; OS 2014 Gypsy—Orig. Cast—OL 5400; OS 2017 The Nervous Set—Orig. Cast—OL 5430; OS 2018 Mark Twain—Holbrook—Ol 5440; OS 2019 The Sound Of Music—Orig. Cast—KOL 5450; KOS 2020 2330

COLUMBIA (cont'd)

A Thurber Carnival—Orig. Cast—KOL 5500; K03 2074

Bye Bye Birdie—Orig. Cast—OL 5510; OS 202 Christine—Orig. Cast—OL 5520; OS 2026 On The Town—Orig. Cast—OL 5540; OS 2028 One Man In His Time—Gielgud—OL 5550 Irma La Douce—Orig. Cast—OL 5560; OS 2029 More Of Mark Twain—Holbrook—OL 5610; OS 2030 Camelot—Orig. Cast—KOL 5620; KOS 2031 Happiest Girl In The World—Orig. Cast—KOL 5650 KOS 2050

KOS 2050 Importance Of Being Oscar—OL 5690; OS 2090 Kean—Orig. Cast—KOL 5720; KOS 2120 Subways Are For Sleeping—Orig. Cast—KOL 5730 All American—Orig. Cast—KOL 574

KOS 2130 All American—Orig. Cast—KOL 5730 KOS 2130 All American—Orig. Cast—KOL 5760; KOS 2160 I Can Get II For You Wholesale—KOL 5780; K01 2180 Bravo Giovanni—Orig. Cast—KOL 5800; KOS 2200 Prins & Needies—Streisand—OL 5810; OS 2210 Show Boat—Raiit—OL 5820; OS 2220 Mr. President—Orig. Cast—KOL 5870; KOS 2710 The Merry Widow—Reardon, Della Casa—OL 5880 OS 2280 The Student Prince—Tucker—OL 5980; OS 2380 Lady In The Dark—Stevens—OL 5990; OS 2380 Lady In The Dark—Stevens—OL 5990; KOS 2400 Spoon River Anthology—Orig. Cast—KOL 6000; KOS 2400 Spoon River Anthology—Orig. Cast—OL 6010; 01 2410

Spoon River Anthology—Orig. Cast—OL 6010; w 2410 The Girl Who Came To Supper—Orig. Cast—K0. 6020; KOS 2420 Girl Crazy—Mary Martin—CL 822 The Student Prince—Kirsten—CL 822 Oklahoma—Eddy—CL 828; CS 8739 The Desert Song—Eddy, Morrow—CL 83 Brigadocn—Jones, Cassidy—CL 1132; CS 8651 The Alamo—Soundtrack—CL 11538; CS 8358 Holf Past Wednesday—Orig. Cast—CL 1917; Ø 8717 Brecht On Brecht—Orig. Cast—OL 287; DØ 687 Strange Interlude—Orig. Cast—DOL 288; DOS 68

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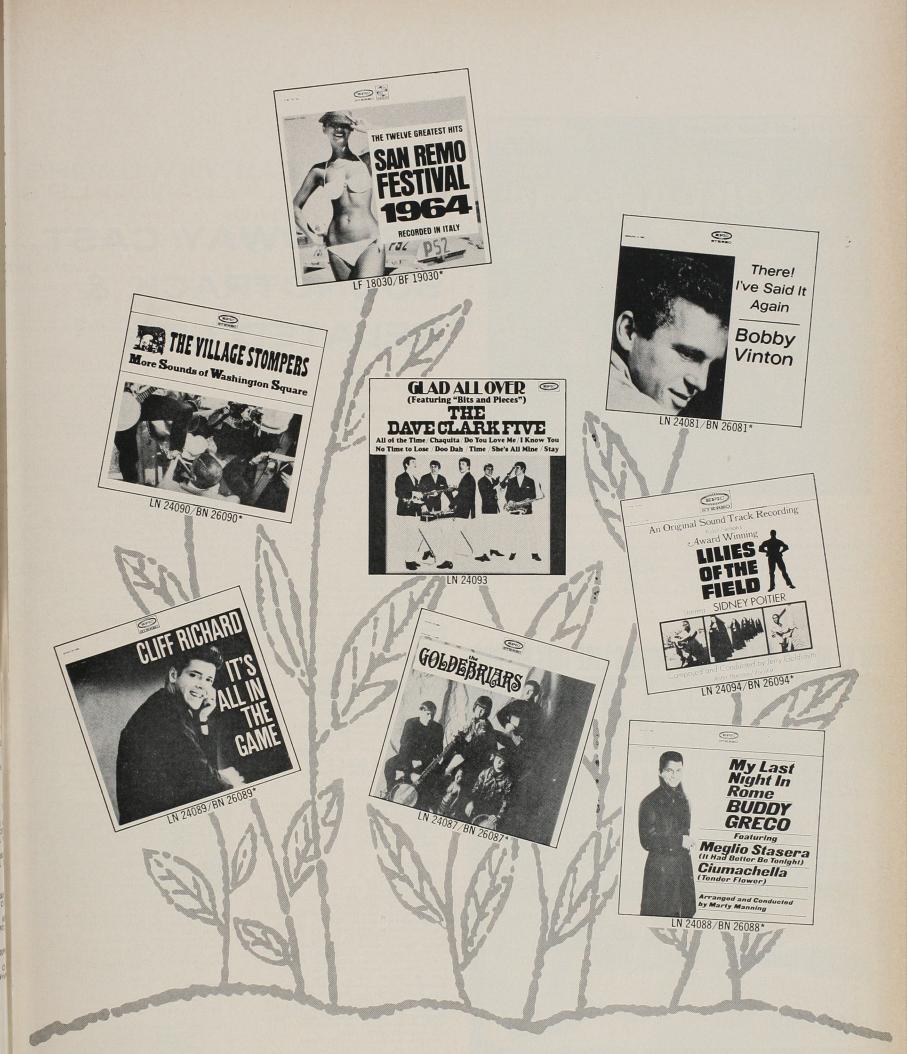
(Continued on page 18)



WHAT MAKES SAMMY RUN? -- ORIGINAL CAST -- COLUMBIA KOL-6040/KOS-2440

110 IN THE SHADE-ORIGINAL CAST-RCA VICTOR LOC/LSO 1085

Two of the more successful new musicals this season are "What Makes Sammy Run?" and "110 In The Shade." The shows, each musical adaptations of famous works ("110" stems from N. Richard Nash's "The Rainmaker"), brought-in performers who are making their singing debuts on Broadway. "Sammy" is disk star Steve Lawrence, while Robert Horton and Inga Swenson come from the screen and TV worlds.



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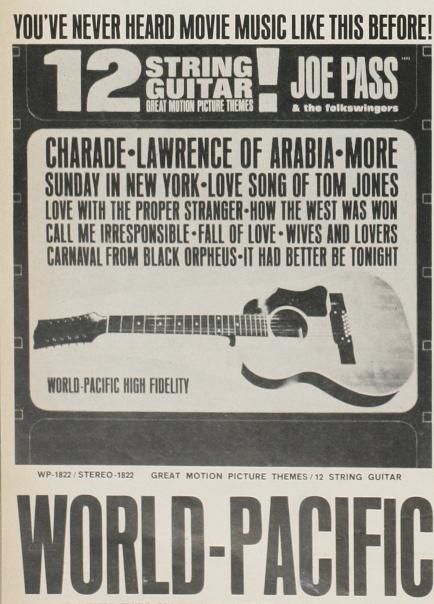
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OKLAHOMA!-Original Cast-Decca 9017/79017

The original-cast catalog owes a lot to Decca's original cast LP of "Oklahoma!" One of the first recordings of the complete cast of a Broadway musical, it has been a catalog standby for more than 20 years. This period has seen the session go from 78's to 45's to 33's and two changes in cover artwork. In addition, a stereo-like copy was made available several years ago.



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BROADWAY CAST, SOUNDTRACK & **RELATED LP's**

(Continued from page 16)

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(Continued on page 19)

BROADWAY CAST, SOUNDTRACK & RELATED LP's

(Continued from page 18)

ONTANA

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Jose Melis At The Opera—Jose Melis—MG 20709; SR 60709 The Three Sounds—Play Jozz On Broadway—MG 20776; SR 60776 All Time Movie Hits—The Platters—MG 20782; SR 60782 40 Pounds Of Trouble—Soundtrack—MG 20784; SR 60784 Hit Motion Picture Themes—Various Artists—MG 20810; SR 60810 Broadway's Big Hits—Various Artists—MG 20811; 60811 Besi Ballads Of Broadway—Broak Benton—MG 20830; SR 60830 A New Kind Of Love—Erroll Garner—MG 20859; SR 60859 Billy Eckstine Now Singing In 12 Great Movies— MG 20834; SR 60834 A Clebanoff Film Concert—Clebanoff—MG 20887; SR 60887 Sarah Vaughan Great Songs From Hit Shows—MGP 2-100 Quincy Jones Explores The Music Of Mancini—MG

- uincy Jones Explores The Music Of Mancini—MG 20863; SR 60863 Qu

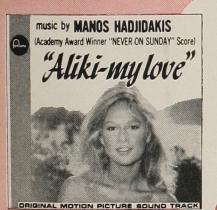
MERCURY-WING

LIMELIGHT SERIES

Bye Bye Birdie—Original London Cast—MG 13000; SR 17000 STORYTELLER SERIES

STORTTELLER SERIES Robinson Crusoe—Davy Crockett—SLP 100 Cinderella—Jack And The Beanstalk—SLP 101 Robin Hood—Ali Baba And The 40 Thieves—SLP 102 Sleeping Beauty—Hansel & Gretel—SLP 103 Naah's Ark—David & Goliath—SLP 104 Three Musketeers—Rip Van Winkle—SLP 105 William Tell—St. George & The Dragon—SLP 106 Tortoise & The Hare—Goldilocks & The Three Bears —SLP 107 Snow White And The Seven Dwarfs—Rumpelstill-skin—SLP 108 Pinocchio—Alice In Wonderland—SLP 109 Little Red Riding Hood—The Three Little Pigs— SLP 110

SLF 110 Treasure Island—Aladdin & His Magic Lamp— SLF 111 (Continued on page 20)

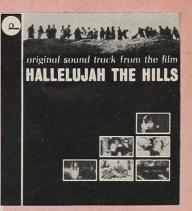


Aliki - My Love MGF 27523 / SRF 67523 The original soundtrack of this award-winning European hit! Score by Manos Hadjidakis of "Never on Sun-day" fame. Comedy and love set to music capture all the color and excite-ment of the Greek Islands.

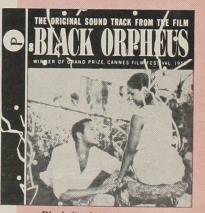


New on tontana IKI SUUNDTRACKS Internationally Acclaimed **Motion Pictures**

VENDOR: MERCURY RECORD CORPORATION



Hallelujah The Hills MGF 27524 / SRF 67524 An American film—The critics love it! One of the most uproariously off-beat movies ever made. Inventive, whimsi-cal music—an adventure in listening.



Black Orpheus MGF 27520/SRF 67520 The original soundtrack of the famous prize-winning film. A truly exotic and emotionally moving musical experi-

RECORDS

BROADWAY CAST, SOUNDTRACK & RELATED LP's

(Continued from page 19)

MGM

ORIGINAL CAST

Carnival!—Original Cast—E/SE 3946 OC Dressed To The Nines—Julius Monk's Upstairs At The Downstairs—E/SE 3914 OC The Fantasticks—Original Cast—E/SE 3872 OC She Loves Me—Original Cast—E/SE 4118 OC-2 The Threepenny Opera—The New York Production With Lotte Lenya (In English) E 3121 Trouble In Tahiti—Original Cast—E 3646 SOUNDEACKS

SOUNDTRACKS

Annie Get Your Gun & Three Little Words—Sound-track—E 3768 ST The Band Wagon—Soundtrack—E 3051 ST Ben-Hur-Soundtrack—E 3155 ST Deep In My Heart—Soundtrack—E 3153 ST El Cid—Soundtrack—E/SE 3977 ST The Four Horsemen Of The Apocalypse—E/SE 3993 ST Gigi—Soundtrack—E/SE aver

The Four Horsemen Of The Apocalypse—E/SE 3993 ST Gigi=Soundtrack—E/SE 3641 ST Hit The Deck—Soundtrack—E 3163 ST How The West Was Won—Soundtrack—1E5; 1SE5 Julius Caesar (Dramatic Highlights)—Soundtrack— E 3033 ST King Of Kings—Soundtrack—E 2077 ST Kismet—Soundtrack—E 3161 ST Les Girls—Soundtrack—E 3590 ST Lolito—Soundtrack—E 3590 ST Lolito—Soundtrack—E 3590 ST Lolito—Soundtrack—E 3590 ST Lolito—Soundtrack—E/SE 4050 ST Mutiny On The Bounty—Soundtrack—1E4; S1E4 ST Quo Vadis—(Dramatic Highlights)—Soundtrack— E 3769 ST Shaw Boat & An American In Paris—Soundtrack— E 3767 ST Stars And Strips Forever—Soundtrack—E 3508 ST Till The Clouds Roll By & Singin' In The Rain— Soundtrack—E 370 ST The V.I.P.'s—Soundtrack—E/SE 4152 ST The Wizard Of Oz—Soundtrack—E/SE 4056 ST ST31 ST Words And Music & Good News—Soundtrack—E 3771 ST Yajimba—Soundtrack—E/SE 4096 S RELATED PRODUCT

Soundtrack-E/SE 4096 S

RELATED PRODUCT

She Loves Me—Danny Davis—E/SE 4134 Award Winning Motion Picture Hits—Connie Fran-cis—SE 4048 The Sound Of Music—Benny Goodman—E/SE 3810 Love Themes From Lolita & Other Motion Picture Favorites—Leroy Holmes—E/SE 4064 Lush Themes From Motion Pictures—Leroy Holmes— E 3172 MGM Movie Hits—Leroy Holmes—E/SE 3988 Music From All American—Leroy Holmes—E/SE 4034

4034 Movie Themes For Teens — Leroy Holmes — E/SE 3979 Sophisticated Strings—E/SE 3833

Paul LaVelle And The Band Of America Play Broadway Show Stoppers—E/SE 4148 Love Songs From Mutiny On The Bounty & Other Songs Of The Islands—Manuel & Orch.—E/SE 4095

1095 Broadway—Jerry Orbach—E/SE 4056 rnival—Ornadel—E/SE 3945 ne With The Wind—Ornadel—E/SE 3954 Musical World Of Cole Porter—Ornadel—E/SE Goi

Gone With The Wind—Ornadel—E/SE 3954 The Musical World Of Cole Porter—Ornadel—E/SE 3843 The Musical World Of Cole Porter—Ornadel— E/SE 3906 The Musical World Of Lerner & Loewe—Ornadel— E/SE 3781 The Musical World Of Rodgers And Hammerstein— Ornadel—2/S2266 The Musical World Of Rodgers And Hammerstein— II—Ornadel—E/SE 3817 Music From Jumbo & Other Rodgers And Hart Songs—Ornadel—E/SE 4097 Music From Jumbo & Other Rodgers And Hart Songs—Ornadel—E/SE 4097 Music From Lerner & Loewe's Camelot—Ornadel— E/SE 3916 Opening Night—Ornadel—E/SE 3816 Love Theme From Cleopatra And Music From Other Great Motion Pictures—Storring Elizabeth Taylor —David Rose—E/SE 4144 MGM Movie Hits—David Rose—E/SE 3988 Music From Gigi—David Rose—E/SE 3988 Music From Gigi—David Rose—E/SE 3640 Music From Gigi—David Rose—E/SE 3640 Music From Teiwonderful World Of The Grimm— David Rose—E/SE 4077 The Theme From Sutterfield & And Other Great Songs—Da id Rose—E/SE 3952 The Theme From Cimaron—David Rose—E/SE 3953 Themes From Son Office Blockbusters—David Rose —E/SE 3984 Greal Movie Themes—Viklos Rozsa—E/SE 4112 Motio From Ben Hur-Miklos Rozsa—E/SE 4112 Motio Rose—E/SE 4077

Greal Movie Themes—"liklos Rozsa—E/SE 4112 More Music From Ben Hur—Miklos Rozsa—E/SE 3900

o Music Man & Other Motion Picture Favorites— Paul Smith Quartet—E/SE 4065

MUSICOR

RELATED PRODUCT

Themes From One, Two, Three—Roger Wayne—MM 2002; MS 3002

PHILIPS

RELATED PRODUCT

Film Music From France—Various Artists—PHM 200-071; PHS 600-071

RCA VICTOR

ORIGINAL CAST Brigadoon—LOC/LSO 1001 Pain: Your Wagon—LOC 1006 New Faces OF 1952—LOC 1008 Fanny-LOC 1015 The Boy Friend-LOC 1018 Peter Pan-LOC/LSO 1019 Damn Yankees-LOC 1021 Take Me Along-LOC/LSO 1050 Finian's Rainbow-LOC/LSO 1057 Wildcat-LOC/LSO 1066 Milk And Honey-LOC/LSO 1065 How To Succeed In Business Without Really Try-ing-LOC/LSO 1066 Little Me-LOC/LSO 1078 Jennie-LOC/LSO 1083 110 In The Shade-LOC/LSO 1085 Hello Dolly!-LOC/LSO 1087 Oliver!-LOC/LSO 2004 SOUNDIRACKS SOUNDTRACKS South Pacific—LOC/LSO 1032 Damn Yankees—LOC 1047 Exadus—LOC/LSO 1058 Sodam and Gommorah—LOC/LSO 1076 Bye Bye Birdie—LOC/LSO 1081 The Cardinal—LOC/LSO 1084 La Dolce Vita—FOC/FSO 1 Boccarcio 70—FOC/FSO 5 8¹/₂—FOC/FSO 5 8¹/₂—FOC/FSO 5 1³/₂—FOC/FSO 5 1³/₂=FOC/FSO 5 1³/₂=FOC/FSO

Beakfast At Tiffany's—Henry Mancini—LPM/LSP 2362 Blue Hawaii—LPM/LSP 2426 Experimeni In Terror—Henry Mancini—LPM/LSP 2442 Hataril—Henry Mancini—LPM/LSP 2559 It Happened At The World's Fair—LPM/LSP 2697 Charade—Henry Mancini—LPM/LSP 2755 Fun In Acapulco—LPM/LSP 2756 Themes From Cleopatra—Ortolani—LPM/LSP 2766 The Pink Panther—Henry Mancini—LPM/LSP 2795 BROADWAY RECREATIONS

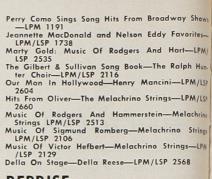
Show Boat—Gogi Grant, Howard Keel—LOP/LSO 1505

1505 Porgy & Bess—Lena Horne, Harry Belafonte—LOP/ LSO 1507 The Chocolate Soldier—Rise Stevens, Robert Merrill Saint Jaan—Cambridge Dram. Fest.—LOC 6133 Carousel—Florence Henderson, Robert Merrill—LPM /LSP 1048 All The Hits From Oliver—LPM/LSP 2660

RELATED PRODUCT

The Music Of Frank Loesser—Arthur Fiedler—The Boston Pops—LM/LSC 2486 Curtain Going Up—Arthur Fiedler—The Boston Pops —LM 2093 Music From Million Dollar Movies—Arthur Fiedler —The Boston Pops—LM/LSC 2380 The Immortal Victor Herbert—The Robert Shaw Chorale—LM/LSC 2515 On Stage With The Robert Shaw Chorale—LM/LSC 2231 Broadway, I Love You—Sergio Franchi—LM/LSC

ay, I Love You-Sergio Franchi-LM/LSC



REPRISE

SOUNDTRACK

Nelson Riddle Conducts His Score From "Come Blow Your Horn" R/RS 6071 RELATED PRODUCT

Sammy Davis Jr. Belts The Best Of Broadway-F/FS 2010 Merman—Her Greatest—Ethel Merman—R/RS 6031 Sinatra Conducts Music From Pictures And Plays-R/RS 6045 The Academy Award Winners—Les Baxter—R/R 6079

6079 Breakfast At Tiffany's-Barney Kessel

20TH FOX

Michael

Todds

SOUNDTRACKS

The Barbarian & The Geisha—Soundtrack—For 3004; SFX 3004 The Roots Of Heaven—Soundtrack—Fox 3005 The Inn Of The Sixth Happiness—Soundtrack—For 3011; SFX 3011 The Diary Of Anne Frank—Soundtrack—Fox 3012; CEV 2012

3011; SFX 3011 The Diary Of Anne Frank—Soundtrack—Fox 3016 SFX 3012 A Dog Of Flanders—Soundtrack—Fox 3026; SfX 3026 The Trapp Family—Soundtrack—Fox 3054; SFX 3051 Tender Is The Night—Soundtrack—Fox 3054; SFX 3054 The Longest Day—FXG 5007; SXG 5007 The Longest Day—FXG 5008; SXG 5008

3054 The Longest Day—FXG 5007; SXG 5007 Cleopatra—Soundtrack—FXG 5008; SXG 5008 Of Love And Desire—Soundtrack—FXG 5014; SX 5014

5014 The Leopard—Soundtrack—FXG 5015; SXG 5015 Music From Joseph Levine's Light Fantastic—Sound-track—FXG 5016; SXG 5016 Man In The Middle—Soundtrack—TFM 3128; TK 4128

4128 Surf Party—Soundtrack—TFM 3131; TFS 4131 Orchestra Wives/Sun Valley Serenade—Excerpts Glenn Miller Vol. 1—Fox 3020; SFZ 3020 Glenn Miller Vol. 2—Fox 3021; SFX 3021 The Best Of Shirley Temple—Bright Eyes & Other —TFM 3102

M3M prevents Alan Jay Lerner - Frederick Locure MGM An Arthur Freed



GIGI - SOUNDTRACK - MGM E/ST

AROUND THE WORLD IN 80 DAYS-SOUNDTRACK-DECCA 9046/79046

Two excellent examples of soundtrack LP's that have become staple invel tory are "Gigi" and "Around the World in 80 Days." "Gigi" was the effort by Lerner & Loewe that followed their historic Broadway production, "M Fair Lady." It is, by the way, one of the rare original screen musicals of r cent years. "Around the World" was a non-musical, but it sported an out standing score by the late Victor Young, whose title melody quickly became standard opus (some 20,000 million disks of the song have been sold sind 1956).

True R

The music of Broadway and Hollywood, a highlight of this special issue, coincidentally, the theme of RCA Victor's display at its Exhibition Hall * Rockefeller Center in New York. The labels catalog in both areas is repr sented by pin-ups of LP sleeves in a simulated dressing-room.



FANTASIA-Soundtrack-Disneyland WDX-101/STER-101

Some of the most beloved classical melodies were used by Walt Disney in his inventive film of the early 40's, "Fantasia," well ahead of its time in the use of a stereo soundtrack. Disneyland Records has preserved the music, played by Leopold Stokowski & The Philadelphia Orchestra, on 3-LP's, which are housed in a colorful book that contains the outlines of each musical piece's use in the film, including photos of the animated cartoons. The package is both a strong primer for kiddies on classical music, and feast for their eyes, too. Naturally, adults can also take great pleasure in hearing first-rate performances of the works

Bre roadway, 1 Love - Love - LPM/LSP 1993 9674 het Atkins In Hollywood—LPM/LSP 1993 orgy & Bess—Lena Horne and Harry Belafonte— LOP/LSO 1504

The Off-Broadway Theatre And The Disk Industry

Only a few years ago any legit play further than three blocks off-Broadway was considered too insigni-ficant for intelligent consideration. Exorbitant main stem production costs, however, forced many theatre people to seek a creative refuge in that ambiguous realm below Times Square. The talented young artisans in Greenwich Village swiftly over-came the patronizing ambivalence of the Shubert Alley theatre-going set and the technical inadequacies of their drafty, poorly constructed play-houses by putting on an imaginative brand of dramas and musicals. With an emphatic assist from the first-line critics, who wrote articles extolling the artistic virtues of downtown pro-duction products, and from the the-atrical guilds, which permitted Sheri-dan Square producers to pay special sub-scale wares, the off-Broadway dan Square producers to pay special sub-scale wages, the off-Broadway movement was born.

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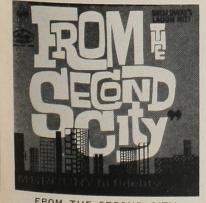
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In retrospect, the past decade of off-Broadway productions has pro-vided a meaningful catalytic spark which has stimulated the decaying American Theatre to new vistas of creative expression. Off-Broadway has become the nucleus for bizarre, esoteric and experimental produc-tions, so important in any country with a progressive theatre climate. But more than serving as a stamping grounds for the off-beat, off-Broadway has introduced and re-introduced countless playgoers to works of "clas-sical" import by spearheading revival cycles of Shaw, O'Neill, Ibsen, etc. Today, off-Broadway is as broad as the entire spectrum of theatrical pre-sentation, running the gamut from the delightful musical strains of the the entire spectrum of theatrical pre-sentation, running the gamut from the delightful musical strains of the four year old "Fantasticks" to the morose, cryptic intellecturalistic pre-ables of Genet's "The Blacks."

The U. S. is presently undergoing a tremendous cultural renascence and, in point of fact, the mantle of The U. S. is presently undergoing a tremendous cultural renascence and, in point of fact, the mantle of off-Broadway stretches to any com-munity in the nation which is produc-ing plays. Whether it's in a summer stock playhouse in the Catskills or a group theatre with a cardboard proscenium in Deluth, the ground-breaking efforts of off-Broadway pro-ductions are dramatically felt and ap-preciated. preciated

In the secondary stages of the off-Broadway revolution (about three years ago), record companies began to realize that there was gold in the



FROM THE SECOND CITY Cast--Mercury OCM 2203/OCS 6203

Greenwich Village hinterlands. As the labels became cognizant that there was a limited but significant market for non-Broadway merchandise, they began recording in earnest original cast versions of off-Broadway produc-tions. At this writing, the rich, rapidly-expanding off-Broadway cata-log includes such diverse items as "Riverwind" (London), "Strange In-terlude" (Columbia), "This Was Bur-lesque" (Roulette), "The Second City" (Mercury), a revival of "The Boys From Syracuse" (Capitol), "The Three Penny Opera" (MGM) and "The School For Scandal" (Com-mand.) No longer are off-Broadway presentations relagated to an inferior, back-seat status. A&R executives are constantly prowling off-Broadway theatres for both straight-plays and musicals which can be adapted to records. records

The market for off-Broadway-recorded product is not restricted to the New York City metropolitan area. In any city or hamlet in the country which has been scene for any of the countless reviews, revivals, touring companies, etc. there is a place for this type of merchandise. The aggressive dealer can reap aux-iliary dividends by proper exploiation ary dividends by proper exploiation off-Broadway albums.

The alert record salesman will initially check his local newspapers to "what is coming to town." If the to "what is coming to town." If the play has been recorded (see com-plete discography in this edition) he will contact his one-stop or distributor to make sure that he is stocked in depth in that particular LP. An in-store display of the albums possibly coupled with advertising cannot help but yield additional income.

Another avenue open to the dealer Another avenue open to the dealer is to maintain liaisons with the com-munity theatre groups in this area. Many of these organizations are re-ceptive to tie-in promotion proposals such as cooperative newspaper ad-vertising or a theatre lobby display of appropriately-themed albums.

Still another method the dealer can Still another method the dealer can utilize to move off-Broadway type product is through his local drama schools. Aspiring thespians are ex-cellent prospects for dramatic record-ings. Handbills and flyers delineating "what's available" sent to these in-stitutions will certainly result in lucrative returns.

The dealer should take care not to pigeon-hole himself in his approach to this merchandise. If his community theatre group is presenting a produc-tion of "Pinafore," obviously a dis-play of the London and/or Angel version of the operatta is called for. However, the astute shop owner will stock the entire musical library of Gilbert and Sullivan operattas. This dynamic marketing concept should ex-tend to all the product in this area.

It is the eclectic dealer who be-comes the successful dealer in today's highly-competitive record business. No type of product no matter how seemingly non-commercial should be overlooked, especially the potential-packed category of off-Broadway ma-terial. terial.

Fontana Strives For Leadership In Foreign Soundtrack Field

CHICAGO — Fontana Records, the foreign look at the Smash label, has the

foreign look at the Smash label, has added still another goal to its plans for expansion in the coming year. As Charlie Fach, label head, pre-dicted in his spirited New Year's talk last Dec., Fontana's already famous international line will be extended further — into every motion picture studio around the globe, to make the Fontana label the "world's leader in famous foreign and art film sound-tracks."

"The film hits of the world, whether the setting is a sunny Greek Island, a bull-fighting plaza of Spain or a ham-let in Vermont, will be brought into America's living rooms by Fontana," says Fach.

In commenting on the firm's deci-sion to enter the specialized foreign film soundtrack field, Fach said, "With television at the crossroads of better programming or pay TV, the public has returned to their local movie theaters for visual entertain-ment. However, people are no longer content to see a motion picture and ment. However, people are no longer content to see a motion picture and just forget it. They want to listen to the film's tunes again and again. For little more than the price of a pair of movie tickets, today they can pur-chase the film soundtrack album to play over and over again for the en-tire family."

The increasing popularity of for-eign-made films and their importance in the world film market and particu-larly the surging new markets in America has made art theaters a pop-ular choice of American film goers. In recent years, there has been a new awareness of the family entertain-ment offered by the prize-winning films from abroad. films from abroad.

Two films, "Aliki, My Love" and "Black Orpheus," typical of the suc-cessful world hits from abroad, were Fontana Records' entry into the soundtrack market. The soundtrack albums are high on the list of top album sellers in the Fontana catalog.

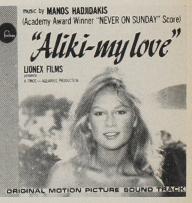
Equally as successful as Fontana's recordings of "Aliki, My Love" and "Black Orpheus" is the label's recent

release, "Hallelujah The Hills." The release, "Hallelujah The Hills." The original soundtrack is from the Amer-ican screen comedy currently playing in movie theaters across the nation. Brought to the public's attention by rave reviews by critics, the film was written, directed and edited by Adol-fas Mekas, a New York movie buff, who produced and filmed the movie for a remarkably modest cost of \$75,000.

In Chicago, where Fontana Records headquarters, "Hallelujah The Hills" has been playing to a packed house nightly at the Surf Theater, noted Gold Coast art theater frequented by the discriminating movie shopper. Cast with unknowns and filmed on lo-cation in Vermont, the beautifully photographed study of distinctly American people is highlighted with an evocative music score composed and conducted by Meyer Kupferman.

Through its interchange agreement with Fontana Records abroad, a spe-cial label of the vast Philips Phono-graphic Industries of Holland, Fon-tana feels it can develop as a world leader in the foreign film soundtrack field

Due in the months to come is a variety of moods, tempos and locales, as represented on soundtrack LP's, from Fontana.



"ALIKI MY LOVE"-Soundtrack Fontana 27523/67523

The United Artists Records' soundtrack version of "Tom Jones," the sensational English comedy film, is proving to be a success just like its flick counterpart. There should be added fuel to the sales fire following the Academy Awards presentations this month, which should result in a number of Oscars for the film.



TOM JONES-Soundtrack United Artists UAL/UAS 4113

BROADWAY CAST, SOUNDTRACK & RELATED LP's

(Continued from page 20) Marilyn—There's No Business Like Show Business & Others—FXG 5000 ORIGINAL CAST ALBUMS

The Andersonville Trial—Original Cast—Fox 4000; SFX 4000 Oh Kayl—Revival Cast—Fox 4003; SFX 4003 Greenwich Village U.S.A. — Original Cast — Fox 4005; SFX 4005 DOCUMENTARIES (Movietone News)

March On Washington, August 28, 1963—TFM 3110 John, F. Kennedy, The Presidential Years, 1960-1963—TFM 3127 Pope Paul VI, Journey To The Holy Land, January, 1964—TFM 3129 RELATED PRODUCT

Twelve Great Themes Of The Soaring '60's—Fox 3043; SFX 3043 Young America Dances To Reel Favorites—TFM 3103; TFS 4103 1953's Major Motion Picture And TV Themes—TFM 3105; TFS 4105 Young America Dances To Broadway's Greatest Hits—TFM 3116; TFS 4116 What Makes Sammy Swingl—TFM 3137/TFS 4137

UNITED ARTISTS JAZZ SERIES

RELATED PRODUCT

Going To The Movies—Jerome Richardson—UAL 14006; UAS 15006 Impressions Of Phaedra—Oliver Nelson—UAL 14019; UAS 15019

ULTRA AUDIO

UNITED ARTISTS

Original Soundtracks And Music From The Great Motion Pictures—Various—UAL 3303; UAS 6303 Tho Vikings—Soundtrack—UAL 40003; UAS 5003 The Big Country—Soundtrack—UAL 40004; UAS 5004

ORIGINAL SOUNDTRACK RECORDING COLPIX

ENNER FINT HUNTER MIRTE MIRTE PARTE ROLT SCHARE SCHARE WHLLE CATE FINE MITTER BERF FUTUR





RELATED PRODUCT

The Jazz Soul Of Porgy & Bess-Bill Potts-UAL 3517; UAS 8517

SOUNDTRACKS

The Horse Soldiers—Soundtrack—UAL 4035; UAS 5035 Elmer Gantry—Soundtrack—UAL 4069; UAS 5069 Never On Sunday—Soundtrack—UAL 4070; UAS

Never On Sunday—Soundtrack—UAL 4006; UAS 5007 Tunes Of Glory—Soundtrack—UAL 4070; UAS 5070 Tunes Of Glory—Soundtrack—UAL 4086; UAS 5086 The Misfits—Soundtrack—UAL 4097; UAS 5087 Goodbye Again—Soundtrack—UAL 4092; UAS 5092 Judgement AL Nuremburg—Soundtrack—UAL 4095; UAS 5095 Jessica—Soundtrack—UAL 4096; UAS 5096 Taras Bulba—Soundtrack—UAL 4100; UAS 5100 Phaedra—Soundtrack—UAL 4102; UAS 5102 Two For The Seesaw—Soundtrack—UAL 4103; UAS 5103 Mondo Cane—Soundtrack—UAL 4105; UAS 5105 Divorce — Italian Style — Soundtrack — UAL 4106;

Mondo Cane—Soundtrack—UAL 4106; Divorce — Italian Style — Soundtrack — UAL 4106; UAS 5106 Great Escape—Soundtrack—UAL 4107; UAS 5107 Dr. No—Soundtrack—UAL 4108; UAS 5108 Irma La Douce—Soundtrack—UAL 4109; UAS 5109 It's A Mad, Mad, Mad, Mad World—Soundtrack— UAL 4110; UAS 5110 Johnny Cool—Soundtrack—UAL 4111; UAS 5111 McLintock—Soundtrack—UAL 4112; UAS 5112 Tom Jones—Soundtrack—UAL 4113; UAS 5113 From Russia With Love—Soundtrack—UAL 4114; UAS 5114

The Apartment—Hollywood Studio Orch.—UAL 3105; UAS 6105 The World's Greatest Themes—Ferrante & Teicher— UAL 3121; UAS 6121 Greatest Motion Picture Themes—Various Artists— UAL 3122; UAS 6122 Exodus—Hollywood Studio Orch.—UAL 3123; UAS 6123

UAL 3121; UAS 6121 Greatest Motion Picture Themes—Various Artists— UAL 3122; UAS 6122 Exodus—Hollywood Studio Orch.—UAL 3123; UAS 6123 The Magnificent Seven—Al Caiola—UAL 3133; UAS 6133 Magnificent Motion Picture Music—Don Costa— UAL 3134; UAS 6134 Motion Picture Themes Ala Dixieland—Roy Liberto —UAL 3158; UAS 6158 Great Motion Picture Themes (Vol. 11)—Various Artists—UAL 3158; UAS 6158 West Side Story—Ferrante & Teicher—UAL 3166 UAS 6166 Original Motion Picture Hit Themes—Various Artists UAL 3197; UAS 6197 Golden Themes From Motion Pictures—Ferrante & Teicher—UAL 3210; UAS 6210 Golden Hits Of Broadway—Broadway Strings Orch.—UAL 3253; UAS 6253 The Melodies Of Broadway By Rodgers And Hart— Various Artists—UAL 3273; UAS 6273 How The West Was Won—Hollywood Sound Stage Orch.—UAL 3283; UAS 6283 Love Themes From Cleopatra—Ferrante & Teicher— United Artists—UAL 3270; UAS 6290 Cleopatra & All That Jazz—Al Caiola—UAL 3299; UAS 6299 Jazz Score From I Want To Live—Johnny Mandel— UAL 4005; UAS 5005 I Want To Live—Gerry Mulligan's Jazz Combo— UAL 4006; UAS 5006 Patterns—Modern Jazz Quintet—UAL 4072; UAS 5072 Can Can—Benny Carter—UAL 4073; UAS 5073

VERVE

RELATED PRODUCT

The Cole Porter Song Book—Ella Fitzgerald—V 4001-2 The Duke Ellington Song Book—Ella Fitzgerald—V 4010-4, Vol. 1-V 4008, Vol. 2-4009 Ella Fitzgerald Sings From The Film ''Let No Man Write My Epitaph—V/V6 4043

Here are two devices that show how films and their soundtrack albums can compliment each other. United Artists is able to revive interest in some of its awhile-back soundtrack product by being fortunate enough to have four of its soundtrack LP's up for music-category Oscars this year. The streamer gives each LP a solid stamp of Academy Awards acceptance. For films still playing the local houses, a label can make a direct tie-in with each theatre by supplying posters that give word of the sound-track LP and the nature of the film itself, as Colpix has done for "The Victors."



ine—Soundtrack—UAL 4105; UAS 5105 Italian Style — Soundtrack — UAL 4106;

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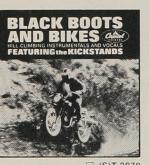


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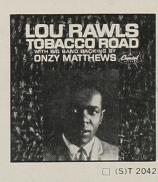
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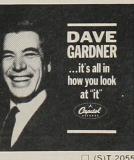
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