

SWITZERLAND—The Past 12 Months

Continued from page 92)

ing "Harmonie Appenzell" and original Appenzellian music. Philips artiste Kapelle Della Torre also took first prize at this year's folk music contest in Zurich. The company was so happy to have the original Finnish Letkiss by Jaakko Losanen.

A major event of the EMMI A.G. year was their removal from Zurich Zug. EMI is particularly strong on vocal production of Swiss repertoire and folklore and children's records. In the latter category the company lays claim to something like 80 per cent of the total market. Releases are mainly E.P.s including about 60 titles by Trudi Gerster and D'Schlieremer children's choir. Cabaret disks in Swiss-German by local artistes are so popular. EMI's biggest selling artistes in the pop field have been the Beatles, Cliff Richard, Richard Anthony, Gilbert Becaud and Adamo. EMI labels are distributed and promoted by Jecklin and Hug for Switzerland and in Austria by their own company, Austrian Columbia.

Jecklin & Co. of Zurich continues to enjoy considerable success with British artistes with The Beatles still leading the field although even their sales are down compared with the phenomenal figures of early 1964. Cliff Richard is still tremendously popular and the biggest and most consistent French seller is Enrico Macias. Mr. Richard Jecklin, reports that sales generally were slower than months ago with nothing selling in the same quantities. He also noted that in the German section of Switzerland a good record would enjoy top sales for at least six months but the life of a hit record in the French section was appreciably shorter. During the year Jecklin added the Tamla Motown label to their distributive list. Their magnificently equipped record store (numerous private cubicles—sets of individual listening phones—clearly marked and arranged browser boxes etc.) is still unparalleled and another shop was opened in the autumn of 1964.

Phonag A.G. at Winterthur have, during the past year, further extended their representation with the acquisition of Epic, Okeh, Musicor Gene Pitney is a big seller in Switzerland, Saba (German label), Style/Monocolor, Qualibit (Austrian label) and Hickory. P.P. sales continue to expand and Phonag reports that stereo sales are getting better and better with sales for the first quarter of this passing all expectations.

As far as the SBC catalogue is concerned about 70 per cent of new release sales are stereo. A considerable number of CBS classical artistes have visited Switzerland during the year for concerts and festivals including Isaac Stern, Rudolf Serkin, Brailowsky, Casadeus, Eugene Ormandy and Francesatti. A number of jazzmen too have appeared with success including Brubeck, Davis and Monk. The Finsterwald and Cantacuzene, Vogue S.A. and Editions Belmont group of companies have enjoyed another year of success and progress.

Artistes from the Vogue roster have been particularly active in the Swiss Hit Parade—leading the field Petula Clark notably with "Downtown" whilst Francois Hardy also maintained her popularity. British group The Searchers also established themselves in the Swiss charts and once again Reprise artistes contributed handsomely to the company's success during the year.

Once again Siemens (Deutsche Grammophon) report considerable success with foreign artistes both American and continental. In Basle, Hug and Co. have had similar success with British and American artistes via releases on the HMV, Electrola and Liberty labels etc.

During the first six months of its existence the newly formed Pick label has issued 35 E.P.s and L.P.s ranging from pops to light classical. One of the most successful being "Happy Letkiss Party" by The Happy Letkiss Boys. Pick also release material in Switzerland of two German labels Storz (who release Pick in Germany) and Regina. Pick is also released in Japan by Peichiku Record Company of Tokio.

Editions Coda during the past year have had several major hits including "Vergangen," "Vergessen, Voruber" by top German star Freddy on Polydor. Other successful titles have included "Cowboy Vagabunden" by Peter and Su on Ariola; "Du, Du, Du Gehst Voruber" by Sussie on Vogue; "Kusse Nie Nach Mitternacht" by Siv Malmquist on Metronome; "Kiddy Kiddy Kiss Me" by Paul Anka and by Rita Pavone on RCA. "Rag Doll" by The Five Tops on Philips and Ma Vie by Alain Barriere on RCA.

Editions Helbling have also had a number of big sellers during the year both for themselves, Southern Music, Nova and World Music.

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