

The Happy Beat!



INSIGHT 
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The Happy Beat!

...And why shouldn't it be? It's the basic ingredient of the most successful big band series in the country.

RAY CONNIFF - A Mainstay Of The Columbia Catalog

RAY CONNIFF - A Recognized Leader In The Stereo Field

RAY CONNIFF - So Successful That He Will Be Awarded 4 Gold Record Awards By The R.I.A.A. For Selling Over 2 Million Records

All of this success of course does not come about by accident. It took your personal skills, it took advertising, and most important of all, it took planned, saleable product!

Here's what Ray does to assure you of having the best possible recordings to sell:

1. He studies Billboard and Cash Box charts, dating as far back as the initial printings of the papers, to determine the types of songs which have consistently sold from year-to-year.
2. He studies their rhythmic patterns, their musical structures and the past interpretations.
3. He hires people to go to your dealers' stores and ask them what type of music they like; do they like Ray Conniff; why; and what would they like him to record? Then, with A&R Producer Ernie Altschuler, he analyzes his findings, adds his own personal brand of magic and comes up with a blockbuster.

Ray Conniff follows Brook Benton's philosophy:

"He takes a little beat,
He takes a little song,
He gets a little group,
And the band comes along,

THAT'S ALL IT TAKES TO MAKE A HIT RECORD."

Sure sounds easy, doesn't it? But let's take a look at what else is needed to make a hit record.

...YOU DO A LITTLE RESEARCH



CL 1949/CS 8749

- * You ask your customers what they like about your music
- * You research the trade papers
- * You record songs everyone is familiar with like, "Volare," "Gigi," "Moulin Rouge," "Never On Sunday," etc.
- * You incorporate all the valid suggestions garnered from your research.
- * And you come up with the most saleable product on the market!

...YOU COVER ALL THE BASES

"POPSY"
"SCARLET"



4-42695



- * You make a commercial single - still keeping your own identity.
- * You don't usually make singles, but this time you and your A&R man have found an extra special piece of material -- one you feel will go all-the-way.

...AND OF COURSE YOU DISPLAY!



***A Special RAY CONNIFF Brochure
With Complete Discography***



***A Special CONNIFF Counter Merchandiser
Featuring His New Release***



An Attractive Display Piece