

DATE September 21, 1964  
TO Dave Dexter  
OFFICE 12  CRI  CRDC   
FROM Alan W. Livingston  
OFFICE E  CRI  CRDC

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 Scranton Plant  
 46th St. Studio—N.Y.  
 N.Y. Executive Office  
 L. A. Plant  
 Tower—1750 N. Vine



# MEMO

SUBJECT:

Dear Dave:

Would you please prepare for me a report in some detail as to the imported masters from EMI which we have turned down, as well as those we have accepted, with the reasoning and implications in each case.

At the time of the visit of the EMI Board of Directors here next month, as part of my presentation, I plan to give them a resume of the history of our imports. I would like to go back to the earlier days when English records were unsuccessful here and review for them the records which we took which had been successful in England and which were unsuccessful here. I am particularly interested in those on which we made some effort, such as Helen Shapiro and any others you can mention.

I would also like to review the now successful artists that we had turned down as a result of our bad experience and then go on to our current attitude and practice. I plan to review for them the failure of the Beatles on Vee Jay and Swan and the subsequent success of Capitol. In this regard, I would like any information as to dates of our original Beatle turndown, subsequent release dates, and quantity of records put out by both Vee Jay and Swan before the Beatles came to Capitol.

In addition, I would like a review of current activity, in particular our success of Cila Black and Peter and Gordon, and any recent misses that we may have had. I am thinking specifically of The Animals and if I understand the situation correctly, we turned down a master which was subsequently unsuccessful. As a result of turning down this master, however, under our agreement we lost future rights to the artists and therefore did not have a chance to take the successful Animals' record now on the charts. I would like your confirmation or any further explanation of this.

Obviously the point of my presentation is to explain the dangers and problems of our reviewing EMI product, and any other information you can add that will be useful to me will be appreciated. I realize this requires some digging and detailed work, but it will be most helpful since you are the only one completely informed as to all the facts. If you have any questions, please call me.

Alan W. Livingston

SIGNED:

INFORMATION COPY — READ AND DESTROY  
 ACTION COPY — PLEASE HANDLE AS NECESSARY