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Payola Probe Told of Deals

'Hit' Ratings Sold, Distributor Says

By **ROBERT E. CLARK**
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A record distributor told House payola investigators today he paid a Boston radio station sums ranging from \$100 to \$150 to have records he was promoting selected as the station's "gold platter of the week."

Cecil Steen, president of Records, Inc., said that under the agreement the chosen record was played over the air eight times a day for one week.

The station, WMEX, promoted the "gold platter" heavily, but made no reference to the fact that the selection was in effect sponsored by a record distributor, he said.

Another witness, Jack Gold, a New York music publisher and record manufacturer, testified today that he was unable to get his records played on Cleveland's radio-TV station KYW because, he was told, he was using "the wrong distributor" in the area.

Disc Jockey Named

He named Joe Finan, a disc jockey, as the man who refused to play his records. Mr. Finan told House investigators last week that he was paid more than \$15,000 by record distributors and manufacturers over a two-year period before he was fired by KYW last December.

Mr. Gold, a former economics professor at Tufts University, said Mr. Finan told him the record would be played if he arranged for its distribution in the Cleveland area by another firm.

Mr. Gold is the head of Jack Gold Music Co. and Verse Records of New York. He said he finally got KYW officials to play

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one record, "Love Me Forever," after threatening to complain to the Federal Communications Commission.

Mr. Finan had admitted receiving payments from 15 different record firms, but said he served them mainly in a "consultant" capacity.

Second KYW Man Accused

The KYW record librarian, Charles Young, also told Mr. Gold his records would not be used by the station "because I was with the wrong distributor," Mr. Gold testified.

The record manufacturer said he had paid small sums to a few disc jockeys, but never paid Mr. Finan.

Maxwell S. Richmond, president and principal owner of WMEX, admitted billing record distributors a total of \$2,225 in connection with the "gold platter" show and another record program, but insisted the money was to help defray mailing and handling costs.

Mr. Richmond and his brother, Robert S. Richmond, also own a radio station, WPGC, in Morningside, Md., and one in Nevada.

Payment Acknowledged

The former agreed that \$1,400 was received from Records, Inc., during a 13-week period when the "gold platter" was selected from records that firm distributed. The money helped defray expenses of the two record shows, he said, and was never intended as a payment for selection of the record.

Mr. Richmond said two WMEX disc jockeys admitted they had been receiving payola when the station checked up on such payments last month. Neither has been fired, he said.

"We felt these men were decent, honest men, that they had been misled," he told the committee. He said there are no plans to dismiss the two and that they had promised not to accept payola again.