

NEMS and the Business of Selling Beatles Merchandise in the U.S. 1964-1966

Terry Crain, 2019 - ISBN: 9780578458915

It has been a while since a hefty Beatles memorabilia tome (300 plus pages) has landed on our already heaving bookshelves. This one is different in that it is not a price guide; it is more of a history book. This is the story of the 150 or so Beatles-related items originally sanctioned by Brian Epstein under the guise of NEMS to be sold in stores in the US during 1964-1966. The 'first wave' as it is referred to. No small task either.

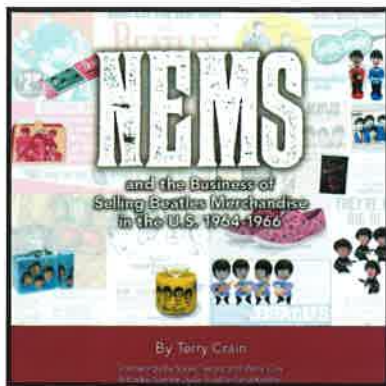
Fab Four fan Terry Crain has made the book a labour of love and time, taking over two years to produce a beautifully illustrated and lovingly researched coffee table styled book. Just the kind of book I wish I had written myself. It is a work of art in itself! The author begins the book with an interesting history of the whole memorabilia/toy/Pop genre starting in the 1950s, including original TV show memorabilia plus Walt Disney and Barbie merchandise. The story continues with The Beatles' arrival in the States and telling the tale of how Eppy guided (as best he could) the Beatles merchandise licensing trickle into an unmanageable tsunami of items.

Terry's research is extremely detailed. There are plenty of original press and store adverts, many unseen to this reviewer and, more impressively, Terry has even gone as far as finding the addresses of the factories or offices that were involved in producing the actual items. Impressive!

That first wave produced some 150 items and all are pleasing to the eye and presented in alphabetical order, with accompanying text plus black and white or colour photography. I consider myself an original Beatles collector, but there are a couple items which were new even to me - ever seen a 'Beatles Parka' or an item called 'Grow Hair on The Beatles'? Not me. Several well-known collections from US collectors were featured in over 600 images, including some of the author's own items. Reflections from Beatles fans and aficionados are dotted throughout the book also. A limited edition run of only 1000 copies worldwide, so get yours now, it is a great book to dip in and out of or when you feel the need to see those scary Beatles Remco Dolls. to order go to:-

<https://www.fabgear.company/nems-enterprises-ltd>

by Craig Smith



Q and A with author Terry Crain

BBFC: How long in the making was the book from start to finish?

TC: *I have always had this interest in the early Beatles memorabilia items, but the main research and writing of the book took over two years.*

BBFC: What was your first piece of memorabilia in your collection that you remember getting?

TC: *I remember my sister having the George 'Remco' doll she got in 1964. I was 8 years old and remember it sitting in her room watching me as I walked by her door. She still has it.*

BBFC: What is your favourite from the original NEMS items?

TC: *I have thought about this. For me, probably different from everyone else, each of the 150 hold the same reverence. I remember shooting photographs at a collector's house, and as I was photographing items, I saw the Beatles handkerchief out of the corner of my eye draped over a couch. I said, "Wow...you have the handkerchief!" The collector said, "Yes, but that doesn't excite me as much as some of these other pieces." I realized that for me, it did. Each of the pieces excites me as much as the other does.*

The monetary value of an item is not important to me in my research (that is why there are no dollar figures on any of the pieces in the book). Sure, I realize the record player is the holy grail of the items (worth 5 figures), but to me it's just one of the items. That might be an odd way to look at this, but every piece has its own fascinating history and memories, no matter what its current worth is.

Pieces like this give readers a memory trigger...a moment that they say, "hey, I remember this!", and it takes them back to a wonderful time in their youth. Everyone has these types of triggers, whether it's Beatles items, Barbie, Hopalong Cassidy, the Wizard of Oz, Mickey Mouse, Superman, He-Man, Teenage Ninja Mutant Turtles, etc., that gives them (even for a few minutes) smiles on their faces and happy recollections of earlier and simpler times. This book hopefully is a memory trigger for many.

BBFC: Any piece you crave or want in your own collection?

TC: *Not really...they all are the coolest items you could find!*

BBFC: Any items that slipped through your hands that you regret not buying?

TC: *No...not yet!*

BBFC: Is this the complete book of NEMS items or will there be other volumes?

TC: *There are small edits that I am already making to the text in the book (my research never ends). These edits will be incorporated into the eBook version of the book, which will come out in June. This way the reader will have the most up-to-date info. I have had others suggest that I do another book on the late 60s Yellow Submarine NEMS items, because they would next in the natural progression of NEMS items, but right now I am concentrating on this book.*

