

Radio in New Record Programming Era?

JANUARY 12, 1963 • SIXTY-NINTH YEAR • 50 CENTS

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

Ratings' Face-Loss Shakes Stations

By MILDRED HALL

WASHINGTON—A revolution in radio and TV programming could begin as a result of consent orders agreed to last week by three top rating services. The audience-measuring companies signed an order indicating they would not misrepresent the accuracy of their measurements and would not use survey techniques which cause "bias or error" in their future rating reports.

Rating firms which signed FTC's consent agreements—Pulse, Nielsen and C-E-I-R (parent of ARB)—will be off the government's hook with the addition of new text and explanatory matter in their reports, spelling out just how the measurements are made and what the limitations are. However, the damage to the "image" of ratings—particularly as the basic guide to radio programming, or as a quick method of inflating a radio station's value with an eye toward a fast capital-gains killing—may have been done.

Consent agreements do not constitute admission of guilt. But broadcasters, programmers, talent, advertisers and time-buyers who have treated rating numbers as mathematical gospel may be less easily swayed in the future. Music programmers, who have been forced to schedule records with an eye toward boosting program ratings, may be more free to exercise their personal judgment.

Broadcasters Complain

During payola hearings in 1960, broadcasters complained to the House Commerce Committee that the rating services forced them into Top-40-type programming because these stations were given "top ratings," and advertisers flocked to them at the expense of stations given lower ratings. It was noted by an angry Rep. John Moss (D., Calif.), at the time, that the rating services were doing a disservice to both advertisers and broadcasters by forcing a program base on a completely unselective basis, although certain advertisers would be far better off taking time on a specialty

(Continued on page 8)

Decca \$1 Mil. Gets Rick

HOLLYWOOD—Rick Nelson last week signed a 20-year contract with Decca Records which guarantees him more than a million dollars in disk revenue, Billboard learned. The contract, after a month of intensive negotiation, was officially in effect at 3 p.m. Thursday (3) when Decca signatures were affixed to the paper in New York. A separate contract, providing for two films featuring Rick (for Decca's sister firm, Universal Pictures), also was signed.

By LEE ZHITO

Thus was ended one of the hottest bidding battles by record labels of recent years trying to get a top-selling artist. As exclusively reported by Billboard (October 27), bids for Nelson started flying last fall when it was learned that the young singer's contract with Lew Chudd's Imperial Records was expiring December 31. Labels seeking Nelson were Capitol, Challenge, Columbia, Dot, Everest and RCA Victor.

Decca was a late entry in the bidding. It opened its negotiations the last week of November. Ozzie Bargains

Throughout the hot scramble for Rick, the singer's father, Ozzie Nelson, who has guided his son's career, held out for a guaranteed \$1,000 a week over

a 25-year period. The reported Universal Pictures' deal may more than make up for the remaining five years at \$1,000 a week previously demanded.

Actually, the \$1,000-per-week (Continued on page 8)

Cameo Leans On Its Limbo

PHILADELPHIA — Cameo-Parkway Records, which started out 1962 with a slew of hot twist singles and LP's, thinks it has an even hotter dance going for it as 1963 begins. That would be the limbo. The Chubby Checker single dishing of "Let's Limbo," on Parkway, has passed the 1,600,000 mark according to the firm, and the LP, which was issued only two months ago, is now over the 200,000 sales figure, firm said.

Cameo-Parkway would up its hottest year in 1962. Firm had a total of 17 singles on Cameo or Parkway in the top 50 of Billboard's "Hot 100" chart, best showing in its history.

(Continued on page 8)

Gloria Lynne Gets 100G in 3-Year Everest Contract

HOLLYWOOD — Everest Records last week tore up its existing contract with Gloria Lynne to sign her to a new three-year pact, guaranteeing her \$100,000. The label paid her a bonus of \$20,000 to sign the new agreement. Her existing deal was due to expire in October 1963.

Terms of her new Everest deal call for a minimum of three LP's plus two single sessions per year. The songstress' new LP release for the label, now being shipped, is "Gloria Lynne at the Las Vegas Thunderbird," which Everest's President Bernie Solomon claims an advance order of 40,000.

CHARLES CUTS NEW SINGLES

HOLLYWOOD — The first Ray Charles' single session in over a year was held here last week. Charles had not cut any singles disks in that time because his last three singles were taken from his hot country and western LP's, Volumes I & II. The Charles date, held last Thursday (3), was done without strings, unlike Charles 1962 smashes "I Can't Stop Loving You" and "You Don't Know Me." And the songs were not ballads. Sid Feller, ABC-Paramount a.&r. director, handled the sessions.

West Germans Eye Our Copyright Move

By OMER ANDERSON

FRANKFURT — West Germany's music trade will post strong observer delegations to Washington for the convening of the 88th Congress Wednesday (9).

But the Germans will be as divided in their sympathies and interests as the segments of the American trade likely to be affected by Congressional action to amend the 1909 Copyright Act.

West German phonograph operators are sending observers to Washington with the idea of getting material for use in trying to influence revision of the German copyright law, which

like the U. S. Copyright Act is a jumble of long-outdated legislation stemming from the turn of the century.

The Germans hope to work with the Music Operators of America in seeking an international approach to the writing of copyright legislation. The Germans will attempt with due circumspection to get the view across to American Congressmen that, as one German operator official remarked, "It is, after all, one world, and it is time that the various legislating bodies in the Western nations at least took cognizance of the fact."

(Continued on page 40)



BRENDA LEE IS SEEN grasping a favorite stuffed animal, one of 50 saved from destruction when fire gutted her home in Nashville. Soon after this picture was taken, Brenda re-entered the flaming house in a vain effort to save pet poodle Cee Cee. See story on page 6.

Billboard

PAGE ONE RECORDS

SINGLES

★ NATIONAL BREAKOUTS

No National Breakouts This Week.

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

THE DOG . . .
Rufus Thomas, Stax 130 (East, BMI) (Washington, Memphis-Nashville)

MISERLOU . . .
Dick Dale and the Del-Tones, Deltone 5019 (Colonial, BMI) (Los Angeles)

MAMA-OOM-MOW-MOW . . .
Rivingtons, Liberty 55528 (Beechwood, BMI) (Philadelphia)

BO-TIME . . .
Mar-Keys, Stax 133 (East, BMI) (Memphis-Nashville)

COME TO ME . . .
Richard (Popcorn) Wylie, Epic 9543 (Popmore, BMI) (Atlanta)

I'LL BE LOVING YOU . . .
James Darren, Colpix 664 (Spanka, BMI) (New Orleans)

ANY OTHER WAY . . .
Jackie Shane, Sue 776 (East-Bais, BMI) (Washington)

BLAME IT ON THE BOSSA NOVA . . .
Eydie Gorme, Columbia 42661 (Aldon, BMI) (Pittsburgh)

BLACK PEPPER WILL MAKE YOU SNEEZE . . .
Roy Lee Johnson, Okeh 7160 (Lowery, BMI) (Washington)

FLY ME TO THE MOON . . .
Mark Murphy, Riverside 4526 (Almanac, ASCAP) (Buffalo)

GO HOME GIRL . . .
Arthur Alexander, Dot 16425 (Painted Desert, BMI) (Baltimore)

(Continued on page 8)

ALBUMS

Page One Albums will be found in the LP Review Section of this issue

TWO NEW SMASH SINGLES ON **AMY/MALA** | **LONE TEEN RANGER** and **LITTLE RED RIDING HOOD** (AND THE WOLF) | Turn to Page 11 and Look at the Action!

MANCINI SCORES AGAIN!

HENRY MANCINI 45 RPM
**Days of Wine
and Roses** RCA VICTOR
47-8120
Seventy Six Trombones



HIT SINGLE FROM THE NEW HENRY MANCINI-
SCORED FILM '**DAYS OF WINE AND ROSES!**'*
GO BIG ON "OUR MAN" MANCINI! **8120**

*ALSO INCLUDED IN HIS JANUARY ALBUM "OUR MAN IN HOLLYWOOD" LPM/LSP-2604

RCA VICTOR



TM&©
The most trusted name in sound



Record Sales Up Solid 16%

NEW YORK—Sales for the recording industry were 16 per cent higher for 1962 than in 1961, and phono player sales were up nearly a million units for the first 10 months of last year. That was the word from Mercury Records' Executive V.-P. Irwin H. Steinberg at a series of regional distributor meetings held late last month. He also predicted "a good year" for the record industry in 1963.

Mercury's own 1963 sales outlook, according to Sales V.-P. Kenny Myers, is strengthened by new product "with truly competitive pricing designed especially to meet the needs of today's record dealer." A new January sales plan providing for 15 free for each 100 sold has been launched to cover the 30 January album releases, "Year End Specials" since October 15, and "Top 50 LP's." Also, plan provides for 20 free for each 100 sold in general catalog product.

The label's classical division will operate under 1963 policies of "stressing selection of artists who will appeal to many levels of musical taste, and a variety of new material." In the pop area, Mercury plans to continue "our advertising and merchandising pieces keyed to specific artists, and broaden the ads featuring artists endorsing each other," Myers added.

Merchandising Manager George Balos showcased a number of new Mercury merchandising aids, including a four-sided point of sale motion display which can feature a dozen album covers, in each setup.

International Club Sets 1st '63 Meeting

NEW YORK—The first 1963 meeting of the International Record and Music Men's Club will be held Thursday (10) at the Warwick Hotel here. Luncheon will be served and the meeting is being held at 12:30 p.m. At-

ZHITO NAMED COAST MGR.

NEW YORK—Lee Zhitto this week was named manager of West Coast operations for Billboard. In announcing the promotion, Billboard publisher Hal B. Cook said that Zhitto would actively supervise every phase of Billboard's activities on the West Coast, including advertising, circulation, RSI liaisons and research as well as editorial, effective immediately. Zhitto is a Billboard veteran, having joined this publication's staff in 1945. Most recently, he has been Billboard's West Coast editor.

Dick Dale Rides Surf & Charts

HOLLYWOOD—One of the hottest selling attractions here on disks and in person is a 24-year-old surf-riding buff, Dick Dale, whose Del-Tone recording currently dominates the local charts and whose personal appearances bring turn-away crowds.

Dale has three single sides on local station play lists (KFWB, KRLA). Music City's Stores' Top 40 Best Selling Singles chart lists Dale's "Peppermint Man" in No. 1 position followed by "Miserlou" as the No. 2 best seller.

Music City's Top 40 Best Selling Albums Chart lists Dale's "Surfer's Choice" LP in the No. 2 Top-Selling position, second only to Vaughn Meader's "First Family" album. Sid Talmadge's Record Merchandising, which happens to be the distributor for both Cadence and the Del-Tone label, said last week that the Dale package has stated catching up with Meader's "Family" album.

Talmadge said he has already moved 50,000 copies of "Surfer's Choice" LP and has sold more than 75,000 of the Dale singles.

Dale, and his Del-Tones, comprising an instrumental group of seven plus Dale as leader, are currently appearing at the Harmony Park Ballroom in nearby Anaheim.

torney Walter Hofer is guest speaker. His topic is the advantages and pitfalls in joint ownership of overseas record and music firms.

Foreign Pieces of the Action Grows Bigger and Bigger

By JACK MAHER

NEW YORK—UNESCO did not plan it that way. The Cultural Exchange Commission did not plan it that way. And the USIA didn't plan it that way. But 1962 was one of the best years ever for foreign records, songs and artists in the United States.

Overseas acts took a bigger piece of the action on the record scene as five of the nation's biggest hits were spawned by foreign firms, two of these hits falling into the No. 1 slot. Other disks, songs and artists, while not hitting the vaunted top 10 circle, scored with authority on the American record scene.

Records made in Great Britain seemed the strongest sellers.

Both imports that hit the No. 1 slot on the Billboard chart during the year were of English origin. "Telstar" by the Tornados (London) originally issued on British Decca and "Stranger on the Shore," by Mr. Acker Bilk (Atco) from EMI Columbia both took top place during the year. The Bilk disk as a matter of fact, scored well over the million mark.

Ball and Ifield

Hard on the heels of these two sides were other Britishers, namely, "Midnight in Moscow," by Kenny Ball (Kapp) from Pye which hit the No. 2 spot during the year and Frank Ifield's "I Remember You" (Vee Jay) EMI Columbia product which hit the No. 5 rung.

Two other European countries

were also represented during the year in the top 10. Denmark, through Bent Fabric's "Alley Cat" (Atco) from Metronome and Italy with Emilio Pericoli's "Al Di La" (Warner Bros.) went as high as the No. 6 position during the year.

Three other British acts hit just under the top 20 during the year. "Silver Threads and Golden Needles," by the Springfields (Philips), Charlie Dranke's "My Boomerang Won't Come Back" (United Artists) from Parlophone and Hayley Mills with "Johnny Jingo" (Vista).

Kaempfert Entry

In addition, Bert Kaempfert of Germany was represented during the year (Decca) with "Happy Feeling" (Decca) with thony Newley was well represented not only with his own version of "What Kind of Fool Am I" (London) from British Decca, but with a Broadway production, cast LP and a cover version of the tune by Sammy Davis on Reprise which did well on the charts during the year. Canada's Bobby Curtola hit with one pretty solid seller in "Fortune Teller" (Del-Fi).

Other out-of-country artists like Matt Monro, Ray Adams, Jimmy Justice and others scored moderate success on the charts with singles.

Besides the tunes already mentioned which hit the charts through versions by the foreign artists, American singers and instrumentalists had much success with a number of tunes penned in countries across the water. "Afrikaan Beat," "A Swingin' Safari," "Quando, Quando, Quando," "The Lion Sleeps Tonight" and "White Rose of Athens" were all from overseas sources.

The bossa nova, of course, has also accounted for much American disk action. "Desafinado," "Recardo," "One Note Samba" are a few of the titles used by Brazilian and American artists alike in the recording of bossa nova albums. In addition, a wave of disk product cut in Brazil by Brazilians and Americans is due in the early part of 1963.

Dick Powell Dead at 58

HOLLYWOOD—The singer-turned-actor who sang his way down "Flirtation Walk," who promised his Navy buddies that they'd be "Shipmates Forever," and whose dimpled good looks wowed Ruby Keeler in countless Busby Berkeley production numbers — Dick Powell — died here January 2 of cancer. Powell was 58.

He began his motion picture career in 1932 in "Blessed Event," and was a major Hollywood musical personality until he switched, shortly after World War II, to hard-boiled private-eye roles in "Murder My Sweet." He made many recordings as a vocalist for Decca.

With the coming of TV, Powell joined with David Niven and Charles Boyer in forming Four Star Productions, which later grew to become one of the major TV independent film producers. He also directed several motion pictures, one of which, "The Enemy Below," is scheduled, by coincidence, as the kick-off film in NBC-TV's new Monday night movie story.

He was married to actress June Allyson.

Columbia Busts Into '63 Showing Singles Power

NEW YORK—Columbia Records has kicked off 1963 with its strongest singles showing in many months. The label currently is the dominant factor on the "Hot 100" chart, far outstripping its closest competitor.

Beyond this, it holds three of the first four positions on the country chart and has even managed to land Steve Lawrence's smash, "Go Away Little Girl" on the r.&b. chart, undoubtedly Lawrence's first appearance in this area.

The Lawrence disk made the No. 1 slot on the "Hot 100" this week, while Marty Robbins remains in the running with "Ruby Ann" in the 44 position. In addition to Robbins, two other Nashville-produced disks both moved up for Columbia this week, with Flatt and Scruggs' "Ballad of Jed Clampett" and Marion Worth's "Shake Me I Rattle" in the 54 and 63 spots respectively.

Another Twosome

Rounding out the week for Columbia were Aretha Franklin with "Trouble in Mind," at 86 and Tony Bennett's two latest sides, "I Wanna Be Around," (90) and "I Will Live My Life for You" (94). This brings Co-

lumbia's total to seven with its subsidiary Epic label, adding an additional pairing, both sides of Bobby Vinton's new disk, "Trouble Is My Middle Name" (34) and "Let's Kiss and Make Up" (40), to bring the total to nine.

Columbia's closest individual competitor is RCA Victor with four sides on the chart. Taken as a group, the Tamla-Motown-Gordy axis is the actual runner-up with a combined total of six entries. Cameo-Parkway and Atlantic-Atco had combined totals of four each.

No other single or combined entry had more than three chart listings, during the week, which found better than 60 individual labels listed on the "Hot 100."

In the country field, Columbia also was showing the way with the No. 1 disk, Carl Butler's "Don't Let Me Cross Over." In the No. 2 position was Marty Robbins' "Ruby Ann," while Flatt and Scruggs were in fourth place with "Jed Clampett." Also on the country chart was Claude King's "I've Got the World by the Tail," making its initial showing at No. 26.

Lawrence's "Go Away Little Girl," moved up the r.&b. chart from 20 to 14.

Ambassador In Air Push

NEW YORK — Ambassador Records, which entered the comedy sweepstakes with its album "My Son, the President" on the Clan label, set spots last week on Station WMCA here to plug the LP.

According to Ira Moss, president of the label, spots were placed because the set wasn't getting sufficient air play in New York. Moss said he had no intention of placing spots in radio stations in other cities. He said, "We are getting good air play in such major markets as Los Angeles, San Francisco, Chicago and Boston."

Clan's WMCA commercials were 10 a day for four days, starting last Thursday (3). By the middle of this week label expects to know how productive they were.

KING'S HAPPY NEW YEAR TO DEALERS: 15% OFF

CINCINNATI—King Records is running a "Happy New Year Discount Program" which offers dealers 15 per cent cash discount on all mono and stereo LP's and EP's in the firm's catalog, deducted straight from the invoice. It also covers all 20 new releases to be issued by King this month on its King, Bethlehem and Audio Lab catalogs. Program runs all of January, expiring February 28.

According to King President Syd Nathan, there are no minimum purchase requirements or quotas required of dealers to receive the 15 per cent cash discount. Price of an LP which lists at \$3.98 will be available to dealers under the Happy New Year program at \$2.10 each instead of \$2.47.

One-stop which receive a functional discount of 10 per cent in free goods are being allowed an extra 8 per cent during the sales program. Rack jobbers accounts that are certified as sub-distributors, and receiving a functional discount,

will not receive an additional discount during the program.

King is continuing its exchange program for dealers for all King product as heretofore. Firm will exchange on a one-for-one basis for LP's and EP's. Discount program is available to dealers from All King-owned distributors and the firm's indie distributors.

Nathan predicted that 1963 would see more dealers, discount operations and rack jobbers carrying larger LP catalog stock items and much greater selection. Nathan also said that there would be more hit LP's such as "The First Family" set, which would hit fast and sell in large first-release quantities.

New albums being issued by King on its various labels in January include sets by Jimmy Osborne, Reno and Smiley, Bob Kames, Cowboy Copas, Herbie Mann, Grandpa Jones, Earl Bostic, Eddie Davis and Shirley Scott and Mike Holiday.

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FTC Hovers Over Key Industry Issues

By REN GREVATT

NEW YORK—A number of unresolved but nevertheless pressing issues face the record industry as the new year opens. Executives at many levels of the business, including manufacturers, distributors, one-stops, rack jobbers and music publishers, see 1963 as a year of decision during which constructive solutions to industry problems of several years standing may at last be reached.

Two of the key issues involve the Federal Trade Commission. One of these is the matter of the FTC complaint issued last summer against the Columbia Broadcasting System in connection with certain operating procedures of the Columbia Record Club.

Hearings on this matter had been expected originally last September and these were awaited eagerly by different elements of the trade for different reasons. Many independent record dealers, who have made no secret of their animosity towards clubs, have hoped the FTC hearings might result in a curtailment of certain club activities, particularly in light of the dropping of a suit against three major record clubs last year by certain Chicago dealers.

Other manufacturers operating clubs looked to the hearings as a factor which might determine the legality of certain club practices like handling outside product, which they themselves were eager to implement.

The hearings have been repeatedly delayed. This has given rise to speculation that negotiations on the points at issue might be taking place between Columbia and the FTC. Hearings have still not been scheduled, but there is some indication that dealer witnesses were responsible for the delays, protesting that they could not take time for their fall selling period, their busiest of the year, to testify. There is now a belief that hearings may finally commence as early as next month.

A trade practice conference, which would be called by the FTC, has also been the subject of continuing conjecture. Such a conference involves the calling together by the FTC of all segments of a given industry, with the idea of developing a code of trade practices, which would be fair to all parties concerned. Adherence to such a code would be on a voluntary or pledge basis.

The idea was first set forth by legal counsel acting on be-

half of the Society of Record Dealers (SORD) more than 18 months ago. Representatives of ARMADA gave support to the idea, as did various other factions of the industry. The thought was seen as a possible answer to many evils facing the industry, such as transshipping, in equal pricing practices, unrealistic allocations and flooding the market with too much product, to mention a few.

'Down to Wire'

For months, announcement of a Trade Practice Conference has been predicted by distributor and dealer elements. It is known that staffers of the FTC's Bureau of Industry Guidance have studied the matter but have reached no decision. The matter has now been passed on to the Trade Practice Conference Division, a wing of the Bureau of Industry Guidance, for further study. Tradesters now feel that the whole idea is "down to the wire," as one put it, with a decision expected from the division in the near future.

In line with the matter of the Trade Practice conference, the board of ARMADA has taken official action to bring this about. At a meeting last month in Detroit, a special ARMADA

committee was established to work in the new year with the FTC in setting up industry guide lines and rules.

ARMADA also moved to combat direct shipping to large discounters and racks. The board adopted a resolution favoring a lower price on singles and the elimination of freebies. In addition ARMADA plans to exert pressure leading to more equitable manufacturer - distributor contracts and will fight excessive distrib quotas and preferential discounts during the coming year.

NARM Ready

Spokesmen for the National Association of Record Merchandisers (NARM), have also indicated a willingness in the months to come, to co-operate with any moves launched by the FTC along the lines of a Trade Practice Conference.

Meanwhile, NARM's campaign to obtain more direct servicing to its members from manufacturers, with a commission paid to distributors for all direct manufacturer sales to racks, appears to have been softened. Whether this issue will again be raised at the forthcoming NARM convention next March is problematical, because

of the stiff opposition presented to the proposals by manufacturers at the group's 1962 convention. In view of the rack's continuing impressive share of total disk sales, however, the idea can be expected to remain an issue indefinitely.

Among the music publishers, several thorny matters are known to be getting a lot of current attention, with a view to achieving solutions this year. One is the matter of freebies. This problem is known to have caused considerable distress at the office of Harry Fox, publishers' agent and trustee.

In the publishing fraternity there is agreement that freebies, on which mechanicals are not generally paid, are not, in the final analysis, freebies at all. They simply have the effect of lowering the average price of the record. Shapiro-Bernstein has already moved to get record manufacturers to accept a new standard mechanical agreement, which would tighten up on freebies, and others are expected to follow suit.

CLOUDY PICTURE

IRS Hasn't Said What Proof Needed for Tabs

WASHINGTON—Reassuring bulletins continue to come out of Internal Revenue Service on the rather cloudy status of expense account spending deductible by businessmen. The only firm requirement seems to be that reasonable records be kept of amounts spent when they go over the \$25 mark, but even in the matter of the expense account diary, IRS bends over backwards to make sure that businessmen will not be hampered in spending legitimately to create new customers or promote good will via entertainment at theater, night club, hotel dining room, or what have you.

Regulations issued as of Billboard's deadline last week were concerned only with the

record-keeping requirements. Forthcoming IRS notices will give what is required by way of proof that an entertainment facility was used primarily for the furtherance of the spender's trade or business.

For that evening on the town, if the expense reaches "significant" proportions, the businessman needs to record the amount of the expense, the time and place, the business purpose, and the business relationship to the taxpayer. Since the current tax reform law specifically authorizes "good will" spending by businessmen, and sets out to be "reasonable and practical" in regulation, the range of the actual "business relationship" can be fairly broad.

Even in the matter of record keeping, "detailed itemizations are not required" for example, when traveling is involved. "Small or incidental items may be bunched together on a daily basis." Also, in the case of business travel, if receipts are not readily available (and this would certainly cover taxi fares), or even if because of "peculiar circumstances" the price of lodging is not susceptible to receipt, the rules are waived.

Businessmen will have the month of January to familiarize themselves with the new rules, and T. & E. (travel and entertainment) expenses incurred during this period will be dealt with leniently by its agents, IRS promises. A further transitional period of 90 days will be allowed for businesses which will need to update their accounting systems to allow for the new "substantiation" record keeping.

IRS Commissioner Motimer Caplin adds that the record keeping involved is actually "not significantly different" from practices already followed by well-managed businesses.

Brenda Never Away, of Course

NEW YORK—As everyone in the music business knows, pert and perky Brenda Lee has been coming up with hit singles and hit LP's for close to three years now. She is a sure-fire artist who just doesn't miss for Decca. That's why our faces at Billboard were rather red last week when her picture accidentally appeared in 1962 talent story under the caption "The Come-backs."

Since Brenda has been a solid seller for the past three years, it's obvious that she didn't have to come back from anywhere. We're sorry about the error, and we hope that Brenda will continue to stay right up on top of the charts for a long, long time to come.

Dorsey Band Packs 'Em In

BERKELEY — The Tommy Dorsey Ork, playing a one-night stand at the Garden Room of the Claremont here last week, packed in 1,000 dancers and turned 700 away, in spite of a \$5 per person charge. Appeal of the ork was so great that the Claremont signed up the ork for a 10-day run starting January 4. The band was under the baton of Sam Donahue.

West Coast tour, according to band manager Tino Barzie, is helping to build interest in two new LP's recently cut by the ork for RCA Victor. Dorsey crew is now at Harvey's Wagon Wheel in Lake Tahoe.

Kaplan Joins Cameo

NEW YORK — Cameo-Parkway records has named Herman Kaplan national sales manager for both singles and albums. He joins a staff of Marvin Browdie, Midwest chief; Lee Lasseff, West Coast boss, and Clark Geartner, Eastern rep. The label will release nine new LP's in January in addition to singles. Al Cahn, former sales chief for Cameo-Parkway, has joined Kapp Records.

U.S. BONDS SUES CHUBBY, SAYS HE STOLE SONG

PHILADELPHIA—Rock and roll singer Gary (U.S.) Bonds claims that twister Chubby Checker swiped his top-selling song, "Quarter to Three." And he went into U. S. District Court in Philadelphia to get the song back.

Bonds, who used to sing out of Norfolk as plain U. S. Bonds, filed a \$100,000 damage suit against Checker. Bonds, a one-time spiritual singer named Gary Anderson, and Rock Master, Inc., a firm with which Bonds is associated, claim that "Quarter to Three" sold 800,000 records in 1961 before Checker and a number of co-defendants pirated it.

The suit, filed by attorney Harold Lissius, alleges that they "manufactured and sold" a version of "Quarter to Three" called "Dancin' Party," sung by Checker.

Named as co-defendant with Checker were Kalmann Muci, Inc., a publisher; Cameo-Parkway Recording Company, Kalmann Cohen, an officer of Kalmann Music, and David Appell, a music writer, all of Philadelphia.

U. S. Bonds says that "Dancin' Party" was a flagrant imitation made to "deceive and confuse the public . . . and unlawfully capitalizes on the popularity of "Quarter to Three."

To Hold Meeting

OAKLAND, Calif.—The reception committee for the upcoming NARM convention has scheduled its first meeting for early this month.

Representatives of three of Northern California rack jobbing firms are members of the committee; Dave Watson, president, and John Edgerton, service manager for Pic-A-Tune, Inc., Oakland; Don Ayers of Record Wholesalers, San Francisco, and Monroe Goodman and Tip Top Music.



EPIC RECORDS' dance maestro, Lester Lanin, has two solid-selling LP's with "Lester Lanin's Dancing Theatre Party" and "Mr. President." His forthcoming album will be No. 19 for the label. Currently, Lester is making personal appearances around the country.

(Advertisement)

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DOUBLE IN BRASS

Indie Promo Men Get New Status

By BOB ROLONTZ

NEW YORK—The indie promotion man is acquiring a different status in the industry, especially on the part of the large indie labels. His new status is not only a result of his improved techniques in getting single records played in his specialized markets, but also of his new role.

Indie promotion men these days do more than get singles exposed, even though that in itself is a lot in these days of intense singles competition. They are also becoming, for the time period they are employed by any one firm, the eyes and ears of the label on the road. They can report back not only the reaction to the record they are pushing on the deejay and distrib level, and which side to work on, but also inform their firms of new records that are breaking on small labels, general sales conditions at dealer levels, and of neglected releases that could make noise if properly exposed.

A large number of singles now breaking on the Billboard charts are a result of a new blitzkrieg approach by firms and promotion men in creating a quick sales demand.

Bearing Down

Today's hip promotion men now limit themselves to one or two markets, in which they are specialists.

A firm will select four or five of these promotion men for a co-ordinated attack in key markets. At a signal from the label, selected areas are saturated with concentrated promotion effort through radio stations, distributors, one-stops and dealers—with only one record being exposed and exploited at one time. If the record is one that the kid with the 77 cents wants, then the initial sales action helps develop a break-out area. With this as selling ammunition the company then carries

the attack to other markets around the country.

This method is being used by a number of labels through indie promotion men. One of the firms doing well with this approach is United Artists, breaking such records as "Close to Cathy," "Tell Him" and "Doggie in the Window" through the blitz method.

Cost-Cutter

Some indie labels have also discovered the fact that it is often less expensive to use indie promotion men for a short four-to-eight-week period specifically to break a new record than it is to maintain full-time staffs of field men. With so many indie promotion men having become, or becoming, specialists in one or two top markets, they can help bring quicker reaction than by sending out a man from the label's home office.

Indie promotion men today, the hip ones anyway, have taken over some of the functions that have long been reserved for field men. Some of them call orders in to the home office when they find a distrib is out of stock or is understocked. Sometimes they tell the local distrib what record to get on, as well as the side to push. And occasionally they even recommend a change of distributors if the local wholesaler is not working on the product or the line.

The lists of indie promotion men who have built strong followings in various key markets are long, and they cover most important markets in the U. S. Some of the vet promotion men in the U. S. include Sammy Kaplan in Detroit, Dave Siegel in Cleveland, Jerry Moss in California, Jerry Simon in the East and Joe Galkin in the South, but there are at least a score more who do a solid promo job, too. Like George Jay, Dick La Palm, Ben Arrigo, Bud Hellawell, Irwin Zuker and others.

Everybody Cashes In On JFK

Held Line

Meanwhile, trade leaders like Music City held at \$3.68 (selling large quantities) and Record Lane tagged its supply at \$2.88 (also selling heavily).

The Cadence distributor here was quick to declare he did not serve the Topps and Spartan accounts, which obtain their merchandise through buyers at their Eastern headquarters.

"My Son, the Folk Singer" was another strong gift contender here.

As to sales of Christmas products, there were mixed reports, with some retailers reporting good responses and one distributor calling them disappointing, judging from the returns he was picking up.

Others in Front

Among stores claiming good sales of Christmas items, the most frequently named titles were: the Harry Simeone Chorale, Johnny Mathis, Ray Conniff and the Chipmunk's Christmas number.

Most dealers agreed the season lacked a good selling single. The biggest this year was probably "Telstar," one source believed, adding that "one good single that didn't quite get here for Christmas but is moving in rapidly now" is "Walk Right In."

Equipment sales downtown were definitely off, as the impact of suburban discount houses cut further inroads.

Marks Returns To Show Music

NEW YORK—Marks Music, once an important entity in the Broadway show music field, re-enters that scene with the publication by its subsidiary firm, Piedmont Music, of the score of the upcoming musical, "To-varich."

The new musical version of the Jacques Deval-Robert E. Sherwood French comedy fea-

MAILS HAMPER OUR DELIVERY

NEW YORK—A post-Christmas mails slump was blamed last week for failure of some copies of the Billboard to arrive at subscribers' offices on time. Many thought the new off-set printing process employed by the Billboard for the first time was responsible for delays, but actually, the new publishing set-up accelerates delivery of the paper.

Bay Area's Yule Best Ever

SAN FRANCISCO—Northern California dealers are crowing about the best Christmas season ever, and the best annual sales. Albums like "The First Family" and "My Son, the Folk Singer" helped the season and the year, but solid sales were also racked up by original cast albums like "Oliver" and the

tures Vivien Leigh and Jean Pierre Aumont in the roles played originally by Claudette Colbert and Charles Boyer. The opening is scheduled for the Erlanger Theater, Philadelphia, Monday (21). Following a later run in Boston, it will open on Broadway early in March.

Score was penned by Lee Pockriss and Anne Crosswell, cleffers of the successful off-Broadway vehicle, "Earnest in Love." No assignment of cast album rights have yet been made. Plans are in the works, however, for early single diskings of a number of the tunes from the score.

sound track of "The Music Man," plus Christmas wax.

Dealers were also pleased by the unusually small number of returns of the Vaughn Meader and the Allan Sherman LP's, since many of them were purchased as Christmas gifts. "We got back only a few," said several dealers, "and we were able to re-sell these to new customers."

Sales of "The First Family" sets have tapered off since Christmas, but no dealers are bemoaning this after the sensational sales of this album during the holiday season. Dealers are now pinning their sales hopes on the new Sherman LP, "My Son, the Celebrity."

Paul McKimmie, of Independent Sales distributing here, needed records desperately when Bobby Bland's single, "That's the Way Love Is" on Duke, started moving last week. He ordered 3,000 disks from Duke's Houston plant and had them flown in air freight. Cost for the records came to \$110, but McKimmie felt it was worth it. "It's the biggest single I've had in 18 months," he said.



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Brenda Hurt Slightly as Fire Destroys Her House

NASHVILLE—A raging fire gutted the luxurious home of songstress Brenda Lee here last week (30), and resulted in slight injuries to Brenda when she tried in vain to save her famous poodle, Cee Cee, from the soaring flames and smoke.

The fire, which was attributed to faulty wiring, swept the nine-room home, valued at \$37,000, leaving all but a single bedroom in total ruin.

Dub Albritton, Brenda's manager, said the star's \$25,000 wardrobe of stage clothes and costumes was completely destroyed. They were not insured, though the house itself was.

Brenda was at home with her mother and several other relatives when the fire started. All

except Brenda were asleep when Brenda, who was watching a late-night TV program, noticed smoke in the house.

After all were awakened, Brenda went back into the burning house to retrieve Cee Cee but she was too late. The little poodle, who had traveled the globe with Brenda, had suffocated in the heavy smoke. Brenda's hair was singed and one of her eyes was injured, Albritton said. He said the eye injury is not considered serious.

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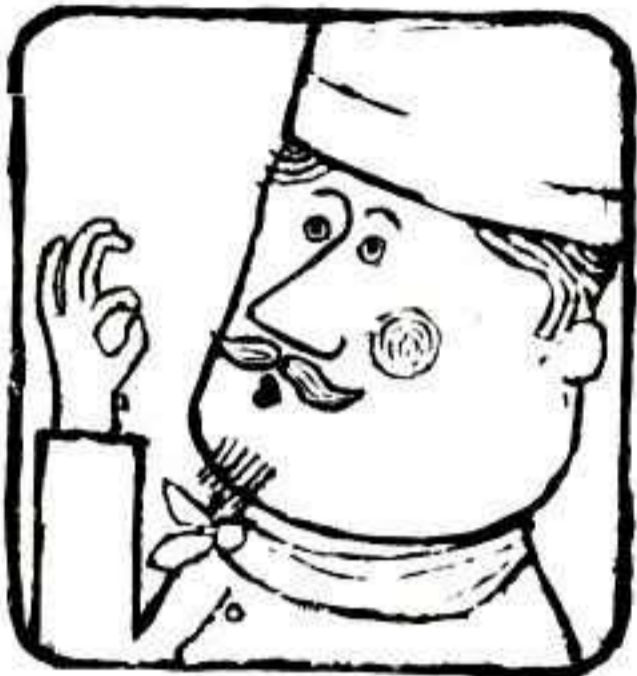
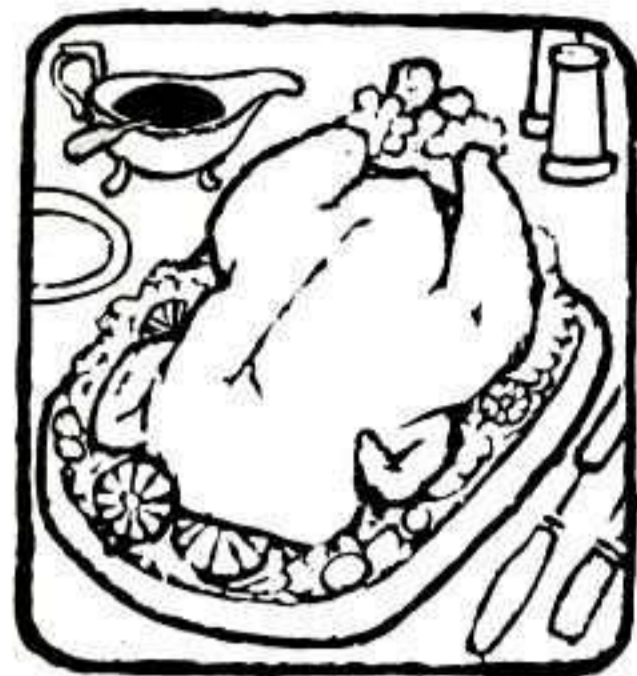


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COLUMBIA RECORD PRODUCTIONS

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Kapp Distributors Swing at Meeting

NEW YORK—Kapp Records held its biggest distrib meet in New York City Sunday (6) at the Savoy Hilton Hotel here. The meeting, which started Sunday afternoon, continued until midnight, topped off with a variety show put on by key artists on the label.

Dave Kapp, president of the diskery, opened the confab with an optimistic report on the year past, and a prediction that the business would continue to show the same gains in 1963 that it had shown in 1962. He pointed

out that "We now know that an LP can sell 4,000,000 copies."

Both Mickey Kapp, executive vice-president, and Phil Skaff, vice-president in charge of sales, also spoke at the meet, stressing the point that Kapp's future as its past, depended on the talent of the people working for the label.

At the meet Skaff announced the appointment of Al Cahn as the firm's new national sales manager. Cahn comes to Kapp after two successful years as national sales manager of Cameo-Parkway, and a stint prior to that as a district sales manager of Raymond Rosen & Company, the Philadelphia Victor distributor.

New Artists

Kapp Records also announced at the meeting the signing of a flock of new artists to strengthen the company's artist roster. New names included teen artists Johnny Cymbal, Richard Anthony, and Mike Regal. Other new singles featured at the Kapp convention were by Jack Jones, Chad Mitchell, and Roger Williams. The latter was presented with his sixth gold disk for selling 6,000,000 LP's. (See story and picture on back page.)

Firm's new LP's were also played at the meet. Kapp is issuing 15 albums for January, including new wax by Roger Williams, Jones Jimenez, the Chad Mitchell Trio, Kenny Ball, and the Pete King Choral. All of the new albums are part of a program which includes a 10 per cent discount, with a special bonus discount and dating to qualified dealers.

Kapp Records introduced at

Decca Gets Rick

Continued from page 1

guaranteed payment is not unparalleled for Nelson. This was the basis of his contract with Chudd during Nelson's six years with Imperial. Including that guarantee, Nelson had earned in excess of \$700,000 in the six-year period he had been with Chudd's farm.

Surplus royalties earned beyond the guaranteed \$1,000 a week were accumulated by Imperial in a special royalty reserve account. Now that Rick and Imperial have parted ways, Imperial will pay the singer a lump sum of more than \$400,000 in accumulated excess royalties.

Six-Year Climb

Rick's meteoric rise as a disk seller occurred a little more than six years ago when he launched his recording career as an adjunct to his TV acting (ABC-TV's "Ozzie and Harriet Show") with a single on Verve Records.

His first disk release, ironically, was Fats Domino's "I'm Walkin'." His second release found him rising on Imperial Records' artists roster, and it was there that Nelson climbed into his present top rung as a best selling recording artist.

During his six years with Imperial, Nelson scored with approximately 10 top sellers, of which six passed the million mark.

Decca can be expected to hit the market early in the year with its first Rick Nelson releases.

Starday Launches C&W Bonus Deal

NASHVILLE — Starday Records' President Don Pierce announced this week a novel nationwide plan designed to spark extra sales for c.&w. albums at the consumer level.

Under the theme of "Country Music for the People," a free bonus record will be given to the consumer for each three Starday c.&w. albums purchased.

Pierce said terms of the plan call for Starday to furnish free goods to distributors and dealers so that the consumer bonus album can be available.

Extensive advertising and promotion are planned to push the "Country Music for the People" sales plan, Pierce said.

The featured albums for the sale are a 99-cent spotlight on a country music sampler album and Starday's double pocket "Country Music Hall of Fame" (Vol. 2) album.

Other new January album releases to kick off the sales plan are "A Salute to Uncle Dave Macon," by Stringbean and his Banjo, "Arthur (Guitar Boogie) Smith Goes to Town," "Beyond the Sunset," by Cowboy Copas, "Soldier Sing Me a Song," by Bill Clifton, "Bluegrass Bango Ballads by the Kentucky Travelers" and "Buddy Starcher and his Mountain Guitar."

Columbia Names 3 to V.-P. Posts

NEW YORK — Columbia Records last week promoted three of its staff members to vice-presidencies. Those named to new executive post include Irving Townsend, Harvey Schein and Seymour Gartenberg.

Townsend, who joined Columbia in 1946 as a copywriter, and who later served as sales promotion and advertising manager as well as in a.&r, was named vice-president, West Coast. Schein, who becomes vice-president and general manager, CRI International, joined the firm in 1958 as general attorney and more recently served as general manager of the international wing. Gartenberg was appointed vice-president in charge of planning and financial administration for the Columbia Record Club. He has served as budget control supervisor and director of accounting for the club.

A CORRECTION

NEW YORK—On the South African chart running in the Hits of the World section this week, the label on which Bert Kaempfert's "Midnight Snack" appears is not the Decca but Polydor label.

RCA SETTLES OUT OF COURT

NEW YORK — The long-standing patent hassle between RCA and Philco — which involves everything from transistors and color TV to computers — has been settled, out of court, for a payment by RCA of \$9 million. Philco has withdrawn its \$15 million suit.

At the same time, Philco has agreed to withdraw its application to operate WRCV-TV, Philadelphia—a station which Philco once owned, later sold, and then decided it was better equipped to operate than was RCA-owned NBC, which had meanwhile acquired it.

the meet the label's new Juke Box series. It consists of former hit singles, re-coupled for juke box use.

Ratings' Face-Loss Shakes Stations

Continued from page 1

program station with a lower over-all rating.

The FTC complaint charged each company with claiming accurate measurements arrived at by error-free techniques, when actually program ratings and audience "totals" or "shares" are in fact only estimates. The FTC thumps claims by Nielsen and C-E-I-R that their ratings are accurate to the exactness of 1/10 of 1 per cent and 1 per cent, respectively, and that their audience "totals" to the exactness of 100 homes. Pulse represents that its "ratings" and audience "shares" are also accurate to the exactness of 1/10 of 1 per cent and 1 per cent respectively.

Commission Cites Aspects

The Commission cites these aspects of the rating surveys it believes result in bias and inaccuracy:

Nielsen and C-E-I-R fail to disclose the number of percentage of a sample that refuses or fails to co-operate. They use data derived from diaries, some of which contain "hearsay reports and estimates of the diary keeper."

Nielsen bases station total audience partly on measurement and partly on projection based on "obsolete" ballot surveys, FTC charged. It combines data secured at different times into consolidated rating and audience size values, as though all the data had been derived during the time covered by a given report. It publishes what purports to be a complete radio audience data, although "it does not measure portable and transistor radio listening or tuning."

Pulse includes all "not at homes" in its sample base; adjusts "sets in use" figures upward by 20 per cent for morning programs and 40 per cent for afternoon and evening programs "without research to justify such adjustments." Pulse accepts interviewees' "general preference" as against what they were actually tuned into during the survey period, and the interviewers themselves are not sufficiently checked for accuracy and reliability of their data, FTC charges.

The Commission also complained that Pulse has, in some reports, combined ratings and audience shares of two or more stations into a single rating and share, while other stations not serving the area of the "combined stations" are listed with

Victor Gives Critic Air—For Nothing

NEW YORK — RCA Victor Records started doing something about the lack of newspaper record reviews in this city without newspapers. The label began sponsorship last Sunday (10) of "The Weekly Record Review of the Air" over Station WQXR.

The show, aired from 12:30 to 1 p.m., presented reviews of all types of records on a variety of labels, by Herbert Kupferberg, Herald Tribune; Atra Baer, Journal - American; Raymond Ericson, Time, and Douglas Watt, Daily News.

The program will be presented for the duration of the newspaper strike and it is being presented without commercial messages as a public service by Victor.

their individual ratings and audience shares "as though they were competing with the combination of stations for the audience in the entire area covered by said reports."

Piling Up Ammunition

Piling up the ammunition, the FTC findings attack the three services on additional grounds, noting that for all three measurements are not based on a probability sample, and for C-E-I-R and Nielsen, their data are subject to errors in addition to sampling errors.

Individually, FTC says of C-E-I-R that the statistical reliability chart does not truly prove the reliability of data, because C-E-I-R does not use a "true probability sample." Also, "its technique and procedures do not produce measurements, data or reports that are accurate to any precise mathematical value or definition."

Moving on to Nielsen, FTC complaint alleges that its "Station Index Radio Reports" are not based on the "base cases" figures used in it, but instead are based on smaller sample sizes than claimed in the base cases figures. Further, "not all of the data contained in its Station Index Report were derived within the time period embraced by these reports."

As for Pulse, its sample size for each survey is "smaller than the number of quarter-hour reports upon which each survey is purportedly based." Also, its sampling method is "not completely accurate either statistically or otherwise."

PAGE ONE SINGLES

Continued from page 1

MAGIC STAR (Telstar) . . .

Margie Singleton, Mercury 72079 (Campbell-Connelly, ASCAP) (Atlanta)

MAMA DIDN'T LIE . . .

Fascinations, ABC-Paramount 10387 (Curton, BMI) (St. Louis)

MEDITACAO (Meditation) . . .

Charlie Byrd, Riverside 4544 (Leeds, ASCAP) (San Francisco)

YOU'RE THE REASON I'M LIVING . . .

Bobby Darin, Capitol 4897 (Adaris, BMI) (Atlanta)

In the continuing program to assure the finest possible album product available, **UNITED ARTISTS RECORDS** is proud to present 26 new packages in the popular, kiddie and jazz fields as the highlights of the '63 **JAMBOREE** Sales Program.

As a member of the United Artists Records family, you will Swing Into 1963 with one of the most powerful releases ever presented by The Proudest Name In Entertainment including:



FERRANTE AND TEICHER present something completely new in the "Mood" area with **THE KEYS TO HER APARTMENT**, a lush orchestral backing for the magnificent piano wizardry of this great team as they serenade the girl of every man's dreams. This is truly their finest hour.



THE HIGHWAYMEN, now established show business stars as a result of their personal appearance tours, television, records and night club engagements including the famous Blue Angel in New York, present a package aptly titled **MARCH ON BROTHERS!** featuring the same drive, style and material that made "Michael" and "Cotton Fields" sell, sell and sell for all of us.



AL CAIOLA scores a Major First as America's premiere guitarist with a foray into the field of Hawaiian music and the enchanting, exotic South Seas. Come along with Caiola to **PARADISE VILLAGE** for an exciting ear-appealing and ex-sell-ent experience in the wonderful world of music.



GEORGE JONES — now here is a real star — the unchallenged Number One singer in the Country and Western field, and the Number One seller as well. George has another sure chart-topper in his new release which features the songs made famous by one of the greatest of all C & W artists, Bob Wills, who ranks as a legend along with Hank Williams in the annals of C & W music, and whose big hit, "Mexicali Rose" is among the selections in this album.



Here's another **MAJOR FIRST** for United Artists Records — **JAN PEECE** — one of the greatest Tenors of all time not only makes an auspicious debut on UA, but scores another **FIRST** for himself by recording the hit songs from top Broadway shows. Included are selections from West Side Story, Milk and Honey, My Fair Lady, Carnival, Camelot and seven other of your favorites, all **BROADWAY HITS** sung as you have never before heard them performed.



MUSIC TO REMEMBER is our 1963 entry which is destined to follow in the sales-steps of our all-time best seller, **GREAT MOTION PICTURE THEMES**. Beautifully packaged, this album will fly off the counters, and why not with a rundown which includes **FERRANTE AND TEICHER** playing the theme from **MUTINY ON THE BOUNTY**; **THE WISHING STAR** from **TARAS BULBA**; **BUTTERFLY** from **MY GEISHA** and the theme from **LISA**; **AL CAIOLA** presenting outstanding performances on the theme from **THE BROTHERS GRIMM** and **BABY ELEPHANT WALK** from **HATARI**; **ANDRE PREVIN** with his sound track rendition of the theme from **TWO FOR THE SEESAW**; **LEROY HOLMES**, his orchestra and chorus with **LITTLE GIRL BLUE** from **JUMBO**; **TILL THERE WAS YOU** by Ralph Marterie and his orchestra — the big hit tune from **THE MUSIC MAN**; In the jazz vein, **LLOYD MAYERS** and his orchestra present the theme from **TASTE OF HONEY**, and finally, from the sound track, the theme from **PHAEDRA**, one of the most talked-about films of 1963. Yes — this is a real winner all the way — every day of the year.



LEROY HOLMES — one of the truly great names in the record business, an artist of stature, a top arranger and conductor, and a creative, inventive musician, introduces his orchestra and chorus with **THE GOLDEN HITS OF COUNTRY MUSIC**. Included are such winners as **RELEASE ME**, **I FALL TO PIECES**, **IT'S A SIN** and **DON'T WORRY**. An ear-arresting treatment of twelve great songs.



TITO RODRIGUEZ, who heads the list when it comes to Latin-American music, and who has been one of the consistently best-selling artists on United Artists, has come up with the ultimate in the **BOSSA NOVA**. Incorporating the true beat of the craze which hit North America just a few short months ago, **TITO** and his orchestra present a program which all devotees of Latin music will buy as a "must" for their record libraries.



If comedy is your forte — and the fact is that most people enjoy a good laugh — then meet another newcomer to United Artists Records — **HARRY MORTON**, one of the top night club entertainers in the business today. Harry's classic **THE VOLKSWAGEN STORY** is the title selection of this laugh-provoking package, which also includes stories about such stars as **BUDDY HACKETT**, **HARRY RITZ** and **JAN MURRAY**.



GUS VALI is a name known to all of you, a fine musician and the leading exponent of Greek music in the United States today. Gus has sold many thousands of albums featuring music from Greece — now he steps out as **A GREEK IN DIXIELAND** and the results is one of the most exciting albums you have ever heard. This is truly something new under the musical sun — and will appeal to all of **GUS'** old friends, as well as the thousands of Dixieland followers throughout the country.



There are sing-a-longs and there are sing-a-longs, but you haven't heard anything 'til you tune in on **TED MAKSYMOWICZ AND THE CHOPIN SINGING CHOIR SOCIETY** with their new United Artists set, **SING ALONG AND DANCE ALONG IN POLISH**. This is one of the finest ethnic albums of its kind, and will find immediate acceptance among all Polish-speaking people as well as among those who enjoy gay, happy entertainment. The lyrics, in Polish, are included.



THE GOLDEN WALTZES OF BROADWAY. Conjure up some of the most enjoyable moments in the history of the Broadway stage and you must come up with such names as **SOUND OF MUSIC**, **MY FAIR LADY**, **THE KING AND I**, **OKLAHOMA**, **JUMBO**, **WEST SIDE STORY**, **MISTER PRESIDENT**, **SOUTH PACIFIC**, **KISS ME KATE** and **THE BOYS FROM SYRACUSE**. All of these shows have one thing in common — each had a major song which still lives on. Now United Artists Records presents the **BROADWAY STRINGS ORCHESTRA** playing those hits in this album of sheer beauty.



BROADWAY BOSSA NOVA. Let's stay on the Great White Way for a moment more, while we meet and greet another newcomer to United Artists Records — **RAFAEL** and his orchestra Latino. And this master of the big Latin band sound has a real treat in store for those who desire a combination of the top Broadway show tunes set to the latest in Latin rhythms, Bossa Nova. This real fine album includes all the ingredients necessary for a best-seller.



One of the highlights of the big Holiday Sales-O-Rama was an album in the classical vein by Renata Tebaldi. Now, for the United Artists Records '63 **JAMBOREE** we have another big surprise — a classical gem and at **POPULAR** prices. It's called **SYMPHONIC SELECTIONS FROM THE WORLD'S GREATEST OPERAS** and it features the magnificent **MUSIDISC SYMPHONY ORCHESTRA**. This is a package which will find a ready made audience among the classical fans who will readily recognize its tremendous value, both in content and in price.



Everyone in the record business is familiar with the fantastic promotion by Hartz with their Canary calls. And we all know that the Canary ranks as the Number One household pet all over the world. Well, UA has come up with a tremendous new album, **YELLOW BIRD** by name, and featuring real live birds as well as the **ARTAL ORCHESTRA**. The musical background highlights songs well-known to everyone, and the completely enchanting song of the birds is something that will please everyone who hears it.



THE EXCITING EXCITERS with their first album on United Artists Records provide the icing on the cake, the Jamboree that will make the cash registers jingle a Merry Tune for a number of months to come. And of course the album features the group's smash hit, **TELL HIM**, the record that right now is the hottest single in the country, and the greatest sales tool in the world for the album. Here is **THE BIG ONE** for the New Year kick-off!



THE PROUDEST NAME IN ENTERTAINMENT

729 SEVENTH AVENUE • NEW YORK 19, NEW YORK

WITH HEAD HELD HIGH

Sherman Marches On Carnegie

By BOB ROLONTZ

Allan Sherman came into our parlor last week and performed his Jewish parodies of pop songs before an appreciative and enthusiastic audience of close to 5,000 friends. The parlor was Carnegie Hall in New York, the evening was Friday (28) and the friends were his many record fans, old and young, from Manhattan, the Bronx, Brooklyn, Queens and Staten Island, too. The fans included fathers and mothers, sons and daughters, and young blades squiring their best girls out for an evening of clean family entertainment.

This marked Sherman's sec-



ond concert since he swept to national fame through spectacular sales of his "My Son, the Folk Singer." No one could call

Sherman a professional entertainer, nor even a professional singer, but that really makes little difference. For Sherman has something going for him that many professionals might envy — some of the cleverest lyric material since the heyday of W. S. Gilbert.

Unlike some Jewish humor that is brittle or ironic, Sherman's comedy is on the gentle and wholesomely funny side, with a universal rather than a parochial appeal. When he sings of the plight of a delicatessen owner who has every delectable item in stock except lox, and explains "There Is Nothing Like a Lox" (to the tune of Rodgers and Hammerstein's "There Is Nothing Like a Dame"), you know that he means every word he sings. And when he tells a friend who is coming to see him that "When You Walk in the Bronx Hold Your Head Up High" (again a parody of an R.&H. tune) and to keep on walking when he gets to his house because he won't be home that night, you can't help breaking up even if you've never been near the Bronx.

Most of Sherman's material is the stuff that he has recorded on his first LP or his new one ("My Son, the Celebrity"), except for those parodies of tunes where the publisher or writer refused to allow record clearance. But even though the audience was obviously more familiar with the material on records than jazz fans are of their favorite recordings, they still broke into gales of laughter as he unfolded the story of "Sarah Jackman and Jerry Bachman" (with the help of Eydie Gorme, who was in the parlor with her hubby Steve Lawrence), "Won't you Come Home Disraeli," "Harvey and Sheila"; "Jump Down, Spin Around"; "The Ballad of Harry Lewis" and "My Zelda."

Sherman, in spite of his amateur status, has a winsome, puckish way about him, making him appear like a rather stout elf on stage. He makes reference to his weight when he sits on the stage, dangling his chubby legs over the apron, and sings of a land over the rainbow where no one counts calories, nor knows the meaning of cholesterol.

Our son, the folk singer, is on stage almost three-quarters of the time. The other quarter is taken up by Randy Blake's exciting group, the New Christy Minstrels. The large folk group is a sort of Kingston Trio plus seven, and they come through with rip-roaring performances of folk items in the current pop-folk ivy league manner. Eight boys and two girls, they play guitar and sing songs with an enthusiasm that sparkles. They also have a strong comedy song routine that is sure-fire with the college crowd. When they are not performing they are backing Sherman in delightful fashion on which they also do a standout job.

The Lou Busch ork supports Sherman in the same fine fashion that it does on records. It's an even more exacting job live than on disk, but the ork comes through splendidly.

The Sherman tour should continue to rack up solid grosses as it continues around the country. What else could you expect from a neighborhood fella?

TALENT TOPICS

Chicago

Dick Gregory is coming back to The Playboy January 7—scene of his first popular triumph over a year ago. Gregory, virtually unknown at the time, told us he didn't want to cut a record until he became better known as a performer. What a lot has happened since then. Gregory will be joined at the bunny hutch by Mickey Manners, Yvonne Moray, The Vandergaards, Norma Calderon, John Gary, Wallis and Wally, plus the Harold Harris, Bob Davis, Joe Parnello, Joe Iaco and Billy Wallace trios. . . . Sig Sakowicz opens new offices this week at the Sheraton-Chicago. Sig just returned from the opening of The Playboy in New York where he taped no less than 50 different artists and performers in one evening. No wonder he does more interviews in the course of a year than all other deejays outfit. . . .

San Francisco

Ginza West, the new Japanese-flavored night club, is offering American-flavored jazz, currently in the persons of the Dick Saltzman Trio, which includes Rex Thompson on the piano, and guitarist Warren Nunes. The new Unique Club "way out" on Castro Street, San Francisco, is featuring the Ernie Figueroa quartet, including drummer Cuz Cousineau; baritone Jimmy Lomba, and pianist Don Anders. . . . George Shearing and Julie London will team up for a San Francisco concert during February on an as yet unscheduled date.

Fantasy Records here is ne-

gotiating with Reprise Records in Los Angeles for an exchange of talent. Duke Ellington of Reprise is desirous of recording an album with Bola Sete, Brazilian guitarist, who is signed with Fantasy. Fantasy wants Alice Faye in exchange, according to Milton Weiss, vice-president of the Northern California record company. Reprise is holding out on this exchange, desiring to lend Fantasy an alternate artist.

GODFREY LEHMAN

Nashville

New Orleans clarinetist Pete Fountain booked here for concert January 20. Sun Records' Jud Phillips is backing the show. "Grand Ole Opry" fans treated to Roy Acuff last week. Roy has just returned from extensive personal-appearance trip in Near East.

A date to remember: January 13. Nashville Musicians' Local 257 planning benefit dinner for popular Hank Garland at Jimmy Hyde's Carousal in Printer's Alley. Tickets at \$25 per may be purchased by writing Nashville Association of Musicians, 1806 Division Street, Nashville.

Teddy and Doyle Wilburn's Sure-Fire offices nearing completion on Music Row. The Wilburns' operations are enjoying steady growth.

Shelley Snyder, personal manager for Faron Young, obviously delighted with recently signed five-year pact with Mercury. Faron to be first c.&w. act ever booked at Stanley Theater in Jersey City this week.

"Little Miss Lonely" by Gene Kennedy on the Old Town label getting good air play locally.

(Continued on page 15)

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

Anna Moffo appears in recital at the Eastman Theater on January 7 in Rochester, N. Y. . . . Matt Dennis and wife Ginny debut a new act starting January 7 at the Living Room in New York. . . . Flamenco guitarist Juan Serrano performs at the Bitter End in New York's Greenwich Village from January 9 through February 4. . . . Sergio Franchi vocalizes at New York's Waldorf-Astoria Hotel in the Empire Room, from January 7 to February 2.

SOUTH

Ella Fitzgerald will entertain

at the Deauville Hotel in Miami Beach January 11 through January 20. . . . Jackie Mason makes a one-night stand at the same hotel on January 10.

WEST

Connie Francis moves into the Sahara Hotel in Las Vegas for a month starting January 15.

CANADA

The Travelers 3 will appear at the Inquisition, Vancouver, B. C., from January 7-19. . . . Folksinger Bob Grossman at the Fifth Peg in Toronto from January 1-13.

TV QUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearances listed below provide outstanding promotional opportunities for alert, aggressive record dealers and for all others who can benefit from the exposure of these record artists to millions of consumers. This chart should be used as a calendar around which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

JANUARY 7-13

(All Times Eastern Standard)

MONDAY 7—EARTHA KITT

Miss Kitt makes an infrequent guest TV appearance on the Westinghouse tape-syndicated Steve Allen show. Her recent MGM LP is titled "Bad But Beautiful."

TUESDAY 8—CONNIE FRANCIS

The MGM songstress quests on the Jack Benny show (CBS-TV, 9:30-10 p.m.). Her latest MGM disk is another double-sided smash as "Al Di La" made its first appearance on the Hot 100 last week. The first side, "I'm Gonna Be Warm This Winter," already on the chart, continues to move up this week.

TUESDAY 8—ALLAN SHERMAN, EYDIE GORME

Allan Sherman of "My Son, the Folk Singer" fame finally makes his TV debut on his friend Garry Moore's show (CBS-TV, 10-11 p.m.) and sings several numbers from his new Warner Bros. comedy album, "My Son, the Celebrity." Eydie Gorme's new Columbia single is "Blame It on the Bossa Nova" b.w. "Guess I Should Have Loved Him More."

WEDNESDAY 9—MATT DENNIS

Pianist and prolific songwriter Matt Dennis entertains on the "Today" show (NBC-TV, 7-9 a.m.). His new Kapp LP is titled "Matt Dennis Sings and Plays Matt Dennis."

WEDNESDAY 9—SHELLEY BERMAN

The Verve comedy recording artist visits the Merv Griffin show (NBC-TV Monday through Friday, 2-2:55 p.m.). His current LP is titled "Personal Appearance," and a new album is due to be released in the near future.

THURSDAY 10—SANDY STEWART

Miss Stewart guests on the Merv Griffin show this day (NBC-TV, Monday through Friday, 2-2:55 p.m.). Her Colpix single of "My Coloring Book" is scoring well on the Hot 100 and her LP of the same name was released last week.

FRIDAY 11—JIMMY DEAN

Columbia recording artist Jimmy Dean entertains on the Jack Paar show (NBC-TV, 10-11 p.m.). His current chart single is titled "Gonna Raise a Ruckus Tonight."

SUNDAY 13—ROBERT GOULET, BRENDA LEE, JACKIE MASON

All perform on Ed Sullivan's show from the Fontainebleau Hotel in Miami Beach (CBS-TV, 8-9 p.m.). Goulet's new Columbia LP is titled "Sincerely Yours." Brenda Lee is currently scoring on the Hot 100 with "All Alone Am I" and on the Top Mono LP chart with "Brenda, That's All." Jackie Mason's current Verve LP is "I'm the Greatest Comedian in the World."

SUNDAY 13—ANNA MOFFO, ROBERT MERRILL

Both perform on the "Voice of Firestone" (ABC-TV, 10-10:30 p.m.), which will broadcast live from New York's Waldorf-Astoria Hotel on the occasion of the Mary MacArthur Memorial Award Dinner for composer Richard Rodgers. Both Metropolitan opera stars record for RCA Victor and sing together on the Victor album of "La Traviata."

NEW YORK SCENE

Cheese It, the Cops—Lenny's In

Lenny Bruce, the much-raided comic, opened without incident at the Village Vanguard this week for a four-week stand. Last time out Chicago cops hauled him in. In the new stand he is supported by newlyweds (well, six-month newlyweds) singer Nikki Price and trio-leader Dave McKay. . . . Joe Williams and Nipsy Russell at Basin Street East. . . . Upcoming musical "She Loves Me," being written by Jerry Bock and Sheldon Harnick, is remake of Ernst Lubitsch picture ("Little Shop Around the Corner") and Barbara Cook has been signed for the Margaret Sullivan part. . . .

With the success of "My Coloring Book," Sandy Stewart's night club price went up from \$750 a week to \$2,000 and then to \$10,000 with Perry Como in Las Vegas. . . . Village Gate switched to Friday, Saturday and Sunday only policy with Clark Terry, Horace Silver and comic Lenny Maxwell on the bill. . . . What an Irish folk foursome, the Clancy Brothers and Tommy Maken, doing way up at the Jager House in Yorkville. . . . Oscar Castro Neves, bossa nova pioneer in Brazil, shares billing with Sergio Franchi at Waldorf-Astoria's Empire Room.

JACK ORR

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.

JOHNNY THUNDER
(Diamond)

PERSONAL MANAGER: VanKal Prod., Inc. **BOOKING OFFICE:** William Morris. **AGE:** 22. **HOME TOWN:** Leesburg, Fla. **EDUCATION:** High school. Also three years at college studying agriculture. **HOBIES:** Sports and collecting soap and match boxes from all over the country. **BACKGROUND:** Johnny Thunder became interested in music at an early age as the only child of a devoted church-going musical family. His opportunity to break into the record business came when producer Teddy Vann heard him sing. Excited with Thunder's sound Vann brought him to Diamond Records exec Phil Kahl who signed the youngster to a contract. The song Johnny Thunder auditioned for Teddy Vann is his current hot chart single.

LATEST SINGLE: "Loop De Loop" soared into the No. 35 slot last week as a Star Performer after only three weeks on the Hot 100.



THE SEASON'S TWO TOP RATED TV SHOWS!

AMY

presents



**"THE
LONE TEEN
RANGER"**

AMY #875

JERRY LANDIS

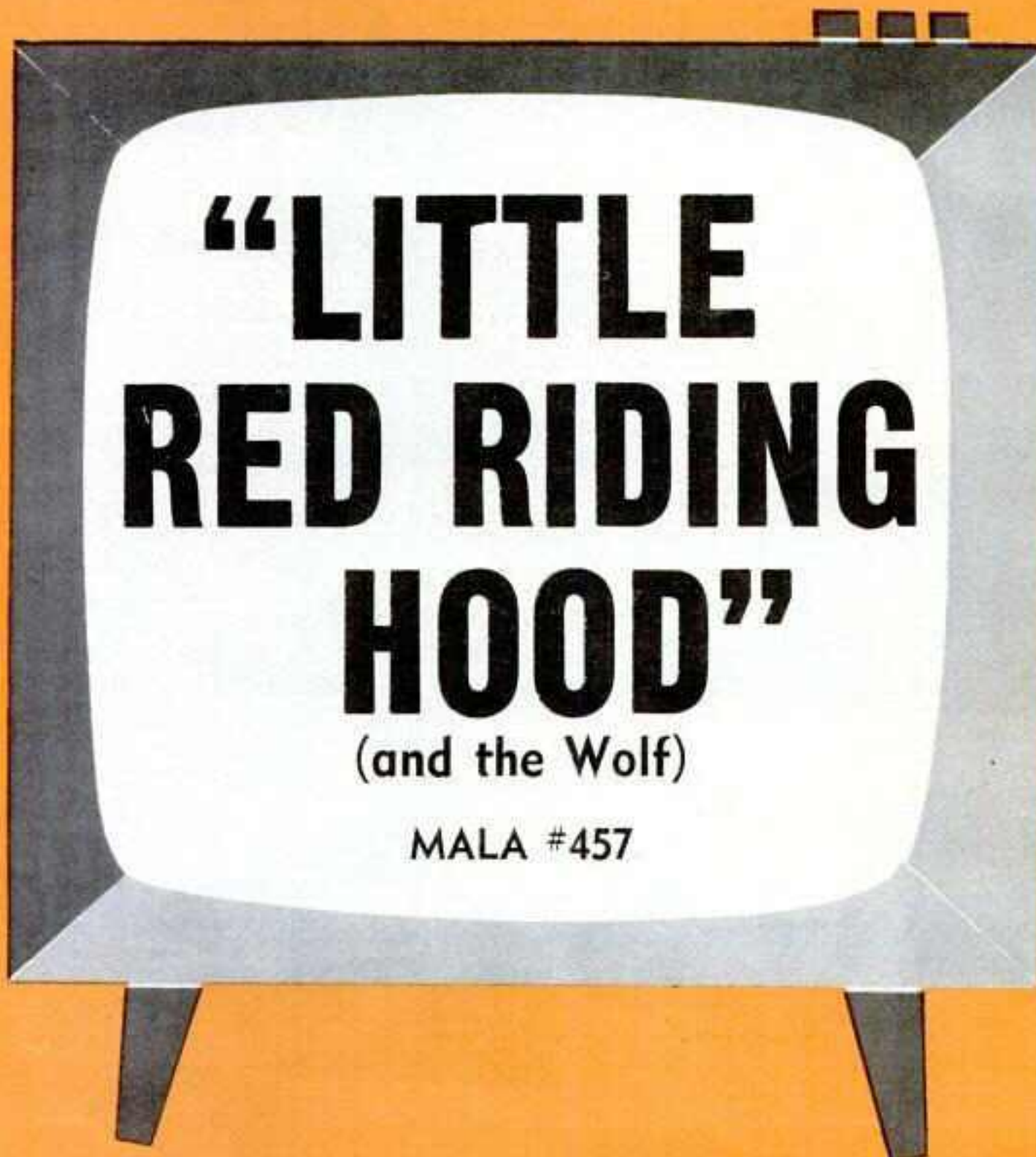
#40 BILL GAVIN TOP 50
#64 MUSIC VENDOR TOP 100
#96 MUSIC REPORTER TOP 100

Every Pick in the Business!

Bill Gavin	Music Reporter
Ted Randall	Music Vendor
Kerradio	Mike Turntable
Cashbox	National Music Survey
Billboard	Fenway Reporter
	Variety

MALA

presents



**"LITTLE
RED RIDING
HOOD"**

(and the Wolf)

MALA #457

BUNKER HILL

#28 ON MUSIC REPORTER'S R&B TOP 50 LIST
#37 ON MUSIC REPORTER'S POP CHART UP & COMING

Picked by:

Bill Gavin	Music Reporter
Ted Randall	National Music Survey
Cashbox	Behind The Scenes
	Music Vendor

*P.S.: Thank you, Program Directors, Jocks, Distributors, Promotion Men,
for all our other top rated TV shows in 1962!*

AMY/MALA RECORDS

1650 BROADWAY, NEW YORK, N. Y. PHONE: PL 7-6081
VICE PRESIDENT IN CHARGE OF SALES & PROMOTION: JACK FINE

Thanks everyone...

for your wonderful, enthusiastic reception of Billboard's "New Look"

"New Billboard is best face-lifting of a news magazine, consumer or trade, that I have seen in years."

Jack Burgess
Vice-President, Commercial Sales
RCA Victor Record Division

"Billboard's 'New Look' is exciting and I congratulate you all on its appearance and new features. Best Wishes."

Connie Francis

"Hats off to Billboard on the exciting new look. Monday morning reading is certain to be more special in the weeks ahead. All of us at Decca extend best wishes to Billboard in the coming year. Heartiest congratulations."

Lenny Salidor
Director of Promotion & Publicity
Decca Records

"Congratulations to the old standby, Billboard, on its exciting new look. I think it's tremendous!"

Tillman Franks
Shreveport, La.

"Billboard New Look sensational. Color reproduction and new format will be of tremendous service to the industry. Congratulations."

Mike Maitland
Warner Bros. Records

"It's a great magazine, which gives the most information in the best way."

G. M. Oord Jr., Managing Director
Bovema, Holland

"Congratulations on your new Billboard, which is a wonderful way to walk into the New Year. As they say, IT'S A GAS!"

Jack Hoffman
Bloor-Hoffman Music
Hollywood

"Received my copy of Billboard and think you have done an outstanding job with it. I like the new look very much and think it should prove to be a huge success."

Gene Autry

"The new Billboard is beautiful. Congratulations."

Gary Skatoff, Melody House
St. Louis, Mo.

"I can think of no pleasanter way to greet the New Year than finding one of my favorite publications, Billboard, with a slick new face and streamlined makeup for 1963."

Nat King Cole

"The new Billboard is excellent. Your use of color presents new opportunities to our industry which is so color conscious. Congratulations."

Bill Gallagher, Vice-President Marketing
Columbia Records

"The change is startling and the general layout, including the use of color and new type, results in a book our entire industry can be proud to be associated with."

Art Talmadge, President
United Artist Records, Inc.

"First issue of new format tremendous! The whole industry cannot help but benefit. All best wishes for your continued success."

Basil Bova
20th Century Fox Records

"Congratulations on new format, styling and color use in Billboard. Your issue dated January 5 sets new standard of readability and eye appeal. We are proud to have your publication tell our sales story."

A. D. Palmer, Jr.
Wurlitzer Co.

"May all of us get off to as great a start in '63 as Billboard has!"

Red Foley

"Had to see it to believe it. Billboard's new format is just great. Warmest congratulations."

Milton Gelfand, President
Audio Matrix, Inc., N.Y.C.

"Congratulations to Billboard for an unprecedented giant step in trade reporting. A Verve Spotlight to the new Billboard."

Vic Chirumbolo
National Sales Manager
Verve Records

"New Billboard format is terrific."

Bob Summers
Warner Bros. Records

"Congratulations on new Billboard format. I think it's great!"

Lloyd Dunn
Capitol Records

"Congratulations on the new Billboard and best wishes for bigger and better successes in the new year."

John Kurland
Director of Public Relations
Columbia Records

"Congratulations to you and your staff on the new Billboard."

Charlie Fach
Smash Records

CONGRATULATIONS ON THE STREAMLINED LOOK AND NEW FEATURES. MAY 1963 BE YOUR BIGGEST IN EVERY WAY.

IRWIN ZUCKER, HOLLYWOOD

"Billboard's exciting new appearance, color, photos, glossy stock and new editorial features are just great for our industry. Best wishes."

Dave Kapralik
Popular A & R Director
Columbia Records

"Billboard has always been an asset to the entire industry, and now with the new format, it'll enhance it further, with its excellent style, easy reading and fine coloring. Heartiest congratulations."

Joe Petralia
Artists' Rep. N.Y.C.

Everyone in Florida talking about new Billboard... dealers, stations, operators and one-stops. Congratulations.

Fred Maroon, President
Topps Distributing, Miami

New Billboard Great! No dealer should be without it. Color album Spotlights tremendous sales display for stores.

Jimmy's Radio
Watkins Glen, N. Y.

"Our entire staff and the dealers, radio personnel and operators we serve all send congratulations on the new Billboard."

Don Comstock, President
Comstock Distributing, Atlanta

You and the New Year both look great! Your new services, columns and features are very helpful.

Otto Wilkinson, A-1 One Stop, N. Y. C.

Billboard

The International Music-Record Newsweekly

New York • Hollywood • London • Chicago • Cincinnati • Washington • St. Louis

TREMENDOUS RESPONSE TO

THE "NEW LOOK" OF BILLBOARD

Benefits For Subscribers

NEW YORK. — The change in Billboard's format will bring subscribers many new benefits.

New features, new departments, new services and new charts will appear weekly. All are designed to benefit record dealers, radio programmers, coin machine operators and all other segments of the industry.

More news pictures, Spotlight Reviews with full color reproductions of album covers, and many other new reader services will be seen in the modern make-up and exciting content of the new Billboard pages, beginning with the issue of January 5, 1963.

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

NEW YEAR BRINGS YOU NEW FORMAT



SINGLES

★ NATIONAL BREAKOUTS

SAVE ALL YOUR LOVE FOR ME,
Brenda Lee, Decca 31424
KING OF THE WHOLE WIDE WORLD
Elvis Presley, RCA Victor EPA 4371
(Extended Play)

★ REGIONAL BREAKOUTS

These new records, not yet on BMW's Hot 100, have been reported getting strong sales action by dealers in major markets (listed in parenthesis).

SOMETHING PRECIOUS . . .

Skeeter Davis, RCA Victor 7979 (Buttercup-Moss Rosa, BMI) (Houston)

I'LL REMEMBER CAROL . . .

Tommy Boyce, RCA Victor 8074 (Calboy, BMI) (Chicago)

LEAH . . .

Roy Orbison, Monument 467 (Acuff-Rose, BMI) (Dallas-Ft. Worth)

WHAT KIND OF FOOL AM I . . .

Robert Goulet, Columbia 42519 (Ludlow, BMI) (New York)

SHE WEARS MY RING . . .

Jimmy Sweeney, Buckley 1101 (Acuff-Rose, BMI) (Houston)

TUJANA BORDER

(Wolverton Mountain) . . .

El Clod, Challenge 9159 (Painted Desert, BMI) (Chicago)

MASHED POTATOES U. S. A. . . .

James Brown & the Famous Flames, King 5672 (Lois, BMI) (Philadelphia)

CHILLS . . .

Tony Orlando, Epic 9519 (Aldon, BMI) (Houston)

POP-POP-POPEYE . . .

Sherrys, Guyden 2068 (Dandelion, BMI) (Philadelphia)

THAT'S LIFE . . .

Gabriel and the Angels, Swan 4118 (Mary Hill-Missile, BMI) (Detroit, Pittsburgh)

YOU WON'T FORGET ME . . .

Jackie De Shannon, Liberty 55497 (Metric, BMI) (Seattle)

KISS TOMORROW GOODBYE . . .

Danny White, Frisco 104 (Frisco-Chervallin, BMI) (New Orleans)

A TRUE, TRUE LOVE . . .

Bobby Darin, Capitol 4837 (Adaris, BMI) (Seattle)

LET'S GO . . .

Roulers, Warner Bros. 5283 (Wrist-Giant, BMI) (Hartford)

BLUEBIRDS OVER THE MOUNTAIN . . .

Echoes, Smash 1766 (Emcee-Topedo, BMI) (Seattle)

New Paper For Quicker Easier Reading

Just part of the "New Look" of Billboard is the switch from newsprint stock to heavy-weight, white coated paper. Coupled with BMW's new production method of offset printing, the result produces a new height of readability.

The type is sharp, clear and easy to read. Show-through from the previous page is eliminated.

These physical improvements plus new editorial layout has produced a general repackaging which allows the reader to read more in less time.

Advertisers have hailed Billboard's conversion to high-speed web offset printing from rotary newsprint. This new method of production eliminates advertiser's previous expenditure on costly letterpress engravings. In addition, offset printing allows for fine-screen halftones on all photographs, producing clean, sharp images.

The McCall Corporation is now in charge of the new printing assignment through their facilities in Dayton. However, all type setting and composition continues to be routed through Billboard's main plant in Cincinnati.

South American Offices Opened By Billboard

As part of the extensive 1963 expansion program being launched by Billboard, new sales and editorial offices have been opened in Buenos Aires, Argentina and Rio de Janeiro, Brazil.

In addition, Billboard has established sales representation in both Santiago, Chile and Caracas, Venezuela to handle the growing needs of the Latin American record market.

Names and addresses for the newly appointed sales and editorial representatives are listed in the International Exchange section of this issue.

Start the New Year Right
Subscribe Now
(Order coupon below)

Radio-TV Programming Section Expanded

The scope of coverage in radio and TV programming has been more than doubled in the new format of Billboard, including new editorial columns by leading program authorities and "Ready-to-go Programming" charts for disk jockeys and program directors which list the best tracks on LP's and the best "Middle-Road Singles" from the current Hot 100.

New contributing editor to this section is Bill Gavin, internationally known programming

consultant and well known to radio and record people through his weekly "Record Reports."

Mr. Gavin's new Billboard column, "Radio Programming," will appear weekly.

Billboard Opens Nashville Office

NASHVILLE — A new branch office has been opened here by Billboard Music Week in the Whitehall Building, 1701 West End Avenue, close to the music heart of the city. Mark-Clark Bates, a native Nashvillian, will head up the new Billboard operation.

A heavy concentration of the nation's recording and publishing business has concentrated here in recent years, and civic and business leaders are presently boosting Nashville as "Music City, U.S.A."

John Dubuisson, Nashville Area Chamber of Commerce president, welcomed Billboard's decision to locate a branch office here.

"The Nashville Area Chamber of Commerce is proud and appreciative of its music industry," Dubuisson said. "We are delighted that such a distinguished publication in the music field has selected our city as a location for one of its offices."

New Services, New Features, Special Offer

Commencing with the January 5th issue, Billboard presents its "New Look" . . . a general format change which is just part of an all-encompassing expansion program of international impact. (See separate stories for details.)

- Top quality white coated paper and modern high-speed offset printing have replaced the previous rotary newsprint.
- Full color reproduction has replaced the previous 2-color limit.
- Two of the nation's leading authorities in their respective fields of radio programming and home entertainment equipment have joined the BMW staff as contributing editors.
- Additional sales and editorial offices have been opened in the U. S. and Latin America.
- Editorial coverage in the areas of Talent, Radio Programming, Music Machine Programming, Phonograph and Playback Equipment and Country & Western have all been greatly expanded, and . . .

There is more to come. These new, exciting changes and innovations merely serve to set the scene for even greater expansion and reader service throughout 1963.

New Services For Coin Men

NEW YORK — A new section, Music Machine Programming, designed to help operators program their machines more profitably, is part of Billboard's new format.

The new section provides valuable listings and charts of Recent Stereo Releases (new custom packaged 33 1/3 stereo singles) and DOUBLE-PLAY DISKS (newest releases on Hot 100 which have two hot sides, for maximum programming effectiveness).

In addition, the section has expanded editorial news coverage of products, people and events throughout the entire industry.

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COUNTRY MUSIC CORNER

By BILL SACHS

Artist-songwriter **Ira Louvin**, of the **Louvin Brothers**, is recuperating at his Nashville home from an illness that kept him confined to the hospital for a brief stay, and will soon resume touring for the Wil-Helm Agency with his brother **Charlie**. During Ira's illness, Charlie played a string of Western dates for the Wil-Helm office single-o... **Ira Looney**, well known in Nashville country music circles, died recently in a Nashville hospital. . . . **George Jones** arrived in Nashville Friday (4) for five days of recording sessions, with **H. W. (Pappy) Daily**, of United Artists Records, directing.

Jack Roberts has **Tex Williams** set for nine one-nighters in Washington and Oregon, starting January 11 and winding up at Heiser's Shadow Lake Ballroom, Seattle, January 19. Heiser's dansant has been operated by Roberts the last eight years. On January 19, Williams guests on Roberts' TV seg, "Evergreen Jubilee," aired Saturday mornings over KOMO-TV, the Seattle ABC network affiliate. Williams will also appear on Roberts' daily country platter show aired over KNBX. . . . The **Wilburn Brothers**, with **Don Helms** and **Loretta Lynn**, make a stand at **Don Larkins'**, Trenton, N. J., January 12, followed the next day with an engagement at New Milford, Conn.

Lou Epstein, manager of **Jimmie Skinner's** Music Center, country music headquarters, located in downtown Cincinnati, will be presented with the Col-

onel of County Music Award of Merit Sunday, January 13, at Sheltering Oaks Hospital, Cincinnati, where he is a patient. A scroll attesting to Lou's contribution to country music has been signed in Nashville by more than 50 of the nation's top c.&w. artists and will be presented to Epstein by a group of his close friends and business associates. The idea for the award and presentation was nurtured by Lou's good friend, **Don Pierce**, head of Starday Records, Madison, Tenn. He plans to be on hand for the presentation. Epstein has been a hospital patient for more than six months, after suffering a stroke which left his left side paralyzed.

KUZZ Radio, Bakersfield, Calif., presents its third annual "Grand Ole Opry" show at Bakersfield Civic Auditorium January 15, with two performances. Slatd to show their wares on the occasion are **Ray Price** and **His Cherokee Cowboys**, **Claude King** and band, **George Jones** and the **Jones Boys**, **Webb Pierce**, **Carl Smith**, **Stonewall Jackson**, **Minnie Pearl**, **Red Sovine** and **Billy Deaton**. The same package plays a one-nighter for **A. V. Bamford's** Station **KBER** at Municipal Auditorium, San Antonio, January 12. **KBER** recently became the only coun-

try and western station in San Antonio when **KENS** changed call letters and musical format.

Reed Welty, of **B-W Music**, Inc., Wooster, Ohio, has his firm's top artist, **Kathy Dee**, routed on personals as follows: **Youngstown, Ohio**, January 8; **Durham, N. C.**, 10-11; **Richmond, Va.**, 12; **Columbus, Ohio**, 16-17; **Wheeling, W. Va.**, 19 and 26, and **Syracuse, N. Y.**, 21-22. On January 24, Miss Dee hops into Nashville for a recording session. Her latest release on United Artists couples "If I Never Get to Heaven" and "Teardrops in My Heart." On New Year's Eve, Miss Dee appeared on **Dick Biondi's** special air seg on **WLS**, Chicago.

Wade Ray (Toppa Records) shows his new group at the **Riley B**, Victorville, Calif., with a two-week break-in stand starting this week, after which he's slated to open at one of the top clubs in the Las Vegas circuit. For the past year, Wade has worked with the **Sons of the Pioneers** and was featured on the **Roy Rogers-Dale Evans** show Saturdays on ABC-TV. For five years previous, Wade was a top draw on the Vegas circuit. His new Toppa release, "Have Yourself a Party," is reported to be meeting solid, early action on the West Coast. Tune was penned by **Eddie Miller**, presently enjoying his greatest success in the pop field with the **Little Esther** recording of "Release Me."

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Johnny Daume, who spins 42 hours of country music weekly via **WCHI**, Chillicothe, Ohio, and **WKOY**, Wellston, Ohio, planned a special half-hour tribute to **Hank Williams** on New Year's Day, the anniversary of Hank's death. Daume's program was set up to include recordings by such artists as **Ray Charles**, **Johnny Tillotson**, **Connie Stevens**, **Floyd Cramer** and others to illustrate the impact Hank's country tunes have made on the musical world. Telephone response was such, Johnny reports, that he found it necessary to extend the program to a full hour. Daume reports further that he is getting all the high school record hops he can handle, but there are several Cincinnati distributors who still are not sending him deejay copies, hence their releases are not heard on his shows.

Biff Collie, who continues his daily shows, 1:30 to 5 p.m., on **KFOX**, Long Beach, Calif., is prepping extensive taped shows for country music station operations nationwide. In connection with his new venture, Biff will spend the January 22-27 in New York. He will begin a daily show soon for his old school chum, **Bill Stubblefield**, president of **KTOB**, Petaluma, Calif., and is slated to launch another at **KMYC**, Maryville, Calif., while continuing with his present taped segs at **KVRE**, Santa Rosa, Calif., and **KBER**, San Antonio. Collie emceed the big New Year's Eve show at the Great Western Exhibition Showgrounds in Los Angeles, which featured **Johnny Cash**, **Hank Snow**, **Wanda Jackson**, **Bobby Bare**, **Lorrie Collins** and **Donnie Young**. Show was a sellout, Bill reports.

"I want to thank you in behalf of owner-publisher, **Vic McDaniel**, for mentioning our magazine in your column recently,"

writes **Grace Browning**, executive secretary of **Country Music Report**, 1616 W. Pamona, Santa Ana, Calif. "The mail we received was overwhelming and we are just getting caught up. Country deejays, artists and a.&r. men may obtain free copies of **CMR** by writing in on their letterhead and we will place them on our permanent mailing list."

Hoot Roberts, of **WHVF**, Wausau, Wis., infos that a recent request here, brought him records from a number of companies, but he's still minus anything from Decca. He reports getting requests for **Webb Pierce**, **Kitty Wells**, **Ernest Tubb**, **Roy Drusky** and **Burl Ives**, and says he doesn't have a single, new release from any of them.

La Verne Wright, president of **Happy Hearts Records**, 2213 Christine Street, Wayne, Mich., is revising his deejay mailing list and would like to hear from deejays spinning sacred, c.&w. and bluegrass. Samples will be sent gratis to all deejays writing on their station letterhead. Wright says. The firm's initial release for 1963 features the **Southerners** and a new artist, **Bill Hicks**.

After ironing out the bugs on its new 250,000-watt transmitter, **XERF**, Acua, Mexico (Del Rio, Tex.), is back on the air, with **Paul Kallinger** again weaving the country sounds all night. . . . **XERB**, 50,000-watter at **Chula Vista, Calif.**, has discarded its Top 40 format to switch to an all-country music policy. . . . **Paul Parker**, of **WFFF**, Columbia, Miss., reports that the station has just started programming country music five hours a day, and says he is in need of country, bluegrass and gospel releases. "Don't Let Me Cross Over" is currently the hot item on the station, Parker infos, with "The Ballad of Jed Clampett" running a close second.

Billboard

HOT COUNTRY SINGLES

This Week	Last Week	By special survey for week ending 1/12 Title, Artist, Label & No.		Weeks on Chart
1	3	DON'T LET ME CROSS OVER	Carl Butler, Columbia 42593	6
2	1	RUBY ANN	Marty Robbins, Columbia 42614	6
3	5	SING A LITTLE SONG OF HEARTACHE	Rose Maddox, Capitol 4845	10
4	2	BALLAD OF JED CLAMPETT	Lester Flott and Earl Scruggs, Columbia 42606	6
5	13	HELLO TROUBLE	Orville Couch, Vee Jay 470	8
6	6	A GIRL I USED TO KNOW	George Jones and the Jones Boys, United Artists 500	15
7	4	SECOND HAND ROSE	Roy Drusky, Decca 31443	4
8	7	I'VE BEEN EVERYWHERE	Hank Snow, RCA Victor 8072	18
9	12	I'VE ENJOYED AS MUCH OF THIS AS I CAN STAND	Porter Wagoner, RCA Victor 8105	6
10	15	MAMA SANG A SONG	Bill Anderson, Decca 31404	25
11	17	WALL TO WALL LOVE	Bob Gallion, Hickory 1181	10
12	20	MARY ANN REGRETS	Burl Ives, Decca 31433	7
13	10	YOU'RE FOR ME	Buck Owens, Capitol 4872	3
14	11	DOES HE MEAN THAT MUCH TO YOU?	Eddy Arnold, RCA Victor 8102	6
15	9	DOWN BY THE RIVER	Faron Young, Capitol 4868	4
16	30	WE MISSED YOU	Kitty Wells, Decca 31422	11
17	21	I TAKE THE CHANCE	Ernest Ashworth, Hickory 1189	3
18	28	BAYOU TALK	Jimmy "C" Newman, Decca 31440	3
19	27	BLACK CLOUD	Leroy Van Dyke, Mercury 72057	3
20	8	T FOR TEXAS	Grandpa Jones, Monument 801	5
21	-	A STRANGER WAS HERE	Darrell McCall, Phillips 40079	1
22	19	I'M GONNA CHANGE EVERYTHING	Jim Reeves, RCA Victor 8080	20
23	14	FOOL ME ONCE	Connie Hall, Decca 31438	2
24	-	HE STANDS REAL TALL	Del Reeves, Decca 31417	11
25	-	END OF THE WORLD	Skeeter Davis, RCA Victor 8098	4
26	-	I'VE GOT THE WORLD BY THE TAIL	Claude King, Columbia 42630	2
27	26	COW TOWN	Webb Pierce, Decca 31421	15
28	18	MR. HEARTACHE, MOVE ON	Coleman O'Neal, Chancellor 108	2
29	-	BETTER TIMES A COMIN'	Ray Godfrey, Sims 130	2
30	-	THE WAY IT FEELS TO DIE	Vernon Stewart, Chart 501	1

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Billboard **HOT R&B SINGLES**

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	3	YOU ARE MY SUNSHINE Ray Charles, ABC-Paramount 10375	6
2	4	TWO LOVERS Mary Wells, Motown 1035	6
3	1	RELEASE ME "Little Esther" Phillips, Lenox 5555	10
4	2	HOTEL HAPPINESS Brook Benton, Mercury 72055	6
5	8	TELL HIM Exciters, United Artists 544	4
6	12	CHAINS Cookies, Dimension 1002	7
7	21	YOU'VE REALLY GOT A HOLD ON ME Miracles, Tamla 54073	3
8	17	LIMBO ROCK Chubby Checker, Parkway 849	9
9	15	SEE SEE RIDER LaVern Baker, Atlantic 2167	5
10	25	STRANGE I KNOW Marvelettes, Tamla 54072	3
11	-	DON'T MAKE ME OVER Dianne Warwick, Scepter 1239	1
12	9	TELSTAR Tornadoes, London 9561	4
13	13	RIDE Dee Dee Sharp, Cameo 230	7
14	20	GO AWAY LITTLE GIRL Steve Lawrence, Columbia 42601	2
15	-	DEAR LONELY HEARTS Nat King Cole, Capitol 4870	3
16	30	UP ON THE ROOF Drifters, Atlantic 2162	6
17	27	ZIP-A-DEE-DOO-DAH Bob B. Soxx & the Blue Jeans, Phyllis 107	6
18	6	KEEP YOUR HANDS OFF MY BABY Little Eva, Dimension 1003	8
19	-	NOTHING CAN CHANGE THIS LOVE Sam Cooke, RCA Victor 8088	11
20	7	MY MAN - HE'S A LOVIN' MAN Betty Lavett, Atlantic 2160	8
21	22	STUBBORN KIND OF FELLOW Marvin Gaye, Tamla 54068	14
22	23	EVERYBODY LOVES A LOVER Shirelles, Scepter 1243	3
23	10	BIG GIRLS DON'T CRY Four Seasons, Vee Jay 465	11
24	5	RETURN TO SENDER Elvis Presley, RCA Victor 8100	10
25	14	SOMEBODY HAVE MERCY Sam Cooke, RCA Victor 8088	14
26	24	THREE HEARTS IN A TANGLE James Brown & the Famous Flames, King 5701	6
27	-	HAVE FUN Ann Cole, Roulette 4452	3
28	16	NIGHT HAS A THOUSAND EYES Bobby Vee, Liberty 55521	2
29	19	MY DAD Paul Petersen, Colpix 663	2
30	-	TELL DADDY Ben E. King, Atco 6246	1

TALENT TOPICS

Continued from page 10

The recent success of the Flatt and Scruggs show, including Lester Flatt, Earl Scruggs and the Foggy Mountain Boys, in New York and Eastern concerts, has the local trade talking. . . . Rave reviews and encores make the down-to-earth musical team a sure bet for concerts at Carnegie Hall again next December.

The show was sold out days ahead of time at Jordan Hall at the New England Conservatory of Music in Boston. . . . Students poured backstage for autographs after the performance in such large numbers they had to be admitted in shifts.

Marty Robbins, currently riding high with "Ruby Ann," winged out to Phoenix, Ariz., for holidays, but returned in time for "Opry" Saturday night.

Interest stirring in planned appearance of jazz clarinetist Pete Fountain here Sunday afternoon, January 20. The ex-Welk musician took the risk of leaving secure slot with the champagne music maker. The move paid off handsomely.

Hubert Long reports huge success with Ferlin Husky package show at Stamford, Conn. It included Simon Crum, Kitty Wilson, Darrell McCall, and Jimmy Martin. Ferlin and band narrowly escaped serious injury recently when struck by a speeding car in Illinois. Husky's car overturned three times, but he was unharmed.

Jim McConnell of Acuff-Rose Artists Corporation announced several artists' bookings this week. . . . Package, including Ernest Tubb, Flatt and Scruggs, Loretta Lynn, Don Gibson, Lanzo and Oscar, all set for Evansville, Ind., on January 5. . . . Roy Acuff and Smokey Mountain Gang schedule for Minneapolis 7-12. Also, Bobby Lord and George Hamilton IV to play Winston-Salem, N. C., 11-12. . . . Hal Smith brewing plans for new Gaylord label.

MARK-CLARK BATES

Boston

Comedian Alan King packed the 4,000-seat Music Hall as he started his week's engagement in a new policy by owner Ben Sack, who is giving the public King, the movie "Jumbo" and Mrs. J. F. Kennedy's "Asian Journey" at no advance in prices. . . . "Little Mary Sunshine" moved into the Charles Theater and is expected to run as long as it did in New York. . . . "My Fair Lady" doing an unusually big business considering that Hub theaters are notorious for small houses during the Christmas and New Year holidays.

A new cabaret theater opened here this week. Under the title, "The Big Broadcast of 1963," the producers will present satirical sketches. . . . The Donnelly Memorial Theater has a huge advance for a one-night stand by Marcel Marceau, who will let Boston see his new program of works. . . . The same night Allan Sherman will come into Symphony Hall with his "My Son, the Folk Singer" under auspices of Herb Dale of Herb Dale Records, Inc.

The cost of Vaughn Meader and his "First Family" company apparently was too rich for any Hub impresario, but the popular entertainer will play a one-night stand at Donnelly Memorial the night of January 12, when he will appear with a considerable amount of new material. A New York firm of producers is presenting the show. . . . The Stat-

ler-Hilton's Terrace Room brings Florian ZaBach in this week for a 14-day engagement. This will be followed by Wheatley and Kanner and Bill Tarbert, "South Pacific's" Ensign Pulver for similar periods.

CAMERON DEWAR

Pittsburgh

Sandy Stewart spent a day here promoting her new Colpix single, "My Coloring Book." Incidentally, Colpix is being distributed by Hamburg Brothers, whose major record line is RCA Victor.

Teddy Randazzo's recent date at the Peppermint Lounge West provided just the right spur for his Colpix recording of "Big Wide World." The platter never got started until Randazzo plugged it during his club date and TV and radio appearances, but now it is selling.

Another gratifying seller here is "Walk Right In" by the Roof-top Singers on Vanguard, with sales building daily, according to Glen Miller, of Bill Lawrence, Inc.

Promoter Lenny Litman, who is bringing Peter, Paul and Mary to Memorial Hall January 16, has set several other folk-singing acts here for February and March dates, including the Chad Mitchell Trio, the Brothers Four, the Journeymen, Gerry Mulligan and the Smothers Brothers. . . . Pat Harrington Jr. will be the Holiday House attraction the week of February 24 replacing Jim Backus who canceled. Harrington will be featured the same week daily on the John Reed King show over KDKA-TV. . . . Randy Hall, KDKA-TV deejay, has replaced Clark Race as emcee of that station's Saturday afternoon record hop.

LEONARD MENDLOWITZ

Detroit

Hot record acts Vaughn Meader and Allan Sherman booked for upcoming Motor City concert appearances. Meader is slated for Masonic Temple January 27, with Sherman and his troupe due at Ford Auditorium February 16.

Maynard Ferguson, in for his third session at the Minor Key within 15 months, spent off-hours shopping for a new car. . . . The Three Suns, usually Roostertail regulars, have crossed the river for a one-week stint at the Elmwood Casino in Windsor. Looking ahead, Liberace has just been signed for a two-week engagement at the Canadian supperclub in March.

Following the New Year's Eve bow-out of Jerry Murad and the Harmonicats, the Roostertail will be shuttered through mid-March for extensive alterations involving an addition which will house basement dressing rooms and an elevator to whisk the acts backstage.

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Horowitz, Cliburn, Peters Lead '62 Classical Parade

NEW YORK—Vladimir Horowitz, Van Cliburn, the Philadelphia Orchestra, and singers Roberta Peters, Mario Lanza and Leontyne Price, made classical news in 1962. These orchestras and soloists made albums that not only sold in their accepted classical market but were so strong they broke pop and ended up on Billboard's mono and/or stereo LP chart.

The most dramatic of these recordings was that made by Horowitz for Columbia, a label he joined in 1962 after many years with RCA Victor. His first recording for Columbia, a solo album of short piano works, took off like a pop LP from its date of issue, and by the time the year ended was as high as No. 36 on the Billboard mono chart and No. 15 on the stereo chart.

The addition of Horowitz to Columbia's Masterwork division brought new strength to the label which had always had many potent young pianists but no vet to compete with Artur Schnabel.

Cliburn Rolls On

Meanwhile, Van Cliburn kept rolling along as a hot pianist in both classical and pop markets. Two of his albums, on Victor—the recording of the Brahms Second Piano Concerto,



VLADIMIR HOROWITZ

and a set called "My Favorite Chopin"—attained high spots on the mono and stereo charts.

The Philadelphia Orchestra under Eugene Ormandy also came up with two hot sellers on Columbia, one called "The Glorious Sound of the Philadelphia Orchestra," and the

other called "The Glorious Sound of Christmas."

The Boston Pops under Arthur Fielder on Victor had a sock-selling LP in the pop vein called "Pops Roundup." And Capitol's Symphony Orchestra under Carmen Dragon had a big seller with "Nightfall."

Lanza's 'Last'

Mario Lanza's "last" album for Victor, "I'll Walk With God," turned out to be another strong seller for the late singer. Enoch Light paired Metopera thrush Roberta Peters with legit singer Alfred Drake redoing "Carousel" and this Command album became a big one in 1962. Leontyne Price hit the mono charts with her holiday album titled "A Christmas Offering" on London.

One of the biggest selling classical albums of 1962 or any other year was the two-LP set on Victor called "Summer Festival." It contained recordings by the top classical names on the roster, from Erich Leinsdorf to Anna Moffo. The two-LP set sold for the price of one LP, and record buyers in the pop and classical categories bought it in large quantities during the summer.

'Messiah' Has Its Annual Healthy Yuletide Go-Around

NEW YORK—Handel's perennial "Messiah" had another healthy go-around this holiday season with the biggest share of the Christmas sales pudding going to the Westminster set bated by Herman Scherchen. Discounting in metro areas spurred sales of this four-LP set, while other versions (complete and "excerpts") continued to stake their claim for a share in the Christmas market.

Notably holding fast were both Columbia "Messiah" albums (Bernstein and Ormandy) and the London rendition which features soprano Joan Sutherland.

Other strong sales action precipitated by the spirit of Christmas past went to Columbia's "The Glorious Sound of Christmas" (Ormandy) which enjoyed a good ride on Billboard's Top Pop LP's Chart, Leontyne Price's "Christmas Offering" on London, Tchaikovsky's "Nutcracker Suite" (almost any of the many sets selling fair-to-good, but particularly those conducted by Ansermet on London, Dorati on Mercury and Bernstein on Columbia).

Contemporary composer Benjamin Britten was well represented by recordings of his "Ceremony of Carols," "Hymn to Saint Cecilia" and the new Columbia recording of the

Frank Epic Southern Rep

NEW YORK — Fred Frank has been named Southern promotion manager for Epic Records and Okeh Records. He will report to Sol Rabinowitz, national promotion manager for liaison and co-ordination of promotion activities with radio stations, distributors and key retailers in the South.

"Young Person's Guide to the Orchestra" by Leonard Bernstein. Filling out the Christmas sales stocking were any number of the many LP's cut by the Mormon Tabernacle Choir as well as organist E. Power Biggs, also on Columbia.

Symph Groups Get Air Time

Symphony Orks Get More Time On Radio, TV

By CHARLES SINCLAIR

NEW YORK — A growing number of top-flight symphony orchestras—most of which are well-represented in record catalogs—are being seen as well as heard on the air this season because of a minor boom in long-hair music on TV. Virtually all of the shows are produced by TV stations or station groups.

In many cases, TV is helping to win new fans (particularly

among children), and major symphonies without TV exposure of some kind are exceptions, rather than the rule.

A Billboard checkup among symphonic organizations shows this pattern for early 1963:

The Cleveland Orchestra (Epic) is one of the latest to take the TV plunge, being showcased (see picture below) in one of the hour-long "Specials for Children" being produced and distributed by Westinghouse

Broadcasting Company. The program, titled "First Concert," is a potpourri of popular classics conducted by Robert Shaw.

Boston Spreads Wings

The Boston Symphony (RCA Victor) is being seen on nearly three dozen TV stations in major cities in a series of 13 hour-long concerts video-taped by Boston's educational WGBH and distributed by Seven Arts Associated — the same firm which

(Continued on page 34)

How to Sell More Classical Records

Several years ago, Billboard compiled a list of store-tested ideas which ordinary record dealers could use to increase their sale of classical records. Because they need no special talent or knowledge on the part of the dealer, requiring only the energy to put them into operation, we have been asked frequently to update and reprint these suggestions. In response to these requests, here are our suggestions on how to cash in on this vital market.

1. **Start your own record club.** Give bonuses in the form of inexpensive accessories (wipes, record brushes, etc). Use a "Buy 10 Get One Free" formula, the same as that used for pop singles. You have wider selection than any disk company club and your members don't have to pay extras like packing and postage.

2. **Build a classical mailing list.** Everybody who buys a classical disk should go on a special mailing list. Get their names and addresses. Keep them informed of "cream items" that come out every month.

3. **Wheel and deal with civic organizations.** For example: Offer to run a series of record concerts for the local Women's Club. They can provide a speaker for, let's say, a Bach Afternoon. You provide the music to illustrate the talk. All the records are then offered for sale, with a kick-back to the club's treasury. Give them 10 per cent. They'll find it hard to refuse and will even co-operate on the sell.

4. **Spin classics in the shop.** Ever had a customer come in and say: "I want to buy that symphony they played on TV last night?" This shows the interest in classics is there. Spin the more popular classics in the shop as a change from the pop diet. You'll find customers will recognize them even if they don't know the name. And they'll buy them.

5. **Tie in hard with local musical events.** People in this country support live music concerts in well over 2,000 communities. Every live musical event is an opportunity for a record store, particularly if the orchestra is available on records. Don't wait for the distributor to come to you for a tie-in. Go to him and demand every kind of promotion aid you think you need.

6. **Mass Display.** Some items are naturals (like a Van Cliburn album). Take a tip from the grocery supermarkets and build a pyramid of disks near your check-out counter. Mass display captures attention and gives importance to the album. When you give importance to a product, you sell it, whether it's soap flakes or classical music.

7. **Adult Education Pitch.** All over the country adults are going to school. The school may be a university extension course, a community program in the town high school, a series of courses sponsored by a business firm, etc. One of the perennially popular courses is Music Appreciation. Cash in on a consumer interest that is already awakened by co-operating with school authorities and teachers. Lend them records and give special discounts to enrollees.

(Continued on page 36)

BARITONE HAS HOT WAX RUN

NEW YORK—Dietrich Fischer-Dieskau, a long-time favorite among classical buyers, is enjoying unusual recording success these days. In addition to his current hit, "Die Schoene Mullerin" on Angel, he is also participating artist in the "Bach: St. Matthew Passion," and the Brahms "Requiem," both strong sellers today.

Still selling well is his "Duet" album on Angel with Victoria de los Angeles and DGG's recent release of Hindemith's "Mathis der Maler." Steady action is also recorded on most all of his many lieder recital albums on DGG, Angel, Electrola and Decca, and dealers have let it be known that they would appreciate a new Schubert "Winterreise" as well.



Cleveland Orchestra Is In New TV Special

MONDAY

7

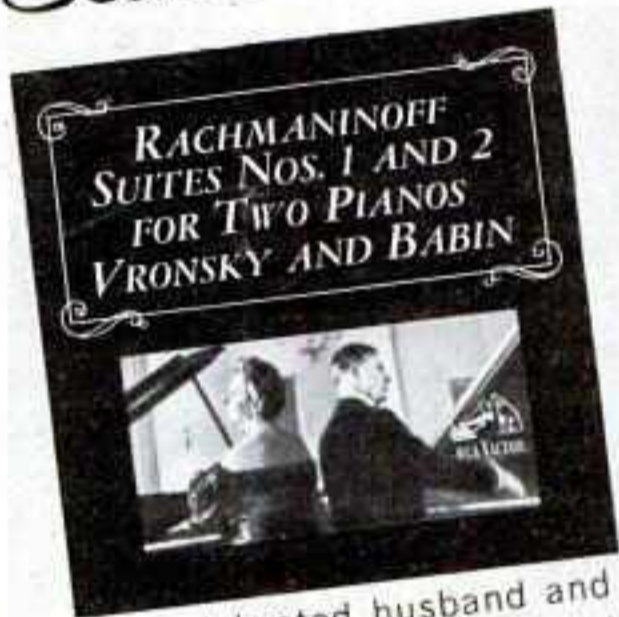
JAN. 1963

1963							JANUARY							1963																							
SUN	MON	TUE	WED	THU	FRI	SAT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

*1963 Resolution:
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The celebrated husband and wife piano duo in a delightful album with appeal for all lovers of classical piano. Mono: LM-2417; Stereo: LSC-2417.



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The ravishing string tone of this virtuoso ensemble in an album of both Baroque and contemporary selections. Mono: LM-2653; Stereo: LSC-2653.

OUR ITALY... OUR MAN FROM ITALY... OUR MAN



Franchi's 1st, "Romantic Italian Songs" (LM-2640; LSC-2640) was a sell-out! His 2nd is in English and Italian. Mono: LM-2657; Stereo: LSC-2657.



The 1st recording he has made of the "Moonlight" Sonata. Probably the most beautiful piano album ever! Mono: LM-2654; Stereo: LSC-2654.

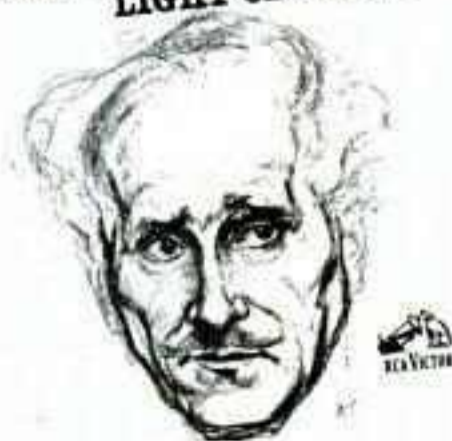
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SINGLES REVIEWS



BILLBOARD SPOTLIGHT PICKS

Pop single spotlights are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlight winners in the country music and rhythm and blues categories are selected to achieve a listing on the Country Music or R.&B. charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT

THE KINGSTON TRIO GREENBACK DOLLAR

(Davon, BMI) (2:49) Capitol 4898

The tune, now getting action in various versions on a number of labels, is handed a rousing reading by the Kingstons, and one that could bring them renewed singles action. Tune is from their album "The New Frontier." That's the title song on the flip "The New Frontier (Sausalito, BMI) (2:21).



POP SPOTLIGHT

BOBBY SCOTT

WHEN THE FEELING HITS YOU

(George, ASCAP) Mercury 72077

Bobby Scott has a mighty exciting side here. It's in the Ray Charles tradition and the chanter sells it with emotion over driving horn and rhythm work behind him. Watch this. Flip is "Moanin'" (Totem, ASCAP) (2:00).



POP SPOTLIGHT

BRENDA LEE

SHE'LL NEVER KNOW

(Fame, BMI) (2:37) Decca 31454

Brenda Lee should have another winner with this persuasive reading of a warm and tender ballad. She is backed smoothly by the ork as she turns in an emotion-laden performance. Flip is "Your Used to Be" (Aldon, BMI) (2:10).



POP SPOTLIGHT

MR. ACKER BILK

ONLY YOU

(Wildwood, BMI) (2:27)

A TASTE OF HONEY

(Songfest, ASCAP) (2:58) Atco 6247

Two potent ballad items from Bilk here. The first is the standard being given a broad, lush reading with strings. The second is the tune that enjoyed some popularity as a rhythm tune and is now being handled in the broad ballad style. Either or both could happen.



POP SPOTLIGHT

ERMA FRANKLIN

DON'T WAIT TOO LONG

(Lloyd & Logan, BMI) Epic 9559

Erma Franklin may become as well known as sister Aretha if this single gets the exposure it deserves. She really sells this with emotion aided by propulsive support by the ork. Feverish wax with a gospel feel. Flip is "Time After Time" (Sands, ASCAP) (2:56).



POP SPOTLIGHT

SAM COOKE

BABY, BABY, BABY

(Kags, BMI) (2:32) RCA Victor 8129

A swinging side featuring Cooke in a moving vocal over a driving beat by the ork. Chorus adds to the backing. Strong wax that could keep the lad on top of the charts. Flip is "Send Me Some Lovin'" (Venice, BMI) (2:40).



POP SPOTLIGHT

MERRY MELODY SINGERS

GREENBACK DOLLAR

(Neilwood, BMI) (2:15) Mercury 72083

This folk-oriented tune is given a brisk bluegrass reading by the group. Its got a country sound that should appeal to the pop audience. The flip is "Love Should Be True" (Knollwood, ASCAP) (2:28).



COUNTRY & WESTERN SPOTLIGHT

ANITA CARTER

RING OF FIRE

(Painted Desert, BMI) (1:57) Mercury 72073

A most unusual tune is sold in winning fashion by the thrush who shows off her own individual and exciting style here, supported by blue grass guitar work. Could go pop, too. Flip is "Voice of the Bayou" (Painted Desert, BMI) (3:36).



POP SPOTLIGHT

FERRANTE AND TEICHER

THEME FROM LAWRENCE OF ARABIA

(Gower, BMI) (2:35) United Artists 563

From the widely acclaimed new flick comes this attractive theme, played by Ferrante and Teicher in their most stylish manner, backed solidly by a fine ork arrangement. Bound to grab exposure and sales. Flip is "Paris Joy Ride" (Arlou, ASCAP) (2:00).



POP SPOTLIGHT

CURTIS LEE

PICKIN' UP THE PIECES OF MY HEART

(Pogo, ASCAP) (2:13) Dunes 2021

Strong feeling marks this disk which is in the country-weeper tradition. Fine piano work is also a featured part of this one. The flip is "Mr. Mistake" (SPR, BMI) (2:40).



COUNTRY & WESTERN SPOTLIGHT

CARL BELEW

THE MASQUERADE PARTY

(Cedarwood, BMI) (2:21) RCA Victor

Belew comes through with a mighty satisfying performance of a fine pop-country ballad which concerns a romance that came true. The backing, with a Latin beat, spots some fine piano work. Flip is "Pretty Brown Eyes" (Four Star, BMI) (2:46).



POP SPOTLIGHT

DION

RUBY BABY

(Tiger, BMI) (2:30)

HE'LL ONLY HURT YOU

(Roosevelt, BMI) (2:26) Columbia 42662

Dion makes his debut on the Columbia label with two sides that could get solid action. Topper is a shouting, pounding blues that shows off a down home vocal by the chanter with a strong beat. Flip is a pretty ballad, sung by Dion with feeling aided by concerto-type ork support.



POP SPOTLIGHT

DODIE STEVENS

DADDY COULDN'T GET ME ONE OF THOSE

(B. F. Wood, ASCAP) (2:18) Imperial 5908

Dodie comes back to the disk scene with a solid rhythm novelty side. The side swings well and the lass comes across with a solid vocal effort in today's pop style. The second side is "Don't Send Me Roses" (Travis, BMI) (2:08).



COUNTRY & WESTERN SPOTLIGHT

JOHNNY CASH

BUSTED

(Pamper, BMI) (2:14) Columbia 42665

Here's the old Johnny Cash on one of his best outings in a long time. He sings the doleful song about a guy who is busted with appropriate grimness over fine support by the Carter Family. Could go both country and pop. Tune is from his new LP, "Blood, Sweat and Tears." Flip is "Send a Picture of Mother" (Cash, BMI) (2:48).



POP SPOTLIGHT

JIMMIE RODGERS

I'LL NEVER STAND IN YOUR WAY

(Mile, ASCAP) (2:37)

AFRAID

(Mile, ASCAP) (2:29) Dot 16428

Jimmie Rodgers did right well with his recent single on the label and he could do even better with this strong, two-sided disk. The first side is a pretty revival of the fine oldie; flip is also handed a warm reading, and it has the triplet beat that the teens like.



POP SPOTLIGHT

SHEPHARD SISTERS

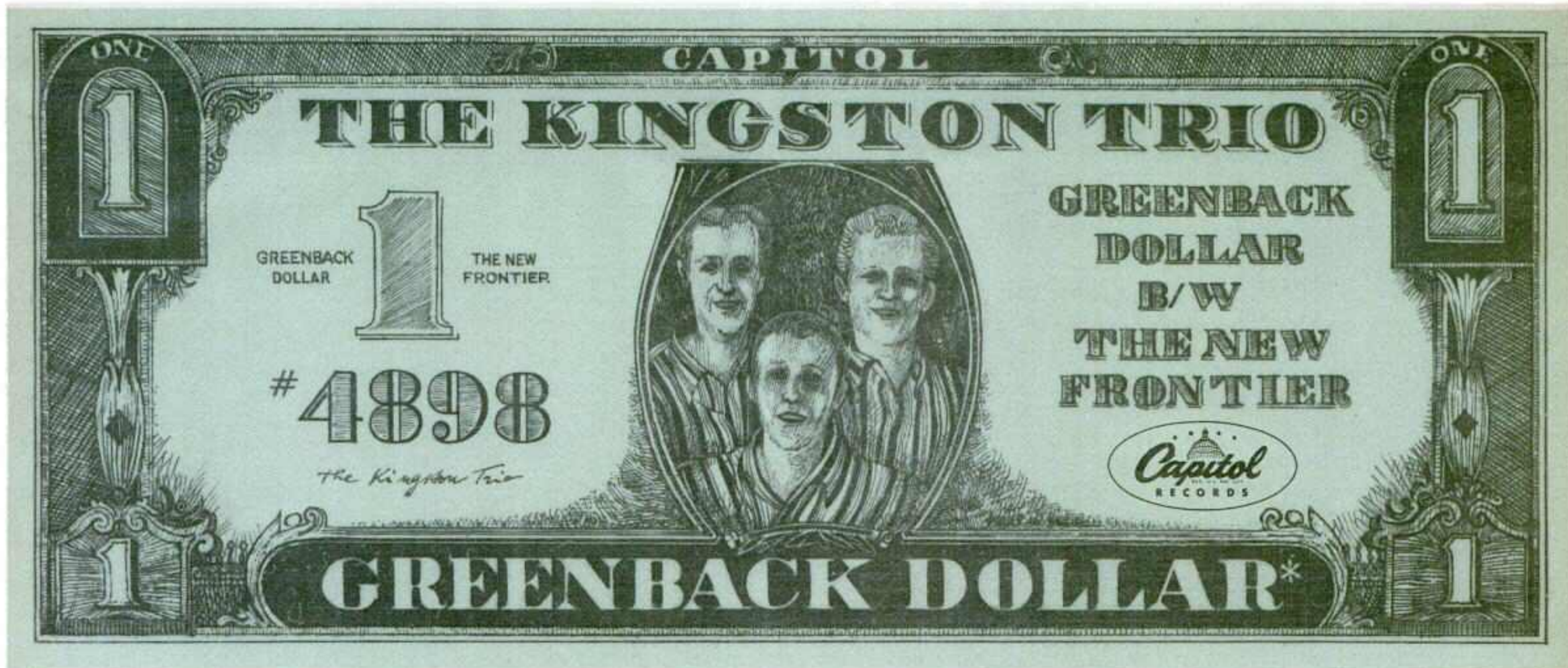
DON'T MENTION MY NAME

(BeBob, ASCAP) (2:44) Atlantic 2176

Female group here sounds a bit like a distaff version of the Four Seasons. Side has that swing in a medium tempo and hard-hitting tight group singing that should appeal to the kids. The Flip is "What Makes Little Girls Cry" (BeBob, ASCAP) (2:41).

Billboard's Record Review Panel Hears and Rates an Average of 56 Albums and 111 Singles Every Week.

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Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains top 34 songs.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 35-66.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 67-100.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Table listing songs A-Z with chart positions and publisher/licensee information.


Table listing songs A-Z with chart positions and publisher/licensee information.

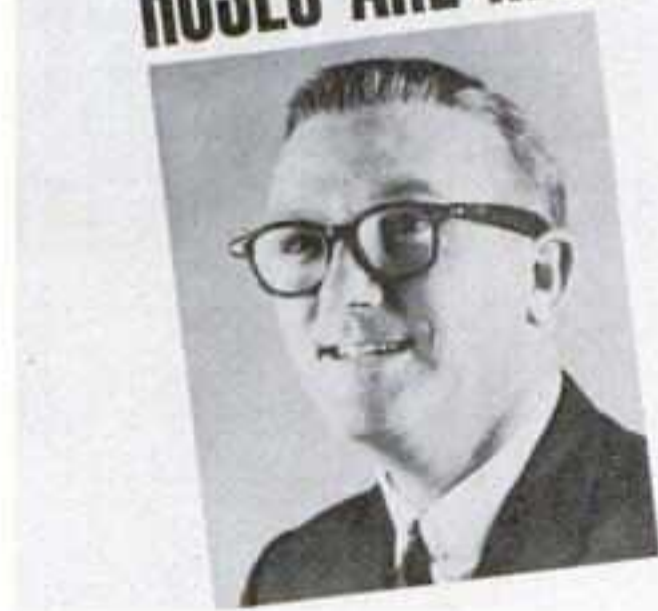
Table listing songs A-Z with chart positions and publisher/licensee information.



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The Best of the Week's New

ALBUMS



BILLBOARD SPOTLIGHT PICK

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



BILLBOARD SPECIAL MERIT PICK

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

BILLBOARD 4-STAR



The 4-Star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Ratings of only the outstanding LP's of the week are published, including all receiving a 4-Star review or better, thus focusing attention on albums with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all 4-Star LP's are listed under their respective categories.

Pop Spotlight
OUR MAN IN LATIN AMERICA
 Perez Prado. RCA Victor LPM 2610 (M); LSP 2610 (S)
 On one of the best Latin disks in some time, Prado offers five tunes in the new Bongoson rhythm, a double-time Latin beat. There also are four bossa nova entries, two cha-chas and a rumba. The tunes are among the best from the Latin American repertory, originating from 10 different nations, and they receive unusually fresh-sounding arrangements and performances from the ever-reliable Prado band.
 Best Track: "Canto Siboney," ASCAP 2:32.



Pop Spotlight
EMILIO PERICOLI SINGS THE GOLDEN HITS OF ITALY
 Warner Bros. W 1489 (M); WS 1489 (S)
 Pericoli hit with his version of "Al Di La" from the flick "Rome Adventure" and this LP promises to feed the needs of the buyers who were enchanted by his singing style. The lad sings in both Italian and English on this album and his voice is used to good advantage on a flock of familiar Italian pop melodies besides his recent hit. Among them are "Volare," "Oh Marie," "Non Dimenticar," "Come Back to Sorrento" and "Arrivederci Roma."
 Best Track: "Non Dimenticar."



Classical Spotlight
CANTOS DE ESPANA
 Victoria De Los Angeles. Angel 35937 (S)
 A distinguished recital of Spanish songs by Angel's popular soprano aided ably by the Paris Conservatoire orchestra under de Burgos' baton. The songs—by de Falla, Granados, Rodrigo, Espla and Montsalvatge—range through many expressive moods, which Miss de Los Angeles captures with ease. Admittedly a package for a limited audience, it's bound to please the singer's followers.



Pop Spotlight
PATTI PAGE ON STAGE
 Mercury MG 20758 (M); S 60758 (S)
 Patti Page, recorded live at the Dunes in Las Vegas, is an exciting singer, and that excitement comes across on this new waxing. The tunes range from her hits like "Old Cape Cod" and "Left Right Out of Your Heart" to "The Boll Weevil Song" and "Night and Day." And it contains such Page faves as "Doggie in the Window" and "Tennessee Waltz." A strong set for the new year.



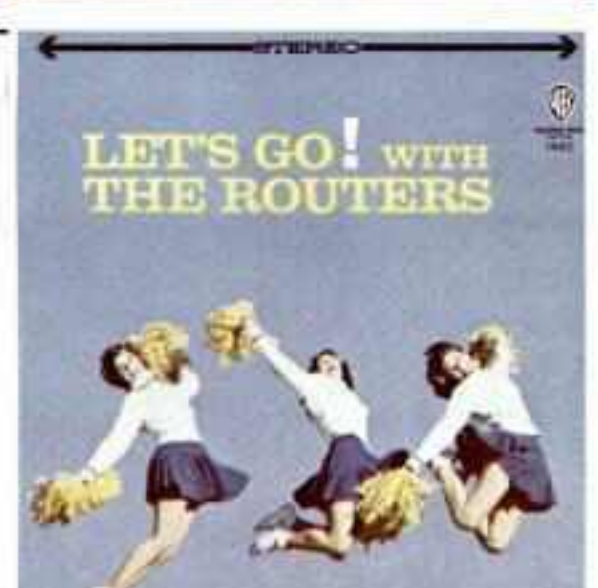
Pop Spotlight
THIS IS MY STORY
 Dinah Washington. Mercury MGP 2-103 (M); SRP 2-603 (S)
 Here's a mighty powerful set from Dinah. This set contains some of her most potent singles material recorded over the years with the Mercury label. The album is profusely illustrated and features exhaustive notes by Leonard Feather. The album touches on the Queen's success in the blues as well as the pop market. In it are included such notable successes as "Time Out for Tears," "Salty Papa Blues," "Trust in Me," "September in the Rain" and "What a Difference a Day Made." Solid collection for fans and serious devotees of jazz, blues and pop.



Country Music Spotlight
CHEYENNE FRONTIER DAYS
 Hank Thompson & The Brazos Valley Boys. Capitol T 1775 (M) ST 1775 (S)
 This new album with Hank Thompson and the Brazos Valley Boys was recorded while they appeared at the Cheyenne Rodeo. There are the sounds of the rodeo, including the voice of announcer Chuck Parkinson. But it's the music that's the main thing. Hank and the boys come through with "Annie Over," "Drop Me Gently," "You're Walking on My Heart" and "Recipe for a Heartache." Merle Travis adds some warm guitar styling. Solid country wax. Best Track: "You're Walking on My Heart" (2:27)



Pop Spotlight
LET'S GO! WITH THE ROUTERS
 Warner Bros. W 1490 (M); WS 1490 (S)
 Here's an LP that should provide solid sales in the teen market. The album features this instrumental group in a number of searing performances. Not the least of them is the hard-driving version of their current hit "Let's Go." A good many of the other bands are taken up with titles that fit into the teen-age jargon like "Pep Rally," "Grandstand Stomp," "Mashy" and "Mating Call." Version of "Limbo Rock" is an added starter.
 Best Track: "Sting Ray."



Classical Spotlight
A WAGNER PROGRAM
 The Philharmonia Orchestra (Otto Klemperer, Cond.) Angel S 35947 (S)
 A splendid "Introduction to Wagner" type album, with Klemperer giving brisk readings to orchestral selections from "Das Rheingold," "Die Walkure," "Siegfried," "Gottterdammerung" from the Ring cycle, and from "Tannhauser" and "Parsifal." A cover tab recommends the recording for "basic library" collections, and it is indeed a good choice. The Philharmonia has a fine, rich sound which does justice to the Wagnerian dynamics in stereo.



Pop Spotlight
BILL JUSTIS PLAYS 12 MORE BIG INSTRUMENTAL HITS
 Smash MGS 27030 (M); SRS 67030 (S)
 Bill Justis had a strong seller with his first album of "Alley Cat-Green Onions," and this new cover disk could do at least as well. It contains covers of current hits like "Desafinado," "Telstar," "The Lonely Bull," "Dance With the Guitar Man" and many more. It could interest the teen dance set. Strong wax here.
 Best Track: "Telstar." Campbell-Connelly, ASCAP, 2:46.



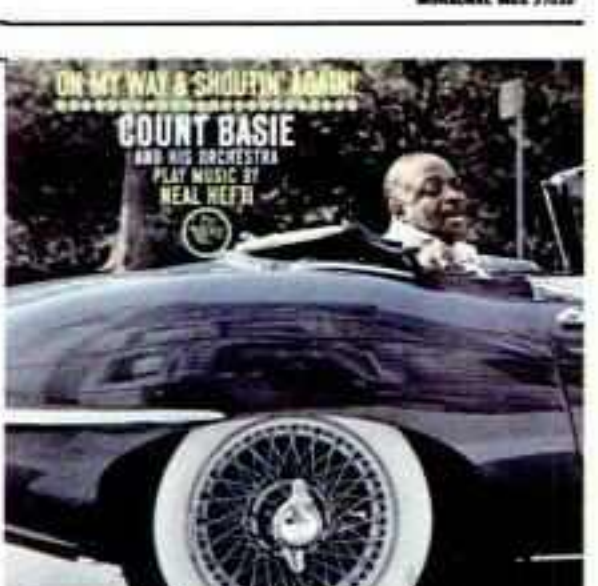
Classical Spotlight
BEETHOVEN: SYMPHONY NO. 5; EGMONT OVERTURE; CONSECRATION OF THE HOUSE OVERTURE
 London Symphony Orch. (Dorati) Mercury MG 50317 (M); SR 90317 (S)
 The familiar "Beethoven Fifth" in a brisk reading by Dorati and the London Symphony is shoe-horned onto one side of this album, with two Beethoven overtures ("Egmont," "Consecration of the House") on the other. The stereo is large and spacious, and makes this a solid addition to the wide choice already available on these waxes.



Country Music Spotlight
OUR MAN DOWN SOUTH
 Eddy Arnold. RCA Victor LPM 2596 (M); LSP 2596 (S)
 Part of Victor's current "Our Man in" release series, this is certainly one of the most satisfying. Arnold is at his very best and he is attractively assisted by the Anita Kerr Singers, strings and familiar Nashville guitar, strings and rhythm accompaniment, with occasional effective use of a subdued harmonica. Songs are a neat mixture of country material like "Charlie's Shoes" and "She Thinks I Still Care" and more poppish material like "Green Leaves of Summer" and "May You Always."
 Best Track: "May You Always" (ASCAP) (2:24)



Jazz Spotlight
ON MY WAY & SHOUTIN' AGAIN
 Count Basie. Verve V-8511 (M); V6-8511 (S)
 Count Basie asked Neal Hefti to write his first date to mark the band's return to the Verve label. It's a swingin' date that shows off Neal's touch with the pen and the neat way in which the Basie organization can wrap itself around punching arrangements. There's humor throughout the set, and great brass and rhythm work. "Jump for Johnny," "Ain't That Right," "Ducky Bumps," "The Long Night" and "Eee Dee" are some of the best tracks.
 Best Track: "Eee Dee" (Neal Hefti Music, ASCAP) (3:01)



Classical Spotlight
TOSCANINI PLAYS LIGHT CLASSICS (2-12")
 Arturo Toscanini. RCA Victor VCM 7001 (M); VCS 7001 (S)
 Those who loved and admired the late maestro's genius with an orchestra have a special treat in store with this LP. The music is generally familiar and the reprocessed stereo brings it all to life. Included in this two-LP set are "Carmen Suite," "Dance of the Hours," "The Sorcerer's Apprentice," "The Moldau," "Dance Macabre," "The William Tell Overture," Brahms Hungarian dances and "Blue Danube Waltz." NBC Symphony plays.



Jazz Spotlight
BLACK AND BLUE
 Lou Rawls. Capitol T 1824 (M); ST 1824 (S)
 The first Lou Rawls album, "Stormy Monday," in which he co-starred with Les McCann, brought him a good many sales across the board, pop, jazz and r.&b. This album should do likewise. It features the singer wailing the blues again, this time in front of some mighty shouting big band charts by Onzy Matthews. "Drink Muddy Water," "Everyday," "Kansas City" and "Trouble in Mind" are some of the excellent tracks.
 Best Track: "Trouble in Mind" (2:49)



Classical Spotlight
RUSSIAN ORCHESTRAL MASTERPIECES
 Royal Philharmonic Orchestra (Georges Pretre, Cond.) Angel S 35951 (S)
 A distinguished performance of representative works by three Russian composers who are "musts" in any basic library of classical music—Borodin ("Polovtsian Dances"), Moussorgsky ("A Night on Bald Mountain") and Rimsky-Korsakov ("Capriccio Espagnol"). Maestro Pretre gives the orchestral pieces a series of fluid, romantic readings. Cover is attractive.



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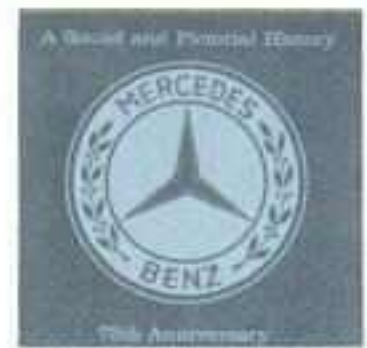
The Best of the Week's New

ALBUMS (cont.)



CLASSICAL SPOTLIGHT

TOP CAT
TV Soundtracks. Colpix CP 212 (M)
More of the zany TV adventures of one of most popular of all current children's heroes of that medium.



SPECIALTY SPOTLIGHT

HISTORY OF MERCEDES BENZ (2-12")
Riverside 95025/26 (S)
This album will have a limited audience—but one which will flip over this package.



CLASSICAL LOW PRICE SPOTLIGHT

TCHAIKOVSKY: THE NUTCRACKER SUITES 1 & 2
Minneapolis Symphony (Dorati) Mercury Wing MGW 14011 (M); SRW 18011 (S)
An attractive low-priced version of a "basic library" item.



LOW PRICE COUNTRY SPOTLIGHT

GRAND OLE COUNTRY HITS
Various Artists. RCA Camden CAL 737 (M)
Here's one that should sell like hot cakes on racks in strong country markets.



LOW PRICE SACRED SPOTLIGHT

GIVE US THIS DAY
Blackwood Brothers. RCA Camden CAL 735 (M)
A richly rewarding sacred album by the Blackwood Brothers that should have strong appeal to their many fans.

SPECIAL MERIT PICKS

POP SPECIAL MERIT
MY COLORING BOOK
Sandy Stewart. Colpix CP 441
Sandy Stewart has a warm and winning album here, one that shows off the lass' sweet way with a song.

POP SPECIAL MERIT
A NIGHT IN A BREWERY
Various Artists. Capitol T 1820 (M); ST 1820 (S)
A true novelty, this was recorded in a brewery and features an unrehearsed sing-along in which a gang of friendly beer-drinkers rip off a few choruses of such oldies as "Tom Dooley," "I'll Get By," "Bye Bye Blues," etc., accompanied by an oom-pah playing combo.

POP SPECIAL MERIT
THEMES OF THE GREAT BANDS
Glen Gray & The Casa Loma Ork. Capitol ST 1812 (S); T 1812 (M)
Glen Gray has pretty well proved that re-creating the sounds of the big bands pays off—he has five volumes on the racks before this one and they all sell well.

POP SPECIAL MERIT
THE WORLD OF KURT WEILL IN SONG
Martha Schlamme. MGM E 4052P (M); SE 4052P (S)
It's hard to know whether to classify Martha Schlamme as an actress who can sing, or a singer who can act.

POP SPECIAL MERIT
LOVE IS A GAME OF POKER
Nelson Riddle. Capitol T 1817 (M); ST 1817 (S)
Nelson Riddle, best known perhaps as the arranger of many Sinatra sides, has become even better known more recently as the clefver of theme and background material for TV's "Route 66," "The Untouchables" and "Naked City."

POP SPECIAL MERIT
24 PIECES OF GOLD (2-12")
Marty Gold & His Ork. RCA Victor VPM 6012 (M); VPS 6012 (S)
Here's a classy, two-LP set of handsome arrangements that just could become a sleeper chart item.

POP SPECIAL MERIT
OUR MAN ON BROADWAY
Ray Ellis. RCA Victor LPM 2615 (M); LSP 2615 (S)
Ray Ellis has arranged a brace of fine Broadway show tunes into a tasteful compe. Brash and bouncy, such as his treatment of "Everything's Coming Up Roses" and "Guys and Dolls," or on the tender side, as with "Tonight" and "As Long as He Needs Me," the performances and production fit the mood of the tune effectively.

JAZZ SPECIAL MERIT
OUR MAN IN JAZZ
Sonny Rollins. RCA Victor LPM 2612 (M); LSP 2612 (S)
This new recording with Sonny Rollins was waxed live at the Village Gate in New York City. It captures the inventive Rollins in a strongly creative mood, working with Don Cherry on cornet, with Bob Cranshaw on bass and Billy Higgins on drums.

CLASSICAL SPECIAL MERIT
A VLADIMIR HOROWITZ PROGRAM
Angel COLH 72 (M)
The legendary performance of the Liszt Sonata by Horowitz, recorded when the artist still was under 30, finally has been remastered for LP from the 1933 set of 78 rpm's as part of Angel's "Great Recordings of the Century."

CLASSICAL SPECIAL MERIT
PAUL HINDEMITH: REQUIEM "FOR THOSE WE LOVE"
Vienna Symphony Ork. (Paul Hindemith, Cond.). Everest 6100 (M); 3100 (S)
This album must stand as a collector's item. The performance of the work is conducted by the composer himself, which makes it an item for the historian and the collector of Hindemith music.

CLASSICAL SPECIAL MERIT
MUSIC FOR STRINGS
Solisti Di Zagreb/Antonio Janigro. RCA Victor LM 2653 (M); LSC 2653 (S)
One of the most distinguished of chamber groups, the Solisti di Zagreb—which recently switched to RCA Victor—offer a fine sampling of their precision ensemble work in this well-recorded album of chamber compositions of Couperin and others.

CLASSICAL SPECIAL MERIT
RACHMANINOFF: SUITES NOS. 1 AND 2 FOR TWO PIANOS
Vitya Vronsky/Victor Babin. RCA Victor LM 2648 (M); LSC 2648 (S)
Stereo has brought reawakened interest in two-piano music, for the medium makes possible clear definition of each of the parts.

SEMI-CLASSICAL SPECIAL MERIT
ROMBERG: THE STUDENT PRINCE
Gordon MacRae-Dorothy Kirsten. Capitol W 1841 (M); SW 1841 (S)
An appealing, schmaltzy, well-staged stereo re-enactment of one of the most durable cprsettas ever written.

COMEDY SPECIAL MERIT
CARL REINER & MEL BROOKS AT THE CANNES FILM FESTIVAL
Capitol W 1815 (M); SW 1815 (S)
With two successful albums behind them, Carl Reiner and Mel Brooks are likely to have a third going for them with this new, eye-catching package.

COMEDY SPECIAL MERIT
THE MADISON AVE. WEREWOLF
Stan Freberg. Capitol T 1816 (M)
This isn't really a new album: it's a single record condensation of a Capitol album of a few sessions back called "The Best of the Stan Freberg Shows."

BILLBOARD SPECIAL MERIT PICKS

INTERNATIONAL SPECIAL MERIT
PIAF/CHANSONS
Edith Piaf. Capitol T 10328 (M); ST 10328 (S)
Mlle. Piaf's smoldering intensity shines in a dozen French chansons from her current repertoire, and her many fans will certainly snap up this platter.

INTERNATIONAL SPECIAL MERIT
PETTICOATS OF PORTUGAL
Valentina Felix. Monitor MFS 391 (S)
Monitor has been a leader in providing waxings of the Portuguese fado. This features some innovations: addition of accordion, sax, clarinet, bass and drums to the backing of the two guitars; this gives a pronounced beat with syncopation added to some items.

LATIN AMERICAN SPECIAL MERIT
SIN LAGRIMAS
Dommy Acevedo. Seeco SCLP 9244 (M)
The Dommy Acevedo Trio sings and accompanies itself on guitars and bongos and benefits from an assist from sultry-voiced Gloria Acela.

BLUES SPECIAL MERIT
THE LEGEND OF SLEEPY JOHN ESTES
Delmar DL-603 (M)
The great, agonized singing of Sleepy John Estes is presented in classic style here. The album showcases the singer in a variety of down-at-the-heel philosophy blue material touched with ironic humor and an impelling beat.

4-STAR REVIEWS

The 4-Star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

- POPULAR
★★★★ OUR MAN IN LONDON
★★★★ MUSIC FROM THE GOLDEN AGE OF SILENT MOVIES
★★★★ THE WORLD'S GREATEST LOVE SONGS
★★★★ I CAN DREAM, CAN'T I?
★★★★ GOOD TIME PIANO
★★★★ THE MOST HEARD SAX IN THE WORLD
★★★★ TACIT FOR NEUROTICS: THE MUSIC OF ALEC WILDER
★★★★ JOHNNY LONG'S GOLDEN HITS
★★★★ ZOUNDS! WHAT SOUNDS
CLASSICAL FOUR STAR
★★★★ DVORAK: SLAVONIC DANCES; SMETANA: THE MOLDAU
★★★★ BRAHMS: FIRST SYMPHONY

Billboard
PAGE ONE ALBUMS
ALBUMS

- ★ NATIONAL BREAKOUTS
MONO
ANDY WILLIAMS MILLION SELLER SONGS... Cadence CLP 3061
STEREO
BONANZA... Various Artists, RCA Victor LSP 2583
THE LONELY BULL... Herb Alpert and the Tijuana Brass, A&M 101
★ NEW ACTION LP'S
These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

- MONO
TRUMPET AND STRINGS... Al Hirt, RCA Victor LPM 2584
SURFER'S CHOICE... Dick Dale, Deltone LPM 1001
DINO LATINO... Dean Martin, Reprise R 6054
NEW BEAT BOSSA NOVA... Zoot Sims and His Ork, Colpix CP 435
MY SON THE CELEBRITY... Allan Sherman, Warner Bros. W 1487
HOW TO STRIP FOR YOUR HUSBAND... Ann Corio, Roulette R 25186
MY SON THE PRESIDENT... Christopher Weeks and Fran Stacy, Clan 1501
(MOVING)... Peter, Paul and Mary, Warner Bros. W 1473
DESAFINADO... Si Zentner and His Ork, Liberty LRP 3273
DANCE WITH THE GUITAR MAN... Duane Eddy, RCA Victor LPM 2648
DION SINGS LOVE CAME TO ME... Laurie LLP 2015
LITTLE ME... Original Cast, RCA Victor LOC 1078
SHIRELLES GREATEST HITS... Scepter 507
I LOVE YOU TRULY... Pat and Shirley Boone, Dot DLP 3475
HOEDOWN... Felix Slatkin, Liberty LMM 13024
STEREO
THE VENTURES PLAY TELSTAR, THE LONELY BULL AND OTHERS... Dolfon BST 8019
FIFTY GUITARS VISIT HAWAII... Tommy Garrett, Liberty LSS 14022
SHIFTING WHISPERING SANDS... Billy Vaughn, Dot DLP 25442
SINGING THE BLUES... Brook Benton, Mercury SR 60740
BOSSA NOVA... Barney Kessell Plus His Band, Reprise R9-6049

Reviews of New Albums

Continued from page 26

★★★★ TCHAIKOVSKY: SERENADE FOR STRINGS
Bavarian Symphony Orchestra (Hans Hagen, Cond.). Everest 6103 (M); 3103 (S)

INTERNATIONAL

★★★★ CZECH, SLOVACK AND MORAVIAN FOLK SONGS
Moravian Teachers Chorus. Monitor MF 389 (M)

★★★★ SONGS OF OLD GERMANY
Helnz Schachtner. Capitol T 10330 (M); ST 10330 (S)

★★★★ POPULAR UKRANIAN FOLK SONGS
Olga Pavlova. Monitor MFS 392 (S)

★★★★ JIM APOSTOLOU SINGS "SKALOPATIA"
Aristophone LGR 509 (M)

★★★★ MR. GREEK CLARINET, VOL. 2
George Mirros and His Ork. HLP 1009 (M)

LATIN AMERICAN

★★★★ EL BIGOTE QUE CANTA
Blevenido Grandá. Seeco SCLP 9243 (M)

★★★★ SUAVE
Vicentico Valdes. Seeco SCLP 9249 (M)

★★★★ XIOMARA ALFARO EN NUEVA YORK
Seeco SCLP 9237 (M)

RELIGIOUS

★★★★ I'M NOT ALONE
Jack Holcomb. Word W-3200-LP (M)

★★★★ SISTINE CHOIR
Criterion CR 600 (M)

SPECIALTY

★★★★ SUPER STOCKS
Riverside RLP 5516 (M); RLP 95516 (S)

★★★★ CALENDAR PRESENTS JUKE WILKINSON AND HER PHYSICAL FITNESS FORMULA
Everest M 601 (M); ST 601 (S)

COUNTRY

★★★★ OUR MEN OUT WEST
Sons of the Pioneers. RCA Victor LPM 2603 (M); LSP 2603 (S)

CLASSICAL

★★★★ OPERETTA HIGHLIGHTS- STRAUSS TO LEHAR
Vienna State Opera Orchestra. Everest 3106 (S)

COMEDY

★★★★ SONG FESTOONS
Gary Owens. Fono-Graf F-727 (M)

CHILDREN'S

★★★★ THE JETSONS
TV Soundtracks. Colpix CP 213 (M)

Reviews of New Singles

Continued from page 18



FOUR STAR SINGLES

POPULAR

RAY MILAN
★★★★ Dancin' to the Bossa Nova (Pameco, BMI) (2:17)—★★★ Stranger on the Shore (Mellin, BMI) (2:32). ABC-PARAMOUNT 10394

GLADYS KNIGHT
★★★★ I Want That Kind of Love (Sylvia, BMI) (2:36) — ★★★ Come See About Me (Morning Sun, BMI) (2:47). FURY 1073

LEE DORSEY
★★★★ Hoodlum Joe (Fast - Jarb, BMI) (1:56)—★★★★ When I Meet My Baby (Fast-Jarb, BMI) (2:45). FURY 1074

LITTLE STEVIE WONDER
★★★★ Contract on Love (Jobete, BMI) (2:19)—★★★ Sunset (Jobete, BMI) (2:15). TAMLA 54074

SHAWN ELLIOTT
★★★★ Sincerely and Tenderly (Wil-Kay-Lloyd & Logan, BMI) (2:29)
★★★★ Why Don't You Love Me Anymore (Tibi-Ann-Lloyd & Logan, BMI) (2:30). DIAMOND 130

BERNIE LEIGHTON
★★★★ Lawrence of Arabia (Gower, BMI) (2:52)—★★★★ The Wonderful World We Live In (South Mountain, BMI) (2:58). COLPIX 673

THE SPRINGFIELDS
★★★★ Waf - Woof (Shapiro-Bernstein, ASCAP) (2:30)—★★★★ Little by Little (Aldon, BMI) (2:04). PHILIPS 40092

THE JAMIES
★★★★ When the Sun Goes Down (Roxbury, ASCAP) (1:58) — ★★★ Snow Train (Foxbury, ASCAP) (1:40). EPIC 9575

THE DEMENSIONS
★★★★ My Foolish Heart (Joy, ASCAP) (3:08) — ★★★ Just One More Chance (Famous, ASCAP) (2:29). CORAL 62344

TOMMY ROE
★★★★ Gonna Take a Chance (Low, BMI) (2:10) — ★★★ Don't Cry Donna (Aldon, BMI) (2:17). ABC-PARAMOUNT 10389

RUNE OVERMAN
★★★★ Madison Pinno (Cameo-Parkway, BMI) (2:36)—★★★ Big Bass Boogie (Cameo - Parkway, BMI) (2:10). PARKWAY 859

FREDDIE KING
★★★★ The Bossa Nova Watusi Twist (Sonlo, BMI) (2:45) — ★★★ Look, Ma I'm Cryin' (Pandora, BMI) (3:07). FEDERAL 12482

THE MATYS BROTHERS
★★★★ Who Stole the Keeshka? (Drury Lane, BMI) (1:50) — ★★★ Portiki (Drury Lane, BMI) (2:05). SELECT 719

AL HIRT
★★★★ Pickin' Cotton (Hirt, ASCAP) (2:35)—★★★ Roman Nocturne (Hirt, ASCAP) (1:58). RCA VICTOR 8128

EDDIE DEAN
★★★★ Run, Jimmy Run (Tree, BMI) (2:49)—★★★ She Doesn't Know I'm Alive (Hirt-Way, BMI) (2:28). CAPITOL 4900

THE DOUBLE IV
★★★★ Magic Star (Telstar) (Campbell Connelly, ASCAP) (2:20)—★★★ Is There Anything I Can Do for You (Campbell Connelly, ASCAP) (2:10). CAPITOL 4902

TONY HATCH
★★★★ Out of This World (Berry, ASCAP) (2:10) — ★★★ Cyril's Tune (Leeds, ASCAP) (2:20). LONDON 10523

MAXINE BROWN
★★★★ If You Have No Real Objections (Play, BMI) (2:30)—★★★ Life Goes on Just the Same (Benjamin, ASCAP) (2:45). ABC-PARAMOUNT 10388

JAZZ

THE THREE SOUNDS
★★★★ You Are My Sunshine (Peer, BMI) (3:05) — ★★★ Nothin' But the Blues (5:00). BLUE NOTE 1855-B

IKE QUEBECK
★★★★ Blue Samba (Parts I & II) (Groove, BMI) (2:57, 3:13). BLUE NOTE 1876-A

HORACE SILVER QUINTET
★★★★ Sayanora Blues (Parts I & II) (Ecaroh, ASCAP). BLUE NOTE 1872

CANNONBALL ADDERLEY SEXTET
★★★★ The Jive Samba (Artillery, BMI) (2:18)—★★★ Little (Artillery, BMI) (2:59). RIVERSIDE 4541

BILL MONROE AND HIS BLUE GRASS RAMBLERS
★★★★ Blue Ridge Mountain Blues (Champion, BMI) (2:32) — ★★★ How Will I Explain About You? (Champion, BMI) (2:33). DECCA 31456

MAC WISEMAN
★★★★ Wildfire (Acuff-Rose, BMI) (2:15)—★★★ I Like Good Bluegrass Music (Gallatin, BMI) (2:14). CAPITOL 4899

SPIRITUAL

SENSATIONAL NIGHTINGALES
★★★★ All Be Over (Lion, BMI)—★★★ Don't Put Off Today (Lion, BMI). PEACOCK 5-1870

MIGHTY, MIGHTY CLOUDS OF JOY
★★★★ None But the Righteous (Lion, BMI)—★★★★ Family Circle (Lion, BMI). PEACOCK 5-1869

CONNIE FRANCIS
I'm Gonna Be Warm
This Winter
b/w
AL-DI-LA
K 13116

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Billboard HITS OF THE WORLD



AUSTRALIA

(Courtesy Music Maker, Sydney)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	THE LONELY BULL—	Tijuana Brass (Festival)—Alberts
2	2	WORKIN' FOR THE MAN—	Roy Orbison (London)—Acuff-Rose
3	5	BIG GIRLS DON'T CRY—	Four Seasons (Festival)—Castle
4	4	THE POMMY JACKAROO—	*Buster Noble (Columbia)—Castle
5	3	LOVESICK BLUES—	*Frank Ifield (Columbia)—Davis
6	6	CONNIE-O—	Four Seasons (Festival)—Castle
7	7	DALILIA—	Roger Roger (Festival)
8	8	TELSTAR—	The Tornados (Decca)—Southern
9	9	ALLEY CAT—	Bent Fabric (Columbia)—Chappells
10	13	GIRL BEHIND THE BAR—	*Johnny Ashcroft (Columbia)—Castle
11	10	BOBBY'S GIRL—	Marcie Blane (London)—Alberts
12	11	THE CHA CHA CHA—	Bobby Rydell (Columbia)—Belinda
13	12	GUITAR MAN—	Duane Eddy (RCA)—Chappells
14	14	DESAFINADO—	Stan Getz (Verve)—Essex
15	15	LIMBO ROCK—	Chubby Checker—Davis

FRANCE

This Week	Last Week	Title	Artist
1	2	TELSTAR—	The Tornados (Decca)
2	1	L'IDOLE DES JEUNES—	Johnny Hallyday (Philips)
3	3	J'ENTENDS SIFFLER LE TRAIN—	Richard Anthony (Columbia)
4	4	TOUS LES GARCONS ET LES FILLES—	Francoise Hardy (Vogue)
5	6	LOCO-MOTION—	Little Eva (Decca)—Sylvie Vartan (RCA)
6	8	SHEILA—	Lucky Blondo (Fontana)
7	7	JE L'ATTENDS/LE JOUR LE PLUS LONG—	Dalida (Barclay)
8	5	CHARIOT—	Petula Clark (Vogue)
9	9	LES COMEDIENS—	Charles Aznavour (Barclay), Compagnons de la chanson (Polydor)
10	10	TOUS MES COPAINS—	Sylvie Vartan (RCA)

FRENCH (WALLOON) BELGIUM

(Courtesy Juke Box Magazine)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	L'IDOLE DES JEUNES—	Johnny Hallyday (Philips)—Mills
2	2	J'ENTENDS SIFFLER LE TRAIN—	Richard Anthony (Columbia)—Bens
3	5	TELSTAR—	The Tornados (Decca)
4	3	CHARIOT—	Petula Clark (Vogue)—Bens
5	4	LOCO-MOTION—	Little Eva (London)—Bens
6	7	LE JOUR LE PLUS LONG/ THE LONGEST DAY—	Different versions—F. Day
7	9	LET'S DANCE—	Chris Montez (London)—Chappell
8	6	SI UN JOUR—	*Robert Cogoi (Philips)—World/Primavera
9	—	COEUR BLESSÉ—	Petula Clark (Vogue)—Acuff-Rose-Benelux
10	10	CUANDO CALIENTA EL SOL—	Different versions—Southern

HONG KONG

This Week	Last Week	Title	Artist
1	4	IT'S UP TO YOU—	Rick Nelson (Imperial)
2	1	WARMED OVER KISSES—	Brian Hyland (ABC)
3	3	GINA—	Johnny Mathis (CBS)
4	6	EVERY STEP OF THE WAY—	Pat and Shirley Boone (Dot)
5	7	DANCE THE BOSSA NOVA—	Frankie Avalon (Chancellor)

6	8	A TRUE TRUE LOVE—	Bobby Darin (Capitol)
7	—	SHERRY—	The Four Seasons (Stateside)
8	5	THE CHA CHA CHA—	Bobby Rydell (Cameo)
9	9	CINDY OH CINDY—	The Highwaymen (UA)
10	2	RETURN TO SENDER—	Elvis Presley (RCA)

HUNGARY

(All recordings on the Qualiton label)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	TWIST—	*Thomas Balassa and His Band
2	2	TANCOLJUNK TWISTET—	*Tabanyi and His Band
3	3	HOLD RAGYOG A DUNAN—	*Janos Vamosi—Editio Musica
4	4	AVE MARIA NO MORRO—	Lehel Nemeth—Southern
5	5	PETITE FLEUR—	Kormendy and His Band—Caroussel
6	6	GEZENGUZ—	Zsuzsa Kond and Agnes Gergely—Editio Musica
7	7	ROZSABIMBO—	*Josef Fonay—Editio Musica
8	8	PERSONLITA—	Josef Fonay—Lloyd and Logan
9	9	SUCU SUCU—	Judith Kallay—Edition Lagos/Class Music, London
10	10	NAGYMAMI—	*Hovirag Duo—Editio Musica

ISRAEL

(Courtesy Kol Israel Broadcasting)
*Denotes local origin

This Week	Last Week	Title	Artist
1	2	LOVESICK BLUES—	Frank Ifield (Columbia) Lawrence Wright
2	3	BOBBY'S GIRL—	Susan Maughn (Philips)—Rush Music
3	1	IT STARTED ALL OVER AGAIN—	Brenda Lee (Brunswick)—Aldon Music
4	4	J'ENTENDS SIFFLER LE TRAIN—	Richard Anthony (Columbia)—Robert Mellin-Mecolico (BIEM) NCB
5	6	RIDING THE RAINBOW—	Elvis Presley (RCA)—Mirisch Music
6	7	ALL ALONE AM I—	Brenda Lee (Decca)—Duchess Music
7	—	BIG GIRLS DON'T CRY—	The Four Seasons (Vee Jay)—Bobob Music
8	—	THEORY OF RELATIONS—	*Shimon Israeli (Hed Arzi)—ACUM
9	5	SEALED WITH A KISS—	Brian Hyland (ABC-Paramount)—Post Music
10	9	PULLING STRINGS—	*Yoram Gaon (Israphon)—ACUM

ITALY

(Courtesy Musica e Dischi, Milan)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	SPEEDY GONZALES—	Pat Boone (London); *Peppino Di Capri (Carisch)
2	3	PREGHERO—	*Adriano Celentano (Clan)
3	4	CHARIOT—	Frank Pourcel (VdP); *Bobby Curtis (CGI)
4	2	SI E' SPENTO IL SOLE—	*Adriano Celentano (Jolly)
5	8	ADDIO MONDO CRUDELE—	Peppino Di Capri (Carisch)
6	5	TU NON LO SAI—	Neil Sedaka (RCA)
7	6	CONCERTO DISPERATO—	*Nini Rosso (Sprint)
8	10	EVERY NIGHT—	Paul Anka (RCA)
9	7	ABAT-JOUR—	*Henry Wright (GC)
10	11	VESTITO DI SACCO—	*Pino Donaggio (Columbia)
11	12	IL GIORNO PIU' LUNGO—	Mitch Miller (CBS); Robert Pray (Dorium)
12	15	AFRIKAAN BEAT—	Bert Kaempfert (Polydor)
13	—	LA PARTITA DI PALLONE—	*Rita Pavone (RCA); *Cocky Mazzetti (Primary)
14	9	STASERA PAGO IO—	*Domenico Modugno (Fonit)
15	—	VOGLIO AMARTI COSI'—	*Henry Wright (GC)

JAPAN

*Denotes local origin

This Week	Last Week	Title	Artist
1	1	L'ECLISSE—	Colletto Tempia (Victor); Sono Mari (Polydor); Yamaha
2	2	KIRIKO NO TANGO—	*Frank Nagai (Victor)—JASRAC
3	4	SPEEDY GONZALES—	Pat Boone (Dot)—Aberbach
4	6	I CAN'T STOP LOVING YOU—	Ray Charles (ABC-Paramount); Frank Akagi (Polydor)—Tone
5	3	VACATION—	Connie Francis (MGM); Aoyama Michi (Polydor)—Shinko
6	12	LIKE I DO—	Nancy Sinatra (Reprise)—Folster
7	5	OHSHO—	*Murata Hideo (Columbia)—JASRAC
8	7	SHINUMADE ISSHONI—	*Nishida Sachiko (Polydor)—JASRAC
9	10	ITSUDEMO YUME O—	*Hashi Yukio & Yoshinaga Sayuri (Victor)—JASRAC
10	9	AKASHIYA NO AMEGA YAMUTOKI—	*Nishida Sachiko (Polydor)—JASRAC

Everest Deal For Apollo Line Signed

HOLLYWOOD — Everest Records this week took over the operation and national distribution of Apollo Records under a long-term pact.

The contract calls for a firm three years in which Everest will handle Apollo, plus options which carry the arrangement for an indefinite number of years beyond that.

The deal was concluded in Hollywood between Everest President Bernard Solomon and Apollo's Herbert Forgas.

The Apollo line will retain its own label identity while its operations and distribution will come under Everest's banner. Solomon said that the deal goes into effect during the first week in January when Everest distributors will start selling Apollo's wares. He said Everest will repackage Apollo's album catalog to quote its market appeal. In addition, Everest will sign and record new artists for release on the Apollo label. These will be mainly in the spiritual field.

The Apollo catalog now includes recordings by Mahalia Jackson, Solomon Burke, and the Roberta Martin Singers, among others.

Caedmon Ties In To Poet Birthday

NEW YORK—Caedmon Records is tying a radio ad and exploitation drive to the celebration of Carl Sandburg's birthday January 6. The author and literary figure is 85, and has five albums on the label.

For this celebration, Caedmon is offering the Sandberg collection — a Lincoln album, three children's albums, and an album of his own poems — for \$3.70 each. The two-LP set "A Lincoln Album" is a steady seller since its release in 1957, is priced at \$7.40 for radio stations.

Caedmon is making the Sandberg LP's available under the terms of its new low-cost radio subscription plan, which permits stations to buy the firm's records at a price close to \$1.52.

PERU

(Courtesy La Prensa, Lima)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	SPEEDY GONZALES—	Manolo Munoz (Musart); Jorge Conty (Sono Radio); Los Gorrioncitos (MAG); Los Campeones (Primary)
2	2	DOMINGO DE SOL—	Sergio Murillo (Columbia)
3	6	LA TOMBOLA—	Mirla (Kubaney); Lucho Macedo (MAG); Niko Estrada (Odeon)
4	4	ESO BESO—	Paul Anka (RCA)
5	9	EL BARQUITO—	Gustavo (Hit) Moreno (Sono Radio); Joao Gilberto (Odeon); Andre (Virrey)
6	3	THE WAH WATUSSI—	The Orlons (Odeon)—Jorge Conty (Sono Radio); Joe Danova (Odeon); Los Harmonics (MAG)
7	5	EL PECADOR—	Antonio Prieto (RCA); Eddy Martinez (Odeon); Los Panchos (Columbia)
8	7	HAVA NAGELA—	Chubby Checker (Odeon); Los Harmonics (MAG)
9	10	ALBRICIAS—	Anamelba (Virrey)
10	8	EL ROSARIO DE MI MADRE—	*Los Embajadores Criollos (Odeon); Los Davalos (Sono Radio)

FM Web Preview Of Boston Album

NEW YORK — RCA Victor will introduce its first recording by the Boston Symphony Orchestra conducted by the new director, Erich Leinsdorf on a program to be broadcast over the 42-station QXR network (FM) on Sunday, January 6. The show will preview the Boston's reading of the Bartok "Concerto for Orchestra," which is being issued in January.

The Leinsdorf LP is combined with a special album called "The Golden Years of the Boston Symphony" and will be offered free to customers who buy the Boston Symphony Orchestra recording, for a limited time only. The "The Golden Years" set showcases the Boston Symphony under its previous directors.

Victor is also issuing a number of other albums in January, with practically all of the pop sets packaged under the title of "Our Man In..." as part of an entire series. Thirteen LP's have the title "Our Man In," with the Al Hirt set called "Our Man in New Orleans," the Paul Anka set called "Our Man Around the World," the Henry Mancini set called "Our Man in Hollywood," etc.

Victor is also issuing a Toscanini set in January, engineered for reproduction on stereo machines, containing light classical selections. Set, a twin LP package, will be offered at a special price for a limited period.

RCA Hits Peak Level Of Profits for 1962

NEW YORK—RCA achieved record sales and profits in 1962 for the best 12-month period in the firm's history according to Chairman David Sarnoff last week in a year end statement to stockholders. Operating profit is expected to exceed \$50 million, an increase of 40 per cent over 1961.

RCA sales are expected to approach \$1,700,000,000, which is a gain of 10 per cent over the 1961 level. The best previous year in RCA history was in 1955 when the firm's earning record was about \$47,000,000.

SOUTH AFRICA

(Courtesy Southern African Record Manufacturers and Distributors' Assn.)

This Week	Last Week	Title	Artist
1	1	TELSTAR—	The Tornados (Decca)—Ivy Music
2	2	THE LOCO-MOTION—	Little Eva (London)—Aldon Music
3	4	SPANISH HARLEM—	Jimmy Justice (Parlophone)—Progressive Africa
4	5	MIDNIGHT SNACK—	Bert Kaempfert (Polydor)—Belinda Music
5	6	LIMBO ROCK—	Chubby Checker (Continental)—BMI-GEMA
6	7	AL DI LA—	Emilio Pericoli (Warner Bros.)—Melody Music
7	3	KISS ME QUICK—	Elvis Presley (RCA)—Belinda Music
8	10	SHEILA—	Tommy Roe (ABC-Paramount)—Copyright Control
9	—	PATCHES—	Dickey Lee (Philips)—Aldon Music
10	8	RAMBLIN' ROSE—	Nat King Cole (Capitol)—Comet Music

Elektra Faces Morning With Crestview Tag

NEW YORK — Elektra Records has started a new label, Crestview, to deal in far out and offbeat waxings. "The Best of Lord Buckley" is the first on the new label. The second album on Crestview will feature Fred Engelberg.

Elektra is also moving into the bluegrass field. Label's new discovery Dian James, has a new waxing coming out with the Greenbrier Boys, the latter on loan from Vanguard.

The tabel will also debut koto player Kimeo Eto. And folk-blues artist Judy Henske, formerly with the Whiskeyhill Singers, will be making her solo debut on the label.

Philips Gives 10% Discount

CHICAGO—Philips Records is giving a 10 per cent discount on its entire catalog, with its new sales plan extending through February 15.

The plan was announced simultaneously with the firm's January release featuring albums by such artists as Woody Herman, Dizzy Gillespie and the Counterpoints, four English singers.

Other artists featured include Los Mercurones, Lou Levy Trio, the Cotton Pickers, Eddie Adamis and Tony Martell.

On the classical side, David Oistrakh, violinist, makes his first Philips appearance with "Beethoven Sonatas." The I Musici return with "Bach Concertos," and the Vienna Choir Boys with "Madrigals" from Germany, England and France.

Promotional aids will feature a "Music, Music, Music" tagline which has been assigned to the January release. It'll show albums by Gillespie, Herman and Teresa Brewer (released last month).

Philips is also providing a jazz stuffer featuring eight top-selling albums and a classical stuffer including all Philips classical albums.

International NEWS REPORTS

Many Writers Get Snub at San Remo

ROME—The list of songs to be performed as entrants in the 1963 San Remo Festival have been selected. This year, many writers, who assumed that their prominence in past events would give them automatic entree, have been cut from the song meet.

The selections committee, which is under the direction of Vittorio Desica and contains many non-music biz personalities, has turned down material by Renato Rascel, Adriano Celantano, Umberto Bindi, Gorni Kramer, Claudio Villa, Aurelio Fierro and Lelio Luttazzi, considered shoo-ins for the competition, were turned down. The action of the committee will make the 13th Festival the most wide open event since its inception in 1951.

The following is a list of the tunes, and composers ready to go in the event.

"Amor, Mon Amour, My Love" (Malgoni-Palesi-Pinchi);

"Com'e Piccolo Il Cielo" (Signori-Garavaglia); "Fermate Il Mondo" (Canfora-Verde); "Giovane, Giovane" (Donaggio-Testa); "La Ballata Del Pedone" (Pierantoni); "Le Voci" (Fallbrini-Medini); "Non Costa Niente" (Sciorilli-Calagno); "Non Sapevo" (Calvi-Palesi); "Occhi Neri e Cielo Blu" (Panzeri-Pace); "Oggi Non Ho Tempo" (Loiavano-Nisa); "Perche, Perche" (Cicchello); "Perdonarsi in Due" (D'Anzi-Pinchi); "Quando Ci Si Vuol Bene" (Isola-Zambrini-Calabrese); "Ricorda" (Donida-Mogol); "Se Passerai di Qui" (Camis-Testoni); "Sull'Acqua" (Pagano-Maresca); "Tu Venesti Del Mare" (Rendine-Pugliese); "Un Cappotto Rivoltato" (Leuzzi-Specchia); "Uno Per Tutte" (Reni-Testa-Mogol), and "Vorrei Fermare Il Tempo" (Redi-Franchini).

AUSTRALIA

Festival, King Of Japan Sign

By GEORGE HILDER
19 Todman Ave.
Kensington, Sydney, N.S.W.

Festival Records has signed agreements with the King Record Company of Tokyo for stereophonic albums from this company which will be released in Australia on Festival. The albums will be on sale to the public during January and February.

Disk News

Tony Brady addressed a press gathering in Japanese in Tokyo. Brady is due home in February to cut new singles on the Leodon label before continuing his world travels. . . . A new label has appeared on the scene in Sydney, Century Records Manufacturers and Distributors. As an initial release Century produced a local version of "Sherry" backed with a local composition "Little Baby" written by radio announcer Maurie Dowden, of Queensland.

Philips Records caused much comment in the trade for discontinuing the Mercury logo and releasing all material under the Philips label. They have reissued Rex Allen's "Don't Go Near the Indians" which was previously on the Mercury label, plus "Black Cloud" by Leroy Van Dyke, and Teresa Brewer's "The Ballad of Lover's Hill," which has created much interest among disk jockeys.

With the bossa nova rage sweeping the air waves, all companies are issuing Big Band Bossa Nova albums. . . . "My Coloring Book" by Kitty Kallen is due for an early January release. The backing will be changed, as "Here's to Us" from the Broadway show "Little Me" has been restricted by the publishers. Pye has the Colpix version of "My Coloring Book" already on the market but it seems

CZECHS BLAST WEST-STYLED RED SINGERS

LONDON—Another behind-the-Iron-Curtain outburst attacking the heavy impact of western pop music has been reported here from Czechoslovakia by Radio Free Europe. The protest came from six employees of the Czechoslovakian State Broadcasting organization, who wrote to the Communist paper Rude Pravo. They complained that "the average dance tune singer is inspired by the west and gets far more impact than a leading member of the cast of the National Theater."

They were also concerned that various committees connected with cultural activities worked at cross purposes, so that things rejected for radio as unsuitable might often be disseminated on State-produced grammophone records. Under fire, too, were composers of popular music who followed "the road of copying western manners" which then became further accentuated by the singers' interpretation.

disk jockeys favor the Kallen version and at the moment they are plugging import copies.

BELGIUM

Christmas Sales Give '62 a Boost

By JAN TORFS
Stuivenbergvaart, 37-Mechelen

Sales in the record business here a way up due to Christmas and year-end buying. The four big disks are: "Telstar," by the Tornados; "Let's Dance," by Chris Montez; "Return to Sender," by Elvis Presley, and "Eso Beso," by Paul Anka. In the French part of the country, recordings of Johnny Hallyday, Robert Cogoi and Richard Anthony are selling the best.

S.A. Ardmoore and Beechwood have the rights for the following records: "Amour perdu," by Adamo, a song that soon will be recorded by the composer himself. He is one of Gramophone's top artists with his recording of "Sans toi, mamie" (Without you, mother). Another tune is "Les yeux de Paris" and "L'amourette," two songs recorded in French by Conny Froboess, Germany's most fa-



PETULA CLARK, who has had a string of hits in Europe, is shown as she received a record award from l'Academie du Disque Francais. Standing with Miss Clark is Leon Cabat, president of Vogue Records, for which she records.

mous teen-ager. Further on, we find "Scales" and "Dawn Cracker," two new recordings by B. Bumble and the Stringers, to appear very soon on the State-side label. Finally there is "Lonely" by Mr. Acker Bilk and an English vocal version of this song by Robert Earl; "The Twist Kid," by Les Chats Sauvages and "La Fille qu'on a tant aime," by Dick Rivers on Pathe Marconi.

Claude Francois (Fontana), France's latest teen-age discovery, has a strong version of "Belles, Belles, Belles," the French version of "Girls, Girls, Girls Are Made to Love."

GERMANY

Pat Boone Tops Publication's Poll

By JIMMY JUNGERMANN
102 Ismaninger St., Munich 27

Musikmart, the music trade publication here, has announced the winners in its 1962 survey of top artists and records.

In the male vocalist category, top honors went to Pat Boone, with Freddy, Peter Kraus, Gus Backus and Gerd Boettcher as follow-ups. Mina led the female singing parade with Conny, Nana Mouskouri, Carmela Corren and Petula Clark as runners-up. The singing group category was led by Caterina Valente and Silvo Franceso while Bob

HUNGARY

Exhibition Draws Earl of Harewood

By PAUL GYONGY
Derutcka 6, Budapest

The Earl of Harewood, the Eidenburgh International Festival's director, who visited Budapest on invitation of the Institute for Cultural Relations, attended the inauguration of the Bela Bartok and Zoltan Kodaly exhibition of the Bartok Archivum. The exhibition was opened by musical academician Bence Szabolcsi. Great Britain's Hungarian Ambassador, I. T. M. Pink, was also present.

Three String Quartets by Bartok will be presented by the Tatro String Quartet, and an ensemble from the Budapest State Opera will play three of his larger works for orchestra at the Festival.

The till now banned "West Side Story" cast recording will go on air at Radio-Budapest in the near future. In addition, the following foreign recordings will go into regular program service of Radio-Budapest: "Kapitan" and "Monsieur," by Petula Clark (Vogue); "Belinda," the Ping Pongs (Metronome); "Sing, Brother, Sing," the Tramps (Polydor); "Baumwoll Joe" and "Der Bobby Hat Ein Hobby," Jimmy Brown (Alpha); "Ein Dutzend And're Maenner" and "So Wie Ein Indianer," Gert Bottcher (Decca); "Subisu" and "Wo Steht Das Kleinne Weisse Haus," by Inge Bruck (Ariola).

The Christmas season produced two hit records: "Ugye Te Is Akarod" and an excerpt from Kalman's "Csardasprincess." However, when disks ran short, dealers wondered why, for orders had been placed enough in advance and records were readying for delivery from the State-owned Cable and Plastic Material Company who produced the disks. When ques-



SIDNEY SIEGEL, Seeco Records president, is shown at left signing a new contract with Maurice Brenner, president of Fermata de Argentina. The Argentine label will distribute and produce Seeco product in its home country.

ARGENTINA

LP's Bid for Big Christmas Sales

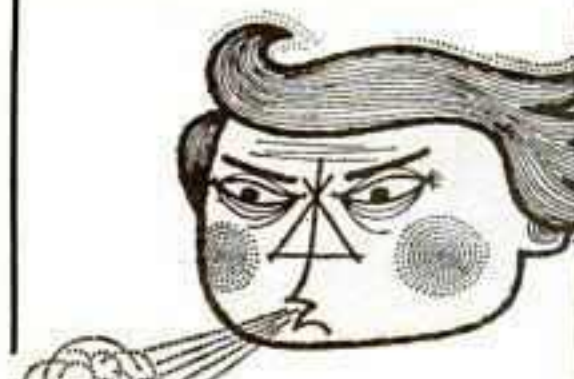
By RUBAN MACHADO
Lavalle 1783, Buenos Aires

All record companies released heavyweight LP records in an attempt to accumulate Christmas and New Year sales. Odeon has released an LP "Brasilandia" with a flock of bossa nova stars, Joao Gilberto, Ario Irakitan and Elza Soares.

On the Ariel label, "Al compas de los exitos" is an LP composed of recordings of American hits. The company also released an LP recorded in Brazil by Nilo Segio, "Esto es romance."

BENEFIT DISK FOR REFUGEES OUT IN FEB.

GENEVA — February 26 is the release date set by the United Nations' High Commission for Refugees of an LP disk on which 13 vocal stars singing in four languages have contributed their services. All proceeds will go for the benefit of refugee activities. Singing in English are Louis Armstrong, Bing Crosby, Nat King Cole, Doris Day, Ella Fitzgerald, Mahalia Jackson, Patti Page and Ann Shelton, Maurice Chevalier and Edith Piaf will be heard in French, Los Paraguayos and Caterina Valente in Spanish and Nana Mouskouri in Greek. Their appearance together is a triumph of a worthy cause which has received waivers from the labels to which the artists are signed as well as donation of royalties.



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by CLARENCE HENRY
Argo #5426

"LONELY BABY"

by TY HUNTER
Checkmate #1015

"BOSSA NOVA BIRD"

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tioned why the deliveries could not be made, a spokesman answered that all production and delivery plans had been fulfilled for 1962 (prior to the Christmas rush) and all further deliveries of records would be made after January 1.

Bossa nova and madison reached Budapest. Teen-agers are attending new dance courses and clefters are hard at work on new tunes to meet the demand. Nevertheless it might happen that new records will be available when these dances are already outmoded.

Walt Disney's charming "Pinocchio" in Hungarian was a tremendous success and will certainly lead to new popularity of the music.

The Fovarosi Operettszinhaz (Municipal Operetta Theater) is preparing a new operetta for next season based on the famous old play "Tunderlaki Lanyok" (The Girls of Tunderlak) by the late Jenő Heltai. Of special interest is the composer Dr. Albert Sirmay (Chappell & Company's chief editor), who is working on the score. There are rumors that the Municipal Operetta Theater will visit the United States in 1963 for a period of three months and produce besides Kalman's "Csardasprincess" two other Hungarian operettas of their repertoire.

ISRAEL

Helen Shapiro Is An In-Person Hit

By AZARIA RAPOPORT
73 Ahad Haam St., Tel Aviv

Helen Shapiro, accompanied by Colin Day and the Red Price combo, are topping Israel's light entertainment and pop music concert season. Even a kibbutz (a collective farming settlement) in Upper Gallilee, whose members are partly composed of Anglo-Saxons who have migrated to Israel, asked if the young singer could find the time to visit them.

The Rockets, starring Gary Edwards, in Israel after accompanying Chubby Checker in Europe, are not faring so well. Teen-agers do flock to see this twist group, however. . . . Other visiting performers enjoying better success are French singer Jocelyne Jocya (ex-Vogue and new Philips artist), Sylvia Claire and Wee Willy Harris who is again accompanied by Tony Crombie.

ITALY

G. Ricordi Gets CBS Distrib Nod

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

G. Ricordi, best-known for its control of opera rights to works by the greatest Italian composers, has moved into the forefront by acquiring Italian distribution rights to the new CBS records label covering the output of the Columbia tag in the U. S. plus the labels herewith separately marketed by Bluebell. In addition to its own Ricordi label and CBS, it has been marketing Roulette, Westminster, Roundtable, Tico, Argo, Tavola Rotonda, MK and Club. With Bluebell it has added Chancellor, Vee Jay, Canadian, 20th-Fox, Del-Fi, Cadence, Omega, Colpix and Candid. With these it becomes a for-

midable competitor for RCA Italiana, Voce del Padrone and Compagnia Generale del Disco, the other top record companies.

Trade Data

Meazzi has come out with an album "Come Back to Operetta" containing selections from 22 operetta albums which are in their catalog. . . . With her appearance as a feature on "Studio One" on TV, Rita Pavone, 17, and less than five feet tall, is being given full promotion by RCA. Her current disk, "The Football Match," has passed the

120,000 mark. . . . Because of existing differences with actors, RAI-TV canceled the public finale of "Canzonissima," which was to have taken place in Terni and moved the event to the Milan studio.

Steno, who directed the Italian film, "Copacabana Palace" as an Italian-Brazilian co-production last summer, scored a direct hit when he included Joao Gilberto, originator of the bossa nova, and his musicians in the film just released here.

With the many twist and mad-

ison disks fading fast, the bossa nova seems to have the New Year situation in hand, with the top disk here featuring June Christy. . . . Decca has brought out the London disk of "Telstar" by the Tordanoes simultaneous with its appearance atop the "Hot 100."

Another Original Cast

Pietro Garinei and Sandro Giovannini have prepared an original-cast album simultaneously with the opening of "Rugantino" (traditional 18th Century Roman masque character)



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GERMANY

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which features the voices of **Nino Manfredi, Lea Massari, Aldo Fabrizi and Bice Valori.** The musical score is by **Armando Trovajoli**, who conducted the highly successful opening night of the operetta. The disk has been issued under the GAM label by Durium.

The 1963 San Remo Festival will be unusual in that many of the old standbys who assumed their songs would be accepted solely on the ground of the authorship have received a rude surprise from the selection committee headed by **Vittoria De-sica** and containing many non-music publishing elements. Although the 20 tunes chosen include two written by singing composers **Pino Donaggio** and **Tony Renius**, others by **Renato Rascel, Adriano Celantano, Umberto Bindi, Gorni Kramer, Claudio Villa, Aurelio Fierro** and **Lelio Luttazzi**, which had been considered shoo-ins for the competition, were turned down. The action of the committee will probably make the 13th Festival the most wide open since the inception of the event in 1951.

Richard Anthony, whose "I Hear the Train Whistling," has sold heavily in France, is now winning favor here. . . . RCA Italiana is offering Beethoven's nine symphonies on seven disks for \$24 as a 10th anniversary special, while **Voce del Padrone** is making a similar offer with different artists.

Nanni Ricordi has formed **Produzione NR** which will release records under the **Assola** label with the first two artists signed, **Sergio Sandrini** and **Michele**. . . . RCA is planning to release its K series of classical records for \$3.20 each, tax included, as part of its 10th anniversary celebration. Company is now producing 35,000 units a day, having multiplied its production 10 times since 1955. . . . Graz, lots!

Selections for San Remo Festival February 7-9 are apt to have a different caste in 1963 since the selection committee is made up of other than composers. Film director-actor, **Vittorio Desica**, serves as chairman and the group includes screenwriter **Cesare Zavattini** and a priest who was a musician before entering the church.

One company, **RCA Italiana**, has already announced it will not send its recording names to the festival because music publishing houses founded after 1958 are not permitted to submit songs. The rule bars **RCA Edizione**, which was formed in 1960, and includes the outstanding singing composers such as **Nico Fidenco** whom the company has signed under the aegis of **Giuseppe Ornato**.

JAPAN

Art Festival Awards Prizes

By **J. FUKUNISHI**
108 Kakinokizaka,
Meguroku, Tokyo

The Ministry of Education announced the prize winners for records submitted to the 17th Art Festival. Nippon Victor's album of six 12-inch stereos entitled "Outline of Imperial Court Music" and Nippon Columbia's album of four 12-inch monaurals entitled "Birth and Development of Samisen (three-stringed native banjo) Music" were both awarded the Art Festival prizes. In the category of international music, **Toshiba Records'** album of five 12-inch stereos "Das Wohltemperierte Klavier," cembalo solos by **Hel-**

mut Walcha was the only winner.

Disk Trade

King Records is releasing LP's and singles of bossa nova by **Enoch Light, Coleman Hawkins, Smiley O'Hara** and the **Hideo Shiraki Quintet.** Nippon Victor will issue "The Complete Album of Music of the World" comprising 24 12-inch LP's with all selections recorded by Japanese artists. Two disks will be released every month for one year, covering jazz, country, Hawaiian, Latin, French chansons, folk songs, movie theme songs and the like. Membership of the Concert Hall Society, a mail order record club, reached 200,000 December 15 after its establishment six months ago.

The Japanese Phonograph and Record Association celebrates its 20th anniversary January 21. Citations are to be awarded to more than 10 persons who have played important roles in developing Japanese recording industry.

NORWAY

Lieberson in Oslo for Label

By **ESPEN ERIKSEN**
Verdens Gang, Oslo

Goddard Lieberson, president of Columbia Records, Inc., New York, hit Oslo Friday (21) on his promotion tour around Europe in connection with the introduction of the CBS label in Europe. He was accompanied by his wife, Norwegian-born dancer **Vera Zorina**, and spent his holiday at her birthplace Gyl on the western coast of Norway.

Lieberson, who produced the original version of "My Fair Lady" and "West Side Story" (a three million success like "My Fair Lady" only happens once in a decade), will go on producing shows for LP's.

CBS Records will be distributed by **Norsk Phonogram A/S** (earlier **Norsk A/S Philips**), which has till now issued the American Columbia records on the Philips label.

Lieberson and his wife came from Stockholm, after being in London, Paris and Milan. Next year he will continue to London and New York, and thereafter return to the big Philips-CBS meeting in Paris early February.

Masters of the Norwegian instrumental quartet the **Quivers**, issued by **Egil Monn Iversen** on the Triola label, were recently sold to Belgium, Luxembourg and the Netherlands for publication there.

PHILIPPINES

Cosdel Distribs Reprise, Roulette

By **LUIS MA. TRINIDAD**
264 Escolta, Manila

Antonio U. Lustre, president of the newly formed record distributing company, **Cosdel, Philippines, Inc.**, recently announced the appointment of his firm by **Kenneth L. Cole**, head of **Cosdel, Inc., Tokyo**, as the exclusive licensee in the Philippines of 15 well-known brands of phonograph records.

With the completion of negotiations, **Lustre** said his company will embark on the distribution of the following record labels: **Reprise, Roulette, Prestige, Vee Jay, Durium, Everest, Big Top, Time, Chess-Checker-**

Argo, World Pacific, Seeco, Candid, Roost, Vox and Globe (formerly **Top Ranks**).

At the same time, **Alfredo M. Lustre**, president of **Home Industries Development Corporation**, announced the **Cosdel, Inc.**, has authorized his company to act as its exclusive manufacturer for pressing of records—LP, 45 and 78 r.p.m.—of the 15 labels. He said preparations are being undertaken for the immediate release of these records in the country.

SWEDEN

Philips Is CBS Swedish Distrib

By **HENRY FOX**
Kungsgatan 56, Stockholm

Philips Phonographic Industries will distribute the CBS label in Denmark, Finland, Norway and Sweden. The first records are already on the market.

EMI has recorded the **Nils Lindberg** suite for orchestra. **Lindberg**, 29, has written music for many TV shows and is also known as the orchestra leader

on **Berns**, our famous restaurant.

Laila Kinnunen recorded "Ep-avireiset Syoamet" (**Desafinado**) in Finnish.

Disk Data

Arne Widegren, former a.&r. man with **Philips** and **Polydor**, has started his own label, **Record**. His first release is by **Thory Bernhards**, who also has been on **Philips** and **Polydor**, and she sings "Tindra vackra stjarna" (**Heimat deine Sterne**) and "I min egen lilla värld av blom-mor" (In my own little world of flowers). Record is distributed by **Karusell**.

Chamber Orchestra of 20 Organized in California

SAN FRANCISCO—Organization of a chamber orchestra of about 20 players; called the **Collegium Musicum**, has been announced by **Gerhard Samuel**, conductor of the **Oakland Symphony**. In connection with this ensemble, director **Robert Commanday** of the **Oakland Symphony Chorus** is training a select group of singers, to be known as the **Oakland Symphony Chamber Choir**.


The two groups will make their debut in a concert for the **San Francisco Chamber Music Society**, January 28, at the **Hall of Flowers, Golden Gate Park**.

Lee Pincus Sets British Masters For Release Here

NEW YORK—**Lee Pincus**, who heads the **Pincus music operations** in Britain, the firm called **Ambassador Music Ltd.** of London, has set a number of British-made masters with American labels for release here. **Pincus** returned to the U. S. for the holidays, and during his vacation, set releasing deals on the British disks with **Kapp Records, Dot Records** and **RCA Victor**.

Interesting aspect of the deals is the fact that the sides, though cut in Britain, will get their initial release in the U. S. Reason for this, according to **Pincus**, is that they can get a good start in the U. S. and still make it in Britain, and because so many British stars are making it here.

Kapp signed a deal with **Ambassador** and **cleffer Joe Meek** ("Telstar") for **Meek** to cut sides in London. **Dot's** first disk under the deal features **Andy Cavell**.



ONS DELF DIAMANTE, GOUD EN AMERIKAANSE MUSIEK

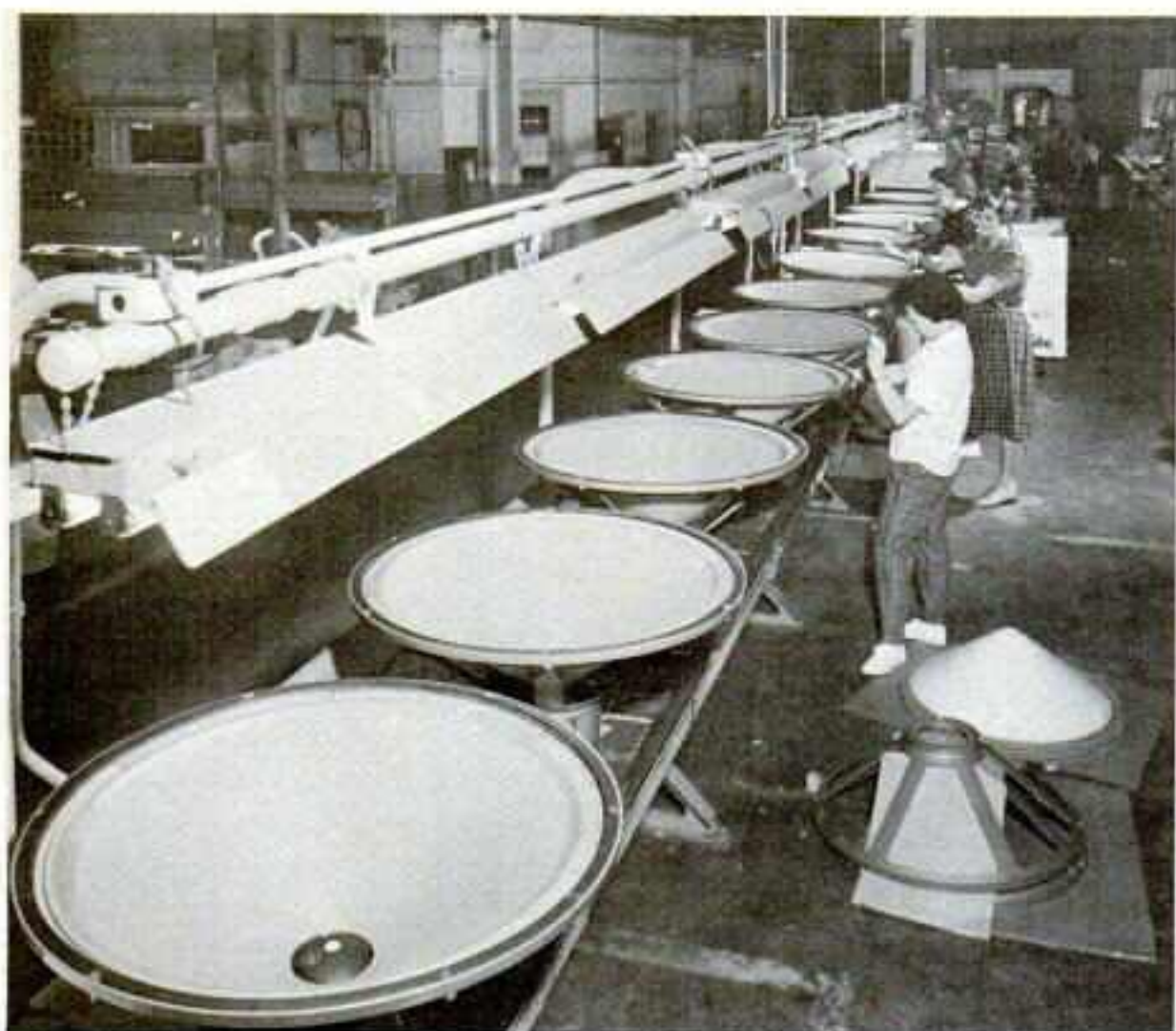
(We dig diamonds, gold and American music!)

The dark continent is certainly not in the dark as regards American music. We know—we have been selling records there for many years and a large proportion of them consist of American recordings. The E.M.I. company in South Africa goes by the name of **E.M.I. (South Africa) (Pty) Ltd., Johannesburg.** It operates a record factory (pictured below) and maintains an effective and aggressive distribution throughout the Republic. E.M.I. records are also being pressed in Southern Rhodesia and a new E.M.I. plant is just starting operations in Nigeria. You will find E.M.I. records in all the countries of Africa.

So goes the pattern of E.M.I.'s record business all over the world. E.M.I. records are being pressed today in forty different countries and one record in every four sold throughout the world (outside the Communist bloc) is made by E.M.I.



Kindle Customer Interest By Teaching Him How to Record



VA-VA-VA-BOOM—No, those aren't new-type coolie hats coming down the assembly line. They're giant speaker cones, 30 inches in diameter, designed to reproduce faithfully the lowest possible frequencies in the sound spectrum (organ pedal notes, the boom of the bass drum, and bass strings as low as they can go). The cone is part of the speaker complement of Electro-Voice's Patrician speaker system.

A SIZZLER

Phono Demo Technique 'Leaves 'em Bug-Eyed'

NEW YORK—If you want to put sizzle into your phono and record player demonstrations, do as Walter Stanton does. Stanton, president of the Pickering Company here, has a four-point demo technique that's a real crowd-pleaser.

"I've been using it at high fidelity shows," Stanton told the *Billboard*. "And it leaves them bug-eyed and convinced." The important thing about the Stanton technique is this: any dealer can use it effectively at the sales counter to draw crowds and influence sales. And the demo is as simple as it is effective. Here's how it works.

The preparation: Turn on the player and crank the volume up to a fairly high level. The louder the level, the more punishment the cartridge and needle seem to be taking. And—have a stub of a pencil handy.

The technique: (1) insert the pencil stub under one side of the record on the turntable. The resulting roller-coaster action is worse than the most awful record warpage. Put the needle in the groove. The tone arm will ride the undulating disk without difficulty. And, what is more important, there will be no pitch changes and the difference is sound between the "warped" disk and one played normally will be undetectable.

Prestige Gives 10%

NEW YORK—Prestige Records is offering a 10 per cent discount on all Prestige International product from January 1 through February 15. Firm is offering a 15 per cent discount on all of its Prestige Giants LP's for the same period. Giant line contains LP's by Jack McDuff, Herbie Mann, Willis Jackson, Etta Jones, and the Modern Jazz Quartet.

Dealers Get 7 Timely Pointers

BUCHANAN, Mich.—Make experts out of tape recording amateurs for top sales of recorders, blank tape and microphones. This, according to the Electro-Voice Company here, is a smart sales tactic for 1963.

The firm—a veteran manufacturer of high quality microphones, loudspeakers, and other high fidelity equipment—points the direction that consumer education should take.

"The rules for making good recordings are simple," E-V, President Al Kahn told the *Billboard*. "The few minutes it takes to instruct the customer will be well spent. This short time can turn mild interest into a strong hobby. And the hobbyist with a strong interest will become a steady customer for tape and high profit accessories like quality microphones."

Kahn outlined the kind of instruction dealers should be able to give. It consists of seven important points.

The Big Seven

They are:

1. Don't expect miracles right away. Experiment. Keep recording. A good recordist isn't made overnight anymore than a good photographer, or a good musician is. Testing is cheap; you can use the same tape over and over. Try different mike placements. Use sound reflectors in different ways. Record the same material over and over until you're satisfied. And when you are satisfied, know what made the recording happen that way.

2. Instruct the person you are recording. If a speaker or solo singer, tell the person to treat the microphone as a listener. Place the microphone about a foot away and ask the person to speak or sing in normal voice. Think of the microphone as someone's ear and treat it accordingly—with polite respect.

3. Record in a quiet environment. You may think that the place you want to use for recording is quiet, but it may contain sound to which you are accustomed. The microphone will not discriminate what you want to record and random sounds. Important: Don't set the microphone on the same table as the recorder; it will pick up the recorder's motor noise.

4. Know how to compensate for unwanted noise. You may have to record in situations where random noise is high. Practice using the recorder close to the mouth. Learn what it can do and not do under these circumstances. Practice.

Test the Room

5. Test room acoustics. Every room has its own sound, depending on its size and furnishings. It can be a "live" room (very reverberant) or a "dead" room (little reverberation). For solo recording, a "dead" room is best (less problems). You can deaden a room by closing drapes, adding more upholstered furniture, covering bare floors with rugs. The walls can also be draped with inexpensive material (burlap is fine). When recording choral or instrumental groups some reverberation is desirable. Take down the material, open the draps, take up the rugs—until you get the amount of reverberation you want.

6. Watch the recording volume. A VU meter or level indicator.

(Continued on page 33)

Phono-Tape

MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS
• EQUIPMENT NEWSLETTER

EQUIPMENT NEWSLETTER

By DAVID LACHENBRUCH
Billboard Contributing Editor
Managing Editor, Television Digest



THE CHANGES IN CHANGERS. If we were to try to name the most important development in the so-called "package" phonograph business during the year just past, we would say it was the change in record changers. For 1962 was the year that the majority of the large manufacturers of home music instruments made important progress in designing changers more compatible with modern LP stereo disks.

While this trend started before 1962 in the package phono business, last year was the year which saw most manufacturers switch over to lightweight pick-ups weighing two to four grams with improved compliance and excellent tracking qualities. At least two makes have the "floating cartridge" feature, originally designed by CBS Laboratories, which prevents accidental record-scratching. Others have upgraded their instruments by changing their suppliers of record changers, and buying and advertising more deluxe changers from companies with well established reputations in the component field.

This year will be the year of consolidation for the upgraded record-changing device. More brands of packaged hi-fi will include lightweight, better-tracking, easier-on-the-record pickups.

The next step in package consoles may well be closer attention to loudspeakers. In the next year or two we may see greatly improved speaker systems in phonograph consoles, with far more attention paid to acoustical baffling and enclosure of speakers.

SOMETHING BORROWED, SOMETHING TRUE. Like the improvement in record-playing equipment, speaker system improvement techniques will be adapted from ideas used in high-fidelity component systems. Package manufacturers have consistently borrowed ideas from the component industry, modifying them in many ingenious and original ways for mass production and mass marketing.

One of the first things they borrowed was the term "high fidelity," used as a noun. Now they don't want to give it back. The Federal Trade Commission, watchdog of advertising claims, has been observing the spreading use of this term with some dismay, and it's seeking a so-called "legal" or "official" definition of high fidelity so that it can clamp down on manufacturers and retailers who advertise as high fidelity something which isn't.

The FTC opened up a Pandora's music box in broaching the subject, and it's highly possible that no official definition will ever be reached. The FTC, you will recall, asked the Electronic Industries Association to suggest a preliminary definition. EIA sent out more than a thousand letters to individuals and groups it thought might be interested, and came up with a proposed definition which resulted in howls of anguish from both manufacturers of components and manufacturers specializing in low-end phonographs.

The component manufacturers feel the definition should apply principally to audiophile products reflecting a fairly advanced state of the music reproduction art. Some other manufacturers, who have been using the term "high fidelity," feel that EIA's proposed definition will take away their right to use it, by government fiat.

VERBAL INFLATION. The difficulty in defining the term may stem from the fact that, by its very nature, "high fidelity" is a relative phrase. How high is High? Compared with early acoustical phonographs, a \$14.95 kiddie machine is hi in fi, but if you use a \$1,500 custom music system as your measuring stick, today's medium-priced components won't stack up.

No matter what the early uses of the phrase, it has been appropriated by virtually all makers of home music reproduction instruments. Whether or not the government puts an official stamp on it, it means very little. It would be relatively simple for the government to arrive at a definition of such positive words as "green" or "round" or "inch." But no absolute definition of "high"—particularly when used in connection with "fidelity"—is going to satisfy more than a small minority.

The government might have the same kind of trouble if it tried to define the term "sports car" for the protection of the public. Does Thunderbird qualify? Or the Plymouth Fury? How about the Austin-Cooper? You'll get lots of argument on it. Suppose the FTC decided it was necessary to define "antique." How old is an antique? Some collectors flatly insist that so-called "Early American" pieces don't fit the definition. Some antique car clubs define an antique auto as anything made more than 25 years ago. Does this put the so-called "modern" tubular chrome furniture of the 1930's in the "antique" category? —

These are some of the obvious problems in even trying to arrive at a definition of any relative term. The FTC's purpose in seeking to define high fidelity is to protect the public from misrepresentation, to permit the customer to know what he's buying. Is there a better way to do this?

ONE POSSIBLE SOLUTION is a standardized way of measuring and presenting specifications to spell out exactly how high the

BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earnings 3% or more of the total dealer points are listed below.

BEST SELLING AM-ONLY TABLE RADIOS

POSITION			BRAND	% OF TOTAL POINTS
This Issue	10/13/62 Issue	7/14/62 Issue		
1	4	—	Magnavox	20.6
2	3	3	General Electric	19.4
3	5	4	Mororola	16.8
4	2	1	Zenith	11.5
5	1	2	RCA Victor	10.5
6	7	—	Admiral	6.3
7	6	5	Emerson	5.5
			Others	9.4

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

10/13/62 Issue: Packard-Bell (8).

7/14/62 Issue: Westinghouse (6); Olympic (7).

BEST SELLING AM-FM TABLE RADIOS

POSITION			BRAND	% OF TOTAL POINTS
This Issue	10/13/62 Issue	7/14/62 Issue		
1	2	1	Magnavox	20.5
2	1	2	Zenith	19.1
3	4	3	General Electric	12.0
4	—	—	Masterwork	7.0
5	3	4	RCA Victor	6.4
5	7	6	Motorola	6.4
7	5	5	Granco	6.2
7	—	—	Panasonic	6.2
9	—	—	Channel-Master	3.2
			Others	13.0

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

10/13/62 Issue: Delmonico (6).

7/14/62 Issue: Admiral (7).

fidelity is. Unfortunately, the component hi-fi fan is the only one really interested in electronic specifications. The purchaser of a packaged phono console couldn't care less, and the packaged-goods industry has been consciously to conscientiously de-emphasizing technical terms and specs in order to keep consumer confusion to a minimum.

Facts seem to indicate that component and packaged hi-fi are different types of products, produced by two different industries, each aiming at a different group of customers. While there is some blurring of lines between them, this generalization has always held true. Therefore, it may not be necessary at all to apply the same terms and the same yardsticks to both. The term "high fidelity" may now be doomed to describe anything that makes a noise. But why not adopt a new or modified term—such as "component high fidelity"—to describe equipment whose sole function is good reproduction of sound? The other side of the coin might be "furniture high fidelity" or "unitized high fidelity"—or any other term descriptive of the complete self-contained musical unit which is designated for ease of installation and operation, and whose appearance to the eye in terms of cabinet design may be as important as its appeal to the ear. A separate standard might be set up for "portable high fidelity." If a console unit should meet the standards for "component high fidelity," it could be certified as such.

If official standards are necessary or desirable, it seems obvious that these standards should be different for the different types of products on the market. The unadorned term "high fidelity" has lost its meaning, if it ever had one. Any standards must be reviewed periodically, as the state of the art advances, as the quality of reproduction of both components and packaged equipment continues to improve. "High" is a relative term, and our astronauts have shown that it must be re-evaluated at quite frequent intervals.

Lively Sales Approach Looms in Accessories

NEW YORK—More imaginative merchandising techniques in the field of needles and cartridges can be expected during 1963, in view of present indications from several manufacturers. Latest developments from such firms as Recoton, Shure and Jensen, herald the coming of a departure that has become traditional in recent years.

Smallness of the size of the product has always posed a special kind of problem in these fields. Recoton, among others, has advanced one solution in the form of an oversized package. Each seven by seven-inch display card contains a single replacement needle in a firmly secured bubble or blister. The card itself carries a good visual presentation of the product with pertinent information on which units it replaces and how to install it.

Recoton's approach also provides an answer to the problem of pilferage, which every dealer faces every day he opens his store, particularly with small products. In addition, the firm has also continued its series of annual needle replacement guides. The 10th annual edition has just rolled off the press.

New Approach

Another novel approach, designed to appeal to gadgeteers, has been introduced by Shure Brothers. The cartridge and component manufacturer circumvents direct product talk in a new hi-fi gadget gauge, which is simply an ingeniously perforated card, with five separate tear-out units for conducting six different tests on audio equipment.

By punching and folding the card cut-outs and using them with such items as paper clips and pennies, the audiophile can conduct tests for (1) tracking force of the needle; (2) bearing friction—the side to side friction of the tone arm; (3) turntable level—a test for bent shafts or worn bearings; (4) arm set-down—whether the tone arm drops properly to engage the first groove; (5) stack clearance—the correct record stack height above the turntable for proper tone arm clearance, and (6) a stroboscopic test of turntable speed.

The first 25 of the hi-fi gadget

Kindle Patron By Teaching

• Continued from page 32

cator is your best gauge; use it. Know what you are recording so that you can anticipate soft passages and compensate for them if necessary. Never kick the volume up suddenly; squeeze it. Make the recording as smooth as possible.

7. Handle accompaniment with care. Are you recording solo voice with piano? Keep the piano in the background. Let it be heard but never dominate. Learn to balance sound.

Kahn emphasized that dealers shouldn't make recording seem complex. But neither should the dealer slough-off recording instruction.

"It's most important for the customer to be interested, satisfied, and pleased with the purchase of a recorder," Kahn said. "This will happen only when he knows how to use his equipment."

gauges are free to dealers, with additional copies available at 5 cents each. On the reverse side of the 11 by 11-inch card are detailed messages on various Shure cartridges.

Another merchandising variation was introduced recently by Jensen Industries, in the form of a counter card, also designed to build up the amount of space

allotted to the needle in the retail shop.

In this device, six separate diamond needles are displayed in step-up fashion on a single, two-color counter card. Illustrations on the card show how to replace the needle.

Devices of this kind are seen as providing new opportunities for dealers to increase sales of accessories in the record and phono field. Many dealers, too, will likely feel an increasing demand during 1963 for tape equipment accessories as well, which will include head cleaners, tape splicing units and storage racks among others.

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

DOT—Expires January 31, 1963. Started December 26, 1962.

Three programs: On albums: 10 per cent cash discount for mono and 15 per cent for stereo on LP's in category A; 15 and 10 per cent on category B albums, and 20 and 25 per cent on category C albums. On EP's: 25 per cent discount. On single prepacks: 20 per cent discount.

ELEKTRA—Expires February 15, 1963. Started January 1, 1963.

Label is offering a 10 per cent restocking plan on firm's complete catalog.

LIBERTY-DOLTON—Expires February 15, 1963. Started December 31, 1962.

A 10 per cent cash discount taken off the face of the invoice on dealer orders. A 15 per cent cash discount on individual dealer orders of 200 or more LP units. Plan covers new releases plus entire catalog.

MERCURY—Expires February 15, 1963. Started January 1, 1963.

Label is offering a 15-free-with-each-100-purchased deal on its January release of 30 LP's plus selected items from firm's entire catalog. See page 5, January 5 issue, for details.

PRESTIGE—Expires February 15, 1963. Started January 1, 1963.

Label is offering a 15 per cent discount on all Prestige International and Prestige Giant product.

PHILIPS—Expires February 15, 1963. Started January 1, 1963.

Firm is giving a 10 per cent discount on its entire catalog including new releases.

CAPITOL—Expires February 28, 1963. Started January 1, 1963.

Three programs for dealers: One LP for 61 cents for each one purchased at regular price on firm's Guy Lombardo catalog of 17 LP's; one-free-for-two purchased on the Capitol-of-the-World album series; a flat 20 per cent off the invoice on Capitol Classics series.

KING—Expires February 28, 1963. Started December 24, 1962.

Label is offering a 15 per cent cash discount off the face of the invoice on the entire King, Bethlehem and Audio Lab LP catalogs.

VERVE—Expires March 31, 1963. Started December 24, 1962.

Label is offering their distrib one free Jonathan Winters LP for every five purchased. The album is titled "Humor Seen Through the Eyes of Jonathan Winters."

NEW DEALER PRODUCTS

Scott Sets Tuner Kit

H. H. Scott is incorporating in its current kit line, the model LT-110 stereo tuner kit, which also includes the firm's Sonic Monitor, a device which permits easy identification of a station broadcasting in stereo. The unit comes packed for easy assembly and includes a rewritten instruction book.



Dynavox Hide-A-Way Phono



Dynavox's new portable phono, pictured here, is known as the "Hide-a-Way." Model 629 includes a VM changer, detachable speakers allowing 14 feet of separation, and a carrying case which permits the unit to fold out of the lid. List price is \$99.95.

Jensen Counter Display

Jensen Industries has made available to dealers this specially designed counter display card, for promotion of the diamond needle, model CRA-55XD. The display, in ebony and gold, shows how to replace an old needle, and contains in step-up style, six of the needles, in neat packages.



AFTER 3½ YEARS

Detroit's Big WJR Wins Point, Then Returns to CBS Network

By **ARNOLD HIRSCH**

DETROIT — After a three-and-a-half-year separation, powerhouse WJR has re-joined CBS Radio, thus filling a glaring gap in the network's nationwide coverage and adding a good many CBS "names" to the station's own extensive personality roster.

The move has spelled no radical change so far in WJR station personnel, though much program shifting has been necessitated by the addition of such shows as "Arthur Godfrey Time," Art Linkletter's "Houseparty," the "Garry Moore Show," Betty Furness' "Woman's Word" and dozens of CBS News programs.

Biggest move slices Jim Wood's popular afternoon "Showcase," an easy-going blend of pop tunes and interviews, from a daily two hours 15 minutes down to 50 minutes, across-the-board. Most of the lost time is being made up, however, on a new "Jim Wood Show," from 10:05-11 p.m. The new program includes some of the "Showcase" ingredients with the addition of humorous skits written and enacted by man-of-many-voices Wood.

The long-time WJR music-variety show, "Guest House," has been torn down after nine years as an evening landmark, but re-appears almost intact as "The Bud Guest Show" in the 12:30-12:55 p.m. slot, featuring host Guest and the WJR orchestra led by Jimmy Clark. The shift has knocked out a disk show, "Time Out for Music," which will now be heard Saturdays only.

J. P. McCarthy, considered by record industry people as the Motor City's top-rated record-spinner, has lost his Saturday afternoon segment of the "Music Hall," but has an extra 15 minutes tacked onto his daily p.m. stint. His early morning spot is unchanged, Monday through Saturday.

A 50,000-watt, clear-channel station, WJR covers more radio homes than any station outside of New York, Chicago and Los Angeles—15,500,000 people in four States plus an additional 3,000,000 in Canada. One of the nation's pioneer stations, it began broadcasting in 1922 and is Detroit's top good-music station.

WJR had been a CBS affiliate from September, 1935 through May, 1959 when station management split with the network over the new Program Consolidation Plan. PCP involved com-

pensating affiliates with free programs which they could sell to local advertisers, rather than cash.

Cash Is Back

Station officials considered it an unworkable "barter" system, declared it would hurt the industry and gave the network its six-months' contractual notice. The plan was dropped by CBS early this year and cash compensation was restored, paving the way for this week's return.

Since the schism, CBS had been without a regular outlet in the important Detroit market. The NBC outlet of longstanding is WWJ, The Detroit News station. ABC owns and operates WXYZ, and WKMH programs Mutual news and sports shows.

Commenting on the move, CBS Radio President Arthur Hull Hayes said: "We welcome the re-affiliation of WJR because it reflects the renewed vigor and indestructible importance of network radio."

Symphony Groups Getting Air Time All Over the Map

• *Continued from page 16*

distributes the post-1950 Warner Bros. pictures released to TV. Seven Arts has already blueprinted a follow-up TV series with the Boston Pops. Nearly two-thirds of the local sponsors for the Boston Symphony TV series, according to Seven Arts, are banks and financial firms.

The Chicago Symphony (RCA Victor) is also a success in syndicated TV, being seen in major markets in a 26-episode, hour-long "Great Music From Chicago" series produced and distributed by WGN-TV. A second series is in the works at the independent Chicago station. In many cities, "Great Music" receives prime-time TV exposure.

Sound of Ormandy

The Philadelphia Orchestra (Columbia) is on view internationally in an hour-long TV special produced by WCAU-TV and distributed by CBS Films. Titled "Eugene Ormandy's Sound of America," the special is part of a group of shows produced by CBS-owned TV stations and later distributed overseas in a series of international program swaps. The Philadelphia special has been seen in some 14 U. S. cities so far.

At the network level, the New York Philharmonic (Columbia) is heard regularly on CBS Radio and seen occasionally in a series of CBS-TV Ford-sponsored concerts for young people conducted by Leonard Bernstein. NBC, which used to carry Toscanini's concert on radio, has no regular TV symphonic airings but does carry telecasts of the NBC Opera Company (such as the forthcoming premiere of

FCC Calls for New Revenue Breakdown In Radio Reports

WASHINGTON — A breakdown of the FM revenues of AM-FM operations to differentiate between time sales and incidental broadcast revenues of the FM service will be a feature of the revised broadcast financial report required annually by the Federal Communications Commission.

The agency has announced that it will also ask about payments to owners and close relatives, revenues received from political broadcasting, a breakdown of salaries by departments (technical, program, etc.) and for stations with 15 or more employees, a similar breakdown of employment.

The new requirements were gentled down from originals after broadcasters moaned mightily on the detailed information that the FCC considered requiring. The agency said it can't agree with much of the comment, but it does agree that a good deal of detailed financial information can be obtained when needed—and perhaps it isn't necessary to gather all of it in on an annual report.

Menotti's "Labyrinth" on March 3).

Several major European orchestras familiar to record buyers are also receiving some U. S. TV exposure. Key items: reversing the U. S.-to-Britain march of TV shows, BBC is syndicating "International Concert Hall," featuring the BBC Symphony, as a series of hour-long shows. Sterlin TV Company has a filmed package of 15-minute programs with the Vienna Philharmonic in its catalog, along with an opera and a ballet series.

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

PROGRAMMING NEWSLETTER

By **BILL GAVIN**
Billboard Contributing Editor
Publisher, Bill Gavin's Record Report



SIGNIFICANT RECORD ACTION: Radio music programmers report these new developments for the week-period ending January 2: **Bertha Porter** (WRDC, Hartford, Conn.) notes solid sales on "Who Stole the Keeshka?" (Matys Brothers—Select), conforming action previously noted in San Francisco; Erie, Pa., and Worcester, Mass. . . . **George Erwin** (KFJZ, Fort Worth) reports fast sales gains for "Matilda" (Rondels-Shalimar).

According to **Jay Daniels** (WDXB, Chattanooga) Eydie Gorme's "Blame It On Bossa Nova" on Columbia, and Henry Mancini's "Days of Wine and Roses" on RCA Victor are doing well. . . . **Johnnie Rowe** (KTLN, Denver) notes popularity of "From the Bottom of My Heart" (Dean Martin-Reprise), confirming previous reports from Chicago and Milwaukee.

Several areas concur in reporting fast gains for "Ain't Gonna Kiss Ya" (Ribbons-Marsh) and "Wild Weekend" (Rebels-Swan). . . . There's been strong phone request action on "Peanuts," a track in the Four Seasons EP on Vee Jay. However, the label is releasing a completely new Four Seasons single titled "Walk Like a Man."

Two quality instrumentals, attracting attention in a few cities, are "Meditation" (Charlie Byrd-Riverside) and "Sax Fifth Avenue" (Johnny Beecher-Omega). Both might have moved faster if more stock had been available at dealer level, but they could both follow the current success of Bill Pursell's "Our Winter Love" on Columbia, and "Cast Your Fate to the Winds" (Vince Guaraldi-Fantasy).

There's Boston and Los Angeles action on "Al Di La" (Connie Francis-MGM). . . . **Paul Drew** (WAKE, Atlanta) reports fast r.&b. sales on "These Arms" (Otis Redding-Volt). . . . **Neil McIntyre** (KQV, Pittsburgh) and **Don Anti** (KFWB, Los Angeles) report No. 1 chart action for "Tell Him" (Exciters-UA). . . . Most-requested band in the new Allan Sherman LP, "My Son, the Celebrity," seems to be "Harvey and Sheila."

DJ PROGRAMMING: We have invited several leading DJ's to submit excerpts from their actual on-the-air programming so that our readers may make their own appraisals of policies and styles.

Our first guest is Pete Myers, who handles the late afternoon slot on WINS, New York. Pete is well remembered in Cleveland as the creator of the "Mad Daddy" show. Later, on WNEW, he became one of New York's favorite air personalities and continues to maintain his high audience ratings on WINS.

Variety is the keynote of his programming policy, says Pete. If a listener doesn't care for one particular record on the show, he's pretty sure to like the next one. This broader musical spectrum insures an appeal to a wide range of popular tastes.

The program listed below was broadcast on WINS Thursday, December 27, from 4 to 7 p.m. Because of the newspaper strike the station was carrying two 10-minute newscasts per hour, plus a very heavy commercial load. This reduced the time normally available for music. Here are the records just as Pete played them:

Time	Selection	Artist	Category	Popularity Status	
4 p.m.	LOVER—Marty Gold (LP)		Instrumental	Bright Extra	
	WALK RIGHT IN—Roof-top Singers		Group Voc.	Current Smash	
	THE STRIPPER—David Rose		Instrumental	Hit of '62	
	IT'S UP TO YOU—Rick Nelson		Male Voc.	Current Hit	
	I'M A WOMAN—Peggy Lee		Gal Voc.	Pick	
	PEPINO THE ITALIAN MOUSE—Lou Monte		Male Voc.	Current Hit	
	MOON RIVER—Henry Mancini		Instrumental & Chorus	Hit of '62	
	CHARMAINE—Vic Damone (LP)		Male Voc.	Bright Extra	
	LOVE LETTERS—Ketty Lester		Gal Voc.	Hit of '62	
	WON'T YOU COME HOME DISRAELI—Allan Sherman (LP)		Male Voc.	Comedy	
4:40	GREEN ONIONS—Booker T.		Instrumental	Hit of '62	
	BLAME IT ON THE BOSSA NOVA—Eydie Gorme		Gal Voc.	Pick	
	EVERYBODY LOVES A LOVER—Andre Kostelanetz (LP)		Instrumental	Bright Extra	
	5:10	LOVESICK BLUES—Frank Ifield		Male Voc.	Current Hit
		SLOWLY—Jaye P. Morgan		Gal Voc.	Pick
		MIDNIGHT IN MOSCOW—Kenny Ball		Instrumental	Hit of '62
		WELL WELL WELL—Highwaymen		Group Voc.	Local Hit

(Continued on page 37)

Focus on the Deejay Scene



TRIBUTE to KALL, Salt Lake City, deejay Paul Smith was made recently by United States Army's Recruiting Service. Smith, who holds down the 11:05 a.m.-2 p.m. slot on KALL, recently returned to the station after his second hitch in the Army. Here, Smith is seen being awarded a special citation during his show, with Capt. Robert R. Maxwell, local recruiting officer, representing the Sixth Army Recruiting District. Citation honored Smith for "fine spirit and public service rendered by him" in aiding recruiting in KALL area.

READY-TO-GO PROGRAMMING

Program directors and disk jockeys will find this material a ready source from which to build weekly programming periods. All that's needed are the disks from the station's record library.

BEST TRACKS FROM THE NEW SPOTLIGHT LP'S

These are the tracks selected for disk jockey programming by Billboard's reviewing panel as the most outstanding from this week's new LP spotlights.

POPULAR

BILL JUSTIS PLAYS 12 MORE BIG INSTRUMENTAL HITS — (Smash MGS 27030, SRS 63030) "Telstar" (Campbell-Connelly, ASCAP) (2:46)

LET'S GO! WITH THE ROUTERS — (Warner Bros. W 1490, WS 1490) "Sting Ray"

PATTI PAGE ON STAGE — (Mercury MG 20758, S 60758) "The Boll Weevil Song" (Play, BMI)

EMILIO PERICOLI SINGS THE GOLDEN HITS OF ITALY — (Warner Bros. W 1489, WS 1489) "Volare"

JAZZ

ON MY WAY AND SHOUTIN' AGAIN—Count Basie (Verve V-8511, V6-8511) "Eee Dee" (Neal Hefti, ASCAP) (3:01)

BLACK AND BLUE—Lou Rawls (Capitol T 1824, ST 1824) "Trouble in Mind" (2:49)

COUNTRY & WESTERN

CHEYENNE FRONTIER DAYS—Hank Thompson and the Brazos Valley Boys (Capitol T 1775, ST 1775) "You're Walking on My Heart" (2:27)

OUR MAN DOWN SOUTH — Eddy Arnold (RCA Victor LPM 2596, LSP 2596) "May You Always" (ASCAP) (2:24)

SACRED

GIVE US THIS DAY — Blackwood Brothers (RCA Camden CAL 735) "Give Us This Day"

MIDDLE-ROAD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
		TITLE, ARTIST, LABEL	
1	1	GO AWAY LITTLE GIRL, Steve Lawrence, Columbia 42601	10
2	3	THE NIGHT HAS A THOUSAND EYES, Bobby Vee, Liberty 55521	6
3	2	MY DAD, Paul Petersen, Colpix 663	9
4	5	IT'S UP TO YOU, Rick Nelson, Imperial 5901	5
5	7	HALF HEAVEN—HALF HEARTACHE, Gene Pitney, Musicor 1026	5
6	4	DEAR LONELY HEARTS, Nat King Cole, Capitol 4870	10
7	8	TROUBLE IS MY MIDDLE NAME, Bobby Vinton, Epic 9561	6
8	—	WALK RIGHT IN, Rooftop Singers, Vanguard 35017	2
9	13	MY COLORING BOOK, Kitty Kallen, RCA Victor 8124	4
10	12	LET'S KISS AND MAKE UP, Bobby Vinton, Epic 9561	7
11	14	MY COLORING BOOK, Sandy Stewart, Colpix 669	3
12	6	RUBY ANN, Marty Robbins, Columbia 42614	9
13	9	YOUR CHEATING HEART, Ray Charles, ABC-Paramount 10375	9
14	11	DESAFINADO, Stan Getz and Charlie Byrd, Verve 10260	16
15	—	JAVA, Floyd Cramer, RCA Victor 8116	3
16	16	SHAKE ME, I RATTLE (Squeeze Me, I Cry), Marion Worth, Columbia 42640	3
17	17	FLY ME TO THE MOON—BOSSA NOVA, Joe Harnell and Ork, Kapp 497	3
18	—	CAST YOUR FATE TO THE WIND, Vince Guaraldi Trio, Fantasy 563	6
19	—	CHICKEN FEED, Bent Fabric, Atco 6245	1
20	—	I WANNA BE AROUND, Tony Bennett, Columbia 42634	1

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in the Billboard's chart at that time:

POP—5 Years Ago January 13, 1958

1. At the Hop, Danny & the Juniors, ABC-Paramount
2. Stood Up, R. Nelson, Imperial
3. Great Balls of Fire, J. L. Lewis, Sun
4. April Love, P. Boone, Dot
5. Peggy Sue, B. Holly, Coral
6. Jailhouse Rock, E. Presley, RCA Victor
7. Jingle Bell Rock, B. Helms, Decca
8. You Send Me, S. Cooke, Keen
9. Kisses Sweeter Than Wine, J. Rodgers, Roulette
10. Raunchy, B. Justis, Phillips Int'l

POP—10 Years Ago January 10, 1953

1. Don't Let the Stars Get in Your Eyes, P. Como, RCA Victor
2. Glow Worm, Mills Brothers, Decca
3. Why Don't You Believe Me! J. James, MGM
4. It's in the Book, Parts I & II, J. Standley, Capitol
5. Till I Waltz Again With You, T. Brewer, Coral
6. Oh, Happy Day, L. Howard, Essex
7. Keep It a Secret, J. Stafford, Columbia
8. Tell Me You're Mine, Gaylords, Mercury
9. Have You Heard, J. James, MGM
10. Takes Two to Tango, P. Bailey, Coral

RHYTHM & BLUES—5 Years Ago—January 13, 1958

- At the Hop, Danny & the Juniors, ABC-Paramount
Raunchy, E. Freeman, Imperial
Great Balls of Fire, J. L. Lewis, Sun
Peggy Sue, B. Holly, Coral
You Send Me, S. Cooke, Keen
Raunchy, B. Justis, Phillips Int'l

- I'll Come Running Back to You, S. Cooke, Specialty
Kisses Sweeter Than Wine, J. Rodgers, Roulette
Jailhouse Rock, E. Presley, RCA Victor
Bony Moronie, L. Williams, Specialty

Despite Teens' Protest, Their DJ Idol Cut Down

SAN FRANCISCO — Northern California teen-agers are still surviving despite the cutting back of the Dick Stewart's popular KPIX dance party program to one afternoon a week from five.

KPIX withstood an onslaught of juvenile protests when the TV station revised its schedule to include its new hourly "The

Big News" feature from 6 until 7 p.m. The Monday through Friday Stewart program was over to Saturday afternoon 5-5:30 p.m.

Stewart's first record, "I Believe," lost none of its popularity and continues one of the near-top sellers in the area. So successful has it been that the artist has signed with the Los Angeles-based Penthouse label to cut several other disks in 1963.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 12

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by Billboard's weekly nationwide surveys.

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	GO AWAY LITTLE GIRL	By Goffin-King—Published by Aldon (BMI)	6
2	1	TELSTAR	By Meek—Published by Campbell-Connelly (ASCAP)	8
3	3	LIMBO ROCK	By W. E. Strange-Jon Sheldon—Published by Four Star-Twist (BMI)	13
4	7	HOTEL HAPPINESS	By L. Carr-E. Shuman—Published by Dayben-Mansion (ASCAP)	6
5	8	PEPINO THE ITALIAN MOUSE	By Allen-Merrell—Published by Romance-Ding Dong (BMI)	4
6	11	TELL HIM	By Bert Russell—Published by Mellin (BMI)	4
7	5	BIG GIRLS DON'T CRY	By B. Crewe-B. Gaudio—Published by Bobob (ASCAP)	12
8	9	ZIP-A-DEE-DOO-DAH	By R. Gilbert-A. Wrubel—Published by Joy (ASCAP)	5
9	4	BOBBY'S GIRL	By Hoffman-Klein—Published by A.M.E. (BMI)	10
10	14	THE NIGHT HAS A THOUSAND EYES	By Weisman-Wayne-Garrett—Published by Bien-Mabs (ASCAP)	3
11	13	MY DAD	By Mann-Weil—Published by Aldon (BMI)	4
12	6	RETURN TO SENDER	By O. Blackwell-W. Scott—Published by Presley (BMI)	12
13	10	YOU ARE MY SUNSHINE	By J. Davis-C. Mitchell—Published by Peer Int'l (BMI)	6
14	16	TWO LOVERS	By W. Robinson—Published by Jobete (BMI)	4
15	22	IT'S UP TO YOU	By Jerry Fuller—Published by Four Star (BMI)	3
16	15	THE LONELY BULL	By Sol Lake—Published by Almo (ASCAP)	9
17	23	UP ON THE ROOF	By Goffin-King—Published by Aldon (BMI)	3
18	26	I SAW LINDA YESTERDAY	By Lee-Reynolds—Published by Jack (BMI)	2
19	—	LOOP DE LOOP	By Vann-Dong—Published by Tobi-Ann & Vann (BMI)	1
20	12	RELEASE ME	By Miller-Williams-Yount—Published by Four Star (BMI)	8
21	30	HALF HEAVEN—HALF HEARTACHE	By Schroeder-Gold-Goehring—Published by Arch (ASCAP)	1
22	24	WIGGLE WOBBLE	By Les Cooper—Published by Bob-Dan (BMI)	7
23	27	EVERYBODY LOVES A LOVER	By R. Allen-R. Adler—Published by Korwin (ASCAP)	3
24	17	DEAR LONELY HEARTS	By B. Halley-Emil Anton—Published by Sweco-Cetra (BMI)	6
25	28	SHUTTERS AND BOARDS	By Murphy-Turner—Published by Camp & Canyon (BMI)	2
26	20	CHAINS	By Goffin-King—Published by Aldon (BMI)	6
27	18	KEEP YOUR HANDS OFF MY BABY	By Goffin-King—Published by Aldon (BMI)	8
28	21	LOVE CAME TO ME	By D. DiMucci-J. Falbo—Published by Schwartz-Disal (ASCAP)	7
29	—	DON'T MAKE ME OVER	By David-Bacharach—Published by Bacharach-Jac (ASCAP)	1
30	19	DON'T HANG UP	By Mann-Appell—Published by Kalmann (ASCAP)	10

RECORDINGS AVAILABLE (Best Selling Record Listed in Bold Face)

1. GO AWAY LITTLE GIRL — Steve Lawrence, Columbia 42601.
2. TELSTAR — Tornadoes, London 9561.
3. LIMBO ROCK—Chubby Checker, Parkway 849; Billy Wade, Twin Hits 2033.
4. HOTEL HAPPINESS — Brook Benton, Mercury 72055.
5. PEPINO THE ITALIAN MOUSE—Lou Monte, Reprise 20106.
6. TELL HIM—Exciters, United Artists 544; Ed Townsend, Liberty 55516.
7. BIG GIRLS DON'T CRY — Four Seasons, Vee Jay 465; David Carroll, Mercury 72070.
8. ZIP-A-DEE-DOO-DAH — Bob B. Soxx & the Blue Jeans, Phillies 107.
9. BOBBY'S GIRL—Marcle Blane, Seville 120.
10. THE NIGHT HAS A THOUSAND EYES— Bobby Vee, Liberty 55521.
11. MY DAD—Paul Petersen, Colpix 663.
12. RETURN TO SENDER—Elvis Presley, RCA Victor 8100.
13. YOU ARE MY SUNSHINE—Ray Charles, ABC-Paramount 10375.
14. TWO LOVERS — Mary Wells, Motown 1035.
15. IT'S UP TO YOU—Rick Nelson, Imperial 5901.
16. THE LONELY BULL—Tijuana Brass, A & M 703.
17. UP ON THE ROOF—Drifters, Atlantic 2162.
18. I SAW LINDA YESTERDAY—Dickey Lee, Smash 1719.
19. LOOP DE LOOP — Johnny Thunder, Diamond 129.
20. RELEASE ME—"Little Esther" Phillips, Lenox 5555.
21. HALF HEAVEN—HALF HEARTACHE—Gene Pitney, Musicor 1026.
22. WIGGLE WOBBLE — Les Cooper, Everlast 5019.
23. EVERYBODY LOVES A LOVER—Shirley, Scepter 1243.
24. DEAR LONELY HEARTS — Nat King Cole, Capitol 4870.
25. SHUTTERS AND BOARDS — Jerry Wallace, Challenge 9171.
26. CHAINS—The Cookies, Dimension 1002.
27. KEEP YOUR HANDS OFF MY BABY—Little Eva, Dimension 1003.
28. LOVE CAME TO ME — Dion, Laurie 3145.
29. DON'T MAKE ME OVER — Dionne Warwick, Scepter 1239.
30. DON'T HANG UP — Orleans, Cameo 231.

WARNING—The title 'HONOR ROLL OF HITS' is a registered trade-mark and the listing of the hits has been copyrighted by Billboard. Use of either may not be made without Billboard's consent. Requests for such consent should be submitted in writing to the publishers of Billboard at 1564 Broadway, New York 36, N. Y.

JOHNNY BURNETTE
REMEMBER ME
 (I'm the One Who Loves You)
 b/w
TIME IS NOT ENOUGH
 C-1129



HITS ARE OUR BUSINESS!
 First a Hit Now a SMASH!
 (Just Re-Mastered)
SHAKE SHERRY
THE CONTOURS
 Gordy #7012
LET ME GO THE RIGHT WAY
THE SUPREMES
 Motown #1034
TAMLA/MOTOWN RECORDS
 2648 West Grand Blvd.
 Detroit, Mich.

How to Sell More Classical Records

• Continued from page 16

This move can build a clientele that will be more valuable to you year after year.

8. Sell by Association. A nice thing about classics is that the repertory doesn't change much from one year to another. This enables the dealer to classify the classics and sell by association. A Mozart buyer is a likely customer for Haydn, some Schubert and some Beethoven. A Berlioz buyer is also a Stravinsky prospect. Knowledge of classical repertory enables the dealer to suggest additional purchases to the classical buyer.

9. "Pop" Classic Browser. A lot of popular tunes have been based on themes from the classics. And a lot of pop buyers know these classics only by their new or popular titles. For instance, "Our Love" is the Tchaikovsky Romeo and Juliet Overture. "Moon Love" is the slow movement from Tchaikovsky's "Pathetique" symphony. Make up a special browser box with the classical versions of all these popular songs. Label the browser as such and devise a placard for the back of the browser that lists the pop classics and the works from which they were derived.

10. Sell a Collection. Customers are collection-conscious. If you can convince them that there are certain basic works that should be in every home, you're off to a good start in developing a steady classical customer. There are several lists available of basic works every classical collector should own. The most recent was published by the Schwann Catalog. Such lists will encourage additional purchases if used as stuffers or counter give-aways, or posted in a prominent place in the store.

11. Make Your Clerks Specialists. You can work two ways in this respect. Either hire a musician and train him as a salesman or hire a record salesman and train him in musical knowledge. But no

matter which approach you take, you should have at least one person on your staff who can discuss classical disks with the customer. A good place to start training the clerk is with this issue.

12. Treat the Classics Lightly. Classical music is often referred to as "serious" music. This, in a sense, is a misnomer. Music is, first of all, entertainment despite the degree of seriousness with which a person listens. Don't treat the classics as something sacred or something for a limited audience. True, there is much to learn about classical music but the amount that an individual learns depends upon himself. It is equally true that many classical works are easily accessible to people who know little about structure, harmony, etc. So treat them as easily accessible to your customers. Treat them as merchandise. And treat them as entertainment.

13. Use Your Telephone. If you keep track of your classical customers and know what they buy, your telephone will become one of the most useful selling tools you have. A Brahms customer is a cinch to buy other Brahms recordings, Strauss works and some Mahler and Schumann (see "Sell by Suggestion," No. 8 above). When a new release comes in, your knowledge of your customers should immediately suggest buyers. Many dealers in many lines other than music use this technique and find it effective. They find that the customers appreciate the thought and they rarely make a mistake in the material they offer the customer.

14. Encourage the youngsters. Teen-agers have always been the record industry's best customers. They come into your store where they can be exposed to classical repertory. Once exposed, they become permanent collectors, not just for 98-cent singles but for "big ticket" album merchandise. How can they be encouraged? One Southern department store is going after teen-ager dollars by offering charge accounts. The accounts have a \$15 ceiling and the user is required to pay \$5 a month. This isn't too much of a chore for teen-agers and it encourages them to buy and buy from the outlet that makes it easiest for them.

15. Keep Abreast of Classical Reviews. Every issue, Billboard publishes reviews of the most important classical disks of the week. These reviews are written by a staff that is keenly aware of the merchandising possibilities of every disk they hear. The reviews themselves will contain phrases and ideas that dealers can use in talking about them to their customers. Use them.

Say You Saw It
 In Billboard

ERA Has the SMASHES!!

Giant for January!	Bigger than "LET'S DANCE"
LITTLE TIN SOLDIER	SOME KINDA' FUN
The Toy Dolls	Chris Montez
Era 3093	Monogram 507

ERA RECORDS
 6515 Sunset Blvd., Hollywood 28, Calif. HO. 6-1464

**DOUBLES AS DJ,
 PROMOT'N MAN**

SAN FRANCISCO — Herb Wells has been named to double

Start The New Year Right—
 Play The

SPOOK

Artistique, 56 Third St., Hoboken, N. J.

as promotion manager and deejay on FM radio station KPEN—but because of the nature of the station the title "announcer" is preferred to the less aristocratic deejay label.

Wells is handling three different programs for the station, including a thrice-weekly "Just Music"; a hi-fi show on Saturday nights, and "The Great White Way" Sunday afternoons. He replaces Pete Taylor, who has joined KBAY, soon to be taken over by Kaiser Industries.

THE NEWEST SIGHTS
 IN SOUND...

COMING
 YOUR
 WAY
 FROM

DECCA
 PHONOGRAPHS/'63

KFWB #1 ★ ★ KRLA #1

**MUSIC CITY
 HIT LIST**

★ #1. PEPPERMINT MAN #5020

★ #2. MISIRLOU #5019

★ #2. SURFER'S CHOICE L.P. #1001 DEL-TONE

K/MEN #1 ★ KAFY #2 ★ KFXM #1

DICK DALE

&

His DEL-TONES

"The Hottest Band in the Land"

4 BIG SMASHES!!

BUSTING WIDE OPEN

— ALL AT ONCE —

- Plus -

1. PEPPERMINT MAN

2. MISIRLOU

3. SURFBEAT

THE NO. 1 SINGLES ON THE WEST COAST!

"SURFER'S CHOICE"

#1001

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Plaza 7-0233

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by
DON COVAY

Cameo 239

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in the U.S.A.

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FRANK IFFIELD
on Veejay Records

Leroy Anderson's
SLEIGH RIDE
The Winter Favorite
MILLS MUSIC, INC.

Headed for the Top!
Take All of My Life
b/w
There'll Come a Time
CARRIE GRANT
and the **GRANDEURS**
New Art #1003

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Originators of the Patented
rim drive; thick-thin
type record

RESEARCH CRAFT CO.
1011 NORTH FULLER
HOLLYWOOD 46, CALIF.

Programming Newsletter

• Continued from page 34

AFRICAN WALTZ—Si Zentner (LP) Instrumental Extra

News—
5:40 **ME AND MY SHADOW—**
Sinatra & Davis Vocal Duo Pick
SOMETIMES I'M HAPPY—
Dinah Washington (LP) Gal Voc. Extra
I CAN'T STOP LOVING
YOU—Ray Charles Male Voc. Hit of '62
FLY ME TO THE MOON—
Joe Harnell Instrumental New Hit
RHYTHM OF THE RAIN—
Cascades Group Voc. Current Hit

News—
6:10 **AHAB THE ARAB—Ray**
Stevens Male Voc. Hit of '62
COLORING BOOK—Sandy
Stewart Gal Voc. Current Hit
CANADIAN SUNSET—
Andy Williams (LP) Male Voc. Old Hit
SHERRY—4 Seasons Group Voc. Hit of '62

PEANUT VENDOR—
Francis Bey (LP) Instrumental Bright Extra

News—
6:40 **TELSTAR—Tornadoes** Instrumental Current Hit
HOTEL HAPPINESS—
Brook Benton Male Voc. Current Hit
BIRTH OF THE BLUES—
McGuire Sisters (LP) Group Voc. Extra
VENUS IN BLUE JEANS—
Jimmy Clanton Male Voc. Hit of '62
THEME FROM "THE
APARTMENT"—Enoch Instrumental Extra
Light (LP)

Balance on this show is divided roughly into thirds in both the status and category listings. Current hits and past hits each make up about a third, with picks, extras and comedy comprising the balance. Male vocals and instrumentals are each one-third of the total, with the remaining third divided about equally between gals and groups. Obviously the emphasis on the hits of '62 is dictated by the time of year. Pete does not ordinarily devote this much time to older hits. His excellent choice of extra material is used for pacing and color.

The variety of entertainment on the Pete Myers show proves that it is possible to program for a large audience without the rigid restrictions of a "tight" playlist.

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wishes to express its warmest gratitude to all the manufacturers, dealers and disk jockeys who have helped make our one short year in business so tremendously successful. Our new and greatly expanded warehouse and office facilities are now in full operation. Again, many thanks for all your support.

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DEEJAY COMEDY FILLERS FOR 1963! "Days, Dates and Data" a portfolio of gags, bits, promos and patter. Sample, \$3. Show-Biz Comedy Service (Dept. MW), 65 Parkway Court, Brooklyn 35, N. Y. fel

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Your unpublished manuscript may be valuable! Our famous subsidy plan has returned \$202,573 to writers (mostly beginners) in the past seven years. We will publish, advertise, promote your book and pay you 40% of retail price.

Send for FREE BROCHURE BB.

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30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. mh15-64

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USE THIS HANDY AD ORDER BLANK

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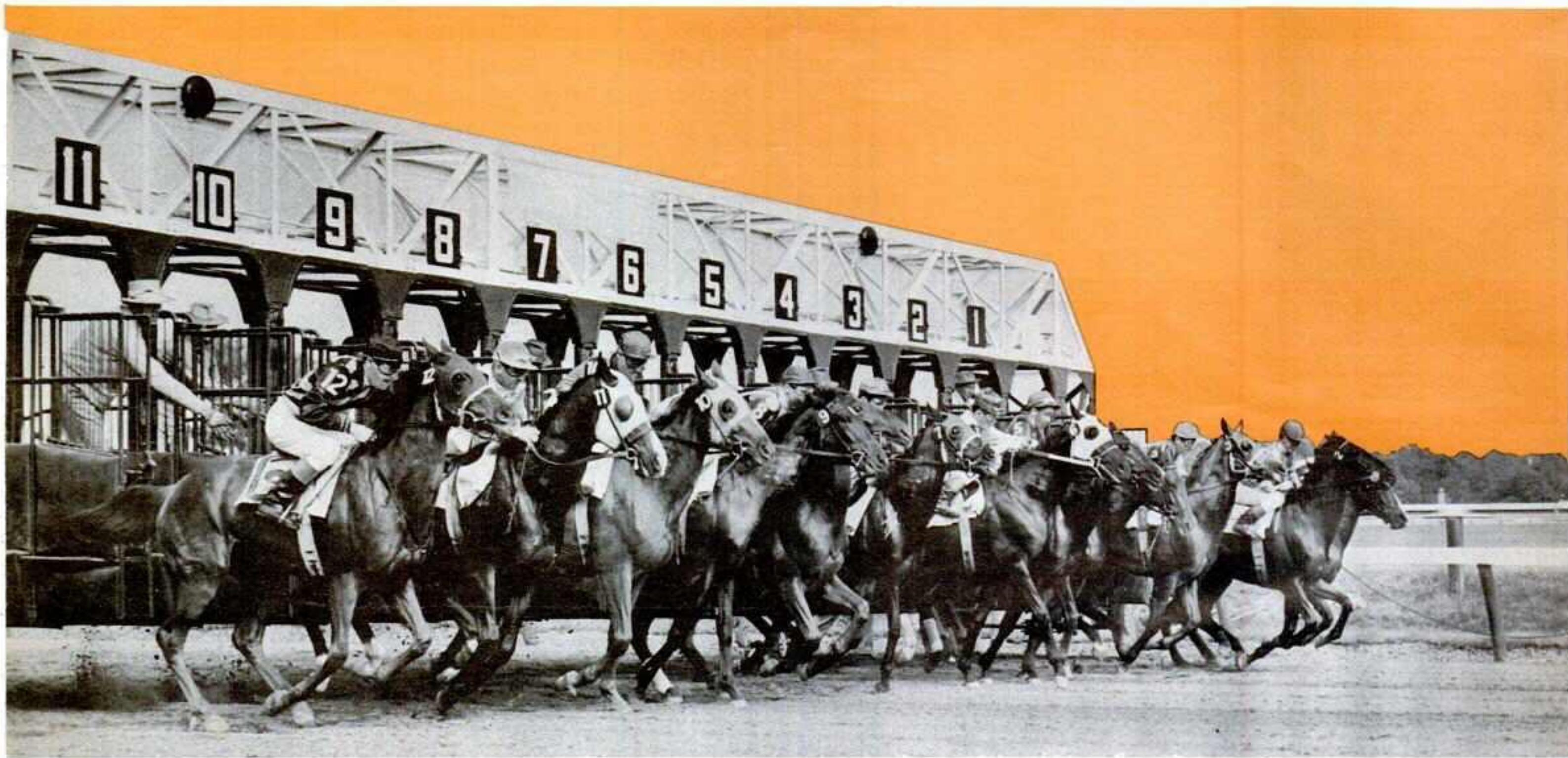
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Manufacturers Advertisers	\$9	\$15	\$25	\$9
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• Minimum size sold is 1/2", approximately 35 words; 1" 70 words. All rates are for EACH advertisement, EACH time. Advertisements 2" or larger set in boxed style.

• If box number is used, allow 10 words for number and address. Box number service charge, 50c per insertion.

• Deadlines: Copy received in any office by Tuesday appears in issue distributed following Monday.

GET OFF TO A FAST START



VISIT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER WEEK

STARTING SUNDAY, JANUARY 13

WHAT YOU SEE AND HEAR WILL PROVE

WURLITZER HAS THE

WINNER FOR 1963

THE WURLITZER COMPANY / 107 YEARS OF MUSICAL EXPERIENCE / NORTH TONAWANDA, NEW YORK

Williams Goes To Production With Tom Tom



TOM TOM

CHICAGO — The Williams Electronic Manufacturing Company this week went into production on Tom Tom, a five-ball which features two moving targets.

The top rollover button when lit scores 100 points, changes the top bumper value from 10 to 100 points, and advances the values of both the red and yellow moving targets from 10 to 50 to 100 points.

The two bottom shooters in-
(Continued on page 46)

Stuart Auer Named Seeburg Coast V.-P.

CHICAGO—Stuart F. Auer, formerly vice-president of background music for the Seeburg Corporation, has been named vice-president of the firm's West Coast operations.

William F. Adair, Seeburg's sales vice-president, said that West Coast activities have been expanding so rapidly that the new post was created.

He added that Auer had lived in the San Francisco area for nearly 10 years and has a wide acquaintance with juke box and vending machine operators throughout the West.

Auer will headquarter in San Francisco and call on distributors in Los Angeles, San Francisco, Salt Lake City, Denver, Portland and Seattle.

He has been with Seeburg and its distributing organization for eight years. Before that he



STUART F. AUER

had been general manager of Muzak in Baltimore and Washington and spent two years with the Mutual Broadcasting System.

Edward S. Cleland, who had been Auer's assistant sales manager, becomes sales manager of the background music division. Before joining Seeburg he had been a distributor salesman.

National Rejector Appoints Elliott

ST. LOUIS—David A. Elliott has been appointed general sales manager of National Rejectors, Inc. He had been a vice-president of Rowe AC Services.

Elliott was vice-president in charge of sales for the ABT Manufacturing Company when it was merged into the Automatic Canteen Company of America two years ago. He was made a vice-president of Rowe AC Services when Canteen formed the marketing unit.

200 in Milwaukee Op Party Set for Wurlitzer Weekend

MILWAUKEE—Nearly 200 operators, their wives and service personnel are expected to show up for a Wurlitzer Weekend Saturday (12), Monday (14) and Tuesday (15) here, according to Harry Jacobs Jr., president of United, Inc.

Main event will be the unveiling of the new Wurlitzer juke box, beginning Sunday (13) 2 p.m. in the Kaiser Knickerbocker Hotel. The afternoon session will be followed by a cocktail party and dinner. C. B. Ross, field service engineer and Bert Davidson, Wurlitzer Midwest sales manager, will be on hand.

The same props used at the recent distributors debut of the new Wurlitzer model in Florida will also be utilized at the Beer City unveiling.

An interesting program is also

planned for the ladies. "We will have some special activities for them while the men are busy learning about the new Wurlitzer," Jacobs said.

The Wurlitzer Week-end plans include a special showing and refreshments following the annual meeting of the Milwaukee Phonograph Operators Association Monday evening (14) in the Ambassador Hotel.

An additional Wurlitzer showing is scheduled at a statewide service school for route and maintenance personnel on Tuesday (15) at the United, Inc. headquarters.



DANIEL JAMES FINNEGAN, former salesman for the Roanoke Vending Exchange, died recently in Richmond, Va. He was associated with E. L. (Genie) Paul in the Richmond Amusement Company when that firm was a Rock-Ola distributor. Many Virginia operators attended funeral services at the Sacred Heart Cathedral, Richmond.

SHUFFLEBOARD UP IN NIGERIA

LAGOS, Nigeria—A shuffleboard boom is on in Nigeria. Nearly 1,000 shuffleboard games have been imported since 1960, with three-quarters of the imports concentrated into the last half of 1961 and 1962. Nigerian importers are planning to increase direct imports from the U. S. Most of the shuffleboards are flowing into Nigeria from Belgium and West Germany. At least one Nigerian concern is investigating the domestic market for coin machine production. The firm has under consideration the production of shuffleboards, vending equipment, and possibly the assembly of a U. S. or German juke box.

Coin Machine OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

1963 WURLITZER GETS NATIONWIDE UNVEILING

NORTH TONAWANDA, N. Y.—The nation's juke box operators will get their first look at the 1963 Wurlitzer Monday through Friday (14-18) at distributor showrooms. Members of the Wurlitzer sales staff and field service engineers will be at all distributor showings.

Features of the new model—Wurlitzer Model 2700—includes full back lighting of all components, top dome panel, title strip, stereo promotional panel and grille.

Special showings will be held Sunday (13) by the following distributors: Angott Distributing Company, Detroit; Commercial Music Company, Dallas; Cruze Distributing Company, Charleston, W. Va.; Culp Distributing Company, Oklahoma City; Draco Sales Company, Denver; F.A.B. Distributing Company, New Orleans; Lew Jones Distributing Company, Indianapolis, and Northwest Sales Company of Oregon, Portland, Ore.

Also, Standard Automatic Distributing Company, Little Rock; Rock City Distributing Company, Nashville; Sandler Distributing Company, Minneapolis; Bill Williams Distributing Company, San Antonio; Valliant Amusement, Inc., Phoenix, and Southern Music Distributing Company, Jacksonville, and at the Holiday Inn, Tampa.

Williams Tells Ops Its Pinballs Legal

CHICAGO — Williams assured operators and distributors that its pinball games are not affected by newly passed anti-gambling legislation.

Williams noted it had been advised by attorneys that its machines are "not gambling devices" and come within an exclusion in the bill.

A letter signed by J. A. Weinand, Williams vice-president, was sent to the trade last week. Reference was to the Gambling Devices Act of 1962 (Eastland

Bill) which became effective in mid-December.

(Previously Gottlieb had circulated a similar letter to its distributors and operators, BMW, December 29.)

Weinand noted that the Gambling Devices Act is "aimed at devices which are designed for use in gambling or which are in fact used for gambling. Williams machines have been designed with the utmost care so that they will be within the law. Our machines were within the law prior to December 17, 1962, and

they are within the law now."

Weinand noted that elements from, and including, position 11 with gambling" and which does not deliver any property or money by chance, or does not entitle a person to receive any money or property by chance.

Sorry

DENVER—Pete Geritz was incorrectly identified in the last issue of Billboard. Geritz is Rock-Ola distributor for Colorado.

U. S. Units Still in O'Seas Demand

NEW YORK—September coin machine exports topped August's volume by a few thousand dollar as the European demand for U. S.-made automatic phonographs and coin games continues without abatement. Total value of all equipment shipped during September was \$2,094,037, compared with \$2,072,207 the previous month, according to figures released with week by the U. S. Department of Commerce.

Only substantial gain was registered in amusement machines, with 3,615 units valued at \$1,157,328 leaving U. S. ports. The figure for August was 2,873 units valued at \$926,988.

New juke box volume fell off in September from 1,356 units valued at \$943,306 to 1,050 units valued at \$736,074.

And while the number of used juke boxes

dropped from 754 to 627, the value of these machines remained virtually unchanged—dipping slightly from \$210,913 to \$200,635.

West Germany replaced Belgium as the leading buyer of U. S. coin machines, with total purchases of \$438,388. Games accounted for the lion's share of these purchases, rising from \$140,349 to \$221,510.

Belgium dropped to second place, with purchases of \$347,813, down from the \$453,510 of a month earlier.

The other three in the top five—United Kingdom, France and Canada—retained the same positions they did a month earlier.

The 1962 export year ended on a sour note as the East Coast dock strike, which went into effect Sunday (23), virtually halted U. S. shipments to Europe, Africa and Asia.

Coin Machine Exports September, 1962

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
West Germany	328	\$213,218	11	\$ 3,660	558	\$ 221,510	897	\$ 438,388
Belgium	288	214,739	277	78,441	234	54,633	799	347,813
United Kingdom	31	24,785	68	13,367	819	253,301	918	291,453
France	—	—	—	—	604	268,149	604	268,149
Canada	45	37,443	7	1,175	409	78,849	461	117,467
Switzerland	89	55,516	11	3,470	42	13,391	142	72,377
Venezuela	1	1,704	15	8,175	165	58,813	181	68,692
Italy	50	27,965	—	—	131	36,460	181	64,425
Argentina	—	—	—	—	253	62,477	253	62,477
Austria	61	45,648	5	1,005	—	—	66	46,653
Finland	20	15,900	33	21,780	—	—	53	37,680
Japan	22	14,080	19	9,700	59	11,090	100	34,870
Nan Islands	10	8,000	27	16,330	8	6,366	45	30,696
Netherlands	27	20,204	21	6,290	7	1,550	55	28,044
Sweden	27	19,824	—	—	12	4,987	39	24,811
Other Countries	51	37,048	133	37,242	314	85,752	498	160,042
Totals	1,050	\$736,074	627	\$200,635	3,615	\$1,157,328	5,292	\$2,094,037

MUSIC MACHINE PROGRAMMING

Seeburg Little LP's Now Number 233

CHICAGO—Seeburg's second edition of its Little LP catalog—seven-inch stereo albums for juke box operators—was released this week.

The first edition, released last August, contained 162 Little LP's on 22 labels. The current edition has 233 albums of 26 labels. Reproduced in the 28-page catalog are sleeve designs of each album as it appears on the juke box display. Titles of all tunes on each record are also listed.

The Little LP's contain the equivalent of one side of a 12-inch LP. They are distributed through Seeburg distributors for the Seeburg LP Console.

Programming is based on retail sales of 12-inch albums, with pop vocals and instrumentals, jazz, r.&b., c.&w. and classical selections.

All locations with LP Consoles will receive a copy of the catalog. A special check-off form for operator use is provided.

Record labels included are:

ABC-Paramount, Amphora, Audio Fidelity, Cadence, Capitol, Columbia, Command, Coral, Decca, Dolton, Dot, Everest, Impulse, Jazzland, Kapp, Liberty, London, Mercury, Monument, RCA Victor, Reprise, Riverside, Time, Vee-Jay, Washington and World Pacific.

Artist List

Featured artists include: Paul Anka, Ann-Margret, Harry Belafonte, Tony Bennett, Pat Boone, Nat King Cole, Vic Damone, Billy Eckstine, Nelson Eddy and Sherwood Dale, Four Freshmen, Judy Garland, Robert Goulet, the Hi-Lo's, Lena Horne, Mahalia Jackson, Jack Jones, Steve Lawrence, Brenda Lee, Peggy Lee, the Limelites, Julie London, the Johnny Mann Singers, the Mills Brothers, the Chad Mitchell Trio, Jane Morgan, Anthony Newley, Patti Page, the Platters, the Robert Shaw Chorale, Frank Sinatra, Keeley Smith, the Smothers Brothers, Johnny Tilotson, Jerry Vale, Caterina Valente, Andy Williams and Nancy Wilson.

Snow at Yule Spurs Denver Phono Plays

DENVER—Late December collections were excellent, all Denver operators report, as the combination of white Christmas and a flurry of spending brought crowds into local locations. The pick-up proved once again the point that unseasonal balmy weather was the chief problem in lowered collections through November, when Denver enjoyed summerlike days for a solid month.

Most operators complained over the lack of catchy new Christmas tunes, which would have brought in much better returns than "the same old music menu."

Amusement machine collections were low for all of December, to offset somewhat good phonograph volume. Reports of action against pinball games in many parts of the State prevented operators from installing
(Continued on page 46)

Germans Keep Eye On Our Copyright

• Continued from page 1

It is anticipated here that legislation will be introduced early in the session to eliminate the 1909 Copyright Act exemption for music played on juke boxes. German operators are offering the MOA the assistance of German trade experts in the performance royalty field. The German assistance in this respect will enable the MOA, according to trade sources here, to marshal effective arguments against the performance royalty for juke boxes based on the German experience.

The German operators currently are being subjected to increasing economic stress and strain, much of which they attribute to escalating royalty payments. In this respect it will be a two-way street, as the German operators hope to get ammunition from the Washington hearings to use in the West German Bundestag.

If it proves impossible to head off cancellation of the U. S. juke box royalty exemption, then German operators intend work-

ing with their U. S. counterparts to get the writing of a U. S. Copyright Act uniform with international legislation on the subject. German operators will make a strong effort to obtain some kind of consultation between experts from Congress and the Bundestag to produce parallel legislation.

GEMA Representation

GEMA, the West Germany performing rights society, also will be represented in strength in Washington, along with the GVL, the German counterpart to the American Federation of Musicians. However, GEMA and GVL are in the camp of ASCAP and the AFM in campaigning for extension of the U. S. Copyright Act to cover juke box music.

GEMA is openly advocating amendment of the U. S. Copyright Act to strengthen its own position in the writing of a new German copyright law. As long as U. S. juke box operators are exempt, there is always the
(Continued on page 46)

You'll Never Get Rich Renting A Box in Shaker Heights, O.

By BOB SUDYK

CLEVELAND — Coin machine operators here view juke box holiday rental requests like an annual visit from your rich mother-in-law—a necessary evil.

A survey of operators and distributors in Greater Cleveland revealed that rental business is as welcome as your wife's mother and they do everything short of locking the doors to discourage it. Most of those queried lateraled-off rental requests to one firm, Cadillac Music Company. Like abandoned babies, Cadillac finds written rental requests slipped under the door each day of the Christmas season, compliments of their fellow operators.

"Yes, I guess we handled the bulk of the rental business," admitted Charles Commella. "A number of operators give us this business because we are best able to handle it."

Rental Boom

Commella reports a rental boom this past holiday season. Figures

show that there were twice as many rentals this past Christmas over the previous one. Unfortunately, profits did not keep pace.

Aside from Cadillac Music, not one operator or distributor had nice things to say about rental business. Remarks range from "there's no money in it," "too many headaches," to "we do it only as a favor" and "renting helps familiarize the public with music machines." But no one reached reported any substantial income from renting.

Operators here admit that party chairmen like to have juke boxes rather than pay the high price of a band or combo. But on the opposite end of the scale they find that someone attending any party owns a phonograph and plenty of records that will even save them the juke box rental price.

Old Models

Cadillac Music charges from \$22 to \$25 for rental equipment that consists of old models. An-

other firm that rents machines, Atlas Music, gets between \$30 and \$35 for its music makers. Each box is filled with a variety of music, pops, country, jazz, Latin, rock and roll and standards.

Rental action is heaviest from December 12 through Christmas Eve. All machines are on free play so customers only have to push a button to start a record. There is absolutely no advertising of rental service in newspapers, local magazines or on the airwaves.

Telephone Listings

"We mention it in our telephone book listing. This is all we do to publicize it. Much of our rental business is from word-of-mouth and referrals from other operators," explained Comella.

The bulk of Cadillacs business comes from large industrial firms located in Cleveland.

The reason for Cadillac's acceptance of rental business on
(Continued on page 46)

Men on Route Who Keep Eyes Peeled Often Find Untapped Location Sites

By BOB LATIMER

PHOENIX—Most operators will agree that the prime responsibilities of routemen is changing records, making collections and repairing out-of-order equipment. But operators who overlook the potential of the serviceman as a source of new locations are missing a good bet.

Local operators are encouraging their routemen to bring in new locations — and they're making it worth their while.

Servicemen have several things working for them. It isn't unusual for the driver of a beer-delivery truck, for example, to tell a collector that a new tavern is opening up in an out-of-the-way location. A bread truck driver, not infrequently, gets wind of a new restaurant, when the first arrangements are made for bread and pastry, and can pass this information along.

Looking back over a list of "regulars" running back some five years, one Phoenix operator found

that at least 20 locations have been developed through casual conversation in this way.

Repair mechanics, of course, have less opportunity since they usually follow a tight schedule of repairs, new installations and transporting broken-down equipment to the shop. Even mechanics, however, can keep their ears open for news of potential locations and pass the information on to a collector or the boss.

Another large operator in Phoenix has used a profit-sharing plan to stimulate everyone on the payroll to keep an eye out for new stops, and he credits each with points toward a year-end bonus for turning in leads of this nature.

Of course, instances are likely to crop up in which a mechanic spends altogether too much time looking for a bonus for a new stop and lets his work suffer accordingly. Unwilling to run the risk of ill will or callbacks on repair work, operators frequently have told their collectors and mechanics to stick strictly to business and usually find that a profitable balance can be built out between bulldozing new locations and doing the basic job.

Recent Stereo Releases For Music Operators

All titles listed below are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 1564 Broadway, New York 36, N. Y.

Rowe-AMI Top Talent

Dixie Hootenany, The Dukes of Dixieland, Columbia (Jazz)

- On Top/Sleeves
- Sometimes I Feel/Charming Billy
- Darling Nellie/Lazy Jane
- John Brown's Other Body/The Color of My True Love's Hair
- Little Blue Jug/Tavern in the Country

Marian McPartland Plays Music of Leonard Bernstein, Marian McPartland, Time (Jazz)

- It's Love/Cool
- Lonely Town/I Can Cook, Too
- Tonight/Somewhere
- Ya Got Me/A Little Bit in Love
- Lucky To Be Me/Some Other Time

DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 200 sides per machine, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100 or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

HOTEL HAPPINESS AND STILL WATERS RUN DEEP	BROOK BENTON Mercury 72055
THE NIGHT HAS A THOUSAND EYES AND ANONYMOUS PHONE CALL	BOBBY VEE Liberty 55521
YOU ARE MY SUNSHINE AND YOUR CHEATIN' HEART	RAY CHARLES ABC-Paramount 10375
TROUBLE IS MY MIDDLE NAME AND LET'S KISS AND MAKE UP	BOBBY VINTON Epic 9561
THAT CERTAIN PARTY AND CHICKEN FEED	BENT FABRIC Atco 6245
I WANNA BE AROUND AND I WILL LIVE MY LIFE FOR YOU	TONY BENNETT Columbia 42634



EUROPEAN NEWS BRIEFS

Owner Not Op's Keeper

BREMEN—A court at Bremen has ruled that the location owner is not a legal partner of the operator in the operation of coin machines sited on the owner's location.

The question arose in a tax case, tax authorities trying to hold the location owner jointly responsible with the operator for turnover tax on juke box collections.

However, the court said the financial obligations of the operator are no concern of the location proprietor, no more than those of any other supplier of goods and services to the location.

Payout Ban on Agenda

AMSTERDAM—The Dutch parliament is scheduled to take up a proposal to ban payout machines as one of the first items on the calendar for the 1963 session.

At the present payout operation is left to the local areas under a local option arrangement. However, complaints are

heavy that the system works badly, pleasing neither payout friend nor foe.

Areas permitting payouts are too small to permit profitable operation, and areas restricting payouts complain enforcement is difficult and expensive because of continuous areas where payouts are permitted.

Parliament is being asked to prohibit payout operation altogether on the ground that a majority of local areas favor a ban.

'Bear' Leads Paris Games

PARIS—The venerable Seeburg "Shooting the Bear" is Paris' most popular arcade game from the longevity standpoint. A poll of arcades shows that the Seeburg game has provided larger collections over a longer period than any other single game in Parisian arcade operation.

The Seeburg veteran is far in the lead of most-profitable games, the target game requiring little maintenance.

A majority of arcade owners polled agreed with Jacques Reservenck, a Montparnasse proprietor, that "You should never underestimate a target game; they still have more appeal than any other game yet devised."

Italian Ops Dog Tourists

CAGLIARI, Sardinia—Sardinia's tourist influx is being accompanied by an influx of coin machine operators from Italy, the island's resort. Five large Italian operators have established Sardinian affiliates within the last three months. Juke box operating is expanding the fastest.

Seventy-five new juke boxes were placed in Cagliari in the last quarter of 1962, and an additional 50 machines have been sited in other areas of the island.

Sardinia's tourist lure is booming construction throughout the island, which currently has the Mediterranean's biggest building boom. Trade experts estimate that the island, which now has fewer than 300 phonographs, will have 1,000 by the end of 1963 at present rate of population and resort expansion.

Spain Hits at Smuggling

ANDORRA CITY—Spanish authorities have ordered a crackdown on the smuggling of phonographs from France into Spain through Andorra, whose authorities count smuggling this midget country's principal source of revenue.

The Spanish have strengthened border customs posts and have instituted a system of roving patrols which are deployed through the mountain passes to intercept smugglers. Spanish authorities charged that phonographs, both new and reconditioned, are being disassembled in Andorra and carried by mule train through mountain passes into Spain.

The importation of phono-

NAB MAN FOR BOAT-NAPPING

MEMPHIS—Last year a thief stole a boat, motor and boat trailer valued at \$2,025 belonging to Charles R. Kahn, partner in Tri-State Amusement Company. Some months later, and after much police work, officers found the boat, motor and trailer in the garage of Grover Roberts, 31, owner of a small grocery store and a small cafe. Last week Roberts pleaded guilty in Criminal Court and was sentenced to three years for grand larceny.

Cigaret Firm Hit By Thieves Again

BOSTON—Three men pushed a vending truck several blocks in suburban Braintree this week, broke inside and looted a safe of several thousand dollars. It was the second time since November 23 that the firm, Cigarette Service, Inc., of Cambridge had a truck looted. On that date thieves stole one of the firm's trucks in Boston and fled with \$900 in coins and a quantity of cigarettes.

Witnesses saw three men get out of a panel truck and begin pushing the service truck from the curb.

The driver of the truck told police he locked the vehicle, padlocked the safe and set the burglar alarm then went into a plant to service the machines. The thieves broke open the door of the truck then ripped open the safe, but the alarm failed to sound.

Nab 12 Texans On Bet Charge

BEAUMONT, Tex.—Twelve misdemeanor gambling charges were filed before justice of the peace Wallace McCasland here.

The complaints, signed by deputy sheriff George Aderhold, accuse the defendants of betting on the outcome of shuffle alley games.

The offense allegedly occurred at the Derrick Nite Club, just outside the Beaumont city limits on the Port Arthur highway; the Fisherman's Inn in Port Arthur and the Q Club and the Black Cat Club, both in Groves.

Ten charges of permitting gambling on the premises under their control were filed a few days earlier against seven operators and employees of the four places. McCasland has set jury trials for five of these defendants during January.

graphs into Spain is prohibited as a currency control measure.

Seeburg Rome Drive On

ROME—Seeburg's affiliate, Seerome S.P.A., is pressing a big promotional drive for the new Seeburg LP Console. Seeburg's Italian promotion seeks to create an image of the new model as being "the only phonograph ever built which does justice to Italian music... the phonograph that takes you to La Scala."

Preliminary returns indicate that the Seeburg console is off to the fastest sales start of any new Seeburg model ever before introduced to Italy. Seeburg's offices in Rome, at 44 Via Gadames, and in Milan, at 72 Viale Lombardia, are booked well into the new year with requests for demonstrations.

Day-Mar Shipping Its Coin Movie Unit

LOS ANGELES—Shipments of a new custom designed coin-operated movie machine are now being made by the DAV-MAR Films, manufacturers of the units with Technicolor projectors and featuring that company's Magi (Film) Cartridge, Sam Martin, vice-president and general manager, announced.

The company, Martin explained, will have five models for individual viewing using 8-mm. color silent films with sound soon to be added. The use of the Technicolor Magi cartridge permits easy and instantaneous changing by merely inserting the plastic container, thus eliminating threading. The cartridge holds approximately five-minute runs which may be divided into four one-minute or two two-minute sequences.

The five models range from the selective adult console model shown that is 72 inches high, 13 inches wide and 23 inches deep to the 50-lb. non-selective counter model the same width and depth but only 33 inches high. The company also makes a model for children viewing and a portable one. Prices for the basic unit start at \$329.50, f.o.b. this city, plus stands and metal legs for the portable.

The company, now in the process of incorporation under California laws, is headed by Betty Davidson Garver, president. Martin, who has 35 years in the film industry and was with Warner Bros. studios when sound movies were being pioneered, is vice-president and general manager.

Joe Valenti, chief engineer and technician, has been in the coin machine field for more than 30 years. He formerly owned and operated the Ace Phonograph Company in Cleveland and during his years in the field distributed the Aireon line and was service manager for the Wurliizer distributor for Northern Ohio.

Martin said the company will have a large supply of film subjects and will stress the variety line. A cartridge, he added, will sell for \$5.95 approximately. Each Cinefun model will have storage space for additional film cartridges.

In addition to the machines for individual viewers, DAV-MAR plans a unit for groups, which may be used for advertising messages.

Cinefun cabinets are finished in a variety of Formica colors. ABT coin rejectors are standard equipment with a 10-cent chute, which can be changed upon request of the purchaser.

Both the units and film car-



DAV-MAR Movie Machine

tridges will be offered through distributors, which DAV-MAR is now in the process of selecting.

READY FOR LOCATION

- 1 K12 DuGrenier Cigarette Machine, excellent condition \$100.00
- 7 11-Column Stoner Cigarette Machines, real good... Ea. 75.00
- 38 U-Select-It Cigarette Machines, 25c Model K, good conditionEa. 25.00
- 1 6-Column Stoner Candy Machine, 1 or 2 nickels... 95.00
- 15 Double Stands for U-Select-It, candy or cigarettes.... Ea. 5.00
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- C. C. TV B/A 150.00
- UN. Duplex B/A 425.00
- UN. Jumbo B/A 275.00
- Bally Lucky Alley B/A 275.00
- Bally Strike B/A 125.00
- Bally Tournament B/A 125.00

SHUFFLE ALLEYS

- Bally Lucky Shuffle S/A\$195.00
- Bally De Club S/A 245.00
- Bally Victory S/A 95.00
- Bally ABC S/A 100.00
- Bally Official Jumbo S/A 325.00
- Bally Champion S/A 95.00
- Bally Blue Ribbon S/A 125.00
- Bally Jet S/A 95.00
- Bally Mystic S/A 95.00

SHUFFLE ALLEYS

- C. C. Championships S/A\$125.00
- C. C. Variety Roll Down S/A 595.00
- C. C. Fireball S/A 125.00
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Big Casino, 1 Pl. 295	Frontiersman, 1 Pl. 75	Sittin' Pretty, 1 Pl. 175
Contest, 4 Pl. 235	Gypsy Queen, 1 Pl. 75	Stage Coach, 1 Pl. 75
Coral, 1 Pl. 295	Hot Diggity, 1 Pl. 75	Steeple Chase, 1 Pl. 145
Cover Girl, 1 Pl. 325	Hot Rod, 1 Pl. 75	Sunset, 2 Pl. 475
Cross Words, 1 Pl. 125	Jolly Joker, 1 Pl. 225	Spot a Card, 1 Pl. 235
Derby Day, 1 Pl. 75	Jungle, 1 Pl. 195	Super Circus, 2 Pl. 165
Darts, 1 Pl. 195	Jockey Club, 1 Pl. 75	Sunshine, 1 Pl. 75
Double Action, 2 Pl. 225	Lady Luck, 1 Pl. 75	Top Hat, 1 Pl. 150
Duetto, 2 Pl. 100	Lancer, 2 Pl. 395	Show Boat, 1 Pl. 285
Diamond Lil, 1 Pl. 75	Liberty Bell, 4 Pl. 495	Tic Tac Toe, 1 Pl. 125
Eq Head, 1 Pl. 295	Lite a Card, 1 Pl. 295	Twenty Grand, 1 Pl. 75
Falstaff, 4 Pl. 185	Lightning Ball, 1 Pl. 210	Tournament, 2 Pl. 125
Fashion Show, 2 Pl. 425	Marathon, 2 Pl. 100	Twin Bill, 1 Pl. 100
Fun House, 4 Pl. 150	Miss Annabelle, 1 Pl. 195	Thunder Bird, 1 Pl. 100
Foto Finish, 1 Pl. 285	Nags, 1 Pl. 175	Universe, 1 Pl. 195
	Queen of Diamonds, 1 Pl. 195	Whirlwind, 2 Pl. 195
	Pin Wheel, 1 Pl. 100	Wonderland, 1 Pl. 75
	Picnic, 2 Pl. 75	World Beauty, 1 Pl. 225
	Race Time, 2 Pl. 225	
	Royal Flush, 1 Pl. 125	
	Rocket Ship, 1 Pl. 150	
	Sea Wolf, 1 Pl. 150	
	Q Ball, 1 Pl. 125	
	Sea Belles, 2 Pl. 125	
	Smoke Signal, 1 Pl. 100	

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BULK VENDING

A Lawyer's Dim View

CHICAGO — Billboard's espousal of a direct attack on per-machine taxes per se (Billboard, December 29) drew a quick response from Ted Raynor and Don Mitchell, counsel for the National Vendors Association and leading legal experts in the bulk vending field.

A Billboard editorial had suggested that the constitutionality of these taxes be tested in court. Raynor and Mitchell's response, sent in the form of a letter to Aaron Sternfield, Billboard coin machine editor, follows:

"We read with much interest the editorial on 'Discriminatory Taxes' which appeared in the December 29th issue of Billboard. We agree that in tax matters, a good offense is usually the best defense. Unfortunately, for the industry, however, in the case of licensing and taxation interest does not seem to exist until a legislative body has already commenced the offense.

"With respect to the constitutionality of a 'per-machine' tax or license fee, the reason no 'test case' as such, has ever been made, is that such a case would decide nothing except in the particular jurisdiction in which the case were tried.

"In other words, whether a per-machine license or tax is valid or invalid depends upon

the constitution and statutes of the particular jurisdiction in which it is applied.

"In fact, it is even possible that a per-machine license or tax might be valid in one city or county in a particular state and invalid in another city and county in the same state. This is sad but true.

"It would be wonderful, as your editorial suggests, to simply fight a case to the Supreme Court, using all of the combined skill and resources of the trade associations representing the industry in all of its divisions, and we would be completely in favor of such an approach, if it could do the job. Unfortunately, it cannot.

"As we have pointed out to members of NVA, throughout the years, there are certain steps which must be taken by every operator in order to protect his business. These have to do with keeping alert to change; maintaining good relations with local governments; and making certain that legislators do not get the idea that a vending machine is anything but an ex-

traordinary convenience to the public and a real public benefit.

"Wherever new ordinances are being introduced, both NVA and NAMA have fought for graduated operator licensing rather than per-machine licensing.

"Though we hate to face it, the fact exists that big government is getting bigger... and the bigger government gets, the more money it needs to operate. Legislators look harder every year for sources of revenue.

"Mr. Chief Justice Marshall stated in McCullough vs. Maryland: 'The Power to Tax is the Power to Destroy.' Unfortunately, this statement is true today and as such, this power is not unconstitutional. Under our system of government, however, it may not be good business.

"In closing, Aaron, I wish that it were possible to do what you suggest.

"Look forward to seeing you soon."

Cordially,
National Vendors Association
Donald A. Mitchell
Raynor & Mitchell, Counsel

Rollins Quits Boston Firm, Named Beaver Exec.

TORONTO — Richard Rollins, a 15-year-bulk vending sales executive, has resigned as vice-president of the Cramer Gum Company, Boston, to join the Beaver Vending Machine & Supply Company of America. Rollins will be executive vice-president of the Canadian vending machine concern, according to an announcement from Ken MacPhail, Beaver president.

Rollins is chairman of the National Vendors Association's membership committee, and last year was awarded a plaque for his outstanding services to the association.

An author and lecturer, Rollins served as a special agent for the United States government, as a member of U. S. Army Intelligence, as an Office of Price Administration official and as a member of the War Production Board.

His duties at Beaver will include supervision of the firm's warehouses in New York, Chicago and Los Angeles.

Rollins lives in Brookline, Mass., with his wife and his son William, a sophomore at the University of Pennsylvania.



RICHARD ROLLINS

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the appointment of Richard "Dick" Rollins
as Executive Vice-President in charge of sales.



Rollins will be responsible for the sales and service to distributors and operators in the vending field from offices and warehouses in New York, Chicago and Los Angeles. In the near future, he will personally be in contact with the trade throughout the United States and Canada.

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- 2 Life-Like Bugs in a Capsule, 11 Different Kinds 22.00
- Twin Skeletons that Glow in the Dark, 2 in each Capsule 20.00
- Monster Teeth, Sanitary Packed, the Best Novelty 20.00
- Book of 24 Tattoos, Assorted Pictures 20.00
- Parachute With Soldier, Play Value and Beautiful 20.00


Filled 10c Capsules

- Sixteen Large Horribles, Only Eppy Can Do This \$30.00
- Diamond Tiffany Metal Adjustable Rings, 40 Styles & Stones 30.00
- Six Tropical Fish, They Float, You'd Swear It's Alive 38.00
- White Mouse Finger Puppet, Original That Works 38.00
- Large "Glow in the Dark" Skeleton, Beautiful, Wiggily 38.00
- 4 Shrunken Heads With Hair, Amazon Authentic 38.00

EPPY
CHARMS INC.
91-15 144th Place, Jamaica 35, N.Y.

Northwestern
SUPER 60

- NO BREAKING
- NO CRUSHING
- NO MISSING



Try one . . . Learn why other operators find the SUPER 60 their favorite capsule vender. Getting the Northwestern? It's a newsy magazine. Ask to get on our mailing list. It's free!
WIRE, WRITE OR PHONE.

Northwestern
CORPORATION
2132 E. Armstrong St. Morris, Ill.
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Say You Saw It in
Billboard



PRINCESS RINGS
Adjustable Metal Rings
Genuine Reproductions of Stone Rings
Only \$13.50 per M for 5 M

Write for low prices on other feature items.
Send \$2.25 for a sample gross of PRINCESS RINGS.

PENNY KING COMPANY 2538 Mission Street
Pittsburgh 3, Pa.

Taken In by 'Blue Sky' Deal, Man Stays With It, Makes It Pay Off

OXNARD, Calif. — Leonard Hamilton is appreciative of what a blue sky operator did for him!

About six years ago, Hamilton was looking around for something that would return a good profit and permit him to be his own boss. He met with this operator and paid more than \$800 for 15 bulk venders. With this size of an operation, the returns were not what Hamilton expected. So, he went into Operators Vending Machine Supply Company in Los Angeles, about 60 miles to the south, and talked to Herb Goldstein.

Goldstein was frank and honest in his appraisal of the situation. "You have been taken," Goldstein told Hamilton. "You have two choices—take your loss, or stay in and make a business of it."

Hamilton decided to stay in. Today, Len-Art Vending Service has more than 1,000 bulk venders in Ventura, Santa Barbara, and San Luis Obispo counties. Three years ago, Art Thornton came in as an equal partner and the firm titled from their first names.

Both Hamilton, who is a press-room foreman of a daily newspaper, and Thornton, a collector, devote one day or more a week to the operation and they have one employee for a day or so a week. They use two trucks, one assigned to the owners for out of the county services and the other to the employee who works only in Ventura County.

When the out-of-county trips are made, it is usually an overnight jaunt. Hamilton's wife, Jackie and Thornton's accompany their husband's on the out-of-town trips.

At their homes in Oxnard, Hamilton attends to the business end of the business and Thornton handles the maintenance and repair. At this time, they are setting up a maintenance depot which Thornton will handle. The merchandise will be stored in another place for the complete service the company offers.

Since the time Goldstein was contacted, Hamilton has concentrated on the field—in his off time. He and his partner have standardized their equipment—using only Acorns, product of Oak Manufacturing Company. Thornton explained that this permitted them to carry an adequate supply of parts at the least cost.

Come a Long Way

Both Hamilton and Thornton have come a long way in the field since they went into partnership three years ago. Thornton and Hamilton agree that the greatest harm done to the industry is by operators who do not keep their machines clean. "You can battle on commissions but it takes a period to build confidence when the location has been soured by a dirty machine," Thornton said.

Hamilton has found that being in the bulk vending field creates an interest in business and economic affairs that he probably otherwise would not have. "I watch to see how things are going for I know it will affect

me directly or indirectly," he said.

Hamilton was born in California and moved with his parents to Oxnard 24 years ago when he was ten years old. Prior to entering the bulk vending field, he was a newspaper publisher until he sold out at a profit. He and his wife have a daughter, Cherda, 13, and they are active in the Methodist Church.

Thornton was born in nearby Canoga Park in adjoining Los Angeles County. He and his wife, members of the local Lutheran Church, have three children, Deborah, 13; Stephen, 10, and Eric, 7.

Since they have been together, Hamilton and Thornton have tried to concentrate on merchandising. They offer complete service, keep parts and repairs in one section separate from merchandise, and build special stands for the location with the idea that

(Continued on page 44)

GHASTLY FINGER

FOOL THEM WITH A REAL-LOOKING CUT OFF FINGER!

\$38.00 per thous. in capsules

AT YOUR NEAREST WAREHOUSE OR DIRECT FROM

KARL GUGGENHEIM, INC.

159-07 Archer Ave., P.O. Box 510, Jamaica 31, N.Y. 212 RE 9-5433

A Belated . . . but nonetheless Sincere Season's Greetings and Best Wishes for the New Year from

KARL GUGGENHEIM, INC., and all the GUGGENHEIM WAREHOUSES

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model #33, 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King, 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Model #33 Peanut, 1c	6.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.68
Cashew, Whole	.68
Cashew, Butts	.63
Peanuts, Jumbo	.45
Spanish	.35
Mixed Nuts	.57
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.30
Jelly Beans	.30
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey-ets	.47

Rain-Bio Gum, 72 ct.	.32
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Bio Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Bio Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY NEW VICTOR L. C. TOPPER



1c Mechanism New large capacity for 1175 BALLS of 100-COUNT GUM

Equipped with De Luxe base. Standard base optional at same price.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N.Y.
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when answering ads . . . Say You Saw It In Billboard

WATER SNAKES

Guaranteed to Empty Machines! Real scary, these snakes have real frightening look—the kind that kids love.



Come in assorted colors with black stripe painted on back . . . beautifully detailed with a forked red tongue.

KEEP YOUR MACHINES BUSIER THAN EVER.

Only \$46.00 Per M Capsuled Labels available.

PAUL A. PRICE CO., INC.
55 Leonard St., New York 13, N.Y.
CORland 7-5147-8



VENDING HEADQUARTERS for VICTOR

THE MOST COMPLETE and FINEST LINE of BULK VENDORS

New Victor 2000 Vendor, Large Capacity . . . Holds 2,000 Balls 100-Count Gum . . . or 600 10c Capsules . . . Also Available 3 Balls 100-Count Gum for 5c. \$24.50 ea.

Large Stock of Vendors—Parts and Merchandise. Write for Prices.

H. B. HUTCHINSON, JR.
1784 N. Decatur Rd., N.E. Atlanta 7, Ga.
Phone: DRake 7-4300



VENDING HEADQUARTERS for VICTOR

THE MOST COMPLETE and FINEST LINE of BULK VENDORS

New Victor 2000 Vendor, Large Capacity . . . Holds 2,000 Balls 100-Count Gum . . . or 600 10c Capsules . . . Also Available 3 Balls 100-Count Gum for 5c. \$24.50 ea.

Large Stock of Vendors—Parts and Merchandise. Write for Prices.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N.Y. President 2-2900

VISIT THE VENDORAMA®

The Most Colorful and Practical Multiple Operation Known to Bulk Vending.



Super Marts, Chain Stores, Discount Houses, etc., demand this unique display and the ease of servicing.

All of these Victor Vending machines are serviced from the front . . . no mess of coins falling on the floor. This is the most practical and successful operation known.

Write for beautiful color circular giving prices of machines and Victor's NEW Universal 4-6-8 Multiple Chrome Display Stand . . . another Victor original.

VICTOR VENDING CORP.

5711 W. Grand Avenue
Chicago 39, Illinois

COINMEN IN THE NEWS

TENNESSEE TEMPO

Memphis meanderings: **Jake Kahn** and his son, **Charles R. Kahn**, owners of Tri-State Amusement Company, also own The Oasis, a lounge. Recently they put in a swank new console model juke box with wall boxes

and are keeping a tab on the take, to see if there's an increase and if so the per cent. . . . The Kahns also have added a wholesale cut-rate album business at their warehouse, are doing well with it.

George Sammons, president of Sammons-Pennington Company, distributor, returned to the firing line, so to speak, this month. He's back on the road traveling the Mid-South, calling on operators, as he has done for years. He was unable to travel for almost nine months in 1962. He got a serious back injury in a wreck near El Dorado, Ark.

Drew Canale, Canale Enterprises Inc., and his friend **Louis Barsotti**, Tennessee Tobacco Company, are in New Orleans this week at the races. They've become a couple of horse racing enthusiasts since a horse they bought in early 1962 in a claiming race went on to win them a lot of money. They've got a horse now they paid \$10,000 for and are readying him for some bigger races.

Milo Solomito, veteran music operator for 30 years until he sold out a few years ago, is considering going back into the business, he said last week. He also went into another phase of the industry: he organized Ray Records Inc., with two others, has brought out two singles recorded in Nashville. Other officers are **Jordan Stokes III**, president, and **Brooks Kirk**, vice-president. Solomito is secretary treasurer.

Alan Dixon, general manager of S & M Sales Company, was seen at the courthouse this week buying licenses for his company's machines. . . . **Charles V. McDowell**, general manager of Southern Amusement Distributing Company, also seen buying the county and State licenses. Operators here generally fear another effort will be made during the 1963 Legislature, which convened this week, to up the taxes.

DETROIT Doings

Arthur P. Sauve, head of A. P. Sauve & Son, one of the oldest operating - distributing firms in Michigan, is planning to leave Saturday (5) for two to three months at his home on West Palm Beach, to escape the freezing weather of the past

Pinballs Show Memphis Rise

MEMPHIS—The number of pinballs and amusement games licensed at December 31, 1962, showed an increase of 47—from 471 to 518—over a year ago, Sloan O. Craig, collector of licenses and privileges, reported last week.

While games increased, phonographs and cigaret machines declined, said Craig.

He said there were 2151 cigaret machines licensed at the end of 1962 compared to 2679 at the end of 1961.

Craig said the number of phonographs licensed dropped from 800 at December 31, 1961, to 767 at the end of 1962.

week. . . . His son, **Dale Sauve**, will run the business in the interim. . . . **Erwin B. Moss**, head of Moss Music Company, is the newly elected junior warden of Daylight Masonic Lodge No. 525, originally a largely theatrical lodge which met at high noon to meet the hours of show people. Moss is restricting his activity largely to administrative duties at business, under medical advice, with his son, **Marty Moss**, as the active operating executive now.

Morrell Gerber and **Charles De Koninck**, who have operated a route of pool games in suburban Detroit since 1955, have sold their operation. De Koninck has teamed up with **Wallace Wood** to form the Band Wagon Vending Service, operating a cigaret machine route in the area.

Fred J. Bayliss, of Dearborn, and **Clifford E. Hollingsworth**, Garden City, have reregistered title to the Imperial Amusement Company, which they organized five years ago to take over the former Arkland Amusement Company. Their route includes juke boxes, shuffleboards and bowling games, with headquarters in Garden City.

Basil D. Dritas is heading up operation of the long-established Plaza Cigarette Vending Company, formerly Plaza Amusement Company, as executor of the estate of **James E. Pappas**, deceased, who was the sole owner.

Alois Follibout, St. Claire Shores, and **Joseph O'Neil Robichaud**, who have both operated individual amusement routes, have teamed up to form the A. O. K. Amusement, with headquarters in St. Clair Shores, operating a small route of juke boxes, pool tables, shuffleboards and bowler games. Robichaud also does some re-covering of pool tables for operating firms in the area independently.

HAL REVES

Denver Doings

A "Location Owner Christmas Party" enlivened mid-December as **Don** and **Roy Kaiser**, Durango, Colo., operators, rounded up a complement of location owners for a steak dinner and wassail.

Much refreshed from the tour of the Caribbean which he won

for over-quota sales of Rock-Ola phonographs was **Pete Geritz**, of Mountain Distributors, Denver. Geritz reached Caracas, Venezuela, just as the U. S. Navy began escorting American vessels through troubled waters and had the privilege of sailing part way home under the watchful eye of a destroyer.

Word from St. Louis is that **Jerry Harris**, until recently Seeburg distributor for the Denver area, is ill in a hospital there. Harris recently relinquished the Seeburg distributorship in Denver to **Bob Struve**, Salt Lake City. . . . **Zoltan Gancz**, Wyoming juke box operator, did his Christmas shopping early in Denver, including an electric train for the youngsters. . . . Another operator who doesn't get into the Denver market very often was **Ernie Vigil**, of Walsenburg, Colo., who likewise took care of Christmas shopping chores in the Colorado Capital.

There seems to be a shortage of office parties planned for this year, although Draco Sales Company, Mountain Distributors and Modern Music Company all celebrated holiday soirees in mid-December.

Mike Scavarda, Grand Junction, Colo., was in town to report that he has extended his routes considerably since purchasing part of the **Don Thorpe** equipment on Colorado's Western Slope. . . . **Knut Israel** has purchased Thee Music Company, headquartered in Laramie, Wyo., from **Mrs. Velma Cook**. Mrs. Cook, a qualified school teacher as well as juke box operator, has returned to full-time school teaching. . . . **Pete Geritz**, Mountain Distributors, is still attempting to dispose of his son's motorcycle—prohibiting to the youngster under a stern edict.

Paul Scott, of Lander, Wyo., was in Denver last week to report that the slow situation which has bothered many Denver operators is not yet a problem in the Wyoming area. . . .

SAM THE CLOWN

The Best Money-Maker for the Investment. Priced Lower Than Most Used Rides. Manufacturers of:

RODEO PONY
DERBY PONY JR.
BEN-HUR CHARIOT
TWIN QUARTER HORSE
All Rides Carry One-Year Warranty.

Some Distributor Territories Available
PAUL W. HAWKINS
329 E. 7th St., Tucson 10, Arizona
Phone: 623-4503 (Area Code 602)

The former Foster Music Company, operated by **Gene Foster** in Hugo, Colo., has been purchased by **Ben De Garmo**. De

(Continued on page 45)

OPERATE
UNITED
Shuffle Alleys
and
Bowling Alleys
WELCOME EVERYWHERE

★
UNITED MANUFACTURING CO.
3401 N. California Ave.
Chicago 18, Ill.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

See the
ROCK-OLA
BIG 3 FOR
'63! BIG IN STYLE!
BIG IN DESIGN!
BIG IN APPEAL!

ROCK-OLA

Rhapsody

160



Rhapsody 160
With Full Dimensional Stereo
Model 408
DeLuxe Stereo
Monaural
Phonograph

NEW
ROCK-OLA
EXCLUSIVE

FULL
DIMENSIONAL
STEREO

SOUND

TRUE FULL DIMENSIONAL STEREO SOUND is delivered right at the phonograph by combining perfect factory pre-angled stereo cone tweeters... with the main unit speakers. Achieving a sound that immediately captures the patrons attention—thus assuring complete location satisfaction and maximum earnings.

NEW for '63!

V

POOL TABLES
by
VALLEY

DELUXE
and
SPECIAL
6-POCKETS
BUMPER
POOL



NEW DESIGN!
NEW MECHANISMS!
At your distributor or write—

VALLEY SALES CO.
333 Morton St. Bay City, Michigan

Exclusive Chicago Area
Distributor for

WURLITZER

PHONOGRAPH
and PARTS

FIRST

IMPORTERS
SEND FOR
FREE
LATEST CATALOG
64 Pages—Fully
Illustrated.

COIN MACHINE EXCHANGE, INC.

Joe Kline
Cable: "FIRSTCOIN"—Chicago
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

'Blue Sky' Deal

• Continued from page 43

if the merchant has his products with yours, the protection of the operator is greater.

Hamilton and Thornton selected the bulk vending field, they agree, because, 1) profit per invested dollar is greater than in any other field; 2) the industry offers a challenge; 3) gives insight into the business world, and 4) there is a feeling of accomplishment now that they are on their way up.

FOR SALE

GAMES & BOWLERS

Wild West Gun	\$245.00
Midway Shooting Gallery	195.00
Deluxe	65.00
Unified Handicap Shuffle	95.00
Chicoin Championship Shuffle	225.00
Road Racer	125.00
Keeney Highstraight	165.00
Miss Annabelle	95.00
Williams Tic-Tac-Toe	195.00
Bally U.S.A.	95.00
Bally Congress Shuffle	85.00

PHONOS

Wurlitzer 2400, 2404, 2410	\$595.00
Wurlitzer 2500, 2504, 2510	695.00
Wurlitzer 2300	495.00
AMI G200	165.00
Rock-Ola 1488	545.00
Rock-Ola Hide-A-Way 1440	75.00

CIGARETTE VENDORS

Smokeshop, 9 column	\$25.00
Eastern, 22 column	45.00

Call, Write or Cable.
Cable: EWJJO
We are now distributors for
Smokeshops and Gottlieb.

Lew Jones

Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. 329 W. Ninth St.
Covington, Ky.
Indianapolis, Ind. Greater Cincinnati
Tel.: ME1950-5-1593 Tel.: AX 1-6969

WE'RE DELIVERING
GOTTLIEB'S AMAZING NEW
SINGLE PLAYER

RACK

•••

BALL

BALLS ROLL UP ON RACK
IN THE LIGHT BOX!

WANT TO BUY
OLYMPIC—PREVIEW—FASHION
SHOW—CONTEST—ALOHA—LANCERS—
FOTO FINISH—FLYING CIRCUS—LIBERTY BELLE—BIG
CASINO—OKLAHOMA—SHOW BOAT
—TROPIC ISLE—COVER GIRL.

WEEKLY SPECIALS!
Completely Reconditioned
BALLY LUCKY S. A. \$195
CHICAGO COIN BLINKER... 145

Distributors for
VALLEY POOL TABLES
All sizes available for
immediate delivery.

NATIONAL
COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-8211

EXPORT SPECIALS

Write for list of music and games on hand or en route to Antwerp.

MUSIC	AMUSEMENTS		
Rock-Ola 1458	\$295	Midway Baseball	\$395
Rock-Ola 1455	225	United Bonus Baseball	395
AMI JAI 200E	365	Golf Champ	145
AMI JCH 100M	245	Bally Champion Horse	345
Wurlitzer 2017	195	Toonerville Trolley	295
Wurlitzer 2150	275	All Tech Fire Engine—New	525
Wurlitzer 2100	295	All Tech Chuck Wagon—New	525

WILL TRADE OR PAY CASH FOR Gottlieb and Williams 1957 and later.
Complete line music—Pins—Shuffles—Bowlers—Arcade—Kiddie Rides—Vending.

CALL BOB JONES

REDD DISTRIBUTING COMPANY, INC.

126 LINCOLN STREET BRIGHTON, MASS.
Seeburg Distributor for 5 States. New England's leading distributor
Music—Vending—Games—Alleys—Seeburg—Bally—Chicago Coin—Keeney.

"Profit-Makers" From

chicago coin

ROYAL CROWN BOWLER • BIG HIT
WORLD'S FAIR RIFLE GALLERY • CITATION PUCK BOWLER

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

BARGAINS FOR THE WEEK
GAMES GAMES
250 OF THEM
 Received a Large Lot of Drink and Coffee Vending Machines in Trade, also a Large Lot of Phonographs.

WHAT DO YOU NEED!
SPECIALS FOR THE WEEK
 8-Col. Stoner Candy Bar Venders\$225.00
 Rowe #2700 20-Column Cigarette Venders, Reconditioned and Repainted, Hammeroid Finish\$225.00
 1 Lot of Older Shuffle Alleys, Bally, United, Chicago Coin—Write for More Information on the Above, Also on Used Drink Venders.

Write or Call Us Collect.
MAIn 1-3511
 Write for Our Price List on Full Line of Coin-Operated Machines.

Central
 DISTRIBUTORS, INC.
 2315 Olive St., St. Louis 3, Mo.
 Phone: MAIn 1-3511; Cable: Cendist

'300 Club' Becomes Status Thing In Phoenix and Bowler Cleans Up

PHOENIX, Ariz.—Creating a "300 Club," a "250 Club" and a "200 Club" of players has helped Benny Moreles, amusement machine operator here, nearly double returns from a 16-foot bowler at the Music Bar Tavern on Thomas Road here.

This was considered merely an average location until a year ago when Moreles noted that many of the regular patrons of the neighborhood tavern were consistently ringing up 300-point games. Naturally, such proficiency should be given some status, Moreles believed, so he created his high-point clubs. Now, as soon as any bowler in the popular tavern posts a 300 game, the bartender, using a polaroid camera furnished by Moreles, immediately shoots a good clear flash picture of him, ceremoniously adds his name to an art-board sign on the wall, and rubber-cements the picture in place.

Thereafter, the photograph, and the listing confirms the fact that the customer is a 300 bowler, a 250, or a 200 bowler, as the case may be. (Naturally there are more pictures and names listed in the latter two categories.)

Builds Play

Posting the name and picture in this way has several advantages in building bowler play. For one thing, every "club member" can be counted upon to bring more friends and relatives around

to exhibit his photo included among the 60-odd perfect-game bowlers honored in the tavern.

Next, whenever a 300-game winner is introduced to another 300-point man in the tavern, the natural reaction is for the two to turn to the bowler and "have it out" right away.

Likewise, word has gotten around in the Arizona city that there is a plethora of 300-game players at the Music Bar Tavern, which brings skillful players from other taverns anxious to pit their prowess against the best which the Music Bar Tavern can offer.

Film Purchases

Collections from the bowler began to increase swiftly as soon as this type of promotion went into effect, and as more and more pictures went on the wall, play jumped steadily. Moreles buys the film for the polaroid camera in large quantities to hold the price down, and since there is no processing or finishing necessary, he and whichever bartender is on duty can build up quite a "gallery" of bowler-playing celebrities at low expense.

With more than 100 photographs on the wall of the tavern, above a row of booths, the gallery naturally attracts much attention from tourists who throng into Phoenix during the winter, leads to questions, and starts off many new bowling competitions on an impromptu basis.

the orbital sound
 OF STEREO ROUND
 Locations love it! Fully perfected, full-range, self-contained Stereo Round* ... only in the Rowe AMI. The new Rowe AMI lets you program 200, 160 or 100 selections. All in one phonograph. See it—At your Rowe AMI Distributor *Patent pending

Rowe AC Services
 Division of Automatic Coin-Operated Company of America
 18 So. Michigan Ave., Chicago 3, Illinois

Coinmen

• Continued from page 44

Garmo recently sold his Boulder, Colo., route to **Elton Deines**, who had managed it for more than 10 years.

Roy Peterson, Roy's Music

Company, was buying bowlers during December to build up weak spots along his phonograph routes.

A pair of happy circumstances—long-continued warm weather, and extension of the Colorado fishing season to a year-round proposition—are

producing excellent results for **Don and Roy Kaiser** of Durango, Colo. The mountain operators, whose locations are scattered over the Colorado-Utah-New Mexico corner, are seeing many more fishermen and tourists this year than for many years in the past.

WANTED
Juke Box Mechanic

Steady work. Good pay. Must furnish references. Give details in first letter. Write:

BILLBOARD
 188 W. Randolph, Box #187
 Chicago, Illinois

WORLD'S LARGEST INVENTORY FOR SALE

Send for Complete Lists

ARCADE—GAMES
 BINGOS—RIDES
 MUSIC, etc.

DAVID ROSEN

Exclusive A M I Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE CENTER 2-2903

2 MOVING TARGETS
FAST SCORING • KEEN COMPETITION
 for 1 or 2 players

Two Moving Targets Increase Play Appeal

- One of 5 Center Rollover Buttons is always lit. Scores 10 points when hit, then advances.
- Top Rollover Button when lit scores 100 points when hit, changes Top Bumper value from 10 to 100 points, advances values of both Red and Yellow Moving Targets from 10 to 50, to 100 points.
- Two Bottom Shooters increase target values and propel ball toward Red and Yellow Targets.
- Hitting Top Center Button advances values of two lit Jet Bumpers from 1 to 10 points.
- Two Top Rollover Lanes good for 50 points when lit.
- 2 Flippers • Rebound Kickers • Plastikote finish playfield

Order Tom Tom from your Williams Distributor

Williams ELECTRONIC MANUFACTURING CORP.
 4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

BUY THE BEST—BUY WILLIAMS

completely profit tested

Twin Coin Chutes

SEE THESE NEW AND EXCITING FEATURES IN ALL NEW WILLIAMS GAMES

New 24 volt system • New "push-pull" latch mechanism for front molding • New polished chrome metal one-piece flippers • New modern style back box with metal back door • New Relays • New "brushed nickel" front door and frame.

You'll Never Get Rich Renting

• Continued from page 40

a large scale is because it has its own small fleet of radio-equipped trucks. This saves them \$14 to \$16 that it costs to have equipment hauled to and from

a party. For concerns without their own trucks, shipping eats up all profits from the venture. Spokesmen at J. C. Music Company and Advance Music

Company report that the margin is record-jacket thin and a single service call might dissolve the profit from several rental accounts. Joseph Abraham of Lake City Amusement freely states that his firm will rent only when it has to meet competition.

Louis Pearlman of L & N Music said that his outfit gave up renting a couple of years ago because "There were too many headaches." He said that every rental customer thought you were over-charging him and the service they demanded took too much away from regular customers the firm serves the year around.

Sanford Levine of Atlas Music said that "unless we charge at least \$35, we just can't make out renting machines. Years ago when we could ship a machine somewhere for about \$5 it was worth it. Most firms don't have the extra manpower to make hurry-up service calls during the busy holiday season."

Comella admits that all these complaints are well founded. But he believes that the goodwill created is worth it in the long run. "The more people we can show our product to the better we'll all be. It's good for the whole industry," said Comella.

Tom Tom Game

• Continued from page 39

crease the target values and propel the ball toward the red and yellow targets. The top center button, when hit, advances two of the jet bumpers from 1 to 10 points.

Two top rollover lanes are good for 50 points when lit. Other features are two flippers, rebound kickers and a Plastikote finish playfield.

Germans Eye U. S. Copyrights

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possibility the German Bundestag might decide to exempt German juke box operators.

GEMA and the GVL are interested in strengthening cooperation with ASCAP and the AFM, the theory being that such cooperation would increase royalty collections on both sides of the Atlantic. GEMA is waging a vigorous drive to expand royalty collections, even to the point of claiming royalties for radio music piped into hotel rooms and from the private owners of tape recorders.

Furthermore, GEMA has a direct stake in ending the exemption of American phonograph operators: GEMA stands to gain increased royalty payments from the United States on German music played on U. S. phonographs. ASCAP collects U. S. royalties for GEMA under a reciprocal arrangement.

Finally, West German juke box manufacturers are not indifferent to the looming Washington Copyright Act battle. The

producers, too, will be represented during the anticipated Congressional hearings.

German juke box producers theorize that the imposition of performance royalties on U. S. juke box operators might increase their sales on the American market. The theory is that the payment of royalties would force U. S. operators to drastic operating economies, in which case many cost-price-squeezed operators would be tempted to buy German economy phonographs. One German manufacturer remarked, "This could be the break we have been waiting for."

OIL BOOM OILS COIN IMPORTS

TRIPOLI, Libya—The Libyan oil boom has fueled a coin machine boom as well. More coin machines have been imported into Libya in 1962 than in all Libyan history prior to the oil boom. Preliminary figures indicate that total 1962 coin machine exports for all categories including vending equipment will reach \$500,000 for this nation of only 1,750,000, most of the population bedouins. The import surge is attributed largely to the influence of foreign oil companies, whose workers have sparked juke box and vending machine imports. The Libyan population is displaying the most enthusiasm for payout machines, of which West Germany is supplying the lion's share of the market.

Snow at Yule

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extra amusement machines on active locations, which is usually the practice.

Most popular disks for the final week in December were:

1. "My Dad"—Paul Peterson
2. "Go Away Little Girl"—Steve Lawrence
3. "Two Lovers"—Mary Wells
4. "Cast Your Fate"—Vince Guaraldi
5. "Everybody Loves a Lover"—The Shirelles

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