

BILLBOARD MUSIC WEEK

Music-Phonograph Merchandising • Radio-Tv Programming • Coin Machine Oper

PAGE ONE RECORDS



Albums Moving Solidly as Gift Days Approach

Sales of LP records were solid in almost every area of the country last week, but singles fell off. LP sales, according to dealers, were sparked both by the comedy albums that have made December such a boom month and strong action on Christmas merchandise. On the singles front the hottest of the new releases was a Christmas record by the Four Seasons on Vee Jay, a rocking version of "Santa Claus Is Coming to Town."

LP sales were sparked by continuing demand for both the Vaughn Meader and the Allan Sherman whizzers, plus the follow-the-Meader other "First Family" LP's, which by week's end totaled four, with more coming. (See separate story on Page 4.)

On the holiday front, Johnny Mathis' album "Merry Christmas," on Columbia was the leader in sales. Bing Crosby was again the darling of the record buyers, with his brand new LP on Warner Bros., "I Wish You a Merry Christmas" jumping high into the mono chart this week. Crosby was also grabbing action on one of his golden Decca albums with the Andrews Sisters called "Merry Christmas." Close to Bing were the three Chipmunks with their own special brand of Christmas Cheer on Liberty. Other solid Christmas sellers were the Harry Simeone Chorale on 20th Fox; our sing-along-Christmas leader, Mitch Miller, with two albums on Columbia; the Philadelphia Orchestra performing Christmas music under the baton of Eugene Ormandy; Ray Conniff and chorus singing "We Wish You a Merry Christmas" on Columbia; Elvis Presley with a serious album of carols on Victor; a Christmas album by Perry Como on Victor; one by Tennessee Ernie Ford on Capitol; a Frank Sinatra album called "Jolly Christmas" on Capitol; a Harry Belafonte holiday set on Victor; a Bobby Vee Christmas LP on Liberty, and an instrumental album by the Ramsey Lewis Trio on Argo.

These were the toppers among the Christmas LP's, but there were still a lot of other categories getting action. Jackie Gleason, Chet Atkins, Pat Boone, the Lennon Sisters, Robert Rheim, the Mormon Tabernacle Choir, Mahalia Jackson, Lawrence Welk, Mantovani, Fred Waring, Eddy Arnold, Ruth Welcome, Mario Lanza, Jesse Crawford, Charles Brown, the Everly Brothers and Guy Lombardo, all had albums that were jingling along merrily.

Detroit's Best Yule Ever

DETROIT — Distributors in this town, some of them anyway, have reported their best November ever. LP sales were topping singles as business moved into holiday sales and prospects are high for a record December. This town is kiddingly called Hammond organs-ville. It was one of the first to break Jimmy Smith a while ago and Jimmy McGriff and Dave (Baby) Cortez both have drawn much sales power from the town. Sandy Stewart and Kitty Kallen are both fighting it out for "Coloring Book" honors.

On the discount front, a rash of discount houses has appeared. Competition has become wild and woolly between the Arlan Imperial City huge shopping center (160,000 square feet) and the Tops Northland operation. Three Tops outlets have either opened or are due to open, and the Gem stores are also factors in discounting. "Oliver," the original cast recording, got off to a good start here since the show was in town prior to its Broadway opening next week.

DJ's Oldies Catch on in L. A.

LOS ANGELES—LP sales have outstripped singles sales in this city, following a general Christmas trend that sees album product spurt ahead each year. One of the albums getting special attention in parts of the city is "Muggie Bay's R.&B. Oldies" on the Dub-Tone label. The package contains former r.&b. hits that carry the jock's name. Packages containing the "Surf" tag also were getting action. "Surfin' Safari," by the Beach Boys (Capitol) and "Surfer's Choice," by Dick Dale on Deltone is another.

(Continued on page 8)

SINGLES

★ NATIONAL BREAKOUTS

No National Breakouts This Week.

★ REGIONAL BREAKOUTS

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

- END OF THE WORLD . . .**
Skeeter Davis, RCA Victor 8098 (Summit, ASCAP) (Minneapolis-St. Paul)
- BIG NOISE FROM WINNETKA . . .**
Cozy Cole, Coral 62339 (Bregman, Vocca & Conn, ASCAP) (St. Louis)
- AUTUMN SOUVENIRS . . .**
Bob Moore, Monument 800 (Acuff-Rose, BMI) (New Orleans)
- HEY PAULA . . .**
Paul and Paula, Philips 40084 (Lebill-Marbill, BMI) (Dallas-Fort Worth)
- LOVER COME BACK TO ME . . .**
Clefftones, Gee 1079 (Harms, ASCAP) (Atlanta)
- OO-LA-LA-LIMBO . . .**
Danny and the Juniors, Guyden 2076 (Dandelion, BMI) (Philadelphia)
- PLEASE COME HOME FOR CHRISTMAS . . .**
Charles Brown, King 5405 (Lols, BMI) (New Orleans)
- I SAW MAMA TWISTING WITH SANTA CLAUS . . .**
George Jones, United Artists 530 (Cedarwood, BMI) (Houston)

NEW ON THE HOT 100

- 80. **LOOP DE LOOP . . .**
Johnny Thunder, Diamond 129
- 82. **LOVESICK BLUES . . .**
Frank Ifield, Vee Jay 477
- 84. **SHAKE SHERRY . . .**
Contours, Gordy 7012
- 87. **ALVIN'S HARMONICA . . .**
David Seville and the Chipmunks, Liberty 55250
- 88. **WHITE CHRISTMAS . . .**
Drifters, Atlantic 1048
- 89. **MY COLORING BOOK . . .**
Kitty Kallen, RCA Victor 8124
- 90. **JELLY BREAD . . .**
Booker T and the MG's, Stax 131
- 95. **SAM'S SONG . . .**
Dean Martin and Sammy Davis Jr., Reprise 20128
- 96. **MOLLY . . .**
Bobby Goldsboro, Laurie 3148
- 97. **LITTLE TOWN FLIRT . . .**
Del Shannon, Big Top 3131
- 98. **DOES HE MEAN THAT MUCH TO YOU? . . .**
Eddy Arnold, RCA Victor 8102
- 99. **THE (Bossa Nova) BIRD . . .**
Dells, Argo 5428
- 100. **I NEED YOU . . .**
Rick Nelson, Imperial 5901

ALBUMS

★ NATIONAL BREAKOUTS

MONO

- I WISH YOU A MERRY CHRISTMAS, Bing Crosby, Warner Bros. W 1484**
- PEPINO, THE ITALIAN MOUSE & OTHER ITALIAN FUN SONGS, Lou Monte, Reprise R 6058**
- MERRY CHRISTMAS, Bing Crosby/Andrews Sisters, Decca DL 8128**
- CHRISTMAS WITH THE CHIPMUNKS, Liberty LRP 3256**
- SING WE NOW OF CHRISTMAS, Harry Simeone Chorale, 20th Fox 3002**
- CHRISTMAS SING ALONG WITH MITCH, Mitch Miller & the Gang, Columbia CL 1205**
- THE GLORIOUS SOUND OF CHRISTMAS, Philadelphia Orch. (Eugene Ormandy Conducting), Columbia ML 5769**

STEREO

- MERRY CHRISTMAS, Johnny Mathis, Columbia CS 8021**
- CHRISTMAS SING ALONG WITH MITCH, Mitch Miller & the Gang, Columbia CS 8027**
- ALLEY CAT, Bent Fabric, Atco SD 148**
- BOSSA NOVA, Lalo Schiffrin & Orch., Audio Fidelity AF 1981**

★ NEW ACTION LP'S

Albums getting initial dealer action in major markets and have not yet hit BMW's Top LP Chart.

MONO

- DINO LATINO . . .**
Dean Martin, Reprise R 6054
- NEW BEAT BOSSA NOVA . . .**
Zoot Sims & His Ork, Colpix CP 435
- MERRY CHRISTMAS MUSIC . . .**
Perry Como, Camden CAL 660
- WHAT'S A MATTER BABY . . .**
Timi Yuro, Liberty LRP 3263
- DEAR LONELY HEARTS . . .**
Nat King Cole, Capitol T 1838
- STOP THE WORLD—I WANT TO GET OFF/OLIVER . . .**
Mantovani, London LL 3270
- MERRY CHRISTMAS . . .**
Jackie Gleason, Capitol W 758
- THE LONELY BULL . . .**
Herb Alpert & the Tijuana Brass, A&M 101
- JAZZ MEETS THE BOSSA NOVA . . .**
Paul Winter Sextet, Columbia CL 1925
- SOMETIMES I'M HAPPY . . . SOMETIMES I'M BLUE . . .**
Vincent Edwards, Decca DL 4336
- CHRISTMAS WITH CHET ATKINS . . .**
RCA Victor LPM 2423
- FLEETWOOD'S GREATEST HITS . . .**
Dolton BLP 2018
- BIG BAND BOSSA NOVA . . .**
Enoch Light & His Ork, Command RS 844
- CHUBBY CHECKER BIGGEST HITS . . .**
Parkway P 7022
- BIG BAND BOSSA NOVA . . .**
Quincy Jones & His Band, Mercury MG 20751

STEREO

- NEW FRONTIER . . .**
Kingston Trio, Capitol ST 1809
- BIG BAND BOSSA NOVA . . .**
Stan Getz, Verve V6-8494

(Continued on page 8)

150 Best Selling MONAURAL LP's

★ STAR PERFORMERS—selections on Chart 7 weeks or less registering greatest upward progress this week.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 150 monaural LPs.

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50 Best Selling STEREO LP's

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 50 stereo LPs.

INSTANTANEOUS HIT REACTION!

*New Release by the
Bright New Star*



TRADE MARTIN

**HULA HULA
DANCIN'
DOLL**



Coed 573

The New Stars are on Coed

COED
RECORDS

STAR PERFORMERS—Selections registering greatest upward progress this week.

[S] Indicates that 45 r.p.m. stereo single version is available.

[M] Indicates that 33 1/3 r.p.m. mono single version is available.

[A] Indicates that 33 1/3 r.p.m. stereo single version is available.

Table with columns: WEEK, Wk. Ago, Wk. Ago, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains chart data for weeks 1-34.

Table with columns: WEEK, Wk. Ago, Wk. Ago, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains chart data for weeks 35-66.

Table with columns: WEEK, Wk. Ago, Wk. Ago, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains chart data for weeks 67-100.

HOT 100—A TO Z—(Publisher-Licensee)

Large alphabetical list of songs and artists from the Hot 100 chart, including titles like 'All Alone Am I', 'Alvin's Harmonica', 'Ballad of Jed Clampett', etc.

BUBBLING UNDER THE HOT 100

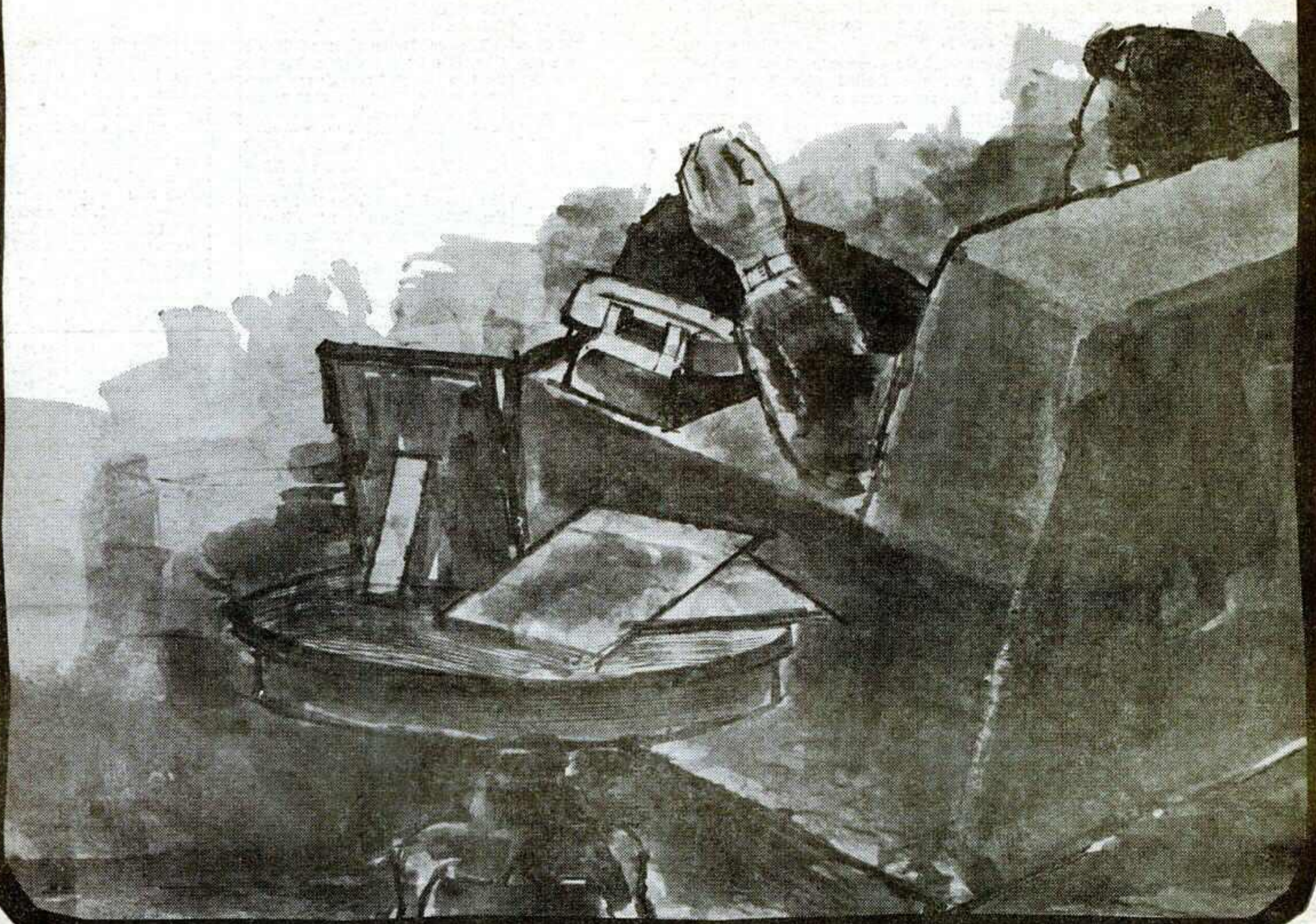
Table listing songs that are bubbling under the Hot 100, including titles like '101. MY MAN—HE'S A LOVIN' MAN', '102. HUSH HEART', etc.

PAT BOONE

HIS NEWEST & GREATEST ON *Dot*® RECORDS

IN THE ROOM

#16416



Those 2 LP's Roll On, Despite Hitchhikers

Imitators Flood Stores But Can't Catch Originals

By BOB ROLONTZ

NEW YORK—While the Vaughn Meader record "The First Family" continues to break every existing record for LP sales — the disk passed the 3,250,000 mark last week and is still selling at the rate of 100,000 per day—the question the trade keeps asking is whether the follow-the-Meader disks and the son-of-my-son albums can do well, too, or whether the public will soon tire of the imitations.

The comedy coat-tail disks are now coming out at a rate that has plopped close to 500,000 of the pastiches on the market. At this date it is indeterminable as to whether any of the follow-up disks are really catching the public's fancy or whether a number of manufacturers will find themselves in the position of warehousing a lot of returns.

One thing is clear. The Laurie Records disk of "The Other Family," and the Roulette record called "At Home With That Other Family" have not cut down the sales of "The First Family" disk at all. True, the Cadence platter is not selling at the rate it did two weeks ago, but then how could it? No record in the history of the disk business has ever sold as many LP's in a short time (four weeks) as the Meader record, and it has just about broken the all-time record for domestic sales of any LP. ("My Fair Lady" has sold more than 4,000,000 but this includes foreign sales.)

The Allan Sherman "Folk Sing-
(Continued on page 32)

The Other Albums

Title and Artists	Mono List Price	Label and Number
The Other Family—Larry Foster, Marty Brill, Toby Deane	\$3.98	Laurie LC 5000
At Home With That Other Family—George Segal, Gwen Davis, James Gardiner, Joan Rivers, Buck Henry, Don Miskie	\$3.98	Roulette R 25203
My Son, the President — Christopher Weeks, Fran Stacy	\$3.98	Clan 1501
My Son, the President — Danny Davis, Marty Pinnas, Ann Fox, Sandy Fuller	\$0.99	Strand SL 1085
The President Strikes Back—Marc London, Sylvia Miles, Alan Mason, Kenneth Roberts	\$3.98	Kapp 1322
The Poor Family—Timmie Rogers	\$3.98	Mercury
More Folk Songs by Allan Sherman and His Friends—Sherman, Others	\$3.98	Jubilee 5019

Fate of Follow-Up LP's Key Trade Chatter Point

Billboard staffers checked a number of key markets last week to ascertain early activity on the follow-the-Meader albums released by various labels. Here are some first-hand action reports from dealers and distributors.

BOSTON — Follow-ups to the two highly successful current comedy albums were a key point of chatter along record row this week. Distributors for both the Laurie and the Roulette "Other Family" Khrushchev albums said that albums were selling, even on rather limited airplay.

In fact, distributors weren't at all sure that the limited play wasn't a help rather than a hindrance.

"It's selling well right now as an impulse item and maybe that's the way it should be," said one distrib spokesman. "If it gets a lot of play, it's no longer an impulse

item and I think it's actually possible in some cases to get too much air play."

Another of the follow-ups, combining touches of both "The First Family" and "My Son, the Folk Singer," is out here on Ambassador's Clan label. It's called "My Son, the President" and it's sharing the local interest with the two "Other Families."

NASHVILLE — The Roulette and Laurie label's game of follow-the-Meader has hardly begun here. The copy-cat comedy disks haven't arrived, but Laurie's "The Other Family" has stirred some interest

Stations Giving Go-By To Follow-Up Albums

By CHARLES SINCLAIR

NEW YORK — When powerhouse, middle-road radio stations, and even some of the good-music outlets, helped "My Son, the Folk Singer" and "The First Family" to roar off the launching pad with original air breaks and heavy play, the record industry received a major surprise. Such stations, often given the go-by when it came to breaking pop records, could indeed break records with the best.

But last week, several record companies were beginning to receive a different kind of surprise.

Having rushed into the field to play follow-the-Meader, record promoters learned the hard way, in a number of cases, that there was nothing "authentic" about getting airplay for comedy follow-ups and what amounted to "covers."

What had been overlooked in

the rush to wax comedy sketches about life among the Kennedys and Khrushchevs, or to record parodies of folk songs, or just simply to tell topical jokes was a basic fact: the deejays and stations which were now the target for the promotional pushes have developed their own taste standards and are equipped to make up their own minds.

Take the case of Westinghouse-owned WINS, New York — the station with originally broke "First Family" in New York, on Stan Z. Burns' show, and which is credited with having prompted an immediate back-order of 30,000 copies of the Meader album. It was only natural that WINS (along with WHN and WNEW) would be primary targets for the follow-up waxings.

"We are not playing anything except the original 'My Son' and
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locally, perhaps more than Roulette's "At Home With That Other Family."

Clan's new one, "My Son, the President," an attempt to cash in on Sherman and Meader, has begun to dribble in, but as of mid-week none of the three hastily produced laugh waxings had produced a discernible trend.

Thomas Drumwright of Music City Distributors said orders for the two "family" records are "possibly heavier than the average release of this type."

Barbara Allison with Southern Record Distributors here, said the Clan LP comedy effort has failed to prompt "any noticeable orders." She was of the opinion that "First Family" will just about "do it (the 'family' splurge) up for the present time."

Hermitage Records' Marie Silcox echoed the others: she did report "one or two orders for the record."
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LIMELITERS IN CLOSE CALL AS PLANE CRASHES

PROVO, Utah — The Limelites were involved in a plane crash near the Municipal Airport at Provo last Wednesday.

The singers suffered only minor injuries when the private plane that was taking them to a concert at the University of Utah at Salt Lake City plowed into a field about two miles from the airport while on a landing approach. Most seriously injured of the three was Thomas Glen Yarbough, 31, who suffered painful facial cuts. He had been acting as co-pilot. Trio had completed an engagement in Denver, and hired the private plane when commercial flights were canceled.

EMI Sees Future Tied to World Economic Health

By DON WEDGE

LONDON—How the future of EMI—England's record giant—is tied up with world economic prosperity was stressed by Sir Joseph Lockwood, group chairman, in his annual report to stockholders. In particular he said it depends on the prosperity of the larger industrial countries. He was hopeful that in the coming year business

activity will be stimulated in both the United Kingdom and the United States—the two countries most prominent in the firm's affairs.

Sir Joseph presented his usual wide-ranging report of the firm's globe-encircling activities for the annual meeting held here last week.

In long term, he foresaw that the main industries in which EMI

operated — recorded music, electronics and domestic appliances—though highly competitive, will share in the growing economic prosperity of the world.

Capitol Improving

Both sales and earnings of Capitol Records—EMI's principal U.S. subsidiary—had shown "welcome improvement" during the first five months—July through November—of the current financial year, Sir Joseph said.

There had also been some improvement of another subsidiary, Morphy-Richards, which had depleted the group's profits last year.

Last Year's Sales

In the year ending June 30, total group sales totaled \$231 million, a slight increase on the previous year's. Trading profit was down from \$22 million to \$21 million. Dividend at 17½ per cent was unchanged.

Total group sales were adversely affected last year by lower sales of disks in the U. S. by Capitol Records. Capitol's profits also had fallen substantially.

Sir Joseph said the most significant factor in the reduction of
(Continued on page 32)

U. S.-OWNED STOCK IN EMI DIPS TO LESS THAN 20%

LONDON — American stockholdings in Electric and Musical Industries, parent firm of the huge EMI record group, fell to less than 20 per cent this autumn. Three years ago, 45 per cent of the stock was U. S. owned.

There was, however, an upsurge in U. S. buying during November, with some reports of 250,000 shares changing hands on a single day in New York.

Statistics issued with the EMI chairman Sir Joseph Lockwood's annual report to stockholders show that on March 31 the total number of stockholders was 39,720, of which 15,750 were American. Number of ordinary share units issued was 22,489,000, of which 5,027,000—or 22 per cent—were U. S. owned.



RAY CHARLES GETS CONGRATULATIONS and pair of Billboard awards from TV's Dick Clark at Latin Casino presentation outside Camden, N. J. Assisting Clark is Chubby Checker, right. Charles' ABC-Paramount records, "I Can't Stop Loving You" and "Modern Sounds in Country and Western Music," were voted favorite vocal single and favorite vocal album in Billboard's 1962 Disk Jockey poll.

Dot Test of Own Store Rack Proves Value of Exposure

By LEE ZHITO

HOLLYWOOD—Dot Records has successfully completed a thorough test of its company-owned racks for disk dealers, and will launch an intensive campaign to get 3,000 of them into the field during 1963. It already has placed 1,515 racks.

A specially designed rack capable of holding 480 LP's is lent to the record store which stocks the unit. The rack remains the property of Dot with the dealer enjoying its use at no charge as long he continues to participate in the plan. This consists of buying the 480 Dot LP's of the dealer's choice on a full-exchange, dated-billing basis. Dealers must agree to display only Dot merchandise in the label's rack. If the rack is used to display other lines, Dot will pull the rack.

Two separate plans are available to dealers as to the amount of inventory they carry in the rack. Smaller retailers, unable to handle the full 480 albums, can participate by taking the "half-rack plan," whereby they get the free loan of the rack with the purchase of 240 LP's.

Two Billing Plans

Also, dealers are given a choice of two dated billing programs. Dealers who buy Dot product for the rack on a 90-day billing basis can enjoy the additional benefit of special discount sales programs as they come up. Thus, they can take advantage of any of the label's periodic discount sales in effect during the time they keep the

rack. A six-month delayed billing plan is available, but dealers subscribing to this will continue to buy their Dot product at regular price regardless of discount programs in effect.

According to Dot President Randy Wood, the tests of the rack concept have brought spectacular sales results. The first rack completed by Dot was tested by Howard Judkins Sr. at his Judkins Music Store in near-by Garden Grove. Judkins told BMW that as a result of the rack his sale of Dot product has jumped as high as 500 per cent.

"A conservative estimate in our increase of Dot albums," Judkins said, "is that we have tripled the

amount we had sold before we had the rack."

Dot has just completed a survey of the dealers using its racks to find that more than 60 per cent of them report Dot sales have doubled since installing the rack. A full 99 per cent voted in favor of keeping the rack, according to the survey.

Exposure Vital

The rack plan is an evolution of Wood's sales philosophy that product must enjoy maximum exposure if it is to be sold. By making certain that the dealer carries an in-depth inventory of Dot product, Wood firmly believed that a substantial increase in sales

(Continued on page 12)

Columbia Up 16% For All-Time High

NEW YORK—The year 1962 was the most successful in the history of Columbia Records, according to Goddard Lieberson, Columbia president. In his annual year-end statement, Lieberson said the company realized a 16 per cent increase in total sales volume, broadened its manufacturing, distribution and recording facilities, added major artists and introduced the CBS label overseas.

In the hit album field, Lieberson noted a 2,500,000 combined sale of the "West Side Story" original-cast and sound-track LP's, an im-

mediate acceptance of the cast set for "Mr. President," and heavy sales on the "Jumbo" sound-track LP. Gold disks were presented to the writers of "Camelot" and "Flower Drum Song." Mitch Miller was also noted as having won 10 gold records for his "Sing Along" series during the year.

New artists who contributed a share of the increased sales were the New Christy Minstrels, Claude King and Robert Goulet, with other new artists such as Nicholas and May, Patti Page, Dion, Eddie

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Suggestions to Cure Industry's Ills Lead to Fireworks at ARMADA Meet

DETROIT—The American Record Merchants & Distributors Association (ARMADA) called for a more realistic single price of 79 cents coupled with the end of free transshipping as a means of ending transshipping.

The Association also adopted measures to discourage direct shipping by manufacturers, and retained counsel to press for a Federal Trade Commission trade conference aimed at ending ill of the record industry.

The resolutions were passed at the group's two-day board meeting

MGM Records Gets Eddie Fisher Winter Garden Set

NEW YORK—MGM Records has its eyes on 1963 business with a series of albums based on stage shows and new movies with "Eddie Fisher at the Winter Garden" as a lead-off. The Fisher album, a two-pocket LP set launched in time for last-minute Christmas sales, was acquired by MGM in a deal with Fisher and Ramrod Productions, which taped the set in early November.

Coming up soon after the New Year will be the sound-track album of the Cinerama production of "How the West Was Won," based on Alfred Newman's score, and "Follow the Boys," which will star Connie Francis.

In the legit musical area, MGM will have the original-cast waxing of "She Loves Me," a Jerry Bock-Sheldon Harnick musical adaptation of an MGM film oldie, "The Shop Around the Corner." Bock and Harnick wrote the scores of "Fiorello" and "Tenderloin."

here last week attended by officials from two other trade associations and several manufacturers.

Representatives of the Society of Record Dealers (SORD) were told that the distributor group would do everything in its power to work with them.

Needs Catalog Dealer

"The record business needs the catalog dealer," the distributors said to SORD representatives V. H. (Andy) Andersen, president, and Lou Shapiro, secretary-treasurer.

The pair had sought ARMADA's support in pushing for an FTC investigation of the industry and a lower price for albums, with stereo and mono albums equal.

A representative of Record One-Stop Association (ROSA), however, received short shrift when he asked distributors to give one-stops a better price than was made available to large retail users.

Irv Pearlman, who heads I. J. Morgan one-stop, Philadelphia, was told: "One-stops did no pro-

motion, did not buy catalog, had a protected inventory and were already getting a 10 per cent functional discount."

Jules Malamud, executive secretary of the National Association of Record Merchandisers (NARM), the rack jobber group, was sched-

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Christmas Greetings

and a big 1963 to all from the staff of

BILLBOARD

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Billboard Goes to 4-Color, White Coated Stock, Offset Printing Process on Jan. 5

Tie With McCall's in Dayton Will Set Speed Records in Distribution of Business Weeklies

Beginning with the January 5 issue of Billboard, the McCall Printing Plant in Dayton, Ohio, and Billboard Publishing Company are undertaking a printing operation and distribution schedule that promises to set new patterns for the business publication industry. Until all the necessary new equipment is installed and operating in the McCall plant, some of the printing will initially be done for McCall's by Otterbein Press, also in Dayton.

In announcing the revolutionary new business paper format, including free color for advertisers and extensive use of four colors in editorial as well as advertising, W. D. Littleford, president of Billboard Publishing Company, stated:

"For more than five years Billboard has been actively working on the problems connected with converting to full color offset printing on white coated paper while still maintaining all the speed of its current newspaper tabloid operation. This maintenance of deadline for advertising as well as editorial has been the prerequisite upon which all research and development work was based."

C. C. Westland, vice-president of McCall's and in charge of printing, stated: "The co-ordination by Billboard and McCall's in developing modern and efficient methods of plate-making, printing, binding, mailing and distribution, has resulted in a production plan which will show major benefits for the publication, its readers and its advertisers. Fine-screen half-tone reproduction on machine-coated stock will not only present the publication with a better general appearance, it will also encourage further use of news photos. The broader use of color advertising in a wide choice of second colors, along with the availability of four-color process printing, presents new dramatic advertising opportunities."

Westland said, "These and a number of other obvious benefits have been achieved without altering the basic news and advertising deadline structure of the publication. Late news will be handled in Billboard's Cincinnati plant as late as 6 p.m. each Friday, and by 6 p.m. Saturday, the entire 25,000 copies with color on every page will have been printed on coated stock by McCall's and deposited in the mails. By using air cargo, distribution will be effected almost 100 per cent throughout West Europe as well as the United States by Monday morning, just 60 hours after the last advertising copy had been delivered to Billboard's Cincinnati plant."

Although all plate-making, presswork and bindery operation will eventually be in the McCall plant in Dayton, the speed of the schedule will require type-setting and making of negatives for offset by Billboard itself in New York as well as in Cincinnati. The unequalled fast schedule for weekly business publication printing is possible, not only due to McCall's decision to begin printing business publications with the most modern giant-sized Web Offset equipment, but also because the entire Billboard publishing and printing organizations have been working on the application of offset to its magazines for more than 15 years.

The history of converting Billboard publications to offset goes back to the late 1940's when the company first began installing small offset equipment in its Cincinnati printing plant. Subsequent moves, under the direction of Hilmer Stark, advertising director of Vend, and Charles Rueger, manager of Billboard's printing division, included the installation of a large enough offset press to convert the company's magazine, Vend, to that process in 1959. In January 1961, Billboard contracted with Rookwood Press, Cincinnati, to print its weekly, Amusement Business, by Web Offset. In late 1961, to prepare for the conversion of Billboard in 1963, the company installed its own camera and plate-making facilities in its Cincinnati plant. It also began actual development work with large commercial printers to establish procedures and methods for printing by offset while following the same schedule used for the current news tabloid printing at World Color in St. Louis.

Several printers, including World Color in St. Louis, were able to offer plate-making, press and binding and mailing facilities that would answer Billboard's requirements. However, the final decision favoring McCall's was based on the proximity of the McCall plant in Dayton and the large capacity of their binding and mailing facilities as well as their printing equipment.

Astaire Label Now Called Ava

HOLLYWOOD—Fred Astaire last week changed the name of his Choreo label to Ava Records due to a conflict in names with the Texas-based label. After lengthy negotiations to acquire the name from its other owners, a firm specializing in dance disk, Astaire decided to use his daughter's name Ava. For product on hand, the new firm is covering its Choreo labels with stickers bearing the new Ava name. MGM Records will continue handling distribution of the Astaire line. Name change goes into effect with the current release.

CAPITOL GEARS FOR ALL-OUT GLOBAL DRIVE

Widens Base of Int'l Operation For In-Out Flow

HOLLYWOOD — Capitol Records is building a new international division to expand its operations into full-scale, two-way flow of product from here and abroad, BMW learned last week. This broadens considerably the scope of its existing international department activities.

The firm's new drive onto the global disk market will be launched January 1 under the executive charge of Lloyd Dunn, Capitol Records, Inc., vice-president. Dunn has built a new international organization to effectuate the firm's all-out push for world sales, and will include the appointment of an overseas-based European operations manager.

Business Philosophy

Its new business philosophy is that the international market is a two-way street, embracing the sale of U. S.-recorded product abroad and the importing of foreign-recorded recordings for release in this country. All Capitol disk product flowing to and from the U. S. will come under the control of the newly formed international division.

This brings under a single divi-

PARA DISTRIBS MEET IN N. Y.

NEW YORK — The Hotel Plaza here, will be the scene of a distributor meeting to be held by ABC-Paramount Records, Thursday, January 3. The firm will unveil 17 new albums on the ABC-Paramount and Impulse jazz labels. A majority of the firm's distributors are expected to attend.

ional roof within Capitol many functions which heretofore had been handled elsewhere in the firm. In addition, the expanded operation will include new activities previously not tackled by Capitol. Breakdown of the new division's responsibilities is as follows:

1. Sale of all Capitol disk products throughout the world, outside of the U. S.
2. Angel Records' scheduling, packaging, merchandising and sale in the U. S. of longhair product from abroad.
3. Capitol Classics' recording, scheduling, packaging, merchandising and sale in the U. S. and abroad.
4. Capitol - of - the - World line's product creation, using foreign recordings in conjunction with domestic concepts, and includes the line's scheduling, packaging, merchandising and sales liaison throughout the U. S.
5. Foreign singles for release in

(Continued on page 10)

Even Without Allie, WB Sales Zooming

HOLLYWOOD — Without counting its Allan Sherman LP bonanza, Warner Bros. record sales during its first fiscal quarter (its year starts in September) showed an increase of 175 per cent over the same period a year ago. This was revealed by Mike Maitland, the label's president. With the Sherman album sales included, the quarter's increase is whopping 250 per cent.

The company's sales during November alone topped the \$1,500,000 mark, Maitland said. The label has been represented on Billboard's singles and LP charts consistently for the past nine months. Its continuing sales streak was climaxed by Sherman's "My Son, the Folk Singer" LP.

According to the company's figures, the Sherman album has sold 960,000 as of Friday, November 30, and is now well over 1,000,000. Maitland predicts his company will sell more than 1,250,000 of this package.

Others Who Help

Other strong sales contributors to the label's success include such LP's as "Peter, Paul and Mary" (493,724), Bob Newhart's "Button-Down Mind on TV" (116,755), "The Golden Hits of the Everly Brothers" (89,561), Joanie Sommers' "Johnny Get Angry" (31,125), the sound-track albums "Music Man" (378,288), "Gypsy" (84,150), and "Rome Adventure." Bing Crosby's new Christmas album has sold 116,270 copies.

The label was able to break through to the No. 1 run on the top LP's chart twice in a row with new talent, first with the introduction of the Peter, Paul and Mary group, and then with Allan Sherman.

On the singles side, Warner's hit the Hot 100 with the Peter, Paul and Mary "Lemon Tree," Emilio Pericoli's "Al Di La," the Everly's "That's Old Fashioned," Joanie Sommers' "Johnny Get Angry," and is currently represented with the

Routers' "Let's Go." Jerry Wallace's "Shutters and Boards," for Challenge, which WB distributes, is also climbing the Hot 100.

Facts concerning the label's sales success were spelled out at a company policy sales meeting held here last weekend (13-16).

Meetings were conducted by Maitland, with participants including artists and repertoire directors Jimmy Hilliard and Sam Applebaum. Also at the meetings were Bob Sommers, national sales manager; Joel Friedman, merchandising director; Joe Smith, production manager, and Ed West, district supervisor. Sales managers attending included Sid Schaffer, Hugh Hilliard, "D" Kilpatrick and Ernie Thies. Monroe Glasberg and Marvin Deane represented the label's New York office, with Matt Gilligan, Bruce Hinton and Lowell Frank in attendance from the Coast office.

Epic Hits Best Sales Year Ever; Gain Is 300%

NEW YORK — Epic Records hit the biggest sales pace of its nine-year history during 1962, according to national sales manager Len Levy. Levy noted a sales level more than 300 per cent over that of 1961, with singles achieving an increase of more than 400 per cent.

Among its high points of the year was the first single in the label's history — Bobby Vinton's "Roses Are Red" — to win a gold record. Vinton also hit high on the charts with his first album. George Maharis, star of TV's "Route 66" series, also became a hot seller with both singles and albums. Other pop sellers included Adam Wade, the Ames Brothers, Buddy Greco, Tony Orlando and Florene Darlin.

Levy said Epic was starting a Footlight Series with the release of the off-Broadway cast version of "Anything Goes."

In the classical field, Epic added the Juilliard String Quartet to its roster and achieved continued good sales from George Szell and the Cleveland Orchestra.

Kapp to Present New Year Releases

NEW YORK — Kapp Records will present its first release program for the new year January 6 at the Savoy Hilton Hotel. The meeting begins at 1 p.m. and will be headed by Philip Skaff, vice-president of the firm's sales division.

The theme of the meet is "Golden National Distributor Meeting" and the albums to be presented will cover a wide variety of talent and material. A dinner show will close things out when key Kapp artists will perform.

WELK ACQUIRES VOGUE MUSIC

HOLLYWOOD — Buddy Morris last week sold Vogue Music to Lawrence Welk for \$215,000, thereby divesting himself of all BMI copyrights. The score of "Milk and Honey" is being transferred from Vogue Music to E. H. Morris Music. Score cleffer Jerry Herman is joining ASCAP.



PRETTY DE DE LIND, actress-singer, signs seven-year contract with Del-Fi, as Leon Beauchemin, left, her personal manager, and Bob Keene, label president, look on. Big promotion plan is under way for youngster's first release.

INDUSTRY BRIEFS

Everest's Latest: Terri-Ann

HOLLYWOOD — Everest Records has launched its second subsidiary label, Terri-Ann. Initial release features the Sour Tones in a single coupling "Sour Georgia Brown" with "Completely Out of Tune Desafinado."

Everest's other label is Alcor Records. The Terri-Ann name for the new label was derived from the first names of Terri Solomon and Ann Cohn, wives of Everest's president and executive vice-president, respectively. Everest's regular distributors will handle the new label.

Perry Mayer to Ad Agency

HOLLYWOOD — Perry Mayer, recently named international marketing manager of Capitol Records, resigned last week to join the Sheldon Marks Advertising Agency. Mayer had been with Capitol for six years, and served the label as national merchandising and advertising manager before his recent appointment.

A veteran in the ad agency field, Mayer had been with agencies both here and in New York for 10 years prior to joining Capitol in 1956. At the Sheldon Marks firm, Mayer will handle account serv-

icing and planning and new business activities. Mayer told Billboard that he was departing reluctantly from Capitol, but that "future opportunities with Sheldon Marks were too enticing to turn down."

Caedmon Adds Designer

NEW YORK — Marge Kotlofsky, a graphics designer, has been added to the staff of Caedmon Records and the Shakespeare Recording Society. She will supervise the art-work connected with both firms' promotional material, folders and mailing pieces. She will also do layouts for the Shakespeare play-texts that accompany the SRS LP's.

Cosnat Appoints Shevin

LOS ANGELES — Ray Shevin has been named manager of Cosnat Distributing Company's Los Angeles branch. Shevin was formerly with Pacific Distributors here.

Tamla-Motown Ups Pair

DETROIT — Phil Jones has been named national sales director of album product for the Tamla-Motown labels. Prior to joining Tamla-Motown, Jones spent eight years at Angott One-Stop, and two years at Merchants Wholesale, a Detroit rack jobber. Irv Beigel will now be responsible for all singles sales and promotion at the labels.

New Dooto Quarters Open in Hollywood

HOLLYWOOD — Dooto Records' President Dootie Williams will open the doors of his firm's new headquarters, Dooto Music Center, on Sunday (23). It brings under a single roof all facets of the Dooto operation, including studios, manufacturing and sales.

The structure, according to Williams, is a \$300,000 development, and in addition to housing the 17-year-old Dooto firm, will serve as a center for community projects including musical programs, club meetings and other events in the south Los Angeles-Compton area.

Artists and community dignitaries will attend the dedication ceremonies, which include a special musical program.



Another industry service from

BILLBOARD MUSIC WEEK

THE INTERNATIONAL COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Coming Next Week

BILLBOARD MUSIC WEEK'S ANNUAL

"WHO'S WHO in the WORLD OF MUSIC"

The International Wrap-up of "Success" in '62

★ LABELS ★ PUBLISHERS ★ ARTISTS

The important people, places and events of the year. World-wide distribution of over 25,000 copies (Section II of the December 29 issue) — to Billboard's more than 20,000 weekly readers — plus 5,000 extra copies to meet the demand for this vital reference issue.

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Heading straight from San Francisco to Hitsville again

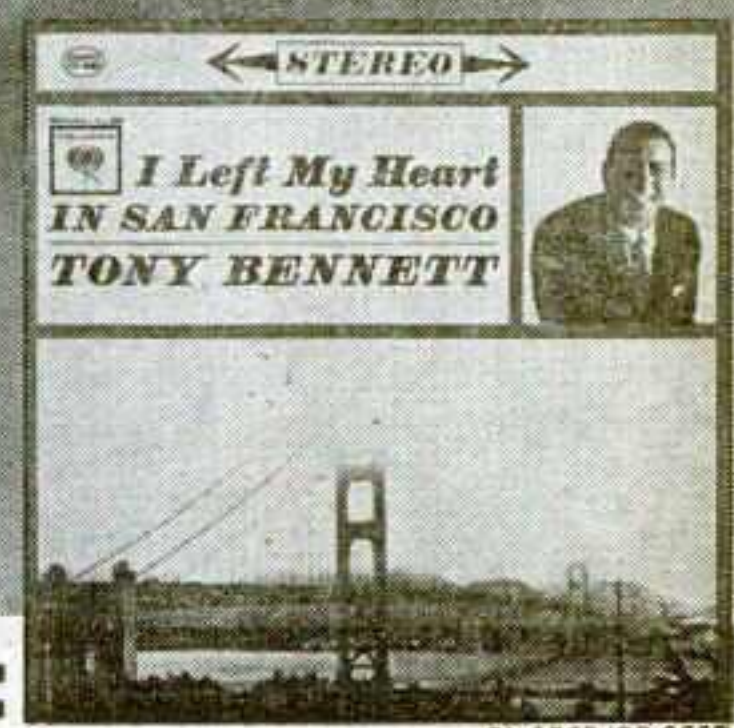
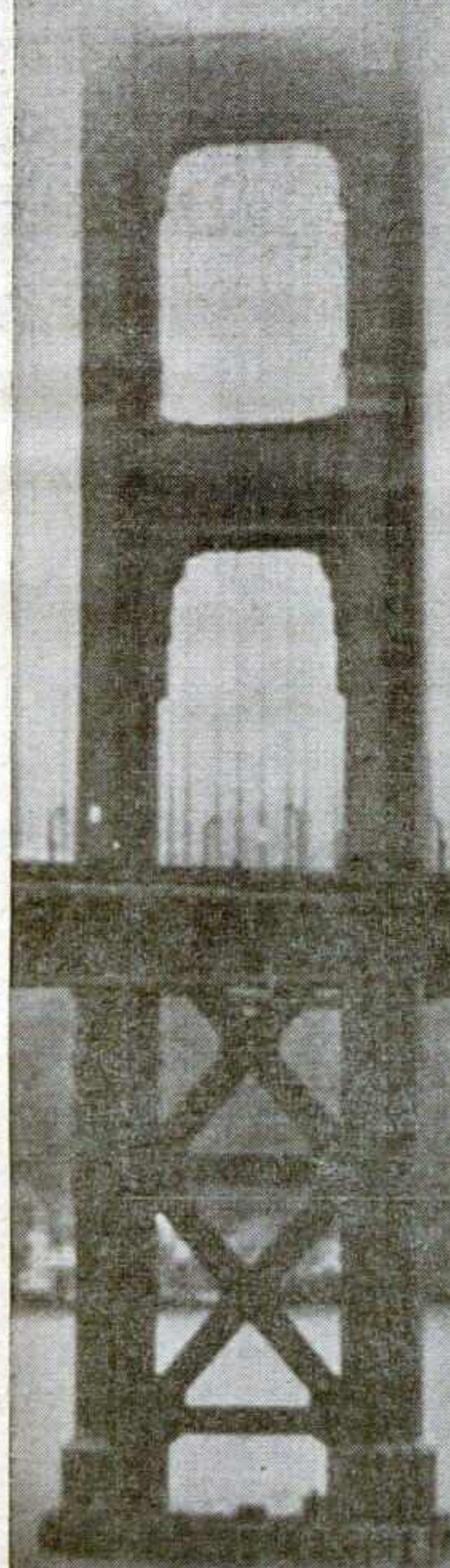
TONY BENNETT

and a brand new, grand new Columbia single

I WILL LIVE MY LIFE FOR YOU

C/w I WANNA BE AROUND

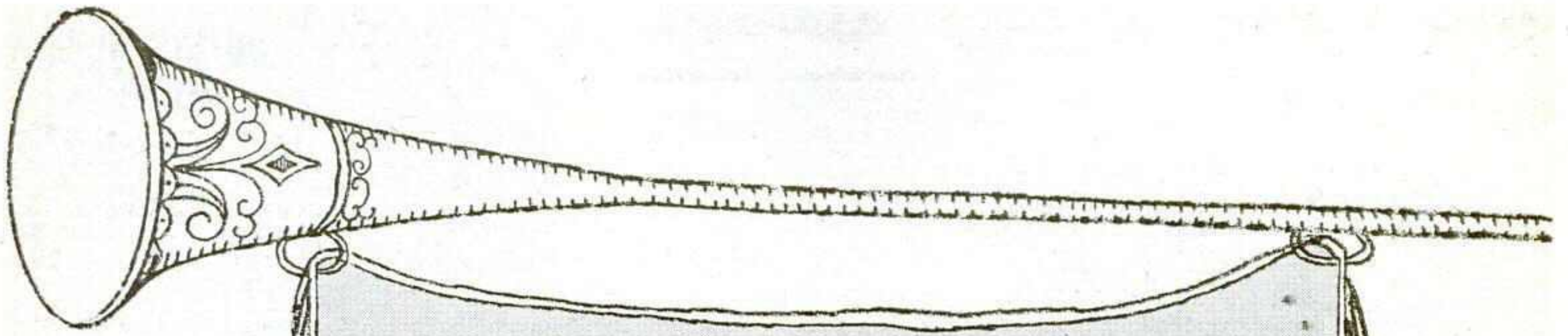
4-42634



And still climbing the charts-the Tony Bennett Columbia album:

CL 1869/CS 8669

Copyrighted material

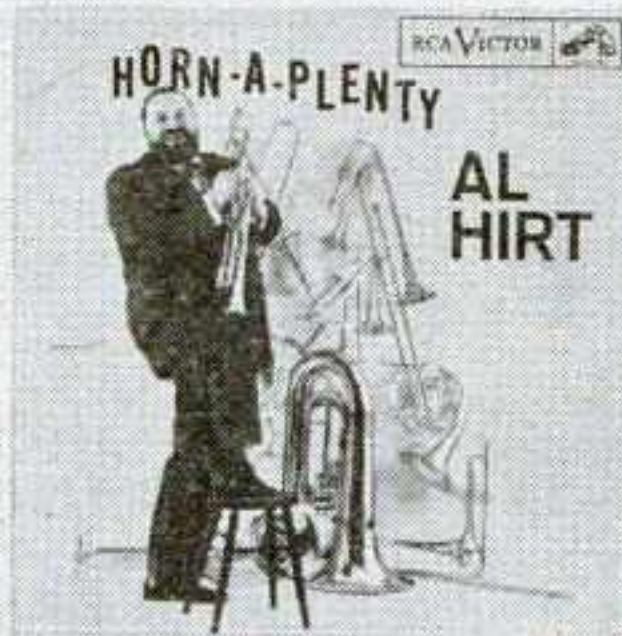


All Hail Big Al



LPM/LSP-2584

and all the other Hirts!



LPM/LSP-2446



LPM/LSP-2366



LPM/LSP-2497

RCA Victor

The most trusted name in sound



This one



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350 Help John Kaplan Launch New Distrib Office in Detroit

DETROIT — Some 350 record traders from around the country joined John Kaplan as he unveiled the plush new quarters for his Jay Kay Distributing Company here last Sunday (9).

Kaplan has more than 8,000 square feet of space in a new, one-story building which he helped design to specifically house his distributorship.

Opening of the new Jay Kay quarters couldn't have been better timed, as the city filled with out-of-towners for the big American Record Merchants & Distributors Association (ARMADA) meeting in nearby Southfield.

The Gaylords, record artists, were on hand, as were the following manufacturing representatives: Red

Schwartz, Vee Jay; Mr. and Mrs. Irwin Steinberg, Fred Katz and Kenny Myers, Mercury; Len Sachs, Jerry Wexler, Nesuhi Ertegun, Atlantic; Herb Corsack, Vanguard, and Irv Biegel, Tamla.

Distributors included Bud Lampe, St. Louis; James Martin, Chicago; Irwin Fink, Newark; Jake Friedman, Atlanta; Henry Droz, Detroit (in an adjoining building); Bill Schosket, Malverne, N. Y.; Carl Glaser, Buffalo; Bud Chatton, Oakland, Calif., and James and Harry Schwartz, Washington.

Jay Kay is one of the Midwest's leading distributors, handling Dot, Mercury, Verve, Atlantic, Vee Jay, Smash, Tamla, Vanguard, Westminster and Recordtime needles.

Capitol Gears for Global Drive

• Continued from page 6

the U. S., including their selection, liaison with Capitol's artist and repertoire department's executive in charge of singles (Voyle Gilmore), and liaison with Capitol Records Distributing Corporation in scheduling, promotion and artists' relations.

6. Imported records, to be handled by a new department being organized, will be shipped into this country from Capitol's EMI affiliates throughout the world. Importations revealing sufficient U. S. market sales strength can then be manufactured in this country for release under the Capitol or Angel sales corps. Also, specialists in import sales also will be used.

Dunn, who heads the refashioned

international division, tackles the new responsibilities armed with the know-how of having served the label as a CRI vice-president for more than a decade. During this period he was vice-president in charge of sales and merchandising, then vice-president in charge of artist and repertoire, and more recently the label's vice-president of marketing, which included the former international department. That department has been one of the label's top money-makers. (Dunn also is executive vice-president of Capitol Records International Corporation.)

Dunn's top aid in the new organization is Bud Fraser, CRIC vice-president, and the international division's director of sales. He had

headed sales for the former international department during the past three years, selling ware abroad. His responsibilities now have been expanded to include direction of the new division's sales domestically as well, including classical product, Capitol-of-the-World, and imports. He is one of the label's veteran upper echelon men.

Dick Rising, former International marketing manager, will move to Europe to serve as manager of European operations, thereby giving the firm a resident representative abroad. He, similarly, has had a long career with the label, serving it as salesman, branch manager, national promotion manager and merchandising manager, before moving into International three years ago.

John Coveney, a prime force in the firm's classical operations for the past decade, co-ordinates the label's longhair activities from his New York headquarters, and heads classical artists' relations. He is chief contact man with EMI concerning artists, concerts and markets.

Dave Dexter, one of the oldest members of Capitol's staff in years of service, will add to his present a.&r. activities of Capitol-of-the-World the merchandising of the COW line, and selection of foreign singles product for Capitol release.

Jerry Prager continues as Angel Records sales manager, reporting to Fraser, and is aiding in organizing the new import department. Prior to joining Capitol several years ago, he was an independent distributor (San Francisco), specializing in imported and domestic classical disks.

Bob Myers, Angel artist and repertoire director, retains that position, and will take a more active part in Angel merchandising.

Arthur Duncan, a 15-year Capitol veteran, will become the division's manager of administrative services, in which capacity he will serve as analyst and co-ordinator

LOOKS LIKE RICK GOES TO DECCA

HOLLYWOOD — At press time, contracts were being drawn up for Rick Nelson to go to Decca Records. Nothing had been signed as of Friday (14), but indications are that the contract will be consummated early this week.

of its activities. He has been in the label's sales, merchandising and research departments. More recently he organized Capitol's educational department.

Julius Varady, with Capitol for a decade in export and import, continues as manager of the firm's export order service operations under direction of Bud Fraser.

Dick Jones, in addition to his present a.&r. responsibilities, assumes part of Bob Myers' assignments, including review of Angel tapes, aiding in the determination of releases in the U. S. Jones has been with the label since it first invaded the classical field with the Telefunken line, and the birth of the Capitol Classics label.

Harold Baloyan, a former classical disk dealer and distributor, will remain with Angel as a key member of its sales and merchandising crew. Jack Cohen and Fred Dumont will continue as classical sales and promotion managers on the East and West Coasts respectively. Ted Lindgren will serve in the same capacity in the Midwest, out of Chicago. The CRDC classical sales force will complement the division's activities by pushing its wares in the field.

Dunn will benefit from the presence of Alex Porges as adviser and consultant to the international division. Porges first paved the way for Capitol's entry into the international marketplace some 15 years ago when he joined the label after many years in the international field for Columbia Records.

CHANGES IN BUYERS' GUIDE LISTINGS

Following are additions and corrections to Billboard Music Week's 1962-1963 Buyers' Guide and Market Data Report, which was distributed as part of the August 4, 1962, issue of BMW. These changes should be clipped and filed with copies of that volume to keep copies up to date until the publication of next year's edition. All companies whose listings change due to a new address or change in categories for which eligible, are urged to send corrected listings to BMW for inclusion in this column as well as in next year's Buyers' Guide.

U. S. Services & Supplies

ATTORNEYS

Walter E. Hurst, 6365 Selma Ave., Hollywood 28, Calif.
Martin J. Machat, 1501 Broadway, New York 36, N. Y.

ENVELOPES & MAILERS

Gopher Litho of Calif., Box 812, Berkeley, Calif.

JACKET MANUFACTURERS

Advance Paper Box Co., (Album Div.), 1900 W. 62 St., Los Angeles, Calif.

PROMOTION & PUBLICITY

Gaffly Productions, 310 E. 53d St., New York 22, N. Y.

RECORDING STUDIOS

90th Floor, 2414 Fairmount, P. O. Box 7281, Dallas, Tex.
Protone Rec., 1000 Cahuenga Blvd., Hollywood 28, Calif.

TAPE DUPLICATION

National Tape Serv., 1259 U. S. Highway 46, Parsippany, N. J.

MISCELLANEOUS

Artists Business Mgt. (Financial Managers), 79 W. Monroe St., Chicago 3, Ill.
Harold L. Friedman Assoc. (Consultants), Goodhill Rd., Weston, Conn.
Gopher Litho of Calif., (Divider Cards), Box 812, Berkeley, Calif.
Chuck Nilsson Bookkeeping Serv., 6365 Selma Ave., Hollywood 28, Calif.
Seven Arts Press (Music books), 6365 Selma Ave., Hollywood 28, Calif.
Trucking Representatives (Sales Rep.), 50 E. 47th St., New York 17, N. Y.

Say You Saw It in Billboard Music Week

LIMBO ROCK

WORLD'S LONGEST LIMBO ALBUM!

COLISEUM LP CM/LP 1001

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Continuous Limbo with **BILLY STRANGE**
and **THE TELSTARS**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



For parties at home—a Limbo instruction booklet with diagrams, pictures and gags included with each LP.

WHAT HAPPENED TO BABY JANE?

SHE HAS A BIG SMASH!

**"DOGGIE IN THE
WINDOW"**

BY

**BABY JANE
AND THE ROCKABYES**

UNITED ARTISTS RECORDS NO. UA 560

Another first from



The Proudest Name In Entertainment

Suggestions to Cure Industry's Ills

• Continued from page 5

uled to address the group but did not appear.

Many Fireworks

The two-day meeting was marked with considerable fireworks. Distributors, however, were agreed on one thing: there is chaos in the record business and something must be done immediately.

Amos Heilicher, president,

Columbia Up 16%

• Continued from page 5

Hodges, Steve Lawrence and Eydie Gorme, Thelonious Monk, Don Costa and Terry Snyder, expected to contribute to increasing sales levels next year.

In the classical field, Lieberson extolled Eugene Ormandy and the Philadelphia Orchestra as "the first symphonic group to sell over 1,000,000 LP's in a period of one year." He added that the group's "Glorious Sound of Christmas" was the fastest selling classical album in the history of the business.

Lieberson also singled out as heavy contributors to the label's 1962 success such artists as Leonard Bernstein and the New York Philharmonic, Vladimir Horowitz, the Mormon Tabernacle Choir, Igo Stravinsky and the late Bruno Walter.

On the production front, Lieberson took note of the acquisition of the Bradley Studios in Nashville and ground-breaking for a new manufacturing center at Santa Maria, Calif., as significant developments of the year. He also hailed the start of the CBS record label in various overseas countries and the good sales levels achieved by wholly owned subsidiaries in Argentina, Australia, Brazil, Canada and Mexico.

strive to improve the economic health of all interrelated facets of the industry."

He also emphasized that "ARMADA will not be a crutch for weak distributors."

In addition to voting an allocation of funds for counsel to press for an FTC investigation, the board appointed a committee to work with the commission for the establishment of industry guide lines and rules.

A legal representative pointed out that an FTC conference could lead to a set of industry standards and a ruling making transshipping illegal. He advised proceeding on the basis of the Robinson-Patman Act (anti-trust) and seeking clear definitions of the functions and status of rack jobbers, one stops and the various pricing schedules for each.

Tell It to Ackerman

In order to implement its stand against direct shipping, the board urged members to report all violations to its executive-secretary, Paul Ackerman, who would intervene at the manufacturer level.

Several distributors charged manufacturers with cow-towing to the large volume potential of rack jobbers.

In urging a more realistic 79-cent list price, the board discussed a possible distributor price of 49 cents and a manufacturer price of 37 cents. The lower price was to be tied in with the elimination of free goods which distributors felt was one of the chief causes of transshipping.

The board also recommended more equitable contractual agreements between distributors and manufacturers and opposed excessive loading and preferential discounts.

In the event a distributor was terminated, the board said the manufacturer should be obligated to take all stock on hand. Also called for was a settlement of all bills between distributor and manufacturer.

The new distributor, in turn, would also assume all obligations made by the previous distributor to dealers and other outlets.

Allocation Quotas

The board voted to urge manufacturers to discontinue the practice of allocation quotas with additional percentage incentives. They noted that such practices often placed distributors in a position where he was encouraged to transship, sometimes out of fear of losing the line.

Manufacturers were urged to discontinue the practice of giving preferential discounts to distributor accounts. Some distributors felt that large users were often able to get "kickbacks" from manufacturers over and above that given by distributors.

The board voted in favor of a 10 per cent over-all return privilege on all product—singles and albums—plus a 100 per cent exchange on cutouts, a 100 per cent exchange on defective merchandise, and a 100 per cent return on allocations.

Other recommendations included: (1) Identify mono and stereo records on the front, back and spine of each album; (2) publish a guide to better selling as an aid to retail merchants. This would include merchandising ideas, cuts of fixtures, store layouts and other promotion ideas.

Kenny Myers, Mercury, and Lenny Sachs, Atlantic sales chief, informally explored areas of closer co-operation between distributors and manufacturers.

Named to the FTC committee along with Heilicher were John Kaplan, Detroit; Bill Schochet, Malverne, N. Y., and Harry and James Schwartz, Washington.

Schochet was also named to

Artia Firm Files Under Bankrupt Law

NEW YORK—Artia-Parliament Industries, Inc., has filed for an arrangement under Chapter 11 of the Bankruptcy Laws. The action was taken in New York Federal Court Monday (10).

The development grew out of revelations a week ago that a factoring concern, known as Century Industries Company, Inc., had loaned Artia-Parliament about \$1,100,000 against accounts receivable of about \$1,650,000. It later developed that the accounts receivable had an actual worth of only about \$600,000, a fact which threatened to wipe out all profits for the factor this year.

Later, it was brought out that the Harry Fox Office, acting on behalf of publisher clients, had put Artia-Parliament on notice to pay up all outstanding mechanicals at once. If this was not done, the Fox warning continued, any further use of material controlled by Fox clients would be regarded as an infringement of copyright.

These developments were followed by the Chapter 11 petition, under which the firm seeks permission of creditors to continue in business, after which a settlement plan would be offered to creditors, Artia

draw up proposed contract forms between distributors and manufacturers.

Present at the meeting, in addition to those mentioned, were Henry Droz, Detroit; James Martin, Chicago; Bob Chatton, San Francisco; Bud Lampe, St. Louis; Jake Friedman, Atlanta, and Carl Glazer, Buffalo.

Dot's Test

• Continued from page 5

would result. To test his concept, Wood earlier this year had the Sellig J. Smith Company design a rack specifically to Dot's requirements. The rack was designed to provide full cover display of 24 separate albums with room for 20 albums in each compartment.

The first unit went to Judkins' store. Gradually, the test was spread to 300 dealers, and more recently, it gained its present momentum, passing the 1,500 mark.

In making a rack available to a dealer, the Dot distributor suggests that he stock a list of 51 proven sellers. The final choice, however, is up to the dealer as to what he wants to carry, or the percentage of mono vs. stereo he will need in his location.

Judkins explained that the boost of Dot sales often stems from the fact that the product is on hand. A customer may want a certain tune, and in checking to see where it is available, more times than not, he will happen to have it in a Dot version on the rack. Rather than wait for another recording to be ordered, the customer buys the Dot version. This proves the Wood theory that if it's in stock it will sell.

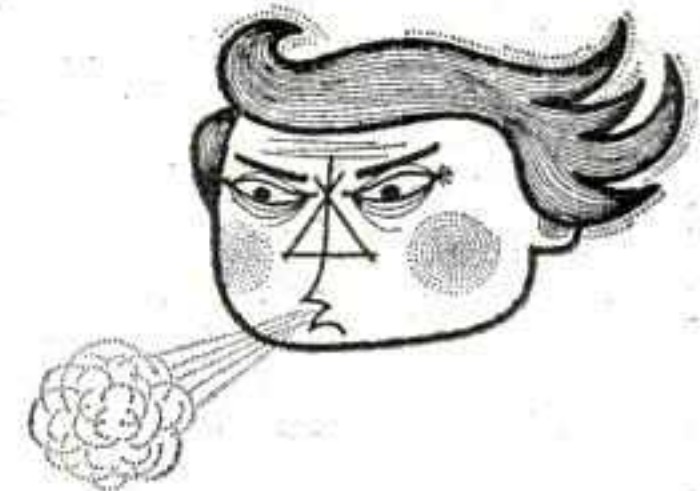
listed liabilities of \$1,150,000 in secured claims and \$1,423,247 in unsecured claims. Total assets of about \$730,000 were claimed.

The debtor's financial troubles arose, according to the affidavit, because of too rapid an expansion with insufficient operating capital. New financing is now anticipated to enable the firm to continue in business.

A companion Chapter 11 petition was filed by Recording Artists Music Corporation, for which Artia-Parliament is listed as managing agent. The firm listed liabilities of \$261,580 against assets of \$125,-

"Man, but it's cold outside.

But



Baby, it's sizzling



at Chess. And here's why!"

THE ORIGINAL VERSION

"MAMA DIDN'T LIE"

by

JAN BRADLEY

Chess #1845

"EVERY DAY I HAVE TO CRY"

by

STEVE ALAIMO

Checker #1032

"WOULD IT MAKE ANY DIFFERENCE TO YOU"

by

ETTA JAMES

Argo #5430

"THE JEALOUS KIND"

by

CLARENCE HENRY

Argo #5426

"LONELY BABY"

by

TY HUNTER

Checkmate #1015

"BOSSA NOVA BIRD"

by

THE DELLS

Argo #5428

CHESS

2120 S. Michigan

PRODUCING CORP.

Chicago 16, Ill.

**Johnny
Mercer's
Latest**

"I WANNA BE AROUND"



TONY BENNETT

COMMANDER PUBLICATIONS
1610 N. Argyle Ave., Hollywood 28, Calif.
MARSHALL ROBBINS, Gen. Mgr.

columbia  records

Watch for TRUSTIN' HOWARD'S "DISC JOCKEY MEETING"—Reprise Records

TALENT

**CLUB OPENS AFTER LEGAL HASSLE, for
Nothing Stays Those Bunnies**

By REN GREVATT

NEW YORK—After a week-long series of hassles with the State Liquor Authority regarding its liquor license and the city of New York at the matter of a cabaret license, the Playboy Club opened on schedule here Saturday evening (8) with a wing-ding, celebrity-studded, \$100-a-plate party for the benefit of the Parkinson's Disease Foundation.

Because of the private "by invitation only" nature of the affair, the city bent far enough to allow all acts to work for the big-spending, packed-house opener. Beyond this, the club operated on successive nights without talent, pending a decision on the cabaret license promised by the city by week's end.

Liquor license, meanwhile, was obtained on the basis of the club going open to the non-key-holding public. (Cardboard keys were given out to non-members.) Playboy management was expected to fight this issue through. A similar legal battle was won when the original Chicago Playboy Club opened.

Rollicking Stuff

Standout act of the opening bill and in, like the others, for a four-week stand, was the Kirby Stone Quartet. The boys do a rollicking seg, with the emphasis on humorous byplay and some bang-up impressions by Larry Foster. These include such as Billy Eckstine, Walter Brennan, Mel Torme, the Mills Brothers, Tony Martin, Tony Bennett (who was in the audience to catch his own take-off), Jose Jimenez and even Vaughn Meader doing the President.

The Stone group then pull a neat intro for their proteges, the Bobby Doyle Three, by a clever use of a harmony sound. Stepping away from the mikes, the harmony vocal continues, as though on a disking. It's actually the Doyle group accompanying the Stone Quartet. The lads then turn in some neat, Hi-Lo styled harmonies from their collective spots on piano, bass and drums. Both groups wind up with a rousing version of Ray Charles' "What'd I Say."

On the same Playroom bill is thrush Teddi King, who pleases with "Moonlight in Vermont," "The Lady Is a Tramp," "Porgy," and some neat special material.

Fast and Funny

In the Penthouse, the lead attraction is comic Jackie Gayle, a veteran of the Playboy circuit,



THE BOBBY DOYLE TRIO

who's a mighty fast and funny man with his running patter. His take-off of the late Louisiana governor Earl Long is good for plenty of laughs.

Unfortunately, two other acts in the Penthouse group are a bit less impressive. Thrush Nichelle Nichols, who was at one time in the Chicago, Second City revue, appeared nervous. Billed as the "voice of passion,"

she has the proper looks and movement, but the voice doesn't match. Three Young Men From Montana, a vocal group in college type sweaters, achieved but a dubious reception.

In the Living Room, Danny Apolinar on piano, with his trio, turned in some refreshing combo work. And a pleasant helping of swinging jazz was dished up by another combo featuring Kai Winding on trombone and Al Billetto on alto, with a rhythm group. Needless to say, on all six levels of the club, the bunnies contributed their own high-class entertainment.



BUNNY WANDA chimes call for Playboy breakfast.

TALENT TOPICS

New York

Newspaper printers' strike (seven Manhattan papers, two on Long Island) has blacked out entertainment news and promoters are making apoplectic noises. One, though, ingeniously dispatched two cuties to join picket line at New York Times, each carrying sandwich sign: "Please settle strike so everybody can read about 'The Affair' at the Henry Miller Theater."

Debbie Reynolds to Las Vegas Riviera for the first night club shot December 19. . . . Original Exciters are there at the Thunderbird. . . . Trend in the gambling capital is to dancing, with Harry James at the Flamingo and Tex Beneke at Sahara. . . . Thunderbird, Hacienda and Desert Inn also heavy for dancing customers.

Eleven record companies after Roy Hamilton, who is leaving Epic. He hasn't made up his mind, says personal manager Bill Cook. . . . Sugar Ray Robinson back in town after three-month nightclub tour overseas, featuring songs from his Confidental album. "I'm Still Swinging. . . . Home Town Boy Makes Good Day held for Robert Goulet in Lawrence, Mass. . . . Singer Mike Clifford headlines jockey Murray Kaufman's Christmas show at Brooklyn Fox. . . . Barbara Lynn just back from one-nighter tour through Louisiana, Florida and Texas. . . . Vaughn Meader, who owed Blue Angel eight weeks' work before his album set off the fireworks, settled to do Christmas Week there.

ROAD STUFF: Ray Charles has one-nighter at Shrine Auditorium, Los Angeles, December 26. . . . Toni Carroll closes at Hotel Statler, Dallas, Sunday (23). . . . Bobby Bland in Hous-

(Continued on page 39)

LIVE REVIEWS

NIGHT CLUB

Erick Darling Goes It Alone

Erik Darling, a veteran of the folk-singing wars, has entered the battle of the ballads alone. The Vanguard Records artist, who has campaign ribbons for hitches with his own Tarriers and the Weavers, has left the security of the group to sing alone at the Bitter End, the coffee-and . . . club in New York's Greenwich Village.

Darling seems to play his act off the cuff. The singer picks and chooses his tunes as he rolls along, and for that reason his performance has its ups and downs. It doesn't build.

Blues and work songs evolved as favorites on the night reviewed (11). "Train Time," "Jones," "Dry Bones" and a hilarious impersonation of a young folk aficionado showed off Darling's humor and depth of talent. Once he performs the material in dramatic continuity, his act should grow more impressive.

Sharing the bill with Darling was Woody Allen, a comic of nimble wit and imagination. He, too, is building an act. His stories, though they are filled with hilarious asides and comment on contemporary conditions, often fizzle when the anti-climatic point is reached.

The Bitter End has become a solid proving ground for tomorrow's talents. The current show, which will continue through the end of the year, is well worth a viewing.

JACK MAHER

CONCERT

The Casadesuses Take Charge

Robert, Gaby and Jean Casadesus dominated the stage at Philharmonic Hall in New York last week (11) when they

(Continued on page 16)

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.

LOU MONTE (Reprise)



PERSONAL MANAGER: George Brown. **HOME TOWN:** Lyndhurst, N. J. **HOBBY:** Flying. **BACKGROUND:** Billed as "The King of Italian-American Hit Records," Lou Monte is far from an overnight sensation. He has made singing and playing the guitar his career for the past 20 years. Monte started as a solo and was advancing in the business when World War II began and he enlisted in the Army. After his discharge, Monte got

his first real break when he got his own radio show over station WAAT in Newark, N. J., and soon after took over a TV show for the same station. At the same time he also filled local club dates. But just as Monte's career was moving along, he was seriously injured in an automobile accident. After four months in a hospital, Monte finally walked out, fully recovered. Monte's personal manager, George Brown, brought Lou and the song, "Darktown Strutter's Ball"—Italian arrangement—to RCA Victor. Monte recorded it and followed this solid seller with a string of others for Victor including "Italian Hucklebuck," "Lazy Mary," and "Sheik of Araby." Since then Lou Monte has made records, night club and personal appearances, guest shots on TV and radio and is presently making it big again on a new label—Reprise Records.

LATEST SINGLE: A smash hit, his first chart item for Reprise "Pepino the Italian Mouse," leaps into the No. 23 slot this week on the Hot 100 as a Star Performer.

HERB ALPERT & THE TIJUANA BRASS (A.&M.)



AGE: 27. **HOME TOWN:** Los Angeles. **BACKGROUND:** As a great fan of the traditional Mexican sport of bull fighting, trumpeter Herb Alpert organized the group known as the Tijuana Brass to record a persistent melody written by a friend that projected the inspiration and flavor of the bull ring. The ensemble was actually formed while Alpert was sitting in with a Mariachi band in Tijuana. Alpert is not a newcomer to the record business. He was the producer of the hit single by Dante and the Evergreens titled "Alley-Oop," and Jan and Dean's top tune "Baby Talk." As a songwriter, his credits include Sam Cooke's big hit of "Wonderful World."

LATEST SINGLE: "The Lonely Bull" is still scoring on the chart as it moves into the No. 11 slot this week on the Hot 100.

1ST OF 14 SKYDOME CLUBS HAS NASHVILLE OPENING

NASHVILLE—Funnyman Dave Gardner opened the new International Skydome Club here last Monday p.m. in the lower level of a suburban restaurant. Delays in steel shipments have slowed down construction of the club's quarters on the roof of the Hermitage Hotel, thus forcing a move to borrowed quarters. The private club, Nashville's first of this type, is the first of 14 clubs planned in most Southern States.

International Skydome Clubs are the brainchild of A. P. (Sonny) Morris Jr., of Knoxville. His second opening, featuring Rusty Warren, is planned February 14 atop the Farragut Hotel, Knoxville, and will be followed with the opening of a third club on the roof of Atlanta's Piedmont Hotel. The Skydome name comes from the structure which will house the clubs, a large dome-shaped, fireproof, purple and white, inverted nylon bowl forming an enclosed roof garden.

The club, with a limited membership in each city, is expected to operate much like the front-runner Playboy Clubs. Morris said each club will provide six-nights-a-week entertainment featuring top-name acts. The Nashville club plans to re-open January 21 atop the Hermitage with the Chad Mitchell Trio. Otto Bash and his Combo will supply the music on a permanent basis six nights weekly.

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December 29, 1962

BILLBOARD MUSIC WEEK

In Two Sections.....Section 1

THE MOST IMPORTANT INTERNATIONAL MUSIC EDITION EVER PUBLISHED . . .



Saga of the Bossa Bath at Carnegie: Musicians Cost a Lot of Cruzeiros

By SAM CHASE

NEW YORK — The recent Carnegie Hall bossa nova concert featuring Brazilian artists lost nearly \$10,000 for its promoters, despite a sell-out house. According to Sidney Frey, president of Audio Fidelity, Inc., which was co-sponsor of the affair with Show magazine, the receipts came to \$8,465.92 while expenses ran to \$18,318.49 which made the loss \$9,852.57.

The musicians alone cost \$7,876.60, nearly the amount of the receipts. The inordinately high talent cost stemmed from two factors: the unplanned and unexpected arrival of many musicians not scheduled to be on the program, and Frey's sympathy with the financial dilemma of many, which caused him to pay them a minimum of \$194 each, the recording session fee, instead of the customary \$26 concert rate.

It was this flood of talent that was the most criticized aspect of the concert. Frey pointed out that "it wasn't until the last minute that the bulk of the Brazilians participating in the show decided to come to New York." Previously, a complete concert had been prepared with a limited number of artists contracted. During the week prior to the concert, the majority of those who performed, suddenly turned up in New York.

Some Problems

As Frey put it, "The problem was, should we keep these people from participating in the show, especially since some of them had gone heavily into debt and some of whom, in fact, bought their air tickets on time. Or, should we allow them to participate?"

"Frankly, we did not have the heart to turn them down. As it was, it was a fantastic major miracle that we were able to have all of these people on stage during a three and one-half hour concert."

Frey adds sadly that all got their chance, but to the detriment of the American musicians who performed last and had their time reduced to a point "wherein major stars Stan Getz and Gary MacFarland played only some 35 to 40 minutes."

Audience Loved It

Despite the problems of too crowded a program (43 selections were played or sung), "the audience reaction was extremely good," said Frey, as can be

proved by "an excellent recorded document" which he made at the time.

Frey admits that the 10 unscheduled acts, when superimposed on the nine he had booked, complicated the staging as well as scheduling with what seemed countless adjustments of the many microphones, which besides Frey's numbered some 8 to 10 of Carnegie Hall, U. S. Information Agency, Voice of America and CBS-TV.

Frey now states that "any bossa nova concert should be limited at the very outside to no more than two or three acts." Because of the intimate style of

the Brazilians as compared with U. S.-styled bossa, "Only under the most ideal circumstances can an individual Brazilian act be shown, and only by itself."

Frey added that those who were disappointed in the performances of the leading artists at the concert "expected bossa nova to be something absolutely wild, or at least this is what the critics expected, but they should bear in mind that the bossa nova that they heard or that they commented about was the super-cool Brazilian variety that makes a masterpiece of understatement."

LIVE REVIEWS

• Continued from page 14

appeared with the Philadelphia Orchestra. This subscriber concert also marked the return of Eugene Ormandy to the podium after a short leave while the orchestra was maestroed by Otto Klemperer.

It was a pleasure to hear the Philadelphians under Ormandy again and a pleasure to hear the Casadesus family performing the Bach triple concerto in D Minor. The Casadesus three and the orchestra handled the work with vigor, finishing the detailed composition with a brilliant burst of pianistic fireworks.

The main work on the program was Beethoven's "Emperor" concerto (No. 5) with Robert Casadesus turning in a warm, sincere and controlled performance, which built firmly and securely. This was not the overly romantic type of reading that is too often associated with the "Emperor," but a dignified, and serious reading that revealed the nobility and grandeur of the work. It left the audience enthralled.

The Philadelphians gave one of their most winning performances this season in New York with their brisk and exciting rendering of the Brandenburg Concerto No. 2 in F Major, for flute, oboe, trumpet and violin with which they opened the program.

To add a special note to the evening, the orchestra introduced to New York audiences Elliott Carter's "Variations for Orchestra." This was not everyone's cup of tea at the concert, including this reviewer's, but it showed off again the sound of the Philadelphians, and gave New York fans of the orchestra a chance to hear the 1955 Carter work for the first time.

BOB ROLONTZ

FLATT & SCRUGGS

Great as Carnegie Hallbillies

Lester Flatt and Earl Scruggs, and the Foggy Mountain Boys, are a musical reflection of the TV season's cornpone smash, "The Beverly Hillbillies." (And, by no strange coincidence, the Columbia Records' veteran bluegrass group is heard on the show's sound track each week, performing the show's theme, "The Ballad of Jed Clampett." The show's producers couldn't have made a better choice.)

This was clearly evident in the Flatt and Scruggs appearance last weekend (8) at Carnegie Hall, with singer-songwriter Merle Travis. The country-oriented group has put a nice, folksy gloss on this basic act, which is a deceptively simple one.

There's little of the sophistication (or pseudo-sophistication) that goes with the Limelites, Kingston Trio and other top

TV GUEST 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.

DECEMBER 18-24
(All Times Eastern Standard)

TUESDAY 18—KEELY SMITH

The hot songstress guests on the "Tonight" show (NBC-TV, 11:15 p.m.-1 a.m.). Her latest Dot LP is "What Kind of Fool Am I."

WEDNESDAY 19—MIRIAM MAKEBA

Folk singer Miriam Makeba visits the Westinghouse tape-syndicated Steve Allen show now viewed in 26 cities with the addition this week of Station KRLD-TV in Dallas. Miss Makeba's LP's are available on RCA Victor and Kapp.

THURSDAY 20—JACKIE MASON

The Verve comedy recording artist appears on the Merv Griffin show (NBC-TV, Monday-Friday, 2-2:55 p.m.). His Verve album is titled "I'm the Greatest Comedian in the World."

THURSDAY 20—MEL TORME

Torme swings on the Steve Allen syndicated show as he plugs his hot Atco single, "Comin' Home Baby," which moves up into the No. 39 slot this week on the Hot 100.

THURSDAY 20—STEVE LAWRENCE, ERROLL GARNER

Both guest on the "Tonight" show (NBC-TV, 11:15 p.m.-1 a.m.). Lawrence's Columbia single of "Go Away Little Girl" is clicking on the charts and moves up again this week on the Hot 100 to the No. 7 slot. Garner's latest album on ABC-Paramount is "Dream Street."

FRIDAY 21—VAUGHN MEADER

Meader guests on the Jack Paar show (NBC-TV, 10-11 p.m.) and will no doubt present segments from his away-we-go album seller "The First Family." The LP is No. 1 on the Top Mono LP chart.

SATURDAY 22—THE FOUR PREPS

The boys appear on the Westinghouse syndicated Steve Allen show. Their recent Capitol single is "Alice" b.w. "Goodnight Sweetheart."

SUNDAY 23—LOUIS ARMSTRONG, CONNIE FRANCIS, CAROL LAWRENCE

All perform on the Ed Sullivan Christmas show (CBS-TV, 8-9 p.m.). Connie Francis has a brand-new MGM single in "I'm Gonna Be Warm This Winter" and a new timely LP titled "Christmas in My Heart." Carol Lawrence is represented on the Choro label with an album titled "This Heart of Mine," and, of course, Louis (Satchmo) Armstrong has numerous recordings available on numerous labels.

SUNDAY 23—EARL WRIGHTSON, FLORENCE HENDERSON, ROGER WAGNER CHORALE

All perform on the "Bell Telephone Hour" Christmas show (NBC-TV, 10-11 p.m.). Wrightson records for Columbia Records and his latest LP is "Ballads of a Soldier of Fortune." Miss Henderson has many show albums on RCA Victor and the Roger Wagner Chorale—Capitol Records—has two Christmas LP's available: "Holy, Holy, Holy" and "Joy to the World."

MONDAY 24—BING CROSBY, MARY MARTIN

Another yuletide show, this one a special entitled "Bing Crosby Show" (ABC-TV, 10-11 p.m.) with guest star Mary Martin. Bing is currently represented on the Hot 100 with his perennial Decca single "White Christmas." Crosby's also on the Top Mono LP chart with two albums, his first new recording in a long time, "I Wish You a Merry Christmas" on Warner Bros. in the No. 78 deck this week, and "Merry Christmas" with the Andrews Sisters on Decca in the No. 93 slot. Miss Martin's latest recorded offering is tagged "Hi-Lo" for the Disneyland label. She also has a Decca LP titled "Musical Autobiography of Bing Crosby," a natural tie-in to promote with this show.

folk acts. Flatt and Scruggs rely on a base of contemporary commercial bluegrass numbers ("Salty Dog," "Footprints in the Snow," the theme song of a flour-sponsored F&S radio series, "Groovin'") etc.).

This, in turn, is neatly laced with the kind of folk or semi-folk oldies ("Yonder Stands Little Maggie," "Gotta Travel On," "He Will Set Your Fields on Fire," "One Hundred Miles") which form the basic repertoire of the folkies.

The result is an interesting—and highly commercial—bridge between the sound of the traditional "Grand Ole Opry" and the sound of the college-appeal folk groups playing such spots as San Francisco's hungry i or New York's Bitter End.

Lester Flatt is group spokesman for the act during concert performance. Sporting a Texas-styled hat, a bright red bow tie and the kind of suit that might be worn by a prosperous Nashville dentist, he joshed the audience, between numbers, with such mountain-grown gassers as "This here's Uncle Jake Tullock on the bass. His ma and pa are well off—in fact, his whole family's a bit 'off.'"

"Skills" are something the group—and its guest, Merle Travis—has in large measure. Flatt's guitar and vocal styles are simple and highly effective, and Scruggs' poker-faced work on the five-stringed banjo is very possibly the best in the country-folk field. The other four members of the group back the headliners with the polished precision of the Budapest String Quartet.

CHARLES SINCLAIR

NIGHT CLUB

'New' Hildy—Same Winsome Fox

Cooing and wheedling her way into a "cold" Boston audience at the Statler-Hilton Terrace Room, Hildegard, who hasn't been in these parts for an age, proved, at least by the reception, that she was worth waiting for. She chops away at her listeners, bidding them do this and that to her tune, and curiously enough this quite high-toned audience doesn't seem to mind.

With a new, jazzed-up opener which suggests that her traditional style isn't enough, she rollicks on, promptly forgetting all about her intention and slips right into her resilient sentimentality.

These consisted of the stand-bys, "Jai Vous Amie," "The Last Time I Saw Paris" and "La Vien Rose." New were "Moon River," "I Get Along Without You Very Well" and a resounding finale putting an edge on "Mack the Knife."

Some special material involving the audience in a French lesson with her foxy little smile fending off adverse reaction, seeming all the while like a winsome cobra, daring the dowagers to say her nay.

A piano concerto, full of sound and fury, executed with the style, if not the technique of a Landowska, bring a crashing response. Her vocal tricks, her handling of the crowd still has the quality of a ringmaster crackling at a kitten. Her final assumption is that she has changed enough to be acceptable, and so far as her fans are concerned, she has.

Motown Bill Harlem Draw

NEW YORK — The Tamla-Motown rock and roll show opened New York's Apollo Theater last week and in its first few days appeared to be on its way to cracking box-office records. Show, scheduled to run for 10 days at the Harlem theater, starred top Tamla-Motown acts, Mary Wells, the Contours, the Supremes, Marvin Gaye, and the Miracles. Marv Johnson, a United Artists star, managed by Tamla-Motown chief Barry Gordy, also was featured on the bill.

Gordy, who manages and books all talent on his two hot labels, booked the entire show into the Apollo Theater. Prior to playing here, the show had done solid business with a week in Washington and a string of

(Continued on page 39)





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THE FIRST
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THE WINTER!**

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THE CHARTS**

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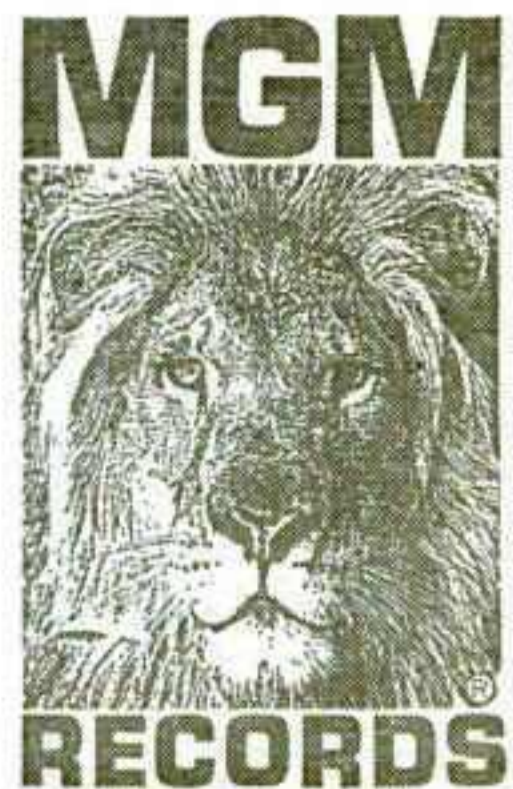


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The pick of the new releases:
SPOTLIGHT ALBUMS OF THE WEEK
 Strongest sales potential of all records reviewed this week.

ALBUM REVIEWS

Pop

SINCERELY YOURS



Robert Goulet. Columbia CL 1931 (M); CS 8731 (S)—The newest Broadway balladier and already a sparkling new entrant on the night club front, has his third Columbia album and perhaps his most ambitious to date, in the sense of its packaging. This is one of the portrait album series, in which a detachable framed color print is mounted over the front cover. A highly salable item. Inside, there are a dozen fine, moody ballads done with much warmth and charm. Good arrangements are by Sid Ramin. "I Talk to the Trees," "Maria," "Gifi" and "Stella by Starlight" are among those heard.

THE LONELY BULL



Herb Alpert and the Tijuana Brass. A & M 101—This new group with a strong mariachi flavor has had only one single hit (title tune of this album) but they have a wonderful sound and their first album here contains any number of strong new singles possibilities. Trumpet man Alpert has an expert touch for the particularly Mexican flavored trumpet and his harmonic trumpet cohort has, too. The band also features guitars, fiddles and, in a few spots, a marimba. The recorded sound is exceptionally clean and the arrangements as identified with the Mexican border as they are, retain just enough trace of commercial beat. Strong wax that could land on the charts fast.

CONNIE FRANCIS SINGS MODERN ITALIAN HITS



MGM E 4102 (M); SE 4102 (S)—Miss Francis is on a strong Adriatic kick here as she sings some of her own personal, Italian ballad favorites, and in the mother tongue at that. The diction is in the best tradition and so is the singing. The gal has her roots in Italy and she shows her affinity for the material in these performances. A recent single, "Al Di La," leads off with such numbers as "Come Prima," "Nessuno al Mondo" and "24 Mila Bacci" included. Well done wax and the gal has been a strong factor before with such international-styled material.

ALL THE HITS



The Orlons. Cameo C 1033 (M)—The Orlons sing a flock of hits here, all of them current big-time sellers. The tracks are drawn from a wide variety of artists and the kids sing their current "Don't Hang Up" smash along with such chart toppers as "He's a Rebel," "Big Girls Don't Cry," "Ride" and "Chains" along with many others. This is prime teen ammunition for the holidays.

RUMORS



Johnny Crawford. Del-Fi DFLP 1224—Johnny Crawford's most recent smash gives its name to this huge package. The set is filled with teen-age goodies and tracks in the album should get wide jockey play. Besides the inclusion of the Crawford's big one, the set also includes a side of his most recent new release: "Lonesome Town." The album has a fine lyric, ballad performances and big beat winners as well.

NEIL SEDAKA SINGS HIS GREATEST HITS



RCA Victor LPM 2627 (M); LSP 2627 (S)—This one should zoom to the top with the teen crowd. The set swings and features Sedaka tracks of the past. "Next Door to an Angel," "Breaking Up Is Hard to Do," "Run Samson Run" and "Little Devil" are all included. The kids will really go for this one.

Jazz

MOON BEAMS



The Bill Evans Trio. Riverside RLP 428 (M); RLP 9428 (S)—Another fine album by Bill Evans, with the pianist again showing off his expressive and fresh-sounding work on a collection of ballads. The tunes include both standards and originals, with two of the latter, "Very Early" and "Re: Person I Knew" composed by Evans. Of the standards the best sides are "Polka Dots and Moon Beams" and "If You Could See Me Now."

ON MIKE (2-12")



24 Jazz Groups. Pacific Jazz PJ 100—This limited edition two-record set, selling at \$6.98 list, should turn out to be a solid seller in the jazz field. It's a sort of jazz sampler, featuring 24 name jazz groups, led by such artists as Gerry Mulligan, Chet Baker, Laurindo Almeida, the Jazz Crusaders, Chico Hamilton, Les McCann, etc. Strong names and good price should help this sell.

Christmas

JINGLE BELL JAZZ



Various Artists. Columbia CL 1893 (M); CS 8693 (S)—Unfortunately this album is reaching the market too late to really be a factor this year, but it contains such a swinging, bright collection of jazz names, it certainly bears comment. Columbia has smartly put together a flock of Christmas-keyed sides by a dozen artists or groups into what might be called a holiday jazz sampler. Represented are Dave Brubeck, Miles Davis, the Dukes of Dixieland, Ellington, Chico Hamilton, Lionel Hampton, Paul Horn, Lambert, Hendricks and Ross, Marlowe Morris, Carmen McRae and Pony Poindexter.

Comedy

HUMOR SEEN THROUGH THE EYES OF JONATHON WINTERS



Verve V 15035 (M)—Jonathan Winters is already a proven disk commodity and he should easily score again with this latest outing, recorded live at the hungry i in San Francisco. The sketches are funny, and in some cases topical, and draw heavily on Winters' endless well of characterization of many types. "Moby Dick and Cap't Arnold," a story of an effeminate fisherman, is full of chuckles, as is a series of international folk singer impressions, including Terry Thai, Lonesome Tom and Ivan Korkoffskinovki. A very funny performance.

Band

THE UNIVERSITY OF MICHIGAN BAND ON TOUR (2-12")



Vanguard VSD 2124 (S)—A program of band selections by composers ranging from Jerry Bilik to Richard Wagner which is liner-described as "a typical tour program" which the University of Michigan Band might have played during its recent tour of Europe and the Soviet Union. The band has great polish, style and clarity. The performance of Bilik's "American Civil War Fantasy" is particularly stirring. In the second set, the band rounds up 15 of Sousa's best-known marches. Both these sets could become stereo band favorites.

Spiritual

BLACK NATIVITY



Original Cast. Vee Jay LP 5022 (M); SR 5022 (S)—Here's an unusual album filled with free-wheeling sincere joyfulness. "Black Nativity" has already gained international fame; it's booked into Lincoln Center, New York, for Christmas week, and is due for special telecast and radio broadcast in major cities at that time, with European and

(Continued on page 20)

★★★★ STRONG SALES POTENTIAL

★★★★ A MUSICAL PORTRAIT OF RAY CHARLES

Leroy Holmes and his Ork. MGM E 4059 (M); SE 4059 (S)—Ray Charles has achieved a special kind of musical fame; in this album, Leroy Holmes rounds up a dozen tunes Charles has made famous, given them distinctive arrangements built around strong instrumental solos, and then has them performed by a large string-filled ork of top soloists and sidemen. Many of Ray Charles' top hits are here—"Georgia on My Mind," "Cherry," etc.—and arrangements are such that they suggest his vocal style. It's a good album.

★★★★ JONI JAMES COUNTRY STYLE

MGM E 4101 (M); SE 4101 (S)—Joni James has long had a pleasant way with a ballad, and in this album she comes across well in a dozen country-flavored tunes like "Room Full of Roses" and "You Are My Sunshine." The feeling is fairly commercial and the aim is for a broad market. The package is bound to please Joni's following. Arrangements for the album are by Bill McElhiney.

★★★★ GRAND PRIX

Marc Lanjean and Roger Roger. Columbia CL 1919 (M); CS 8719 (S)—A gay, light-hearted album, somewhat in the manner of Michel Legrand, which puts the emphasis on light-touch, novel arrangements by Marc Lanjean and Roger Roger. The album has already won a major European disk prize for "light music," and is likely to find its place here among sophisticated adult buyers and smooth-listening stations.

★★★★ LES BROWN AND HIS BAND OF RENOWN PLAY THE RICHARD RODGERS BANDBOOK

Columbia CL 1914 (M); CS 8714 (S)—Here's a collection of Richard Rodgers, spanning his Hart and Hammerstein periods, by the Band of Renown. The sound is the ageless one of the Les Brown crew, with lots of emphasis on good reed and brass passages. "I Could Write a Book," "Funny Valentine" and "Have You Met Miss Jones" are among the Hart collaborations, while "The Sound of Music" and "People Will Say We're in Love" come from the works done with Oscar Hammerstein II. To top it off, Rodgers' first solo effort, the current "No Strings," is represented with the "Sweetest Sounds." Danceable and listenable all the way, with a colorful and imaginative cover.

★★★★ I JUST GOTTA KNOW

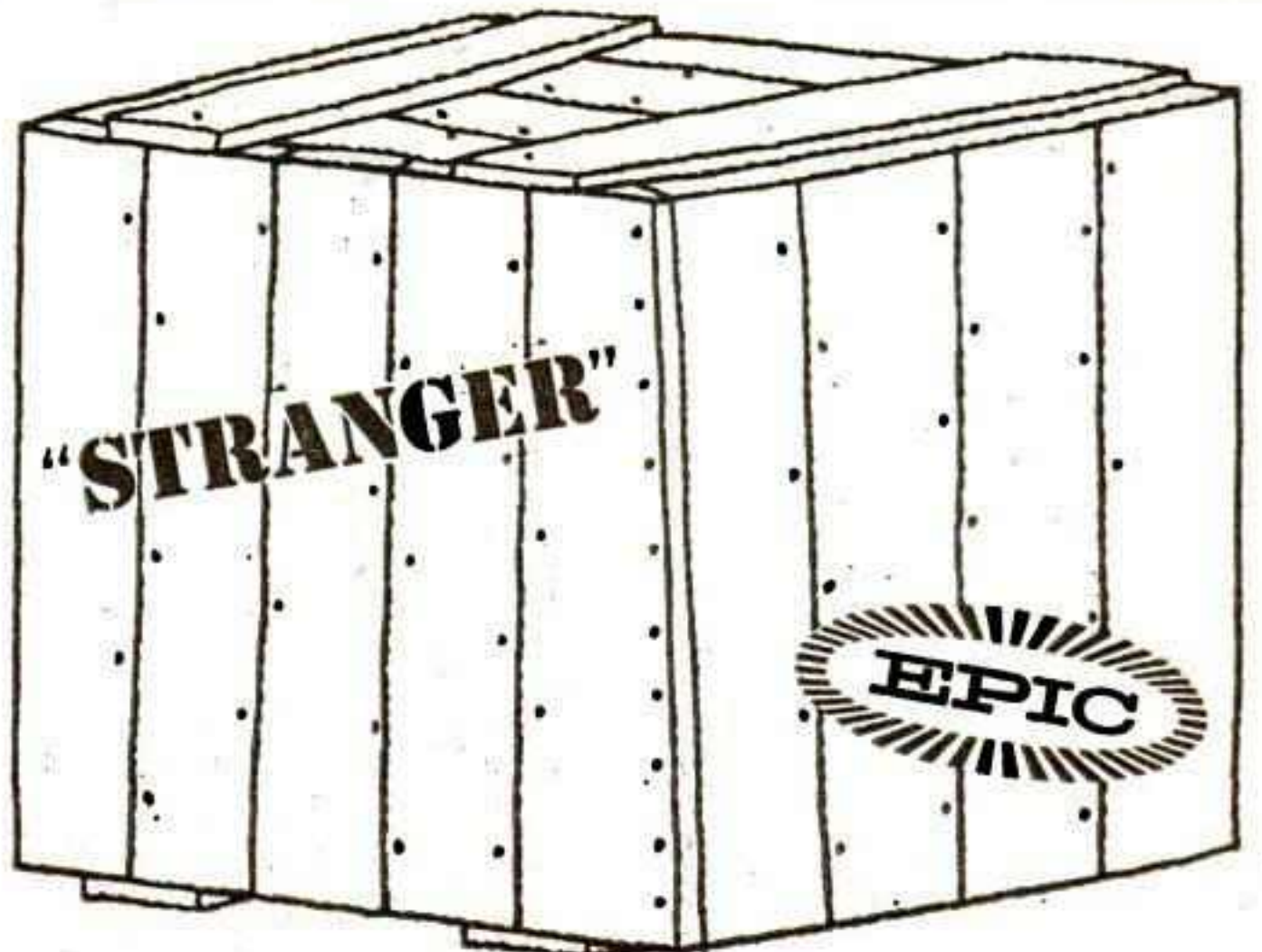
JIMMY McCracklin
Imperial LP 9219 (M)—This album, although basically r.&b. in its approach, should, nevertheless, have good pop appeal, since the title tune by the blues chanter received strong pop action. McCracklin turns in a solid South Side kind of sound with good r.&b. style arrangements to lend a good, romping sound. Jimmy authored or co-authored 10 of the dozen tunes himself with such titles as "Shame, Shame, Shame," "Don't Deceive" and "Club Savoy" leading the way. Good down-home touch with broad appeal.

★★★★ EXOTIC STRINGS

Percy Faith and his ork. Columbia CL 1902 (M); CS 8702 (S)—The pure silken arrangements of Percy Faith really shimmer on this lush mood package. Romantic would be the word for such delightful background mood offerings as "Dancing in the Dark,"

(Continued on page 20)

THE CASE OF THE SUCCESSFUL STRANGER



The pick of the new releases:
SPOTLIGHT SINGLES OF THE WEEK
 Strongest sales potential of all records reviewed this week.

SINGLES REVIEWS

Pop

THE CRYSTALS



HE'S SURE THE BOY I LOVE (Aldon, BMI) (2:29)—The Crystals, just off their big hit "He's a Rebel," have come up with another sock performance of a mighty strong hunk of rock material. They sell the driving tune with savvy, over rousing ork backing. Flip is "Walking Along (La-La-La)" (Mother Bertha, BMI) (2:17). **Philes 109**

JOHNNY CRAWFORD



PROUD (Aldon, BMI) (2:15)—**LONESOME TOWN** (Eric, BMI) (3:10)—Johnny Crawford does it again on these two sides and his many fans should grab this release up quickly. Lad sells the big ballad on top with much feeling over soaring strings, and handles the pretty "Lonesome Town" ballad in beguiling, intimate fashion. **Del-Fi 4193**

TONY BENNETT



I WILL LIVE MY LIFE FOR YOU (Tunetime-Gil, BMI) (2:25)—**I WANNA BE AROUND** (Commander, ASCAP) (2:03)—Tony is back with two more wonderful performances on this new disk, sparked by a winning reading of a lovely new ballad "I Will Live My Life for You." Lush ork support adds flavor. Second side is an after-hour type song that Bennett sells with tender feeling. **Columbia 42634**

JACK CLEMENT



MY VOICE IS CHANGING (Jack, BMI) (1:46)—Here's a mighty cute novelty idea and it's carried off well by the country-oriented chanter-writer. Voice changes range from soprano to normal to bass and the lyric line is cute. Could go. Smash is distributing the label. Flip is "Time After Time After Time" (Big Bopper-Jack, BMI) (2:04). **Hall-Way 1912**

BABY JANE AND THE ROCKABYES



HOW MUCH IS THAT DOGGIE IN THE WINDOW? (Joy, ASCAP) (2:32)—A smart, catchy reading of the old hit, sung by the group in the "Zip-a-Dee-Doo-Dah" style. It could easily go all the way when the teens hear it. Flip is "My Boy John" (Trio, BMI) (2:38). **United Artists 560**

MARGIE SINGLETON



MAGIC STAR (TELSTAR) (Campbell-Connelly, ASCAP) (1:55)—**ONLY YOUR SHADOW KNOWS** (MRC, BMI) (2:35)—Top side is the first vocal version of the current Tornados hit instrumental import from England. This one features the thrush in a most effective fast-tempo rendition with strong backing. On the flip, an effective country-type tune is sung in scintillating fashion against a backing of strings and chorus. **Mercury 72079**

ARTHUR ALEXANDER



GO HOME GIRL (Painted Desert, BMI) (2:24)—This could be the big one for Alexander after his hit some time back, "You Better Move On." It has a touching quality with both country and r.&b. overtones and the vocal is done to an impelling beat with strings and chorus. Watch it. Flip is "You're the Reason" (American, BMI) (2:24). **Dot 16425**

JIMMY McGRUFF



ALL ABOUT MY GIRL (Saturn-Jell, BMI) (2:30)—**M. G. BLUES** (Saturn-Jell, BMI) (2:30)—The swinging Jimmy McGriff swings along on the bright "All About My Girl," in his catchy "I Got a Woman" style on this fine instrumental. Flip, a warm blues, is also performed neatly by the organist. **Sue 777**

SANDY NELSON



LET THE FOUR WINDS BLOW (Travis, BMI) (2:00)—The old Fats Domino hit receives a pounding, driving reading from the Nelson crew, with Nelson out in front on drums. It's a bright and swinging side, and could happen. Flip is "Be Bop Baby" (Travis, BMI) (2:07). **Imperial 5904**

ALBERT COLLINS



DEFROST (Big Bopper-Jack, BMI) (2:36)—A stylish organ and guitar sound pounds through here. An instrumental with a solid beat that should keep the kids happy. It can move out. Label is being distributed through Smash. Flip is "Albert's Alley" (Big Bopper-Jack, BMI) (2:29). **Hall-Way 1913**

SPECIAL MERIT SINGLES

Pop Disk Jockey Programming

CHARLIE BYRD

★★★★ **MEDITACAO** (Leeds, ASCAP) (2:30)
 ★★★★★ **O BARQUINHO** (Little Boat) (Duchess, BMI) (1:55) **Riverside 4544**

THE JOHNNY MANN SINGERS

★★★★ **COTTON FIELDS** (Westside, BMI) (2:07) **Liberty 55525**

THE BANJO KINGS

★★★★ **BIRD IN A GILDED CAGE** (3:04) **Good Time Jazz 45097**

Reviews of New Singles

★★★★ **STRONG SALES POTENTIAL**

THE BANJO KINGS

★★★★ **Bird in a Gilded Cage** — **GOOD TIME JAZZ 45097**—Some of the fanciest banjo plucking in many a moon is heard here. Sound is cute and bright enough to get a lot of air play. Fine juke wax, too. (3:04)

★★★★ **Bill Bailey**—Same comment. (2:46)

THE JOHNNY MANN SINGERS

★★★★ **Cotton Fields**—**LIBERTY 55525**—The folk melody is handled with much style by the chorus. It's got a loose, country swing with a touch of teen dance beat that might appeal to the kids. Side is from "The Golden Folk Songs" LP. (Westside, BMI) (2:07)

★★★★ **Shenandoah** — Touching, tender reading of the folk ballad here. The sound is soft and deep. (Metric, BMI) (2:47)

CHARLIE BYRD

★★★★ **Meditacao** (Meditation) — **RIVERSIDE 4544**—This lovely bossa nova effort is from the guitarist's latest album called "Bossa Nova Pelos Passaros." It shows off some wonderful work by Byrd over band

support. Good wax here. (Leeds, ASCAP) (2:30)

★★★★ **O Barquinho** (Little Boat) — Another fine bossa nova effort, also from the new album. This one is a bit brighter, again with fine Byrd guitar work. (Duchess, BMI) (1:55)

YOUNG WILLIAM AND THE JAMAICANS

★★★★ **Limbo Drum (Parts I & II)**—**DI-MENSION 1005** — Caribbean beat is very strong here and should score with the dance fans. The side has a strong feeling and comes on with general excitement; shouting, singing and such. "Call to the Post" forms an integral part of the melody. (Aldon, BMI) (2:20, 2:38)

BOBBY BLAND

★★★★ **That's the Way Love Is**—**DUKE 360**—Here's a solid and a bit different sound by the lad. The side has a medium tempo jazz feel and the lyric is sung with brightness. (Lion, BMI) (2:27)

★★★★ **Call On Me**—The beat here is in the limbo style and the lad sings it with feeling against smart combo backing. Kids might go with the dance beat. (Lion, BMI) (2:30)

TOMMY BOYCE

★★★★ **Have You Had a Change of Heart**

—**RCA VICTOR 8126**—Pleasing sound on this ballad by the lad. It features the lad's voice against strings and a good arrangement. (Calboy, BMI) (2:27)

★★★ **Sweet Little Baby I Care** — (Hilde, BMI) (2:08)

DICK HYMAN

★★★★ **Lyaduma** — **RCA VICTOR 8125**—Bright instrumental here that's got that simple Afrikaans sound that has scored for Lawrence Welk and Billy Vaughn. Hyman plays organ and side could get a bit of jockey play. (Adler, ASCAP) (2:27)

★★★ **Tell a Story**—(BIEM) (2:24)

THE BEL-LARKS

★★★★ **A Million and One Dreams**—**RANSOM 5001**—Mighty pleasing sound to this rockballad. The lead singer makes lots of sense out of the lyric while the rest of the boys fill the background. Talents are from Syracuse. (Scott-Hilton, BMI) (2:27)

★★★ **Satisfied** — (Jeneva-Audicon, BMI) (2:05)

BILLY STORM

★★★★ **Cee Cee Rider** — **VISTA 413**—Storm turns in a strong vocal reading of the traditional blues. The tune is a hit now by La Vern Baker and this should provide jocks with an alternative play. (Robbinhood-Time, BMI) (2:53)

★★★ **Love Theme From El Cid**—(Robbins, ASCAP) (2:34)

THE MEDALLIONS

★★★★ **Why Look at Me?**—**LENOX 5556**—The gal group has a good, down-to-earth sound and they get a solid Detroit type band backing. Fine beat and sound and the side could take off. Watch it. (Bonatemp-Madchen, BMI)

★★★ **You Are Irresistible** — (Bonatemp-Madchen, BMI)

THE CARRIBEANS

★★★★ **Oh My Love**—**AMY 871** — Vocal group stirs up the excitement with this side. The lead sings the familiar melody in a quick tempo with exciting background furnished by combo and group. (David, BMI) (2:05)

★★★ **Wonderful Girl**—(Angel, BMI) (2:06)

JOHNNY BURNETTE

★★★★ **Remember Me (I'm the One Who Loves You)**—**CHANCELLOR 1129**—Burnette sings this beautiful side with much style. His voice is multi-tracked and a femme chorus and strings adds to the sound of the side. (Hill & Range, BMI) (2:10)

★★★ **Time Is Not Enough** — (Vanador, BMI) (1:58)

JONI JAMES

★★★★ **Anyone But Her**—**MGM 13117**—Nice reading of a drama-ballad here by the lass. The side is filled with vibrant strings and has a sound in depth. (Pogo, ASCAP) (2:21)

★★★ **Forgive a Fool**—(Midway, ASCAP) (2:10)

(Continued on page 22)

A single solution to every sales mystery
Buddy Greco's "Stranger"
 (5-9563)
 a record so hot it's selling by the case!
 (Remember, "Mr. Lonely" was
 on the charts...get the clue?)





VANGUARD
RECORDS



BILLBOARD
MUSIC WEEK

Pick of the Week



Breaking Big!

THE ROOFTOP SINGERS

"WALK RIGHT IN"



B/W "COOL WATER"

ERIK DARLING
LYNNE TAYLOR
BILL SVANOE

VRS-35017
45 RPM

ORDER NOW
FROM YOUR VANGUARD DISTRIBUTOR

Reviews of New Singles

Continued from page 19

THE CRESTS
 ★★ Gully—SELMA 311—The oldie ballad is done in slow rock style with triplets by the group. Lead man has a quivery, dedicated quality and the lads give him an ooh-oohing support with strings. Good wax. (Leo Feist, ASCAP) (2:45)

★★★ Number One With Me—(Selma, BMI) (2:15)

BOBBY COMSTOCK

★★★ Let's Stomp—LAWN 202—Romping, stomping sound here that's in a familiar groove. Lad sings with a good beat and voices make up the background along with a combo that features some good tenor sax and organ work. (Roosevelt, BMI) (2:00)

★★★ I Want to Do It—(Roosevelt, BMI) (2:02)

DEMETRIUS
 ★★ Hold Back Tomorrow—LENOX 5558—Weeper ballad with organ, chorus and ork backing is given the sincere treatment by the singer, who tells the tale of unrequited love emotionally. Could go. (Eden, BMI)

★★★ Your Tender Touch—(Eden, BMI)

★★★ MODERATE SALES POTENTIAL

KURT HARRIS

★★★ You Better Shut Your Mouth (Wood, ASCAP) (2:32)—★★★ Uh Huh (Sizale, SESAC) (2:50). JOSIE 902

BILLIE POOLE

★★★ I Heard the News (Benjamin,

ASCAP) (1:57) — ★★ Jet (Laurel, ASCAP) (2:18). RIVERSIDE 4539

JIM NESBITT

★★★ Livin' Offa Credit (Rally-Sun-Vine, BMI) (2:12)—★★★ I'm a Married Man (Ralph's Radio-Sun-Vine, BMI) (2:42). DOT 16424

LARRY MEADOWS

★★★ Couldn't That Just Tear Your Heart Out (Arch, ASCAP) (2:07)—★★★ Pretending (Voltage, BMI) (2:28). REGENCY 27

AARON NEVILLE

★★★ How Could I Help but Love You (Mint, BMI) (2:49)—★★★ Wrong Number (I'm Sorry, Goodbye) (Mint, BMI) (2:46). MINT 657

JERRY TELENO

★★★ Lambo With Santa Claus (Drury Lane) (2:20) — ★★ The King (Drury Lane) (2:05). SUITE 16-110

ANTOINETTE BINASTANTE

★★★ Toy Balloons (Heatherfield, BMI) (2:10)—★★★ Somebody Took the Crayons (From My Coloring Book) (VI-Jim, ASCAP) (1:50). VERVE 10280

MINA

★★★ Just Let Me Cry (Helios, BMI) (2:18) — ★★ Pretend That I'm Her (Conquest, ASCAP) (2:51). VERVE 10277

TIMMY WELCH

★★★ Peppermint Man (Bloor-Hoffman House, BMI) (2:19)—★★★ You Should Know Better (Saloon Songs, BMI) (2:26). REPRISE 20137

SONNY TIL

★★★ Lonely Christmas (Byden, BMI) (2:40)—★★★ Back to the Chapel Again (Janon, ASCAP) (2:30). PARKER 213

TONI ARDEN

★★★ Senza Mamma E Naammurata (Rossi, BMI) (4:21)—★★★ Torna A Sorriento (Come Back to Sorrento) (2:07). DECCA 25586

THE BLUES BUSTERS

★★★ Tell Me Why (Bix, BMI) (2:23)—★★★ Behold (Bix, BMI) (3:11). CAPITOL 4895

JOHNNY (ACE) CANNON

★★★ Summer Time (Gershwin, ASCAP) (2:12) — ★★ Hoe Down Rock (Pure-Gold-Sandra, BMI) (2:18). FERNWOOD 135

JOE BRYAN

★★★ My Romance (Harms, ASCAP) (2:55) — ★★ Everything's Coming Up Roses (Chappell, ASCAP) (2:15). CONTEMPORARY 383

RALPH SHARON

★★★ The Waltz of the Angels (Central Songs, BMI) (2:14) — ★★ The Night Prowler (Seg-Way-Tune-Kel, BMI) (2:02). DUCHESS 1019

SORENSEN BROS.

★★★ Kathy Last Summer (Hartmann-Van Horn, BMI) (2:48)—★★★ Angel Eyes (Hartmann-Van Horn, BMI) (2:25). HART-VAN 01 21

CHUCK RONDELL WITH THE SORENSEN BROS.

★★★ I Dream of an Angel (Hartmann-Van Horn, BMI) (2:48)—★★★ Sharon Lee (Hartmann-Van Horn, BMI) (2:04). HART-VAN 0122

TRUDY COLEMAN

★★★ You Did Me Wrong (Bluebonnet, BMI) (2:34)—★★★ Come Home, Baby (Bluebonnet, BMI) (1:52). MANCO 1041

LANE MERRIT

★★★ The Young Years (Jupiter, ASCAP) (2:15) — ★★ Young-Un (Jupiter, ASCAP) (2:10). ECLIPSE 111

BOB AND EARL

★★★ Deep Down Inside (House of Joseph, BMI) (2:30) — ★★ Oh Baby Doll (House of Joseph, BMI) (2:30). TEMPE 104

JOHN CONTE

★★★ The Gift (Recado Bossa Nova) (Paris, ASCAP) (2:01) — ★★ Promised Land (Ethoc, ASCAP) (2:15). CHATTA-HOOCHEE 723

STARDUST GREEN TRIO

★★★ I'm Lonesome (Athon, BMI) (2:40)—★★★ The Game of Hearts (Athon, BMI) (2:05). ATHON 100

LITTLE ALICE

★★★ So What If I Can't Cook (Lajesse J. BMI) (2:40)—★★★ Why Oh Why? (Lajesse J. BMI) (1:57). 4 J 502

J. J. BARNES

★★★ Teen-Age Queen (Brohun, BMI) (2:40)—★★★ Some One (Brohun, BMI) (2:24). MICKAY'S 351

ORTHEA BARNES

★★★ Your Picture on the Wall (Brohun Vijay, BMI) (2:22)—★★★ Same As Before (Brohun Vijay, BMI) (1:50). MICKAY'S 350

EARL DEAN SMITH

★★★ Go Home Cheater (Garpax, BMI) (2:22)—★★★ Stealing From Myself (Garpax-Alanbo, BMI) (2:17). COLISEUM 603

CHICK CARBO

★★★ Two Tables Away (Tune-Kel, BMI) (2:21)—★★★ What Does It Take (Tune-Kel, BMI) (2:33). INSTANT 3254

TELSTARS

★★★ Continental Mash (Staco, BMI) (2:26) — ★★ Stomp Happy (Staco, BMI) (1:45). IMPERIAL 5903

(Continued on page 24)

Reviews of New Albums

Continued from page 20

INTERNATIONAL

★★★ POLYNESIAN POT-POURRI
 Lanakila's Polynesians. Mahalo M 4003 (5)

SPIRITUAL

★★★ AN INTRODUCTION TO GOSPEL SONG
 Various Artists. RBF RF 5 (M)

SPOKEN WORD

★★★ ENGLISH ROMANTIC POETRY
 John S. Martin. Folkways FL 9883 (M)

★★★ GUIDANCE THROUGH LITERATURE
 Morris Schreiber. Folkways FI 9121 (M)

SPECIALTY

★★★ AMERABA
 Eddie (Shek) Kochak Hakki Obadia. Georgette LP 621 (M)

★★★ HANDWRITING ANALYSIS
 Dorothy Sara. Folkways FX 6106 (M)

★★★ ILUCHO NAVARRO
 Tond TR-LP 7 (M)

SACRED

★★★ A TIME FOR SINGIN' AND A TIME FOR PRAYIN'
 Gene Baker. Choro A 13 (M); AS 13 (S)

★★★ POLLY JOHNSON SINGS SONGS FROM THE OLD COUNTRY CHURCH
 Gospel EP 355

CHRISTMAS

★★★ THE JOE BIANCO FOUR: CHRISTMAS HOLIDAY; LITTLE HANDS; WONDERFUL CHRISTMAS SPIRIT; BEAT NICK
 Orbit 4891

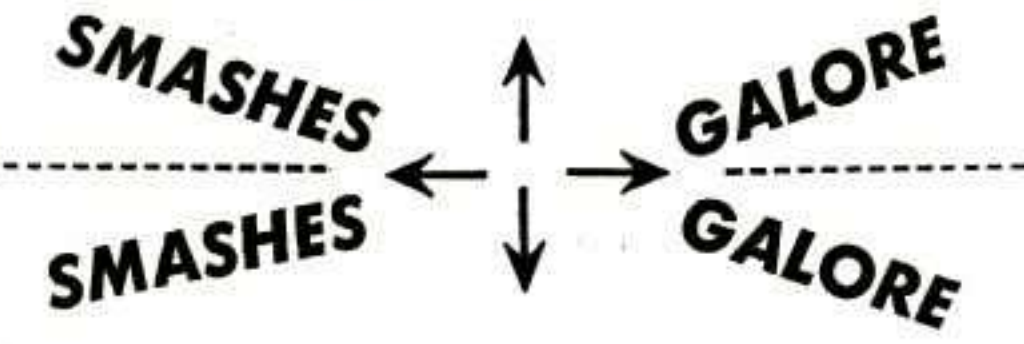
LIMITED SALES POTENTIAL

COMEDY

DANNY VICTOR
 Warrior WLP 1661 (M)



From ERA Records



"LITTLE TIN SOLDIERS" The Toy Dolls (Era #3093)

Going big in December and will be a Giant in January—an ALL YEAR 'ROUND SMASH!

"SOME KINDA' FUN" Chris Montey (Monogram #507)

Distributed Nationally by ERA. Going as big or bigger than "LET'S DANCE!"

"WALK RIGHT IN" The Moments (Era #3099)

The really BIG ONE. Instrumental of the same great tune on flip—A GAS!

HITMAKERS MOVING UP

Paris Sisters
 "YES, I LOVE YOU" ★
 Gregmark #13

The Castells
 "ETERNAL LOVE, ETERNAL SPRING"
 Era #3098



6515 Sunset Blvd.
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The WINNING COMBINATION!

Bill Hall and Jack Clement who, with Smash Records, produced the great Dickey Lee hit sellers, now come up with 2 big break-outs on Hall-Way, distributed by Smash

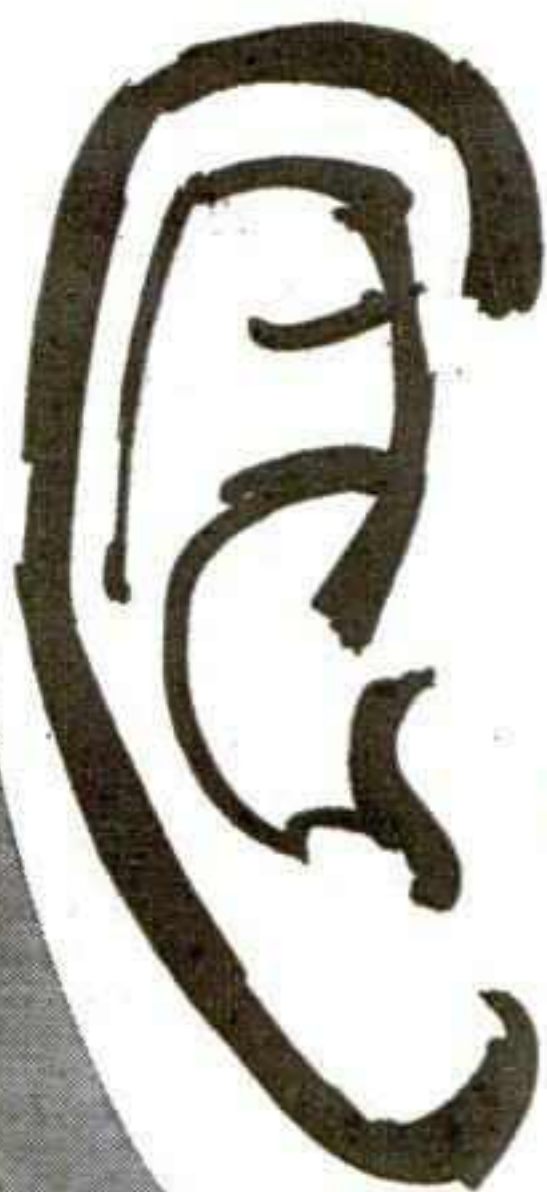


DEFROST

ALBERT COLLINS (Hall-Way S-1795)

A great rhythm and blues type instrumental that sold over 5000 in

Houston with no pop radio play...and now with pop radio play it's blown wide open!



MY VOICE IS CHANGING ^{c/w} TIME AFTER TIME AFTER TIME

JACK CLEMENT (Hall-Way S-1796)

Both sides are great novelties...
You've got to hear them to believe them
Ears'll wiggle...Sales'll jump



if it's a hit...it's a

HALL-WAY RECORDS distributed by



SMASH

RECORDS

HALL-WAY RECORDS—distributed by Smash Division of
Mercury Record Corporation • 38 East Wacker Drive • Chicago 1, Illinois

tion men are up in arms over a slap at WLS here by Chicago Sun-Times columnist Paul Molloy. He calls it a "pimple on the face of local radio," and says "there are others." Molloy blames Ralph Beaudin, WLS president, and says that Beaudin's recent "Radio Man of the Year" award is the "funniest thing to happen to radio since the days of the late, lamented Fred Allen. The record trade points out that WLS is No. 1 when it comes to promoting singles and the trade would be lost without it. The station is a favorite among teen-agers and is consistently at the top in Pulse ratings.

NICK BIRO

Hollywood

Liberty Records pulled the "Orange Blossom Special" track from Felix Slatkin's "Hoedown" package and is shooting it out as a single. . . . The same label similarly pulled the "Cotton Fields" track for singles release from the Johnny Mann album, "Golden Folk Song Hits." . . . MGM Records will issue the score from Metro's "How the West Was Won" as a de luxe package with its release timed with distribution of the Cinerama film.

Max Steiner, on the Warner lot, started recording his score to the film "Spencer's Mountain." . . . "Song From 'Two for the Seesaw,'" the Andre Previn-Dory Langdon tune, has four recordings (Reprise's Sammy Davis Jr., Capitol's George Chakiris, RCA Victor's Al Hirt and Columbia's Previn), in addition to the sound-track LP issued by United Artists. . . . Choreo Records has re-signed Carol Lawrence to a long term. . . . The life of Coast man Paul Horn is treated in a half-hour TV film, "The Story of a Jazz Musician," to be syndicated nationally by United Artists TV.

LEE ZHITO

San Francisco

Walt Calloway is the new Northern promotion man here for Warner Bros. He succeeds Don Graham, who is with D. & M. Sales. Dick Forrester, formerly with D. & M., is now promotion man in the West for Jubilee. . . . A new label, Carousel, has been formed here by Tom Thornidike and pianist Gene Megs. . . . Wayne Farlow's new label, Orchestra, is getting action on its waxing by Bobby December called "Invasion." Rocky Gunn has signed with the Da-Mar label, and his first record, "Shirley" is reportedly getting some action here. . . . Local deejay Dick Stewart of KPIX has cut a record on the Penthouse label of the standard "I Believe."

Nashville

Starday Records topper Don Pierce welcomed about 200 Archie Campbell fans to the label's studios here last week for a comedy album session. The laugh-tracked LP, Archie's second, is scheduled for release later this month.

Nashvillian Bernie Terrell cut his first record for Time

Records, Inc. of New York last week with pop renditions of "Very Special Girl" and "Bobby Cries for You." They were penned by R. Boulanger. The session was held at Bradley's Studio here.

King Records released a single by Jean Dee on the Bethlehem label. The Hickory label made its Canadian debut this week with a Dan Folger single. Hickory, a subsidiary of Acuff-Rose here, has had a healthy share of hits in Canada but they have all been under a Canadian label.

Gary Walker, Nashville rep for Lowery Music Company, encouraged with reaction to "Santa Claus Is Watching You," by Ray Stevens on Mercury. The disk was new on the Billboard Hot 100 last week.

Bill Anderson, currently hot with Decca's "Mama Sang a Song," is to stop over in Nashville Tuesday (18) to cut a new record, then move on for personal appearances in the Midwest.

The Wilburn Brothers, Teddy and Doyle, completed an engagement at the Flame Room in Minneapolis last week. After several other stops in that area they were to return to Nashville this week for new waxing efforts.

MARK-CLARK BATES

Pittsburgh

Pittsburgh is Fred Waring's favorite town. He appeared at Carnegie Music Hall December 6 for a Music Guild concert and returned December 14 for a Duquesne Light Company affair at the Civic Arena. Speaking of the \$22,000,000 arena, promoter John H. Harris, who had brought in such personalities as Judy Garland and Johnny Mathis, insists he will bring in no more record names until the arena drastically reduces its rental fees.

Dinah Washington's debut at John Bertera's Holiday House gave owner John Bertera many a headache during the week along with a lot of unfavorable newspaper publicity as she walked out one night and later berated club audiences so much that Bertera received more than 200 letters in protest. . . . Joe Rock's Viscount label has just released "Comes Love" backed with "Tell Me" by the Skyliners, a Pittsburgh vocal group.

The blizzard on December 6 "murdered" Sammy Davis Jr.'s personal appearance at the Civic Arena. . . . Cathy Carr is the opening attraction at the city's newest night club, the Maitre D', formerly Eddie Aschner's. . . . Noreen Parker, Decca songstress, is on the current Horizon Room bill with violinist Florian Zabach. . . . Joni Wilson's Debonairs, who record for Fenway, return to the Peppermint Lounge West on December 17. . . . Breaking out big here are "Autumn Souvenirs" by Bob Moore on Monument wax and the Laurie LP, "The Other Family" with Larry Foster and Marty Brill.

LEONARD MENDLOWITZ

Mercury Signs Couple of Acts

CHICAGO—Faron Young, popular country and western artist, and the Three Sounds, jazz trio, were signed by Mercury Records last week.

Young, a "Grand Ole Opry" star since the age of 19, was pacted by Shelby Singleton, Mercury's a.&r. vice-president. The c.&w. artist is affiliated with a string of enterprises, including two publishing firms, an insurance company and a photo studio. He has also captured several song-writing trophies and formerly recorded for Capitol.

The Three Sounds are known for personal appearances in such places as New York's Basin Street East, Village Vanguard and Birdland, and formerly recorded for Blue Note Records.

The group consists of Gene Harris, piano; Andy Simpkins, bass, and Bill Dowdy, drums. They'll record their first session for Mercury in California December 12, according to Quincy Jones, Mercury a.&r. director.

'Music in the U. S.' Covered In Depth in Committee Book

WASHINGTON — Copies of "Music in the United States 1962-63" are available at \$2.25 each, postpaid, from the non-profit Music Committee, 734 Jackson Place, N.W., Washington 6, D. C.

Booklet lists more than 12,500 musical events taking place across the country, including symphony, choral, band, opera, jazz, dance, folk and chamber music and solo performances, as well as festivals, music workshops, college and university activities, conferences and clinics scheduled in 1,134 American cities between now and June 1963.

LOOKS LIKE TWO SMASH HITS GOING FOR #1

THE RECORD WISE GUYS CLAIM THIS IS GOING TO THE TOP TEN



BOBBY BLAND

says

"CALL ON ME"

b/w

"THAT'S THE WAY LOVE IS"

DUKE 360

IT'S HAPPENING EVERYWHERE TWO-SIDED SMASH



JUNIOR PARKER

says

"SOMEONE SOMEWHERE"

b/w

"FOXY DEVIL"

DUKE 357

WE ARE CORDIALLY INVITING YOU TO DIG OUR

"XMAS PARTY"

by **EDDIE and the DE-HAVELONS**

PEACOCK 1920

HEY, LOOKA HERE!!!!

THE **C & C BOYS** WAILING ON **"HEY MARVIN"**

b/w

"YOU STOLE MY HEART"

DUKE 358

LATEST TOP SPIRITUALS

"FATHER I STRETCH MY HANDS TO THEE"

b/w

"LORD REMEMBER ME"

by **FIVE BLIND BOYS**

PEACOCK 1868

"FAMILY CIRCLE"

b/w

"NONE BUT THE RIGHTEOUS"

by

MIGHTY MIGHTY CLOUDS OF JOY

PEACOCK 1869

"DON'T PUT OFF TODAY"

b/w

"ALL BE OVER"

by

SENSATIONAL NIGHTINGALES

PEACOCK 1870

HUSH! JACKIE IS STILL COMING

DUKE AND PEACOCK RECORDS, Inc.

2809 ERASTUS ST., HOUSTON 26, TEXAS. ORCHARD 3-2611

COUNTRY MUSIC

FOLK TALENT & TUNES

By BILL SACHS

Lou Epstein, well known in c.&w. music circles through his long association as manager with the Jimmie Skinner Music Center in downtown Cincinnati, has left Christ Hospital, that city, where he was confined several months, and is now a patient at the Sheltering Oaks Rest Home, Room 214, 408 Union Street, Cincinnati 29. Epstein suffered a stroke early in the summer, which left him partially paralyzed. His condition is just fair and he will be a patient at the rest home for some time. Lou misses most his association with his many friends in country music. You can make his holiday season a happier one by dropping him a line or sending a holiday greeting.

Jerry Smith, veteran c.&w. radio personality, has signed a recording pact with Jim Madison's Golden Wing Records, Minneapolis, with his initial release, a hymn album titled "Start Each Day With a Hymn," slated for release around the first of the year. The session was a.r.&d by Dave Dudley. Smith is well known in the Midwest through his radio show which is heard over 35 stations covering an eight-State area. . . . Shelley Snyder has set Faron Young and His Country Deputies, Wilma Lee and Stony Cooper and the Clinch Mountain Clan for a gig at the Stanley Theater, Jersey City, N. J., December 19.

Buddy Killen, executive vice-president of Tree Publishing Company, Nashville, last week signed Bill and Dottie West to exclusive writers' contracts. They have recently had tunes recorded by Skeeter Davis, Jim Reeves and Archie Campbell, while Dottie, recently signed by RCA Victor, has a release coming up the first week in January. . . . Also slated for a new release after the first of the year is Justin Tubb, who cut his first session for RCA Victor December 6. . . . Danny Harrison had a new release in England last week on Esquire Records, Ltd., of London. Sides are "Broken Love Affair" and "Have I Wasted My Life." Earlier this year, Esquire released an EP on three of Danny's tunes, "No One to Love Me," "I'll Never For-

get," "Worries," plus an old Roy Acuff click, "All the World Is Lonely Now."

Connie Hall, whose Thanksgiving night showing at Bertie's, Dayton, Ohio, netted her a two-day holdover, returns there for the December 20-22 period. Bertie's is owned by Corby Johnson, who plans to use country music acts on a regular basis. Christmas week, Connie joins a Hubert Long package comprising Faron Young, Bill Anderson, Carl and Pearl Butler and Charlotte Hardin for dates at Muskegon, Mich., December 28; Lansing, Mich., 29; Saginaw, Mich., 30, and Grand Rapids, Mich., 31. . . . Everyone at Tree Publishing, Nashville, is excited over two young teen-agers, Sandra Mathews, 13, and Connie Burns, 12, billed as the Buttons, whose first Columbia recording, "Shimmy, Shimmy Wahtusi," is breaking out all over. The kiddies penned the tune themselves. Buddy Killen, Tree exec, has signed the Buttons to a writer's pact and is also handling the management on them.

The membership list of the Country Music Association continues to build at an accelerated pace, according to word from Mrs. Jo Walker, executive secretary of the organization with headquarters in Nashville. List of new CMA members, as announced last week, included the following: Cliff Martin, Oceanside, N. Y.; Lonny Roberts, Angleton, Tex., and Jay Schreiber, Rochester, N. Y., artists-musicians; Ivan Mogul, New York, and Bix Reichner, Paoli, Pa., publishers; Frank Hicks, Duncan, Okla., disk jockey; Pat Long, Gore Bay, Ont., composer; Shelley Snyder, Nashville, manager; James F. McGee, Nashville, promoter, and Jack Bishop, Chattanooga, and C. Bruce McGrath, Los Alamos, N. M., non-affiliated. The names of 16 other applicants are currently under consideration by the CMA's board of directors. Names of all new members accepted by the CMA will be listed here in subsequent issues.

Charlie Williams, of Cliffie Stone Associates, reports that Hollywood will welcome "1963, Country Style," on New Year's Day with the first all-country show ever to play the Moulin Rouge in the heart of the film capital. Headlin-

Johnny Cash Sets Two 'Firsts' on Far East Jaunt

TOKYO—Two firsts for country and western music were racked up recently during Johnny Cash's tour of the Far East, according to Saul Holiff, Cash's manager. It marked the first time that c.&w. artists have performed in front of an all non-English speaking audience in this area, according to Holiff. The other first is that the entire show was video-taped and viewed by several million Japanese people via NTV, Japan's leading television network.

Johnny Cash, June Carter and the Tennessee Three appeared in the show held at Korakeun Auditorium here to a sellout Japanese audience of 3,000 people, assisted by a Japanese emcee who occasionally helped set the scene with explanations in Japanese.

Cash and Miss Carter performed at a number of Japanese and Korean military installations prior to their live show in Tokyo. According to Holiff, Cash was cited for a special award which was requested of the State Department in Washington after a special meeting of the Special Service officers in charge of Far East Entertainment as a result of his willingness to perform shows far in excess of those originally scheduled.

To accommodate the crowds, 26 performances were required instead of the original 12 that were scheduled in Korea. The same situation prevailed in Japan, Holiff said.

Wilson Sets Two Abroad

MADISON, Tenn. — Starday Publishing Company's Eddie Wilson has negotiated the foreign publishing rights of "He Stands Real Tall," by Del Reeves on Decca Records, and "Sing a Little Song of Heartache," by Rose Maddox on Capitol, with Slim Williamson of Yonah Music. Both tunes are in the country & western charts. Wilson further stated that he will continue to negotiate for foreign rights with other publishers. Starday has offices in England and Germany.

ing the package will be Johnny Cash and the Tennessee Three, Hank Snow and His Rainbow Ranch Boys, Wanda Jackson, Bobby Bare, Lorre Collins and Johnny Bond. Cliffie Stone will emcee.

Guitarist Jimmy Fox, who has recorded for Capitol and other labels in the past, has joined Jack McFadden's Senator Records, Sacramento, Calif., as country a.&r. man. He will work out of the firm's Sacramento and San Francisco offices and studios and his first effort for the label will be a session with Nina Wright and Arlene Weber to be cut next week. . . . Claude King stopped off in his hometown, Shreveport, La., December 8, for a Christmas show at Municipal Auditorium sponsored by KREB Radio, new all-country music station. Other features on the show were Jimmy Newman, Country Johnny Mathis, Tony Douglas and Bob Shelton.

Curtis Artists Productions, Goodlettsville, Tenn., has set the following bookings: Ernest Tubb and His Texas Troubadours, Salina, Kan., December 27; Topeka, Kan., 28; Wichita, Kan., 29; Lincoln, Neb., 30, and Omaha, Neb., 31; Ray Price and His Cherokee Cowboys, Oklahoma City, Okla., December 29; Tulsa, Okla., 31; Jim Reeves and the Blue Boys, Beeville, Tex., December 20; San Antonio, Tex., 21, and Bandera, Tex., 22; Willie

(Continued on page 40)

BILLBOARD MUSIC WEEK

HOT COUNTRY SINGLES

This Week	Last Week	Title, Artist, Label & No.	By special survey for week ending 12/22	Weeks on Chart
1	2	MAMA SANG A SONG	22	
		Bill Anderson, Decca 31404		
2	1	I'VE BEEN EVERYWHERE	15	
		Hank Snow, RCA Victor 8072		
3	3	A GIRL I USED TO KNOW	12	
		George Jones & the Jones Boys, United Artists 500		
4	4	DON'T LET ME CROSS OVER	3	
		Carl Butler, Columbia 42593		
5	6	WALL TO WALL LOVE	7	
		Bob Gallion, Hickory 1181		
6	21	BALLAD OF JED CLAMPETT	3	
		Lester Flatt & Earl Scruggs, Columbia 42606		
7	7	I'M GONNA CHANGE EVERYTHING	17	
		Jim Reeves, RCA Victor 8080		
8	12	RUBY ANN	3	
		Marty Robbins, Columbia 42614		
9	10	DOES HE MEAN THAT MUCH TO YOU?	3	
		Eddy Arnold, RCA Victor 8102		
10	5	SING A LITTLE SONG OF HEARTACHE	7	
		Rose Maddox, Capitol 4845		
11	11	WE MISSED YOU	8	
		Kitty Wells, Decca 31422		
12	8	COW TOWN	12	
		Webb Pierce, Decca 31421		
13	9	HELLO TROUBLE	5	
		Orville Couch, Vee Jay 470		
14	22	MARY ANN REGRETS	4	
		Burl Ives, Decca 31433		
15	26	PRIDE	14	
		Ray Price, Columbia 42518		
16	28	THE END OF THE WORLD	2	
		Skeeter Davis, RCA Victor 8098		
17	-	DOWN BY THE RIVER	1	
		Faron Young, Capitol 4868		
18	13	HE STANDS REAL TALL	9	
		Del Reeves, Decca 31417		
19	-	SECOND HAND ROSE	1	
		Roy Drusky, Decca 31443		
20	19	THE VIOLET AND A ROSE	8	
		"Little" Jimmy Dickens, Columbia 42485		
21	-	BAYOU TALK	1	
		Jimmy "C" Newman, Decca 31440		
22	17	T FOR TEXAS	2	
		Grandpa Jones, Monument 801		
23	-	I'VE GOT THE WORLD BY THE TAIL	1	
		Claude King, Columbia 42630		
24	24	DEVIL WOMAN	21	
		Marty Robbins, Columbia 42486		
25	15	THEN A TEAR FELL	8	
		Earl Scott, Kapp 854		
26	30	FROM A JACK TO A KING	2	
		Ned Miller, Faber 114		
27	-	FADED LOVE	1	
		Leon McAuliff, Cimarron 4057		
28	18	I'VE ENJOYED AS MUCH OF THIS AS I CAN STAND	3	
		Porter Wagoner, RCA Victor 8105		
29	16	DON'T GO NEAR THE INDIANS	13	
		Rex Allen, Mercury 71997		
30	23	MUST YOU THROW DIRT IN MY FACE	6	
		Louvin Bros., Capitol 4822		

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Station WCPO, one of Cincinnati's leading radio outlets, is again programming c.&w. music after more than six years of running without it. The new c.&w. seg, which made its bow December 8, is conducted by Dick Provost, one of WCPO's top jocks, and is heard each Sunday, 9 to 10 a.m., sponsored by the Arrow Furniture Company. Early reaction has been excellent. Provost told BMW last week. If results continue in that fashion, there is a possibility that the station may add to its c.&w. programming in the future, Provost stated. WCPO's library is sadly lacking in c.&w. programming material, Provost advises, and he would appreciate from the artists and diskeries in the way of new single and LP's releases. Address him in care of Station WCPO, 2345 Symmes Street, Cincinnati 6.

Lee More, the Coffee Drinkin' Nighthawk, has returned to the all-night slot, 12 midnight to 6

a.m., on WWVA, Wheeling, W. Va., after touring the Northeast the last 10 months. . . . For a deejay sample of Sunny Lee Daniels' initial release on the Carroll label, "Judge of Hearts" b-w "I Won't Be Your Honkytonk Queen," write to her Pop, Roy Daniels, at 80 South Warren Avenue, Columbus 4, Ohio. Tunes were cuffed by Billy Wallace and Howard Vokes. . . . Billy Wallace, 2822 Union Drive, N. W., Huntsville, Ala., invites jocks to write him for a sample of his first Del-Ray disk, "The Sycamore Tree" b-w "Honky Tonk Row." . . . Senator Records, P. O. Box 4104, Sacramento 21, Calif., has available samples of Nina Wright's new release, "Before Your Time" b-w "Waiting for Daddy." Write on your station's letterhead.

"It was erroneously stated in your column recently that CJGX, Yorkton, Sask., was the only all-country music station in Canada," writes Bill Maxim, of CFCW, Camrose, Alta. "CFCW has been a 24-hour country station for al-

(Continued on page 40)

MERRY CHRISTMAS—HAPPY NEW YEAR
from
DALE MILLER AND THE COUNTRY COUSINS
(Don't Stay Out Late)
SR 1009

THE TREBLE TONES
(Little Laurie & Guitar Movevent)
SR 1010

THE BLUE JEANS
(Moon Mist & D.J. Theme)
SR 1007

And all of us in Coeur d'Alene
SOUVENIR RECORDS
226 SHERMAN AVENUE COEUR D'ALENE, IDAHO
"KEEP A RECORD OF IT"

GOOD GOLLY MISS MOLLY
b/w
I CAN'T TRUST ME
(In Your Arms Anymore)
JERRY LEE LEWIS
Sun #382
SUN RECORDS
639 Madison Memphis, Tenn.

ANOTHER SMASH HIT!
for
Ernest Ashworth
I TAKE THE CHANCE
HICKORY 1189

Yes, Archie Blyer,

THAT'S "WICKAH"

Congratulations, Cadence, on an outstanding industry achievement with your sensational album "The First Family." We're proud to have played a part in its tremendous success by pressing over two million records in just three short weeks. RCA Custom Record Sales.

BILLBOARD MUSIC WEEK

HITS OF THE WORLD



ARGENTINA

Courtesy 'Escalera a la fama'
This Last Week Week
1 1 SPEEDY GONZALES—Pat Boone
2 2 CORAZON DE LUTO—Chacho Santa Cruz

AUSTRALIA

Courtesy Music Maker, Sydney
This Last Week Week
1 8 THE LONELY BULL—The Tijuana Brass
2 1 WORKIN' FOR THE MAN—Roy Orbison

BELGIUM

Courtesy Juke Box Magazine
Two
This Weeks
1 4 TELSTAR—The Tornados
2 — LET'S DANCE—Chris Montez

BRITAIN

Courtesy New Musical Express, London
This Last Week Week
1 2 RETURN TO SENDER—Elvis Presley
2 1 LOVESICK BLUES—Frank Ifield

(CBS)—Acuff-Rose
11 18 ROCKIN' AROUND THE CHRISTMAS TREE—Brenda Lee
12 17 BACHELOR BOY—Cliff Richard

DENMARK

Courtesy Quan Musikbureau, Copenhagen
This Last Week Week
1 2 SHEILA—Tommy Roe
2 — KING OF THE WHOLE WIDE WORLD—Elvis Presley

EIRE

Courtesy Teenage Express, Dublin
This Last Week Week
1 1 DEVIL WOMAN—Marty Robbins
2 — RETURN TO SENDER—Elvis Presley

FRANCE

This Last Week Week
1 1 L'IDOLE DES JEUNES (Teen-Age Idol)—Johnny Hallyday
2 2 FAITS POUR S'AIMER/J'ENTENDS SIFFLER LE TRAIN

4 IE JOUR LE PLUS LONG—Dalida
7 6 LES COMEDIENS—Charles Aznavour
8 8 TOUS LES GARCONS ET LES FILLES

FRENCH (WALLOON) BELGIUM

(Courtesy Juke Box Magazine)
Two
This Weeks
1 — L'IDOLE DES JEUNES—Johnny Hallyday
2 2 J'ENTENDS SIFFLER LE TRAIN

GERMANY

Courtesy Automaten-Mark
This Last Week Week
1 2 BABY-TWIST—Will Brandes & Elisabeth
2 — JUNGE, KOMM BALD WIEDER—Freddy (Polydor)

HOLLAND

(Courtesy Platennieuws, Amersfoort)
This Last Week Week
1 1 PARADISO—Anneke Gronloh
2 3 IT'LL BE ME—Cliff Richard

5 — LAND OF HOPE AND GLORY—Vera Lynn
6 4 SPEEDY GONZALES—Pat Boone
7 5 BRANDEND ZAND—Anneke Gronloh

HONG KONG

This Last Week Week
1 2 THE CHA CHA CHA—Bobby Rydell
2 5 RETURN TO SENDER—Elvis Presley
3 1 THE LONGEST DAY—Mitch Miller

ISRAEL

(Courtesy Kol Israel Broadcasting)
This Last Week Week
1 2 SEALED WITH A KISS—Brian Hyland
2 3 THE LOCO-MOTION—Little Eva
3 4 IT STARTED ALL OVER AGAIN

JAPAN

(Courtesy UTAMATIC, Tokyo)
This Last Week Week
1 2 OHSHO—Murata Hideo
2 6 L'ECCLISSE—Colletto Tempia
3 1 VACATION—Connie Francis

MEXICO

(Courtesy Audiomusica)
This Last Week Week
1 2 MUCHACHA BONITA—J. A. Jimenez
2 3 SPEEDY GONZALES—Emmi Munoz

5 EL PECADOR—M. A. Mejia
9 9 AL DI LA—Pericoli
10 10 QUE TE VAYA BIEN—Sonora Santanera

NORWAY

(Courtesy Verdens Gang)
This Last Week Week
1 1 KING OF THE WHOLE WIDE WORLD—Elvis Presley
2 4 LOVESICK BLUES—Frank Ifield
3 2 LOCO MOTION—Little Eva

PHILIPPINES

This Last Week Week
1 2 BLUE STAR—Freddy Martin
2 1 ROSES ARE RED MY LOVE—Bobby Vinton
3 3 STORY OF A STARRY NIGHT—Della Reese

SWEDEN

This Last Week Week
1 1 LET'S DANCE—Chris Montez
2 2 TWIST A SAINT TROPEZ—Les Chats Sauvages
3 6 KING OF THE WHOLE WIDE WORLD

SOUTH AFRICA

(Courtesy South African Record Manufacturers & Distributors Association)
This Last Week Week
1 1 TELSTAR—The Tornados
2 2 THE LOCO-MOTION—Little Eva
3 3 KISS ME QUICK—Elvis Presley

REPORT FROM JAPAN

Dealers Union Relents; Retail Outlets Expand

By J. FUKUNISHI

TOKYO—As the result of the Anti-Cartel & Trust Commission's raid on the National Record Dealers' Union made August 3, the union has had to throw out its age-old closed-shop policy toward new membership applicants.

Discussions later held between the union and recording companies set diskeries free to expand their retail outlets by supplying merchandise to any shop which wishes to deal in records.

In the past, union members were the only parties allowed to be franchised dealers of recording companies. This held the total number of franchised record dealers to less than 2,000. But when non-union and non-franchised shops are added together, the number of dealers will total close to 4,000. This figure includes 1,000 electric appliance shops and book stores that have just started to handle records.

In the course of the trouble the union was having with the Commission and the negotiations the union was holding with record companies, record distributors—which have also been deemed illegal by the union for many years—have played a very important role in developing new record business.

Non-union members have been informally purchasing records on a small scale from those unrecognized distributors for a long time, because recording companies had been prohibited by the union from supplying merchandise to non-members. Now these shops can purchase records publicly.

Nevertheless, there is still the

matter of franchising. Most record companies are not much interested in dealing with a shop which is not adequately financed nor able to deposit guarantee money requested. These unfranchised small shops prefer to buy merchandise from distributors on c.o.d. basis.

Kanda in Tokyo is the center where major distributors of electric and electronic products (radios, phonographs, television receivers, tape recorders, household electric appliances and others with their parts and components) are located.

One of these distributors, Seiko Do (Star Light Company), sent out a questionnaire to more than 10,000 electric appliance and book stores suggesting that they enter the record business. Many did. Lucky Company, another distributor, approached hundreds of shops situated at locations deemed suitable for records. Reactions were fruitful, and Lucky has added many new record shops to its roster. Half of Lucky's clients are straight record shops, the major portion of the rest are electric appliance shops.

Appliance shops which have recently opened record departments have found that records increase traffic and help promote sales of their main lines.

Distributors usually have to deposit guarantee money with recording companies, but they are maintaining extensive repertoires. At Lucky's, records are piled up at the entrance as well as outside the store, and 60 to 70 dealers come in daily to make purchases in cash. Ordinarily a stock of \$100,000 to \$140,000 is kept by these distributors.

AUSTRALIA

O'Keefe Wins 2 Gold Mike Awards

By GEORGE HILDER

19 Todman Ave., Kensington Sydney N.S.W.

Radio Station 6IX, Perth, West Australia, announced the winners of this year's annual "Golden Microphone Award for 1962" are "Sing," by Johnny O'Keefe (Leedon); "I'm Counting on You," by Johnny O'Keefe (Leedon); "I'll Step Down," by Judy Stone (best female vocalist) (Festival); "I've Been Everywhere," by Lucky Starr (best novelty) (Festival); "Southern Rora," by the Joye Boys (best instrumental) (Festival). The awards are given for best Australian disk made by a local artist.

Melbourne Records (Great Britain) released three top Aussie singles, released in Melbourne by the W & G label. Numbers by Kevin Shegog, the Firebirds and the Chessmen. . . . Connie Stevens has arrived in Sydney for a four-week stint at the Chevron Hotel. Tony Martin will follow Miss Stevens into the Chevron at Christmas time, and Dot's representative Bill Robertson of EMI is arranging releases of Martin's singles on the London label. . . . Vaughn Meader's "The First Family" is creating interest amongst Sydney and Melbourne radio stations via import copies. EMI will rush-release it as soon as possible.

John Laws, of Radio 2GB, introduced a new number by Cliff Richard's instrumental group, the Shadows, from an English Columbia EP. Laws, during a recent pro-

New York Wire

Starday Publishing acquired the foreign publishing rights to "He Stands Tall" and "Sing a Little Song of Heartache." Both are country action disk tunes, the first by Del Reeves and the second by Rose Maddox. . . . Mills Music has got the first recording of "El Pecador," the Mexican hit by an American artist. About 15 different versions of the tune are available on the Mexican market, but the U. S. waxing is by Al Caiola. . . . Canada has a comic of its own who has had wide exposure on CBC-TV and radio. His name is Tony Hancock and his LP "The Blood Donor" is quite successful north of the border. His third album will be on the market soon, is called "Pieces of Hancock" and it appears on the Astral label.

gram, said if he received 500 phone calls in eight minutes he could arrange with EMI to release the disk. In no time he received 800 calls, and now EMI is releasing a single from the EP of a number called "The Boys." . . . EMI rush-releasing the MGM album "Country Music Connie Style." This disk has been long awaited by retail stores, and it has had extensive air exposure. . . . Liberty due to release "Martin Denny in Person." Denny has stated in a letter to MCA chief in Australia, Ron Brown, that he is anxious to come Down Under for a night club stint. Arrangements are now under way to see if this request cannot be granted.

ARGENTINA

Kapp Releases In Buenos Rise

By RUBEN MACHADO
Lavalle 1783, Buenos Aires

First Kapp releases have been distributed by Tonodisc. "Darling" by Paul Evans is rising up and could become a hit. LP's by Roger Williams and the Paganini Quartet have also been issued.

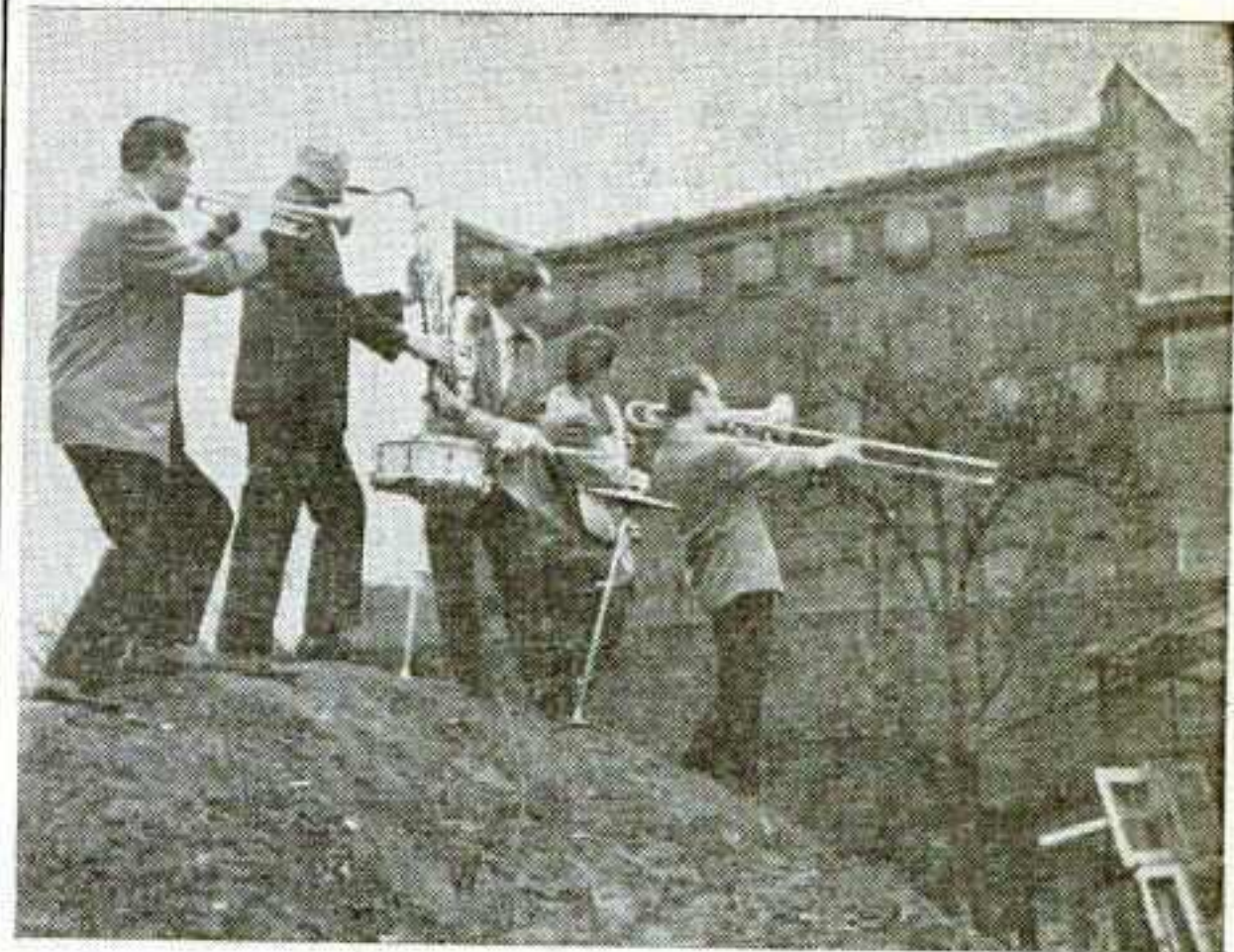
As far as bossa nova and madison disks are concerned, catalogs of both have been known in Argentina for about two years. Publishing houses have begun intense promotional drives through broadcasts and press. As a consequence, Joao Gilberto (Odeon) has registered much success with "El barquito" and "Dora lise," while The Contrasts (Fermata) score with "Desafinado." With respect to the madison, two works in that rhythm have already different versions: "Vamos a Bailar Madison" and "O.K. al Madison" by Duo Dinamico (Odeon), Jackie (CBS), Billy Cafaro (Victor), Los Cuatro Del Embers (Victor) and Juan Ramon (Disc Jockey).

Without Doubt,
The Most Important
Music Industry Publication!

BILLBOARD MUSIC WEEK'S
1963
WHO'S WHO IN THE WORLD
OF MUSIC

will be published December 29, 1962. It will document the successes of record manufacturers, music publishers and recording artists all over the world. Many firms were disappointed last year by not being represented.

Contact your nearest representative or
Frank Luppino Jr., International Director
Billboard Music Week
1364 Broadway, New York 36, N. Y.



A BUNCH OF THE BOYS WERE WHOOPING it up outside Opladen Prison. The boys are Peter Van Eck and his group, who currently have a hot item in Germany called "Der Spiegel Twist." The disk is topical cashing in on the political controversy surrounding the closing down of the West German publication.

BELGIUM

Bossa Nova Wave Sweeps Over Land

By JAN TORFS

Stuivenbergvaart 37, Mechelen

Almost 60 per cent of all records released this week are bossa novas. Hopping on the bossa nova wagon, Artone released several items by its leading exponents, including the original "Desafinado" by Stan Getz and Charlie Byrd, the vocal version of the same tune by Ella Fitzgerald (on Verve), and the "Recado Bossa Nova," by Zoot Sims on Colpix.

Another good selling bossa nova over here is Dizzy Gillespie's "Desafinado" on Philips, closely followed by Quincy Jones' "Soul Bossa Nova" on Mercury. A local recording by Al Verlaine and Bebe Hong Suong of "Desafinado" b-w "Me gusta bossa nova" (a song composed by Al Verlaine himself) has also been released.

Directly from Brazil came sides by Joao Gilberto on the Odeon label and from the American list are added June Christy on Capitol and Julie London on Liberty. Further on, a wonderful "Desafinado" came out done by the one and only Rita Reys, accompanied by the trio of her husband Pim Jacobs. We also have a French version by Richard Anthony since he had one of the biggest hits of 1962 with "J'entends siffler le train." Nana Mouskouri did a French recording of her German success, "Einmal

Ambassador May Push in Europe

LONDON—Ambassador Records is currently investigating possibilities of moving into Europe on a substantial scale. Just completing a swing around Europe are the head of the record operation, Ira Moss, and Martin Kasen of the parent Synthetic Plastics group.

Ambassador, with its Peter Pan, Diplomat, Guest Star and other lines, is a heavy exporter to certain overseas territories, but little of its product has yet reached Europe. Efforts are being made to see how this can best be done. It may involve a link, or links, with European manufacturers and marketing organizations. Consideration may be given to a separate organization. A launching in the second half of 1963 is the earliest contemplated.

In London last month, Moss arranged for six albums to be cut for Ambassador Records. These proved so successful that similar sessions are likely at three-month intervals.

London Site of Contest Finals

LONDON—The grand finale of the Eurovision Song Contest has been confirmed. It will take place in London on Saturday, March 23. The BBC has offered two of the new studios in its recently completed Television Centre.

Representatives of the 16 countries which will take part in the event organized by the European Broadcasting Union were in London at the end of last month to settle details.

In addition to Britain, the host country, the participants will be Austria, Belgium, Denmark, Finland, France, West Germany, Holland, Italy, Luxembourg, Monaco, Norway, Spain, Sweden, Switzerland and Yugoslavia. BBC's Harry Carlisle will be over-all producer. Commere will be Catherine Boyle, a British deejay and television personality. BBC will stage its own program, "A Song for Europe," designed to select the British entrant for the competition in London about February 22. The method of picking the songs for consideration for this program has not yet been announced.

weht der Sudwind, entitled "Joue pour moi, Ianakis" (Play for Me, Ianakis). Label is Fontana.

Soeur Sourire (Philips) has recorded two more songs. This will enable Mercury to launch a 12-inch album on the American market and no doubt that the U. S. can expect this release very soon.

S. A. Ardmore and Beechwood, Belgium, reports that they got the distributing rights of the following records: "Tiara Tahiti," by Phil Green, Danny Williams or Frank Chacksfield; "Loin," a new record by Richard Anthony; "Cafe con leche," by the Costa Brava Trio, and "Sioux Serenade," by the Outlaws. Of this latest record, a Flemish version will soon be released by Rita Dee.

Paul Anka and Elvis Presley have done it again. Both artists have two records in the first ten of the Flemish hit parade.

BRITAIN

Establishment Not Easy to Enter

By DON WEDGE

News Editor, New Musical Express

Difficulty of operating in the U. K. market outside the established producer-distributor network has again been shown up in 1962. Two firms which began the year

Aussies Wield Firm Influence

LONDON—The British record industry has a considerable Australian influence at present.

Frank Ifield's "Lovesick Blues" has now passed the half-million sales mark, as follow-up to his big international success "I Remember You," sales of which in Britain alone are a shade short of a million. Ifield, though English born, was raised in Australia and came here three years ago to emulate the success he had attained Down Under.

His persistence was rewarded by EMI last week; a party was staged to mark his 25th birthday. He was presented with a gold disk.

On hand was another Australian, Rolf Harris, who is also in the British top 10 with "Sun Arise." Also attending was another Aussie, Patsy Ann Noble, who has also come to Britain after becoming a star at home. She has been recorded by Norrie Paramor (Columbia), Ifield's a.&r. man. He has recently come back from a round-the-world trip, including a visit to Australia during which he arranged to bring over another EMI artist, Bryan Davies. He will be here in March and EMI is preparing a launching campaign for him also.

At Decca, one of its Radio Luxembourg deejays, Australian-born Alan Freeman, has made his disk debut as caller on a Madison record made by the Talmy-Stone band, formed by two young Americans working here as free-lance a.&r. men.

Nino Rossi, whose "Ballad of a Trombone" is in third place on Canzonissima in the preliminary round, seems to have a new hit on the way with his score for "March or Die" for Durium. . . . Italdisc has brought forth its two top names on disks which feature theme songs. **Mina** has recorded "Hold Me Tightly by the Wrist," her theme song for RAI's Canzonissima, while **Renato Mauro**, TV's "Woman of the Year," has done the "Paris or Dear" film theme.

Armando Trovajoli has done the score for "Rugantino," the new musical comedy of ancient Rome, with **Sandro Giovannini** and **Pietro Garinei**, which is a December event at Rome's Sistina Palace.

National Record Dealers Union, which was indicted August 3 on charge of violation of Anti-Cartel and Trust Law, is now undergoing a series of investigations by Anti-Cartel and Trust Commission. The statutes and personnel structure of the union are said to be revised and altered to comply with the instructions of the Commission.

MEXICO

Tex Ritter Goes Across the Border

By **OTTO MAYER-SERRA**
Apartado 8688, Mexico City

In the studios of Musart Records, **Tex Ritter** recorded two LP's for Capitol. In one, "A Border Affair," he sings many famous Mexican songs in Spanish, accompanied by mariachi band and marimba. In the second, **Tex** narrates, in Spanish and in English, the lyrics of well-known American country and western love songs, played by a big string orchestra conducted by **Ralph Carmichael**. The producer of both records was **Lee Gillette**.

The first LP's with recordings of the bossa nova reached the local market. They are played by **Tito Puente** and his orchestra (Roulette), the big band of **Enoch Light** (Command) and the orchestra of **Leroy Holmes** (U. A.).

Festival Winners

At the final competition of the Mexican Festival of Song, held at the Fine Arts Palace on December 3, the principal winner was composer **Frederico Baena** with two semi-tropical boleros: "An carino" (first prize 2,000 U. S. dollars), and "Al final que sueno," eighth prize (300 U. S. dollars). The 12 winning

melodies have already been recorded on LP's by RCA Victor Mexicana and Musart Records.

Trade Data

During the annual meeting of the board of administration of Columbia de Mexico, **Goddard Lieberman**, president of Columbia Records, appointed General Manager **Manuel Villarreal** as vice-president of the Mexican Columbia. . . . A new company, **Belart Records**, headed by **Andre Toffel**, former general artistic director of Columbia de Mexico, issued its first catalog of LP's.

Visitor from Peru, **Louis A. Aubrey**, general manager of Sonoradio Records and president of the Latin American Federation of Phonographic Manufacturers. . . . After having finished his tour in the U. S. and on his way to Cuba, Soviet violinist **David Oistrakh** was wildly acclaimed by the Mexican public in two sellout recitals at the Fine Arts Palace.

NORWAY

Diskeries Issue Own Publication

By **ESPEN ERIKSEN**
Verdens Gang, Oslo

Promotion Committee of the Phonograph Records Association is issuing its own magazine, a 20-page periodical with the name of "Om plater" (On Records). The price of the newsletter is 1 Norwegian kroner (about 15 cents), and apart from various news from the different diskeries, there is also a Top 20 for Norway, covering domestic production as well as imported platters and LP's.

The editor of the magazine is **Jorg-Fr. Ellertsen** of Egil Monn

Iversen with **Peer Johnsen** of Brodrene Johnsen as assistant editor. During the fall, four numbers of "Om plater" were issued.

LP Success

Brodrene Johnsen launched the **Pye Golden Guinea** series in this country. And sells it for 21 Norwegian kroner (\$3), which is about half the ordinary price of 12-inch LP records. Around 30,000 of the Golden Guinea LP's have been sold in Norway.

Philips' artist **Elisabeth Granneman** recently moved to the Triola label. . . . The first Norwegian Silver Disk will be handed out to a Swedish pop artist, **Anita Lindblom**, when the newspaper Arbeiderbladet invites the popular singer to Oslo to give her the trophy. The record that has sold 25,000 copies is "San't ar livet," a Swedish rendition of the American tune, "You Can Have Her," which topped the Norwegian Hit Parade for seven weeks during March-May this year. The recording is on the Fontana label.

Erik Bye, born in the U. S. A., but raised in Norway, recorded two very Norwegian compositions in English. The songs were written by **Alf Proyssen**, and the titles are "Pa's Gone to Market" and "The Broken Ladder," on Philips.

Visits

A number of pop artists have visited Oslo in December, headed by American balladeer **Johnny Tillotson**. Also the Swedish sisters **Siw** and **Lil Malmkvist** have been here (not simultaneously), Danish teen-age singer **Gitte Haenning**, Swedish songstress **Anna-Lena Lofgren** and **Lill-Babs**.

Best selling LP records in Norway are still the sound tracks from "West Side Story," on Philips and "Pot Luck," by **Elvis Presley**, on RCA Victor.

SWEDEN

'Stop World' Heads For Stockholm

By **HENRY FOX**
Kungsgatan 56, Stockholm

There is much musical theater activity in this country. "Stop the World—I Want to Get Off" will open here on **Nya Scala**, January 11. The leading role will be played by **Jan Malsjo**, and a new girl, **Anna Sundkvist**, will be introduced. In **Malmö Stadsteatern** is going to present **Ragna Nyblom**, former TV actress, in "Irma La Douce." **Siv Malmkvist**, who is now very popular on the Continent, has refused many engagements and signed a contract for a show in **Malmö**. She will stay there for the next three months.

The **Popcorns** will go to Germany for TV appearances. The leader of this group is **Anders Burman**, a Metronome a.&r. man. . . . **Pelle Naver**, 64, has made his first record. He is a well-known lyric writer and has recorded four new songs. The music is by **Ake Gerhard**. "I can't sing," says **Naver**, "but the record company says it doesn't matter." All the songs are in old folk style.

From **Queens Theater** in **Blackpool, England**, **Nina** and **Fredrik** are coming to **Berns, Stockholm**, where they will stay till the end of December. . . . **David Torne**, who made a vocal version of "Alley Cat" in the States, is coming to Denmark to meet composer **Bent Fabric**. He will also appear on the Danish TV.

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EMI Sees Future Tied to Economy

• Continued from page 4

sales and profits was the "chaotic conditions of competition existing in the U. S. record market. Price cutting, excess of new releases by all companies and the competition for new business have all contributed to the unsatisfactory sales result."

Additionally, "competition among record companies for prominent artists, a rise in costs of manufacture, and elaborate album covers had a further adverse effect on the profits."

In Britain, EMI's record division had increased its share of the market. Further, a graph with the report showed that the financial year saw a new high in record sales (about 350 per cent more than in 1953), but there were signs of a leveling out through 1962. Lockwood also noted that the group's entire operations in the U. K. had brought a progressively larger proportion of total profits in recent years.

In Australia, the EMI subsidiary had substantially increased its profits despite a lower turnover. The EMI disk labels had greatly increased their share of group sales. The initial reaction to newly acquired Liberty repertoire had been a growing tendency for the public to accept English artists.

The twist had been a prominent influence on the pop activity in Europe. It helped bring bigger profits for Paris-Marconi in France. The company had again increased its share of the French market.

Group sales throughout the world were broken down into areas. The United Kingdom provided nearly half the turnover with 1962 totaling \$113 million, 14.1 per

cent more than the previous year. The rest of Europe totaled \$36 million, a drop of 2.3 per cent. The Western Hemisphere totaled \$54 million, 12.7 per cent less, and the rest of the world provided \$28 million, 14.5 per cent less than the year previously.

EMI's exports from the United Kingdom in the year were \$17 million, an increase of 12.5 per cent.

Reviewing the development of the firm, Sir Joseph pointed to Nigeria, one of the newer independent countries within the British Commonwealth, where EMI had launched two firms. One in Jos had recently begun to manufacture gramophone records.

One of the biggest developments referred to was EMI's arrangement with the Philips group for the joint manufacture of magnetic tape. Plans were going ahead for building a much larger magnetic tape factory at EMI group headquarters at Hays to meet the world requirements of both companies.

Among other new enterprises noted was EMI's partnership with Pearl & Dean, a large British cinema advertising contractor, in World Wide Broadcasting Services, formed to offer radio and television equipment and program material.

EMI now had 29 principal companies engaged in the production of records in the five continents. There were also substantial music publishing firms operating in Britain, France, Germany and the U. S.

Lockwood was retired as one of the three directors by rotation, but the others, R. Gordon Smith and L. G. Brown, were re-elected.

Imitators Can't Catch Originals

• Continued from page 4

er" LP also has set records. It has become the second fastest selling record in the history of the business, with more than a million moved in about 10 weeks. Here, too, sales of the recently issued song follow-up have not cut into its sales.

The two firms with "Family" follow-ups, Laurie and Roulette, have shipped between them almost 250,000 records, according to Eddie Mathews for Laurie and Bud Katzel of Roulette. Mathews told Billboard that he had shipped 75,000 without including any free goods. Roulette says it has shipped 150,000 sets, also not including free goods. Since Laurie has a 20 per cent discount, and Roulette is meeting competition, thousands of free "other family" albums should be added to the total shipped.

Neither Laurie nor Roulette, since they are in a battle with each other for store display space, are happy about the number of albums they have had to put on the market. Both lay claim to the position of top "other family" LP. Normally a record firm can wait for sales before shipping reorders. But in this case, with distributors and dealers anxiously awaiting shipments of the album, hoping that either one or both will turn into another "First Family," each has had to ship to keep their LP in front of the public, or run the risk of being shut out of counter space.

In a milder way a battle is starting over the "My Son" LP. Ambassador Records' Clan label has issued a recording called "My Son, the President." And Strand has issued a budget-priced — 99 cent — LP called "My Son, the President." Ambassador told Billboard that it had shipped 100,000 of its LP to dealers, while Strand claims shipments of 66,234 as of last Thursday. Jubilee Records two weeks ago rushed out an album called "More Folk Songs With Allan Sherman and Friends," which fea-

tured a borsch circuit-oriented Sherman on two tracks, and vaudeville routines by others on the rest of the LP. Jubilee has not claimed any world-beating success for the set, saying only that it is over 25,000 but under 50,000 in shipments to date.

And there are more albums coming, all riding on the success of Meader or Sherman. Mercury will release this week an LP called "The Poor Family" with comic Timmie Rogers.

None of the new albums is getting the radio play that the Meader or the Sherman album got, or are getting. (See separate story.) But they are getting display space in windows, on counters, in browser boxes, and elsewhere. Some stores are so loaded with "family" albums that it is tough to find anything else.

PHILIPPINES

Credit Lid Still Tightly Clamped

By LUIS MA. TRINIDAD
264 Escolta, Manila

Central Bank Gov. Andres Castillo last weekend expressed optimism that the country's foreign exchange market would remain stable due to increased net international reserves and volume of forward exchange transactions.

Castillo said the volume of forward exchange transaction expanded from \$0.26 million in February to \$39.36 million in October of this year.

Touching on credit restrictions, Castillo pointed out that "the containment of monetary expansion undoubtedly helped to shorten the period within which the exchange rate adjusted smoothly to the free play of supply and demand."



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VOX JOX

By CHARLES SINCLAIR

THE BIG REUNION: Many a big-city station has an alumni roster that shines with the names of platter-spinners who have gone on to other and sometimes greener pastures. In Syracuse recently, Dale Kelly, program director of WOLF, sparked a promotion built on this fact. The station cleared an hour a day for a week (including all spot commercials, so the deejay could have free rein) and invited ex-Syracuse deejays to take over for a "WOLF Cavalcade of Disk Jockeys." Reponse, either live or tape, was immediate. Some of the deejays scheduled to participate this month: Dick Clark (a Syracuse spinner some 10 years ago), Joey Reynolds (ex-WNDR now with WPOP, Hartford), Thom Saunders (now with KYA, San Francisco) and Ron Roberts (now in Canadian radio). The event was promoted with tapes from the boys in their present locations as well as special telephone beepers.

MOVING DAY AT KHJ: Ever wonder what becomes of old radio studios? Disposing of one was a problem facing KHJ, Hollywood. Answer: give it to a school. Studio D, once a CBS and Don Lee studio at KHJ, was dismantled and given as a gift to Los Angeles City College not long ago. It was carted away by groups of students who rented trucks, then re-assembled the studio in a campus radio building. KHJ general manager Milt Klein also tossed in a 1,000-watt transmitter and two sound trucks, equipped with turntables and four arms, for creating sound effects. Once the FCC approves the transmitter, LACC will have its own station, broadcasting on an FM frequency. If new, the KHJ equipment would cost more than \$20,000. Education authorities in Los Angeles, needless to say, were delighted.

CHANGE OF THEME: Mel Phillips, former morning man at WKDA Nashville, is now holding down a mid-a.m. slot at WMID, Atlantic City. . . . Mike Kaye has joined WEND, Easton, Md. . . . Dave Overton has been named by WSM, Nashville as assistant program director, reporting to Ott Devine, WSM p.d. and manager of the "Grand Ole Opry." . . . Red Jones has been named music director of WKBW, Buffalo, in addition to his duties as early-evening deejay. . . . WCOP, Boston, has appointed Steve Trivers as program director and Jim Lewis to the station announcing staff. . . . Barry Smith has joined KWBB, Wichita, Kan., to handle a late-afternoon show. . . . Tony James, formerly sports director of WBAB, Babylon, Long Island, has moved up to the program director slot. . . . Robert Weiss and Al Cash are featured air personalities on WINT-FM, Winter Haven, Fla. The station is the first full-time FM stereo station in central Florida. Weiss also manages Music Center, a leading local record store.

CITY SLICKERS: Charley Holmes, who spins c.&w. disks on "Jersey Jamboree," heard in the New York City metropolitan area on WJRZ, Newark, recently asked listeners to vote for their favorite country artists and tunes. His key finding: "Diverse likes and dislikes when it comes to c.&w. material." Brooklynites, for example, favored Hank Snow and Flatt and Scruggs. Manhattanites liked Bill Anderson and Eddy Arnold. Residents of Jersey's upper-income Bergen County liked Texas Jim Robertson (who was the over-all winner on points). In Jersey City, listeners went for the Warren Boys, followed by Hank Thompson. In Queens, the top vote went for Johnny Cash and Hank Williams. And so it went, with a different favorite in almost every locale reached by the station. How did Holmes explain it? He didn't, or couldn't.

THE CHRISTMAS SEASON: It's more blessed to give than to receive, and sometimes deejays double very successfully as middlemen in Christmas-season charity drives. Samples: Allan Dennis of WMAK, Nashville, writes to say his station has just completed a "Penny Contest" in which local high school students were asked to send pennies (which went to United Givers Fund) to their favorite deejay. The school sending the most pennies got a trophy and a record hop. Over 87,000 pennies were collected. . . . When the Christmas Cheer Board of Greater Winnipeg, Canada, found itself with a reduced budget, it enlisted CKY's aid. The station began an appeal campaign for volunteers, money for gifts, and other aids, offering a 45 r.p.m. record to persons bringing toys or canned goods to the CKY studios. Response was "excellent," the station reports.

THIS 'N' THAT: WWDC, Washington's Earl Robbin recently called on three student actors at High Point High School to serve as a jury to judge new records on his show, and to discuss dramatic theater in high schools. . . . Radio may still be a relatively young communications medium, but it's getting that dash of gray at the temples. Henry Dupre, for years the host of WWL, New Orleans' "Dawnbusters" show and more recently a TV personality on WWL-TV's "Info" series, not long ago celebrated his 30th anniversary with the radio-TV outlet. . . . Les Davis, jazz deejay at WNCN, Concert Network, is scheduled to host the December 21 Third Annual Intercollegiate Jazz Festival at the Grossinger Hotel, Grossinger, N. Y., at which collegiate bands from several leading Eastern schools will compete.

Stations Give Cold Shoulder To Imitators of Meader-Sherman

• Continued from page 4

"First Family," WINS music director Don Owens told Billboard. "We've heard the quickie follow-ups, and for the most part the material is in bad taste and is just simply un-funny in our opinion."

Fast Buck Artists

Added deejay Burns, who's now in line to host a "command performance" of the Meader hit at the White House in the near future: "I love creativity and talent, and I like to feature it on my show. The guys who did the original albums had a conception. Now, we're getting the fast-buck artists in the act, and as far as I'm concerned, who needs it? I won't play comedy material which has been rushed together. I'd rather wait until the good stuff happens along of its own accord."

Tha WINS, incidentally, expects this to happen can be judged from the fact that the station has launched a new Sunday afternoon, hour-long series called "Sound of

Laughter," featuring new comics and writers, both live and recorded. The series, coming at a time when TV competition is light (3-4 p.m.) and there is lots of auto-radio listening, can easily develop into a major showcase for comedy records.

At other New York stations, and at many a large station in cities like Chicago, Philadelphia, Atlanta, Denver and San Francisco, the situation is being repeated.

Building Anew

Having had a taste of the kind of excitement radio generated in pre-TV days, program planners are busily hatching new comedy showcases. Some are in the form of five-minute capsules built around tracks from comedy albums, some are special new segments in top deejay shows, and some are full-dress programs which will attempt to originate comedy material as well as play the best available on records.

In other words, the boom in comedy albums has generated a new element in big-station radio programming. There is an obvious demand for material which will have to be filled.

But, record companies are learning, it won't be filled with gimmick material, or off-color material, or shoddy material at the best-programmed stations. First-rate comedy albums never had a better opportunity for first-rate exposure.

Second-rate comedy, by all indications, will have to settle for second-rate exposure.

San Anton' Station Goes Off C & W, Gears to Pop Hits

SAN ANTONIO—KENS, formerly a country and western music station here, has switched call letters and programming format. Announcement of the move was made by Elmer O. Wayne, executive vice-president of the Texas Star Broadcasting Company, and general manager of the station.

The station, owned by Roy Hofheinz and R. E. Smith has changed the call letters to KBAT and will feature news, sports, entertainment and special events. The station sound will be geared to an adult audience.

The music format of KBAT will be geared around familiar "Golden Hit" tunes. The news format will emphasize world, national, state and local news, including comprehensive sports and market coverage, which will receive an "in-depth" approach by the expanded news staff.

KBAT is scheduled to bring to San Antonio all broadcasts of the Houston Colt 45 National Baseball League's games including pre-season, beginning March 9. The station was previously owned and operated by the Express Publishing Company.

Strike Puts Crimp in Air In New York

NEW YORK—The strike against New York's seven daily newspapers and two Long Island papers caused the music industry considerable headaches in terms of a print blackout on reviews, record advertising and consumer-press music news—and it hit record companies from another angle as well: radio airplays.

A spot check by Billboard last week among New York stations showed that the average major radio outlet had stepped up its news and news-feature coverage anywhere from 10 to 30 per cent. This in turn spelled a cutback, in the same degree, of the amount of playing time being given to pop records.

Further complicating the job of getting airplays for new records was the Christmas season. And that meant each day before the yuletide event brought an increase in the number of Christmas records, both old and new, being spun.

Among straight pop material, the edge in airplays was being given to chart-proven hits, though some stations—like WINS and WNEW—tried to maintain a "cross section" approach. Only rarely was there an attempt to break new material.

'Bedside Network' People Open Annual Fund-Raising Drive

NEW YORK — The Veterans Hospital Radio-TV Guild, operators of the "Bedside Network" which reaches veterans confined to government hospitals throughout the U. S., has launched its annual fund-raising campaign this month.

Though the organization will share in proceeds from the December 18 Christmas party of the International Radio-Television Society and the December 10 party of the Ad Men's Post 209 of the American Legion, the VHRVTV stressed a need for "broader financing" to expand its services.

The "Bedside Network" produces low-budget radio-TV shows as a form of therapy for hospitalized veterans, with professional volunteers—directors, actors, writers and musicians—aiding the work. The shows are seen and heard on closed-circuit systems in hospitals.

NO MORE GUESS WORK ON WELK

NEW YORK — For the benefit of those who may want to be up on their facts concerning maestro Lawrence Welk, ABC-TV last week put out a special question-and-answer sheet.

Samples:

Q. How long have the Lennon Sisters been on the show?

A. Since Christmas Eve, 1955.

Q. How long has Lawrence Welk been a professional musician?

A. Quite a while. He started out as an accordion player in 1925.

Q. How many Christmas cards does Lawrence Welk send out annually?

A. Approximately 250,000.

Focus on the Deejay Scene



SANTA'S on his way, and during a preview visit to Salt Lake City he was interviewed by KALL deejay Paul Smith before departing on a tour of the city's hospitals and juvenile agencies. Smith and other station personalities covered the city's annual Christmas parade, downtown tree-lighting ceremony and other events. Station has been running a big Christmas contest promotion during holiday season, and has been active in local Yuletide charity drives. Smith even scored interview with Santa-helper "Rudolph."

Station Dollar Loss Not As Severe as Expected

WASHINGTON — Now that radio broadcasters have had time to digest the sad news in the Federal Communications Commission's financial report, it appears that the actual before-tax profit loss in dollars per broadcaster in 1961 is not as staggering as the over-all 35.9 per cent drop from 1960 profit would seem.

Hyman Goldin, head of FCC's new Research and Education Division, and for years head of the former Broadcast Economics Division, points out that profit margin for most of the nearly 4,000 radio broadcasting stations operating in the country is very slender. Therefore a slight rise in expenses over a previous year, a slight dip in revenue, results in a dollar drop that translates into large percentage loss in marginal profits.

Broadcasters will brood less on the actual numbers showing a drop in radio revenue from \$45.9 million in 1960 to \$29.4 million in 1961 (lowest before-tax profit total since 1939, when only 705 stations made \$23.8 million), than on the expenses and overcrowding responsible for back-to-the-wall operation for two-thirds of their ranks.

Other Important Questions

Other questions broadcasters will ask themselves will go to automation. Is it always a money-saver and revenue-booster? Are there cases in which, as some radio personalities claim, the taped program

may save wage costs—yet cost the station more in loss of flexibility, individuality and good old-fashioned schmaltz with the customers? Or will the automated programming and other operations which increased expense in 1961 for some broadcasters begin to pay for themselves and return a profit by 1963? The FCC spokesmen will say not a word on 1962 income or on 1963 prospects. "We don't have those figures."

Agonizing reappraisals of programming and sales tactics (both time selling and audience selling) will accelerate among the 40 per cent of the 3,469 AM-FM broadcasters reporting a loss for 1961—the highest proportion of losers since the first financial data issued in 1937, the FCC says.

Again, however, loss is by comparatively small margin. Losses were less than \$15,000 for almost two-thirds of the losers. Similarly, among those in the black, almost two-thirds were held to profits of less than \$15,000. Altogether 2,261 stations reported this marginal type gain and/or loss.

Additional Figures

Additional 1961 figures on radio money made and lost, as reported in the FCC's recently released financial data, are:

The four radio networks, plus 3,610 AM and AM-FM, and 249 independent FM stations grossed \$590.7 million in total broadcast revenues, down from \$797.7 million in 1960, when there were four networks, 3,470 AM and AM-FM's and 218 independent FM stations. Total broadcast expenses were \$561.3 million in 1961 as against \$551.8 million in 1960; broadcast income before taxes, \$29.4 million in 1961, down from \$45.9 million.

Excluding network radio, the nation's 3,591 other AM and AM-FM stations had profits before taxes of \$31.8 million, down from \$51.3 million in 1960. Average per station revenue of profitable stations was \$190,350; losers made \$110,057 in 1961.

In the FM service 249 independent FM stations, without AM connection, reported revenues of \$7.1 million in 1961, up from \$5.8 million made by 218 independents in 1960. Expenses for independent FM's totaled \$9.7 million in 1961, up from \$8.2 million for FM sta-

(Continued on page 40)

MERCURY AIDS EPILEPSY FUND

CHICAGO—Mercury Records will make contributions to the National Epilepsy League on behalf of radio stations around the country. Mercury noted the move came following numerous requests from radio stations requesting that record manufacturers refrain from sending holiday remembrances to disc jockeys. The stations will receive from Mercury a special Christmas card purchased from the League, in the form of an Advent calendar, stating that the label has made a contribution in the station's name.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING DECEMBER 22

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	4	TELSTAR	By Meek—Published by Campbell Connely (ASCAP)	5
2	5	LIMBO ROCK	By W. E. Strange and Jon Sheldon—Published by Four Star-Twist (BMI)	10
3	2	RETURN TO SENDER	By O. Blackwell-W. Scott—Published by Presley (BMI)	9
4	1	BIG GIRLS DON'T CRY	By B. Crewe-B. Gaudio—Published by Bobob (ASCAP)	9
5	3	BOBBY'S GIRL	By Hoffman-Klein—Published by A.M.E. (BMI)	7
6	6	DON'T HANG UP	By Mann-Appell—Published by Kalmann (ASCAP)	7
7	11	GO AWAY LITTLE GIRL	By Goffin-King—Published by Aldon (BMI)	3
8	8	THE LONELY BULL	By Sol Lake—Published by Almo (ASCAP)	6
9	9	RELEASE ME	By Miller-Williams-Yount—Published by Four Star (BMI)	5
10	10	YOU ARE MY SUNSHINE	By J. Davis-C. Mitchell—Published by Peer Int'l (BMI)	3
11	7	RIDE!	By Sheldon-Leon—Published by Woodcrest-Check-Colt (BMI)	7
12	15	LOVE CAME TO ME	By D. DiMucci-J. Falbo—Published by Schwartz-Disal (ASCAP)	4
13	14	KEEP YOUR HANDS OFF MY BABY	By Goffin-King—Published by Aldon (BMI)	5
14	12	RUMORS	By H. Greenfield-H. Miller—Published by Aldon (BMI)	4
15	18	HOTEL HAPPINESS	By L. Carr-E. Shuman—Published by Dayben-Mansion (ASCAP)	3
16	19	DEAR LONELY HEARTS	By B. Halley-Emil Anton—Published by Sweco-Cetra (BMI)	3
17	17	(DANCE WITH THE) GUITAR MAN	By Eddy Hazlewood—Published by Linduane (BMI)	7
18	16	ALL ALONE AM I	By Hadjidakis-Ahtman—Published by Duchess (BMI)	11
19	22	LET'S GO	By L. & R. Duncan—Published by Wrist-Giant (BMI)	3
20	26	ZIP-A-DEE-DOO-DAH	By R. Gilbert-A. Wrubel—Published by Joy (ASCAP)	2
21	25	RUBY ANN	By R. Bellamy—Published by Mariozona (BMI)	2
22	23	CHAINS	By Goffin-King—Published by Aldon (BMI)	3
23	13	HE'S A REBEL	By Gene Pitney—Published by January (BMI)	12
24	21	DESAFINADO	By Jobim—Published by Hollis (BMI)	7
25	—	TELL HIM	By Bert Russell—Published by Mellin (BMI)	1
26	28	WIGGLE WOBBLE	By Les Cooper—Published by Bob-Dan (BMI)	4
27	—	PEPINO THE ITALIAN MOUSE	By Allen-Merrell—Published by Romance-Ding Dong (BMI)	1
28	—	TWO LOVERS	By W. Robinson—Published by Jobete (BMI)	1
29	29	YOUR CHEATING HEART	By Hank Williams—Published by Rose (BMI)	2
30	—	MY DAD	By Mann-Well—Published by Aldon (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. TELSTAR—Tornadoes, London 9561.**
- 2. LIMBO ROCK — Chubby Checker, Parkway 849; Billy Wade, Twin Hits 2033.**
- 3. RETURN TO SENDER—Elvis Presley, RCA Victor 8100.**
- 4. BIG GIRLS DON'T CRY—Four Seasons, Vee Jay 465.**
- 5. BOBBY'S GIRL — Marcie Blane, Seville 120.**
- 6. DON'T HANG UP—Orions, Cameo 231.**
- 7. GO AWAY LITTLE GIRL—Steve Lawrence, Columbia 42601.**
- 8. THE LONELY BULL — Tijuana Brass, A & M 703.**
- 9. RELEASE ME — "Little Esther" Phillips, Lenox 5555.**
- 10. YOU ARE MY SUNSHINE—Ray Charles, ABC-Paramount 10375**
- 11. RIDE!—Dee Dee Sharp, Cameo 230.**
- 12. LOVE CAME TO ME—Dion, Laurie 3145.**
- 13. KEEP YOUR HANDS OFF MY BABY—Little Eva, Dimension 1003.**
- 14. RUMORS—Johnny Crawford, Del-Fi 4188.**
- 15. HOTEL HAPPINESS — Brook Benton, Mercury 72055.**
- 16. DEAR LONELY HEARTS — Nat King Cole, Capitol 4870.**
- 17. (DANCE WITH THE) GUITAR MAN—Duane Eddy, RCA Victor 8087.**
- 18. ALL ALONE AM I — Brenda Lee, Decca 31424; Sandy Lynn, Twin Hits 2029.**
- 19. LET'S GO—The Routers, Warner Bros. 5283.**
- 20. ZIP-A-DEE-DOO-DAH — Bob B. Soxx & The Blue Jeans, Phillies 107.**
- 21. RUBY ANN—Marty Robbins, Columbia 42614.**
- 22. CHAINS—The Cookies, Dimension 1002.**
- 23. HE'S A REBEL—Vikki Carr, Liberty 55493; Crystals, Phillies 106; Dee Dee Clark, Twin Hits 2031.**
- 24. DESAFINADO — The Contrasts, Twin Hits 2033; Ella Fitzgerald, Verve 10274; Stan Getz & Charlie Byrd, Verve 10260; Bob Gallo, Assault 1844; Julie London, Liberty 55512; Lloyd Mayer, United Artists 509; Freda Payne, ABC-Paramount 10366; Mavis Rivers, Reprise 20115; Pat Thomas MGM 13102; Si Zentner, Liberty 55499.**
- 25. TELL HIM—Exciters, United Artists 544; Ed Townsend Liberty 55516.**
- 26. WIGGLE WOBBLE—Les Cooper, Everlast 5019.**
- 27. PEPINO THE ITALIAN MOUSE—Lou Monte, Reprise 20106.**
- 28. TWO LOVERS—Mary Wells, Motown 1035.**
- 29. YOUR CHEATING HEART—Ray Charles, ABC-Paramount 10375.**
- 30. MY DAD—Paul Petersen, Colpix 663.**



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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 BMW's reviewing panel as the most outstanding from this week's new LP Spotlights.

POPULAR

CONNIE FRANCIS SINGS MODERN ITALIAN HITS—(MGM E-4102, SE-4102) "Come Sinfonia" (ASCAP) (2:40)

THE LONELY BULL—Herb Alpert & the Tijuana Brass, (A&M 101) "A Quiet Tear" (Irving, BMI) (2:23)

SINCERELY YOURS—Robert Goulet (Columbia CL 1931, CS 8731) "Another Time, Another Place" (Sahara, ASCAP) (3:03)

ALL THE HITS—The Orlons (Cameo C1033) "He's a Rebel" (January) (2:25)

RUMORS—Johnny Crawford (Del-Fi DFLP 1224) "Devil Or Angel" (Progressive, BMI) (2:31)

JAZZ

MOON BEAMS—The Bill Evans Trio (Riverside RLP 428, RLP 9428) "Polka Dots and Moon Beams" (ASCAP) (4:57)

SPIRITUAL

BLACK NATIVITY—Original Cast (Vee Jay LP 5022, SR 5022) "Go Where I Send Thee" (3:26)

COMEDY

HUMOR SEEN THROUGH THE EYES OF JONATHAN WINTERS—(Verve V-15035) "Dr. Werner, German Scientist" (6:30)

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	TITLE, ARTIST, LABEL	Weeks on Hot 100
1	1	GO AWAY LITTLE GIRL, Steve Lawrence, Columbia 42601	7	
2	3	DEAR LONELY HEARTS, Nat King Cole, Capitol 4870	7	
3	2	RUMORS, Johnny Crawford, Del-Fi 4188	8	
4	6	RUBY ANN, Marly Robbins, Columbia 42614	6	
5	4	ALL ALONE AM I, Brenda Lee, Decca 31424	13	
6	9	MY DAD, Paul Petersen, Colpix 663	6	
7	8	YOUR CHEATING HEART, Ray Charles, ABC-Paramount 10375	6	
8	7	DESAFINADO, Stan Getz and Charlie Byrd, Verve 10260	13	
9	11	LITTLE DRUMMER BOY, Harry Simeone Chorale, 20th Fox 121	3	
10	15	LET'S KISS AND MAKE UP, Bobby Vinton, Epic 9561	4	
11	5	MY OWN TRUE LOVE, Duprees, Coed 571	10	
12	17	IT'S UP TO YOU, Rick Nelson, Imperial 5901	2	
13	—	WHITE CHRISTMAS, Bing Crosby, Decca 23778	2	
14	18	THE CHIPMUNK SONG, David Seville & the Chipmunks, Liberty 55250	3	
15	10	I CAN'T HELP IT, Johnny Tillotson, Cadence 1432	9	
16	—	HALF HEAVEN—HALF HEARTACHE, Gene Pitney, Musicor 1026	2	
17	14	I LEFT MY HEART IN SAN FRANCISCO, Tony Bennett, Columbia 42332	20	
18	20	TROUBLE IS MY MIDDLE NAME, Bobby Vinton, Epic 9561	3	
19	—	I'M GONNA BE WARM THIS WINTER, Connie Francis, MGM 13116	2	
20	19	RAINBOW AT MIDNIGHT, Jimmie Rodgers, Dot 16407	5	

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land 5 years ago and 10 years ago this week. Here's how they ranked on Billboard's charts then:

POP—Five Years Ago December 23, 1957

1. April Love, P. Boone, Dot
2. At the Top, Danny & the Jrs., ABC-Paramount
3. Jailhouse Rock, E. Presley, RCA Victor
4. Raunchy, B. Justis, Phillips International
5. You Send Me, S. Cooke, Keen
6. Peggy Sue, B. Holly, Coral
7. Great Balls of Fire, J. L. Lewis, Sun
8. Kisses Sweeter Than Wine, J. Rodgers, Roulette
9. Chances Are, J. Mathis, Columbia
10. Rock & Roll Music, C. Berry, Chess

POP—10 Years Ago December 20, 1952

1. Why Don't You Believe Me! J. James, MGM
2. I Saw Mommy Kissing Santa Claus, J. Boyd, Columbia
3. Glow Worm, Mills Bros., Decca
4. Don't Let the Stars Get In Your Eyes, P. Como, RCA Victor
5. It's in the Book, J. Standley, Capitol
6. Keep It a Secret, J. Stafford, Columbia
7. Oh Happy Day, D. Howard, Essex
8. Takes Two to Tango, P. Bailley, Coral
9. Because You're Mine, M. Lanza, RCA Victor
10. Jambalaya, J. Stafford, Columbia

RHYTHM & BLUES—5 Years Ago—December 23, 1957

- You Send Me, S. Cooke, Keen
Raunchy, B. Justis, Phillips International
At the Top, Danny & the Jrs., ABC-Paramount
Jailhouse Rock, E. Presley, RCA Victor
Silhouettes, The Rays, Cameo

- Peggy Sue, Buddy Holly, Coral
Great Balls of Fire, J. L. Lewis, Sun
My Special Angel, B. Holms, Decca
Rock & Roll Music, C. Berry, Chess



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Cincinnati 14, Ohio

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HOT R & B SINGLES

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	2	RELEASE ME "Little Esther" Phillips, Lenox 5555	7
2	1	YOU ARE MY SUNSHINE Ray Charles, ABC-Paramount 10375	3
3	5	BIG GIRLS DON'T CRY Four Seasons, Vee Jay 465	8
4	4	HOTEL HAPPINESS Brook Benton, Mercury 72055	3
5	8	TWO LOVERS Mary Wells, Motown 1035	3
6	9	DON'T HANG UP Orlons, Cameo 231	7
7	11	RETURN TO SENDER Elvis Presley, RCA Victor 8100	7
8	3	LIMBO ROCK Chubby Checker, Parkway 849	6
9	16	RIDE! Dee Dee Sharp, Cameo 230	4
10	13	MY MAN—HE'S A LOVIN' MAN Betty Lavett, Atlantic 2160	5
11	6	SOMEBODY HAVE MERCY Sam Cooke, RCA Victor 8088	11
12	14	ZIP-A-DEE-DOO-DAH Bob E. Soxx & the Blue Jeans, Philles 107	3
13	12	WIGGLE WOBBLE Les Cooper, Everlast 5019	3
14	19	BOBBY'S GIRL Marcie Blane, Seville 120	3
15	10	KEEP YOUR HANDS OFF MY BABY Little Eva, Dimension 1003	5
16	—	DEAR LONELY HEARTS Nat King Cole, Capitol 4870	1
17	7	NOTHING CAN CHANGE THIS LOVE Sam Cooke, RCA Victor 8088	10
18	17	CHAINS Cookies, Dimension 1002	4
19	—	TELSTAR Tornadoes, London 9561	1
20	22	I'VE GOT A WOMAN Jimmy McGriff, Sue 770	9
21	30	HAVE FUN Ann Cole, Roulette 4452	2
22	18	THREE HEARTS IN A TANGLE James Brown & the Famous Flames, King 5701	3
23	—	TELL HIM Exciters, United Artists 544	1
24	—	LOVE CAME TO ME Dion, Laurie 3145	1
25	15	UNTIE ME Tams, Arlen 711	10
26	20	UP ON THE ROOF Drifters, Atlantic 2162	3
27	—	THESE GOLDEN RINGS Jive Five, Beltone 2029	1
28	23	STORMY MONDAY Bobby Bland, Duke 355	13
29	29	SEE SEE RIDER LaVern Baker, Atlantic 2167	2
30	25	STUBBORN KIND OF FELLOW Marvin Gaye, Tamla 54068	12

Jockeys Get Gift:

2 Mercury Singles

CHICAGO—Mercury is sending disk jockeys a special package containing its two big Christmas singles, Ray Stevens' "Santa Claus Is Watching You" and the Harry

Simeone Chorale's "Do You Hear What I Hear."

The jockey package is packed in a colorful red and white mailer emblazoned with "Christmas Cheer Inside . . . open before December 25." Kenny Myers, Mercury vice-president, said the Santa Claus single is enjoying unexpected sales from parents who seem to feel its message is a good one for children.

PLUG VETOED WITH VIGAH

WASHINGTON—It looked like a gasser of an idea to WWDC, independent radio outlet here: record Vaughn Meader in a series of station break spots to be used in the nation's capital city in which Meader, in his JFK-look-alike tones, would plug the fact that his family listened to WWDC "with great vigah."

So, the spots were taped in New York by Meader for a modest AFTRA rate.

Then, the roof fell in. FCC Chairman Newton N. Minow termed the promotion "irresponsible," and called Presidential press secretary Pierre Salinger, who was in Palm Springs.

Salinger flipped, and was all set to call WWDC when the station decided that discretion was the better part of valah, and with great vigah yanked the tapes off the air early last week.

To WWDC's credit goes the fact that all the spots began with "This is Vaughn Meader . . ." However, government officials these days seem to be a bit jumpy on the subject of Meader, even when the ex-c.&w. singer is billed under his own name. (Despite the fact that the President himself kidded about the record at his press conference last week, asserting that he thought the voice sounded like his brother, Teddy.)



\$1.98

The above is just one of our DeLuxe Kiddie line.

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| 2. Lariat Sam | 8. Super Car |
| 3. Deputy Dawg | 9. Brothers Grimm |
| 4. The Magic Land of Allakazam | 10. Dress Up & Dance |
| 5. Captain Kangaroo | 11. Jimmy Nelson |
| 6. Sonny Fox | 12. Sing a Song of Presidents |

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I understand that these records are on guaranteed sale.

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Say You Saw It In
Billboard Music Week

A Look at Stereo After 5 Years Audio Fidelity Bombshell Had Industry Agog

By RALPH FREAS

NEW YORK—Five years ago this month, a stereophonic storm burst on the record and phonograph industry. A Billboard story headlined "First Commercially Available Stereophonic Disk Debut," set off a chain of events that resulted six months later in the introduction of stereo phonos from every manufacturer—Admiral to Zenith. And six months after that, stereo records were hitting the market in a steady stream. The record and phonograph business hasn't been the same since.

The Billboard story did not announce a new engineering technique. For months, everyone knew that stereo records were on their way. Two rival stereo disk-cutting systems had been demonstrated—Westrex's and British Decca's—to both the press and major disk firms. In fact, four Westrex cutters were already in the hands of major disk firms (Columbia, RCA Victor, Capitol, and one big independent—Radio Recorders on the West Coast). But the first stereo record of the December story five

years ago came from another source—the tumbling independent, Audio Fidelity, piloted by the perky impresario of 11th Avenue, Sidney Frey.

When diskeries got the word on December 9, they were stunned. Many called Billboard. Many called Sid Frey. And, presumably, the firms that owned Westrex cutters called Westrex. Phones rang constantly for two weeks.

Frey Makes Offer

The callers were outspoken; some said the story was an outright lie. Frey ran an ad in the following issue that stated, "As a public service and as a service to the industry, we will make available Fidelity Stereodisc to accredited members of the record industry upon request from any executive on his company letterhead."

He had the record all right. Westrex had cut it for him. Earlier, Frey had attended a Westrex demonstration and asked the engineers a question: how does it mold? Westrex didn't know; they had only produced acetate sample. No one had produced masters and stampers and no one knew whether pressings in quantity were feasible. Frey offered to experiment for them and Westrex agreed to cooperate. Frey sent them stereo tapes. A month later they sent him a stereo acetate.

Westrex didn't send the acetate without some precaution. They dropped some of the program material, added hoots and whistles, and started selections in the middle. (Continued on page 38)

Sales Impact on Record Dealers Still Being Felt

By REN GREVATT

NEW YORK—When Audio Fidelity's first stereo recording hit the market in December 1957, it caused a shock wave through the entire industry, from competing manufacturers, right down to Mr. Average Record Dealer.

Actually, in the strictest sense, stereo was not so new a concept as to warrant this kind of reaction. Stereo, after all, had become something of a curiosity among tape-o-philes and no honest-to-goodness audio fan would think of permitting himself to be caught without the finest stereo tape playback equipment.

What was really new was the idea of stereo records and it was a thought which sent a shudder through many dealer ranks. Why a shudder? It was simply a question of inventory. Dealers remembering the battle of speeds and the evolutionary switchover from 78 to 45 r.p.m. speeds in singles, immediately saw the threat of another long term double-inventory problem.

This problem is actually still here, five years later, but dealers, in the intervening period have had good reason to hail the appearance of stereo. In addition to the records themselves, stereo has created two distinct business builders al- (Continued on page 37)

Motorola Links National, Local Ads To Speed '63 Promotion Campaign

CHICAGO—Tie-ins of national and local advertising for maximum combined effect will keynote Motorola's 1963 promotion campaign, according to Bob Garris, consumer products ad and promotion director. In other Motorola developments last week, new stereo and radio line additions were announced by Bill Laswell, radio and phono sales manager.

On the advertising front, Motorola's series of "New Leader" four-color spreads will continue. An increased color budget has been earmarked for Life Magazine during the first four months while an expanded black and white schedule is called for in Time, Newsweek, Sports Illustrated, the New Yorker and Saturday Evening Post.

Backing the national campaign will be heavy local efforts in over 100 markets with more ads listing dealers. Distributors are also plan-

ning more local co-op ad activity. The firm's program of professionally installed window displays will also be continued. Backing up the promotion will be an all-out sales effort in January employing self-liquidating traffic builders and premiums for use as tie-ins and sales closers.

Two of the items to get the benefit of the promotion push will be a new modification of the SK100 stereo coffee table. A version of the unit with a scuff, stain and mildew-proof top is known as SK99T. Another version of the unit, which offers AM-FM radio carries the tag SK100T. This carries a \$189.95 list as against \$169.95 for the basic unit.

A budget clock radio line with electrically illuminated dials was also unveiled to range in price from \$22.95 to \$27.95.

Victor Adds to Cartridge Line

CHICAGO—RCA Victor announced a mid-season addition to its line of cartridge tape equipment during a Midwest distributors' meeting here last week. The showing, which also included the first display of seven new color TV and nine new black and white sets, was held at the Edgewater Beach Hotel.

In announcing the new units, Raymond W. Saxon, marketing vice-president, RCA Sales Corporation, predicted "the best first quarter in history for the home entertainment industry" in 1963. Turning to the tape scene, Saxon remarked on the increasing interest in the field during 1962.

"The recent announcement of another tape cartridge recorder (introduced by 3-M's about a month ago), printed reports that other manufacturers are laboratory testing cartridge machines and the sales growth of our line, adds up to the tape cartridge recorder field enjoying its best sales year ever in 1963," Saxon said.

"These units could account for nearly 20 per cent of the regular tape recorder market next year, which would be the best showing ever for tape cartridge recorders."

Joining three other previously announced RCA cartridge units was the Cordon Bleu (3YD1), the company's first self-contained stereo recorder-playback unit. It contains a transistorized stereo amplifier, with an extra stereo speaker in the lid of the carrying case. Optional price is \$199.95.

THE EQUIPMENT SCENE



By David Lachenbruch BMW Contributing Editor Managing Editor, Television Digest

S. Claus Export Co.
The North Pole
Dear Mr. Claus:

This seems to be the time of year when everybody writes you with his personal list of most-wanted gifts. So, if it isn't too late, just thought I'd send my requests along, too. And you don't have to drop them down my chimney. Just send them along—through your local distributor, if you wish—throughout the coming year. So brace yourself, Santa, here it comes:

1. How about a good monaural portable phonograph? Just one model—you needn't flood me with them. Something, say, that can sell at around \$79.95 to customers who come in insisting on a good quality phonograph, but who couldn't care less about swinging doors, removable wing speakers and the like. It seems to me that your elves could put together a real gasser of a mono phono which could be sold at a good markup to people who just don't want stereo, and who are too old for a kiddie phono. And—while you're at it—you may as well give me a stereo version as a step-up.

2. A "stereo shirt." This would be a brand-new product, which could put profit back in the shirt-pocket radio business. It's a good-looking sport shirt, with a transistor FM stereo radio sewed right into the pockets (one speaker in each pocket, for symmetry). Woven into the shirt is a dipole antenna for best reception. For private listening, two earphones are included. They fold up into epaulets when not in use. Now every man can have stereo while he walks. And, please, Santa, don't offer this to the clothing stores. We don't want them competing with us, too.

3. A combination tape recorder and FM stereo radio. This would be a portable stereo recorder with FM stereo radio built right in. It could be used to listen to FM radio, FM stereo radio or tapes, and to record live or from the air. People are going to record FM stereo broadcasts anyway, using makeshift arrangements. So why not offer them one instrument, at a medium price, to give hobbyists the opportunity to record stereo directly from the air, in the most convenient manner?

4. New combination products to help us keep competitive. For example, how about an electric sewing machine which plays music while you sew? This shouldn't be too difficult—perhaps you could use pre-recorded magnetic thread. This may help prevent encroachments on the music business by the sewing-machine centers. What about a portable refrigerator which plays cool jazz when the door is opened—just so we can hold our own with the appliance outlets? Or a transistor radio which also takes candid photos, to let us keep up with the camera stores?

5. How about a trading-stamp plan for music equipment dealers? We can call them Oxide Stamps, and coat them with magnetic material. Instead of pasting them in a book, the customer sticks them on a reel. When he's got about 1,200 feet of them, he can play them.

6. A combination tape-cartridge, reel-to-reel and four-speed record player which is guaranteed obsolescence-proof until Christmas 1963.

7. Three FM stations in my home town, broadcasting in stereo during all store hours—one playing pop music, one show tunes and the third classical music.

8. A high-end component hi-fi ensemble so complicated that even the most advanced electronic engineer can't understand it.

9. Salesmen bright enough to understand the above instrument.

10. A stereo phonograph so simple that anyone who likes music can play it, without worrying about power output, frequency response, decibels or phase relationships.

11. A clock radio that can be set by the dealer to blow itself up just before next Christmas.

Those are the things which come to mind on the spur of the moment, Santa. Just back your sled up to my loading platform any time.

Season's greetings,
Hy Figh

* * *

DROP-INS ON PARADE. Year-end new models are beginning to show up, as manufacturers fill in gaps in their line and offer promotional items.

Admiral will feature a new lightweight two-gram pick-up with floating cartridge, to prevent record-scratching. Highlighting a half-dozen new consoles in the Admiral line is a 72½-inch-wide Danish modern stereo-radio-phono console (with FM stereo) with six speakers, priced at \$299.95.

Motorola, which claims to be the No. 1 manufacturer of stereo "about the novelty-priced level" (which, according to a company spokesman, means \$79.95 and up), is capitalizing on (Continued on page 38)

ALBUM COVER OF THE WEEK



SCARLATTI: THE SPANISH LADY & THE ROMAN CAVALIER—London OSA 1105. Here's an eye-catching double cover for display of a painting designed by Dali and in full color, predominantly in gold and violet. The striking Dali signature is splashed in white.



SINCERELY YOURS—Robert Goulet, Columbia 8734. This is certainly a potent package for counter and window displays. It contains a full-color framed and autographed photo of the artist attached to the album. If prominently showcased, the LP should move quickly.

**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.

PHONOS LISTING OVER \$500

POSITION		9/22/62 Issue	6/23/62 Issue	BRAND	% OF TOTAL POINTS
This Issue	9/22/62 Issue				
1	1	1		Magnavox	46.3
2	2	2		Fisher	17.9
3	3	3		Pilot	11.0
4	5	6		Motorola	4.3
4	6	6		RCA Victor	4.3
6	—	—		Clairtone	4.0
				Others	12.2

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.

9/22/62 Issue: Curtis-Mathes (4).

6/23/62 Issue: Curtis-Mathes (3); Zenith (5).

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.

- LIBERTY**—Expires December 24, 1962. Started October 1, 1962. Label is offering dealers a 15 per cent discount on Chipmunk product, new and catalog. See separate story, October 13 issue, for details.
- RIVERSIDE**—Expires December 24, 1962. Started November 21, 1962. Under a Christmas stocking plan, dealers can buy all items in the Riverside, Jazzland, Wonderland, Washington Offbeat, Battle, Montilla and Toreador catalogs at two free for every 10 purchased.
- COLPIX**—Expires December 31, 1962. Started November 12, 1962. Label is offering 20 free sets with every 100 purchased to distributors on 13 kiddie albums.
- COLUMBIA**—Expires December 31, 1962. Started November 15, 1962. Label is offering an extra 10 per cent discount on 15 of the Mitch Miller Sing Along albums.
- PRESTIGE**—Expires December 31, 1962. Started November 19, 1962. Label is offering a 15 per cent discount on all albums by Gene Ammons, Shirley Scott, Miles Davis, Eddie (Lockjaw) Davis and John Coltrane.
- STARDAY**—Extended through December 31, 1962. Started November 1, 1962. Label is offering a Christmas stocking plan of one LP free for every five purchased.
- 20TH-FOX**—Expires December 31, 1962. Started December 1, 1962. Label is offering two-for-one on its two Christmas albums.

Sales Impact on Dealers Still Felt

Continued from page 36

ready with more indicated as on the way.

Half-Equipped

First, when the disks first began to appear, they were like blades without razors. The only customers who had any kind of twin-channel reproducing equipment, were those on the tape kick. At the time, it should be added, few of these ever converted their equipment for use with disk turntable. To them, tape was the only acceptable medium for stereo and one which "inferior" records would never replace.

Thus, for the dealer, a great replacement market was created. True, many sets were offered which could be readily converted to stereo later on, but the big market was in brand-new, dual-channel equipment, which began appearing in mid-1958. It provided a great opportunity for dealers to "sell up to the real thing" and smart dealers made hay with it.

First stereo phonos were of the two-unit variety, one housing the basic amplifying equipment with changer, and the second, in a

matching cabinet, containing speakers for the second channel. The emphasis at the time, on both records and related equipment, was on the separation factor. Patch cords enabled buyers to place the units a considerable distance apart to achieve the maximum effect.

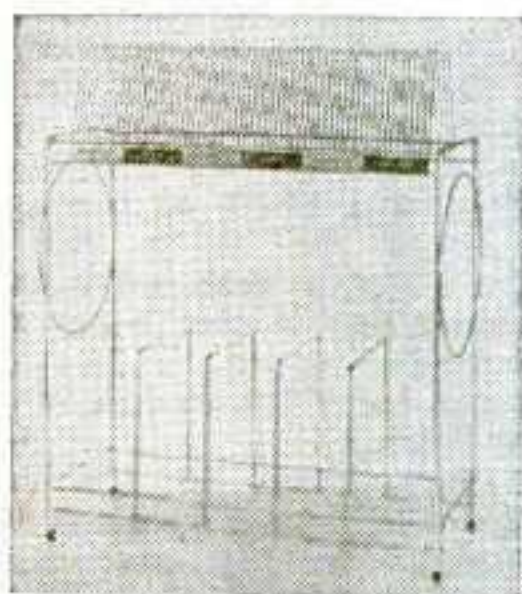
And Then '3-Channel'

Later, dealers were given a different kind of unit, a so-called "Three-channel" arrangement incorporating a basic unit with detachable speakers for a right and a left channel. The center channel was a sort of "phantom" affair, blending elements of both right and left. This type of unit is still available in the portable field, although pressure from the National Better Business Bureau brought a cessation of the implication of a "third" channel in manufacturer advertising and promotion.

More recently, major interest has centered on self-contained, single unit stereo in console style. Cabinets are long, many of them well over 50 inches in length, with speakers for the two channels

NEW DEALER PRODUCTS

Rack 'Em Up Anywhere at All



Art-Phyl Creations, Newark, N. J., has introduced a new record rack that holds 120 disks. The unique feature of this unit is that it holds just about any size record and is relatively compact in size. The measurements of the item are 20½ inches by 17 inches by 7 inches. It retails for \$6.95.

32 Hour Tape Plays at 15/16 I.P.S.

North American Philips has introduced a new four-speed tape recorder that plays at 15/16 i.p.s. The slow-play unit gives up to 32 hours of playing time from a standard seven-inch reel. The unit is being merchandised under the Philips Norelco banner. The Continental 401, which is the name given the unit, utilizes four transistors in its power pack. Suggested list price of the 401 is \$399.50.



Bossa Nova on Displays



Conspicuously tied-in with the merchandising and promotion effort behind the Zoot Sims Colpix LP is this in-store display that shows basic bossa nova dance steps. The steps were worked out by the Fred Astaire steps and also shows off the cover of the Colpix LP.

mounted on opposite ends and often angled to give maximum stereo effects. The validity of this approach is still a subject of wide debate between purists and those who simply want good stereo, but the fact is that a lot of this type equipment has been sold.

Thus dealers have benefitted by three separate evolutions of stereo record playing equipment. Now a separate area entirely looms as a major factor, and its emergence is directly related to the stereo-consciousness, bred by the stereo record.

This is FM stereo. The new form has developed two individual areas of new sales possibilities for dealers. First, there is the FM stereo receiver itself, already being made available at a broad range of prices and sizes. Secondly, is the vastly increased interest in stereo tape recording equipment, being sold in many areas now on the basis of "record your own stereo right off the air."

There are tremendous new opportunities in these areas and as more and more FM stations go stereo in many more markets, the extra sales potential simply opens to more and more dealers. A possible further development, keyed

to this market might well be an FM stereo receiver with tape recorder, combined in a single package (see Equipment Scene column this issue).

All this equipment activity is traceable to the initial and continuing sales impact of the stereo record, and despite the headaches posed by the dual-inventory problem and its continued presence after a relatively unsuccessful attempt to put over a so-called compatible stereo-mono record, most dealers now evaluate stereo as one of the greatest things ever to happen to the business.

Symphonic Adds New Portables

NEW YORK—Symphonic Radio has added two new portable phonos to its current line. Symphonic sales chief Alexander (Duke) Wellington said that both units employ the Hide-Away changer principal, which allows the changer to fold into the cabinet for easy portability. The Stylist (Model 3PN 15) is an automatic portable with a four-speed Garrard changer and luggage-type case, listing at \$49.95. The Spacemaker (Model 4PN 23) is a stereo portable, also with Garrard changer and detachable speaker enclosure allowing 20 feet of separation. List price is \$74.95.

A BIG SMASH!
Fats Domino
'HANDS ACROSS THE TABLE'
b/w
'WON'T YOU COME ON BACK'
#5895

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

Another Smash Hit!!

"All the Hits of 1962"

Jack Pleis
Cameo LP 1024

ONE-STOP RECORD SERVICE

Complete line of Spirituals, R & B and Catalog Merchandise.

Write to be placed on our national mailing list.

We ship anywhere C.O.D.

BARNEY'S ONE-STOP
1144 S. Kedzie Ave., Chicago 12, Ill.
Phone: NE 8-9053

CUSTOM RECORD PRESSING
Mastering—Processing—Labels
POLYMAX 100% ANTI-STATIC
FACTORY CLEAN
SIDNEY J. WAKEFIELD
P. O. Box 6037, Phoenix 5, Ariz.
Direct Dial 602-252-5644

the
FUTURE
with a
promise



TO ALL RECORDING COMPANIES
The National Academy of Recording Arts And Sciences



invites you to participate in submitting listings of your product for the 1962 "Grammy" Awards Eligibility List. This covers recordings released during the Awards period December 1, 1961, to November 30, 1962.

For further details and your Listings Form, please fill in the following and mail it without delay to NARAS, 9034 Sunset Boulevard, Hollywood 69, Calif.

Name of Record Company

By

Address

In Chicago...

WHERE ELSE BUT THE

SHERMAN HOUSE

- ★ Downtown location convenient to shopping, theatres, business district
- ★ Completely Air Conditioned

- ★ Five famous restaurants including the College Inn and the Well of the Sea
- ★ Drive-In Garage

... it's fun to stay at the Sherman

SHERMAN HOUSE

CHICAGO

WORLD FAMOUS HOTEL

Clark & Randolph Street • Phone: FRanklin 2-2100 • Teletype CG 1387

Airline buses serve the Sherman House directly to and from both Chicago airports

Billboard Music Week takes great pleasure in announcing the opening of new sales and editorial offices in Nashville, Tennessee. Mark-Clark Bates, native of Nashville, will head the BMW office at 726—16th Avenue South, Nashville, Tennessee.



MARK-CLARK BATES

1564 BROADWAY 8700 Square Feet

**Central Air Conditioning
Very Reasonable Rental**

Contact: Kenneth Laub of Collins Tuttle and Co.
261 Madison Avenue, New York 16, N. Y.
Telephone: MU 2-4020

“LADY LUCK”

b/w

“WE’RE IN LOVE”

THE CREATIONS

SENSATIONAL!

TAKE TEN RECORDS
360 N. MICHIGAN, CHICAGO

POLYMAX

PRESSINGS ADD A NEW SOUND DIMENSION

You can actually feel this exciting new clarity and presence and this mystery material is 100% Anti-Static.

CREATED BY RESEARCH CRAFT CORPORATION
1011 NO. FULLER AVENUE LOS ANGELES 46, CALIF.

when answering ads . . .
Say You Saw It in Billboard Music Week

Audio Fidelity Has Industry Agog

• Continued from page 36

But what they considered sonic garbage was transmuted into promotional gold by the audio alchemist.

First on Scene

Frey did not intend to set off a stereo stampede; his goal was more modest. He simply wanted to be first. He was. But he also triggered a chain of events that launched the stereo disk and phonograph a year early. An important link in that chain was a promotion-minded sales v.-p. named Larry LeKashman, of Electro-Voice.

Electro-Voice, in addition to producing loudspeakers and microphones, manufactures ceramic phono cartridges. These tiny elements are the heart of a stereo system. Stereo ceramic cartridges are easier to produce than any others and Electro-Voice began turning them out as fast as possible. They also produce the huskier voltage needed for “packaged” hi-fi sets.

When LeKashman heard Frey’s Stereodisc, he started a sales junket without parallel. He ended up with the biggest unit volume of any manufacturer in the business, more than a million units in less than six months. If Frey pulled the trigger that started the stampede, LeKashman was the one who led it into profitable pastures.

Nudges Frey On

In one sense, LeKashman also made up Frey’s mind. He kept calling on Frey to press more Stereodiscs. The disk was reluctant—“Who can play them without stereo cartridges?” Then the calls began coming from audio stores with requests for air-freight shipments of 25’s, 50’s and 75’s. The stores, wisely, were using stereo disk demonstrations as a traffic builder and they were selling Electro-Voice cartridges and Stereodiscs as fast as they could get them.

The rest of the component high fidelity industry lagged behind—but not too far. Fairchild was already almost as fast as Electro-Voice with a magnetic stereo cartridge; it retailed for \$250. It remained for Walter Stanton at Pickering to provide the most reasonable solution.

Stanton had been working on a magnetic stereo cartridge for months. A month after Frey’s promotion, Stanton announced mass production of the “Stanton 45 X 45” cartridge. But he wasn’t rushing delivery. He was waiting for the record industry as a whole to make a move.

It’s worth noting that the press had adopted a ho-hum attitude.

The stereo record was no longer news and some of this indifference conveyed itself to Stanton. He was spurred to action two months later in Los Angeles at the High Fidelity Show there. The goal was a demonstration put on by one of the biggest dealers in the West Coast city, Cap Kierulff. Kierulff took over Philharmonic Hall opposite the Bitmore Hotel. He demonstrated first with tapes and then with disks. The cartridge he used was Stanton’s.

The tape demo drew the usual mild response; this was nothing new. The stereo disk was something else. It held the promise of stereo for all at popular prices and the idea of capturing two channels of sound in a single groove grabbed at the public’s imagination. The response was tremendous; they actually applauded what they heard.

When Stanton returned to his Long Island headquarters, he immediately tooled for full stereo production. He began shipping in June. And importantly, the price tag was the same as the cartridge’s single-channel counterpart, \$29.95. For the first time, a magnetic cartridge was available in quantity—and at popular prices.

There were others that reacted quickly to that Billboard story five years ago—many others. The three highlighted here—Frey, LeKashman, Stanton—made unique contributions. Home entertainment will never be the same as a result. And the story continues.

Sylvania Brings Out 6 New Sets

WASHINGTON — Sylvania introduced six new stereo phonos during a regional distributors’ meeting here last week. There are three consoles, each with built-in AM-FM stereo and three portables.

The console units, in veneer cabinets of cherry, mahogany and walnut, feature extra-long styling, lightweight (one-tenth ounce) tone arm pressure, and power balance to provide precision sound quality at low volume levels. The sets fall in the \$299.95 to \$329.95 price range.

Two of the stereo portables offer swing-away speakers, while the third offers a remote speaker that stores in the carrying case. Suggested list prices range from \$79.95 for Model 45P32 to \$119.95 for the Swingmaster. The latter also features optional chrome tapered legs.

The Equipment Scene

• Continued from page 36

the success of its stereo coffee table by adding two new versions with AM-FM radio. They’ll list at \$169.95 and \$189.95.

Zenith will be dropping in more low-end stereo merchandise. Fisher has introduced two new consoles, at \$499.50 in modern styling, \$549.50 in French Provincial.

WHAT ARE THE BIGGEST CITIES for FM stereo? Chicago is No. 1 in number of stations, with six now on the air. San Francisco and Detroit have five each. Los Angeles, San Diego, Philadelphia and Houston have four.

Many cities are expected to get their first FM stereo outlets during the first quarter of 1963. These will open up new opportunities for sale of stereo radios and the addition of FM stereo to radio-phonograph combinations.

A new survey shows that these cities are due to get their first FM stereo outlets between now and next March: Tucson, Ariz.; Oceanside, Palm Springs, San Bernardino and Woodland, Calif.; Hartford, Conn.; Gainesville, Fla.; Columbus Ga.; Boise, Idaho; Evansville, Ind.; Wichita, Kan.; Louisville and Prestonsburg, Ky.; Worcester, Mass.; St. Joseph, Mo.; Atlantic City and Paterson, N. J.; Cincinnati, Dover, Springfield and Toledo, O.; Hanover and Wilkes-Barre, Pa.; Seneca, S. C.; Lebanon, Tenn.; Lubbock and Midland, Tex.; Eau Claire and Green Bay, Wis.

Information in this list is based on orders by FM stations in these communities (are due to start broadcasting in these communities) for equipment to convert their facilities to FM stereo broadcasting. By Christmas 1963, FM stereo broadcasts should reach about 90% of the nation’s population.

Admiral Plans Big Consumer Drive

CHICAGO — Newspaper ads in 164 markets and a national advertising schedule calling for insertions in all consumer magazines of the Curtis Publishing Company during the first quarter, highlight home entertainment equipment promotion plans for the Admiral Corporation during upcoming months.

The Curtis schedule calls for ads in the Saturday Evening Post, Ladies Home Journal, American Home and Holiday. The ads will all be full-page in both color and black and white and will appear in each issue of each magazine during the quarter. Stereo equipment and radios will share the space with TV products, according to ad manager Charles S. Grill.

STEVE ROSSI

Ginny Lee
b/w
There’s a
Broken Heart
ABC-10381

ABC-PARAMOUNT
FULL COLOR FIDELITY

A Smash in Pittsburgh
and Spreading!

“THE GYPSY CRIED”

R-4457

LOU CHRISTIE
ROULETTE RECORDS
1631 B’way, N. Y., N. Y.

BUSTING WIDE OPEN!

JOE HENDERSON
‘CAUSE WE’RE IN LOVE
b/w
SAD TEARDROPS
AT DAWN
Todd 1082

Nationally distributed by . . .
JAY-GEE RECORD CO., INC.
318 W. 48th St., N. Y. 36

BENT FABRIC “CHICKEN FEED”

ATCO 6245

ATCO RECORDS
1841 B’way New York 23

The hit single from

STOP THE WORLD - I WANT TO GET OFF

By the star of the show

ANTHONY NEWLEY
What Kind Of Fool Am I b/w
Gonna Build A Mountain
LONDON 45-9546

GIVE TO DAMON RUNYON CANCER FUND

TALENT TOPICS

Continued from page 14

ton at Jimmy McNuder's. . . . Cal Tjader starts at San Francisco's Black Hawk next week and Ella Fitzgerald is still at Venetian Room of Fairmont Ho-

tel out there. . . . Judy Canova in Philly to cut first record for Chancellor label.

NICE TEARY COINCIDENCE: Peter DeRose wrote "When Your Hair Has Turned to Silver" for May Singhi Breen on their first wedding anniversary. Not long ago Frank Fontaine recorded the song for ABC-Paramount, sang it on his December 8 Jackie Gleason TV spot. May DeRose called to say that she caught it—and it happened to be same date Peter DeRose wrote it 32 years ago. Nobody knew or planned it that way.

FAME NOTE: When the musical, "No Place to Go But Up" folded at the Winter Garden not long ago, they tore down the one-sheets and underneath were some old ones for "Once Upon a Mattress," which played there a couple of years ago with Carol Burnette, who is so hot now. Next day orders began piling at Winter Garden box office—for tickets to "Once Upon a Mattress." **JACK ORR**

Hollywood

The three Sylte Sisters, after taping their first national TV guest shot (ABC-TV's "Roy Rogers Show"), started recording a religious album here for Coliseum Records. The trio returns to Spokane's Early Birds Club for a two-week stand on December 21. Group broke in there two years ago.

Jerry Fielding returned from Houston where he conducted for **Debbie Reynolds'** night club debut, and goes to Las Vegas December 12 to baton for the actress-songstress during her Riveria Hotel engagement. He will start preparing **Polly Bergen's** forthcoming Mercury LP following the Vegas run.

Gisele MacKenzie will appear on "Truth or Consequences" and "Stump the Stars" TV shows this month. . . . Liberty's poet-humorist **Henry Gibson** will make his seventh appearance on the "Tonight" show upon completing his work in **Jerry Lewis'** "The Nutty Professor" film. His Liberty LP in current release is "The Alligator" and Other Poems by **Henry Gibson.** **LEE ZHITO**

Chicago

Lenny Bruce is continuing to pack them in at the Gate of Horn despite his recent arrest for giving an obscene performance. He'll finish his engagement December 17. A hearing on his case is due in January. . . . Latest folk group to join Mercury is—get this—the Knob Lick Upper Ten Thousand. An album is coming in January. Just out of Oberlin College, the group has already appeared at clubs in New York, Toronto and Cleveland. They're appearing at the Small World here. **Erik Jacobsen** plays banjo, **Dwain Story** plays guitar, and **Pete Childs** plays dobro (it's like a Hawaiian guitar but played horizontally). The boys give an appealing commercial touch to traditional blue grass music. . . . **Joy Layne** leaves the Club Alabam for a week in Canada at the London Hotel. She'll be back to tape the **Herb Lyons** show for New Year's Eve, then leaves for a six-week stint in Colorado Springs. . . . **Slappy White** heads a roster of talent opening this week at Playboy. Others: **Mart Ricky, The Group** (that's what they're called), **Sonny King, Mickey Onate, Enid Mosier** and **Alfonso plus the Harold Harris, Bob Davis, Joe Parnello, Joe Iaco** and **Billy Wallace** trios. . . . **Chuck Baker**, who just penned

a tune for Vee Jay Records here, is appearing with his C-Notes at Dan's Old House on Mannheim Road. . . . **Peter Nero** returns to the London House for his second engagement. He just returned from Rome where he cut a new RCA Victor album. . . . **Inman and Ira** will have a bass and guitar in their act when they open for a three-week engagement at Old Town North, Chicago's newest folk music cabaret. **NICK BIRO**

San Francisco

Because **Allan Sherman** will be "in concert" only one day in San Francisco, the time of his evening appearance has been moved up to 8 p.m., January 26, so that a second later show can be scheduled in the event of a sellout. He'll have an orchestra and chorus with him. . . . The **Richard Lewis Trio** is now at Tiki Jack's in Berkeley playing Thursdays, Fridays and Saturdays. . . . The **Jazz Messengers** open at the Jazz Workshop in San Francisco January 25. . . . **Wild Bill Linney** moves across the San Francisco Bay to San Leandro. After six months at the Red Garter his banjo band is now playing at the Straw Hat Pizza. . . . The **Blackhawk** has a big name list of artists scheduled for the new year. Starting with **George Shearing** on January 15, the high-powered list of attractions continues with **Dizzy Gillespie**, February 5; **Miles Davis**, February 26, and more to follow. **Cal Tjader** has just finished a stay at the Blackhawk.

Mose Allison has extended his engagement at Sugar Hill; **Billy Dare** is now at the Condor on Broadway.

GODFREY LEHMAN

Memphis

Marguerite Piazza, pretty former Met opera star now on the supper club circuit, went to Chicago last week to tape a TV Christmas show. (In private life she is Mrs. William J. Condon of Memphis.) She sings 10 Christmas songs and carols in the one-hour film, which is being shown in various cities around the country in the days before Christmas. Miss Piazza goes to Hotel Roosevelt in New Orleans for two weeks in January. In February she will star in a benefit in Memphis to help raise money to build a gym for Immaculate Conception Catholic Church, where her children attend. The tab: \$100 a couple.

Record star **Bo Diddley** drew an overflow crowd at his recent appearance here at Club Cadillac. . . . **Bill Black's** Combo and **Willie Mitchell** and His Combo, Hi Record artists, and Sun Records' **Charlie Rich** headlined a big benefit show in Memphis last week to raise money to help many unfortunates at Christmas. The show played to a packed house at the city auditorium. **ELTON WHISENHUNT**

Nashville

After an absence of almost three years singer **Johnnie Ray** returned last week for recording sessions at Bradley's Studio. Johnnie had nothing but praise for the relaxed atmosphere in which sessions are conducted at the Nashville studios.

The **Chet Atkins** and daughter, **Merle**, were forced to delay jaunt to Italy due to Chet's studio here. **John Loudermilk** and **Mrs. May** join the Atkins family for a swing through Italy early next year. . . . **George Shirley**, 1961 winner of the Metropolitan Opera Auditions, appeared Sunday in the Fisk University Concert Series.

Lending a bossa nova beat to "Printer's Alley," the **Grenadiers** a trio out of New York, were featured this week at the Voo Doo. . . . **Carla Montez** booked for Rainbow Club. . . . **WKDA**

Follow-Up LP's Trade Chatter Point

Continued from page 4

Lewis Buckley Jr., of the giant Buckley Record Shops, summed up the comedy situation as it stands in the Nashville area now: "First Family" has been simply fantastic. The others—they'll all do pretty good, but none will touch Meader and Sherman."

CHICAGO—Follow-up records to "The First Family" appear to be way behind the leader, or should we say Meader. "The Other Family" and "At Home With the Other Family" are doing only fair business here. "My Son, the President" on Clan had its way hobbled when the city's egg-head deejay **Dan Sorkin** of WCFL pronounced it "not funny." In Chicago, for comedy at least, Sorkin's veto hurts.

The new **Allan Sherman** LP on Jubilee is not expected to come near its illustrious predecessor. One reason appears to be the primarily Yiddish-oriented material in the new disk, which is diametrically opposed to the broad general appeal for "My Son, the Folk Singer."

SAN FRANCISCO—Two take-offs on the take-off on the Kennedy family have grabbed fast action in Northern California within the first day or two of their respective releases locally, according to their distributors here.

Both **Roulette's** "At Home With That Other Family" and **Laurie's** "The Other Family" are garnering orders. **Earl Woolf**, manager of the Mainland Distributing Company, handling the **George Segal-Gwen Davis** imitation of the **Khrushchev** family, report 4,000 albums sold in one and a half days.

Woolf reported to Billboard that his company had placed its largest advance orders for a new album ever because "it is so clever, and we have strong confidence we can break a new smash. We have gone out on a limb." Dealers have started ordering by the scores and even hundreds in the first few hours, claimed **Woolf**. Distribution is also being made to local deejays and newspaper columnists, and one album has been dispatched by **Woolf** directly to **Nikita** himself, through the consulate office in San Francisco.

"The Other Family," just delivered in this city has gone above

Motown Bill

Continued from page 16

one-nighters through the South. The rock and roll show will play an engagement in Newark before heading back to its home base in Detroit.

This is not the first show ever sponsored by a label, but it is one of the most successful. It is understood that **Gordy**, who has had much success with his record firms, will be presenting more shows of this type in the future.

radio chief and Tree Publishing exec **Jack Stapp** sporting a new sound—deep and mellow—that's the flu bug. . . . Nashville's **Brenda Lee** turned 18 last Tuesday. **MARK-CLARK BATES**

2,000 albums, reports **Bob Chin**, manager of the Field Music Company. He, too, placed a "fairly large" order for so new an item and is hoping for great things.

STOCKTON, Calif.—"The Other Family" has hardly hit Northern California but has been selected LP of the Week by radio station KJOY in Stockton. The **Larry Foster-Marty Brill** imitation on **Laurie** the **Khrushchev** family is currently receiving airings daily.

THE "GOOD" JAZZ Singles Are on ARGO

AHMAD JAMAL
NIGHT MIST
BLUES

b/w

Two Different Worlds
Argo #5429

RAMSEY LEWIS
Sleigh Ride
Christmas Blues
Sound of Christmas
The Christmas Song

Argo #EP1084

CHESS
PRODUCING CORP.

2120 S. Michigan Chicago 16, Ill.

IN CINCINNATI

The
Hotel Sinton

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4th & Vine Sts. — Phone: 381-1200

Headed for the Top!

"Take All of My Life"
b/w

"There'll Come a Time"
CARRIE GRANT
and the **GRANDEURS**
New Art #1003

For Your Free Station Copies Contact
NEW HITS RECORDS
Harold B. Robinson
6600 N. Broad St. Philadelphia, Pa.
Livingstone 8-5010

GIVE TO DAMON RUNYON CANCER FUND

"SHAKE"
DEAN CHRISTY

Select S-718

JOY RECORDS
1619 B'way, N.Y. 19, N.Y.

2 Smash Singles
LITTLE DRUMMER BOY
HARRY SIMEONE CHORALE
FOX 121

MY CHRISTMAS MESSAGE TO THE WORLD
LARRY FOSTER
FOX 325

A Programming Natural
Old Acquaintance
by the
Count Victors
featuring **Danny Harrison**
Coral 62342

Still Moving Up on the Charts!
YOU'VE REALLY GOT A HOLD ON ME
MIRACLES
Tamla #54073
MOTOWN/TAMLA RECORDS
2648 West Grand Blvd. Detroit, Mich.

Another "Fever"!
I'M A WOMAN
#4888
PEGGY LEE
Capitol RECORDS

FOXX' LATEST!
"LAFF ALONG WITH FOXX"
DTL 832

DOOTO

Station \$ Loss

Continued from page 34
 tions in 1960. Loss was \$2.6 million in 1961, \$2.4 the previous year.
 Revenues attributed by 284 AF-FM stations to their FM operation were \$2.9 million in 1961, as against 234 reporting \$3.6 million in 1960. No FM revenue at all was

reported by 405 of the AM-FM's in 1961, and for 337 stations in 1960. The AM-FM licensees are not required to pull out the expenses and income (profit) attributed to the FM part of the operation.
 In all, 938 FM stations in 1961 accounted for \$10 million in broadcast revenue, as against 789 FM's in 1960 making \$9.4 million. None of the 13 standard metro-

politan statistical areas, where three or more independent FM's reported financial data, showed profit for the market as a whole. In New York City four FM's made \$207,620, but expenses were \$317,567, and the market loss was \$109,974. In Chicago 15 FM's almost broke even with \$1,168,055 revenue, and \$1,180,276 expenses, for a slight loss of \$12,221. Heaviest FM concentration, 20 stations in the Los Angeles-Long Beach, Calif., areas, made only \$952,357, with expenses

Hines Gets A.&R. Job

NEW YORK—Drexel Hines has been named a.&r. director for RCA recorded program service, a function of RCA custom. Hines has been assistant to the vice-president of Ziv-United Artists since 1957.

running to \$1,192,328 for a loss of \$239,971 by these independent FM's in 1961.

WITH THE COUNTRY JOCKEYS

Continued from page 26

most two years," continues Maxim, "changing format just a week after Yorkton." Bill writes further that he can use all country releases sent him, 45's and LP's, on his 6 to midnight stint. "Some of the diskeries are very slow," writes Maxim, "and by the time I get the releases they are on and off the American charts." . . . If you've been missed on Jim Nesbitt's new Dot release, "Livin' Offa Credit," drop him a line to WYMB Radio, Manning, S. C. . . . Teresa Simpkins, president of the Ott Stephens Fan Club, Route 4, Box 670, Lafayette, Ga., is sending out deejay samples of Ott's new release on the Chancellor label, "Robert E. Lee" b-w "Never Tired of Loving You." Put your request on your station's letterhead.

BILLBOARD MUSIC WEEK BUYERS & SELLERS CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

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INTERNATIONAL PROFITS YOUR OBJECT? You can reach and sell your published songs, tapes, masters, services to leading music industry influentials all over the world through the International Buyers & Sellers Exchange. Designed to help you reach markets outside the U.S.A., it appears each week in Billboard Music Week.

ESTABLISHED PUBLISHER WITH ASCAP & BMI catalogs desires association with active record producer or anyone in the entertainment field whereby affiliation would be mutually beneficial. All replies confidential. Box 153, Westville, N. J. de22

MISCELLANEOUS

CHRISTMAS COMEDY IS FEATURED IN the December issue of "Days, Dates and Data." Contains DJ patter, promos, gags and a Santa interview. \$3. Show-Biz Comedy Service (Dept. MW), 65 Parkway Court, Brooklyn 35, N. Y. de22

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. mh15-64

FOLK TALENT & TUNES

Continued from page 26

Nelson, Temple, Tex., December 31. . . . Harvie June Van left Nashville Monday (17) for a deejay swing through Oklahoma, Texas, New Mexico and Arizona to plug her new Briar Records singles, "Biggest Broken Heart in Town" and "Natividad."

Hank Snow and His Rainbow Ranch Boys are back in Nashville after playing a string of 32 one-nighters through Texas, New Mexico, Arizona, California, Washington, Oregon and parts of Canada. December 30 finds Hank and his lads at the Masonic Temple, Davenport, Ia., and December 31 they appear in the Great Western Exhibition Building, Los Angeles, to be followed with a date at the Moulin Rouge, Hollywood, New Year's Day. Chet Atkins and Snow are putting the finishing touches on a new album for Hank on the RCA Victor label, titled "I've Been Everywhere." Hank Snow Enterprises recently sent its first package of American acts to France, Germany and Italy under Snow's new firm, the Gisela Gunther Agency, with headquarters in Frankfurt, Germany. Tex Ritter concluded a 10-day tour of Germany for the Snow office Sunday (16).

Local 6 Elects Pop for 7th Term

SAN FRANCISCO — Charles (Pop) Kennedy was re-elected last week to his seventh consecutive two-year term as president of Musicians Union Local 6, this city.

A complete count of ballots cast by 1,589 of the local's 6,000 members in San Francisco, Alameda, San Mateo and Marin counties showed Kennedy victorious with a score of 1,209 over his rival's 329, Peter Bury.

The business agent was also re-elected in a more closely contested battle. Eddie Burns was continued in office by a vote of 782 to 713 over Billy Catalano.

Vice-president for the new term is Al Arnold, and others re-elected without opposition were Paul Rosen as secretary and Ernest Carr as treasurer. Elected to the board of directors were two new union members, Vernon Alley and William Wagner.

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ANNOUNCES ITS NEWEST HOT LINE "HICKORY" DON'T TAKE HER FROM ME
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 WILLIE CAN
 Sue Thompson—Hickory

Other New Florida Movers:
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 Young William & The Jamaicans—Dimension
 STRANGER
 Buddy Greca—Epic
 THE LONE TEEN RANGER
 Jerry Landis—Amy
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Real Country & Western 45 R.P.M., close-out assortments, 19c ea.; \$19.00 per 100. C&W LP., big name artist, 99c ea.; Sacred, 45 R.P.M., assortment, \$39.00 per hundred. Send for confidential price list. Volume buyers, write

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NEW JERSEY GETS THE CHART MOVERS FROM APEX-MARTIN

KEEP YOUR HANDS OFF MY BABY
 Little Eva—Dimension
 CHAINS
 Cookies—Dimension
 I SAW LINDA YESTERDAY
 Dickey Lee—Smash
 STRANGE I KNOW
 Marvelettes—Tamla

GET 'EM WHILE THEY'RE HOT from
 APEX-MARTIN RECORD SALES, INC.
 351 Washington St., Newark 2, New Jersey

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RECORD PROMOTION & PUBLICITY

ACTION COAST TO COAST—MORTY WAX
 Promo Network, 1697 Broadway, N.Y.C. CI 7-2159. np-fe2

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Finest Quality—Low Prices—Top Notch Talent.
 8 Singers (male-female), 10 Instruments—Vocal Groups.
 Best. Modern Tape and Disc Equip. (Ampez. Altec, RCA)
 Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$11.50; two Songs, \$20.00 (45 or 78); add Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar. Violin for \$4.00 each per song.
 WRITE FOR FREE BROCHURE.
 DEMONSTRATION RECORD COMPANY
 (Our 10th Year)
 Box 3404, Sta. C Lincoln, Nebraska

RECORD ACCESSORIES & DEALER FIXTURES

WIRE RECORD RACKS PEG DISPLAY RACKS

Highest Quality—Lowest Prices!
 Complete line manufactured in our own factory.
 Send for latest catalog.
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 Newark 14, N. J.
 N. J., BI 8-5100
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USED COIN MACHINE EQUIPMENT, PARTS AND SUPPLIES

WANTED—PIN, MUSIC, ARCADE, BOWLING, Vending, Photo Machines. Enlarging arcade, can use up to 75 pieces. Also Group Machines, Bingo, Gunns. Send list, condition and lowest prices. Samuel Spector, 941 N.E. 176th St., N. Miami Beach, Fla. np-Ja12

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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.
 PAGEANT PRESS
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MONEY-HUNGRY SALES REPS WANTED

Nationally known manufacturer (AA-1) wants to talk to several fast travelin' top notch, experienced sales reps who have trade contacts that will want to see and buy the HOTTEST selling TAPE RECORDER in the industry. This instrument is currently breaking sales records wherever sold. No gimmicks, machine is priced RIGHT and is 100% fully guaranteed. Attractive commissions make high earnings possible. Write for full details, no letters answered unless current lines and territorial boundaries are listed. Several good territories open.
 BOX NO. 463, Billboard
 1564 Broadway New York 36, N. Y.

when answering ads . . .
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 Billboard Music Week

RESULTS??? Recent CLASSIFIED MART advertisement for distribution outlets brought 28 replies in 4 days!!!
 USE THIS HANDY AD ORDER BLANK

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 Set regular classified style. Set boxed classified style.
 Copy: _____

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BILLBOARD MUSIC WEEK BUYERS AND SELLERS CLASSIFIED MART
 1564 Broadway New York 36, N. Y. 1520 N. Gower St. Hollywood 28, Calif. 198 W Randolph St. Chicago 1, Ill.

CLASSIFIED RATES

	Per Insertion			
	1/2"	1"	2"	Each Additional Inch
Manufacturers Advertisers	\$9	\$15	\$25	\$9
Distributors & Employment Advertisers	\$5	\$9	\$15	\$5

- 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.
- Billing only to rated firms and on orders of 4 insertions or more. All others, cash with order.

Park Show Coin Exhibits

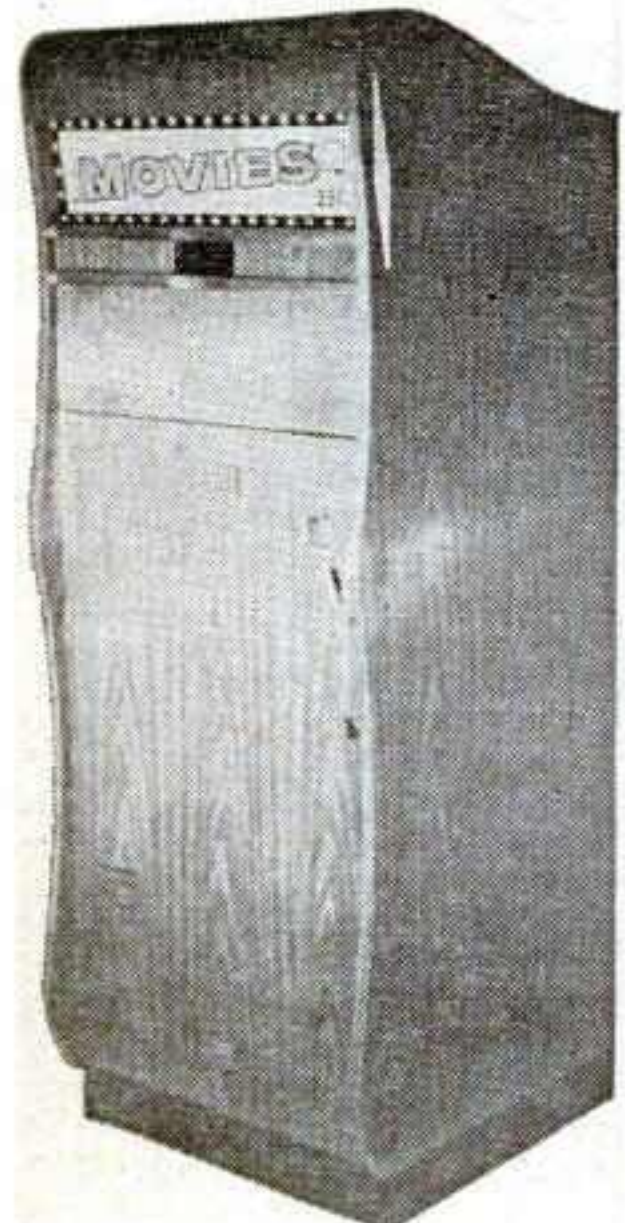
Despite a predominance of park, carnival and fair exhibits at this year's amusement park show, several new coin machine models were on display. Chief of these were a new golf game by Koener Products, a Kiddy Kolor Kartoon movie by Urban Industries, and a new Pez candy vender by International Mutoscope. Full details of the park show and the machines appeared in *BMW's* December 8 issue. Here are a few of the machines shown.



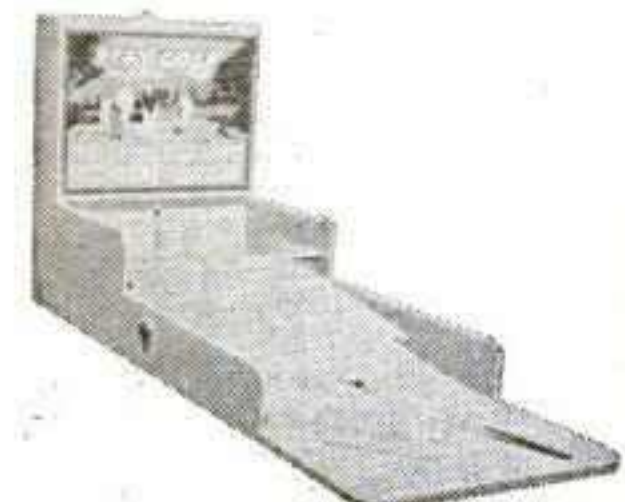
Kiddy Kolor Kartoons (Urban)



Pez Candy Vender



Urban Peek-A-Rama



Koener Golf



Exhibit Supply Plastic Laminator



Exhibit Supply Card Vender



Mutoscope Photo Machine

Seeburg Maps '63 Strategy

By **ELTON WHISENHUNT**

NEW ORLEANS — Seeburg officials staged a two-day planning sales strategy meeting last week for distributors of several Southern States which radiated tremendous enthusiasm and a bright outlook for 1963.

The distributors and their sales staffs, meeting at the Hilton Inn, heard plans of expanded production, rave notices on the new console-type phonograph upping collections 35 to 40 per cent and reports that Seeburg sales for 1962 almost doubled those of 1961.

Main reason was the manufacturer's vending line, which was taken on a few years ago and grew in leaps and bounds this year.

Major Acquisition

Officials announced to distributors and their staffs at the meeting Seeburg's acquisition of a major coin machine manufacturer. Details are being withheld until the final papers are signed.

Distributors present at the meeting were: Ralph Gabrielson and his brother, Gunnar Gabrielson, G. K. Gabrielson Distributing Company, Atlanta.

Simon Wolfe and his sales staff of five, Wolfe Distributing Company, Jacksonville, Fla.

Hoddy Franz and his sales staff of five, H. A. Franz Distributing Company, Houston.

W. F. O'Connor and staff of five, O'Connor Distributing Company, Dallas.

B. J. Nichol and staff of two, B. J. Nichol Distributing Company, San Antonio.

George Sammons and staff of two, Sammons-Pennington Company, Memphis.

Bernie Inge and his brother Sug Inge, Inge Distributing Company, Charlotte, N. C.

James Crosby and Louis Borderleon, managers of Wolfe Distributing Company, New Orleans, who were hosts of the meeting.

Seeburg officials who attended:

Jack Gordon, executive vice-president; William F. Adair, vice-president in charge of sales; Edward Claffey, vice-president in charge of phonograph sales; Brother Breither, manager of vending division; Stanley Jarocki, assistant sales manager; Charles Smith, service manager; Lloyd Howle and Joe Fitzpatrick, vending district managers; Edward Blankenbecker, district music manager; Dick Murphy, district game manager.

Hurvich Calls for Coinmen Groups to Meet Same Time

BIRMINGHAM — A leading coin machine distributor called for all coin machine conventions to be held simultaneously, adding still another angle to the "one association, one convention" debate.

Max Hurvich, Birmingham Vending Company here, noted that "something must be done to bring all groups together, as it is very expensive for operators and distributors to attend all (coin machine) shows separately."

Hurvich suggested that "perhaps a start could be made" if all associations planned their conventions at the same time and place or no more than a day or two apart.

Cites Debate

The Birmingham coin machine distributor, who has spent more than 30 years in the business, was alluding to the industry debate during the past few weeks centered around strengthening Music Operators of America, the juke box operators' association.

Hurvich's comments are particularly significant in that he is a distributor of juke boxes and games, as well as vending machines. The Birmingham veteran belongs to MOA and National Vendors Association, the bulk vending trade as-



MAX HURVICH

sociation headquartering in Chicago.

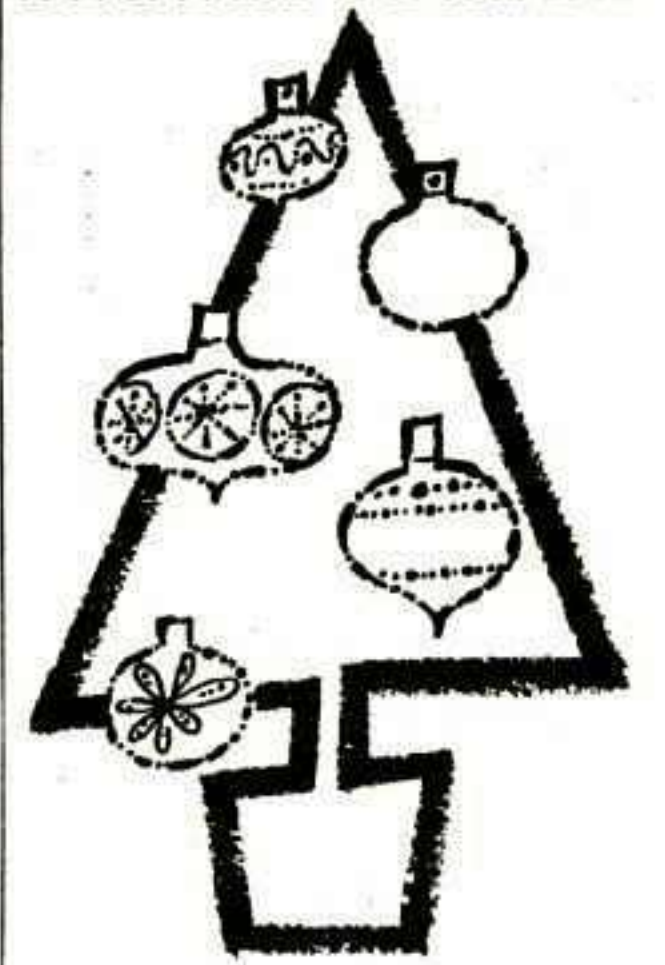
The one association-one convention debate was kicked off several weeks ago with an open letter to the industry from J. Harry Snodgrass, MOA president, calling for "the entire industry to unite into one strong and dynamic national association — this association to take the lead in facing the common problems of the manufacturer, distributor, operator and allied businesses."

Snodgrass later clarified his views

to the effect that he was not suggesting that the various coin machine associations lose their identities but that he felt they could all function side by side toward a common goal.

Meanwhile O. L. (Bob) Slifer, head of the coin machine distributors' association, issued a statement

(Continued on page 50)



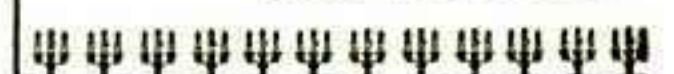
Season's Greetings

to our many friends

from your **BILLBOARD MUSIC WEEK**

editorial and advertising Coin Machine Staff.

**AARON STERNFIELD
DICK WILSON
DENNIS HYLAND
NICK BIRO
PAT JONESCUE**



Keeler, Cekal Get Seeburg Exec Positions

CHICAGO—The Seeburg Corporation last week named John J. Keeler controller and James F. Cekal assistant controller, according to an announcement by James W. Harpel, financial vice-president.

Keeler was controller with the Bert Mills Corporation at the time it was acquired by Seeburg in 1957. Prior to that, he was controller for the Northwestern Electric Company, Chicago. He is a graduate of Northwestern University with a B.S. degree in business administration and lives in River Forest, Ill.

Cekal has been a senior accountant on the auditing staff of Arthur Andersen and Company and is also a graduate of Northwestern University.

WURLITZER SETS 1st SHOWING OF NEW JUKE BOX

MILWAUKEE — United, Inc. has set January 12 as the date for unveiling its new Wurlitzer juke box. It will probably be the first distributor showing of the new Wurlitzer. Location of the showing will be announced to the trade shortly, according to Harry Jacobs Jr., United president. "We plan to make this the biggest debut a new juke box model has ever had in this town," he says. "It will be an all-day event, held in one of Milwaukee's newest hotel-motel spots. Plans include a sales seminar for operators; cocktail party and dinner, plus a style show and other special events for the

Rented Juke Boxes Call Tune Just Right for Yule Parties

NEW YORK—The office party is a unique American institution. And while few stock clerks ever do blow their tops at the company president, and not many comptrollers chase stenographers around the premises, the degree of good

fellowship attained at these functions sometimes gets quite intense.

For the juke box operator, however, the office party sometimes presents a problem. People in the habit of dropping off at the local bistro on their way home from work—and dropping a few dimes in the juke box in the process—are often prevented from exercising this simple pleasure as their presence is required at the company winking. Complicating the operators' problems further are the spate of house parties, which siphon off further juke box-playing customers in taverns.

While juke box play during the holiday season generally picks up, there is no question that it would pick up a lot more if it weren't for the corporate and private social activities.

Cut Losses

While there is little a juke box

operator can do to eradicate the spread of office parties, there is a way to cut his losses.

According to Murray Kaye, Atlantic-New York Corporation, the local Seeburg outlet, Gotham operators are getting from \$25 to \$35 per party for juke box rentals. And there are few locations in the area that earn that much a week for an operator.

Even though the renter uses the juke box for only one evening, the machine is tied up for three days. For example, an operator will make delivery on a Thursday evening for a Friday party and won't pick up his equipment until Saturday.

House Parties

Max Klein, who operates in suburban Westchester County, has been renting juke boxes for 20 years, to homes, offices and institutions. He generally is able to rent whatever idle equipment he has on

hand, usually about eight pieces. In Westchester, most rentals are for house parties.

Klein gets a good many leads from his advertisement in the classified section of the telephone directory. Once he gets his first rental, the renters usually call him every time they need a juke box.

Klein gets \$30 a rental for local parties and \$35 a rental for out-of-town affairs. This schedule runs about \$10 higher than the fees charged by other local operators.

New Equipment

But Klein uses new or late model stereo equipment, and he's careful about programming.

Klein asks the renters what records they like and gets them. Then he sizes up the group with emphasis on age, social environment and national backgrounds, and he comes

(Continued on page 46)

NEW ROWE AMI 3 in 1 phonograph

You can program 200, 160 or 100 selections to fit any location. Features fabulous self-contained Stereo Round.* Brilliant design, moving color. Loaded with play building features.

*Patent pending

See your Rowe AMI Distributor!

Rowe AC Services

Division of Automatic Canteen Company of America
18 So. Michigan Ave., Chicago 3, Ill.

OPERATE UNITED Shuffle Alleys and Bowling Alleys WELCOME EVERYWHERE

★
UNITED MANUFACTURING CO.
3401 N. California Ave., Chicago 18, Ill.

Matching Wallpaper Decor Challenging Job for Ops

PHOENIX, Ariz. — Numerous phonograph operators in this area are becoming "wallpaper lookers"—as a result of a peculiar situation which new, smaller stereo speakers have brought about.

Such large-scale operators as Valient Amusement Company, for example, with numerous wallbox-type locations in downtown Phoenix restaurants, have found that when installing true stereo, the smaller speakers, substituted for the old fidelity type, invariably result in a bad appearance problem.

Just as in the case when a painting hangs on the wallpapered wall for many years, the wallpaper behind has changed color, or rather, retains the original bright appearance while other wallpaper, exposed to the air and sunlight, has faded.

This means that when the smaller stereo wallboxes are installed, something has to be done about the wallpaper.

Seek Old Pattern

That's the reason why a dozen or more operators have been scanning wallpaper outlets in the area, attempting to find the original pattern which was used when the older wallboxes were installed, with the idea of covering that section of the wall completely.

In most instances, it has been found, wallpaper patterns change every few years, so that if the wallboxes concerned were installed five years or more before, there is little likelihood of coming up with the

(Continued on page 50)

COMPLETELY RECONDITIONED

5 Balls

- Gottlieb Brite-Star (2 players).....\$175
- Gottlieb Lightning Ball..... 195
- Gottlieb Photo-Finish..... 225
- Gottlieb Corral..... 275
- Gottlieb Tropic Isle..... 295
- Gottlieb Sweet Sioux..... 295

Music

- Wurlitzer 1600.....\$ 95
- Wurlitzer 2204..... 395
- AMI E80..... 85
- AMI E120..... 95
- Rock-Ola 1488 (120 sel.)..... 265
- Rock-Ola 1455 (200 sel.)..... 245

- Rock-Ola 1454 (120 sel.).....\$295
- Rock-Ola 1495 (200 sel.)..... 645
- Seeburg V200..... 195

Bowlers—Arcades

- Bally ABC Bowling Lane (14 ft.) \$ 95
- Bally Strike Bowler (14 ft.)..... 125
- Bally Lucky Alley (14 ft.)..... 245
- Bally Bowler (21 ft.)..... 845
- United Bowling Alley (14 ft.)..... 95
- United Team Bowling Alley (14 ft.)..... 125
- United Jumbo Bowling Alley (14 ft.)..... 245
- United Regulation Shuffle Alley (9 ft.)..... 125
- Williams Short-Stop (Baseball)..... 195



314 East 11th St. Erie, Pa.
Phone GLendale 2-3207

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VENDING ALUMINUM IDENTIFICATION DISC

WHY!

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



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CHICAGO 22, ILL.
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GUNS AND RIFLES

- 1 Gun Patrol.....\$110
- 4 Dale Gun..... 65
- 1 Jet Gun..... 110
- 3 Six Shooter..... 110
- 1 Silver Bullet..... 125
- 2 Pop Gun Circus..... 250
- 3 Gen. Shooting Gallery 125
- 2 Ex. Shooting Gallery. 125
- 4 Ex. Sportland..... 125
- 1 Sci. Jungle Joe..... 110
- 4 Keeney Sportsman..... 125
- 3 Keeney Air Raider..... 150
- 1 Un. Jungle..... 125
- 1 Keeney Safari..... 150
- 1 Un. Bonus..... 175
- 1 Un. Sky Raider..... 225
- 1 Twin Fun..... 295

- 9 Mid. Shoot'g Gallery \$225
- 3 Mid. Del. Shoot'g Gal. 275
- 3 Gen. Sky Gunner... 125
- 2 Gen. Nite Fiter..... 125
- 3 Gen. Sky Fiter..... 125
- 1 Gen. Rifle Gallery.. 125
- 2 Gen. Big Top..... 175
- 1 Gen. Wild West..... 195
- 1 Gen. Gun Club..... 295
- 3 Gen. State Fair..... 225
- 1 Gen. Circus Rifle... 225
- 2 Wms. Vanguard..... 225
- 3 Wms. Hercules..... 295
- 1 Wms. Crusader..... 275
- 1 Gen. Space Glider... 350
- 1 C.C. Pony Express... 395
- 1 C.C. Pistol Pete..... 125
- 1 Long Range Rifle... 475
- 4 C.C. Ray Gun..... 175
- 10 Seeburg Bear Gun... 175
- 3 Seeburg Coon Gun... 175
- 1 Bally Moon Raider.. 225
- 1 Bally Gun Smoke... 245
- 2 Bally Sharp Shooters. 225

- Big Bronco.....\$325
- King Horse..... 275
- Sandy Horse..... 350
- C.C. Space Ship..... 275
- Bally Space Ship..... 275
- Junior Jet..... 125
- Boat Ride..... 275
- Miss America Boat... 225
- Elsie the Cow..... 195
- Old Smoky..... 275
- King ChooChoo..... 250
- Meteor Hot Rod..... 225
- Tusko Elephant..... 475
- Camel Ride..... 475
- Motorcycle..... 325
- Model T Ford..... 395
- Auto Test..... 425
- Turnpike Auto Test... 675
- Bally Fire Engine..... 425
- Bally Hot Rod..... 375
- Bally Western Express. 375
- Bally Speed Queen... 375
- See-Saw Clown Ride... 275
- Bally Little Champ... 375
- Horse..... 375
- Toonerville Trolley... 375

Twirley Bird—Hi-Way
Petrol—Indian Scout—
Cow Pony—Fire Engine,
new—WRITE.

RIDES

- Lane Cowboy Horse...\$325
- Champion Horse, late.. 425
- Ex. Pony Express..... 175

DISTRIBUTORS FOR WURLITZER,
UNITED, GOTTLIEB AND MIDWAY

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

Pioneer to Open Distributorship In St. Paul Soon

MILWAUKEE—Joel Kleiman, president, Pioneer Sales Company, reports that his firm will open a new coin machine distributorship in St. Paul, Minn., early in 1963.

The firm, to be known as K. C. Sales, will headquarter at 1926 University, St. Paul. It will be managed by veteran Twin City coinman, Kenny Glenn.

According to Kleiman, the firm will handle the AMI line of phonographs and Rowe vending machines, plus pool tables and miscellaneous games.

"We will be capable of offering operators a complete inventory of machines and replacement parts," said Kleiman. Opening date is tentatively set for sometime in January or February—depending upon completion of leasing arrangements, he added.

America's Largest and Oldest
ONE-STOP RECORD SERVICE!
45 RPM 60c
All LP's—Regular Distributor. Wholesale—Nothing Over.
SAME DAY SERVICE
THE MUSICAL SALES CO.
The Musical Sales Bldg.
Baltimore 1, Maryland

Exclusive Chicago Area
Distributor for
WURLITZER PHONOGRAPH and PARTS

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline
Cable: "FIRSTCOIN"—Chicago
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

ZIG-ZAG Counter Game
5-ball play. 16-56-106 play. Size 12"x17"x9". In line scoring. High scoring. All natural wood cabinet.
\$49.50

SHUFFLEBOARD SCOREBOARDS
Coin operated. 18, 21 and/or 80 points (Horseshoe). Overhead double-faced model on chrome stands, complete with coin box.
\$159.50

SPECIALS! POOL SUPPLIES
5-Oz. Bumper Pool Balls (10)....\$ 9.80
4-Oz. Bumper Pool Balls (10).... 7.50
2 1/2" Pool Balls 1-15 w/Cue Ball, Set..... 12.50
2 1/4" Pool Balls 1-15 w/Cue Ball, Set..... 16.98
Plastic Triangles, 2 1/4"..... 1.50
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Office to be Closed
Monday, Dec. 24
Tuesday, Dec. 25
Monday, Dec. 31
Tuesday, Jan. 1

Bitter Cold Heats Things Up Inside Taverns

By NICK BIRO

CHICAGO—A week ago, operators were complaining about warm weather ruining their business. This week, the weather man ran up the red flag, and everybody was happy, at least as far as juke box collections went.

Most of the Midwest and parts of the East were crippled with heavy heavy snows and sub-zero temperatures. Whatever the effect on the rest of the economy, the taverns and lounges were full and juke boxes and games were starting to warm up.

Several operators around Chicago noted that collections picked up considerably and were well ahead of the same time last year. In other parts of the Midwest—Michigan, Wisconsin, Indiana,

Iowa, Minnesota and Nebraska, to mention a few States—collections were likewise up.

Programming, however, was being aimed primarily at standards and Christmas material, with traditional oldies continuing to dominate the holiday fare.

Among the new pop singles a lot of things were moving moderately, but nothing was setting the world on fire.

At Singer's One-Stop, Fred Siora reported good operator action on "From a Jack to a King," Ned Miller, Favor; "Up on a Roof," the Drifter, Atlantic; "I May Not Live to See Tomorrow," Brian Hyland, ABC-Paramount; "The Darkest Street in Town," Jimmy Clanton, Ace, and "Fly Me to the Moon," Mark Murphy, Riverside.

At Music Box, Russ DiAngelo said the hottest breaking tune was "Hey, Paula," by Paul and Paula on Philips. Also getting good operator action are "Go Away Little Girl," Steve Lawrence, Columbia; "My Dad," Paul Peterson, Colpix; "Santa Claus Is Watchin' You," Ray Stevens, Mercury, and "It's Up to You," Rick Nelson, Imperial.

In the Christmas vein, Bing Crosby continues to be top dog with his now-immortal "White Christmas." Another near-classic is "Little Drummer Boy," by the

Harry Simeone Chorale. Other Christmas items doing well are those by Brenda Lee, Bobby Helms, Bobby Rydell, Chubby Checker, Nat King Cole and the Four Seasons.

Christmas shopping in the stores is off to a healthy start and operators feel this is a good omen, at least as far as there being a lot of money around.

"People seem to be spending more and going out more," one big South Side operator noted. He said that activity was not restricted to

the usually hot r.&b. locations, but was coming in across the board.

A large Northwest Side operator cited a pickup in many of the suburban and county locations. Another on the West Side said that business was up in both the city and suburbs.

Biggest play is occurring in the "friendly gathering place"-type locations, which, considering the time of year, is not too unusual. Those locations with both a juke box and game also seem to be doing a little better than just music spots.

Puts Programming in Hands Of His Collection Routemen

By BOB SUDYK

CLEVELAND — While general programming information is of some help to a juke box operator, Charles Comella, president of Cadillac Music Company here, feels there is no substitute for personal programming, with each location treated as an individual case.

Comella believes that the key to successful juke box programming is the routeman who takes the trouble to find out what his locations want.

"There is no scientific way to figure what will make money for you in a juke box. Trade paper charts are helpful but the best way to know what to play is the way we do it," he explained.

Cadillac Music's three collection men handle all the programming themselves.

"I put all of the programming in their hands and it has worked wonderfully for us," said Comella.

Specialists

Each man has a special music area of activity and he concentrates

on it alone. One fellow is in charge of jazz record buying or programming, including rock and roll, another centers his attention on popular and country music and the last devotes full time to the classics and the standards.

Each collector scans the trade paper charts, handles all the mail from the record companies and distributors, talks to salesmen, interviews the location owners, and does the buying. But each one of Cadillac's collectors concentrates only on his specialty.

"If a good jazz stop is located on the pop man's route, the jazz man will still handle the programming there. Specializing is important today," said Comella.

More Than a Collector

"This gives the collector added responsibility but it gives him the enjoyment of taking a more important role in the company. He becomes more than a collector," he added.

"For a long time I used to make the record purchases and we would end up with some real dogs. How

could I know the locations as well as the fellas who were servicing them?" Comella asked himself four years ago.

It was then that Cadillac's collectors began to take charge of programming. Comella admits that he doesn't even know what they buy and doesn't care.

"We are doing better business since then. We are more efficient and are giving our locations exactly what they want," he declares. "I trust my boys completely. If you can't trust them to handle this sort of job, you shouldn't have hired them in the first place."

Regular Regimen

Cadillac Music's limit is between 12 and 15 per cent of the net take of that week for fresh disks for use the following week. Comella has found this regular regimen to work successfully for him.

The firm, which was started in 1946 and covers a radius of 25 miles across Northern Ohio, has proved that who-to-do-it is as significant in music programming as how-to-do-it.

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 Music Week, 1564 Broadway, New York 36, N. Y.

Rowe-AMI Top Talent

'Ramblin' Rose,' Nat King Cole, Capitol (Pop vocal)

Your Cheatin' Heart/One Has My Name the Other Has My Heart
Skip to My Lou/Sing Another Song (And We'll Go Home)
When You're Smiling/Goodnight Irene, Goodnight
I Don't Want It That Way/He'll Have to Go
Wolverton Mountain/Twilight on the Trail

'Big Bands Back,' Doc Silverison, Command (Pop Instrumental)

Love for Sale/Fleming
Grenada/Johnny One Note
Lonesome Road/My Funny Valentine
St. Louis Blues/The Look of Love
I Cried for You/Poor Butterfly

DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to 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.

YOU ARE MY SUNSHINE AND YOUR CHEATING HEART	RAY CHARLES ABC-Paramount 10375
HOTEL HAPPINESS AND STILL WATERS RUN DEEP	BROOK BENTON Mercury 72055
LET'S KISS AND MAKE UP AND TROUBLE IS MY MIDDLE NAME	BOBBY VINTON Epic 9561
IT'S UP TO YOU AND I NEED YOU	RICK NELSON Imperial 5901
THE CHIPMUNK SONG AND ALVIN'S HARMONICA	DAVID SEVILLE & THE CHIPMUNKS Liberty 55250
I CAN'T HELP IT AND I'M SO LONESOME I COULD CRY	JOHNNY TILLOTSON Cadence 1432
A LITTLE BIT NOW AND SHE'S A TROUBLEMAKER	MAJORS Imperial 5879
ME AND MY SHADOW AND SAM'S SONG	FRANK SINATRA & SAMMY DAVIS JR./DEAN MARTIN & SAMMY DAVIS JR. Reprise 20128

May the Disk Peal for Thee

DENVER — A famous clergyman once made a pile peddling something called "10 Rules to Positive Thinking." And while it is doubtful if success in any endeavor can be achieved by observing 10 rules, there are some steps which juke box operators can follow to increase play. Of course, there are a lot more, but seven is a nice odd figure. So here they are:

1. Segregate current hits from the rest of the music menu. One Denver operator uses a bright gold-foil-covered label strip for the No. 1 hit of the week, which contrasts sharply with the usual red and white labels, so that everyone scanning the music menu is bound to give it some thought.

The label pays particular dividends with people who have heard the title of a new catchy top hit, but are not sure that they have heard the tune itself. It's worth a dime to find out.

2. Merchandise your music. One operator attaches a small card, Scotch-taped inside the phonograph, which indicates "No. 22 is Wolverton Mountain!" The note is written with a speedball pen, on a three by four-inch card. It will often stimulate curiosity and remind customers of topnotch new hits. The device has always got new hits off to a better start, or increased play on established ones.

3. Where an extremely popular bartender, bar owner or restaurateur is involved, it's wise to find out what his own favorite selection is, and then identify that on the juke box menu. One Denver operator, experimenting with this

idea, listed a blank label only as "Bernie's favorite"—referring to Bernie Schwartz, the bar owner. Customers who appreciate kindnesses and sincere welcome from their host will invariably play the number "in Bernie's honor." In one week, a bartender's favorite, selected like this, was played over 160 times.

4. Shilling stimulates play from people who normally give little thought to the juke box. One Denver operator gives waitresses in bars or restaurants 10 dimes, for record change. When an elderly couple comes in, for example, the waitress approaches the couple, asks what their favorite old number is, and then plays it with one of the dimes.

Because this operator programs many more old favorites than usual, the chances are that the disk is there. The normal reaction on the part of the couple thus honored is to drop in at least a quarter to reciprocate.

The idea is by no means confined to older people, the Denver operator said—newlyweds, or even engaged couples, usually have an "our" song, which can be located on the juke box spindles. If not, waitresses promise that the number will be added as soon as possible.

This latter touch creates good will, is likely to bring the customer back, and is a distinct novelty to customers in busy taverns and restaurants.

5. A simple idea which has created much conversation and appreciation on the part of regular customers of taverns is a "reward"

for participating in suggesting a number.

Here, the operator of the tavern asks the patrons to recommend numbers they would like to hear on the juke box. Whenever such a record is added, a notation goes to the location owner or bartender, to "play it free" for the person who made the suggestion.

The bar makes good on the offer by issuing shill dimes, and once again, the customer, flattered that the juke box operator listened to his suggestion, will show his appreciation by much more play.

Don't sell old favorites short, says one Denver operator with more than 300 locations. Most operators normally add 10 per cent or even 20 per cent of old favorites automatically, simply because it's the conventional thing to do. The Denver operator, however, much dismayed by locations declared marginal, experimented with placing huge percentages of old favorites on the spindle, bracketing the last 40 years, and amounting to 60 per cent or even 80 per cent of the total menu.

The result, after a year's time, has been fantastically increased collection, simply because there are many more people who would rather listen to a graceful old instrumental or vocal than suffer through twist music or jazz.

The Denver operator has been pleasantly surprised to find this sort of planning on the music menu pays just as good results in one location as another. Consequently, he changes 10 records every two weeks, just to make sure that a

(Continued on page 50)

Multiples Spell Efficiency

By IRENA MIHALEGA

COLUMBUS, Ohio — Multiple installations in supermarkets and discount houses spell success for Columbus bulk vending operator John O. Brehmer, Buckeye Vendors, Inc.

Ninety per cent of Buckeye Vendors' machines, located mostly in supermarkets and discount houses, are multiple installations, some with as many as 20 machines.

Thirty-five per cent are six-unit installations; 30 per cent are four-

unit; 4 per cent are doubles and triples, and the balance ranges up to 20 machines.

Efficiency

Brehmer's reason for favoring multiple installations and its advantages sums up in one word—efficiency. "One man with a truck-load, servicing multiple installations," Brehmer explains, "can service more machines in less travel and servicing time and the per-machine gross, I have found, will be as high or higher than the average of individual locations."

It all began when Brehmer bit on a blue-sky promotion deal (not bulk vending) in early 1954. "Locations were furnished, but," claims Brehmer, "I could see that none of them was worth anything, so I went out and dug up my own in what I thought were the best locations in the city—I ended up netting \$7 a month on a \$1,000 investment."

Shortly after, Brehmer bought an existing bulk route of 70 machines. Since then, he has been continually plowing profits back into the business — in equipment, increasing



JOHN L. BREHMER

number of machines on locations, getting new locations and going wherever business directs.

The biggest change made was going into supermarkets and discount houses with multiple installations.

Legal Problems

"At that time," says Brehmer, "There was a scare in Ohio over gum machines being declared gambling devices. I sat tight and watched others, meanwhile figuring out how to go into the peanut business. My machines then were 210-count gum and charms. I was competing with wild prize machines and didn't know where to get bulk vending merchandise. When I found out where advertising and operating know-how was discussed, I made the right connections to improve merchandising and I began featuring a certain charm

and putting enough in a vender to combat prize operations."

3,000 Machines

Buckeye Vendors has approximately 3,000 machines, operating in seven States with a warehouse in Columbus and two out of State warehouses where local servicemen handle the routes. The area covered is Ohio, Northern West Virginia and Kentucky, Indiana, Louisiana, Mississippi and Alabama.

Buckeye Vendors offers a variety of fills. When Brehmer first went into the bulk vending business, he was determined to operate with one type of machine and one product—210-count gum and charms — believing it would return the highest volume of business and individual response, with the right ratio of gum and charms. "It turned out to be true then," claims Brehmer, "but now you need a wide selection."

Each machine in a multiple installation vends a different fill. Brehmer feels variety of fills has more visual appeal and more inventory on location lengthens servicing intervals. Also, generally, he finds, location owners are sold on variety. Brehmer experiments frequently with fills, claiming "you can't always guess the market right and in some instances, fills that we thought might not sell, went a-kiting."

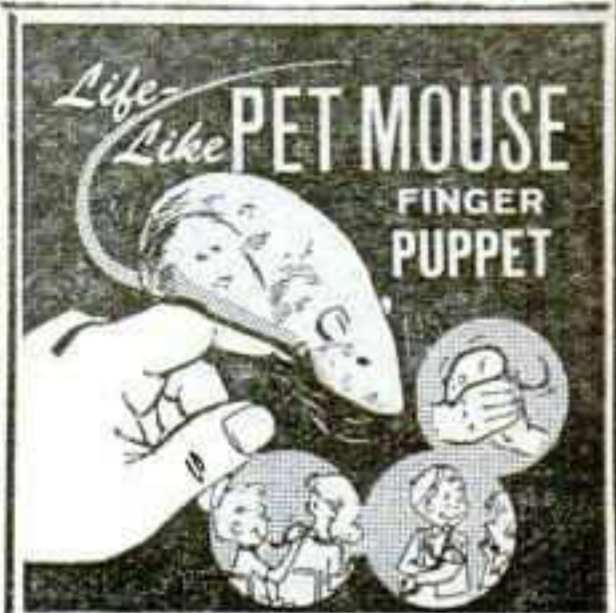
Two-ten gum and charms, and 100-count gum, constitutes 50 per cent of the fills vended, with 20 per cent of the machines vending 5-cent capsules, 15 per cent vending 10-cent capsules, and the balance of the fills include 10-cent pens, 25-cent capsules and bulk candies.

Best Sellers

The fastest sellers are 210-count gum and charms, and 100-count gum, with 10-cent capsules running a close second. Brehmer, ascribing this rapid turnover mainly to cost control, claims that "with 100-count gum you are tied to the cost of the gum. On 210-count gum and charms, you have good control on the cost of sales by controlling the charms put in. Similarly, on 10-cent capsule machines, you can control cost to some extent by product mix."

Service calls average three a week, but each location owner is supplied with the necessary information for summoning immediate between-service attention when needed.

Refilling of food dispensing
Continued on page 49



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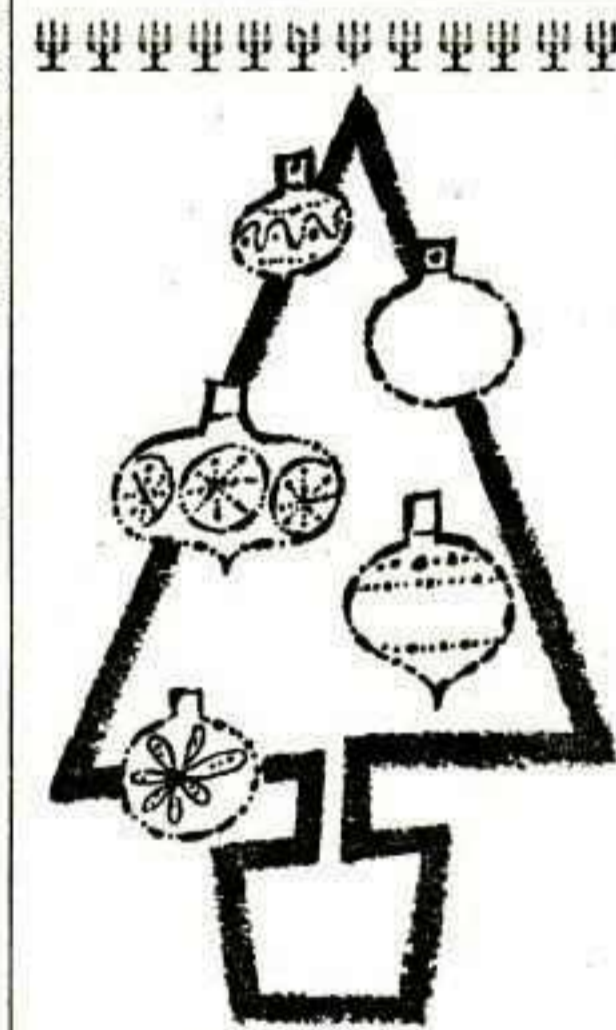
The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26½" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Available with a 25¢ or 50¢ coin mechanism. Wall hinge (pat. pend.) simplifies servicing.

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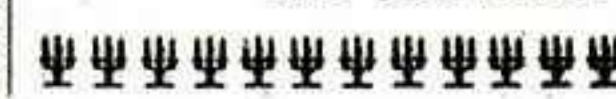


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Tennessee Vendors Return Officer Slate

MEMPHIS—All three officers of the West Tennessee Vendors Association were re-elected for one-year terms at the group's monthly meeting last week.

They are: President C. D. Gill, Gill Vending Company, one of the largest bulk vending operations in the Mid South; Vice - President; Leonard Robbins, owner of American Vending Machine Company; Secretary and treasurer, Harold Troxel, employe of Vendor Distributing Company.

The association is composed

mainly of bulk penny, nickel and dime vending operators and distributors. The nickel and dime machines are mostly capsules. The 5-cent gum machines, operators say, add only about 10 per cent to gross collections.

NVA Membership

The association members discussed trying to get as many members of their group to join National Vendor Association. Of the 20 members at present, three are members of NVA.

Dues for membership in NVA are \$40 for operators with less than 1,000 machines, scaled upward for larger operations. The tab is \$125 for distributors and \$300 for manufacturers.

Members of the local group pay dues of \$1 a month. Initiation fee is \$5.

One manufacturer has given the group support by joining—Cramer Gum Company of East Boston, Mass., who enlisted at the request

of Jimmie Wilkie, local operator and distributor.

The group hopes to get other manufacturers to join.

In the past year, the local group gained seven new members and lost five, for a net gain of two members.

Africans Drive for German Nut Market

BONN — African nations, especially those receiving German assistance, have opened a drive to increase nut sales to German bulk vending operators.

The Africans are asking for what would amount to a monopoly on the German bulk vending nut market. The Africans take the position that their import requirements in the way of industrial equipment and finished consumer goods are so enormous that they can be paid for only by vastly increasing every item which Africa sells to Europe.

Since nuts are a major African crop, German bulk vending operators have come under heavy pressure (although most of them are not yet aware of the fact, as negotiations are still on governmental level).

Eppy Names Franklin Factory Warehouse

BALTIMORE — The Calvin Sales Company, headed by Calvin Franklin, has been named factory warehouse for Maryland by Eppy Charms, Inc., president George Eppy announced this week.

The firm will have in stock the complete line of Eppy charms, and, in accordance with the factory-warehouse pricing policy, will sell charms for the same price per thousand no matter what the size of the order.

Point-of-Purchase Displays Ups Take

NEW YORK—The Folz Vending Company, one of the nation's largest bulk vending operations with equipment throughout the East, South and parts of the Midwest, has boosted collections 15 per cent by using simple point-of-purchase display material on charm machines.

Roger Folz, who with his brother Harold runs the vast operation, explained that all Folz charm machines now feature display cards inside the globe. Samples of what the Folz brothers consider to be their hottest charm are affixed to the cards.

The cards are furnished by

Eppy Charms, Inc., Jamaica, N. Y., charm manufacturer. Cards themselves are multi-colored, and the legend on the cards explains the uses for the featured charms.

Folz reasons that the contents of an all-charm machine or a mixed ball gum-and-charm vender are often a mystery to the potential purchaser.

He feels that unless the operator makes an active attempt to

Continued on page 49

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N.W. Deluxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model 33, 1c Porc. Converter for 100 ct. B. G.	6.50
Silver King 1c B.G. or Mds.	8.50
ABT Gums	30.00
Mills 1c Tab Gum	12.00
Model 33 Peanut, 1c	6.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.74
Pistachio Nuts, Jumbo Queen, White	.67
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik, Red	.55
Cashew, Whole	.68
Cashew, Broken	.63
Peanuts, Jumbo	.45
Spanish	.35
Mixed Nuts	.57
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.32
Jelly Beans	.30
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey's	.47

Rain-Blo Gum, 72 ct.	\$.32
Half-Size, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct.	.34
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
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.	

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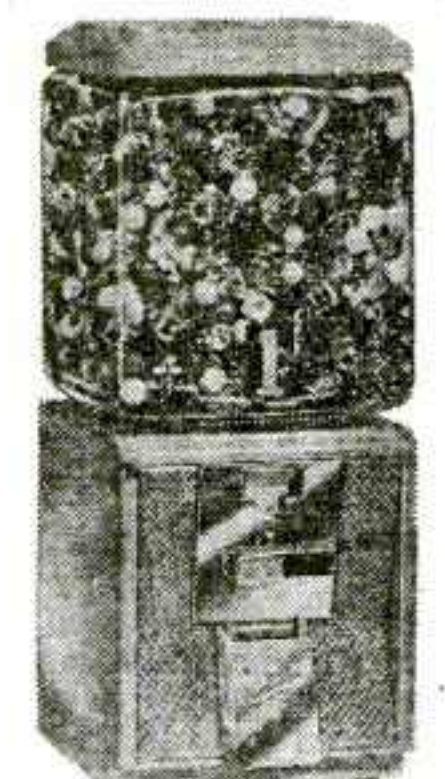
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Giant Bats	10.00
Giant Scare Ems	10.00
New Sixteen "Horribles"	10.00
Lifelike Horribles	10.00
Girls' Gemstone Rings	10.00
Boys' Asstd. Rings	10.00
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Asstd. Key Chain Novelty Items	10.00
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Please send me your large catalog with pictures and prices on the complete line of Beaver Bulk Vendors and Vend-Craft Bubble Gum Products.

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Company
Address
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Distributor
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Prospective Operator
I'm interested in Beaver Bulk Vendors
I'm interested in Vend-Craft Bubble Gum Products

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.

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COMPANY _____
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We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes, 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies: 1 Hershey's 320 count and 500 count Candy Coated Baby Chicks. Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

Jumping Into New Locations Leads Down Profit Path in K. C.

KANSAS CITY, Mo. — The 1962 operations have been profitable for Bernard K. Bitterman, Kansas City bulk operator, and he did it by effecting a reduction in operating costs, plus capitalizing on many new locations as they open up in the city.

For example, construction of a new airline terminal alongside the old Kansas City airport building (still in use) has just about tripled bulk-vending locations in this area. Similarly, a rash of new hotels, and downtown motel-hotel combinations has opened up the market for 5-cent and 10-cent vending operations as well as for standard penny equipment.

Bitterman, a consistent user of small foreign-built trucks, has managed to chop his operating ex-

penses by more than a third in adding new equipment this year. Thus, despite the fact that the Kansas City area suffered an economic setback in 1961 and 1962, Bitterman found the general sales situation "anything but depressing."

Another help was the exceptionally mild autumn, actually six extra weeks of summer which kept people outdoors, and resulted in many more pennies being clinked into venders.

Bitterman, currently busy with upgrading most of the machines on location, sees an excellent future ahead for varmints and novelties, in all price categories, and is currently experimenting with imported charms and novelties which he expects to beef up a winter market.

Inverted-Cone Concrete Stand Discourages Machine Thefts

SANTA MONICA, Calif.—Definite discouragement against theft of ball gum venders is an inverted-cone concrete stand, as developed by one California operator here.

Made up of steel pipe inserted into a wooden form, into which high-density concrete is poured, the stand makes it possible to leave vending machines outdoors the year around, with very little probability that youngsters will haul them away—inasmuch as the stand weighs better than 150 pounds, plus the weight of the machine, of course.

Several operators in this area are making use of similar poured concrete stands, many of them doing their own work, building simple forms from plywood or ordinary lumber, pouring their own concrete around existing disk-type

stand bases, and coming up with thoroughly attractive, theft-dissuaging bases.

Though the Los Angeles area has a reputation for much teenage vandalism and "rumbles," the local bulk vending industry has proven remarkably safe from this type of damage, according to most operators.

Carbajal Named By Bally in La., Miss.

NEW ORLEANS—Coin Mart, Inc., headed by Nick Carbajal, has been named Bally distributor for Louisiana and Mississippi.

The firm's facilities include: sales rooms, spray shop, repair department, parts department and a staff of outside mechanics.

Six Marketing Regions Set Up By Rowe AC

CHICAGO—Rowe AC Services is setting up six marketing regions to handle product merchandising, sales promotion and distribution. The program will work through the firm's present string of distributors.

Jack Harper, vice-president and general manager, said "the purpose of the decentralization program is to give Rowe distributors greater sales and service assistance right through to the operator."

"As a selling organization, Rowe is intensifying its activities in relationship to our distributors and their salesmen. We intend to work more closely with distributors and salesmen to help them realize greater profits and sales growth," he said.

Each geographic region will be supervised by regional sales managers responsible for planning and directing all sales activities within their territories. They'll also assist distributors in developing merchandising and promotion plans, he added.

The areas are Northeast, East-Central, Southeast, Midwest; South and Southwest, and the Far West and Northwest.

Holiday Rentals High in Rockies

DENVER — Early season advance rentals of coin phonographs for Christmas and New Year's Eve parties have been surprisingly good, according to a survey of Denver operators who have specialized in this service in recent years.

There are far fewer juke boxes being rented by private individuals for home parties than in normal experience, several operators report. Instead, more rentals are being made by organizations, such as teen-age clubs, churches, social groups, and even some military organizations.

There will be plenty of demand for juke boxes at office parties, as well, the same operators report. Rates vary according to the age of the phonograph, the delivery and pickup situation, from \$15 to \$30.

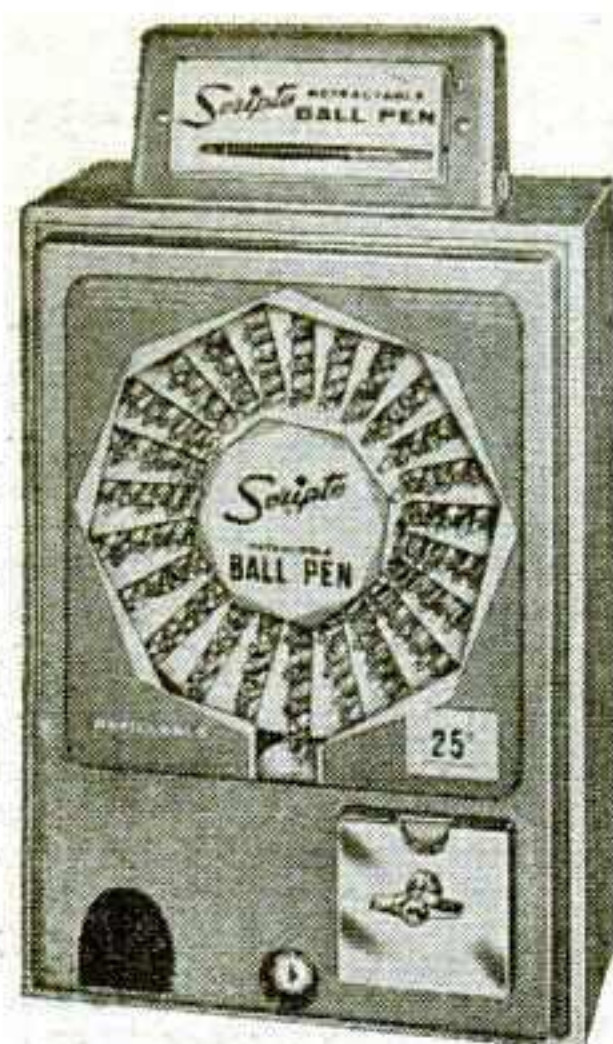
Coin Couple Visits U. S. En Route to Australia

NEW YORK—Mr. and Mrs. E. M. Eldridge, British coin machine executives, stopped here briefly last week en route to Chicago, Las Vegas and Australia.

Mrs. Eldridge is head of Major Matics, Ltd., United Kingdom distributor for several amusement machine lines. Her husband heads the London outlet for Ainsworth, Ltd., Australian manufacturer of fruit machines.

The couple went to London from Australia four years ago, and in that time built up two of the largest distributorships in the United Kingdom.

This trip is their first visit to the United States and their first visit to Australia since they immigrated to the United Kingdom.



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Northwestern SIXTY
With QUICK-TACH at Slight extra cost.

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Complete line of machines, parts, stands, supplies, ball gum, charms and capsules.

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World Famous **VICTOR Standard TOPPER**
1c or 5c

For Ball Gum and Charms.
Also available for Peanuts and Bulk Candies.
Packed and sold 4 to a case.

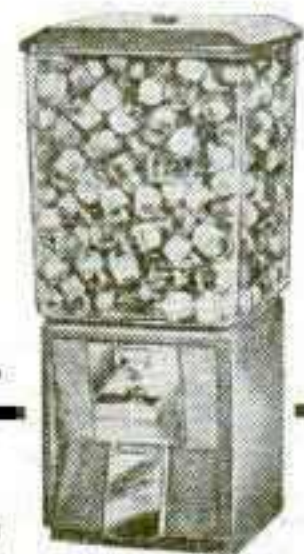
Member National Vending Machine Distributors, Inc.
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2817 W. Davis Street Dallas, Texas



A "DOUBLE-BARRELED SMASH," that's the way Joe Ash, president of Active Amusement Machines, Philadelphia Rock-Ola distributor, described above pairing of pretty Atco records thrush Diane Renay and the new Rock-Ola "Rhapsody 160" phonograph. Ash is shown with the singer, looking over new unit at recent trade showing.

The SUPER SIXTY Capsule Vender*
The ultimate in quality Capsule Merchandising.
Vends any item which can be placed in a capsule.
5c, 10c and 25c.
*With QUICK-TACH at slight extra cost.

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Rented Juke Boxes
• Continued from page 42

up with the music they want to hear.

The Westchester operator does a steady year-round rental business, with the Christmas-New Year season the busiest time, and Easter second.

No operator will make a living from rentals, but it's a good way to supplement operating income and it's worth the trouble.

Operators in **MARYLAND & WASHINGTON**
BUY EPPY CHARMS
in our new warehouse at low factory prices.
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COINMEN
... Don't forget to check BMW's **CLASSIFIED MART** every week for "USED COIN MACHINE EQUIPMENT, PARTS AND SUPPLIES," wanted and offered for sale.

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Received a Large Lot of Drink and Coffee Vending Machines in Trade, also a Large Lot of Phonographs.

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- Rowe #2700 20-Column Cigarette Venders, Reconditioned and Repainted, Hammeroid Finish \$225.00
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Office to be Closed

- Monday, Dec. 24
- Tuesday, Dec. 25

- Monday, Dec. 31
- Tuesday, Jan. 1

Please plan your advertising a wee bit earlier than usual as the mails slow down during this joyous season. **Thanks.**

German Phono Shipping Boom Ended

BONN—West German coin machine exports held just even in 1962 with 1961 exports, according to preliminary tabulations, but juke box shipments sagged substantially for the second straight year.

The 1962 exports showed strong gains in vending equipment and slight gains in games. Over-all, the 1962 results confirmed the end of the German juke box boom.

Total exports are expected to be just under \$7,500,000 (the Deutschmark is 25 cents), compared with 1961 exports of just over \$7,500,000.

About 60 per cent of the 1962 exports are accounted for by vending equipment, underlining Germany's rapid development of automatic merchandising. Juke box exports declined from \$2,377,500 in 1961 to an estimated \$2,187,500 for 1962. Games, including payouts, increased to \$1,175,000 from 1961's \$1,125,000.

U. S. Competition

In general, the German trade's 1962 export results reflected the end of the German boom and sharpening competition in world markets. As concerns juke boxes, Germany's sagging sales abroad underscores the familiar fact that despite all talk of a European phonograph production upsurge, the American product still dominates the world market handily, and the Germans are forced to bow to this fact.

Indeed, this point is made most convincingly by West Germany's own continued heavy importation of U. S. phonographs and by the spectacular success of the 1963 U. S. model showings in Germany, particularly the "Breakthrough" debut of Seeburg's new LP Console.

As concerns games, West Germany's slight gains in this sector are evidence of the fact that the disparity between U. S. and European product is so great that European producers can only post gains at this stage of the Continent's embryo games industry development.

Vending Situation

Vending equipment is something else. Europe, and particularly Germany, has a long tradition in vending equipment production. Germany's indus-

trial resurgence together with the critical labor shortage is spurring the development of automatic merchandising and automated food service.

Moreover, Germany's export drive is stressing vending equipment sales over all other coin machines and coin-operated equipment.

The German trade forecast for 1963 is largely "more of the same." Domestic juke box operation is not expected to post substantial gains. On the contrary, a slight drop from the present 50,000 to 55,000 machines in operation looms as the trade consolidates the dizzy phonograph boom dating from 1953.

Cost-Price Squeeze

There are signs the German trade expanded too fast and on too weak a base. Many trade experts look for a shakeout of small and inefficient operators under pressure of the general German economic slowdown and rising cost-price squeeze in phonograph operation.

Pessimists forecast a cutback in phonographs on location to 45,000 or even 40,000 before the trade resumes its advance. The trade consensus still evaluates the potential German market in terms of perhaps 75,000 machines by 1967 and 100,000 by the early 1970's (assuming general economic stimulus from the European Common Market). But just now the trade faces a period of shakeout and consolidation.

Vending equipment production and operation has progressed slowly and considerable room for expansion still remains. In fact, most experts believe the real boom in vending equipment is still ahead. Europe's over-all labor shortage is spurring vending on a vast scale.

Even phonograph manufacturers and operators consider it essential to diversify into vending, and all major German phonograph producers in fact now have vending equipment programs.

Games pose more of a question mark. The consensus is that games will continue to post small gains in 1963, but the European market still is regarded as a strictly American preserve, with European producers free to poach only on the fringes.

EUROPEAN NEWS BRIEFS

French Study Technician Training Plan

PARIS — French coin machine operators are studying proposals for the establishment of an operators' co-operative technician recruitment and training program to alleviate the present drastic shortage of maintenance and service personnel. Under the plan, advanced by the French trade association, operators would jointly organize a technician pool which would serve all operators within a given area. Repairs and servicing would be placed on an area basis, instead of by the individual operator's route. The main obstacle is the variety of equipment which would be involved in servicing. However, this problem, according to proponents, is no more complicated than the situation of a general garage mechanic who handles various makes of cars.

EMI, Scandinavia Arm, Under Fire

COPENHAGEN—Opposition is developing in the trade here to the operation of juke boxes by Skandinavisk Grammophon Aktieselskab, Danish affiliate of the world music colossus, EMI Independent operators charge that EMI's Danish subsidiary's operation of several hundred phonographs throughout a wide district of Denmark creates unfair competition. EMI's operation of juke boxes seems to bolster the argument of operators that the juke box is the best disk advertising medium on the Continent.

Payout Makers Seek Looser Export Law

HAMBURG—German payout producers are campaigning for liberalization of payout operating regulations in West Germany as a stimulus to payout exports. The trade envisions a potentially large world market for German payouts, but this

Continued on page 48

City Asks Arkansas Supreme Court To Back Up Ban on Pinball Games

LITTLE ROCK—The city of Piggott, Ark., last week appealed to the Arkansas Supreme Court the issue of whether Piggott can outlaw pinball machines on the alleged ground that school children have played them.

The city lost its case in Chancery Court at Blytheville.

Chancellor Gene E. Bradley ruled that a city ordinance passed by Board of Aldermen was confiscatory and a violation of constitutional property rights.

The city ordinance outlawed pinball games in the city.

Here's the chronology of the odd case:

Original Complaint

In early spring, word reached Mayor John James and the Board of Aldermen of Piggott that several school children were playing

pin games at a cafe across from the school.

Some squawks were that children were using their lunch money to play the machines. The Board of Aldermen passed their ordinance April 17 outlawing the machines in Piggott.

Ordinance Challenged

Mrs. Dena Eblen, owner of Paragould Music Company, Paragould, owner of the machines, sued in Chancery Court to void the ordinance, charging it conflicted with State law, was arbitrary, confiscatory and a violation of constitutional property rights.

The Chancery Court upheld her contention, held the city ordinance to be void and now the city of Piggott has taken the case to the Supreme Court.



PHONO RESTYLING KITS

- Gives Phonos new Look!
- Easy to Install!

Kits for Seeburg B, C, G & W, R & J \$39.95 ea.

Kits for Wurlitzer 1700, 1800, 1900, 2000, 2100, 2104 \$36.95 ea.

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Rock-Ola 1485	\$560
Rock-Ola 1458	295
Rock-Ola 1455	225
AMI JBI 120	365
AMI G 120	195
Wurlitzer 2017	195
Wurlitzer 2100	295
WILL TRADE FOR BIG BALL BOWLERS—Gottlieb and Williams 1957 and later. Complete line music—Pins—Shuffles—Bowlers—Arcade—Kiddie Rides—Vending.	

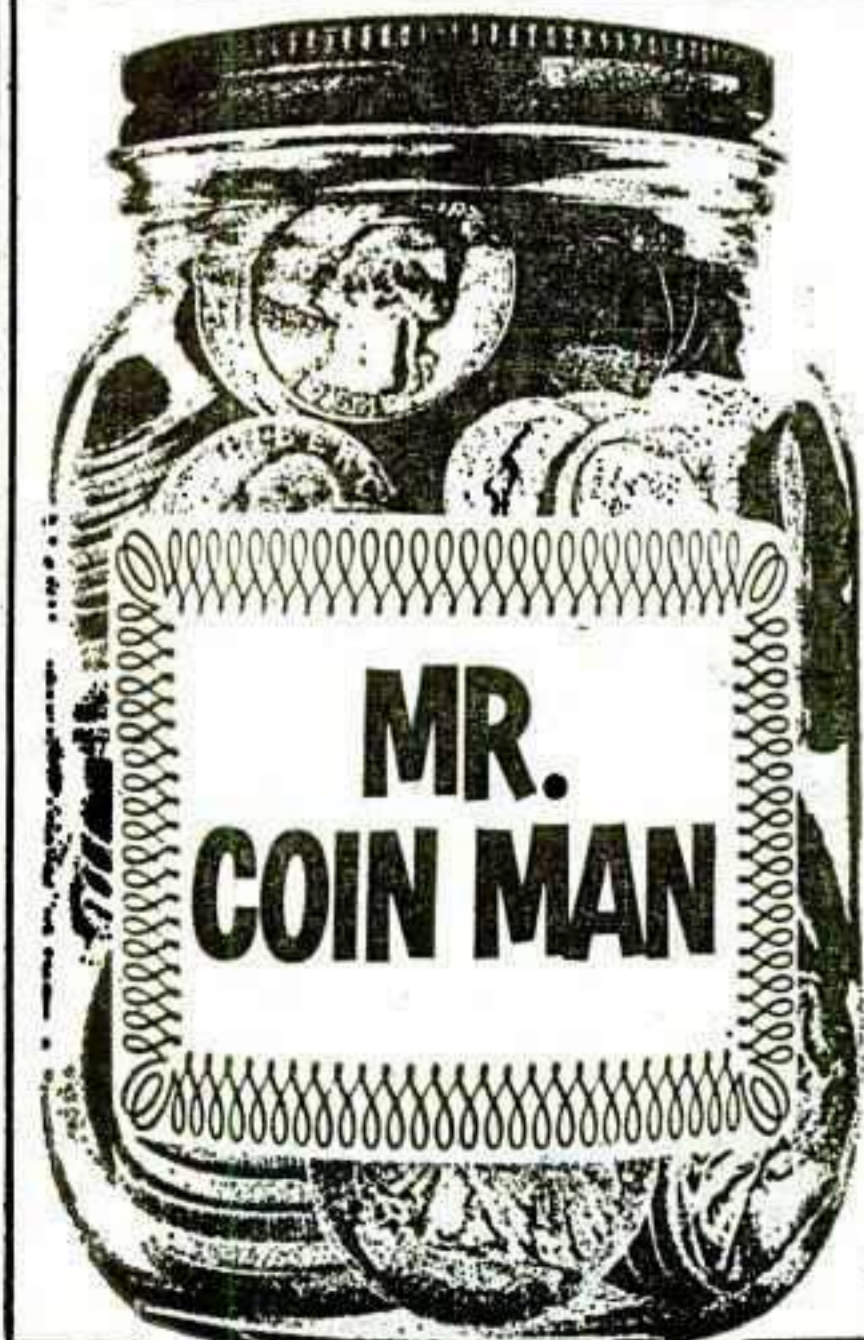
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EUROPEAN NEWS BRIEFS

Continued from page 47

market is influenced by restrictions imposed in Germany. Payout manufacturers report that they are now exporting to 17 foreign countries and exports have gained 15 per cent in 1962. Producers believe they could double payout exports within two years with co-operation from domestic authorities. The trade accuses the authorities of taking a dog-in-the-manger attitude toward payouts, throttling their sales because of harsh restrictions yet professing to be interesting in boosting German exports.

German Trust Squabble Drags On

WEST BERLIN—A decision in the anti-trust squabble of the operators with the copyright royalty organization (GEMA) is not expected before next year. The federal court hearing the case in Berlin is expected to hold additional hearings after the holidays. The operators (ZOA) are charging GEMA with "mis-using" its "monopoly" position in the music field to jack royalties to exorbitant levels. GEMA has cracked back with the accusation that ZOA is itself a monopoly which has organized all phonograph operators into a close-knit trade group applying collective pressure in pursuit of advantage for its members.

Bingo Sales Doubled in Britain

LONDON—Bingo sales to British operators have doubled in 1962, according to a trade survey, and a further gain is forecast for next year. Britain is currently a hot bingo market, and bingos for Britain has become a major activity of American export-import firms. Trade leaders forecast a tremendous surge in British bingo and fruit machine operation. The government is expected to yield to heavy pressure for a sweeping liberalization of games operations, affecting primarily bingos and fruits, to equalize admitted inequities now existing as between the private clubs and the legalized betting establishments.

German Ops Stay With It

FRANKFURT — Despite the cost-price squeeze and the warnings of the operators association that the operator is threatened with economic extinction, the number of operators in West Germany and West Berlin shows remarkable stability. The latest trade census shows around 5,000 operators, organized and unorganized. This is the same number in business for the last two years. Though trade experts have been agreed that an operator shakeout was in the offing. Of the 5,000 operators, 3,500 are organized in the various operator associations and the remainder are independents, many of them mom-and-pop proprietors of fewer than six machines. This latest trade census is being used by the diskeries as ammunition for rebutting complaints that the operators are being squeezed out of business by high disk prices.

Monaco Blockade Not Felt Yet

MONTE CARLO—General de Gaulle's custom blockade of Monaco so far has failed to affect the coin machine trade. Phonographs are being imported without difficulty—and without customs levy. This holds true also for games. A Monegasque official reported: "The whole custom squabble is under negotiations and there is no doubt it will be solved soon. Meantime, the French are confining their blockade to merely a token custom inspection without any real teeth. In any event, General de Gaulle has no quarrel with juke boxes, and we are having no trouble getting them through the general's customs curtain."



Medical science has scored against a major childhood menace. Rheumatic fever and rheumatic heart disease now can be prevented through prompt treatment of "strep" infections.

For medical advice, see your doctor.
For more information, ask your Heart Association.
For greater advances against heart disease,

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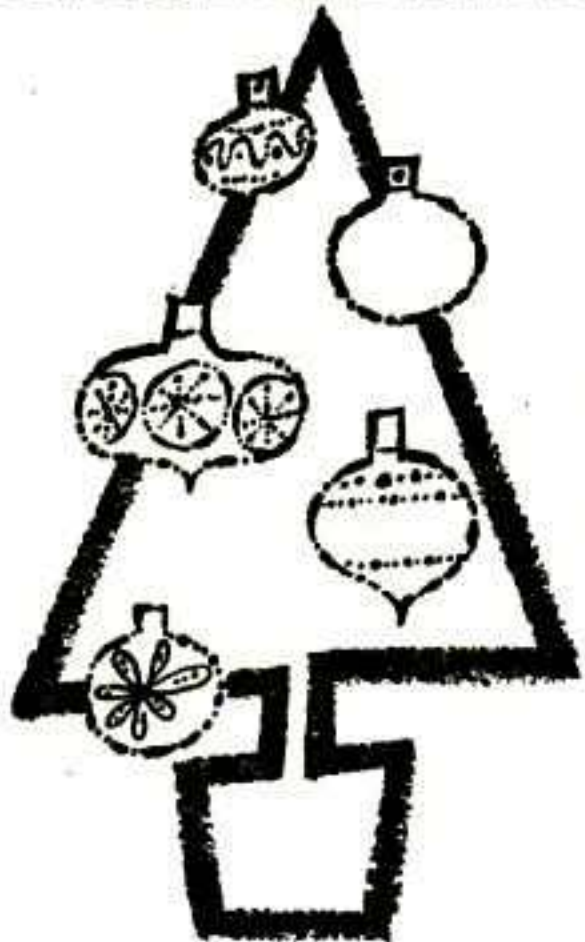
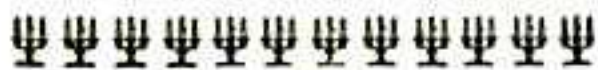
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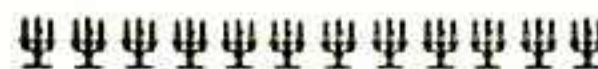
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to our many friends from your

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editorial and advertising Coin Machine Staff.

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- DUGRENIER K-14 Cig. (Man.) . . . 150
- SEEBURG E-1 Cig. 165
- SEEBURG E-2 Cig. 215
- CORSAIR (30-Col.) Cig. 175
- VENDO ICE CREAM (Post Select) . . . 445

GAMES

- Gottlieb CLOWN \$275
- Gottlieb MADEMOISELLE, 2/p. . . . 225
- Gottlieb FLIPPER PARADE 215
- Gottlieb FLIPPER FAIR 225
- Gottlieb OKLAHOMA, 4/p. 400
- Midway SHOOTING GALLERY 245

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- A.M.I. I-200M (50c) 395
- A.M.I. F-120 175
- ROCK-OLA 1438 195
- ROCK-OLA 1448 265
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- SEEBURG Q160-SH (50c) 745
- UNITED UPA-100 175
- WURLITZER 2400 (Stereo) 50c. . . 595

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New paper, new printing methods, new columnists, new features

in the **NEW LOOK** of **BILLBOARD MUSIC WEEK**

Coming January 5

Multiples Spell Efficiency, Success

Continued from page 44

equipment is done in the shop and only the head is exchanged on location. In the case of machines vending only capsules, pens, etc., filling is usually done on location. Major repairs are done at the shop. Complete servicing records are kept on all locations and each bulk vending machine.

New Locations

Periodically, time is allocated for going out and getting new locations, but frequently new locations are acquired during regular servicing schedules. Currently, Brehmer finds he can get the locations faster than the machines to put in them.

Brehmer puts his sales pitch to prospects in familiar terms to the location owner. For example, Brehmer explains, "a grocery chain operates on about 1.2 per cent to 1.8 per cent net profit. I show the

owner how \$10 from our machines is net profit to him and that he would have to sell \$1,000 worth of groceries to get that much. Also, I tell him that today's business is so competitive that he must wring all the income he can out of the products he is selling and always be on the lookout for new sources of income.

"I show him pictures of our installations and show him what the machines are doing on locations for others (sometimes his competitors) and that he should have the benefit of this additional income—a per cent of the gross—plus business, a term they like to hear."

Point-of-Purchase

To promote business in existing locations, Buckeye Vendors uses gimmicks, stickers on machines or inside and styrofoam displays,

which are changed from time to time to catch children's interest, although it is felt the merchandise and appearance of the machines speak for themselves.

Multiple installation racks in supermarkets and discount houses, are placed as near as possible to entrances, exits or check-out counters. Smaller coin denomination machines are placed on the bottom of the rack and higher denomination vendors on the top and the racks are positioned so the machines are not apt to be hit by shopping carts.

A formula for success? Brehmer feels there is no substitute for hard work and offers the following pointers:

"First," Brehmer says, "put out machines that are attractive and clean, and put out merchandise with kid appeal."

Operating Tips

"Second, make sure the machines operate consistently well. Coin mechanisms may become faulty, dispensing mechanisms sometimes don't work right and sometimes certain products do not work properly in certain types of machine. Don't let the public decide whether the level of operation is suitable—try all those things out beforehand and make whatever corrections are needed. In early days, I used to trim the burrs off each capsule as I drove on the route, so that the capsule wouldn't hang up in the dispenser. I de-burred thousands of capsules before changes in design of capsule and machine made this unnecessary.

"Third, keep trying every item

DECEMBER 22, 1962

BILLBOARD MUSIC WEEK 49

that comes out, in moderation, and load up your machines with what proves to be good.

"Fourth, don't be afraid to put in long hours—the extra hours make the difference," Brehmer concludes.

A charter member of the Ohio Vendors Association, Brehmer extols the benefits of membership in the OVA, claiming, "you are on the inside on legal and tax problems and are able to take proper steps for the preservation of your business. I think the meetings are stimulating and the exchange of ideas and know-how beneficial."

Brehmer, an avid camera bug, has a keen interest in ornithology—observing, studying and photographing different species of birds and flowers, but, above all, says Brehmer, he is "a dedicated presiding minister of the South Congregation of Jehovah's Witnesses in Columbus."

Point-of-Purchase

Continued from page 45

merchandise his goods at the point of sale, he'll miss out on a lot of potential business. Since Folz Vending instituted its card system several months ago, average per-machine collections have risen 15 per cent as compared with the same period a year earlier. Folz attributes this increase to the display cards.

Display cards are particularly effective in colder weather, Folz said. He pointed out that youngsters are apt to spend less time examining the contents of an all-charm machine on an outside location when the air is nippy.

Therefore, he added, the tot must be stopped in his tracks by an arresting display. The cards provide such a display.



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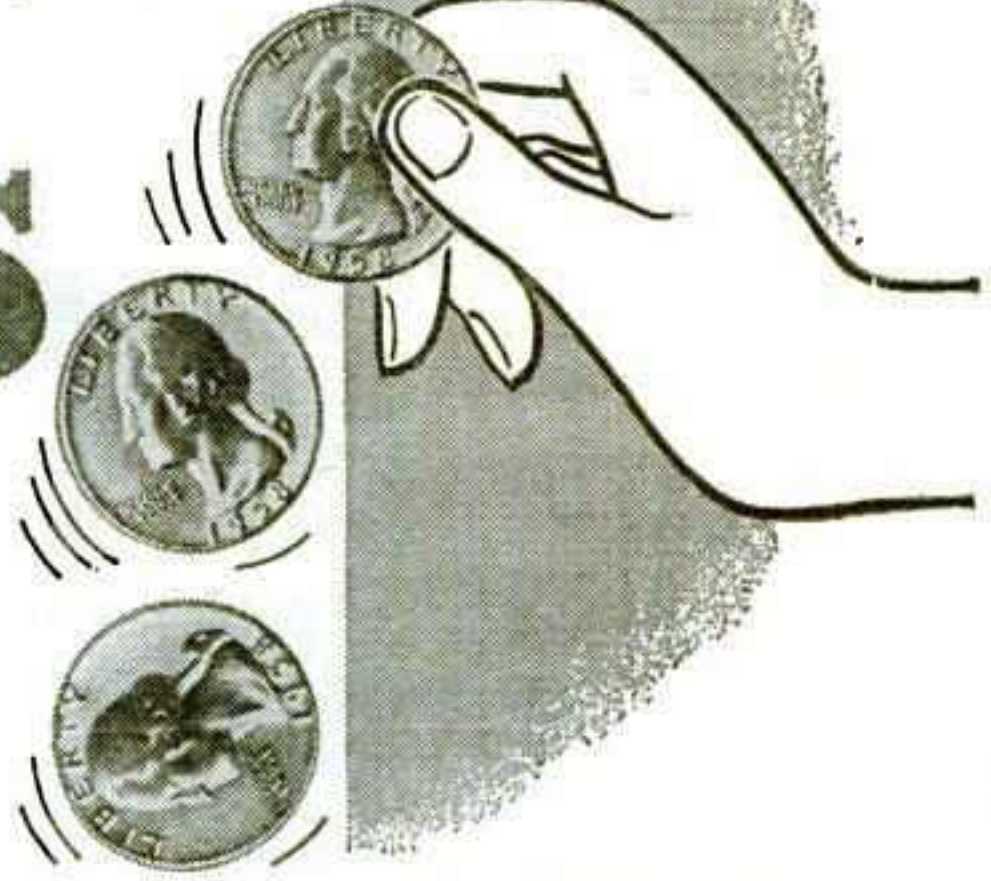
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• *Continued from page 43*

constant parade of old favorites is always on list.

6. Mix more with patrons, to sample their music tastes. Not enough operators make it a point to spend entire evenings in locations, exploring the musical tastes of tavern or restaurant patrons.

Wallpaper Decor

• *Continued from page 42*

same pattern for an exact match.

Enterprising juke box operators are making the most of the situation by pulling elderly rolls of wallpaper in the back rooms of wallpaper stores, looking for a near match, and in this way placating location owners who are upset with the appearance of new stereo speaker installations.

One operator, Amos Berteldes, gave up on the wallpaper quest early this year, and since then has been using large sheets of hardwood plywood, cut to cover the faded wallpaper area, and then finished in a handsome dark stain which matches the hardwood used on the speakers themselves.

With Phoenix expanding rapidly, and many new restaurants, taverns, cocktail lounges and snack bars being opened, more wall speakers are being employed than at any time in the city's history, according to Bill Bryant, of Valient Amusement Company, Wurlitzer distributor for Phoenix.

Though it is admittedly difficult to get a fireside talk from the family night after night, nothing pays better dividends than first-hand chit chat with bar patrons on the music subject. Most people, of course, have never seen their juke box operator or talked with him personally—and thus, introducing himself as just that, carries a momentous amount of weight.

People will open up, confess to dislike of the rhythmic selections on the juke box at present, and voice their true wants. In about 19 out of 20 cases, volume always picks up, simply because the music menu has been shaped to fit the tastes of the people who are in the tavern instead of the "general public."

7. Sell the accumulator slot more aggressively. Not enough people realize that a saving can be accomplished by using the accumulator chute for musical credit, or the 50-cent slot on other machines, two Denver partners agree.

Realizing that the bulk-purchase saving was not known to enough people, this pair hit upon the idea of installing a loud bell beneath the 50-cent chute, offering nine tunes for 50 cents. Whenever a customer rings the bell with a half dollar, the bar immediately serves him a free beer—the cost of the beer split equally between the operator and location owner.

The sound of the bell, of course, naturally puzzles most customers in the location and leads to questions, which on explanation, encourages more people to buy nine favorite records for 50 cents, rather than digging for change and playing only one or three at a time, as the case might be otherwise.

Max Hurvich Calls on Coinmen

• *Continued from page 41*

calling for a single coin machine convention but conducted by the separate associations.

Hurvich's letter seems particularly apropos in that it sums up industry thinking on the debate as it has developed to date. Most traders now feel that it is unrealistic to expect all the various coin machine associations to merge—no matter how desirable such a solution might be.

However, the idea of having them stage their conventions simultaneously in the same general area seems appealing. For one, most operators have now diversified to the point that they operate at least two or three different types of equipment.

Virtually every juke box operator also has games and cigarets—many have also gone into kiddie rides and other types of vending machines such as candy, drinks and even bulk vending.

The bulk vending operators in turn are eying major equipment vending and the major equipment vending operators are more and more interested in kiddie rides, background music and juke boxes.

This leads to another reason, as suggested by Hurvich, that operators find it too expensive to go to all conventions and end up going to one.

Of the various associations, the National Automatic Merchandising Association (NAMA), the major equipment vending group, is by far the biggest and strongest.

Hurvich notes that given a choice of attending only one show, the operators chose NAMA.

This in turn hurts MOA, the juke box group, and NVA, the bulk vending group.

"MOA and NVA would benefit by having many people who probably never attended either one of their shows, also many of the others

would be able to attend NAMA," says Hurvich, commenting on the advantage of a single convention time and place.

"Perhaps when each group meets with the other group they might find out the operators are not any different from their own group. We all knew there was a time when there was a definite cleavage between so-called vending machine operators and music operators and manufacturers. However, everyone knows now there is so much interlocking that there is very little separation," Hurvich says.

"It may not be too late now for MOA and NVA to plan their conventions at the same time and the same city where NAMA will meet next fall," concludes Hurvich.

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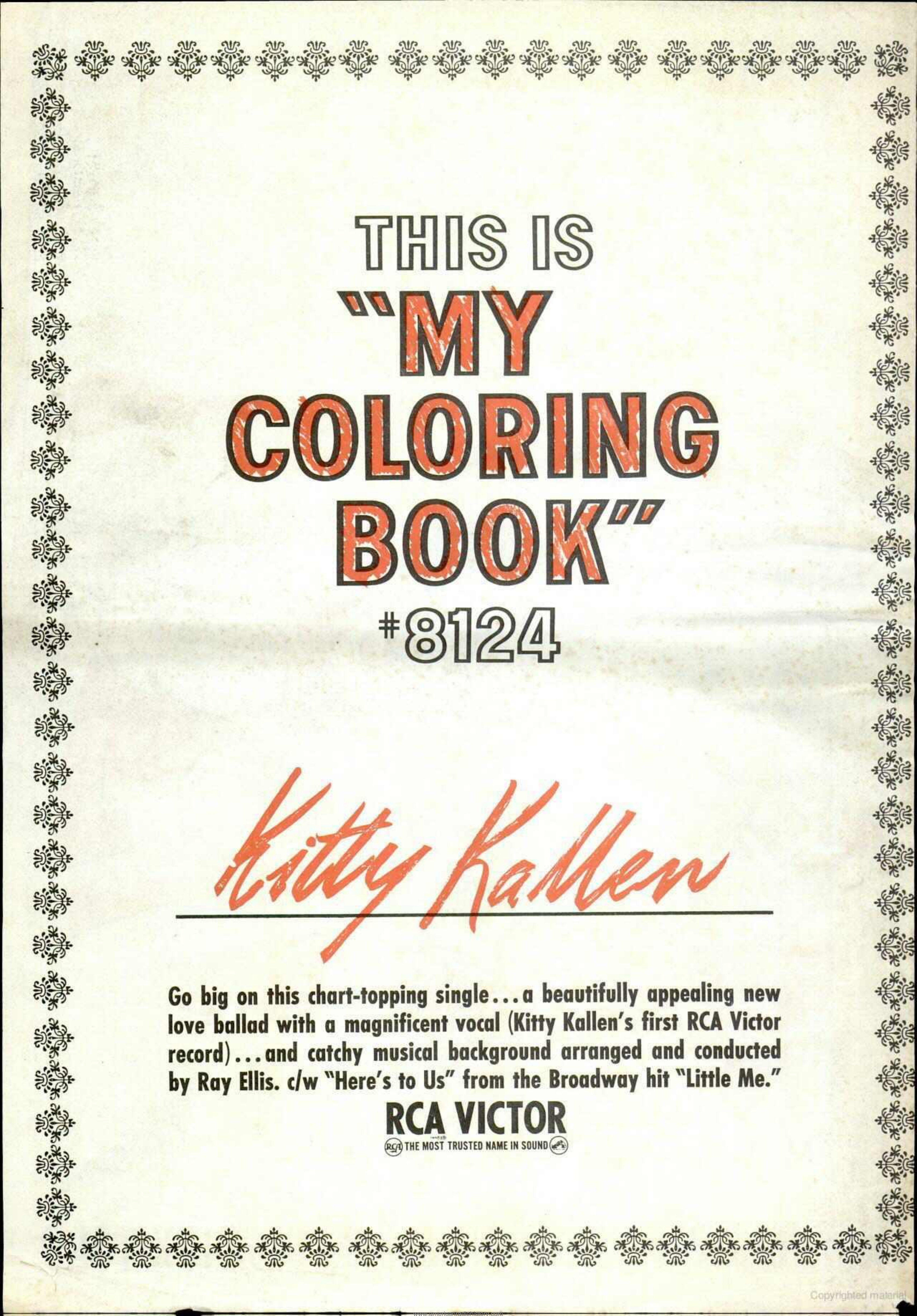
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