

Billboard

The International Music-Record Newsweekly

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

New Billboard Easier to Read

By SAM CHASE

With this issue, Billboard's format undergoes perhaps the most radical transformation in the nearly 70 years of its existence.

Without being immodest, it is our belief that these changes have a significance that go beyond merely our own appearance, and that our application of the most advanced printing technologies places important new services at the disposal of the music-record industry.

Doubtless the most dramatic of our changes is the introduction of multiple color throughout the issue. Like no other business, the

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Billboard

PAGE ONE RECORD

SINGLES

★ NATIONAL BREAKOUTS

No National Breakouts This Week.

★ REGIONAL BREAKOUTS

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

LITTLE WHITE LIES . . .

Kenjolairs, A&M 704 (Bregman, Vocco & Conn, ASCAP) (Los Angeles)

BONNIE DO . . .

Johnny Cooper, Ermine 42 (Venelia, BMI) (Chicago)

LOOK AT ME . . .

Dobie Gray, CorDak 1602 (Brenzy Willes, ASCAP) (Los Angeles)

BIG WIDE WORLD . . .

Teddy Randazzo, Colpix 662 (South Mountain, BMI) (Baltimore)

PEPPERMINT MAN . . .

Dick Dale and His Del-Tones, Dellone 5020 (Bloor-Hoffman, BMI) (Los Angeles)

WHO STOLE THE KEESHKA! . . .

Mafys Brothers, Select 719 (Drury Lane, BMI) (Buffalo)

BOSS . . .

Rumblers, Downey 103 (Downey, BMI) (Los Angeles)

I BELIEVE . . .

Dick Stewart, Penthouse 1000 (Cromwell, ASCAP) (San Francisco)

MAMA DIDN'T LIE . . .

Fascinations, ABC-Paramount 10387 (Curlom, BMI) (Philadelphia)

HITCH HIKE . . .

Marvin Gaye, Tamla 54075 (Jobete, BMI) (Detroit)

RHYTHM OF THE RAIN . . .

Cascades, Valiant 6026 (Sherman-DeVorzon, BMI) (Milwaukee)

LONELY HEARTS . . .

Enchantments, Romac 1001 (Kidd, BMI) (Pittsburgh)

ALBUMS

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

Pop LP Labels Swing to Radio

New Year, New LP, New Deals

NEW YORK — This is the time of year when manufacturers' deals to distributors and dealers on new January product crops up and this year is one of the best.

January, traditionally a strong month for albums sales, is being greeted by a flood of new, hot product, with some firms issuing as many as 30 albums. Columbia, for example, is releasing 28 sets, all told, counting the pop, jazz, international and Masterworks departments. RCA Victor is releasing 27, counting all of its department and the Camden label.

Deals being proffered this year range from straight 10 per cent discounts both on catalog material and new releases by some firms, while others are offering up to 25 per cent on selected items. Delayed billing is also part of the deal, with most firms giving the traditional 30-60-90 day billing, while one company is offering up to 110 days delayed billing.

Firms publicly offered discount deals are Capitol, Prestige, Verve and Everest (see separate stories), but it is understood that many others also have plans that may be variable, depending on the distributor.

One of the most interesting deals being offered by Capitol is on its entire Guy Lombardo catalog of 17 albums. For any Lombardo LP that dealers buy at their regular prices they can buy another Lombardo LP for 61 cents.



"MY SON, THE CELEBRITY"—Allan Sherman, center, gets his gold record award for \$1 million sales of his "My Son, the Folk Singer," in Hollywood as Warner Bros. President Jack Warner, left, and Mike Maitland, Warner Bros. Records president, look on. Award came from Custom Records Division of Columbia Records, which pressed the best seller, still soaring high on charts.

IRS Gives In, OK's Tabs Of \$25 Without Voucher

WASHINGTON — The Internal Revenue Service has eased up somewhat in its new set of rules aimed at tax-deductible business expenses for entertainment, gifts, travel and the like.

The new rules, effective January 1, were announced by IRS Commissioner Mortimer M.

Caplin at a news conference here. According to Caplin, the regulation requiring vouchers or receipts on expense-account items of \$10 or more has been changed — largely because of protests from businessmen—to a threshold figure of \$25.

A 90-day "grace period" is

(Continued on page 3)

Find AM Spots Sales Booster

By BOB ROLONTZ

NEW YORK — A dramatic shift in record manufacturer thinking could make radio in 1963 as important an advertising medium for record labels' pop LP product as newspapers and magazines have been in the past. Continuing the trend that has paid off over the past year for Original Sound, Epic and Smash Records in advertising pop LP's through radio spots, Command Records has just concluded a \$60,000 experimental spot radio campaign that has covered six major markets for two of its new pop albums, and is planning another campaign of the same proportions.

Just a few months ago Smash Records instituted a large-scale radio spot campaign on five albums, from the pop, country and rock and roll fields, and has attributed the success of two of these albums, "Patches," with Dickey Lee, and "Green Onions-Alley Cat," with Bill Justis, to these radio spots.

Epic used spots extensively to push its Bobby Vinton LP this past summer. Original Sound, which has issued four best-selling "Oldies But Goodies" LP's to date, has told Billboard that the success of these LP's was due in large measure to its radio spot campaign.

Command chief Enoch Light is not yet ready to say that the radio spot campaign he has embarked on has been responsible for making his two radio-adver-

(Continued on page 3)

Phono Key: Programming

By AARON STERNFIELD

NEW YORK—Never before in the history of automatic music merchandising — or juke box operating to the members of the old school—have the nation's operators paid as much attention to record programming.

With the number of music machines shrinking for the last decade, and with federal and local legislation limiting the type of amusement machines which juke box operators can place on location, U. S. juke box operators are depending on per-machine profits, not the total number of machines, for their livelihoods.

Billboard's year-end check of operators, distributors and one-stops, conducted by regional correspondents throughout the nation, bears out this theory. (The regional reports appear in the Coin Machine Operating section.)

Nowhere is the loss in the number of juke box

locations more apparent than it is in the large cities. With blocks of slums being torn down for urban renewal, tens of thousands of good juke box locations have been lost forever in the last few years.

In the last decade, the number of juke boxes has decreased by an estimated 75,000 — from about 525,000 to 450,000. And this decrease in the number of locations has been accompanied with a decrease in the number of operating firms.

Ironically, this combination of fewer music machines and a decrease in the ranks of operators does not make for a bleak picture in 1963. Consensus seems to be that the new year will be one of the best in a decade.

Ten years ago, when the cost of equipment and service was fairly modest by today's standards, phonograph operators were placing juke boxes on

(Continued on page 48)

To Our Friends All Over the World

As we begin a New Year, we pause for a moment to express a wish . . .

May 1963 be Pleasantly Prosperous New Year

For a consumer preview of Columbia Records' latest releases, see the center spread.

JAN.

NEWEST
HIT SINGLE FROM

PAUL
ANKA



45 RPM
RCA VICTOR
47-8115

PAUL
ANKA

LOVE (Makes
the World
Go 'Round)

CRYING IN THE WIND

#8115

HAVE A HAPPY BOSSA NOVA YEAR WITH THE FIRST NEW SMASH OF '63!
"LOVE (MAKES THE WORLD GO 'ROUND)"
(c/w "CRYING IN THE WIND")

RCA VICTOR

THE MOST TRUSTED NAME IN SOUND

New Billboard Easier to Read

• Continued from page 1

record industry thrives on excitement and its ability to touch the nerve endings of the buying public. The use of outstanding color artwork on album covers is one of the best examples of how this is being done.

It has long been our desire to convey the impact of multiple color reproductions in our pages, transmitting to our readers this aspect of album product salability. In this and in all succeeding issues, this desire becomes reality, as one aspect of our use of multi-color printing both for advertising and editorial purposes.

We are particularly happy that this forward step is being accomplished with no sacrifice of the fastest news deadlines of any weekly business publication in any industry, a testament to the miracles being wrought in the printing field.

Over the past several weeks, several new features have been introduced gradually into our pages. These included the new Country Music department, the Talent department with such features as "TV Appearances by Record Talent," the addition of the "Ready-to-Go Programming" charts and features to our Radio-TV department, the newsletter on merchandising Phono-Tape equipment by our new contributing editor, David Lachenbruch, and the initiation of the Music Machine Programming department in the Coin Machine section with such regular features as the list of stereo releases for juke box operators.

This week, several new features make their bow. The adoption of the offset printing process on this new coated paper stock assures fine reproduction of photographs. Therefore, we are stepping up our use of pictorial artwork, including the Newsmakers photo page on our back cover, where it is most readily accessible.

Contributing editor Bill Gavin's first newsletter on record programming on the air appears in the Radio-TV department. A new "Talent on Tour" feature in the Talent department enables dealers and deejays to tie in with personal appearances in their area. This week also marks the first appearance of a weekly Rhythm and Blues department, with a column by Midwest Editor Nick Biro. And each week will see a special page devoted to a different type of music, starting with Jazz this week; next week the spotlight will be on Classical music, and on Folk music the week after. Best Selling charts will offer unique information about each of these to dealers and broadcasters.

Additionally, several other new features are in various stages of development and will make their appearances in weeks ahead—features which we believe will be of genuine value and interest to readers.

Easy-to-Read Styling

A considerable restyling of many of our standard features also has taken effect with this issue, to make them more readable and easier on the eye.

Now, a word of reassurance. Lest there be any confusion on this point, these alterations in form and content will in no way affect our independent, aggressive policy of obtaining and reporting news developments of importance to our readership. In this fastest of fast-moving industries, our basic commodity always has been responsible, reliable and for the most part exclusive news reporting along with in-depth analysis of the significance of industry events. There will be no change in this policy.

Finally, we bow to the will of our readers. With this issue, we resume calling ourselves Billboard, rather than Billboard Music Week, the name we have used during the past two years. To the record industry, we remain Billboard, so we now revert to that time-honored name officially.

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Dot Records Lists Plan For Restock

HOLLYWOOD — Dot Records kicks off the new year with a restocking plan that features cash discounts on LP's, EP's, and singles prepacks. In addition, the sales drive is buttressed with a 110-day delayed billing benefit and 100 per cent guaranteed exchange privilege.

The plan, in effect from December 26 to January 31, is aimed at facilitating replenishing in depth. The LP inventory product is divided into three categories for the purposes of determining discounts.

Albums included in category A receives a 10 per cent cash discount for monaural and 15 per cent for stereo; category B LP's, 15 per cent cash discount on mono, and 20 per cent on stereo; category C, 20 per cent mono, and 25 per cent on the stereo.

The plan also embraces EP's, and the label's all-time hit single prepacks. All EP's enjoy a 25 per cent discount, and the single prepacks get a 20 per cent discount. Preferred billing will be handled in three equal payments, due by the 15th of February, March and April.

Interoffice Memo

From: Hal Cook
To: Sam Chase

Effective with the first issue of the "new" Billboard in 1963, please change our masthead on Page 4 to read:

Editor-in-chief Sam Chase
Editors Robert Rolontz
Aaron Sternfield

Associate Editor Ren Grevatt

As Editor-in-Chief, you will continue to direct all editorial activities. Reporting to you, Bob will continue to have editorial responsibility for the music-record department, Aaron will continue to handle all coin machine editorial duties and Ren will continue to edit the phono-tape merchandising department; in addition, Ren now will assume the additional editorial responsibility over the production of special issues. Niki Kalish, in consideration of her valuable contributions to our overall editorial department, is now to be listed in our masthead also.

Congratulations to you and your staff for your long months of planning for the maximum utilization of our new mechanical process.

Capitol New Year Special: Cut-Rate Guy Lombardo

HOLLYWOOD — Capitol Records starts the new year with a triple-pronged sales program, including a special Guy Lombardo LP sale, a one-for-two Capitol-of-the-World line offer, and a Capitol Classics 20 per cent discount sale. Drives will be in effect during January and February.

Capitol will offer dealers the opportunity to buy from its 17-G. Lombardo catalog one album for 61 cents for each one they purchase at their regular price. The firm will back up the Lombardo push with a Life magazine page, plus newspaper and radio spots in major markets.

Dealers will get one free Capitol-of-the-World LP for each two they purchase, with the deal applying to the entire 300 albums of the COW catalog. Foreign language newspapers, local radio and regular newspaper space will be coupled with in-store promotions to push the COW wares. A flat 20 per cent off the invoice of Capitol Classics will be made

on all orders placed during January and February to handle the longhair phase of the three-way push.

Deferred payment benefits call for three equal installments (March, April, May) for shipments made during January to February 25; merchandise shipped from February 26 to March 15 will be paid in three installments as well (April, May, June).

HAIL TO GUS, HAIL TO ANDY

NEW YORK — Gus & Andy's Restaurant, feed and watering place for Billboard personnel for lo these many years, celebrates its golden anniversary this month. The bistro is located on 47th Street and has been the home for many show and record business people as well as Billboard staffers for most of its 50 big ones.

Radio Spots Big Factor In New Year Drives

• Continued from page 1

tised LP's the hits they are. But he does say that the indications point to increased sales of both albums due to the radio push.

Stress Two Labels

The two LP's that Light hit in his radio campaign were "Enoch Light and His Orchestra Play Irving Berlin at Carnegie Hall" and "Carousel" with Alfred Drake and Roberta Peters. Both albums hit the Billboard charts, with the "Carousel" LP ranking just behind three current Broadway show sets, "Stop the World," "Oliver" and "The Sound of Music."

The Command campaign covered six major markets, New York, Philadelphia, Boston, Chicago, Los Angeles and San Francisco. Stations used were mainly AM with a few FM stations as well. Number of spots ranged from 20 a week to 50 a week. Spots were picked to be aired mainly at "drive" time, meaning those times when car owners are going to work or returning from work. These are times when most radio sets are in use.

Stations used in the Command experiment were WORL and WBZ in Boston; WMAQ and WGN in Chicago; WFLN and WJNJ in Philadelphia; WOR and WHN in New York; WVNJ in Newark, N. J.; KLAC and KRKD in Los Angeles; KABL and KSFO in San Francisco, and WKMh in Dearborn, Mich.

Help Dealers

Light said that he felt manufacturers have to offer dealers support for an LP even after it attains a position on the Billboard charts. He said that it is up to manufacturers to help produce business for dealers through all types of advertising. Light contended that radio could be an important part of the entire ad picture which up till now had been concentrated on newspapers and magazines.

Light said he had always felt that the best way to sell a record was to give the potential buyer a chance to hear it. He

said that radio advertising offered that opportunity to manufacturers. But he said that what must be determined about the Command radio spot campaign was exactly how much it helped dealer sales. Command will, over the next few weeks, analyze each market where spots were broadcast to see how these markets fared in sales of the two albums against other markets where radio was not used.

Window Angles

Light also said one of the most important aspects of a radio spot campaign was to have dealers feature in their windows and on their counters the albums that were getting push treatment. In the firm's next campaign there is a possibility that the radio spots will be keyed to specific stores to try to determine the effectiveness of the spots.

Light has already started to experiment with another new Command album, which may be incorporated into the next radio spot campaign starting about mid-January. The album is "Big Band Bossa Nova," with the Light ork, which is now well over the 100,000 mark. This set was advertised on radio spots in Hartford, Conn., and Light says sales showed a sharp increase in that city as a direct result of the spots.

The next Command radio campaign will cost about as much as the one just concluded,

according to Light. It will stay with AM stations mainly, and will possibly include the bossa nova set, the newly recorded dramatic show "The School for Scandal," and a number of its new Command Classics records.

Command is also going out on its radio campaign to help inform record buyers about its new image. For Command is no longer the sound and percussion line that it used to be. It now includes straight pop albums, classics, show and drama LP's, as well as its sound sets. Firm is also signing a number of new artists who will be featured in upcoming releases by the label.

Libel Suit Against Kenin Still Stands

NEW YORK — The \$500,000 libel action launched by Georgie Auld and Bert Fisher against Herman Kenin, president of AFM, still stands. A move for summary judgment and dismissal of the action was denied last week by Federal Judge H. R. Tyler Jr.

The suit stems from charges that Auld and Fisher had attempted to extort money from the manager of a well-known Catskills resort. Said Judge Tyler, in denying dismissal of the action: "I am satisfied that the issue of malice is properly raised in this litigation."

Tax People Give In

• Continued from page 1

being allowed companies in order to facilitate the bookkeeping changeover. Individual businessmen will have a month to familiarize themselves with the new rulings.

One major change drops the requirement that companies file item-by-item proof of travel costs when such companies regularly allow up to \$25 a day to cover

out-of-town meals, lodging and incidentals. Higher per-diem allowances, IRS said, would be approved (if sought in advance) for travel to high-cost areas like New York or Florida.

Still due to be defined by IRS, probably in February, will be such "gravy areas" as what, exactly, is a business meal" or a "lavish" business gift.

LP Crown to Columbia; Victor Tops in Singles

Columbia LP Leader Again

NEW YORK—Columbia Records once again showed its power in the LP field as it swept the year's LP crowns with the most new LP's in the top 50 of Billboard's monaural and stereo LP charts for 1962. This was the third year in a row that Columbia topped all other labels with new LP's on the top 50 of the mono chart. Columbia edged Victor on the stereo chart, although Victor was right at Columbia's heels in this area. Columbia placed a total of 25 new albums in the top 50 of the mono LP chart and a total of 22 on the stereo chart.

Second to Columbia on the top 50 of the mono chart was Capitol Records with 18 to Columbia's 25. This marked a strong comeback for Capitol, which finished third in this race last year. Behind Capitol was Victor with 15 new albums placed in the top 50. Fourth was Decca Records with 10. Right behind Decca was Warner Bros. with eight, Dot with seven and Parkway with six. Tied with five each in the top 50 were Mercury, ABC-Paramount, Reprise, Chess, Imperial, Atco and Kapp. Companies with four mono albums in the top 50 were MGM and United Artists; companies with three were London, Vanguard, Atlantic, Jubilee, Roulette and Epic. The following companies had two each: Original Sound, Dolton, Hi, Monument, Cameo, Cadence and Liberty.

A total of 42 firms placed new albums on the top 50 of the mono chart for the first time in 1962. Only 29 of these firms were able to come up with more than one LP in the top 50 during the 12 months.

Columbia Tops Stereo

In the stereo department, Columbia had 22 stereo albums on the top 50 stereo chart, while Victor and Capitol each had 21. Once again Capitol made a strong race, just as it did in the mono field.

These three majors were far ahead of all the other labels in the stereo field. Next strongest (Continued on page 8)

Riddle Makes Capitol Jump

HOLLYWOOD—Nelson Riddle, arranger-conductor for more than a decade, last week made his anticipated hop to Frank Sinatra's Reprise artists' roster. During his Capitol period, Riddle's arrangements and orchestra accompanied virtually all of the label's top artists, and Riddle's backings were the most often used by Sinatra.

When Sinatra left Capitol to start his own Reprise label two years ago, Riddle was unable to accept free-lance assignments from Sinatra on Reprise, though he had made similar appearances on other labels.

In addition to his reunion with Sinatra, Riddle will appear with other Reprise artists on the Sinatra label. He recently composed the score for Sinatra's Paramount Pictures release, "Come Blow Your Horn."

Schrade Retires As Coast V-P



ANDY SCHRADE

NEW YORK—A. J. (Andy) Schrade retired on December 1, 1962 as vice-president in charge of West Coast operations for Columbia Records. Schrade had reached retirement age last summer but was persuaded to remain on the job until year end to continue his work on the firm's Santa Maria plant. He will also remain as special consultant on the \$4 million plant until its completion in mid-1963. Schrade has worked for Columbia for 47 years, starting with the Columbia Gramophone Company in 1915. Schrade manned the first Columbia plant on the Coast in 1924. In 1932 he went to Shanghai to direct Pathe Orient, Ltd., returning to the U. S. in 1934 to become vice-president of the American Record Company. He became vice-president in charge of West Coast operations for Columbia in 1945.

Columbia Names Paul Myers, Tom Shepard Classical Producers

NEW YORK—Paul Myers and Thomas Shepard have both been named as producers for Columbia Masterworks by Schuyler Chapin, head of Masterworks a.&r. Both will be responsible for key classical artists on the label. Myers will also handle special products, while Shepard will continue to assist John McClure, executive musical director of Columbia Masterworks in producing New York Philharmonic recordings.

Pre-Cut Vaughn Sales Top 100,000

HOLLYWOOD—Sales for Billy Vaughn's new LP topped the 100,000 mark before the album was recorded, according to Dot President Randy Wood. The label's chief executive said that the announcement that Dot will issue a Vaughn album of the top hits of 1962 brought initial orders for 113,000 copies. The LP had not been recorded at the time orders started coming in. The album was completed last week and was shipped in time for January release.

Victor Cops 4th 45 Flag

NEW YORK—For the fourth consecutive year RCA Victor swept the singles crown for 1962 with the most singles releases on the top 50 of Billboard's "Hot 100" chart. Victor landed 20 singles releases in the top 50 of the chart, outdistancing its closest competitor, Liberty Records, which finished with 18. Victor has had the most singles in the top 50 of the "Hot 100" since 1959.

Both Victor and Liberty finished far ahead of any other label with records in the top 50. Behind these leaders, three companies were tied for third slot. They were Decca, Mercury and Columbia, who each had 13. Both Decca and Mercury were strong in singles last year, but this marked Columbia's best showing since the great days when Mitch Miller headed Columbia's singles a.&r. division.

Dot Records and ABC-Paramount finished in a tie for fourth slot with 10 top 50 singles each. Colpix, Cameo and Capitol, finished in a tie for fifth with nine singles each.

The Line-Up

Here is how the rest of the leading record firms hit the tape in the year's tally for top singles. Atco, Parkway and Warner Bros. each had eight singles in the top 50 of the "Hot 100." Vee Jay, Tamla and MGM had (Continued on page 8)

New Foreign Reps for Fox

NEW YORK—Fred Fox, head of Sam Fox Publishing Company, recently returned from an overseas trip, has set up a new arrangement abroad. They include affiliations with Gaetanos Music in Athens, Editions Negen in Tel Aviv, and A. Chahine & Fils in Beirut. They will all handle Fox copyrights in their areas and supply the Fox firm with material for U. S. exploitation.

In addition Fox has concluded negotiations with Fox offices in England, Holland, Germany, Switzerland and Italy, to represent the catalogs of Dorabet Music, and Palasades Music, who recently signed with Fox. The music company chief also made arrangements with the affiliates to handle the Sam Fox record company, Gallant Records.

United Artists Records Hits Top Mark of \$7 Million in 1962

NEW YORK—According to Art Talmadge, president of United Artists Records, the label broke the \$7 million mark in 1962. The firm added to its pop impact, through the addition of kiddie, jazz and country product in 1962. In addition, the label has solidified and extended its overseas coverage. The label's logo is being displayed in most areas of the world.

At year's end, UA was mak-



JOHNNIE RAY is expecting big things in the new year. Recently signed to Decca Records, he has just cut his first single for the label under the aegis of Owen Bradley in Nashville. The record will be available in a couple of weeks.

(Advertisement)

Mercury Deal Is 15 for 100

CHICAGO—Mercury is offering a 15-free-with-each-100 deal on its January release of 30 new albums plus selected items from the firm's entire catalog.

Included in the sales plan, besides the new releases, are 22 "Year-End Specials" covering product issued between October 15 and January 1, and a list of "Top 50 LP's," a grouping of top catalog releases by the firm's best artists.

For all general catalog product, exclusive of Mercury Wing and Wing Classics, dealers will get 20 free with each 100 sold. Qualified dealers will also be offered a 30-60-90-day dating privilege.

The new release features 15 pop and jazz albums, 5 "Living Presence" classics, 4 "Curtain Up" and 6 Mercury Wing classics.

Highlighting the pop and jazz section are albums by such artists as Dinah Washington, Anita Carter, Patti Page, the Harry Simeone Chorus, Dick Contino and the Platters.

Others include Bobby Scott, Max Roach Quintet, Merry Melody Singers, Art Farmer and His Orchestra, Clyde McCoy, Jose Melis, Wal-Berg, Layton and Morrow, and the Gaylords.

Headliners in the classical release are albums by Frederick Fennell, Pepe Romero, Paul Paray and Antal Dorati.

In the Curtain Up series, new albums are by the Detroit Symphony Orchestra, Eastman Rochester Orchestra and the London Symphony.

7 ADDITIONS TO TOP 50

NEW YORK—Records that broke big in the period from October through December did not appear on the Billboard's "Hot 100" recap in Billboard's "Who's Who in the World of Music" issued last week (December 29), because that listing cut off on October 27.

The Billboard pop chart department has now totaled up the list through December and has found that strong records that hit big toward the end of the year finished high up on the "Hot 100" recap when extended through December.

They are: "Do You Love Me," by the Contours on Gordy, No. 18; "Monster Mash," by Bobby Pickett on Garpax, No. 26; He's a Rebel," by the Crystals on Philles, No. 27; "Only Love Can Break a Heart," by Gene Pitney on Musicor, No. 32; "I Left My Heart in San Francisco," Tony Bennett, Columbia, No. 33; "Limbo Rock," Chubby Checker, Parkway, No. 40, and "All Alone Am I," Brenda Lee, Decca, No. 42.

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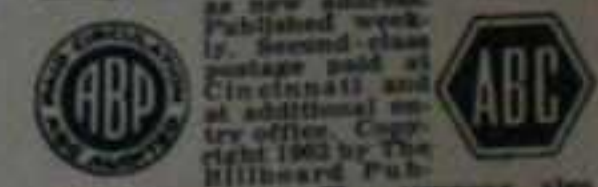
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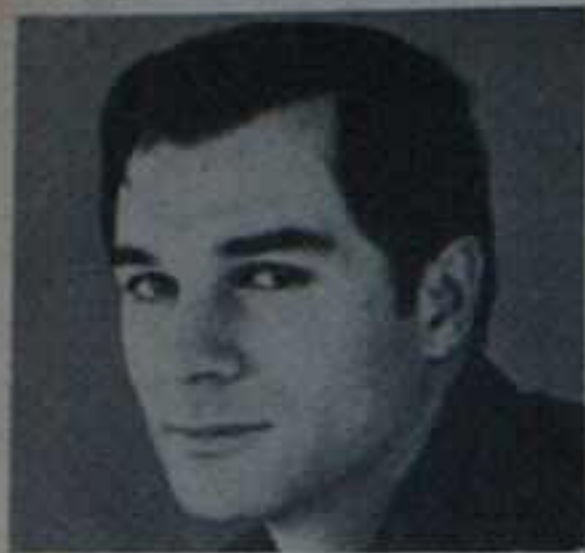




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New Talent Vies With Vets for Spotlight

The Newcomers



GEORGE MAHARIS



MARY WELLS

Deal Opens European Door For Victor Disk Artists

LONDON — A stream of RCA Victor contract artists is headed for Europe as a result of a deal the disk firm has with RAI, the Italian state television service. It has given the label valuable opportunity of exploiting its artists elsewhere in Europe.

Arnold Klein, RCA's European manager, artists and record promotion, detailed complex itinerary for the label's vocal group the Tokens, one of the participants in the scheme.

They arrived in London December 16, spent two days here, moved to Paris for two days and then on to Spain for five days. They moved to Rome for a week at Christmas and were due back in the U. S. January 1. Odette was following them

into Rome January 2, afterwards paying visits to Scandinavia and the Benelux countries before reaching London.

The Limlites follow and are also booked into London for a February concert and two television appearances.

Also participating in the scheme are Della Reese, who flew in last month, the Sonny Rollins Trio, Sam Fletcher and H. B. Barnum.

There is possibility, too, of the Nashville Trio of Chet Atkins, John G. Loudermilk and Floyd Cramer tackling a similar routine.

Harry Barris, Harry Carroll Die on Coast

HOLLYWOOD — The music community here was saddened this week by news of the deaths of old-time clefters Harry Barris and Harry Carroll.

Barris, 57, composer, writer and originator of Paul Whiteman's Rhythm Boys, died in a Burbank hospital after a long illness. He broke his hip in a fall a year and a half ago and developed cancer.

Among Barris' top tunes were "Wrap Your Troubles in Dreams," "Mississippi Mud" and "I Surrender Dear." In the '20's he formed the Rhythm Boys, a group which later left Whiteman and performed on its own before one of its members, Bing Crosby, hit in Hollywood. Al Rinker was the other member of the act.

Bright Display By Newcomers Spark of Year

By BOB ROLONTZ

NEW YORK — A dazzling crop of newcomers moved into records for the first time in 1962 and came up with the heftiest show of sales strength the record industry had witnessed in many a year. Meanwhile, a number of vet record names either continued their long-time steady sales pattern or else came back with hot-breaking items that catapulted them again into the limelight for club dates, personals and TV appearances.

The Vaughn Meader and Allan Sherman albums, of course, were most sizzling LP's that ever hit the industry, either alone or together. Meader's LP, now over four million, is expected to reach five million before it is through; the Allan Sherman LP passed a million a few weeks ago. However, although Meader overshadowed all else, his album and Sherman's were not the only spectacular diskings of the year as far as new talent was concerned.

When Peter, Paul and Mary's first album was issued on Warner Bros. in January they were practically an unknown folknik group. By the fall of the year their first LP had sold over 500,000 and they had turned into a famous pop-folk act. Joan Baez, who started to break both in pop as well as folk in 1961, turned into the hottest of the folk acts in 1962, with all three of her Vanguard albums on the top LP charts, and still remained a pure folk singer while appealing to the folk set. Time magazine put the long-haired lass on the cover of a November issue and made her the feature artist in a piece about folk music and folkniks.

Chubby's New Fame

Chubby Checker, who had been a good selling teen-oriented artist for two years, found new fame in 1962 when the twist went adult, and the over-40 set found that Checker was the king of the twist. His records, both singles and LP's, started to sell all over again, and during the early part of the year when the twist craze was at its height, he had five LP's at the top of the pop charts at one time. At the end of the year Checker was popularizing

The Comebacks



NAT COLE



BRENDA LEE

another dance, the limbo, with his hit album and single.

A young legit singer-actor named Robert Goulet, who had made a name for himself, in Lerner & Loewe's "Camelot" and had made many a femme heart do palpitations thereby, suddenly turned into a hot LP seller with two strong albums on Columbia and an astute series of TV appearances on the Ed Sullivan show. By the end of the year he had turned into a hit night club act and was ready for Hollywood.

A British clarinetist with a bowler and a flair for publicity, Mr. Acker Bilk, cracked the U. S. pop market with a single recording called "Stranger on the Shore" that made his name known from Picadilly to the Golden Gate. Bilk soon had two best selling Atco albums and negotiations were on at the end of the year to have the ork leader come to the U. S. for a lengthy tour.

TV Transition

Two TV stars proved that it was possible to make the transition from TV to recordings and come up as winners in both fields. George Maharis did it for Epic with two LP's as well as singles, while Johnny Crawford did it for Del-Fi with singles first and then with a solid-selling LP. Richard Chamberlain for MGM and Vince Edwards for Decca also came from TV to become strong record sellers.

Jazz artist Jimmy Smith turned into a pop seller as well with his hit album on Blue Note called "Midnight Special." His album on Verve called "Bashin'" was another hit. Stan Getz and Charlie Byrd popularized the bossa nova on the Verve label and sold records in all fields, jazz, pop, country and blues.

There was no lack of new talent for the teen set. New artists broke on singles and helped spark the greatest summer sales of single records in close to five years. The hottest of these acts included Bobby Vinton on Epic with his million and a half summer seller, "Roses Are Red." Vinton followed this up with a strong LP and a number of additional single hits.

Three young ladies, Mary Wells, Little Eva and Dee Dee Sharp, broke through with a string of hit records in 1962, starting new vocal trends, and in the case of Little Eva, starting a new dance called the Locomotion, on Aldon Music's Dimension label. Mary Wells racked up her hits for Motown, while Dee Dee Sharp gave new impetus to Cameo Records, sometimes teaming up with Chubby Checker on LP's.

Hot Seasons

A new male group, the Four Seasons, turned into the hottest new group of the year with a million seller called "Sherry," on

the Vee Jay label. And their follow-up, "Big Girls Don't Cry," also became a smash. To top it off they had one of the hottest records of the Christmas season in "Santa Claus Is Coming to Town."

These were the strongest or the flashiest of the new names on the horizon in 1962. But action was also created by many other newcomers, including the Duprees, Dickey Dee, Bobby Pickett, Tommy Roe, the Crystals, the Miracles, Bent Fabric, Booker T. and the M.G.'s, Marcie Blane, Bobby B. Soxx and the Blue Jeans, Frank Ifield, Little Esther Phillips, the Springfields, the Sherrys, Dianne Warwick, and Chris Montez.

Though new talent created a lot of excitement, old reliable names such as Elvis Presley, Frank Sinatra, Mitch Miller, Lawrence Welk, the Kingston Trio and Johnny Mathis continued to sell steadily in the album field.

Presley, Brook Benton, Bobby Darin, Jimmy Dean, Brenda Lee, Connie Francis, Bobby Vee, Roy Orbison, Sam Cooke, Sue Thompson, Johnny Tillotson, Paul Anka, the Shirelles, Rick Nelson, Jimmy Darren, the Marvellettes, Joey Dee, the Dovells, Brian Hyland, Shelley Fabares, Neil Sedaka, Pat Boone, Bobby Rydell, Everly Brothers, Dion, Gene McDaniels, Gene Pitney and the Chipmunks, again dominated the singles sales charts throughout 1962.

Comebacks Aplenty

There were also some exciting comebacks on the part of vet artists during the year. Tony Bennett came roaring back on the singles and the album scene with a sock seller called "I Left My Heart in San Francisco," which could turn out to be one of the standards of 1962. Same tune was used as the title of his new album, and that one, along with his Carnegie Hall set, also became best sellers. Nat Cole

(Continued on page 8)

Seeco Seeks to Widen Exposure

NEW YORK — Seeco Records has taken two steps to widen its source of exposure on both the international and domestic fronts. The label has concluded an agreement with Fermata de Argentina which licenses Fermata to produce Seeco product in Argentina.

On the domestic front, Seeco is packaging some of its prime Latin America product in juke box packs. These singles are packaged five to a pack and contain a selection of the label's 25 top selling singles. Naturally, the packs are being made available to all juke box ops, but mainly those in Spanish-speaking markets.



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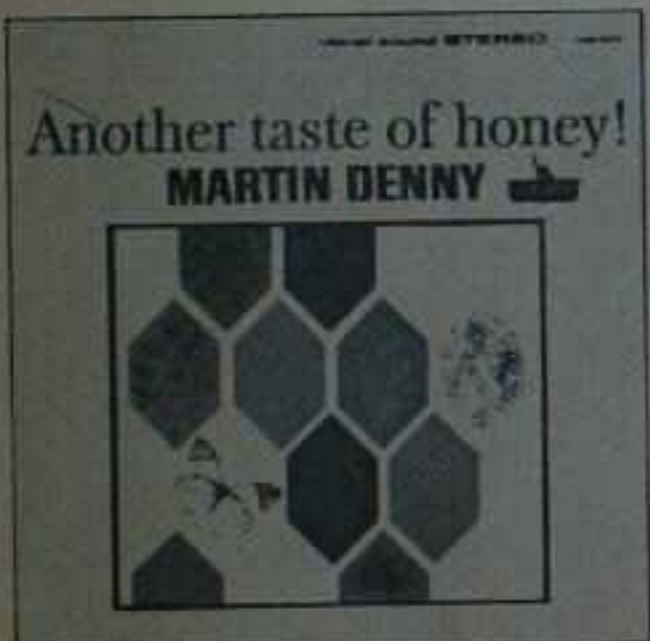
FOLLOW THE SALES LEADER



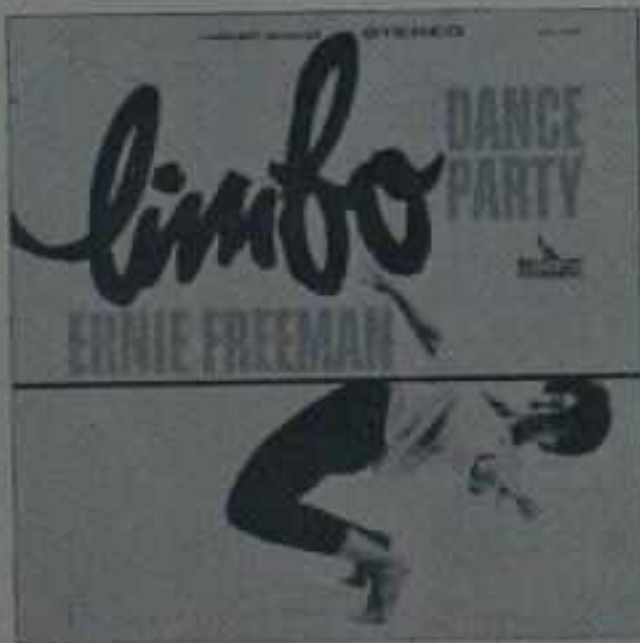
JANUARY '63 SALES PROGRAM

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MARTIN DENNY

"Another Taste of Honey" — Martin Denny
LRP-3277 — LST-7277



"Limbo Dance Party" — Ernie Freeman
LRP-3283 — LST-7283



"The Fleetwoods Sing For Lovers By Night"
BLP-2020 — BST-8020



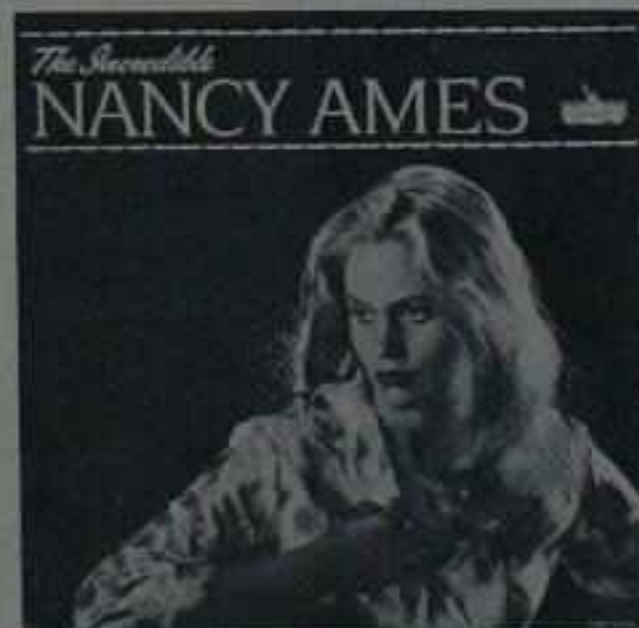
"The Original Hits—Vol. 7"
LRP-3274



"Spanish Lace" — Gene McDaniel
LRP-3275 — LST-7275



"Doin' The Bird" — The Rivingtons
LRP-3282 — LST-7282



"The Incredible Nancy Ames"
LRP-3276 — LST-7276



"We Sing Folk Songs" — The Wanderers Three
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ANTA May Be Out In Cultural Shakeup

WASHINGTON — A complete shake-up of the U. S. Cultural Exchange program may result in eliminating the role of the American National Theater & Academy (ANTA) in setting up artist tours. Changes suggested in a recent report to the State Department would also mean more public recognition for the touring artists, stronger competition for assignments in both professional and amateur groups, and special awards for tours in each class at year's end.

A combination of "inspiring achievement" and "troublesome obstacles" characterized the eight-year-old cultural exchange program, in the opinion of a special non-government commission reporting to Lucius D. Battle, Assistant Secretary of State for Educational & Cultural Affairs.

The advisory group was headed by Dr. John W. Gardner, president of the Carnegie Corporation, New York; Roy E. Larsen, chairman of the executive committee of Time, Inc., and Glenn G. Wolfe, veteran foreign service officer.

In general, the report recommends four administrative changes: first, have the federal Advisory Committee on the Arts revitalized and expanded to do the selecting of program artists, with members of present, highly regarded ANTA panels brought into the committee. (The Advisory Committee on the Performing Arts was authorized by law in 1956, updated in 1961, but has been without appointees.)

Second change would be to give State Department full responsibility for management of overseas tours; third, to make long-range plans on a continuing basis for world-wide presentations; and fourth, increase recognition for those who participate in the exchange.

ANTA was highly praised for its work to date in selecting

artists and making tour arrangements, but the report found that the arrangement had "organizational inadequacies."

The recommended long-range look-ahead would mean a three-year plan, which may take time to produce. Result would be a holding off on further commitments for the next six months, and probably no tours during the spring season of 1963. A suggestion to delight the souls of new talent, is for having amateur group competitors, winners to go on State Department tours.

Above all, the report urges that the whole American public be made strongly aware of its touring artists. The country's known and publicized pride in its cultural presentation would enhance the American image abroad, the advisors believe.

PUB FILES OVER 'WATER BOY' INFRINGEMENT

NEW YORK — Boosey and Hawkes filed for an injunction, and asked for damages and an accounting action against Warner Bros. Records, Curtain Call Productions and Allen Sherman, over the tune "Water Boy." Complaint charges that the defendants infringed by publishing and recording a tune called "Seltzer Boy," which was copied from the plaintiff's original tune.

Complaint says that "Water Boy" was composed by Avery Robinson prior to 1922 and assigned to Winthrop Rogers, Ltd. In 1950, complaint states, Robinson secured the renewal rights and assigned the tune to the plaintiffs. The suit claims the defendants have not filed notice of user.

Columbia Is LP Leader Again

• Continued from page 4

company was Dot which had nine stereo LP's on the chart for fourth place, and in fifth place was Command with eight. Decca Records and London Records both had seven stereo LP's on the chart, while Reprise followed with five. Verve, Kapp and Warner Bros. had four each; United Artists and ABC-Paramount had three, and Roulette, Epic, Dolton, MGM, Atco and Cadence had two apiece.

A total of 30 firms were able to place new releases on the stereo chart during 1962. Nineteen of these firms were able to come up with more than one over the year.

The most consistent artist in the album field was Frank Sinatra, who had eight albums in the top 50 of Billboard's mono chart and five LP's on the stereo chart. Sinatra was aided by the Capitol Sinatra sale last fall, which spurred the sales of many of his Capitol sets all over again. After Sinatra, Ray Charles, with six mono albums and three stereo LP's, was the next strongest LP name, with Lawrence Welk with five mono and two stereo, following closely.

Here are the names of the artists with the most LP's in the top 50 of the mono charts: Sinatra with eight, Charles with six, and Welk and Chubby Checker with five. Four each: Mitch Miller, Johnny Mathis, Dave Brubeck. Three each: Ray Conniff, Kingston Trio, Andy Williams, Joan Baez and comic Moms Mabley. Artists with two LP's each in the top 50 of the mono chart were: Harry Belafonte, Murray (the K) Kaufman, Rusty Warren, Billy Vaughn, Paul Anka, Jimmy Smith, the Limeliters, Burl Ives, Brenda Lee, Manto-

vani, Sandy Nelson, the Ventures, Dinah Washington, Roy Orbison, George Maharis, Mr. Acker Bilk, Bob Newhart, Bing Crosby, Bobby Darin, Robert Goulet, Connie Francis, Jose Jimenez and Elvis Presley.

There were some artists who did much better in stereo than mono and vice versa. Enoch Light, for instance, had five albums on the stereo chart and none on the top 50 of the mono chart. Chubby Checker had five in the top 50 of the mono chart and did not hit the stereo chart.

Sinatra and Light were the strongest on the stereo chart with five LP's each. Ray Conniff, and the Kingston Trio were next with four stereos each. After these leaders came Ray Charles, Henry Mancini, Billy Vaughn, the Limeliters, Ferrante and Teicher, Andy Williams and Nat Cole with three each. Artists with two LP's on the stereo chart during 1962 included Elvis Presley, Tony Bennett, Peter Nero, Stanley Black, Stan Getz, Tennessee Ernie Ford, Pete Fountain, the Ventures, Mantovani, Tony Mottola, Burl Ives, Roger Williams, Mitch Miller, Johnny Mathis, Lawrence Welk and Harry Belafonte.

ROSA Gets Its Corp. Papers

PHILADELPHIA—A charter of incorporation was granted the Record One Stop Association (ROSA) by the Pennsylvania Department of State. In the application for a charter as a non-profit corporation, filed by the local law firm of Klovsky and Kuby, the proposed association is made up of persons engaged in the sale of phonograph records and its allied lines and operating under a "One Stop Record Service." President of ROSA is Irv Pearlman of this city.

The purpose of the proposed association is "to maintain and disseminate for the mutual benefit of the members information valuable to the members in respect to any and all matters vital to the maintenance and development of the record industry."

"To conduct in every legal manner trade promotion activities, including advertising and publicity," the petition for a charter continued. "To collaborate and exchange data and ideas with trade associations and other organizations and individ-

RCA Victor Cops Fourth 45 Flag

• Continued from page 4

seven each. Imperial and Epic had six. Companies with five each included Hickory, Cadence, United Artists, Atlantic, Del-Fi and Scepter.

Companies with four each included Swan, Roulette, Monument, Smash and Dimension. Those with three each were Hi, Reprise, Argo, Kapp, Era, Motown, Phyllis, Laurie, Musicor and Coed. And those with two each were Fury, Duke, King, LeGrand, Saville, Joe, Chancellor, Sue, Verve, Wand, Challenge, Diamond, Garpax and Caprice.

If parent labels and their subsidiaries were added together the results would be somewhat different, and perhaps would give a better picture of the strength of these labels. For instance, Cameo had nine and its subsidiary Parkway had eight, which makes a solid total of 17 in the top 50 for 1962 for Bernie Lowe's hot labels. Atco had eight and Atlantic had five for a total of 13. Tamla had seven while its subsidiary Motown had three for a total of 10 for the Detroit-based Barry Gordy labels.

It must be pointed out that the number of singles a firm has in the top 50 of Billboard's "Hot 100" does not necessarily denote a firm's true sales picture. A company with two one-million sellers is still better off than a firm with five or six hits that sell 200,000 each. However, the more records a firm has that hit the top 50 the better off a firm is in activity and in starting new talent on its way to the big-seller class.

This was a very active year for records in the top 50. A total of 91 different labels had records in the top 50, and a total of 327 different records made the top 50 in 1962. But only 53 of these 91 labels were able to come through with more than

one record in the top 50 during the entire year.

As in other years, a number of key artists were able to come through with a string of hot records that entered the top 50 during the 12 months. Some of them made this exalted position with every release. Others hit it only with their hot ones. Most consistent of all the singles performers last year were five guys and one girl. The men were Elvis Presley, Bobby Darin, Bobby Vinton, Brook Benton and Jimmy Dean, all of whom had five records in the top 50. The girl was Brenda Lee, who also had five.

Performers with four releases in the top 50 of the "Hot 100" during 1962 included Connie Francis, Bobby Vee, Chubby Checker, Sam Cooke, Sue Thompson, Roy Orbison, Johnny Tillotson, Johnny Crawford, Paul Anka, Ray Charles and the Shirelles.

Those artists with three records in the top 50 included Jimmy Darren, the Marvelettes, Joey Dee, the Dovells, Patti Page, Brian Hyland, Shelley Fabares, Neil Sedaka, Pat Boone, Bobby Rydell, Dee Dee Sharp, the Everly Brothers, Burl Ives, Dion, Mary Wells, Gene McDaniels, the Four Seasons, Rick Nelson, the Chipmunks and Gene Pitney.

Performers with two disks in the top 50 were the Lettermen, the Marketts, the Miracles, Gary (U. S.) Bonds, Clyde McPhatter, Dinah Washington, Kitty Lester, Etta James, Peter, Paul and Mary; Lawrence Welk, the Crystals, Freddy Cannon, Andy Williams, Richard Chamberlain, Bobby Bland, the Orlons, Duane Eddy, Tommy Roe, the Duprees, Jimmie Rodgers, Little Eva, Walter Brennan, Nat Cole, Marty Robbins, Paul Peterson, Dickey Lee, Bobby Pickett, Ray Stevens, Gene Chandler and the Beach Boys.

New Talent Vies With Veterans

• Continued from page 6

came through with his biggest single in years with "Rambling Rose," which also became the title of a hit album for Nat.

Ray Charles, a best seller for many years both on albums and singles, had one of the hottest single records of the year with "I Can't Stop Loving You," which also helped spread country songs to every corner of the land and to many areas around the globe. His single sold well over 600,000. Burl Ives hit the comeback trail in the singles field with a long list of hit country pop songs, all of which were recorded in Nashville.

Enoch Light, switching from the percussion records which had helped build Command Records, kept his stereo fans happy with five best selling stereo LP's during 1962, including a bossa nova album, an album of Irving Berlin music, and a new recording of Rodgers and Hammerstein's "Carousel."

Andy Williams moved from Cadence to Columbia and built

his reputation still higher through two hot albums, strong singles and secured a network TV show. Dave Brubeck, for many years a successful jazz artist, moved strongly into the pop field in 1962 with his follow-ups to "Time Out," called "Time Further Out" and "Countdown Time in Outer Space."

Steve Lawrence, on Columbia, came through with his biggest single in years with "Go Away Little Girl." And Lou Monte, who over the years always managed to have a hit, came up with his biggest album and single with "Pepino, the Italian Mouse" which is on his new label, Reprise.

Meanwhile, the country's two top femme comics, Rusty Warren and Moms Mabley, kept rolling along. Rusty's latest set, "Rusty Warren in Orbit," looked like her biggest yet, and Moms' three albums of 1962 all hit the charts. Bob Newhart and Jose Jimenez also had two hot ones each in 1962.

Steady album sales were also racked up through the year by such strong names as Henry Mancini—who did very well in stereo, too — Roger Williams, Harry Belafonte, Billy Vaughn, the Limeliters, Sandy Nelson, the Ventures, Dinah Washington, the Lettermen, Connie Francis, and Bing Crosby, whose Christmas wax, including the perennial "White Christmas," again sold steadily through another holiday season.

YULE SALES NOT ON WK. CHARTS

NEW YORK — Christmas records, singles and albums have been eliminated from the LP and the Hot 100 chart in this issue. Since the charts in used as buying guides and programming guides the reflection of sales and air play of Christmas merchandise at this date would not serve any purpose. Chart space saved by not reporting the Christmas LP's and singles is used to expose new best-selling records in both LP and single categories.

LATE SINGLE SPOTLIGHTS

Pop

THE DUPREES

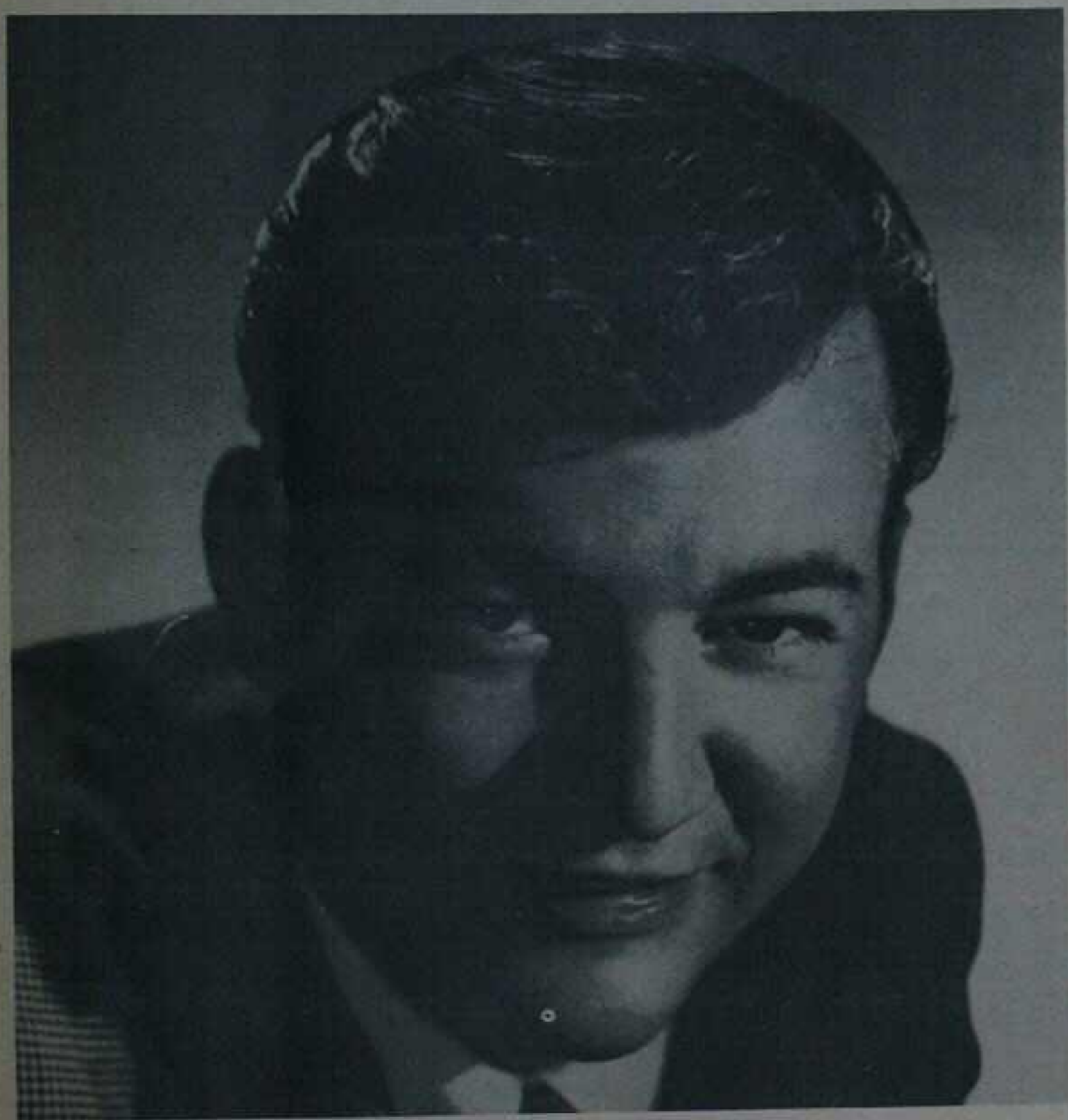
I'D RATHER BE HERE IN YOUR ARMS (Winneton Music, BMI) (2:15)—The group comes up with another winner in a novel groove. The side has strong lead singing against soft three-quarter time figures. The rest of the lads sing with fluid clarity while the rhythm holds the beat firm. Flip is "I Wish I Could Believe You" (Winneton Music, BMI) (2:20). **Coed 574**

Country & Western

GEORGE JONES

I SAW ME (Glad-Mixer, BMI) (2:45)—NOT WHAT I HAD IN MIND (Glad-Jack, BMI) (2:40)—George Jones scores again. The first side might be his first to break over into the pop market. It's a weeper, sung with heart-wringing conviction by Jones against backing of voices. The second side is also a weeper that's also got potent power with similar backing.

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MEADER AT THE ANGEL

What's He Do for an Encore? Ike!

By JACK MAHER

The bread winner of "The First Family" is currently appearing at the Blue Angel, a meeting place for New York voters on the East Side. He opened to a full house, speaking with clarity and eloquence and moving ahead with great vigor.

Less than half of Vaughn Meader's material on the opening night caught, Sunday (23), was done in the broad "a" accent of John Fitzgerald Kennedy. Instead he spoke in a variety of voices, mostly his own, and he spoke about the most topical of things. Meader uses imitations to make his funny lines cut. The humor of his material is drawn from headlines (even in a newspaperless town like N. Y. C.).

His delivery is patterned somewhat after that of Bob Hope, with the fast one-liners that are built on current events. Meader



used Kennedy's voice sparingly and well. He used it to point up a "political Western" that had

the Kennedy boys running into the bad men from the East. Part of the situation also gave Meader a chance to do a hilarious imitation of former President Dwight D. Eisenhower. Meader also used the Kennedy voice in a press conference bit that features audience participation. Meader summed up the "First Family" situation pretty well when he first walked on stage. "I'd like to thank Richard Nixon for making all of this possible," he said.

Sharing the bill with Meader are the Highwaymen. These young singers gave a good accounting of themselves and, though some of their humor seemed strained at times, their readings of hits like "Cottonfields," "Michael" and a good many other numbers, much of which is on United Artists Records, came across well, and seemed to delight the youthful audience.

Faith and the Bradford Singers—perform nearly a dozen gospel songs which might have been heard in a Negro church early in the century.

Whatever shortcomings "Black Nativity" has are more than counter-balanced by its warmth and dynamism. Like "The Nutcracker" of the New York City Ballet and "Amahl and the Night Visitors" of NBC-TV, "Black Nativity" may well become a Christmas institution while serving equally well as a special cultural ambassador for the "gospel sound."

CHARLES SINCLAIR

NIGHT CLUB

It Looks Like a Cold Winters

The bossa nova and rapid fire scat singing took over the Village Vanguard for the holidays. The bossa came from the Paul Winters Sextet, while Lambert, Hendricks and Bavan supplied the singing.

The L.H.&B. rolled systematically and swingingly across a variety of past favorites and a few newer items. The Jon Hendricks lyrics and showmanship did much to liven and brighten the holiday nights. Davie Lambert remains a solid swinger and makes good his claim to be the oldest, living be bop singer. Miss Bavan is meshing nicely with the group and as her confidence grows so will the group's sound.

The Winters group is composed of what appears to be a bright gang. They play with tight unison for the most part and take their bossa nova seriously. And for the most part the group performs adequately enough, but the over-all sound is somehow tight and restrained. One exception to this is Warren Burkhardt, the pianist who adds fire and humor to the group's sound.

The Paul Winters Sextet, which came into prominence through a trip through bossa nova-land for the government and a concert at the White House, records for Columbia. It figures to gain in relaxation and style as time mellows its members.

JACK MAHER

LIVE REVIEWS

LEGIT

'Black Nativity'--Fervent Evening

Few shows manage to bridge the geographical and commercial gap which separates "off-Broadway" and "on-Broadway." To this select list can now be added another—"Black Nativity," the "gospel play" which opened off-Broadway in December 1961 and a year later played a special Christmas-week engagement at Lincoln Center's glossy Philharmonic Hall on upper Broadway.

Unlike any other Broadway musical, "Black Nativity" does not rely on fancy production for its impact. The settings and costumes (a blue-green drop, multi-level platform, black and white robes) are simple to the point of starkness. In the play's first act, there is some simple, fluid choreography, but it's largely incidental to the main appeal of "Black Nativity"—its fervent gospel singing, woven into the story fabric of Christ's birth and the spreading of His gospel.

"Black Nativity" is not a "plot" musical in the usual sense. Its stars, therefore, shine more as concert artists than as characters in a story. But shine they do—chiefly in the persons of Marion Williams and Alex Bradford—and the hand-clap-

ping, infectious, emotionally charged music they literally create was a stirring experience to many in the first-night audience (23).

No "one-week wonder," the gospel play is now represented in the record market by a cast album on the Vee Jay label (see Billboard, December 22). "Black Nativity" also exists in a videotaped, hour-long version which is part of a series of children's specials produced by Westinghouse Broadcasting Company. It has already completed a successful European tour. It was carried live on radio during the opening-night performance in several major U. S. cities, and it's due for a U. S. tour in 1963 after it returns from a second tour of major European cities which begins this month.

The main shortcoming of "Black Nativity" is that it fairly plunges the audience into the realm of gospel singing with no attempt to blend the free-wheeling gospel sound with more traditional musical forms of the stage. (Gospel music, though gaining rapidly in public favor as a peculiarly American form of folk expression, can be somewhat overwhelming.)

At the same time, "Black Nativity" has a visually static quality evident in its second act, in which the singing principals—Miss Williams, Bradford, Princess Stewart and the show's two gospel groups, the Stars of

troit with that city's symphony orchestra January 3-5.

WEST

Judy Lynn, with the Jerry Colonna package, starts at Harrah's Club in Reno on January 3. . . . Stan Getz, Dizzy Gillespie and Laurinda Almeida are part of the bossa nova show due at Masonic Hall January 4 in San Francisco and at the Shriner Auditorium in Los Angeles on January 5.

PUERTO RICO

Eddie Fisher is currently completing a stint (through January 3) at San Juan's Club Caribe room at the Caribe Hilton.

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.

JANUARY 1-7
(All Times Eastern Standard)

TUESDAY 1—LIONEL HAMPTON

Jazz treat Lionel Hampton visits the Westinghouse tape-syndicated Steve Allen Show. His most recent LP features Hampton and his octet on Glad-Hamp doing bossa nova.

WEDNESDAY 2—SANDY STEWART

Miss Stewart, a regular cast member of the Perry Como show (NBC-TV, 9-10) is featured plugging her hot Colpix recording of "My Coloring Book," which she introduced on the show a short time ago. The disk takes a big jump this week on the Hot 100.

WEDNESDAY 2—CHARLIE MANNA, VI VELASCO, COUNT BASIE

The Decca comedy recording artist and new Colpix songstress guests on the Merv Griffin show (NBC-TV, Monday through Friday, 2-3:55 p.m.). Manna's album, "Cantando Bossa Nova," Basie is the guest orchestra leader of the week. His new LP, released this week on Verve, is titled "On My Way and Shoutin' Again."

THURSDAY 3—FOUR FRESHMEN

The group guests on the Westinghouse Steve Allen show. Their latest Capitol LP is called "Stars in Our Eyes."

SATURDAY 5—LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC

Conductor Bernstein and the N. Y. Philharmonic Orchestra are presented in a special program (CBS-TV, 7:30-8:30 p.m.). Major works to be played are Copland's "El Salon Mexico" and the final movement from Cesar Franck's "Symphony in D Minor." Bernstein's recorded version of the latter is available on the Columbia label.

SUNDAY 6—BIRGIT NILSSON, FLORENCE HENDERSON

Both perform on the "Voice of Firestone" (ABC-TV, 10-10:30 p.m.) Metropolitan opera soprano Birgit Nilsson sings "Suicidio" from Ponchielli's "La Gioconda." She has recorded many operas for RCA Victor and London Records. Florence Henderson will be heard in various show tunes, some of which are available on her recordings for RCA Victor and RCA Camden Records.

TALENT TOPICS

Adler and Jack

Composer Dick Adler is getting to be known as the President's Producer, for he is handling the second inaugural anniversary salute, honoring the Kennedys and the Lyndon Johnsons, at the Washington, D. C., Armory, January 18. This is Adler's third show in honor of the President and bill will include Carol Burnett, Judy Garland, Danny Kaye, Yves Montand and Joan Sutherland. Proceeds go to help erase the deficit of the 1962 Democratic Congressional campaigns. Adler says this is bigger than the Kennedy birthday salute at Madison Square Garden, considered by many the biggest one-night stand in history.

Baritone Dies

Max Lorenzi, operatic baritone for 35 years, died last week in San Francisco after a period of illness. Though not a featured

singer, Lorenzi had often appeared in supporting roles and as a chorister with the San Francisco Opera, the San Carlos Opera, and the Pacific Opera Company.

Chicago

Vee Jay is flying its religious a.&r. chief Richard Simpson to California to record the Watson Sisters—four swingin' chicks in their mid-20's who just refuse to sing pop. They really can, too. Vee Jay's Ewart J. Abner meanwhile flies to New York for a promotion stint with the "Black Nativity" cast, which leaves for Europe shortly. Abner not only has the original Broadway cast album but he's got each artist on exclusive contract. . . . Walton Walk's Ray Lowell and Tommy Stat will do a special showcase of material by Chicago (Continued on page 12)

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.

CHRIS MONTEZ
(Monogram)

PERSONAL MANAGER:

Jim Lee. BIRTHDAY: January 17. HOME TOWN: Los Angeles. EDUCATION: High school. HOBBIES: Surfing, swimming, weight lifting, dancing. BACKGROUND: Chris Montez always wanted to be a recording artist. His brothers taught him to play the guitar and at the age of 15 he began to sing and write songs. Montez has tried to follow the vocal styling of his idol, the late Ritchie Valens. After graduation from high school in 1961, Montez met Jim Lee, young record impresario who was starting Monogram Records. His first recording for the label was one of his own songs, "All You Had to Do Was Tell Me," which captured some attention on the West Coast. The lad hit it big with the next one titled "Let's Dance." This Monogram disk was a million seller.

LATEST SINGLE: "Some Kinda Fun" continues to score on the Hot 100.

LATEST ALBUM: Will be released in the very near future.



TALENT ON TOUR

EAST

Damito Jo and Jackie Mason on the same bill at the Latin Casino, outside of Philadelphia, through January 8. . . . Van Cliburn appears in Pittsburgh with the Pittsburgh Symphony Orchestra in Syra Mosque January 4-6. . . . Also in Pittsburgh, June Valli is booked into the Holiday House for two weeks starting January 7. . . . Byron Janis is soloist in recital at Utica, N. Y., on January 8.

MIDWEST

Stan Getz moves into Gino's for January 7-12 in St. Louis. . . . Byron Janis is soloist in De-

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The Lidos
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"ONLY THE
HANGMAN"

Rex Allen
72071

"RING OF
FIRE"

Anita Carter
72073

"WHEN THE
FEELING HITS YOU"

Bobby Scott
72077

"HE'S NOT
A REBEL"

El Clod
72082

America's First Family of Fine Recordings

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 5

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

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

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

1. TELSTAR — Tornados, London 9561.
2. GO AWAY LITTLE GIRL—Steve Lawrence, Columbia 42601.
3. LIMBO ROCK—Chubby Checker, Parkway 849; Billy Wade, Twin Hits 2033.
4. BOBBY'S GIRL—Marcelo Blane, Seville 120.
5. BIG GIRLS DON'T CRY — Four Seasons, Vee Jay 465; David Carroll, Mercury 72070.
6. RETURN TO SENDER—Elvis Presley, RCA Victor 8100.
7. HOTEL HAPPINESS — Brook Benton, Mercury 72055.
8. PEPINO THE ITALIAN MOUSE—Lou Monte, Reprise 20106.
9. ZIP-A-DEE-DOO-DAH — Bob B. Soxx & the Blue Jeans, Phillies 107.
10. YOU ARE MY SUNSHINE—Ray Charles, ABC-Paramount 10375.
11. TELL HIM—Exciters, United Artists 544; Ed Townsend, Liberty 55516.
12. RELEASE ME—"Little Esther" Phillips, Lenox 5555.
13. MY DAD—Paul Petersen, Colpix 663.
14. THE NIGHT HAS A THOUSAND EYES—Bobby Vee, Liberty 55521.
15. THE LONELY BULL—Tijuana Brass, A & M 703.
16. TWO LOVERS—Mary Wells, Motown 1035.
17. DEAR LONELY HEARTS—Nat King Cole, Capitol 4870.
18. KEEP YOUR HANDS OFF MY BABY—Little Eva, Dimension 1003.
19. DON'T HANG UP — Orions, Cameo 231.
20. CHAINS—The Cookies, Dimensions 1002.
21. LOVE CAME TO ME — Dion, Laurie 3145.
22. IT'S UP TO YOU—Rick Nelson, Imperial 5901.
23. UP ON THE ROOF—Drifters, Atlantic 2162.
24. WIGGLE WOBBLE — Les Cooper, Everlast 5019.
25. RUBY ANN—Marty Robbins, Columbia 42614.
26. I SAW LINDA YESTERDAY—Dicky Lee, Smash 1719.
27. EVERYBODY LOVES A LOVER—Shirley, Scepter 1243.
28. SHUTTERS AND BOARDS — Jerry Wallace, Challenge 9171.
29. MONSTERS' HOLIDAY—Bobby (Boots) Pickett & the Crypt Kickers, Garpax 44171.
30. HALF HEAVEN—HALF HEARTACHE—Gene Pitney, Musicor 1026.

• Continued from page 10

writer Mark Stern. He's the one who wrote the suburban review, "Hit the Heights." . . . Toni Lee Scott bowed at "Mr. T's," chic bistro on North Sheridan opened recently by Frank Tosti and Max Nettler. Toni's back on her feet and sounds great after a brief hospitalization for pneumonia recently. . . . Not such good news though for Ted Weems, veteran music maestro and Mercury recording artist, who is seriously ill at Gastonia Episcopal Hospital in Dallas. . . . Vic Damone is coming into the Sahara shortly. . . . Chuck Baker is promoting his "White Lilacs in the Rain" by—what else—sending deejays here a package of white lilacs. Only it's snowing here, not raining. . . . Dick Gregory heads a cast of seven, opening at the Playboy this week. He'll be joined by Mickey Manners, Yvonne Moray, the Vanguards, Norma Calderon, John Gary and Wallis and Wally.

NICK BIRO

Philadelphia

The bossa nova has reached the Main Line with Candido appearing nightly at the Tally-Ho. . . . The Four Cleffs has snared a 12-week extension of their run at Johnny's Cottman Cafe. . . . Jack Goldenberg, after taking a beating with Count Basie and pulling way under with Dinah Washington, dropped the name policy at his Pep's Musical Bar, a major booking here, in favor of local talent with a corresponding drop in prices. . . . Howard Lanin set to play the Governor Scranton Inaugural Ball in Harrisburg, Pa., on January 15. . . . Vaughn Meader, closing a solo stand at the Academy of Music. . . . Promoter Dan Rosen has Ella Fitzgerald at the Academy of Music on February 3 and the Limelites concertizing March 17. . . . Jazz teams up with higher education as local booker Bill Honney spots Cannonball Adderley for the University of Delaware, Newark, Del., in February, and Duke Ellington at Pennsylvania Military College, Chester, Pa., in April. . . . Peter, Paul and Mary, who played a sellout at Town Hall here less than two months ago, booked for a return at Irvine Auditorium on the University of Pennsylvania campus on February 25.

MAURIE H. ORODENKER

Boston

Peter Lawford will be part of the show that Jimmy Durante brings to Blinstrub's starting January 24. . . . Vaughn Meader's asking price for a one-night concert here is reported as \$5,000, not including the other performers heard with him in "The First Family" recording. Ex-local boy Meader once worked the Hill-billy Ranch here for "buttons" by the week.

Many wondered if Harry Belafonte could support a 10-day stand at the Donnelly Memorial. It turned out that his concerts were a sellout and he was held over for an extra Sunday performance. . . . A daring experiment is being tried by showman Ben Sack for his Music Hall during the holidays. He brought in comedian Alan King along with "Jumbo." King was given a key to the city on his arrival.

Hildegard, now at the Statler-Hilton Terrace Room, had a clause in her contracts that no food could be served during her act when she was last here. Hildegard has mellowed, or times

have changed, and now service goes merrily on while she sings. . . . Robert Goulet, before leaving Boston, agreed to return to Blinstrub's for another engagement starting March 26. . . . Johnny Mathis is as good as set for the second week of the new year at the 1,700-seater nitery where he's sung many times. . . . Boston's Jimmy Joyce was "lambasted" recently by the Lamb's Club. A large delegation from Boston went down to New York to see the fun.

CAMERON DEWAR

San Francisco

Frankie Knight and the Jesters are replacing Billy Dare at the Condor. . . . The Virgin Islands Steel Band has brought the mambo and limbo dancers into the Sugar Hill. . . . Tacey Robbins and Tony Page have left Dinos Lodge in Los Angeles for the Embers in suburban Redwood City. Chris Ibanez continues a lengthy engagement at Executive Suite, where dancing has been banned. This change in policy has given more freedom to Ibanez and his trio for comedy.

The erstwhile Arena, closed for a long time, reopened on December 20 under the name of Off Broadway, and inaugurates a new big-name policy with singer Mel Torme starting January 11.

"Camelot" will finally reach San Francisco next June with an engagement at the Opera House, featuring the entire New York Company with Kathryn Grayson and William Squire. "How to Succeed in Business Without Really Trying" is also scheduled for a mid-1963 run.

Rowan and Martin have replaced Ella Fitzgerald in the Venetian Room at the Fairmont Hotel. . . . When the new Off Broadway opens off Broadway January 11, a three-piece house band will back up name entertainers who will appear 10 days of each month. The band consists of drummer Jerry Granelli, bass John Mosher, and pianist Larry Vucovich. Mel Torme is the singer for the opening period.

Jack Soo, San Francisco-born entertainer who struck it rich in "Flower Drum Song," has received an offer to do three movies in Japan for something close to \$225,000. He is still giving life to that Chinese play boy currently at Harrah's Club, Lake Tahoe. . . . Dick Stewart has made such a local hit with his one and only recording "I Believe" on the Penthouse, that the local television star, appearing on KPIX, will begin his first night club stint at New Facks, starting January 15.

GODFREY LEHMAN

Memphis

Ray Charles and a 16-piece band packed them in at a one-night show recently at the city auditorium. . . . Pete Fountain, ever popular here, is due in for another concert at the auditorium January 9. He's been here several times before, but the fans keep wanting him back. Last time he packed both halls of the auditorium. Memphis is one of nine cities he will visit. The National March of Dimes will benefit from the tour.

National Artists Attractions' Ray Brown reports Ace Cannon and his combo will hit the road in January for club dates and one-nighters in Illinois, Missouri, Alabama, Georgia and Florida.

ELTON WHISENHUNT

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

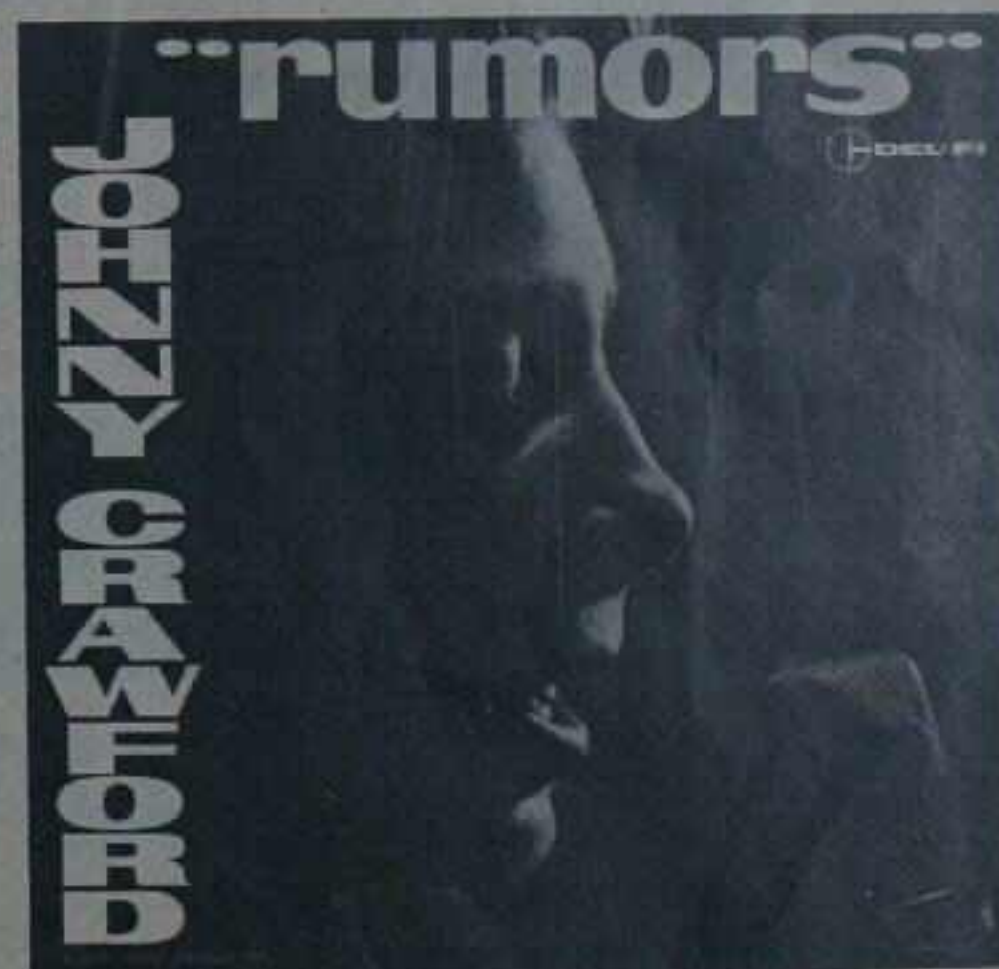
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COUNTRY MUSIC CORNER

Faron Young, newly signed to the Mercury Records label, has been routed by personal manager Shelley Snyder for Niagara Falls, N. Y., January 1; Savannah, Ga., 4; Columbia, S. C., 5; Asheville, N. C., 6, and Charleston, S. C., 7. . . . Dave Richards, new Western singer and composer, has been making the rounds of the Pacific Northwest during his first month as a pro. He has guested recently on Jack Roberts' Saturday afternoon Western show on KIRO-CBS TV; the bandstand at Heiser's Shadow Lake Ballroom, south of Seattle; the Circle Club, Tacoma, Wash., and on the Chubby Howard show on KTVW, Seattle-Tacoma. Dave was discovered by Art Benson, who has signed him to a personal-management contract and as a composer for Star Tunes Music, BMI affiliate owned by Benson.

Thirty-five country music entertainers were engaged by Wichita, Kan., promoter Harry (Hap) Peebles, to head his holiday tour which opened December 27 at Salina, Kan., and followed with Topeka, Kan., 28; Wichita, Kan., 29; Lincoln, Neb., 30; Omaha, Neb., 31; Kansas City, Mo., January 1, and St. Joseph, Mo., 2. Package spotlighted such talent as Ernest Tubb and His Texas Troubadours, Pee Wee King and the Golden West Cowboys, Mack Sanders and the Ranch Boys, George Moran, the Duke of Paducah, Mother Maybelle Carter, Autry Inman, Earl Scott, the Cates Sisters, Redd Stewart and the Collins Sisters.

Johnny Cash, on his recent appearance on "Big D Jamboree" at the Sportatorium, Dallas, presented deejay-artist Lawton Williams, of KCUL, Fort Worth, with the annual Johnny Cash Award of Merit for his contribution to country music. . . . Horace Logan, formerly head of "Louisiana Hayride," Shreveport, is back on the air at KCUL, Fort Worth, doing a show each Saturday afternoon. . . . Joe Andrews, former vocalist with the Bob Wills band, has taken over management of the Crystal Springs Ballroom,

Dallas, where his own Western swing combo holds forth.

The Country Music Association has received the following applications for membership: Ramsey Kearney, Acuff-Rose Publications, Nashville; Jean Thomas, Acuff-Rose Artists Corporation, Nashville; Jack Perrin, Hill & Range Songs, Inc., New York; Larry Moeller, Jim Denny Artists Bureau, Nashville; Mark-Clark Bates, Billboard, Nashville; Robert E. Frick, R.E.F. Recording Company, Indiana, Pa.; Jack Jensen, Mike Ferbey and Marc Wald, of the Rhythm Pals, Toronto; Bill Bessey and Wally Traugott, Canadian Broadcasting Corporation, Toronto; David E. Shearer, Hq., 2d U. S. Army Recruit, Dist., Fort Meade, Md.; Gordon Sparks, Station WEXL, Royal Oak, Mich.; Frank Kennedy, Station WPUP, Gainesville, Fla.; Marshall Pack, WXRA-FM, Alexandria, Va.; Ronnie Murray, Corpus Christi, Tex. Soon after the first of the year, the CMA will move into new offices in the Owen Bradley Building at 801 16th Avenue, South, Nashville. At the same time a new secretary, Lovelace Rucker, will join the CMA staff as assistant to Mrs. Jo Walker, executive secretary.

Ferlin Husky, Smiley and Kitty Wilson, Darrell McCall and Jimmy Martin and his "Good 'n' Country" show grossed a fat 7G on a recent appearance in Stamford, Conn., according to Hubert Long, who booked the package for New York promoter Jim Hinkle. . . . Jim Tole, Bobby Smith and Earl Sinks, of the Ferlin Husky combo, narrowly missed serious injury recently near Rockford, Ill., when a speeding auto struck the Ferlin band car, wrecking it completely. Ferlin escaped injury in the same accident, when the speeding car narrowly missed his auto after turning over three times.

"Red River Round-Up," a new Saturday night c.&w. layout managed and produced by Glenn Hammons, makes its bow January 5 at Fair Park Coliseum, Paris, Tex. Featured will be an array of c.&w. talent from all over the area, including Jerry Hammons, Lana Parker, Bobby Duckworth, the Southernaires, the Huggins Brothers, Dick and Ike, the Polk Salad Pickers, the Walker Sisters, Tena and Rita, Jimmy Jay, and the North Star Eight, square dancers. The staff band, billed as the Red River Ranchers, is batoned by Jimmy Forshee. Portions of the Saturday night show will be aired over KPLT, Paris.

WITH THE COUNTRY JOCKEYS

Larry Dickson, formerly at WNOE, New Orleans, has been promoted to P.D. at KSIG, Crowley, La. . . . Jimmy Littlejohn is visiting deejays in Texas, Oklahoma and Louisiana to pitch his double-barrelled release on Todd Records, "Forever and Ever" and "These Rings for Sale" Jocks needing a copy are asked to write Littlejohn at 218 West Jefferson, Dallas 8. . . . Jimmie Skinner, of the Music Center bearing his name at 124 East Sixth Street, Cincinnati, invites c.&w. jocks to write in on their station letterhead for a copy of his new Mercury release, "Doin' My Time" b/w. "Singin' Waterfall." Jimmie wrote the "Doin' My Time" tune many years ago and it has

Billboard **HOT COUNTRY SINGLES**

This Week	Last Week	Title, Artist, Label & No.	By special survey for week ending 1/5	Weeks on Chart
1	6	RUBY ANN	Marty Robbins, Columbia 42614	5
2	3	BALLAD OF JED CLAMPETT	Lester Flatt and Earl Scruggs, Columbia 42606	5
3	1	DON'T LET ME CROSS OVER	Carl Butler, Columbia 42593	5
4	14	SECOND HAND ROSE	Roy Drusky, Decca 31443	3
5	4	SING A LITTLE SONG OF HEARTACHE	Rose Maddox, Capitol 4845	9
6	5	A GIRL I USED TO KNOW	George Jones and the Jones Boys, United Artists 500	14
7	2	I'VE BEEN EVERYWHERE	Hank Snow, RCA Victor 8072	17
8	19	T FOR TEXAS	Grandpa Jones, Monument 801	4
9	17	DOWN BY THE RIVER	Faron Young, Capitol 4868	3
10	12	YOU'RE FOR ME	Buck Owens, Capitol 4872	2
11	9	DOES HE MEAN THAT MUCH TO YOU?	Eddy Arnold, RCA Victor 8102	5
12	22	I'VE ENJOYED AS MUCH OF THIS AS I CAN STAND	Porter Wagoner, RCA Victor 8105	5
13	13	HELLO TROUBLE	Orville Couch, Vee Jay 470	7
14	-	FOOL ME ONCE	Connie Hall, Decca 31438	1
15	7	MAMA SANG A SONG	Bill Anderson, Decca 31404	24
16	15	THEN A TEAR FELL	Earl Scott, Kapp 854	10
17	11	WALL TO WALL LOVE	Bob Gallion, Hickory 1181	9
18	-	MR. HEARTACHE, MOVE ON	Coleman O'Neal, Chancellor 108	1
19	10	I'M GONNA CHANGE EVERYTHING	Jim Reeves, RCA Victor 8080	19
20	24	MARY ANN REGRETS	Burl Ives, Decca 31433	6
21	28	I TAKE THE CHANCE	Ernest Ashworth, Hickory 1189	2
22	-	I'LL SIGN	Beverly Buff, Bethlehem 3027	3
23	-	FROM A JACK TO A KING	Ned Miller, Tabor 114	3
24	-	HOUSE DOWN THE BLOCK	Bud Owens, Capitol 4872	1
25	20	KENTUCKY MEANS PARADISE	Glen Campbell and the Green River Boys, Capitol 4867	2
26	25	COW TOWN	Webb Pierce, Decca 31421	14
27	16	BLACK CLOUD	Leroy Van Dyke, Mercury 72057	2
28	-	BAYOU TALK	Jimmy "C" Newman, Decca 31440	2
29	-	HOW COME YOUR DOG DON'T BITE NOBODY BUT ME	Webb Pierce and Mel Tillis, Decca 31445	1
30	8	WE MISSED YOU	Kitty Wells, Decca 31422	10

the authentic country fiddle sound. It's a full Hollywood orchestra, with Gordon doing some of the greatest solo work I've ever heard. 'Back Up and Push' and Bob Wills' 'Faded Love' are my picks out of the album." Other recent visitors at KOPY included Buck Owens and Hank Thompson.

Santo Marotta, of Novelene Records, 77 W. Market Street, Newark 3, N. J., writes: "There are still plenty of freebies left for your spinning readers. Those who may have been missed in our mailing may obtain one for a letterhead." . . . Bonnie Baldwin, of Station WWVA, Wheeling, W. Va., is sporting a new release in "My Saddle Is My Throne," written by Lloyd Robinson, of Route 2, Elsie, Mich. A note to Robinson on your station letterhead will fetch you a copy.

IT'S HERE!

THE "NEW LOOK" OF BILLBOARD

Benefits For Subscribers

NEW YORK.—The change in Billboard's format will bring subscribers many new benefits. New features, new departments, new services and new charts will appear weekly. All are designed to benefit record dealers, radio programmers, coin machine operators and all other segments of the industry. More news pictures, Spotlight Reviews with full color reproductions of album covers, and many other new reader services will be seen in the modern make-up and exciting content of the new Billboard pages, beginning with the issue of January 5, 1963.

Billboard

The International Music-Record Newsweekly

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

NEW YEAR BRINGS YOU NEW FORMAT



SINGLES

★ NATIONAL BREAKOUTS

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

★ REGIONAL BREAKOUTS

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

SOMETHING PRECIOUS . . . Shaker Davis, RCA Victor 7979 (Butlercup-Moss Ross, BMI) (Houston)

I'LL REMEMBER CAROL . . . Tommy Boyce, RCA Victor 8074 (Calboy, BMI) (Chicago)

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

WHAT KIND OF FOOL AM I . . . Robert Goulet, Columbia 42519 (Ludlow, BMI) (New York)

SHE WEARS MY RING . . . Jimmy Sweeney, Buckley 1101 (Acuff-Rose, BMI) (Houston)

TIJUANA BORDER (Wolverton Mountain) . . . El Diod, Challenge 9159 (Painted Desert, BMI) (Chicago)

MASHED POTATOES U. S. A. . . . James Brown & the Famous Flames, King 5672 (Lons, BMI) (Philadelphia)

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

POP-POP-POPEYE . . . Sherry, Guyden 2068 (Dandelion, BMI) (Philadelphia)

THAT'S LIFE . . . Gabriel and the Angels, Swan 4118 (Mary Hill-Missile, BMI) (Detroit, Pittsburgh)

YOU WON'T FORGET ME . . . Jackie De Shannon, Liberty 55497 (Metvic, BMI) (Seattle)

KISS TOMORROW GOODBYE . . . Danny White, Frisco 104 (Frisco-Chevalier, BMI) (New Orleans)

A TRUE, TRUE LOVE . . . Bobby Darin, Capitol 4837 (Ardari, BMI) (Seattle)

LET'S GO . . . Soulers, Warner Bros. 5283 (Wixal-Glaz, BMI) (Hartford)

BLUEBIRDS OVER THE MOUNTAIN . . . Echoes, Smash 1766 (Emcee-Topedo, BMI) (Seattle)

New Paper For Quicker Easier Reading

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

The type is sharp, clear and easy to read. Show-through from the previous page is eliminated. These physical improvements plus new editorial layout has produced a general repackaging which allows the reader to read more in less time.

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

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

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

Radio-TV Programming Section Expanded

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

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

consultant and well known to radio and record people through his weekly "Record Reports." Mr. Gavin's new Billboard column, "Radio Programming," will appear weekly.

Billboard Opens Nashville Office

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

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

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

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

South American Offices Opened By Billboard

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

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

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

New 4-Color Printing Method

Through Billboard's conversion to top-grade white-coated paper and high-speed offset printing, full color reproduction becomes possible for the first time.

Due to the increased importance of the album cover and its potential sales impact through choice of color and subject, the need for true color reproduction has never been greater.

The reaction of Billboard's more than 20,000 readers to this new availability of 4-color reproduction and to the visual variety and excitement it has brought to each weekly issue has been overwhelmingly enthusiastic.

New Services, New Features, Special Offer

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

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

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

New Services For Coin Men

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

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

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

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RHYTHM & BLUES

R & B ROUNDUP

By **NICK BIRO**

There has been a lot of dispute lately over the definition of rhythm and blues as against rock and roll, pop and blues. To get some opinions on the subject we talked with top people in the field, and this is what they had to say about the matter:

Bill Summers, president of the National Association of Radio Broadcasters and program director of WLOU, Louisville, Ky.: "It's basically blues with a rhythm beat. The music has soul, it gives a person the feeling you don't get from any other music."

Berry Gordy, head of Tamla-Motown and Gordy Records, Detroit: "It originated from Negro folk music. It's characterized by a heavy bottom sound—heavy drums and bass—and is strongly dominated by blues. It differs from rock and roll. The latter is lighter and not as heavy on the bass, it's more pop with a heavy back beat. Rock and roll is derived from r.&b., but it's a cleaner sound—not as flunky or muddy on the low end—more of a light, up-tempo sound. Rhythm and blues—more than any other type of music—is from the soul and expresses the sincere feeling of the artist. No special musical schooling or training is necessary. One thing—there's quite an overlap between r.&b., rock and roll and pop. Take our tune "Do You Love Me?" by the Contours on Gordy as an example. It was recorded r.&b. but by the time it reached the half-million mark, it was considered pop. And if we hadn't recorded it with a Negro artist, it would have been considered rock and roll."

'Natural Evolution'

Barbara Gardner, Vee Jay staffer and a reviewer for Downbeat magazine: "Rhythm and blues is the natural evolution of spirituals, gospels and folk blues originating in the rural South. There's relation between r.&b. and rock and roll but where r.&b. is drawn from Negro blues and spirituals, rock and roll had its foundation in the rural White country and western tunes. However, the rock and roll beat is definitely drawn from r.&b. I think r.&b. will always be pretty much as it is today with one exception. Up to now, the main inspiration for lyrics has been drawn from rural situations: 'muddy waters' and the like. In the future there'll be more reference to urban situations."

Leonard Chess, head of Chess, Checker and Argo, Chicago: "As it stands today, there's virtually no difference between rock and roll, pop and r.&b. The music has completely overlapped."

This is what they say in the Midwest. If any of you in New York, Los Angeles, or any other city have any different ideas on the subject, just drop us a line.

Ramblings...

Leonard and Phil Chess have received Federal Communications Commission (FCC) approval for the purchase of r.&b.-oriented WHFC here. They paid a cool \$1,000,000. Leonard says he intends to keep the present r.&b., pop and foreign format for "quite some time." The station has such top deejays as **Al Benson**, **Herb Kent** and **Ric Ricardo**. . . . The National Association of Radio Announcers is querying members whether they would like to change the proposed Los Angeles site of their next convention to Chicago. The conclave is slated for the third

week in August. Some members have been pushing for a more centrally located site. NARA is also kicking off a life insurance and medical plan for its members. Details are in the mail. The association is holding its next regular executive board and regional director meeting in January. Exact time and place to be announced shortly.

RCA Victor has signed **Bobby Day** and plans a big push. Day recorded "Rockin' Robin" on the Class label some five years ago. His first new release will be out in a few weeks. . . . **John Lee Hooker** recorded "San Francisco" for Vee Jay. But there's little resemblance to the **Tony Bennett** tune except in the title. It's done in typical John Lee style and is being called "San Francisco Blues." . . . **Jerry Butler** opens a Detroit night club engagement. . . . **Damita Jo** spent the Christmas holidays in Philadelphia with her husband and manager **Biddy Wood**. She kicked off a 17-day engagement at the Latin Casino Christmas Eve.

Talk about being home for the holidays, virtually the entire Tamla-Motown-Gordy artist roster got a Christmas present by returning to Detroit, ending a two-month concert tour that started in Washington and ended last week at New York's Apollo Theater. They had a helter-skelter pace of one-nighters in between. Included on the tour were: the **Miracles**, **Mary Wells**, "Little" **Stevie Wonder** (he's the 12-year-old who plays piano, drums, organ, banjo, harmonica and sings, too), the **Vandella Marve Johnson**, the **Supremes**, **Marvin Gaye** and the **Contours**. The same line-up was signed for a New Year's Eve show at the Michigan State Fair.

"Little" **Esther Phillips** opened at Chicago's Regal Theater last week along with the **Blue Bells**. They had a special Christmas show that was a sensation. . . . Other Chicago visitors last week were the **Buttons** and the **Du-Tones**. Columbia's **Deke Atkins** helped them make the rounds. . . . **Joe Dowell** was a holiday visitor—on leave from Fort Jackson, N. C. Joe arranged the Christmas party on the base for all the troops and officers. He also was emcee and did his act. . . . Our nomination for the wildest exchange of Christmas gifts goes to Vee Jay's **Vivien Carter Bracken** and **Jimmy Bracken**. He gave her a string of pearls and she gave him a cat's-eye stone. Both were well in the "four-figure bracket." And to top it off, they also exchanged new Cadillacs. Now that's what you call gift-giving.

Mogull Takes Hop to Europe

NEW YORK — Ivan Mogull left last week on a three-week trip to Europe. The publisher is stopping first at London where he will exploit the theme music for the Dick Powell TV show. The television stanza is enjoying much popularity in Great Britain. Among the disks made of the theme are singles by **Tony Hatch** on Pye and **Burke Gilbert** on Dot. Mogull will also be working on the new vocal version of the theme. Carl Sigman did the lyrics. In addition, Mogull will visit Milan, Stockholm, Berlin, Zurich, Paris, Brussels and Amsterdam. He returns to the U. S. January 14.

Billboard
HOT R&B SINGLES

This Week	Last Week	Title, Artist, Label & No.	By special survey for week ending 1/5	Weeks on Chart
1	4	RELEASE ME "Little Esther" Phillips, Lanox 5555	9	
2	3	HOTEL HAPPINESS Brook Benton, Mercury 72055	5	
3	1	YOU ARE MY SUNSHINE Ray Charles, ABC-Paramount 10375	5	
4	2	TWO LOVERS Mary Wells, Motown 1035	5	
5	6	RETURN TO SENDER Elvis Presley, RCA Victor 8100	9	
6	7	KEEP YOUR HANDS OFF MY BABY Little Eva, Dimension 1008	7	
7	9	MY MAN—HE'S A LOVIN' MAN Betty Lavett, Atlantic 2160	7	
8	10	TELL HIM Exciters, United Artists 544	3	
9	19	TELSTAR Tornadoes, London 9561	3	
10	5	BIG GIRLS DON'T CRY Four Seasons, Vee Jay 465	10	
11	14	DON'T HANG UP Orlans, Cameo 231	9	
12	27	CHAINS Cookies, Dimension 1002	6	
13	8	RIDE Dee Dee Sharp, Cameo 230	6	
14	12	SOMEBODY HAVE MERCY Sam Cooke, RCA Victor 8088	13	
15	21	SEE SEE RIDER La Vern Baker, Atlantic 2167	4	
16	—	NIGHT HAS A THOUSAND EYES Bobby Vee, Liberty 55521	1	
17	17	LIMBO ROCK Chubby Checker, Parkway 849	8	
18	23	MONSTERS' HOLIDAY Bobby (Boris) Pickett and the Crypt Kickers, Garpax 44171	2	
19	—	MY DAD Paul Petersen, Colpix 663	1	
20	—	GO AWAY LITTLE GIRL Steve Lawrence, Columbia 42601	1	
21	13	YOU'VE REALLY GOT A HOLD ON ME Miracles, Tamla 54073	2	
22	—	STUBBORN KIND OF FELLOW Marvin Gaye, Tamla 54068	13	
23	29	EVERYBODY LOVES A LOVER Shirelles, Scepter 1243	2	
24	25	THREE HEARTS IN A TANGLE James Brown and the Famous Flames, King 5701	5	
25	15	STRANGE I KNOW Marvelettes, Tamla 54072	2	
26	28	I'VE GOT A WOMAN Jimmy McGriff, Sue 770	11	
27	18	ZIP-A-DEE-DOO-DAH Bob B. Soxx and the Blue Jeans, Phillies 107	5	
28	24	WIGGLE WOBBLE Les Cooper, Everlast 5019	5	
29	20	BOBBY'S GIRL Marcie Blane, Seville 120	5	
30	11	UP ON THE ROOF Drifters, Atlantic 2162	5	

Trio From Tennessee Form New Record Firm

MEMPHIS — An attorney, a veteran in the music business and a businessman who was formerly a phonograph operator last week announced formation of a new record company, Ray Records, Inc.

President is **Jordan Stokes III**, Nashville attorney; vice-president is **Brooks Kirk**, of Nashville, and secretary-treasurer is **Milo Solomito** of Memphis.

Solomito was formerly a juke box operator for 30 years, has other interests and is thinking of re-entering the phonograph operating field.

Artists signed by the label are **Terri Lynn**, 24, who was hostess for two years of the WSIX radio show "Housewives Matinee" and now appears on

Jazz Bash to Aid UNICEF

NEW YORK—A jazz festival for the benefit of UNICEF, will be held at the Ambassador Hotel, Atlantic City, February 1-3. The unique festival idea has been originated by **Owen Engel** and it includes two full days at the hotel with four meals and admittance to the music sessions. Prices for the dates range from \$29.95 through \$35.95.

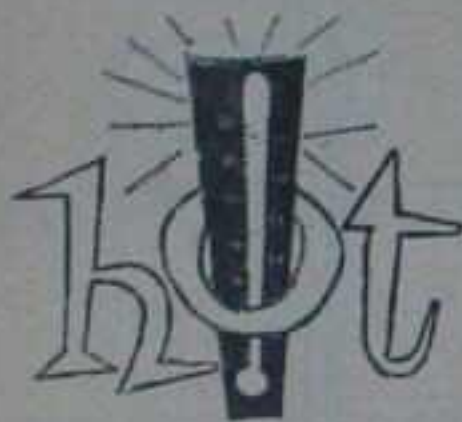
WLAC-TV on the three-time-a-week **Eddie Hill** show, and **Johnny Shea**, 31, who has sung on radio and TV shows for 10 years, including WSM's shows "Eight o'Clock," "Music City U.S.A.," "Luncheon at the Noel" and "The Noon Show."

FOR IMMEDIATE RELEASE

Unreleased English master tape for LP. Hilarious comedy recorded live before hysterical audience satirizing all manners and customs in America . . . not just those of a single family living in a white house! Firm \$10,000 advance. Principals only. Arriving New York January 7th. Write Box A-260, Billboard, 1520 N. Gower, Hollywood 28, Calif.



"Might be frigid in most places, But But 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

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HITS ARE OUR BUSINESS!

**SHAKE
SHERRY**

THE CONTOURS

Gordy #7012

**STRANGE
I KNOW**
THE MARVELETTES

Tamla #54072

Still Moving Up on the Charts!

**YOU'VE REALLY
GOT A HOLD
ON ME**
MIRACLES

Tamla #54073

**LET ME GO
THE RIGHT WAY**
THE SUPREMES

Motown #1034

HITCH-HIKE
**MARVIN
GAYE**

Tamla #54075

TWO LOVERS
MARY WELLS

Motown #1035

**CONTRACT
ON LOVE**
**LITTLE STEVIE
WONDER**

Tamla #54074

TAMLA/MOTOWN RECORDS

2648 West Grand Blvd.
Detroit, Mich.

CRYSTAL BALL

Sees New Jazz Stars Breaking Pop

The growing strength of jazz artists on the pop market has led a good many record execs to scrutinize the artists rosters of the jazz independents for possible new talent.

Jimmy Smith, Dave Brubeck, Stan Getz and Charlie Byrd are all graduates of the independent jazz operations. Smith, who will be free from his Blue Note contract shortly will be seeking a new label affiliation. Mercury Records has also acquired the services of another ex-Blue Note group, the Three Sounds.

The Sounds stack up as a potentially hot group for the commercial market. Material and arrangement will prove of importance in this group's pop record achievements. Another artist who is liable to break across from the jazz to the pop market is Horace Silver.

Another Comer

Herbie Hancock is another brand-new artist with the potential to score in the pop field.



THE THREE SOUNDS—a jazz group with the potential to break pop. Group is pictured here in Denver. From left to right: pianist Gene Harris, drummer Bill Dowdy, Austin Miller a distrib exec and Bassist Andy Simpkins.

Both of these artists are with Blue Note Records.

Prestige Records has a number of comers who might cross into the pop market. Gene Adams, Shirley Scott and Jack McDuff all have strong representation in the r.&b. market

and could, with the right piece of material, cut across the pop line. Riverside Records has some powerful people.

Cannonball Adderly did it once, of course, and could do it again. His brother Nat, who plays trumpet and writes some

of the most commercial sounding jazz material, is another who could step out for himself. Charlie Byrd (with his own trio and other combinations) has much pop appeal as shown by the Getz-Byrd coupling that scored this year.

This label has also acquired the services of Art Blakey and the Jazz Messengers and Milt Jackson who also could step out. The Atlantic label has a number of comers who could follow Herbie Mann up the pop path. The Modern Jazz Quartet is always a potential threat to the pop market. Hank Crawford, the Slide Hampton ork and a number of others also have the makings of pop sales. World Pacific is still solidly stocked with two strong pop-oriented artists in Les McCann and Richard Holmes. Just about every company has some talent with pop potential, and 1963 could see these, and any number of others still unknown, who could break through.

also paved the way for an album on the Top LP chart. The unique thing about all this is that McGriff was a virtual unknown in jazz circles as well as the pop arena when his record broke.

Of course the bossa nova played a singularly important part in the showing of a good many jazz artists on the pop chart. For that reason, they must be considered something of a phenomena, something apart from the consistent showing of artists like Mann, Smith, and Brubeck. Zoot Sims, Paul Winter, Laurenda Almeida—maybe even Getz and Byrd are tied inevitably to the bossa boom. The Brazilian rhythm's rise to power however, could stay around for a long time and it proves the pop audience is ready to listen to anything novel that catches its ear. This can pave the way for a good many new jazz artists who may crack into the pop category.

OUTLOOK FOR '63

It Shapes Up as One of the Big Ones as Jazz Spills Into Pop Field

In general the jazz dealers of the country reported sales similar (in quantity) to those of last year. The general take of the jazz dealer was just a bit above 1962. Significant for jazz in 1962 was not the amount of jazz product jazz dealers were selling, but the amount of jazz pop dealers sold in 1962.

In 1962 more jazz artists broke through the Hot 100 and Top LP charts than have been on the pop barometers since the

golden age of the big bands. More even, than in 1961. Should this trend continue, 1963 shapes up as one of the big ones.

The significant thing about the jazz that hit charts in 1962 was the type of musician to score. The majority of the artists are dyed-in-the-wool swingers, who have never before been associated with the pop field. Jimmy Smith, Stan Getz and Charlie Byrd, Vince Guaraldi, Jimmy McGriff, Vic Feldman,

and others score for the first time on the pop listings. Dave Brubeck and Herbie Mann continued to build previous enviable records with both artists cracking through with two and three albums on the charts at the same time and a single or two as well.

One of the most unique features of the jazz-to-pop move was the enviable record piled up by a jazz organist, Jimmy McGriff, on his first outing. The McGriff single, "I've Got a Woman," was released first by the Jell label then picked up by Sue Records and soared near the top of the chart. This disk

this year, thanks to the bossa nova boost.

BMW uncovered some strong regional action on a good many jazz LP's which might deserve the attention of dealers in other areas. These LP's did not draw sufficient sales to warrant Top 20 placement, but their regional activity put them in strong contention for the future.

Very strong action is coming in on "Three Blind Mice" by Art Blakey and the Jazz Messengers (United Artists) and "Soul Meeting" Ray Charles and Milt Jackson (Atlantic). They are scoring in most of the large jazz markets. . . . "Stormy Monday Blues" by Lou Rawls and Les McCann, Ltd., on Capitol is a real heavyweight in Detroit. . . . St. Louis boy Grant Green's "Sunday Morning" on Blue Note is selling well in his home town as well as in Chicago. . . .

"The Jazz Crusaders at the Lighthouse" on Pacific Jazz is going strong in Los Angeles and picking up well in Chicago. . . . Shirley Scott is doing very well by her "Plays Horace Silver" on Prestige.

Billboard

Best Selling JAZZ ALBUMS

Reported by Dealers in Major Markets for December, 1962

This Month Title, Artist, Label & No.

1. JAZZ SAMBA—Stan Getz & Charlie Byrd, Verve V 8432
2. HERBIE MANN AT THE VILLAGE GATE—Atlantic 1380
3. BIG BAND BOSSA NOVA—Stan Getz, Verve 8494
4. I'VE GOT A WOMAN—Jimmy McGriff, Sue LP 1012
5. MIDNIGHT SPECIAL—Jimmy Smith, Blue Note 4078
6. TOKYO BLUES—Horace Silver, Blue Note 4110
7. BASHIN'—THE UNPREDICTABLE JIMMY SMITH—Verve V 8474
8. BAD BOSSA NOVA—Gene Ammons, Prestige PR 7257
9. JAZZ IMPRESSIONS OF BLACK ORPHEUS—Vince Guaraldi Trio Fantasy 3337
10. JIMMY SMITH PLAYS FATS WALLER—Blue Note 4100
11. FROM THE HEART—Hank Crawford, Atlantic 1387
12. TIME OUT—Dave Brubeck, Columbia CL 1397
13. TIME FURTHER OUT—Dave Brubeck, Columbia CL 1690
14. RIGHT NOW—Herbie Mann, Atlantic 1384
15. DIZZY ON THE FRENCH RIVIERA—Dizzy Gillespie, Philips PHM 200-048
16. HELLO YOUNG LOVERS—Nancy Wilson, Capitol T 1767
17. GLORIA LYNNE AT BASIN STREET EAST—Everest LPBR 5137
18. THE SOUND OF THE TRIO—Oscar Peterson Trio, Verve 8480
19. SOUL SUMMIT—Gene Ammons with Sonny Stitt & Jack McDuff Prestige PR 7234
20. TAKING OFF—Herbie Hancock, Blue Note 4109

Bossa Nova Quickens The Jazz Sales Pulse

By BARRY KITTLESON
(Billboard Research Staff)

Jazz dealers have an extra lilt in their gait these days, thanks to some solid sales supplied by music from the South—way South—the new beat from Brazil: bossa nova.

Don't let today's Jazz LP Chart fool you. Besides the four bossa nova LP's registered there the new beat is bubbling just beneath position No. 20 with plenty of steam. Climbing is the Paul Winter Sextet set, "Jazz Meets the Bossa Nova" on Columbia. This one is particularly hot with jazz outlets in Chicago and on the Coast.

Nipping and tucking right along behind Mr. Winter are such venerable contributions to the new beat as the Herbie Mann album on United Artists, Ike Quebec (Blue Note), Charlie Byrd (Riverside), Zoot Sims (Colpix) and particularly big in the Los Angeles area is the one by Ramsey Lewis on Argo.

Today's Billboard Jazz LP Chart tells another story too. It is significant that while bossa nova has gone way out in pop

field it's doing equally well at home base. Retail dealers who specialize in a jazz trade make no bones about the fact that "Jazz Samba" is not merely a top seller, but way out in front of all others in retail sales. The consensus of opinion is that business is just that much better



THE DAVE BRUBECK QUARTET PLAYED prominent role in jazz boom of 1962. Albums were top pop sellers as was the singles hit "Take Five." Men responsible (l. to r.) are: Paul Desmond, Joe Morello, Eugene Wright and Dave.

JazzScope

By JACK MAHER

Much is being made these days of the Orchestra, U. S. A. It has been signed to a Colpix recording contract and made its concert debut Friday (28) at Philharmonic Hall, Lincoln Center. The orchestra is dedicated to playing all forms of modern music but, under the direction of its musical director John Lewis, will perform a good bit of material in the jazz accent. Slated for performance at the Lincoln Center debut were selections penned by Lewis and J. J. Johnson. Among the top-notch jazzmen in its ranks are Jim Hall, Phil Woods and Herb Pomeroy.

The Jazz Workshop in San Francisco has lined up Jimmy Witherspoon, Ben Webster, the Jazz Crusaders and Chico Hamilton to play in the club through the early part of January. On the 25th the Jazz Messengers arrive, followed by Zoot Sims February 12. . . . Blues singer Mercy Dee Walton died in Stockton, Calif.

Another interesting note from S.F. concerns the acquisition by Galaxy Records of early masters by John Lee Hooker, Sonny Stitt and Milt Jackson. The material is composed of masters originally released on the Sensation label. . . . Eddie Edwards at Argo is concentrating on new and veteran talent. He has recorded a new Philadelphia tenor saxist, Bill Leslie, and Clarence Shaw, trumpeter who first appeared on the jazz scene with Mingus in the '50's. He's also got sets by vet performers like Dodo Marmarosa, Don Goldie and Thorne Schwartz on tap.

Adam Wade

"THERE'LL BE NO
TEARDROPS TONIGHT"

5-5957



Bobby Vinton

"TROUBLE IS MY
MIDDLE NAME" C/W
"LET'S KISS AND MAKE UP"

5-9561



Buddy Greco

"STRANGER"

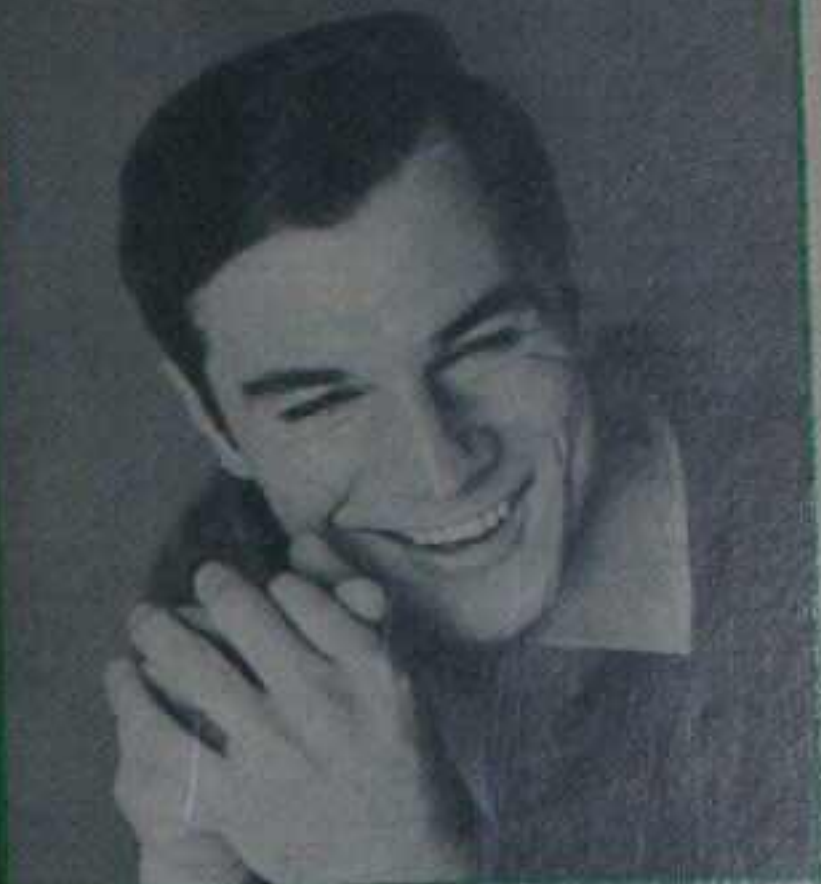
5-9563



George Maharis

"BABY HAS GONE
BYE BYE"

5-9555



In '63 the action starts with



4 STARS
4 HIT
SINGLES



The Best of the Week's New

SINGLES



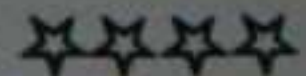
BILLBOARD SPOTLIGHT PICK

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



BILLBOARD SPECIAL MERIT PICK

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



BILLBOARD FOUR STAR

The four-star rating is awarded new singles with sufficient commercial potential in their respective categories to merit being stocked by dealers, one-stop and rack jobbers handling that category.

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's review panel, and its sales potential is rated within its category of music. Ratings of only the outstanding singles of the week are published, including all receiving a four-star review or better

on at least one side, thus focusing attention on singles with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Merit Picks. All four-star singles are listed within their respective categories. Flip sides are rated separately.

POP SPOTLIGHT

BOBBY DARIN
NOW YOU'VE GONE
 (Adaris, BMI) (2:06)

YOU'RE THE REASON I'M LIVIN'
 (Adaris, BMI) (2:27) Capitol 4897

Two solid pieces of material for Darin here. The artist, who fits into so many different grooves, swings into the bluegrass sound on the first weeper with violins and chorus in support. The second has a definitive Ray Charles touch with sweeping strings and chorus backing the vocalist's poignant reading of the weeper.

POP SPOTLIGHT

PAUL ANKA
CRYING IN THE WIND
 (Spanka, BMI) (2:22) RCA Victor 8115

Paul wrote the side and it has some mighty penetrating vocal wailing from the lad at its core. The side has the sound, and it should do well with voices and strings suspended in the background. The flip is "Love" (Spanka, BMI) (2:15).

POP SPOTLIGHT

RIVINGTONS
MAMA-OOM-MOW-MOW
 (Beachwood, BMI) (2:27) Liberty 55528

The Rivingtons are back to the phonetic sound that established their hit "Papa-Oom-Mow-Mow." This is a close relation with pounding beat and a savage sound that's bound to reach the kids. The second side is "Waltin'" (Beachwood, BMI) (2:27).

POP SPOTLIGHT

THE CHAMPS
MR. COOL
 (4-Star, BMI) (2:18) Challenge 9180

This catchy instrumental ties the "Mr. Clean" jingle tune to "Brahms' Lullaby" with an infectious limbo tempo. It should score with the kids and act as a solid follow-up for the group to "Limbo Rock." The flip is called "3-4 Mash" (4-Star, BMI) (2:29).

POP SPOTLIGHT

THE LIDOS
BASHANOVA
 (Criterion, ASCAP) (2:15) Mercury 72080

Here's a wild rock blues side with a femme chorus in the lead sparked by a lad in the backing making catchy sounds. It has spots of Bo Diddley guitar style. This could appeal to teens. Flip is "Marina" (Atlantic, BMI) (1:57).

POP SPOTLIGHT

EYDIE GORME
BLAME IT ON THE BOSSA NOVA
 (Aldon, BMI) (2:29) Columbia 42661

Eydie Gorme has her cutest and most commercial record here in a long spell and she does her best with it. It's a catchy bossa nova rucker, on which she explains that her romance is due to the Brazilian rhythm. Could be big. Flip is "Guess I Should Have Loved Him More" (Westside, BMI) (2:46).

SPECIAL MERIT-DISK JOCKEY PROGRAMMING

HENRY MANCINI ORK
DAYS OF WINE AND ROSES
 (Witmark, ASCAP) (2:05) RCA Victor 8120

A strong new song penned by Mancini and Johnny Mercer that should appeal to stations across the board. The chorus hands it a warm reading over smooth backing by the ork. Flip is "Seventy-Six Trombones" (Frank, ASCAP) (2:33).

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

SPECIAL MERIT-DISK JOCKEY PROGRAMMING

NELSON RIDDLE ORK
BALLAD OF JED CLAMPETT
 (Carolintone, BMI) (2:11) Capitol 4896

The current hit tune from the show "Beverly Hillsbillies" is played in bouncy, whimsical instrumental style by the multi-stringed Nelson Riddle crew. Fine instrumental item that could grab a lot of air play. Flip is "Stanley Burke Theme" (Esteem, BMI) (2:12).

Billboard

is the only music trade publication that . . . reproduces cover of album spotlights in four colors . . . reviews all records it receives . . . maintains a full-time reviewing staff that averages over 16 years' experience for each staff member . . . provides advance material from its charts and reviews to both AP and UPI for their radio-TV station clients. all records (singles and LP's) sent for review should be addressed to:

Billboard Record Review Department
 Post Office BOX 292
 Times Square Station
 New York 36, N. Y.

★★★★
FOUR STAR SINGLES

POPULAR

- TONI FISHER**
 ★★★★★ Hold Me (Robbins, ASCAP) (2:18)—★★★★ Laugh or Cry (Lia-Ana, BMI) (2:23), SMASH 1797
- SONNY TIL**
 ★★★★★ The Wobble (Marmaduke Music, ASCAP) (2:17) — ★★★★★ Secret Love (Remick, ASCAP) (2:20), CHARLIE PARKER 211
- RICHARD TUCKER**
 ★★★★★ The Exodus Song (Chappell, ASCAP) (3:06)—★★★★ With These Hands (Bloom, ASCAP) (2:29), COLUMBIA 42654
- SUZIE CLARK**
 ★★★★★ Ain't Gonna Kiss Ya (Kavellin-Leib, BMI) (2:20)—★★★★ Private Property (Garpax, BMI) (2:01), RENDEZVOUS 196
- KARL DENVER**
 ★★★★★ Pastures of Plenty (Ludlow, BMI) (2:28) — ★★★★★ Blue Weekend (Feldman (PRS), ASCAP) (2:58), LONDON 9576
- IRMA THOMAS**
 ★★★★★ Somebody Told You (Mint, BMI) (2:20) — ★★★★★ Two Winters Long (Mint, BMI) (2:50), MINT 660
- JERRY PALMER**
 ★★★★★ Come Along With Me (D & L, BMI) (1:43)—★★★★ Hey Sweet Baby (D & L, BMI) (2:21), CARLTON 581

CHRISTALETTES

★★★★ Just Think of Me (Carsey, BMI) (2:07)—★★★★ Billy My Billy (Carsey-Lar-Bell, BMI) (2:03), CRYSTALETTE 753

JOHNNY COOPER

★★★★ Bonnie Do (Venetta, BMI) (2:22) — ★★★★★ Love Is a Treasure (Venetta, BMI) (2:19), ERMINE 42

THE CORNELLS

★★★★ Agua Caliente (Hot Water) (Robin Hood, BMI) (2:00) — ★★★★★ Malibu Surf (Tallore-made-Robin Hood, BMI) (2:19), GAREX 102

TONY FARRAR

★★★★ Blast From the Past (Selma, BMI) (2:26) — ★★★★★ Following You (Selma, BMI) (1:50), TRANS-ATLAS 14001

MIKE DeNETT

★★★★ Ghost of Your Love (New Phoenix, ASCAP) (2:06)—★★★★ Why Wait for Winter (Dotson, ASCAP) (2:44) STACY 955

HOYT AXTON

★★★★ Greenback Dollar (Davon, BMI) (2:47)—★★★★ One More Round (Marapunta, ASCAP) (2:52), HORIZON 362

COUNTRY & WESTERN

SKEETS McDONALD

★★★★ Dear John (I've Sent Your Saddle Home) (Tex Ritter, ASCAP) (1:48) — ★★★★★ I've Gotta Show You (Central, BMI) (2:38) COLUMBIA 42655

GRADY MARTIN AND THE SLEWFOOT FIVE

★★★★ Colonel Bugey March (Boosey & Hawkes, ASCAP) (2:36)—★★★★ Ol' Man River (Harms, ASCAP), DECCA 25589

JIM KANDY

★★★★ Between Your House and Mine (Window, BMI) (2:19)—★★★★ I Forgot to Love Her (Window, BMI) (2:22), NASHVILLE 5093

RHYTHM & BLUES

HANK BALLARD AND THE MIDNIGHTERS

★★★★ (At a Place They Call) the Ring Tide (Pandora, BMI) (2:22) — ★★★★★ (All the Things in Life That) Please You (Lois, BMI) (2:25) KING 5713

NOVELTY

REUSTIN HOWARD PLAYERS

★★★★ The Disk Jockey Meeting (Commander, ASCAP) (3:59)—★★★★ Aladdin's Lamp (Commander, ASCAP) (2:21), REPRIS 28159

SPIRITUAL

MARVIN JENKINS

★★★★ Love Everybody (Tangerine Music, BMI) (2:58)—★★★★ The Storm Is Past (Over) (2:41), TANGERINE 929

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MISS CAROLINA COLLETT, General Manager

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Main chart table with columns for 'THIS WEEK', 'LAST WEEK', 'TITLES', 'ARTIST, LABEL & NUMBER', and 'WEEKS ON CHART'. It lists 100 songs across three columns.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Two columns of smaller song listings, including 'HOT 100—A TO Z' and 'BUBBLING UNDER THE HOT 100'.



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



BILLBOARD SPECIAL MERIT PICK

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

BILLBOARD 4-STAR



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

ALBUM REVIEW POLICY

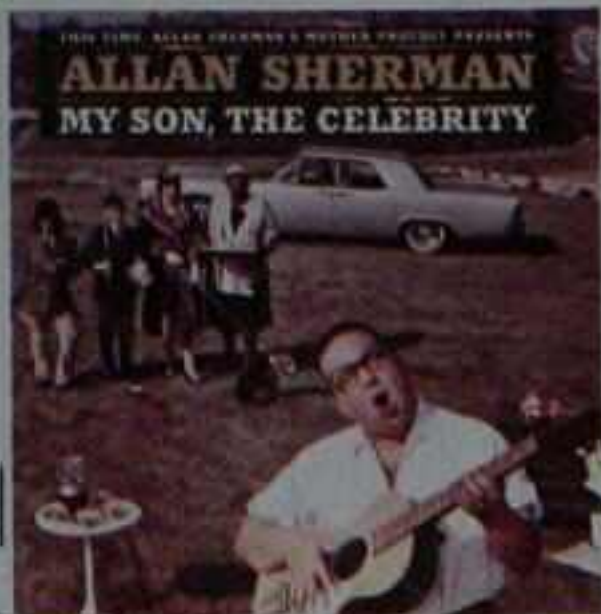
Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Ratings of only the outstanding LP's of the week are published, including all receiving a 4-Star review or better, thus focusing attention on albums with the greatest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

Pop Spotlight

MY SON, THE CELEBRITY

Allan Sherman. Warner Bros. W 1487 (M)

Who says lightning never strikes twice? This hilarious follow-up to "My Son, The Folk Singer" will surely spark another Sherman's march to the Album Charts. Like its predecessor, the new "My Son" is a showcase for Sherman's satires of oldies ("Alouette" is now "Al 'n Yetta," the tale of a TV-dedicated couple whose picture tube blows out, etc.) plus strong special-material numbers. Sherman—and record dealers—can't lose on this one.



Pop Spotlight

MOVING

Peter, Paul & Mary. Warner Bros. W 1473 (M)

As the title would suggest, this fine group is really on the move, all over the country in their concert tours and all over the charts, so to speak, with their earlier albums and singles. This newest package, their second, features performances and material both exciting, delicate and tinged with humor. Selections include "Settle Down," "Gone with the Rainbow," "Morning Train" and "Big Boat." A winner without question.

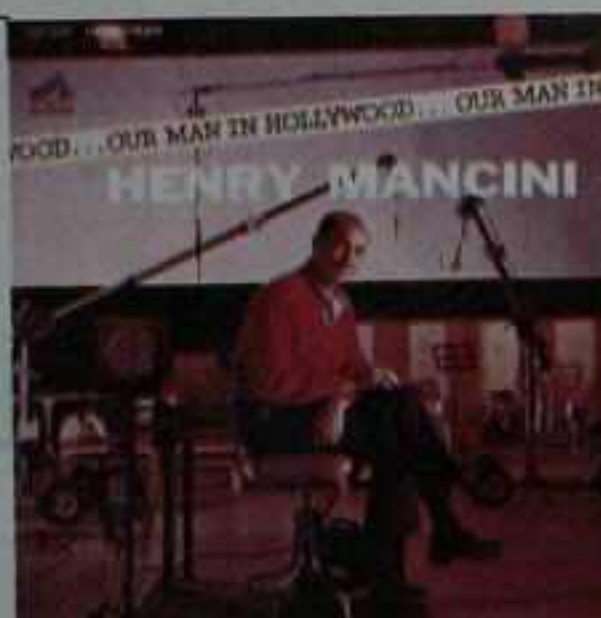


Pop Spotlight

OUR MAN IN HOLLYWOOD

Henry Mancini. RCA Victor LPM 2604 (M); LSP 2604 (S)

A dozen recent film themes (from "Days of Wine and Roses," "Taras Bulba," "Mutiny on the Bounty," etc.) are given the highly styled Mancini treatment, featuring top-notch Hollywood instrumentalists in solo passages set against wall-to-wall violins or driving percussion or whatever strikes Mancini's arranging fancy. On the basis of his "Moon River," "Peter Gunn," and other successes, this will be a strong album for dealers and programmers.



Pop Spotlight

DANCE WITH THE GUITAR MAN

Duane Eddy. RCA Victor LPM 2648 (M); LSP 2648 (S)

Duane Eddy has been a chartmaker for a long time, and he's doing well right now with the title tune of this album, a swinging affair featuring the guitar with a girls' chorus. Eddy picks out a flock of pop dance hits and hands them his own unique interpretations, things like "Creamy Mashed Potatoes," "New Hully Gully," "Wild Watasi" and "Loco-Lo-motion." A smart album that's likely to spawn some new singles hits.



Pop Spotlight

OUR MAN FROM ITALY

Sergio Franchi. RCA Victor LM 2657 (M); LSC 2657 (S)

Sergio Franchi burst on the American musical scene only a few months ago from Italy and his first LP has already turned into a sock seller. He is back with a flock of romantic Italian songs here and he handles them in winning style over backing by the Henri Rene crew. Songs include "Arrivederci Roma," "Anema E Core," "Santa Lucia," and Autumn in Rome.

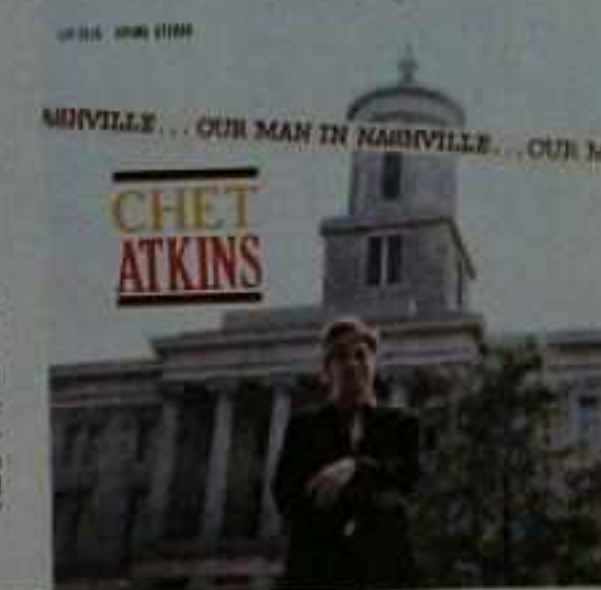


Pop Spotlight

OUR MAN IN NASHVILLE

Chet Atkins. RCA Victor LPM 2616 (M); LSP 2616 (S)

Atkins has another guitar winner as he strums and plucks his way through a standout grouping of tunes. He's had a lot of heavy chart activity before and this should do it all over again for the "man from Nashville." The selection includes "Goodnight Irene," "Always on Saturday," "Down Home," "Streamlined Cannon Ball" and "A Little Bitty Tear." Handsome mood wax.



Pop Spotlight

OUR MAN IN NEW ORLEANS

Al Hirt. RCA Victor LPM 2607 (M); LSP 2607 (S)

Here's Al Hirt in a new setting, backed by a nine-piece swinging brass section under arranger Marty Paich. Hirt, in his usual exciting style, comes through with swinging readings of a flock of familiar Dixieland tunes, including "Wolverine Blues," "New Orleans," "Muskrat Ramble," and "When the Saints Go Marching In."



Pop Spotlight

THE "PRESIDENT" STRIKES BACK

Marc London. Kapp KL-1322 (M)

Here's another very funny album fashioned as something of an answer record to Vaughn Meader's "First Family" set. Marc London does the Kennedy voice and the set is filled with many fine short bits that characterize the change in the President's life now that he has his own comedy LP. Special fun is derived from "Cuber," the trouble with spelling and pronouncing the island's name; International Competition, which shows what rival national leaders are doing on LP's and "Typical Day at the White House."



Pop Spotlight

OUR MEN IN SAN FRANCISCO

The Limelinters. RCA Victor LPM 2609 (M); LSP 2609 (S)

The Limelinters are back at an old recording stand—San Francisco's hungry 1—in this latest roundup of their folknik offerings, performing for an appreciative audience. Tunes (most of which have been featured in the group's recent live concerts) include the bluegrass-flavored "Wabash Cannonball," and audience-participation "By the Risin' of the Moon," as well as a medley of Civil War tunes and international folk tunes like "The Lute Player." It can't miss with Limeliter fans, and looks like another seller for the group.



Pop Spotlight

MEMORIES ARE MADE OF THESE

George Chakiris. Capitol ST 1813 (S); T 1813 (M)

Hot tunes sung by a hot artist make this a flaming package for dealers. George Chakiris sings "Fever," "Witchcraft," "Moon River," "Autumn Leaves," and "The Second Time Around" in winning style over fetching backings by the Van Alexander crew. Picture portfolio of the artist won't hurt sales either.

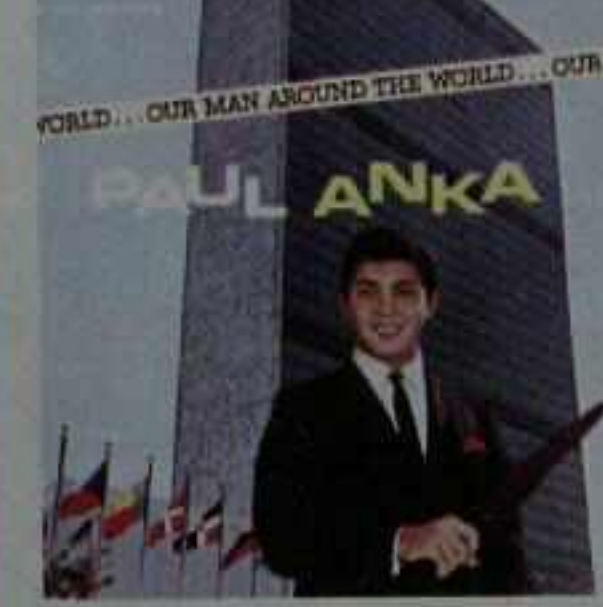


Pop Spotlight

OUR MAN AROUND THE WORLD

Paul Anka. RCA Victor LPM 2614 (M); LSP 2614 (S)

Young Anka, the 21-year old phenom, has done it again, in an album that's bound to please his army of juvenile followers as well as the growing number of adult fans who dig his exuberant style. There's little of the traditional kind of Anka singles material here. Instead he focuses on such sophisticated items as "Sayonara," "Lady of Spain," "Fly Me to the Moon," "Canadian Sunset," etc., all of which lend impact to the title idea. Good wax.



Pop Spotlight

MY BABY LOVES TO SWING

Vic Damone. Capitol ST 1811 (S); T 1811 (M)

Here are a dozen "baby" songs—although they're not about little girls. Using a variety of stylings (smooth ballads, bossa nova, blues, etc.) Vic Damone serenades with "Baby Won't You Please Come Home," "You Must Have Been a Beautiful Baby," "My Melancholy Baby," and other strong oldies. Smooth ork backing is provided by Jack Marshall, and the album is a good waxing for middle-road stations. Damone fans should go strongly for it.



Pop Spotlight

OUR MAN IN BOSTON

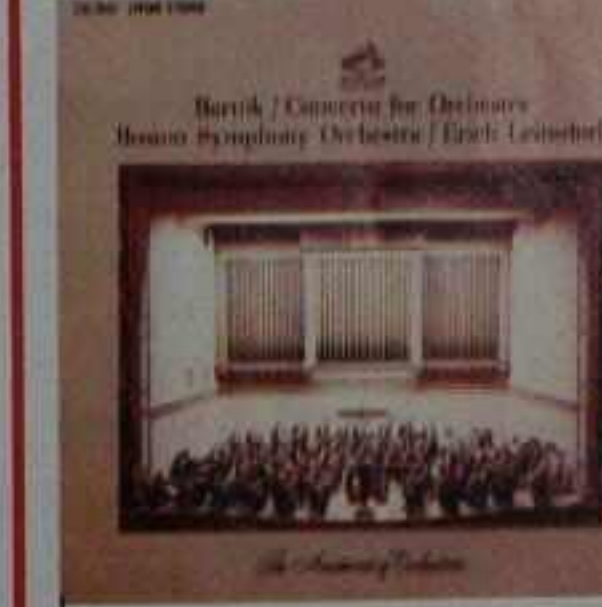
Arthur Fiedler and the Boston Pops. RCA Victor LM 2599 (M); LSC 2599 (S) The split-second precision of the Boston Symphony gives new dimension, under Fiedler's baton, to a group of recent or standard pop hits, such as "Mack The Knife" and "Hey, Look Me Over." A highlight is the Pops' popular radio encore, "And Now a Word From Our Sponsor," in which more than a dozen program or jingle themes receive a spotlighting their original composers never quite imagined. Virtually any track is sound program material for radio, and fans of Fiedler & Co. are sure to enjoy, and buy, this album.



Jazz Spotlight

THE OSCAR PETERSON TRIO BURSTING OUT WITH THE ALL STAR BIG BAND

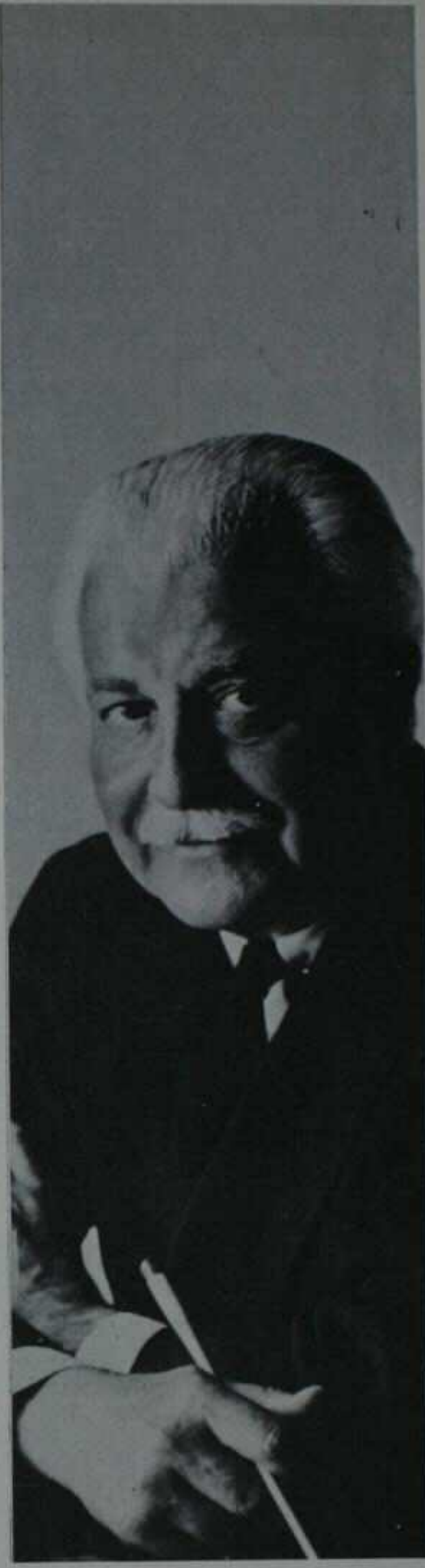
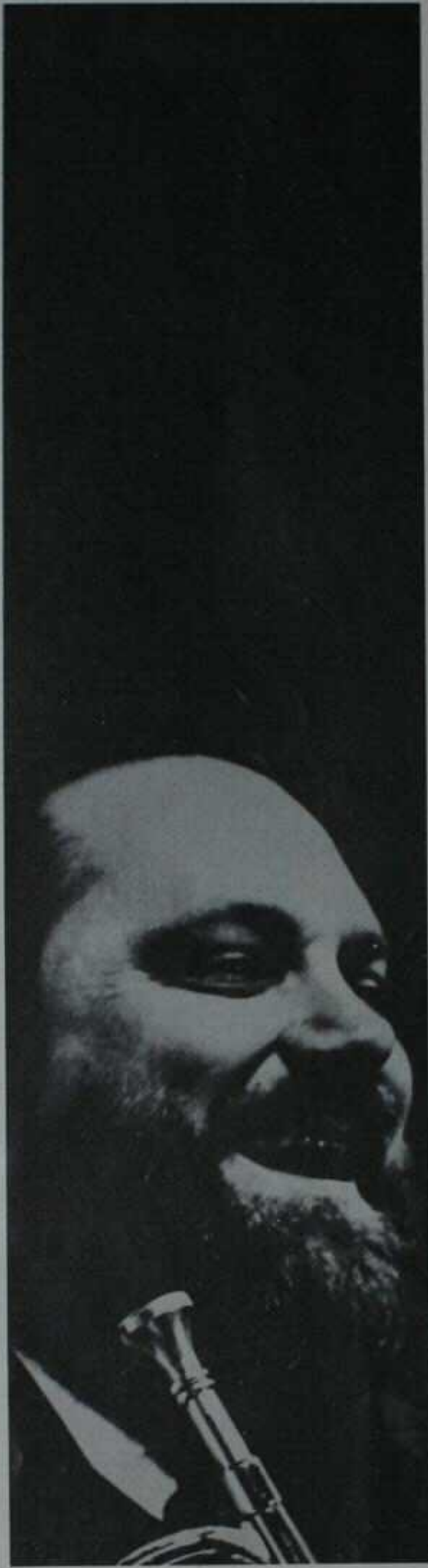
Verve V8476 (M) Purist fans of this fine group may prefer the distilled Oscar Peterson, that is, without the addition of a big band. Others will dig this new setting the most. Peterson is as usual swinging and imaginative and his immediate henchman, Ray Brown on bass and Ed Thigpen on drums also get plenty of chance to shine. Ernie Wilkins' band arrangements are played by an all-star line-up and the names as well as the music will intrigue many. Tuba and French horn, by the way, embellish the scorings. Nine tracks in all.



Classical Spotlight

BARTOK: CONCERTO FOR ORCHESTRA

Boston Symphony Orch. (Erich Leinsdorf, Cond.) RCA Victor LSC 2643 (S) Erich Leinsdorf makes his recording bow as director of the Boston Symphony with a striking performance of Bartok's brilliant "Concerto for Orchestra." One of the most popular works of the century becomes a display piece for the orchestra's virtuosity and Victor's best sonics. A free piggyback to buyers is an LP of historic performances by the Boston Symphony under the baton of Muck, Monteux, Koussevitzky and Munch. The total is a power-packed package.



...GREAT ENTERTAINMENT

...HOLLYWOOD

Henry Mancini, the double Academy Award-winning and most sought after composer-arranger in the film capital, has etched a glowing tribute to 12 winning film and television scores. With full orchestra in attendance, enjoy "Days of Wine and Roses," "Walk on the Wild Side," "Love Theme from 'Phaedra,'" "Love Song from 'Mutiny on the Bounty,'" "Clarinet Marmalade," "Ja-Da," "Oh Dem Golden Slippers" and note especially the verse to "Ol' Man River," played entirely in one breath by the number one horn of them all!

...NEW ORLEANS

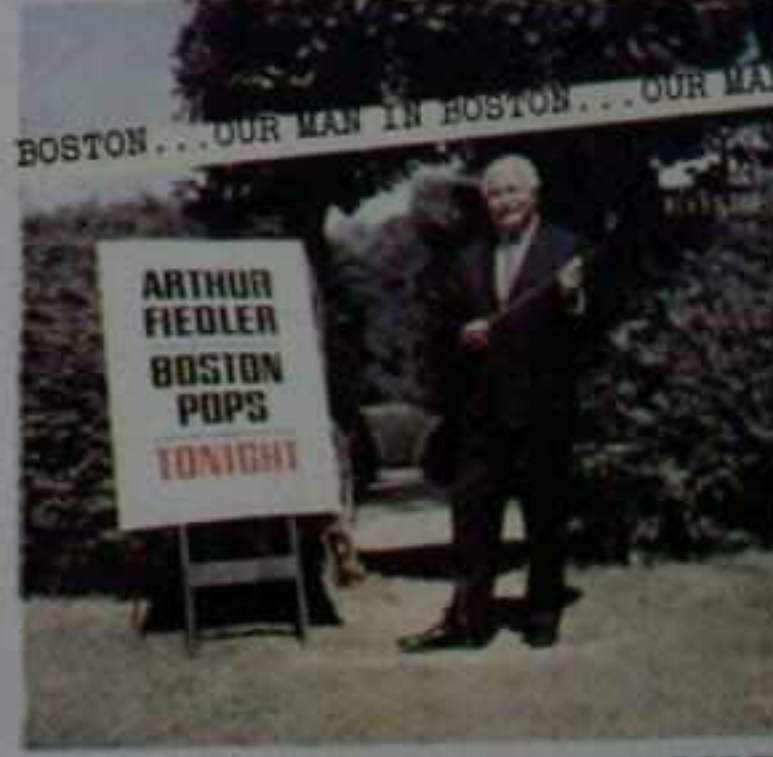
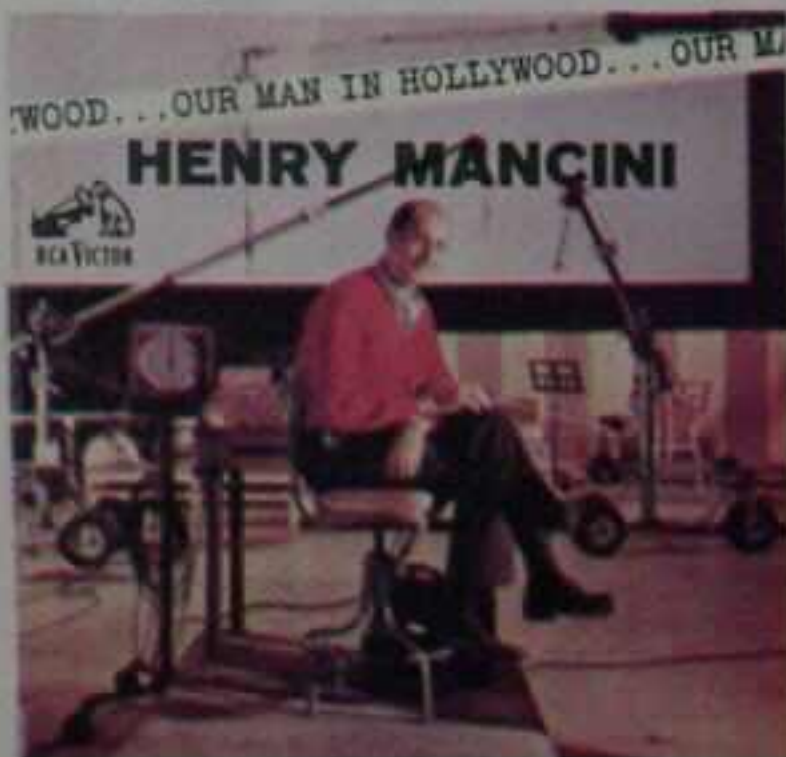
Al Hirt wins headlines again with a magnificent new New Orleans-styled album. Backed by a 9-piece brass section, all 12 Marty Paich arrangements swing briskly, fully, gloriously along. "Clarinet Marmalade," "Ja-Da," "Oh Dem Golden Slippers" and note especially the verse to "Ol' Man River," played entirely in one breath by the number one horn of them all!

...BOSTON

Arthur Fiedler sends late word! Our Boston flash and his cohorts of the Boston Pops Orchestra report something that's nothing short of sensational! Brilliant orchestrations beginning with "Mack the Knife" through medleys from "Camelot" and "The Sound of Music" to masterful, amusing selections of melodic — announcerless — TV commercials!

...SAN FRANCISCO

The Limelinters report fresh in from the San Francisco night club scene: Lou Gottlieb, Alex Hassilev and Glenn Yarbrough (alias all, The Limelinters) caught "live" at the famous hungry i. Fun and fine musicianship aplenty, to wit... "Max Goolis," "Corn Whiskey," "By the Risin' of the Moon," "Yerakina," "Civil War Medley," others, both folk and friendly.



PLUS HOT RELEASES FROM: EDDY ARNOLD... "OUR MAN DOWN SOUTH"; SONS OF THE PIONEERS... "OUR



...NEW FROM OUR MEN IN...

...LATIN AMERICA

Perez Prado exclusive: our man who best knows the musical scene in Latin America has a new beat — the "Bongoson!" It's a sort of a twist given a Caribbean turn ... and introduced here for the first time. Also included is an ample sampling of Bossa Nova, Cha-Cha and Rumba ... sparkling new versions all glitteringly showcased in unique Prado style!

...JAZZ

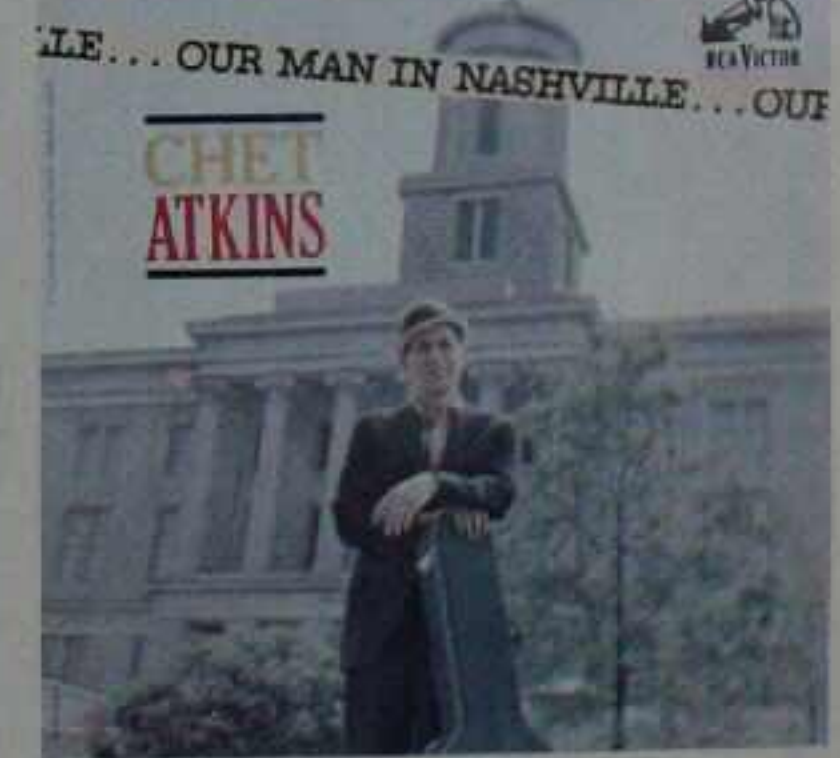
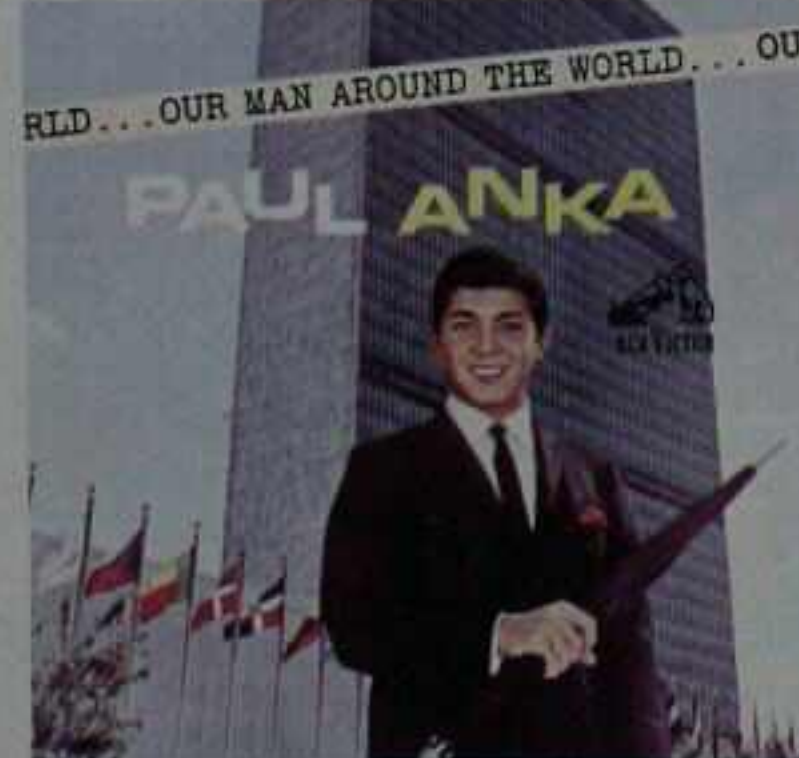
Sonny Rollins comes in crisp and clear! On-the-spot report from Our Man in Jazz. Lively improvisation at the Village Gate in New York City with sidekicks Bob Cranshaw (bass), Don Cherry (cornet) and Billy Higgins (drums). Among the selections are "Oleo" and "Doxy," original Rollins compositions, worthy subjects for the fine talents of these big men of jazz!

...THE WORLD

Paul Anka and his latest, greatest and swingin'est ever! The whole world's his stage as he takes a whirlwind tour with stop-offs in "Brazil," "Sorrento" and "Paree," plus brief respites to view "Canadian Sunset" and "Lady of Spain." A happy travelogue that starts with "Around the World" and ends, appropriately in outer space with "Fly Me to the Moon."


...NASHVILLE

Chet Atkins, chief of the Nashville staff, brings in a first-hand report alive with the beat of his own guitar! Also brilliant collective improvisation from a great background group ... with everything from bluegrass to pure jazz. Hear now: "Scare Crow," "Melissa," "Drown In My Own Tears," "A House In New Orleans," plus eight more in Chet's own great style.



MEN OUT WEST"; RAY ELLIS... "OUR MAN ON BROADWAY"; GEORGE MELACHRINO... "OUR MAN IN LONDON!"

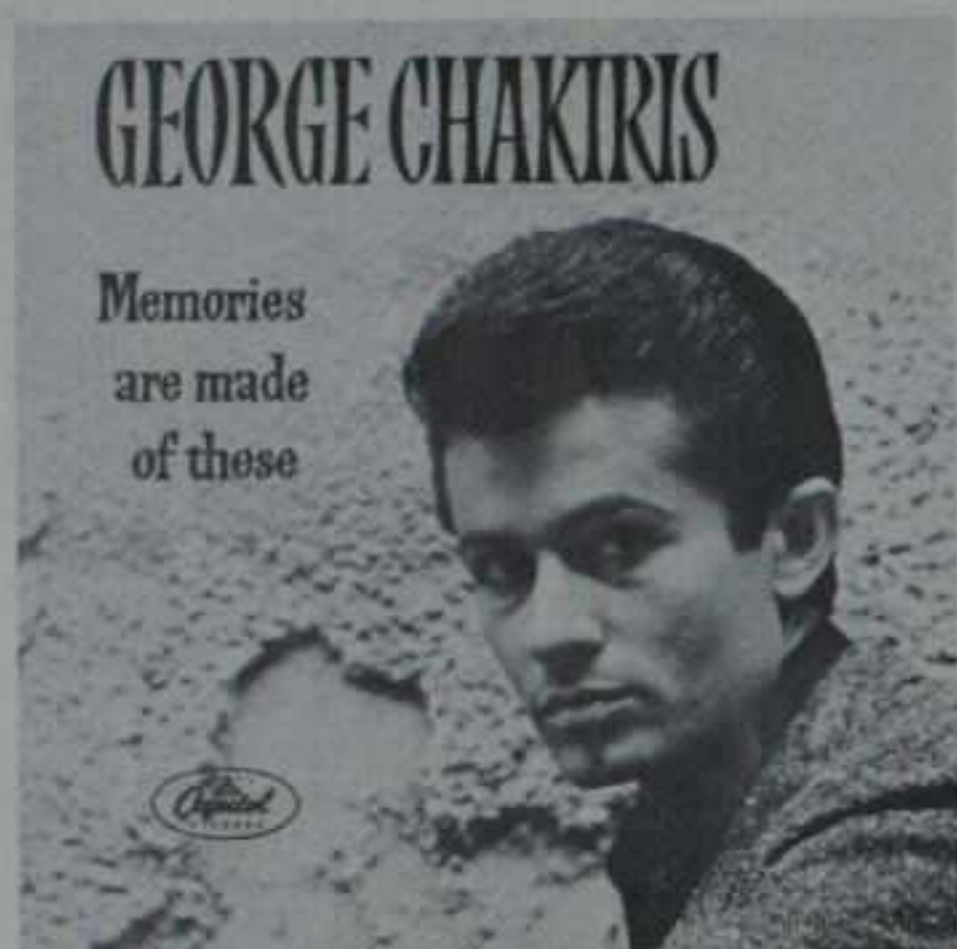
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Five free photos—one in full color—come wrapped in every copy of George Chakiris' new Capitol Album "Memories Are Made of These." Here's "West Side Story"'s dynamic star in a great new follow-up to his first Capitol best-seller, "George Chakiris." What a package! And there's more! As an extra boost to sure sales, there'll be a FULL COLOR, FULL PAGE AD in the February issue of TEEN SCREEN MAGAZINE, one of the hardest pulling teen magazines in the country, with an audience of over 300,000 Chakiris fans!! There's a full array of display materials too. So how can you miss? This one sells itself. See your CRDC Rep for all the details.

FREE! FIVE PHOTOS PACKED WITH EVERY ALBUM



(S)T 1812



GRAY!

Here it is! Factory wrapped with a FREE BONUS SAMPLER ALBUM IN EVERY PACKAGE! Volume six of Glen Gray's top-selling series "Themes of The Great Bands." You won't have to do anything but order this hot one! It's a self-seller. The sampler features ten great selections from the other five "Great Themes" albums! It's packed right in with volume six—mono and stereo. Display materials, too! See your CRDC Rep for details.

FREE! A BONUS RECORD PACKED WITH EVERY ALBUM

Sounds Of The Great Bands Vol. 6

THEMES OF THE GREAT BANDS

GLEN GRAY AND THE CASA LOMA ORCHESTRA

MIDNIGHT SERENADE	GLENN MILLER	I CAN'T GET STARTED	BUNNY BERIGAN
NIGHTMARE	ARTIE SHAW	BERSKIN RHUMBA	CHARLIE BARNET
I'M GETTING SENTIMENTAL OVER YOU	TOMMY DORSEY	LEAP FROG	LES BROWN
LET'S DANCE	BENNY GOODMAN	BLUE FLAME	WOODY HERMAN
CIRIBIRIBIN	HARRY JAMES	TUXEDO JUNCTION	ERSKINE HAWKINS
BATISTRY IN RHYTHM	STAN KENTON	QUAKER CITY JAZZ	JAN SAVITT

(S)T 1813

A special extra for you with the purchase of this album!

GLEN GRAY and the Casa Loma Orchestra play 10 more theme-song recreations in the authentic styles of some of the greatest swing bands of all time.

FREE THE THEMES OF THE GREAT BANDS **FREE**
SPECIAL BONUS ALBUM!

GLEN GRAY and the Casa Loma Orchestra —play— themes of these famous bands

side one:	SMOKE RINGS	GLEN GRAY and the Casa Loma Orchestra
STAR BURST	GENE KRUPA	
UPTOWN BLUES	JIMMY LUNCEFORD	
TAKE THE "X" TRAIN	DUKE ELLINGTON	
STAR DREAMS	CHARLIE SPYAN	
side two:	THE ELKS PARADE	BOBBY SHERWOOD
CONTRASTS	JIMMY DORSEY	
ONE O'CLOCK JUMP	COUNT BASIE	
SNOWFALL	CLAUDE THORNBILL	
FLYING HOME	LORNE HAMPTON	

The original title of this album for years "Sounds of the Great Bands" album—also refers to the Star and the Casa Loma Orchestras



The Best of the Week's New

ALBUMS (cont.)

PAGE ONE ALBUMS

NATIONAL BREAKOUTS

- MONO THE VENTURES PLAY TELSTAR... SINCERELY YOURS... JUMBO... MUTINY ON THE BOUNTY... STEREO MUTINY ON THE BOUNTY... PEPINO, THE ITALIAN MOUSE AND OTHER ITALIAN FUN SONGS... SINCERELY YOURS...

NEW ACTION LP'S

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

- MONO DINO LATINO... NEW BEAT BOSSA NOVA... WHAT'S A MATTER BABY... SURFER'S CHOICE... MY SON, THE PRESIDENT... TEEN-AGE HOUSE PARTY... TRUMPET AND STRINGS... WHAT KIND OF FOOL AM I... ANDY WILLIAMS MILLION SELLER SONGS... JIMMY SMITH PLAYS FATS WALLER... COMIN' HOME BABY... CONNIE FRANCIS SINGS MODERN ITALIAN FAVORITES... WONDERFUL WORLD OF THE BROTHERS GRIMM... BOSSA NOVA JAZZ SAMBA... BIG BAND BOSSA NOVA...

STEREO

- FIFTY GUITARS VISIT HAWAII... BONANZA... SHIFTING WHISPERING SANDS... THE LORD'S PRAYER, VOL. II... STOP THE WORLD—I WANT TO GET OFF/OLIVER...

4-STAR REVIEWS POPULAR

- MARK VALENTINO... WE THE TOKENS SING FOLK... (Continued on page 37)

CLASSICAL SPOTLIGHT



BEETHOVEN: MOONLIGHT, PATHE-TIQUE, LES ADIEUX SONATAS

Artur Schnabel. RCA Victor LM 2654 (M), LSC 2654 (S)

CLASSICAL SPOTLIGHT



BARTOK: DIVERTIMENTO; VIVALDI: CONCERTI GROSSI, Nos. 10 & 11

Moscow Chamber Orch. (Rudolf Bar-shai, Cond.) London CM 9332 (M), CS 6332 (S)

A truly delightful disk that combines two of Vivaldi's most sparkling works with one of Bartok's most pleasing and accessible efforts, full of wit and exuberance.

SPOKEN WORD SPOTLIGHT



THE SCHOOL FOR SCANDAL

Original Cast. Command RS 13002 (M), SD 13002 (S)

The hit revival of the Sheridan comedy of manners which has been a smash in England and is now doing sock business in eastern cities of the U. S. A., has been recorded by the original cast by Command.

CLASSICAL SPOTLIGHT



NILSSON: VERDI

Birgit Nilsson. London TW-5742 (M), OS-25742 (S)

Miss Nilsson is presented in her fourth album for the label in a group of arias from the Verdi operatic catalog, and featuring three separate selections from "Macbeth," the setting for her original operatic debut in Stockholm a few years ago.

CLASSICAL SPOTLIGHT



BRUCH: CONCERTO IN G MINOR; MOZART: CONCERTO IN D MAJOR

Joscha Heifetz. RCA Victor LM 2652 (M), LSC 2652 (S)

Heifetz and the Bruch Concerto are old friends. Indeed, he and Sir Malcolm Sargent teamed up for his old mono recording.

CLASSICAL SPOTLIGHT



IL TABARRO, SUOR ANGELICA, GIANNI SCHICCHI (3-12")

Various Artists. London OSA 1364 (S)

Three familiar one-act operas are most capably performed on this three LP set by Renata Tebaldi and Giulietta Simonato ("Suor Angelica"), Fernando Corena and Miss Tebaldi ("Gianni Schicchi") and Robert Merrill, Mario del Monaco and Miss Tebaldi ("Il Tabarro").

COUNTRY SPOTLIGHT



COWBOY COPAS

Country Music Entertainer #1

HIGH-FIDELITY

COUNTRY MUSIC ENTERTAINER #1

Cowboy Copas. Starday SLP 208 (M)

Copas has a solid country entry here. The album features some amusing and weeper material sung in the singer's inimitable style.

COUNTRY SPOTLIGHT



PRISONERS SONGS

Various Artists. Starday SLP 207 (M)

For the real fans of this haunting kind of material, here is a standout collection for which Starday deserves much praise.

CHILDREN'S SPOTLIGHT



BALLADS FOR THE AGE OF SCIENCE (6-12")

Various Artists. Motivation MRBX

Top jingle writers Hy Zaret and Lou Singer, whose "Little Songs on Big Subjects" were a staple on WNEU and other stations, have turned to the educational field with remarkable results.

LOW-PRICE FOLK SPOTLIGHT



A TREASURY OF FOLK SONGS FOR CHILDREN (2-12")

Various Artists. Elektra EKL 223 (M)

The latest of Elektra's Bonus-Paks, which offer two LP's at a \$4.98 list, features over a dozen different folk artists or groups singing Fun Songs, Songs of America, Love and Courting Songs, and Outlaw and Sea Songs.

SPECIAL MERIT PICKS

JAZZ SPECIAL MERIT

TROMBONE JAZZ SAMBA
Bob Brookmeyer. Verve V 8498 (M)

JAZZ SPECIAL MERIT

BUNK JOHNSON & HIS SUPERIOR JAZZ BAND
Good Time Jazz. M 12048 (M)

JAZZ SPECIAL MERIT

AT THE OPERA HOUSE
The Modern Jazz Quartet/The Oscar Peterson Trio. Verve V 8482 (M)

CLASSICAL SPECIAL MERIT

LUCIA DI LAMMERMOOR HIGHLIGHTS
Joan Sutherland. London TW-5702 (M), OS-25702 (S)

CLASSICAL SPECIAL MERIT

RIGOLETTO HIGHLIGHTS
Various Artists. London TW-5710 (M), OS-25710 (S)

CLASSICAL SPECIAL MERIT

RACHMANINOFF: 24 PRELUDES FOR PIANO (2-12")
Constance Keene. Strand 421/422

CLASSICAL SPECIAL MERIT

SCHOENBERG: PIERROT LUNAIRE
Alice Howland. Concert-Disc CS 232 (S)

CLASSICAL SPECIAL MERIT

SPANISH & ITALIAN SONGS
Teresa Berganza. London CM 5726 (M), OS 25726 (S)

CLASSICAL SPECIAL MERIT

SONGS FROM GAYARRE
Alfredo Kraus. Montilla FMS 2076 (S)

FOLK SPECIAL MERIT

LOVE, LILT AND LAUGHTER
Jean Redpath. Elektra EKL 224 (M)

FOLK SPECIAL MERIT

RAISE A RUCKUS
The Lonesome River Boys. Riverside RLP 7535 (M), RLP 97535 (S)

COMEDY SPECIAL MERIT

A SNOW JOB FOR SKIERS
Oscar Brand. Elektra EKL 228 (M)



CL 1855/CS 8655



CL 1920/CS 8720



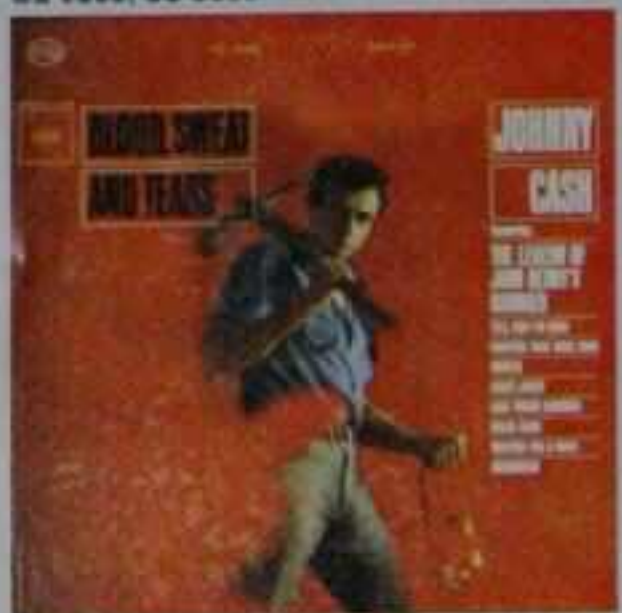
CL 1923/CS 8723



CL 1924/CS 8724



CL 1929/CS 8729



CL 1930/CS 8730



CL 1932/CS 8732



CL 1936/CS 8736



CL 1937/CS 8737



CL 1941/CS 8741



CL 1942/CS 8742



CL 1945/CS 8745



CL 1953/CS 8753



CL 1955/CS 8755



CL 1956/CS 8756



CL 1965/CS 8765



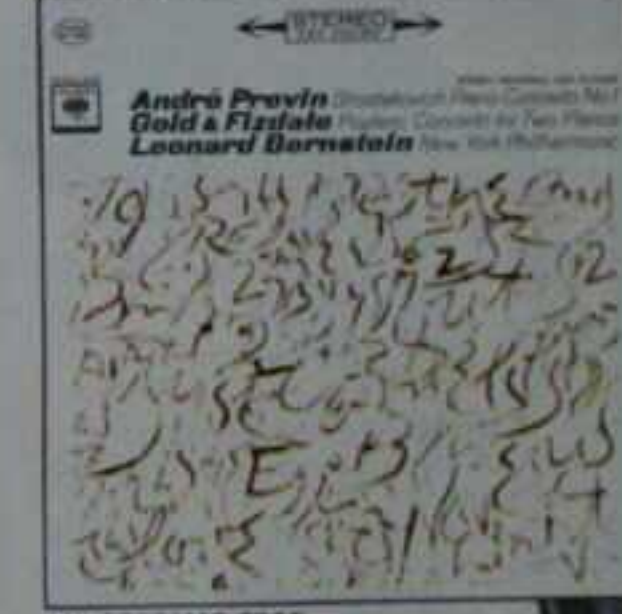
C2L 24



OL 5900



OL 5880/OS 2280



ML 5792/MS 6392



ML 5793/MS 6393



ML 5794/MS 6394



ML 5795/MS 6395



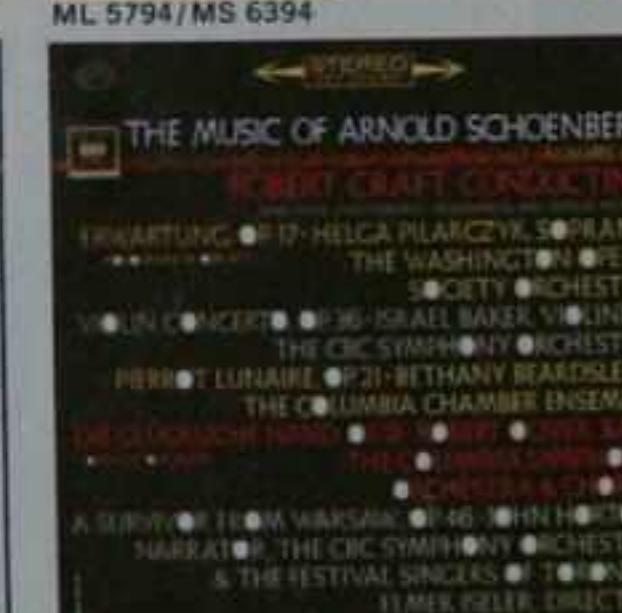
ML 5796/MS 6396



ML 5797/MS 6397



ML 5798/MS 6398



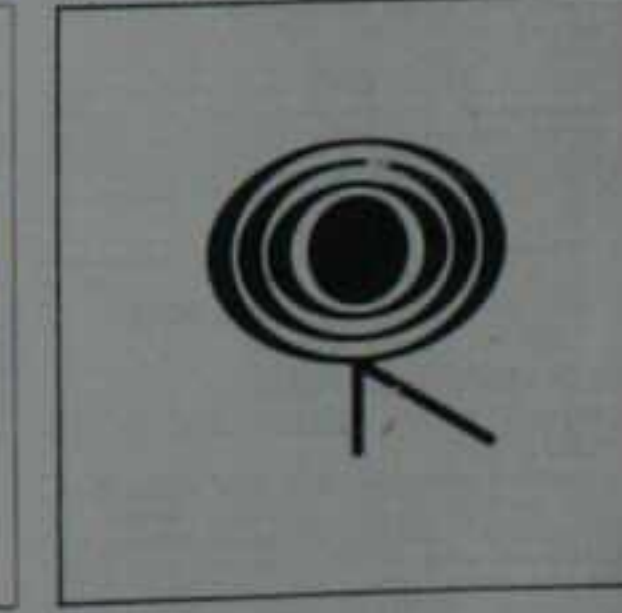
M2L 279/M2S 679



EX 5088/ES 1788



EX 5089/ES 1789



HL 9535



HL 9536



HL 9537



HL 9538

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COLUMBIA
RECORDS

FOR SLEEPYHEADS ONLY
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WITH NOEL REDNEY
AND HIS ORCHESTRA
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HAROLD RONK
HL 9540

PRECIOUS
DI MARIE
EX 5090/ES 1790

FROM COLUMBIA

★ STAR PERFORMERS—selections on Chart 9 weeks or less registering greatest upward progress this week.

150 BEST SELLERS—MONAURAL

50 BEST SELLERS—STEREO

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists top 150 monaural best-selling records.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists top 150 monaural best-selling records (continued).

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists top 150 monaural best-selling records (continued).

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists top 50 stereo best-selling records.

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WHAT IS A BOY?

c/w

WHAT IS A GIRL?

as performed by

**JACKIE
GLEASON**



on the nationally televised Jackie Gleason Show

Over 6000 cards and letters received in one week coast to coast!

27684

**other HITS for the NEW YEAR from
CORAL RECORDS**

SOMEWHERE

by **THE ESCORTS**

BIG NOISE FROM WINNETKA

by **COZY COLE**

62339

MY LIFE'S DESIRE

by **THE EXOTICS**

62343

RING UP THE NEW!

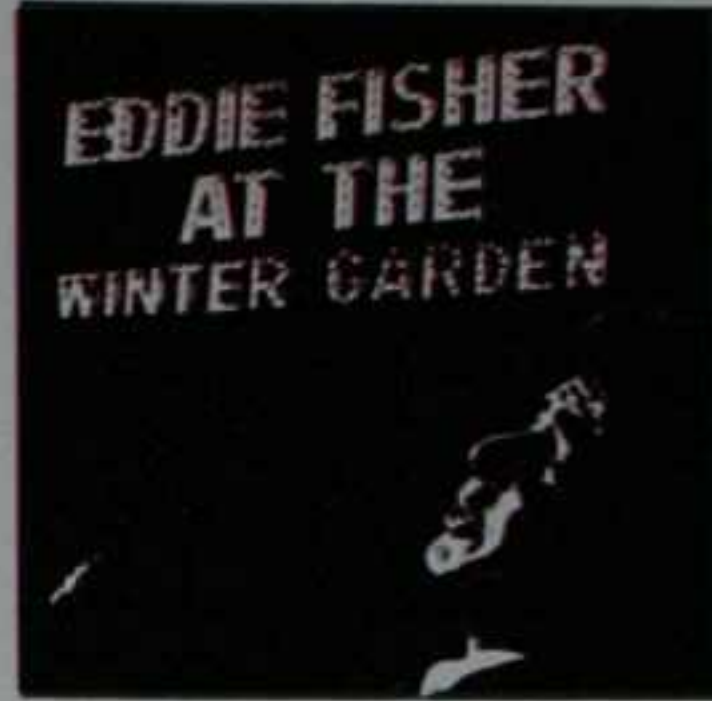


AGAIN IN 1963 MGM STARPOWER MEANS SALESPOWER!

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CONNIE FRANCIS SINGS MODERN ITALIAN HITS...includes Al Di La and other San Remo winners!
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EDDIE FISHER AT THE WINTER GARDEN...The Broadway one-man-show that made theatre history!
RAMROD RECORDS RR 1-2/RRS 1-2



RICHARD CHAMBERLAIN SINGS...TV's Dr. Kildare sings a full album of favorite love songs and standards in his album debut!
E/SE 4088



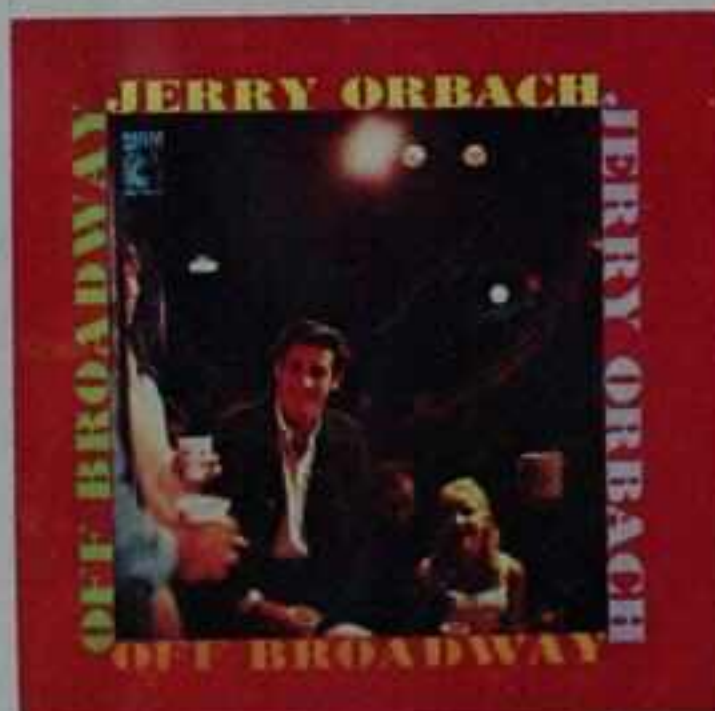
THE JOYS OF LOVE...Album debut of the new folk duet, stars of "Tonight" Show!
E/SE 4116



MUSIC FROM BILLY ROSE'S JUMBO...Ornadel and the Starlight Symphony play Rodgers & Hart hits from the film!
E/SE 4097



NIGHTMARE!!...Kenyon Hopkins sets 13 private hells to eerie music for incredible, unforgettable listening!
E/SE 4104



OFF BROADWAY/JERRY ORBACH...A tour of Off Broadway by the baritone star of "The Fantasticks" and "Carnival!"
E/SE 4056



PIANO, STRINGS AND BOSSA NOVA...Lalo Schifrin presents an exciting, romantic version of the new sound in popular music!
E/SE 4110



SLIGHTLY LATIN...The swinging Paul Smith Quartet explores favorites in bright Latin rhythms!
E/SE 4032

THE GREAT MGM SOUND SERIES HAS A NEW LOOK!



A LEROY ANDERSON CONCERT...Beloved favorites performed by a huge orchestra in sparkling, brilliant 21 Channel Sound!
E/SE 4075



BIG BAND—ACCENT ON PERCUSSION...Kurt Eidelhagen's bright band plays standards in sound only 21 Channels could capture!
E/SE 4083



RIVIERA FESTIVAL...Fine ballads and exciting rhythms performed by a symphony orchestra in dazzling sound!
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MINA!

ITALY'S LEADING
POP VOCALIST
SINGS IN ENGLISH
FOR THE
FIRST TIME!
EXCLUSIVELY
ON VERVE!

HEAR MINA,
THAT TOAST OF THE CONTINENT,
SING TWO NEW BIG ONES!
PRETEND THAT I'M HER
c/w **JUST LET ME CRY**
VK 10277



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METRO • GOLDWYN • MAYER
NOW ANNOUNCES U.S. DISTRIBUTION FOR
THE ENTIRE RECORDED CATALOGUE OF



Effective immediately, the entire recorded catalogue of Deutsche Grammophon Gesellschaft will be distributed exclusively by MGM Records. In March, 1962, MGM began distribution of new releases; now this arrangement is extended to all Deutsche Grammophon albums, representing the finest quality of classical recording in the world. All releases are imported, factory sealed, directly from Europe.

METRO • GOLDWYN • MAYER
ALSO ANNOUNCES U.S. DISTRIBUTION FOR
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**ARCHIVE
PRODUCTION**

HISTORY OF MUSIC DIVISION OF THE DEUTSCHE GRAMMOPHON GESELLSCHAFT

Effective immediately, all releases, past and present, of the famous Archive Production Series, will be distributed exclusively by MGM Records. New releases of Archive Production have been available through MGM distribution since April, 1962. From now on, the entire recorded catalogue, comprising more than 200 albums, covering the historical range of music from the beginnings of the Western tradition, about 700 A.D., to the "pre-classical" period a thousand years later, will be available imported, factory sealed, directly from Europe.

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Another Smash Hit!!

"All the Hits of 1962"
Jack Pleis
Cameo LP 1024

Ray Charles
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• **Reviews of New Albums**

• *Continued from page 29*

POPULAR
★★★★ **ENJOY THE GOOD OLE DAYS**
The Banjo Kings. Good Time Jazz M 12047 (M)
★★★★ **THE UNTOUCHABLE SOUND**
Bill Black Combo. Hi HL 12009 (M); SHL 32009 (S)

JAZZ
★★★★ **ANITA O'DAY SINGS THE WINNERS**
Verve V 8485 (M)
★★★★ **FIREHOUSE FIVE PLUS TWO AT DISNEYLAND**
Good Time Jazz M 12049 (M)
★★★★ **THE ORIGINAL DRUM BATTLE**
Gene Krupa, Buddy Rich. Verve V 8484 (M)

CLASSICAL
★★★★ **SHOSTAKOVICH: SYMPHONY NO. 5, OP. 47**
L'Orchestre De La Suisse Romande (Istvan Kertesz, Cond.). London CM 9327 (M); CS 6327 (S)

★★★★ **THE SPANISH LADY AND THE ROMAN CAVALIER**
Florenza Cossotto, Lorenzo Alvyar. London OS 25322

★★★★ **VERDI: UN BALLO IN MASCHERA**
Various Artists. London 5714 (M); OS 25714

★★★★ **BRAHMS: PIANO CONCERTO NO. 1 IN D MINOR, OP. 15**
Clifford Curzon. London CM 9329 (M); CS 6329 (S)

★★★★ **PUCCINI-MANON LESCAUT—HIGHLIGHTS**
Various Artists. London TW-5713 (M); OS 25713 (S)

★★★★ **ERNST TOCH: QUINTET FOR PIANO & STRINGS, OP. 64**
Various Artists. Contemporary M 6011 (M)

C.&W.
★★★★ **THE SWINGING SOUND OF MODERN COUNTRY MUSIC**
Tommy Hill's Nashville String Band. Starday SLP 210 (M)

★★★★ **SONGS OF THE PIONEERS**
The Country Gentlemen. Cimarron CLP 2001 (M)

★★★★ **FIDDLERS HALL OF FAME**
Various Artists. Starday SLP 209 (M)

INTERNATIONAL
★★★★ **WILLY SCHNEIDER SINGS GERMAN FAVORITES**
Universe ULP 537 (M)

★★★★ **GERMAN DANCE PARTY**
Ray Martin & His Ork. Universe ULP 549 (M)

★★★★ **IN THE OLD WORLD BALLROOM**
Hans Carste & the Berlin Promenade Ork. Universe ULPS 554 (S)

SPOKEN WORD
★★★★ **PETER MARSHALL SPEAKS, VOL. II**
Caedmon TC 1160

★★★★ **JEAN COCTEAU, READING IN FRENCH**
Caedmon TC 1083

★★★★ **THE STORIES OF KAFKA**
Lotte Lenya. Caedmon TC 1114

RELIGIOUS
★★★★ **HEAR MY PRAYER**
The Choir of St. John's College Cambridge. London 5730 (M); OS 25730 (S)
★★★★ **CUBAN JAM SESSION, VOL. 3**
Nino Rivera. Panart LP 3090 (M)

LATIN AMERICAN
★★★★ **FAJARDO EN EL JAPON**
Fajardo & His Charanga All-Stars. Panart LP 3092 (M)

POPULAR LOW PRICE
★★★★ **LIGHT, BLUESY AND MOODY**
Gene Ammons. Mercury MGW 12156 (M); SRW 16156 (S)

★★★★ **BUDDY JOHNSON WAITS**
Mercury MGW 12234 (M); SRW 16234 (S)

★★★★ **ACCORDION IN PARIS**
Dick Contino. Mercury MGW 12147 (M); SRW 16147 (S)

★★★★ **A SWINGIN' LOVE AFFAIR**
Peter Palmer. Mercury MGW 12232 (M); SRW 16232 (S)

★★★★ **FOR ADULT LISTENING**
Pearl Bailey. Mercury Wing MGW 12132 (M); SRW 16132 (S)

CLASSICAL LOW PRICE
★★★★ **VIENNESE BALLROOM**
Jan Merck. Mercury-Wing MGW 12233 (M); SRW 16233 (S)

Chicago Summer Site Of ARMADA Parley

DETROIT — The American Record Merchants & Distributors Association will hold its next annual convention in Chicago during mid-July. The group is aiming at a business-only conclave and is asking manufacturer associate members to co-operate by holding their distributor meetings simultaneously. The Windy City was chosen because of its central location. A hotel will be named later.

James Martin, Chicago distributor, was named an informal committee of one to investigate rates and reservation possibilities.

Marv Deane Eastern Head Of Warner Bros.' Promo

BURBANK, Calif. — Joe Smith, national promotional manager of Warner Bros. Records, has appointed Marvin Deane to the post of Eastern regional promotion manager. In his new post, Deane will be responsible for handling all artists' relations in the East.

Deane has been with the company for the past year, coming to Warner Bros. from London Records, where he served as national promotion manager. In his new position he will work closely with Eastern a.&r. director Sam Applebaum, dealing with artists' personal managers and their representatives.

Winters Has 'Eyes'; He Means to Light 'Em With Exposure

NEW YORK—Verve Records is releasing a new Jonathan Winters LP with a special sales incentive program for distributors.

The comedy album, an on-location (at San Francisco's hungry i) recording titled "Humor Seen Through the Eyes of Jonathan Winters," is scheduled for a round of TV network plugs ("Jack Paar," "Garry Moore"), through personal appearances by Winters.

Verve distributors will be entitled to one free Winters album for every five purchased, plus special dating privileges extending into March, 1963. The label is also extending the December Album Catalog Sales Program through January 4, under which a free album is given for every 10 purchased (provided they are of the same selection).

Distributors will also be permitted to charge back 5 per cent of album sales to rack jobbers under regular jobbing programs in force during this period.

TIME UP! Labels Bidding For McGuires

NEW YORK—The McGuire Sisters at year's end are entertaining offers from a number of labels. So revealed their manager, Murray Kane, this week when he said: "It has become general knowledge that their contract with the Decca organization is up as of January." (They've been with Decca 11 years.)

Kane said that active negotiations with record companies are being conducted on a two-for-one basis, inasmuch as there is a strong chance that Phyllis McGuire may become a solo disk artist. She has recently done solo stints on the Ed Sullivan CBS-TV show and the "Tonight" show on NBC-TV.

If the sisters sign a disk pact as a trio, with Phyllis McGuire operating at the same time as a single as well, the situation would be reminiscent of that of the late Buddy Holly and the Crickets. When Holly was on Coral as a single, he was on the sister Brunswick label as Buddy Holly and the Crickets.

Kane said he was considering all current offers and would have an announcement shortly.

Norm Wieland Joins Tops Records Staff

NEW YORK—Norm Wieland of Billboard's advertising staff is joining Tops Records as field sales manager, effective January 2. Larry Finley, head of Tops, said this step in strengthening the organization completes additions to the sales staff that began with Louis Capone, vice-president in charge of sales, who joined the label in October.

Wieland will report to Capone and have responsibility for the Tops field force selling directly to racks and chains. Current Tops sales figures are at new highs, and a large release of new album product in the new year will add to the firm's large budget catalog.

Bill Stevens was added to the staff this week as a field salesman. Stevens was formerly buyer for Interstate Stores, and Eastern representative for Synthetic Plastics.

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.

"WHO STOLE THE KEESHKA?"
THE MATYS BROS.
Select 5-719

JOY RECORDS
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2 Smash Singles
LITTLE DRUMMER BOY
HARRY SIMEONE CHORALE
FOX 121
MY SON THE FOLK MONSTER
LARRY FOSTER
FOX 325



Headed for the Top!
Take All of My Life
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There'll Come a Time
CARRIE GRANT and the GRANDEURS
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For Your Free Station Copies Contact
NEW HITS RECORDS
Harold B. Robinson
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Livingstone 8-5010

The Third Charbuster for
BARBARA LYNN
"YOU'RE GONNA NEED ME"
b/w "I'm Sorry I Met You"
Jamie 1240

Jamie/Guyden
PHILADELPHIA 23, PA.

A SMASH!
The Majors
"SHE'S A TROUBLEMAKER"
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BV 3312
Annette
The Story of My Teens
16 Annette hits plus 8 page full-color book



(The Cinnamon Cinder)
by the
Pastel Six
Zen #102
It's A Very Nice Dance!!
&
It's a Very Big Hit!!
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International NEWS REPORTS

Brenda Lee Unseats Connie in British Poll

LONDON—Brenda Lee took Connie Francis' crown as Favorite Girl Singer in the final results of the annual readers' poll conducted by New Musical Express. It was the U. S. Decca singer's first win in the poll and typified the strong impact she had on British disk scene in 1962.

Elvis Presley, the Outstanding World Musical Personality and World Male Singer, repeated earlier triumphs, just as he remains the outstanding disk seller. Ted Heath, who had won the Big Band section since the poll began in 1952, lost the crown to Joe Loss. The latter, a veteran leader, had been in the charts while Heath has been light on single releases.

In the trad field, two internationally known names—Kenny Ball and Mr. Acker Bilk—provided the closest voting of the poll with the former finishing first. In the world sections, British artists figure high in the

ISV Producing For Phonogram

COLOGNE — The International Schallplatten - Vertrieb (ISV) will produce for Germany the Schebresta repertoire of the N. V. Phonogram firm of Amsterdam.

The ISV has acquired German productions rights to N. V. Phonogram's repertoire issued under the labels Regina, Schebresta and Euroton. ISV will issue the entire N. V. Phonogram repertory under the Regina label. Phonogram produces the text in Dutch, French and English, for Holland, Belgium and Luxembourg. ISV will issue only the German text. N. V. Phonogram has distributed the labels of Philips, Fontana, Decca and London since 1960 in Holland, Belgium and Luxembourg under the label Regina by a subsidiary, Regina Grammofoonplategroep Holland.

EUROVISION: READY TO GO

LONDON—The running order for the final of the Eurovision Song Contest being held in London on Saturday, March 23, is already known. Britain, the host country, will perform first.

Following Britain will be: Holland, Germany, Austria, Norway, Italy, Finland, Denmark, Yugoslavia, Switzerland, France, Spain, Sweden, Belgium, Monaco and finally Luxembourg (last year's winner).

Previously the draw for the running order had taken place the day before the contest. The draw was settled at a preliminary planning meeting this year. Entrants do not have to arrive until the day for studio rehearsal. Draw was made by Catharine Boyle, who will be the on-screen multi-lingual host for the event.

lists. Shirley Bassey was third and Helen Shapiro fourth, behind Brenda Lee and Connie Francis as World Female Singer. The Springfields came in third as World Vocal Group. The Everlys were first and the Crickets second.

Cliff Richard came in second to Presley as World Male Singer. In this section Ray Charles made a notable advance, gaining third place from Frank Sinatra who went down to No. four. Del Shannon moved up from 13th place in 1961 to fifth and Frank Ifield, outstanding new big name on the British disk scene in 1962, was sixth.

'Swingtime' Goes Twice

LONDON — "Swinging U.S.A.," a regular program on Radio Luxembourg's English service since last summer, went twice weekly from Monday, December 31. Produced by Roy Tuvey's firm Commercial Radio (London), Ltd., for a medical product. It is based on Billboard's Hot 100.

The Tuvey firm is now providing four hours weekly of Radio Luxembourg's sponsored air-time. Principal client is Pye Records, for which Tuvey and associates provide daily programs totalling two hours per week. Tuvey is in negotiation to provide programs for transmission in Gibraltar, Malaya, West Indies and Malta, but general overseas sales is restricted by the inconvenience of different copyright legislation and complications which ensue. By concentrating on territories observing the British copyright system, Tuvey feels that much of this will be overcome.

Ember Settles Deals For Foreign Product

LONDON — Ember Records, a leading British independent operation, has recently concluded several deals for release of its product abroad. Most interesting is with Electrola EMI's German subsidiary. Also set are new pacts with Anvers Radio for Belgium and Luxembourg, and Dureco for Holland.

All four involve local manufacture. Electro-Musik will distribute Ember product in Switzerland, importing from Britain. Managing director Jeff Kruger is negotiating with Cosdel for Japanese distribution.

Imports into parts of the Middle East by the Lebanese distributors Philophsee have also been set up.

Most of the product concerned in these deals is British, but some U. S. material obtained by Ember is included. Kruger in future will be increasingly looking for complete European representation whenever possible in deals with American firms. He is particularly happy with the master obtained from

End of Pirate Decade

By LUIS MA., Trinidad
(Special to Billboard)

MANILA—Before 1950 there was little or no disk bootlegging in the Philippine Islands. With the devaluation of the peso and the imposition of higher tariffs, a young phonograph record manufacturing business cropped up. The combination of these things produced the so-called pirate disk industry.

Then, as now, the great majority of these illegal operators are aliens who, with others of their kind, have been hitting the Philippine economy in many different areas over the last 10 years.

The law of the Philippines regarding piracy is found in Article 189 of the Revised Penal Code punishing "unfair competition, fraudulent registration of trade mark, trade name or service mark, fraudulent designation of origin, and false description." Similar penalties for piracy are contained in the Copyright Law (Act. No. 3134 and Republic Act No. 167).

In 1952, pirating of phonograph records became rampant in the Philippines. The legitimate phonograph record manufacturers banded into an association known as Record Industry Association of the Philippines (RIAP). Secondly, they solicited the help of various agencies of the Philippine government, e.g., the Bureau of Internal Revenue, the Fair Trade Board, the Bureau of Customs, the Radio Control Board, as well as the National Bureau of Investigation (NBI). However, the Association got little help from these government agencies. RIAP, lead by Mareco, Inc., decided to take the matter into its own hands.

Battle Plan

The battle against the pirates was divided into three segments. On February 17, 1956, Mareco, Inc., with the help of the NBI, raided the distribution point and pressing plant of the biggest of the pirates, Manuel Cheng alias Cheng Tiam Hok, who was pirating two of Mareco's local hits. The immediate effect of this raid and subsequent criminal case against Manuel Cheng was the almost total stop put to local pirating. After a long criminal trial, Manuel Cheng was convicted under Article 189 of the Revised Penal Code and is scheduled for deportation from the Philippines.

After cleaning up domestic pirating the group went after the pirating of foreign disks. Pirates waited until a locally manufactured foreign pho-

nograph record (produced under a license from the foreign manufacturer) became a hit. They then bought a copy from which a master was produced and then illegally manufactured the foreign hit, selling it on the open market for a price below the legally manufactured disk.

Raids Net Pirates

On September 16, 1958, the RIAP, led again by Mareco, Inc., with the help of the Philippine Constabulary, raided four illegal phonograph manufacturing companies. They were Philippine Recording System, Federal Recording System, Jensen Recording System, and Oxford Electronics. Thousands of fake records, as well as machines and tools were seized. This action was brought about by the appointment of a Mareco, Inc., sister company, namely, Filreco, as licensee for RCA. These pirates were bootlegging RCA disks. Because of this raid and seizure, as well as the subsequent filing of criminal charges against the operators of the establishments, pirating of foreign phonograph records was stopped.

The next action in the fight against the pirating of foreign disks whose manufacturers have no licensee here took the form of a test case brought by Mareco, Inc., in the Office of the City Fiscal against one such pirate. Unfortunately, the case was dismissed on the grounds that Mareco could not be considered as the complainant for it had no interest in the matter. Since the foreign manufacturer had no licensee here, there could be no complaint.

Smuggling of Disks

Piracy continues in the Philippines, but it is limited to foreign phonograph records whose foreign manufacturers have no licensee here. Akin to this, and still widespread is the smuggling into the Philippines of phonograph records from abroad. The latter is not piracy, since the records are legally manufactured, but still it is illegal since proper tariffs and taxes are not paid. These smuggled record undersell locally manufactured phonograph records.

Efforts are being made to stop the smuggling of records. One suggested solution is to organize a Philippine Society of Phonograph Record Manufacturers, similar to the JASRAC (Japanese Society of Rights of Authors and Composers). This society would be the licensee of all foreign phonograph record manufacturers with no licensee in the Philippines.

AUSTRALIA

CBS Launching Reaches Aussies

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

Australian Record Company, which is a subsidiary of C.B.S. Columbia Records, is launching the C.B.S. label in Australia. Special packages went to all radio stations including a celebration cake and a package of locally produced recordings on the new C.B.S. label. From January all new releases from the C.B.S. Columbia catalog will be on CBS here as will all locally produced material.

W & G launched a new album by Dorothy Baker. Its initial release overseas will be on the Melbourne Records (Canada) logo operated by George Taylor. . . . Ariola Records of West Germany pacted for the release in Europe of Frank Traynor's disk of "The Longest Day." This is the only Trad version of this Paul Anka song.

January will see a big line-up of local and overseas singles on the Festival label. The Deltones, vocal group feature their new lead singer Colin Lauchlan singing "Come a Little Bit

King, "C. & W. Favorites," featuring tracks by Marvin Rainwater, Stuart Hamblin and Webb Pierce—Ember's biggest LP seller of 1962 in Britain. Biggest single was the Harry Simeone Chorale's "Onward Christian Soldier"—"Little Drummer Boy" coupling.

Closer," and trad jazz artist Graeme Bell has cut a new version of "Hernandos Hideaway." Two sides from the Command album "Big Band Bossa Nova" will be released to radio ahead of the album.

Aussie artist Rob E.G. who hit the charts recently with an instrumental single, "Si Senor" and "5-4-3-2-1 Zero," has hit pay dirt with his album "The Best of Rob E.G." The single "5-4-3-2-1 Zero" will be leased through C. N. Rood Amsterdam.

Belinda Music announced the formation of the Williams-Conde Music Pty. Ltd. Warren Williams is a popular singer on the Leedon label, and Franz Conde recently resigned his position of musical director for Festival Records. With the formation of this new company, Conde will concentrate on arranging, composing and free-lance production of records.

With the opening of "Mutiny on the Bounty," E.M.I. is releasing the sound-track album on MGM January 10, the theme on a single by Mantovani, on English Decca, and the love song from the flick by Webley Edwards, Hawaii Call Singers on Capitol.

FRANCE

Another Dance Onto the Floor

By EDDIE ADAMIS
92 Quai du Marechal Joffre
Courbevoi (Seine)

After the twist craze, the new dance fads launched here, with

more or less success, have been the madison, the loco-motion, the bossa nova and the tamoure.

While the twist will definitely stay as a dance rhythm, the bossa nova has yet to show expected results, and the tamoure still remains the outsider which might grab sales action next summer.

Pathe Marconi, with the Golf Drouot club, launched another new dance called the climb, with Jacques Hendrix, a new singer.

Disk News

Line Renaud now has her own label, Line, which will be distributed by Festival Records.

Odeon's execs are currently negotiating appearances in Paris for Joao Gilberto, Brazil's father of the bossa nova. Tour will include other European capitals as well. . . . Pathe Marconi has started a new series devoted to German and Austrian folk music. Six original Telefunken records were marketed simultaneously.

Signings

EMI officially announced contract renewals with three of their best selling artists, Frank Purcell, Richard Anthony and Georges Jouvin.

GERMANY

14 'Desafinados' Mark Bossa Bid

By JIMMY JUNGERMANN
102 Ismaninger St., Munich 27

The bossa nova wave has really reached Germany. Munich publisher Ralph Maria Siegel reports 14 versions of "Desafi-

nado." Among them Getz & Byrd on Verve (and other U. S. versions), Rolf Kuehn on Polydor, Rubito Dallas on Ariola, Edmundo Ros on London, Enrique Reynaldo on Vogue, Peter Kraus on Polydor, Helmut Zacharias on Polydor, Katyna Ranieri on Decca, and Louis Neefs on Ariola are the European outings.

Munich had a world premiere of the first German 70-mm. movie titled "Flying Clipper," music was written by Riz Ortolani. The tunes are sung by Katyna Ranieri in German and English. The sound track will be issued by Decca in Germany, by London in the States. The music is published by Hans Sikorski in Hamburg.

Gerig's Delight

One of the most successful publishers in Germany at the moment is Dr. W. Gerig, Cologne. Thirteen of the tunes he handles are hits: "Ohne Krimi Geht Die Mimi Nie Ins Bett," "Baby Twist," "Sweetie," "Adios

Amigo," "Roses Are Red," "Fiesta Brasileira," "Linda," "Lady Sunshine and Mr. Moon," "Babysitter Twist," "Die Letzte Rose Der Prairie," "Madison Time," "Where Have All the Flowers Gone" and (Marlene Dietrich's top best selling record at Electrola at the moment), "It Happened in Athens."

Trade News

The "Bongo Cha Cha Cha," published by Montana, Munich, is reported getting sales in Italy on an RCA record by Caterina Valente. Now this tune is No. 3 in the Hungarian Hit Parade. In Germany it is sung by Kato Barlay. In Yugoslavia the song is getting attention. . . . Austrian star Lolita recorded "Sag Mr. Wo Die Blumen Sind" and "Einsam Steh Ich Am Strom" for Polydor, the German versions of U. S. hit "Where Have All the Flowers Gone" and French song "En Suivant Notre Amour."

Camillo Felgen, of Radio Luxemburg deejay fame, recorded the German vocal version "Ir-



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gendwann Erwacht Ein Neuer Tag" of the British hit "Telstar." Lyrics were written by Ulli Blecher. . . . Hamburg publisher Lutz Templin, who helped "Wonderland by Night" to become a world hit, has a new bid on the market. It's "Someone," written by Bert Kaempfert and played by Billy Vaughn on London. Vaughn, by the way, was a guest star for the first time on the German TV.

HOLLAND

Dutch Artists Do Some Good Turns

Many Dutch artists contributed to Holland's 24-hour TV and radio show, which helped to collect more than \$6,000,000 for the establishment of a special village for ophthalmic victims. Bovema, Phonogram, Ar-tone, Dureco, Rood and many other companies were represented by their recording stars such as Ellen Craamer, Toon Hermans, Wim Kan, Johnny Jordaan, Conny V. D. Bos. De Selvera's, The Dutch Swine College, Ria Valk, Rijk De Goover and Johnny Kraaikamp. The Concertgebouw Ork played under direction of George Szell.

The success of HMV's Vera Lynn recording "Land of Hope and Glory," released a version of "Holy City" and "The Rosary" in a special Christmas rush-release.

The traditional carnival time holds sway in the Southern provinces of Holland. Bovema's "Gramophonehouse" magazine reported the release of this year's Carnival hit of Roermond, entitled "Hae Duit 't Neer!" (flip-side: "Had Ich Maar Ein Aezelke"), by Bob Lommen and his Buizers.

Dutch teen-age vocalist Imca Marina made a Dutch version of the German best seller "Surabaya." The release was an Imperial event. . . . His Masters Voice's SGI-label will soon release another EP-recording by popular balladeer Jaan Fischer. . . . Three introductory records, released by Inelco in October were a success, not only for the Jim Reeves, Harry Belafonte or the Von Karajan LP's but also influenced the sale of similar records of 1961.

Dealer Meet

About 150 dealers in Holland were united in a special group called Discorama. F. Versteeg became editor of the special Discorama record magazines. Top (popular record field), and Symfonie (Classical). The group also has a special purchase organization.

Publisher's News

In the first week of January the premiere is expected of the new Dutch Picture "Fietsen Naar De Maan." Music to this film was written by Enrico Neckheim, Italian-born and living in Amsterdam for the last few years. Mieke Telkamp recorded the theme song on the Philips label under the title "Vanavond" (Tonight). Basart has the world rights of all the music of this new picture.

Hans Gomperts of Basart N. V. Amsterdam has been appointed to the board of the mechanical rights society STEMRA. In this capacity he is succeeding C. Smit, now 78, who served on the board for many years.

Basart also acquired the big German hit "Baby Twist," sung by Will Brandes and Elizabeth, as a follow-up song to "The Babysitters Boogie" which had also a good success in Holland two years ago. . . . The new in-



JOSE GUARDIOLA, pictured here with his daughter Rosa Maria, took top honors as top male vocalist in the annual competition held by Discomania for Spain. He is a repeater, having won in 1961 as well. Another repeat winner was el Duo Dinamico, who copped the group singing category again. Gelu, a new songstress, won the female singing category, and Luis Ferrer and Maravella ork took the dance band competition. A song by the Duo Dinamico, "Perdoname," was rated as best song of the country by the music publication. The awards were made at the Teatro Comico before some 1,000 people.

strumental group, the Safaris, recorded the Dutch tune "Jungle Tango" on the CNR label, written by Jan Hendrikx. CNR reports some demand for this instrumental recording. The world rights are with Basart.

HONG KONG

Awaiting Louis' Solid Syncopatin'

By CARL MYATT
27 A. Estoril Court

News that Louis Armstrong and the All-Stars are to give two performances here, has created quite a stir. The Diamond Music Company, sponsors of Louis' visit, launched a heavy publicity campaign. The news made front pages in many of the leading English and vernacular papers, even though Louis is not expected until early April.

Radio Hong Kong, the government-sponsored station, has ambitious plans for the "Operation Santa Claus" program. They are bringing in British pop singer Matt Monro specially for this charity drive. Monro, incidentally, had his first show business success while serving with the Army here. He won a talent contest in Hong Kong and was promptly signed on by Radio Hong Kong to do a series of radio shows.

Music Notes

Commercial Radio meanwhile staged a mammoth concert, featuring all local talent to which listeners were invited. The program, which lasted over two and a half hours, was taped and was presented on Christmas. . . . Bill Fellows arrived from Hawaii after a four-year tour of, to begin a date at Don the Beachcomber's latest venture, the Hong Kong Lady. This is a

luxury floating restaurant which will cruise local waters. Bill will play the electric organ.

Last year people in Hong Kong were clamoring for Christmas records by Presley, Anka and Mathis, and though these three young men have again been in demand, it has been two members of the older generation of musicians who have succeeded in capturing the bulk of the market this year.

Mitch Miller's recordings on the CBS label have been the biggest sellers of the festive season with Bing Crosby's "White Christmas" album following a very close second. Religious disks did good business, too.

Some shipments arrived late, and dealers were working overtime trying to get them on the market before the man in the street spent his entire Christmas bonus.

Radio Hong Kong's "Operation Santa Claus" proved a tremendous success with listeners contributing over \$52,453 (Hong Kong) to make Christmas just a little brighter. Disk jockeys got up all sorts of stunts.

The first shipment of Warner Bros.' albums arrived here and should sell well if reaction to the promotion done by Jardines, the dealer, is any criterion.

HUNGARY

Cavallini Scores Multi-Lingual Hit

By PAUL GYONGY
Derutcka 6, Budapest

An imposing guest appeared last week on Budapest's concert stage in Miss Bianca Cavallini. This songstress was educated in England and Norway and is a Swedish citizen. Quite an international background which is reflected in her five language program. Miss Cavallini, as simply Bianca, was signed a short while ago by Decca.

Dezso Szenkar, one of Hungary's leading composers of operettas, light music and pop songs, died at the age of 68.

Hungary's record business also suffered a great loss in the death of Antal Mayer. He was one of the most able and skilled record business pioneers in Hungary. Mayer, who was once chief of the Hungarian branches for "His Master's Voice" and "Columbia," was most recently manager of the biggest State

record shop in Budapest. He died of heart failure at the age of 60.

The Hungarian State Secretary for inner-commerce told newsmen, that 21,000 tape recorders and 125,000 TV sets were sold this year. To meet estimated consumption next year, 160,000 TV sets will be produced. One third of radio sets brought on the market next year will be of Bulgarian origin.

ISRAEL

Young Conductor Scores in Break

By AZARIA RAPOPORT
73 Ahad Haam St., Tel Aviv

Shalom Ronly-Riklis, Israeli conductor now visiting the U. S. on a concert tour, has had one of the traditional, legendary breaks that young conductors secretly hope for. On one of the concerts of the Israel Philharmonic Orchestra, during a performance of "The Creation," by

(Continued on page 46)

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New Zealanders are particularly fond of American music—jazz, pop, country and western, and classical, too.

The E.M.I. company in New Zealand is called "His Master's Voice" (N.Z.) Ltd., in Wellington.

It operates a record factory (pictured below) in Lower Hutt, just outside the capital.

You'd be impressed by the number of records they press that are from American recordings.

So goes the pattern of E.M.I.'s record business all over the world. That is why E.M.I. records are being pressed today in 40 different countries, and one record in every four sold throughout the world (outside the Communist bloc) is made by E.M.I.



Formula for Radio Success? Survey Shows There's One

By CHARLES SINCLAIR

NEW YORK—As far as "significant trends" in record programming for 1963 are concerned, there's only one you can really count on: radio stations, hard-pressed by the competitive pressures within a dial-crowded industry, are moving in a wide variety of program directions in search of the magic ingredients which spell audiences and sales.

This is the key conclusion which can be drawn from a recent nationwide survey by Billboard conducted among program directors of radio outlets in both large and small markets.

There were other specific program patterns visible in the study (and which will be reported in more detail in future reports in Billboard). In general, those stations which had already made a success of programming general pop music were sticking to it fairly closely, sometimes augmenting it with everything from more "teen beat" platters to more country tunes.

Those stations which had only programmed a relatively small portion (20 per cent, or so) of their music in the straight pop vein were among the most active in seeking a new air formula, either going heavily for the Top 40 tunes or else swinging in favor of easy-listening show tunes and standards.

No Pat Answers

Formula? There just isn't any for successful radio operation that will work in every case, it seems.

Take the case of stations programming "general pop" records as a good example.

Stations like WPEN, Philadelphia; WJON, St. Cloud, Minn.; KTEM, Temple, Tex.; WOIA (FM), Ann Arbor, Mich.; WORG, Orangeburg, S. C., and KXLF, Butte, Mont. — just to give a geographical sampling—said they were increasing their pop music content. These increases were generally small amounts (as in the case of stations already heavily pop) to sizable jumps (as in the case of stations which had previously had only 5 to 10 per cent pop, and were jumping to 20-30 per cent).

Not Necessarily So

Is this the basic trend? Not necessarily, though nearly three times as many stations reported increase in general pop music as those who reported decreases.

But decreases were definitely part of the over-all pattern. Such outlets as WCFL, Chicago; KMNS, Sioux City, Ia.; WLTI, Lowell, Mass.; WREN, Topeka, Kan.; KFBB, Great Falls, Mont., and WLAN, Lancaster, Pa., indicated cut-backs in pop programming which were virtually the mirror-image of

Hartford Pay-TV Buys Group of Video Tapes

HARTFORD, Conn. — A group of video-taped TV shows, several of them musical in nature, has been bought by RKO General's Channel 18 pay-TV outlet in this city.

Aired (in scrambled form) to some 1,700 Phonevision homes will be a taped production of Fian Carlo Menotti's "The Consul," packaged for International Telemeter by producer Jean Dalrymple. Other shows in the package include a variety special starring the McGuire Sisters and Bill Dana and a music program featuring Gracie Fields and Stanley Holloway.

SHOICK IS A WESTERN FAN

NORFOLK — Country-music deejay William (Sheriff Tex) Davis of WCMS, Norfolk, has learned that a radio station sometimes has a longer "reach" than would appear simply from its coverage map.

Recently, he received a letter from 17-year-old Shoick Okubo of Moji, Japan, which found its way to Davis after being addressed to him as "Manager, City of Norfolk." His Japanese fan, whom Davis had never heard of before, asked for some c.&w. record information, and requested that Davis play some records for him.

Davis intends to fill the request — though he has no idea how Okubo is going to hear the show.

those stations reporting increases.

Stations were frequently quite vocal about the reasons for the switching. Bill Merrell of KCMC, Texarkana—one of the stations which has stepped up its pop programming—said:

"We are programmed for adult and young adult listeners, with a place designated for the younger set. The arrangement seems to have worked out real fine, in that our music does not clash among the various types, and our audience knows at all times just what our music format for different times of the day or night will call for."

Prettier Stuff

Playing more pop does not automatically mean more teen-appeal rock-and-twist platters getting air exposure. Said Gertrude Katzman, music director of Philadelphia's WPEN.

"We are getting more and more away from the teen-age market, playing prettier and more 'adult' type music—pretty show-type instrumentals, good big-band stuff, good choral groups, vocals like Sinatra, Doris Day, Robert Goulet, Vic Damone."

On the other side of the program coin, comments by those outlets making decreases in the

NBC Special Sets Portrait of Benny In Words & Music

NEW YORK—A words-and-music portrait of Benny Goodman is set as a feature of the 1963 NBC Special Projects roster, with an air date of January 24 and a time period of 8:30-9:30 p.m.

Due to be seen and heard as guests on the show are, among others, Peggy Lee, Aaron Copland, Gilbert Seldes, Gene Krupa, Sol Hurok, John Hammond, Dave Brubeck, VOA commentator Willis Conover and Teddy Wilson.

Highlights of the program will include special film footage lensed in the Soviet Union during Goodman's six-week tour of that country during 1962 as part of the U. S.-Russian cultural exchange.

Other program high spots will be scenes from "a typical busy day in Goodman's life" and a number of musical selections the clarinet-playing maestro has launched as record hits.

amount of general pop records played were, surprisingly, rather similar. Chuck Patrick, WREN, Topeka—which has made cut-backs both in general pop and in "Top 40" plays, but which has stepped up its pop instrumental programming—told Billboard:

"WREN continues to play 'Better Music' — 60 per cent standards and albums, and 40 per cent 'Nicer of the New.' We will continue our tight format formula."

Little Change

About half of all the stations responding to Billboard's mail survey indicated that the station's over-all program balance had not changed appreciatively in the past year. This did not, however, mean that the condition was purely static, or that formats were looked-up for good — or so stations said.

One such reply from WAMU, Washington, revealed that the station had made no basic changes in its musical balance in nine key categories — but changes were in the works for the future. Reported WAMU's David Eccleston: "We foresee the addition of some 'teen beat,' country and western and Top 40. The estimated percentage will not be more than 10 per cent."

Typical of the slight-shift stations was WFMO, Fairmont, N. C., whose program director, Joe Nicholson, described future plans as being "more or less a continuation of our present trend away from a past emphasis on country and general pop toward a uniform formula operation that will be predominantly Top 40."

Trade Takes Good Look at Dick Clark Syndication Bow

NEW YORK — With more than a dozen major-market radio stations signed to its sales roster, the syndicated two-hours-daily "Dick Clark Show" is due to make its debut this week. Overnight, it will become a major promotion target for the record industry, since its distributor — Mars Broadcasting, Inc. — estimates that Clark will program "about 25 records an hour."

Several format innovations have been developed for the Clark series. It is delivered to stations in two basic segments: first, a running tape which carries the main Clark material and the records, and secondly, a series of specially produced local tapes.

With the aid of some neat cue timing, the "running tape" operates somewhat like a network feed, and supplies a live-studio background effect. Meanwhile, the local tape is superimposed, with its context of localized Clark material and local Clark commercials.

The result, according to Mars, is that "all segments of the show appear to have the same origination point," while the illusion is strengthened by "such devices as studio audiences chanting the station's call letters at Clark's request."

Chart purchasers of the new Clark series include WQXI, Atlanta; WWDC, Washington; WLEE, Richmond, Va., and WAAT, Trenton, N. J.

Radio-TV PROGRAMMING

READY-TO-GO PROGRAMMING • YOUR OWN
PROGRAMMING NEWSLETTER

RECORD PROGRAMMING

By Bill Gavin BMW Contributing Editor Publisher, Bill Gavin's Record Report



Significant Record Action: Radio observers report these new developments for the week ending December 29:

Dick Smith (WORC, Worcester, Mass.) notes good listener response to "Afraid" (Jimmie Rodgers—Dot) and "Let the Four Winds Blow" (Sandy Nelson—Imperial) . . . a few stations, including WLS, Chicago, and KAYO, Seattle, are picking "Goin' to Boston" (Little Sisters—MGM) as a probable hit.

Hy Lit (WIBG, Philadelphia) calls attention to sales on "I'm Sorry Pillow" (Lee Andrews—Cameo), confirmed in several smaller markets. **Larry Justice** (WPGC, Washington) reports fast gains for "Wild Weekend" (Rebels—Swan) . . . Good Chicago sales action noted on "From the Bottom of My Heart" (Dean Martin—Reprise).

Bob Osborne (WIL, St. Louis) reports excellent request response to "Our Winter Love" (Bill Pursell—Columbia) confirmed by reports from Nashville and Chattanooga. . . . **Don Anti** (KFWB, Los Angeles) phones fast gains on "Fly Me to the Moon" (Joe Harnell—Kapp) and "Boss" (Rumblers—Dot).

Steve Joos (WCOL, Columbus) confirms previous regional sales report on "Big Wide World" (Teddy Randazzo—Colpix) . . . Steady plays by KSFO, San Francisco, have sparked very good local sales on "Meditation" (Charlie Byrd—Riverside) . . . Two leading contenders for the number one spot in several big cities are Bobby Vee's "The Night Has a Thousand Eyes" (Liberty) and Mary Wells' "Two Lovers" (Motown) . . . Practically all correspondents agree that "Walk Right In" (Rooftop Singers—Vanguard) and "Hey, Paula" (Paul & Paula—Philips) are big winners.

CHECKING WITH RADIO LISTENERS: Several years ago, **Jim Hawthorne**, then PD at KDAY-Los Angeles, coined the phrase, "The station that listens to people." Previously, when Jim was at KYA-San Francisco, he had developed "Voice Your Choice," in which the station's chart was derived entirely from listener phone calls. This system—but not the name—was pioneered (in 1946) by **Bob Salter**, at KJR-Seattle.

Many stations today are using listener requests as a guide—either total or partial—to their evaluation of record popularity. Especially widespread is the "Battle of the New Sounds," originated by **Les Stein** and **Bob Mitchell** at KYA-San Francisco—(now, however, discontinued at that station). These battles are primarily a means of testing the hit potential of the newest record releases, which have not yet had a chance to demonstrate their strength in actual sales.

Scott Muni, when with WMCA-New York, successfully used a "Hit or Miss" feature, in which listeners voted yes or no on a new record. This system is also widely used today as "Make It or Break It," "Rate the Record" and a variety of other titles. Certainly no survey of the request scene would be complete without mention of WORC-Worcester, where PD **Dick Smith** has broken more hits during the past three years than anyone else I know about, by a combination of different phone request features.

Hal Pickens (WQXI-Atlanta), **Paul Drew** (WAKE-Atlanta), **Pat O'Day** (KJR-Seattle), **Casey Kasem** (KEWB-Oakland), **Steve Joos** (WCOL-Columbus), **Dave Shafer** (WJBK-Detroit), **George Michael** (WRIT-Milwaukee), **Ken Wing** (KJOY-Stockton), **Johnny Hyde** (KYNO-Fresno) and **Johnny Holiday** (KCBO-San Diego) are among those now making successful use of requests and votes from listeners.

Our reference is, of course, to the organized statistical tabulation of listener phone action. Practically all stations are aware, to some degree, of calls in response to certain records, but stations that encourage listener response and make use of such data in programming are the ones who are charting new courses in modern radio. I won't argue here the validity of request statistics as a programming guide or as a projection of future sales. A significant fact, however, is that most stations following the policy rate tops in their market. Even though not all "most requested" records develop sales in a like proportion, the correlation in most markets is high. Even more important is the demonstrated fact that listeners enjoy participating in the station's program activities.

The first "audience participation" shows of 20-odd years ago were contests for prizes. It was soon apparent that, while the number of prize winners was limited, millions of listeners enjoyed taking part—even vicariously—in the various quizzes and contests.

Today this insight is being successfully applied to radio's music, by giving people a chance to participate in—and thus to identify with—an individual station. The Green Bay Packers "belong" to the people of Green Bay, Wis., who exult or suffer with the fortunes of their team. A radio station can also "belong" to its listeners, if it accepts them and shares with them some portion of its activities. We want the radio audience to listen to us. It is apparently becoming good business for us to listen to them.

BATTLES OF THE NEW SOUNDS: Evaluation of new records has always been the music director's biggest challenge. His job often depends on his percentage of accuracy in picking future hits. Some sort of job insurance is afforded by asking listeners to make their own judgments. While there are numerous variations of formats, the customary procedure places four or five new records in competition each night, Monday through Friday, with a Saturday contest among

New Year Sales Progress To Go On—But So Slowly

By RALPH FREAS

NEW YORK—What's in store for record-equipment dealers in 1963? Anyone who says he knows for sure is ignorant of the consumer electronics business. Some thoughts can cautiously be ventured by looking at the past over one's shoulder, however. Here goes.

Stereo-FM Sales

Sales of stereo-FM equipment will show definite but not spectacular gains. It will not take off Canaveral-fashion no matter how much electronics firms and equipment firms and equipment dealers might hope for it. But gain it will.

Speed of acceptance is determined by a couple of factors. One is the conservatism on the part of FM broadcasters; they wonder if an addition of a stereo channel will also add to their revenue-producing capabilities. In some markets, obviously, no one has been able to convince them that this will be the case. Progress is a plodding thing. Take Indianapolis—to pick a market at random. Population is almost 700,000 and over 300,000 families live within a 30-mile radius of downtown. The city has one stereo-FM outlet.

Philadelphia is a different story. Population is 2¼-million. FM listeners there can pull in no less than seven stereo-FM outlets (including those in nearby Camden, N. J., and Wilmington, Del.). New York area, by way of comparison, has only four stereo-FM outlets with a population of more than 8-million.

Lack of knowledge on the part of the public is another factor that has prevented any headlong move to stereo broadcasting. Education is slow; many people still don't know the difference between stereo and mono or, if

they do, their knowledge is vague.

Manufacturers themselves haven't developed any bold imaginative promotion plans. To their credit, some have given ad support to FM networks for the first time. More support will probably follow.

Packaged Phonos

Keep your eye on the teen market to stimulate sales. Traditionally, the teen market has been the record industry's best customer. Latest census figures show this market to be big—about 20 million strong—and set to double in the next decade. Hope springs, therefore, not only for disk firms but for makers of low-end phonos.

Portable phono sales appear set for a rise. Same with sets under \$100. Sharp dealers will promote directly to this market, pinpointing promotions at teenagers and their parents. Tying-in is the trend toward marrying young. And, among young-marrieds, a phonograph is one of the most wanted appliances.

High Fidelity Components

While the potential of the components industry has been great, its promotion capability has been relatively limited because of the small size of individual manufacturers. As a group, in common with trade associations in other industries, they haven't been spectacularly successful. A quality product (image), word-of-mouth, and a devoted knot of sound enthusiasts have sustained this branch of the industry and helped it grow. Sales have never been commensurate with publicity and public interest, however.

Individual manufacturers have moved to remedy the situation. Equipment has been simplified and styled for more popular appeal. Promotion and advertising emphasis has been shifted from

the nuts-and-bolts hobbyist and toward the general public. These remedial moves have worked to good effect with definite sales results.

As with packaged phonos, the population trend indicates action at the cash register — albeit somewhat delayed. This is another way of saying that much of the teen-group will graduate to component high fidelity in their twenties and thirties.

In the immediate future, stereo-FM will spark component sales. Two-channel broadcasting will have a more marked effect upon the component prospect than the prospect for "appliance" high fidelity sets.

Tape Recorders

This most versatile of home entertainment equipment has had an on-again, off-again past. The tape recorder's future looks brighter than it has in years—with one qualification: No one can predict the effect of yet another cartridge system on over-all sales.

The first time a cartridge system bowed, rising tape recorder sales halted and the industry suffered a setback. Concurrent with the introduction of the cartridge system (by RCA and Bell Sound) was the arrival of the stereo record on the scene. Which was the most deleterious effect?

Toss a Coin

Now, another much-heralded cartridge system (by 3M-Revere) is market-ready. It has been undergoing its first shake-down in St. Louis and, according to experienced observers, will bow nationally after the first of the year. Makers of reel-to-reel machines are keeping a weather eye on the new device.

If their view of the cartridge machine is a wary one, their view of recent market trends is bullish. The potential of tape recorders has always been strong because its uses have a broad range (music recording and reproducing, dictation, a music or language teaching tool). Lately, that potential has approached realization at the sales counter. Small, transistorized portables at

(Continued on page 45)

Turnover in Tape Builds Recorder Sales

DENVER—There is nothing more important to tape recorder sales than a brisk, flourishing turnover in raw tape, according to Sidney Hitchcock, owner of Akin & Bagshaw, leading sound equipment dealer here.

Hitchcock, who runs a large rental tape-recorder operation for businessmen, as well as a sales department, found there was considerable variation in the quality of tapes available—which didn't necessarily hinge on such elements as price, brands, etc.

Renting raw tapes at a dollar a day, along with some 20 varieties of tape recorders for specific purposes, he soon found that some brands of tape break and that oxide rubs off, while others, even subjected to hard, continuous use, showed little or no bad effects.

Exhaustive Test

Over the space of three or four years, Hitchcock ran an exhaustive test of each brand of recording tape as it came on the market, and ultimately decided on one particularly tough, durable brand which showed an almost unblemished record, in terms of freedom from breaks and oxide deterioration.

Hitchcock now surprises his customers by offering an unconditional across-the-board one-

year guarantee on every reel of this brand of tape sold at \$5. The guarantee is complete and absolute, and as a surprise element, warrants that the store will supply the customer with any brand of tape on a similarly sized reel, if the customer is dissatisfied with the Hitchcock-purchased reel.

"In other words, if the customer feels that he would have had better luck with another brand, all he has to do is to bring in the reel purchased here, and we will replace it with another of any brand he chooses," he said.

Unusual Offer

This is a highly unusual guarantee, the sort which makes customers comment about it to each other, and which, in the space of a single year, has boosted raw tape sales (as well as pre-recorded tape turnover) by 50 per cent. Hitchcock, who is selling nearly twice as many tape recorders a year as he did before he launched this program, is convinced that "customers are looking for reliability, rather than price."

The Akin & Bagshaw store now continuously sells two or three times as much raw tape at \$5.00 as a competing discount house which offers the same size reels for \$1.39.

Make Prospect Hear the Quality—And Ring Up Sales

NEW YORK—Here's a tip on how to squeeze more profit from a tape recorder sale: sell the prospect up to a high quality microphone. This sound advice comes from Electro-Voice, Inc., Buchanan, Mich., manufacturer of electronic transducers (loudspeakers, phono cartridges, and — naturally — microphones).

Many tape recorders have functional, but lower quality, phones provided as standard equipment. They work fine but they don't allow the user to get the widest-range recording of which the recorder is capable. And quality differences between microphones are easily demonstrated.

Simply do five things: (1) record first with the standard mike, (2) then record with the higher quality mike, (3) play the tape back for the prospect, (4) tell the prospect the extra price, (5) ring up the sale.

Viva la difference?

Phono-Tape MERCHANDISING

BEST SELLING PHONOS • NEW RELEASES
EQUIPMENT NEWSLETTER

THE EQUIPMENT SCENE



By DAVID LACHENBRUCH Billboard Contributing Editor Managing Editor, Television Digest

HOW SEASONAL ARE PHONOS? The year just ended was a good one for phonograph sales. Though statistics are incomplete, it appears that phono merchandise sales for 1962 were about 20 per cent better (in number of units sold at the distributor level) than in 1961. But last May it seemed that phonographs were headed for a disastrous sales year. For the first five months of 1962, phonograph sales were lagging 1961 by about 10 per cent—and 1961 wasn't a sensational year.

To recap the first part of 1962, January's phono sales were 23 per cent below 1961, February sales were 11 per cent down, March sales were about 3 per cent above the preceding year, April was down 9 per cent and May was 11 per cent off.

Then suddenly came a pick-up. In June, sales rose 16 per cent above the previous June, and the phonograph market was off to the races. July sales were up 18 per cent, August up 30 per cent, September up a whopping 52 per cent and October up 33 per cent. November and December figures aren't available yet, but we're told business was good, though not as far ahead of the comparable 1961 months as in June through October.

This brings up the question: Are phonograph sales becoming more seasonal? Many dealers answer with a resounding "yes." If 1962 wasn't a fluke, there's solid evidence that the phonograph selling season is beginning to be almost entirely confined to August through December—with a big drop-off in January. In 1962, for example, sales in June and July were far better than in January. (Since these are distributor sales, this difference may be partly accounted for by merchandise-clogged pipelines early in the year.)

In 1962, the pickup began in June and continued through the rest of the year, with monophonic phonographs beginning to show movement first. In previous years, sales have been fairly good during the first quarter, but the midyear slack period lasted until August. So this pattern may be emerging: Low sales from January through May, with movement upward after that, and peaking, of course, in November and December.

A good case can be made for the contention that 1962 wasn't a typical year of course. The spread of FM stereo aroused increasing interest in stereophonic reproduction, particularly in the latter part of the year. And economic factors were influential, too—with greater confidence developing in the fall. But economics shouldn't be over-stressed when looking at 1962, because sales of both radios and TV sets followed their traditional seasonal patterns, while phono sales seemed to be striking off in a new direction.

HOW BIG IS SMALL TV? Japanese manufacturers are trying to repeat their transistor radio success story with transistor television. Led by Sony's 5-inch Micro TV, these little sets are finding their way to many retail outlets which don't traditionally carry television. And there's no question that they're building traffic.

It's still too early to tell how they're really selling. It's known that Sony brought at least 20,000 transistorized television sets into the U. S. during 1962—as against a total of 110,000 Japanese sets of all kinds imported. Sony's appealing little set has one big obstacle in the market place—its price, which is \$229.95 list, plus rechargeable battery pack at \$39.95, carrying case, \$12.95.

Other transistorized small-screen Japanese sets will follow, ranging from 4½-inch to 6-inch screens, with a few "giant" 8-inch sets (the size of Sony's original transistorized model) also due to arrive here in 1963. Prices will come down, but the very complexity and nature of television—and especially transistorized television—mitigates against any sharp reductions in the foreseeable future.

We think there will be transistorized TV sets selling in this country at \$199.95, including battery, this year—but we can't see how they can come down much further. Thus transistor TV seems to be a very specialized item for the carriage trade. Liberty Music Shops and Abercrombie & Fitch in New York have done quite well with it—but other stores have drawn a complete blank.

If you're watching this new phenomenon very closely, you're not the only one. American television set makers are determined not to be caught napping (as they were in the case of transistor radios), and nearly every one has a transistorized TV on the drawing board—for production only if it appears that the imported units are really selling.

PROGRESS REPORT: Couple of weeks ago (BMW, Dec. 15) we carried a report on Electro-Voice's sale of a new 8-inch speaker through two-step distribution, with music stores and other retail outlets handling a "raw" component for the first time. We heard last week from E-V sales vice-president Larry LeKashman on how this project is going: "The initial reaction has been overwhelming. We actually are in a position at the moment where we cannot manufacture enough of them to take care of orders. Certainly, a lot of these units are going to audiophiles, who are simply looking for an inexpensive speaker; but many of them are going to the untapped consumer market where there is interest in quality music reproduction other than that available in package merchandise."

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

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

BEST SELLING TRANSISTOR RADIOS

POSITION

This Issue	10/6/62 Issue	7/7/62 Issue	BRAND	% OF TOTAL POINTS
1	3	1	Magnavox	22.4
2	1	3	RCA Victor	11.8
3	4	6	Motorola	11.2
4	2	2	Zenith	10.9
5	6	5	General Electric	6.7
6	5	4	Channel Master	5.7
6	—	7	Sony	5.7
8	7	—	Emerson	4.1
			Others	21.5

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

10/6/62 Issue: Admiral (8); Monarch (9).

7/7/62 Issue: All brands represented in current chart.

BEST SELLING CLOCK RADIOS

POSITION

This Issue	10/6/62 Issue	7/7/62 Issue	BRAND	% OF TOTAL POINTS
1	3	3	General Electric	24.6
2	4	5	Motorola	19.0
3	5	4	Magnavox	18.1
4	2	2	Zenith	12.1
5	1	1	RCA Victor	11.7
6	—	6	Emerson	4.8
7	6	8	Admiral	4.4
			Others	5.3

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

10/6/62 Issue: All brands represented in current chart.

7/7/62 Issue: Westinghouse (7).

See Slow But Definite Rise In Equipment Sales in 1963

• Continued from page 44

low cost have helped introduce tape to a broad market. This has helped. So has stereo-FM broadcasting and the ability to record stereo off-the-air.

The trend toward mechanized education and the use of tape recorders in schools has made tape a more familiar medium. All of these factors have made a contribution to heftier sales.

The future—with a cartridge player in it—is an iffy thing. If the 3M-Revere unit grabs the public imagination, if the promotion behind the unit is strong and steady, if the price is right, if—well, we leave it to you.

Over-All Picture

The future in general seems reasonably secure. All of the product elements necessary to sales excitement are present. Local market conditions and individual promotion depends as always on retailer initiative.

THE NEWEST SIGHTS IN SOUND...

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DECCA
PHONOGRAPHS/63

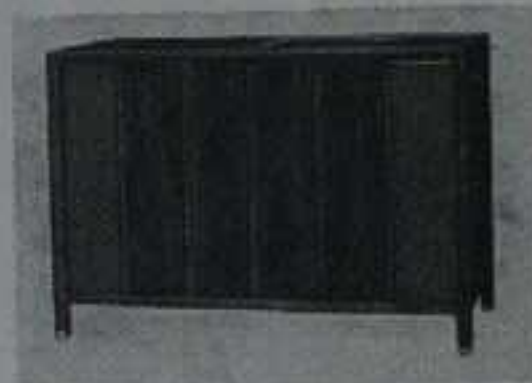
NEW DEALER PRODUCTS

Zenith Trans-Oceanic Announced

Zenith has introduced this new nine transistor, broadcast band, short-wave and FM radio. Tabled the Trans-Oceanic, Royal 3000, the set has nine individual wave bands and employs a completely separate FM tuner. It employs D-type flashlight batteries and carries a suggested list price of \$275.



Magnavox Transistor Phono



Magnavox has produced a new, fully transistorized stereo phono. Known as Model 1-SC618, the unit has a cabinet of contemporary Far East styling, a 30-watt solid state amplifier, 10-year diamond stylus guarantee and a five-year warranty on parts and one-year warranty on service. Price is \$298.50.

Stereo Receivers Acting as 'Silent Ads' Reap Sales

NEW YORK — Since FM broadcasters enrich the metropolitan air with stereo signals, stereo-FM demonstrations are easier than ever. Dealers here take advantage of it by setting up "silent salesmen" at heavy traffic spots in their stores.

The "silent salesmen" are simply stereo-FM receivers equipped with headphones. For variety's sake, each tuner is set at a different stereo spot on the FM dial (currently, four FM outlets put out two channel signals here).

What's the effect of the demonstration technique? "Fantastic," said Stanley Simon, owner-manager of Grand Central Radio.

"People go goofy about headphone listening. I don't know why — maybe they put something like catnip in those sponge rubber ear-pieces. Not only does it attract people to listen but it's easy on our ears. The silence is deafening; it's paradise."

Not Here

Grand Central Radio is not a large shop; it has no large, private listening rooms. The headphones are a practical, effective substitute because headphone listening is personal listening. Because the headphones cut the ears, they shut out any random noise.

Simon's top-selling headphone line is Koss' Stereophones. He explained why?

"Watch that guy." He pointed to a customer listening to stereo-FM with headphones. The main cord, connecting the phone to the FM receiver, contained a switch that rested on the man's chest like a lavalier. As he listened, the man worked the toggle one way and then the other.

"What's he doing? He's switching from mono to stereo. When the switch is on mono, he hears the stereo signal as mono. The music sounds like it's right in the middle of his head. Then he switches to stereo; it sounds like the music explodes outward. It completely surrounds in stereo. It sounds like he's right at third row, center in the concert hall."

Switch Popular

Simon said that the switch on the Koss SP5SM Stereophones sold stereo more effectively than anything else.

ELIGIBILITY TO ASCAP MEMBERSHIP

Applicants for membership in the American Society of Composers, Authors & Publishers who meet the following requirements will be accepted as members:

WRITERS: Any composer or author of a copyrighted musical composition who shall have had at least one work of his composition or writing regularly published.

PUBLISHERS: Any person, firm, corporation or partnership actively engaged in the music publishing business whose musical publications have been used or distributed on a commercial scale for at least one year, and who assumes the financial risk involved in the normal publication of musical works.

STANLEY ADAMS,
President

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MINNEAPOLIS, MINN.



International News

Continued from page 41

Hayden, conductor Igor Markevitch felt ill. Though he concluded this concert, he asked that his one-time student at Salzburg, Ronly-Ridlis, replace him on the following night.

Conductor Antal Dorati, who followed Igor Markevitch on the podium of the Philharmonic

Subscriber's Series, also had a spell of sickness on his first night. He continued to conduct that concert, however, and another 10 concerts.

The holiday season in this county (Hanukkah and the New Year), saw two new phenomena on the local record market, an

LP of Hebrew Poetry and the first Bed-Time Stories LP.

"David Avidan Presents David Avidan" is the account of a young and controversial Israeli Avant-Garde poet gives of his recently published poetry. This 12-inch LP (Israphon) contains items from four of his poetry books and two parodies. The titles of his books make a modern poetry pattern as well: "Lip-Less Taps," "Personal Problems" and as an "Interim Report" . . . "Pressure Poems."

Margalit Banay and Esther Sofer collaborated on the "Bed Time Stories" for children (another Israphon LP, produced for Studio One, one of the leading record shops and distributors. This recording includes the Ugly Duckling, The Nightingale and other well-known stories. Miss Sofer, head of the Children's Programs on the Israel Broadcasting Service, had already made some records with local singers performing children's songs. Their next venture, to ap-

pear soon, is "Alice in Wonderland" (in Hebrew, of course).

The Subar Music Publishing House in Tel Aviv, released "Stau" to Milano Millenote House for publication in four languages (Italian, French, English and German). A recording of this song has already appeared in Poland.

Esther Reichstadt, who originally performed it in Israel at Jazz at the Champs Elisee in Rome and in Zopot, has been contacted to perform it for Philips in two of the four languages, probably English and French.

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Juke Box '63 Key: Programming

• Continued from page 1

locations which never should have merited them, and they were programming music that never should have been placed on these locations.

Replacement Market

The 1963 operator is a wiser man—he's got to be to stay in business. With the juke box market primarily a replacement market, he's got to squeeze every last dime out of his locations to get ahead. And that's exactly what he's doing in many cases.

Up until a couple of years ago most operators would buy whatever singles made the top rungs of the trade paper charts, add a few standards, and send their route men out to make collections.

When collections began falling off, they would come up with various complicated economic theories to explain the phenomenon. In most cases they would overlook the prime cause—that they weren't providing the type of music that their location customers wanted to hear.

Teen-Age Market

They forgot that much of the

current hot single product was geared to the teen-aged market, and that most of the juke box patrons were adults.

While 1963 selections for juke boxes may not be all the operator needs, they come a lot closer to fulfilling his requirements than they did a couple of years ago.

Two juke box manufacturers—Seeburg and Rowe AMI—for the past year have been putting together special juke box packages, in 33 stereo, to satisfy the musical needs of adult juke box patrons.

45 Packages

A third manufacturer, Wurliitzer, is about to make special 45 packages for juke box operators on the theory that the vast majority of the nation's music machines are single speed units, and that most of these are equipped for stereo.

The operator is clearly the beneficiary of these moves.

Also the record companies are paying much more attention to the juke box market, with leading diskeries recoupling old

standards for juke box consumption.

Little LP's

The latest programming element, introduced last fall by Seeburg, is the seven-inch little LP, with the two sides of the disk roughly the equivalent of one side of a standard 12-inch LP.

Whether the music is played at 45 or 33 r.p.m.'s, of course, is a matter of complete indifference to the juke box patron. What is important is that the music he likes to hear is available. And this availability results in higher collections.

It appears likely that the trend toward adult, intelligent programming will be accelerated in 1963. Whether or not the juke box manufacturers step up their efforts to provide this type of programming with special juke box packages will depend largely on what the record companies plan to do.

But this appears certain. If the record companies don't fill this programming vacuum, the juke box manufacturers will.

Our Charts Rate a Cheer in Hub

BOSTON—The manufacturers of the modern automatic phonograph and the Billboard charts have won the thanks and plaudits of a Greater Boston music operator who, under the circumstances, might be expected to disregard anything or anyone in the matter of programming.

It wouldn't be expected that a man who has been a practicing musician for many years would give the credit for his success in a field he knows thoroughly to others.

But Perry Lipson of Newton, who operates a route in Greater Boston, may gladden the hearts of many operators who are weakening under the strain of trying to outguess the public's musical tastes.

Nothing Like Statistics

"Gimmicks and special effects are all very well," says Lipson, "but they don't take the place of statistics." The statistics to which he refers are those found in Billboard charts, the tunes that have become hits in all parts of the country.

"Any operator who could pick hits on his own would become at least a millionaire in no time,"

says this operator who sounds more like a professor.

As well as the charts, Perry also pays close attention to what other operators are buying. He also is guided to some extent by what one-stop owners have to say, since he believes the one-stop operator is interested in sales and is anxious to recommend records that will bring him repeat business.

He also feels that distributors can be quite helpful with displays and eye-appealing signs.

The manufacturers also come in for three cheers for their understanding of the concept of modern, clean design, which Perry believes is the No. 1 attraction for the customer. Says he: "A pleasingly designed box that is well serviced and kept in sparkling condition is more of a determining factor in whether the customer parts with his money than all the gimmicks ever invented."

Perry does all he can to try to raise the standard of music, but admits that "If I went by what I like I'd be out of business in short order." But he does have several stops where he can leave records in for as long as two or three months. These are mostly locations that favor jazz or appreciate standards over the more popular hits.

The Newton operator came into the music business in 1946 on a full-time basis. Previous to that time he had helped an uncle run a route.

Fourteen years as a musician at radio station WBZ in Boston qualifies him for being an expert on the subject, one that he still indulges in for his own pleasure.

And his long association with radio has taught him to respect the medium. "That's where hits are born," says Perry. "It pays to listen to what is being played."

Rockola Hospitality Gets Sales Return

By OMER ANDERSON

HAMBURG—David Rockola's hospitality for junketing German distributors and operators last autumn is paying out more sales mileage than any formal sales promotion strategy engineered in this country.

Sales of Rock-Ola's new models, the Rhapsody and Capri, have spurted since the return home of Rockola's jolly junketeers. The success of Rockola's "old-fashioned Midwestern hospitality" in warming the cockles of German operator hearts has inspired other U. S. producers to map similar sales strategy for 1963.

Inexpensive (compared with extravaganza sales gimmicks generally) charter plane travel between Europe and the U. S. has brought such drop-in-and-see-us junkets within the promotional purse of U. S. producers. In the case of Rock-Ola, however, the Germans paid their own way to the San Francisco vending convention and

toured U. S. coin machine production centers en route home.

None of their hosts, however, has the prescience of Rockola in recognizing the sales promotional opportunities inherent in old-fashioned farm belt hospitality as ladled out by Rockola and his ardent German lieutenant, Al W. Adickes.

In fact, the Germans were wine and dined in Continental grand style. There was lunch in the Sheraton Hotel and a gala dinner in the Stouffer Restaurant on the 40th floor of the Prudential Building. And in-between Rockola and Adickes gave their guests the soft-but-firm sell in the Rock-Ola plants.

Most of the Germans came away convinced that Rock-Ola production technology is unsurpassed and that everything they had heard about the marvels of U. S. automated, precision production is only too true.

Rockola impressed the Germans (there were also Swiss and Dutch in the party of nearly 100 which made the entire trip

Recent Stereo Releases For Music Operators

All titles listed below are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 1564 Broadway, New York 36, N. Y.

Rowe-AMI Top Talent

Viva Mexico, 70, Orizaba and Orchestra, Time (Latin Instrumental)

El Rancho Grande/Cielito Lindo
Chiapanecas/Mexican Hat Dance
Perfidia/El Momento Verdad
Perhaps, Perhaps, Perhaps/Bongolita
Fiesta in Acapulco/Monterrey

The Swingers, Four Freshmen, Capitol (Pop Vocal)

Lulu's Back in Town/U'I Darlin'
Let's Take a Walk Around the Block/Dynoflow
Do Nothin' Till You Hear From Me/Spring Isn't Spring Without You
When My Sugar Walks Down the Street/Satin Doll
This Could Be the Start of Something/Lullaby of Birdland

DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 200 sides per machine, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100 or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

HOTEL HAPPINESS AND STILL WATERS RUN DEEP	BROOK BENTON Mercury 72055
YOU ARE MY SUNSHINE AND YOUR CHEATIN' HEART	RAY CHARLES ABC-Paramount 10275
IT'S UP TO YOU AND I NEED YOU	RICK NELSON Imperial 5901
TROUBLE IS MY MIDDLE NAME AND LET'S KISS AND MAKE UP	BOBBY VINTON Epic 9541
I'M GONNA BE WARM THIS WINTER AND AL DI LA	CONNIE FRANCIS MGM 13114
ME AND MY SHADOW AND SAM'S SONG	FRANK SINATRA & SAMMY DAVIS JR. DEAN MARTIN & SAMMY DAVIS JR. Reprise 20128
WOULD IT MAKE ANY DIFFERENCE TO YOU AND HOW DO YOU TALK TO AN ANGEL	ETTA JAMES Argo 5430
THAT CERTAIN PARTY AND CHICKEN FEED	BERT FABRIC Atco 6243

to San Francisco) with the extreme efficiency of the Rock-Ola operation. Numerous German operators commented upon returning home at the precision planning of the plant's operation, even to the blending of phonograph and beverage machine production to get maximum utilization of labor and equipment.

Rockola's hosting of the Germans was facilitated by a number of unique built-in advantages his firm enjoys in selling the German market. The firm's top position in the German market is rated by the trade as largely the personal handiwork of Adickes as a master of the "personalized hard sell"—a salesman whom his competitors admire as able to "make the hard sell seem soft."

Adickes has been associated with Rockola for 30 years, and theirs is a relationship unique in the world trade. While the Germans admire automation and production line efficiency, they

still prize handcrafted work and respect the family organization more than the monster corporation (although in Germany a single company—for example, Krupp—must boast both attributes). Rock-Ola's family-type set-up appeals especially to the Germans.

The Rockola family, moreover, has a deep personal interest in Germany, which, willy-nilly, enhances the competitive advantage of the firm's products. David Rockola Jr. has been studying at the University of Munich, and has just received his doctorate. The title "Herr Doktor" is a terrific commercial asset in Germany, studies showing that, all other things being equal, a salesman sporting the magic title will sell a minimum 20 per cent higher gross than his untitled competitors. In Germany, the Ph. D. degree is worth hard cash to salesmen as well as scientists, so great is this country's reverence for the Herr Doktor.

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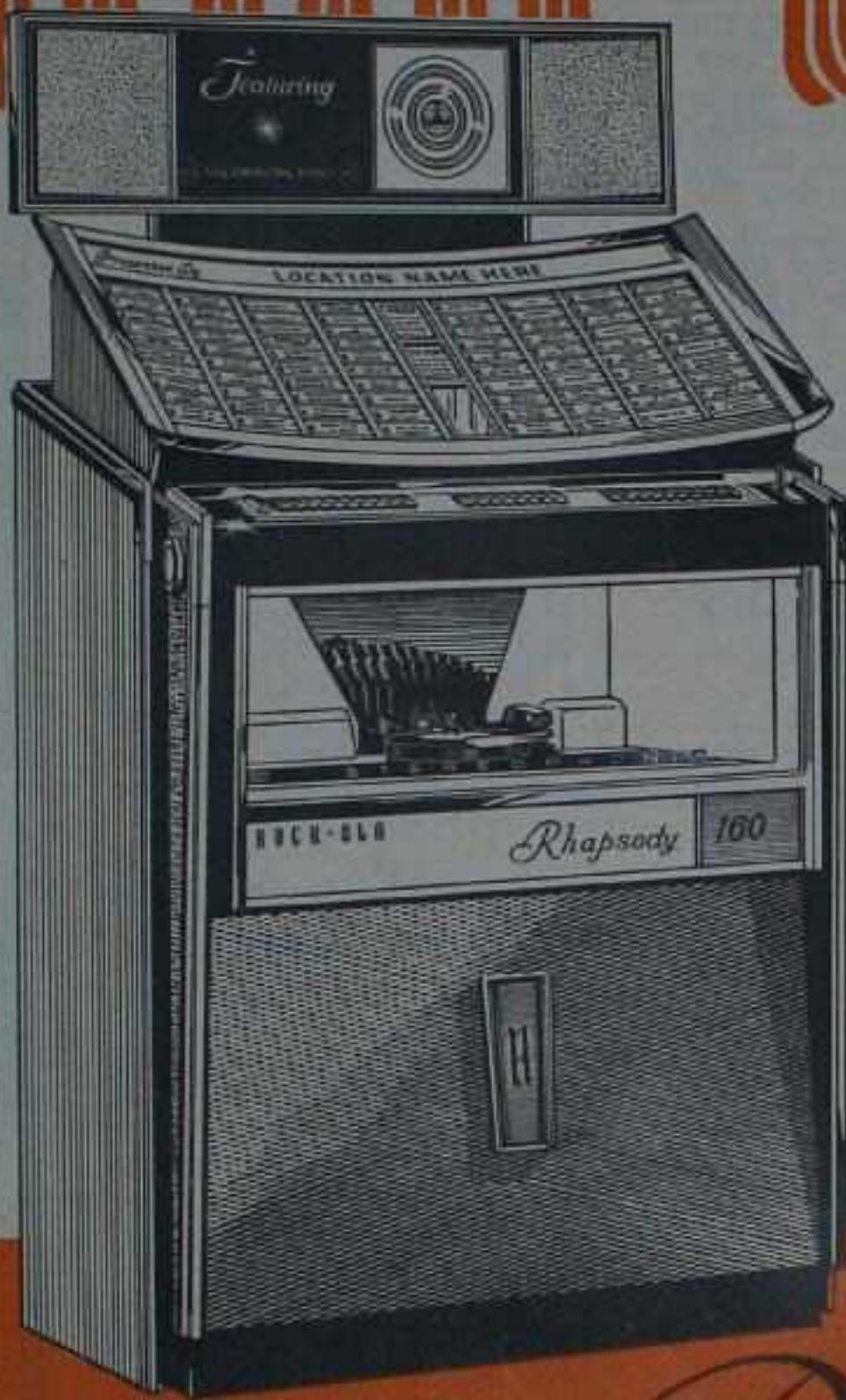
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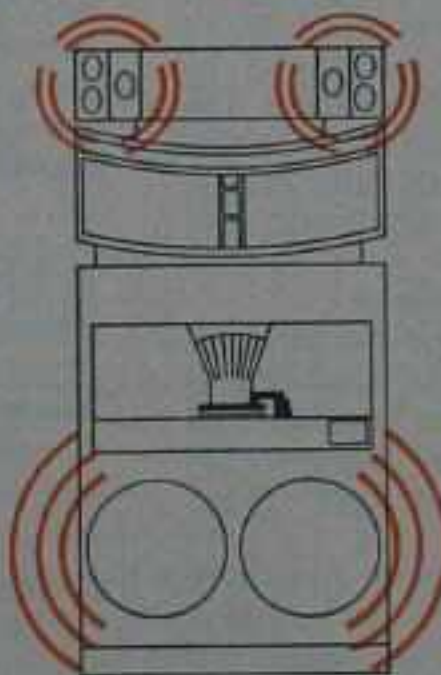
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Model 404 DeLuxe Stereo
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Wary Hub Not Sure of '63

By CAMERON DEWAR

BOSTON—Collections rose for the second successive year for juke box and amusement machine operators here, despite an urban renewal program which wiped out some top Hub locations.

A certain wariness exists in predicting what next year will bring. As one operator puts it: "If a businessman doesn't look with hope for brighter things to come, he might as well give up." Generally the feeling is that collections should pick up slightly, but many are cautious in predicting anything like a banner year with the imminent threat of a widespread dock strike here and other possible stoppages that could affect tavern and cafe collections.

Operators such as Cyrus Jacobs of Interstate Music Company have been hard hit by redevelopment in the center of the city to make way for a government center.

Bow to Change

One barroom on his list has moved three times in a year as his property was taken over for redevelopment and twice for toll road extensions. But Jacobs, like Ralph Lackey of Karel Music Company, have been able to redesign their routes, eliminating the poorer stops and pumping more life into the promising ones.

In this way they have managed to hold the line and perhaps show a slight increase over last year.

But Jacobs and Lackey along with Ben Ross of Graben Vending & Machine Company and others are finding that the way to keep profits up is to diversify. A note of high optimism was struck by Dave Baker of Melo-Tone Vending, Inc., who found this year good and expects 1963 to come on even stronger.

Unlike most operators surveyed, Baker finds an improvement in 33 singles and maintains that

their use has pushed his collections up considerably.

Others, however, have the year-old complaint that the 33's have a long way to go to find favor. Says Brookline operator Harold Bond: "The customers still want to play the 45 hits and the selection on 33's is far from even adequate." He, along with others, say that the 33 mechanism doesn't stand up and as far as most are concerned at this time they'll stick to 45's.

Bond added: "Loans have gotten simply fantastic." In fact, it would appear that the loans are the operators' worst headache today with the consensus agreeing that they're worse than ever.

The lack of a public relations program is regretted by local operators, but none seems willing to do much about it and it appears as though this department will lie fallow for some time.

Eastland Bill

Effects of the Eastland Bill were found to be negligible here. Those who had in-line games are out or getting out fast. There is a feeling that it may straighten out the situation as far as legal games are concerned, though there are some 33 communities in the State where games of any sort are barred.

Bowlers and shuffle alleys continue to hold favor where they can be used and distributors have no complaints about the game business although they would like to get more used games. Games appear to be showing better collections than music.

The word from distributors is that sales are being sustained in spite of quite a few operators easing up on music in favor of vending and other diversifications. None reported that this year's gross was less than 1961 and all believe that with new developments, shopping centers and bowling alleys going up that 1963 cannot fail to show at least a slight increase over the reasonably good grosses of the past year.

Fine Distribs In Tax Evasion

PHILADELPHIA — Two brothers who are executives of the Arrow Vending and Distributing Company here, have been given five-year suspended sentences and fined \$10,000 each in U. S. District Court.

The brothers pleaded guilty to cheating the federal government out of \$224,340 in corporate income taxes.

U. S. District Judge Ralph S. Body placed David and Reuben Cardonick on probation for the five years on their sentences. They must report to a probation officer once each month. The fine may be paid off in 10 \$1,000 payments by each man, the judge ruled.

They are both still liable for paying the taxes, plus interest and penalties.

The government has filed suit against the two Cardonicks and a third brother, Leon, plus their wives. All criminal charges against Leon were dropped by the government.

The Internal Revenue Service is seeking a total of \$5.7 million through a civil action in U. S. Tax Court. The amount consists of the taxes, plus the penalties and interest for the years 1957, 1958 and 1959.

Detroit Report

• Continued from page 47

top weekly collection is being sought, Carl Angott Jr. noted, as a sound business policy.

This presents an improved image compared to "front money" which has tended to disappear as a juke box practice here, and offers some assurance that an operator can keep a location out of the red at the worst.

Diversification

Diversification of routes has become an important factor here, with juke box people adding other lines. Thus Angott has moved seriously into cigaret vending, and somewhat into games, providing a more varied route than formerly.

"We gave away locations as we should have never done," comments Edwin B. Moss whose firm recently moved into cigaret vending. He regretted the move was not made much earlier.

This spread of activity appears to offer operators a more balanced business and some reduction in operating cost per machine, while of course substantially building the total take for such dual locations.

Nickel Play

The biggest juke box problem today is nickel play, which applies to an estimated 80 per cent of local machines. Efforts to switch to a dime have been made here for at least 10 years with little success. Operators are faced with a real squeeze as prices of machines and records have soared, but they have not yet been able to agree to do anything to save their own business in this regard.

Games are generally following the economic pattern of juke boxes here. The Eastland Bill appears to mean nothing in Michigan, except possibly for some rare private clubs.

A spurt of business in the sale of pool tables for private recreation rooms helped at the Christmas season. This sideline has proved lucrative, with sales going best in the better-priced lines, at \$450-475, according to Arthur P. Sauve. These are for the regular pool tables with the coin mechanism adjusted so it can just be tripped without coin insertion, for home use.

See Better 1963 in Memphis

• Continued from page 47

and will up operators' collections by up to 40 per cent.

Alan Dixon, general manager, S & M Sales Company, operator-distributor:

Compact Phono

"We had a 10 per cent decrease in operating, but had excellent sales of the new compact

phonograph—a 25 per cent increase which more than made up the loss in operations. We lost six locations to urban renewal and the new medical center. New locations are not opening as quickly as ones being closed."

Edward H. Newell, owner, Or-Matt Amusement Company, operator-distributor:

"Our collections in 1962 were about the same as 1961. We've lost about six locations this year—and a lot more money to break-ins. In think 1963 prospects are good—that it will be better than this year."

Jake Kahn, partner, Tri-State Amusement Company, operator:

Collections Up

"We use about 10 per cent 33 singles on our route. We had an excellent increase in collections—25 per cent—this year over

1961. I think 1963 will be even better.

"I attribute it to harder work on our part. We've lost 5 locations, but gained 11—a gain of 6.

"The Seeburg programming concept is all right. The only thing is the console models are so high—about \$1,800. With tax, freight and records it will cost me about \$2,000. I had to buy one—the competition forced me to. But it will increase collections—I am going to keep a record of it. I just got it."

General view is the Eastland Bill will eventually kill in-line games, used widely in Arkansas and scattered in some places in Tennessee and Mississippi. Since the machines nor parts can be shipped across a State line, the view is the manufacturer will stop making them and those now in use, when worn out, will not be replaced.

Commissions

There have been no changes in the usual 50-50 commission rates. There are no bonuses and operators still make loans to location owners to get them started.

The Tennessee and Arkansas legislatures convene in January. The usual bills are expected aimed at increasing the already heavily taxed industry, as is done in almost every legislative session.

Philips Names Driscoll Eastern Promo Manager

CHICAGO—Danny Driscoll rejoins the Mercury Record Corporation family as Eastern promotion manager for Philips Records, Lou Simon, Philips sales manager, announced last week.

Driscoll will headquarter in Philadelphia and cover the Eastern and New England markets. He'll also act as a talent scout for the label and watch for hot masters and independent productions.

Driscoll, who was most recently with Jamie Records, replaces Don Sanders, who resigned from the Philips organization.

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KIDDIE RIDES		ANTIQUE ARCADE EQUIPMENT	
Bally Speed Queen.....	\$275	Mercury Strength Tester	
Berf Lane See Saw.....	125	Cailles Red Top Lift	
Bally Moon Ride.....	195	Torpedo	
Gun Patrol Boat.....	175	Circus Romance	
AUTO PHOTO STUDIOS		United Nations	
Model 12 & 14.....	Write	Ace Bomber	
Model 11.....	\$1,795	Old Time Football	
Model 9.....	745	Many, many others—	
(Refinished & Overhauled)		Write for List & Prices.	
1 ABT Shooting Gallery Without Compressor (Used One Season).....		\$695	

ADVANCE DISTRIBUTING CO.
5644 DELMAR BLVD. PARKVIEW 7-1373 ST. LOUIS 12, MO.

"Profit-Makers" From

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ROYAL CROWN BOWLER • BIG HIT
WORLD'S FAIR RIFLE GALLERY • CITATION PUCK BOWLER

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

OPERATE WILLIAMS 4 ROSES

Sensational Rotating Targets draw heavy play. Many ways to advance score to "special."

See your Williams Distributor

Williams

Electronic Mfg. Corp.
4242 W. Fillmore St.
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PHONO RESTYLING KITS

• Gives Phono New Look!
• Easy to Install!

Kit for Seeburg \$129.95
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WICO

World's Largest Distributor of Coin Machine Parts & Supplies

2901 N. Pulaski Rd., Chicago 41, Ill.

BARGAINS FOR THE WEEK

GAMES GAMES

250 OF THEM

Received a Large Lot of Drink and Coffee Vending Machines in Trade, also a Large Lot of Phonographs.

WHAT DO YOU NEED!

SPECIALS FOR THE WEEK

8-Col. Stoner Candy Bar Venders \$225.00
Rowe 72700 20-Column Cigarette Venders, Reconditioned and Repainted, Hammeroid Finish \$225.00
1 Lot of Older Shuffle Alleys, Bally, United, Chicago Coin—Write for More Information on the Above. Also on Used Drink Venders.

Write or Call Us Collect.
MAin 1-3511

Write for Our Price List on Full Line of Coin-Operated Machines.

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HAPPY NEW YEAR

Send for Complete Lists From the **WORLD'S LARGEST INVENTORY**

DAVID ROSEN

Exclusive A & M Dist. Ex. Pa.
875 N. BROAD STREET, PHILA. 21, PA.
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Denver Report

• *Continued from page 47*

rather silly to attempt a better commission split under today's conditions."

The loan problem, as bad in Colorado as in any State in the union, continues to grow. There are many reports of location changes with a \$1,000 loan price tag attached. Many location owners, it has been found, have an overexalted idea of the earning capacity of a juke box, and are asking for loans which are twice what the location justifies.

The reaction of established operators with long experience along these lines, has been to simply forget the stop if an excessive loan is demanded, or the location owner claims that he can get a big loan from somebody else.

Tourism Is Key

Prospects for 1963 are somewhat dubious for operators, good for distributors, in the opinion of both. Operators point glumly to the fact that although the tourist census showed a larger number of out-of-State visitors this summer than in several years, far less money was spent on amusement and entertainment. One ray of hope is the fact that Colorado has extended

Milwaukee Report

• *Continued from page 47*

Novelty Company, claims he too, is anticipating a solid year of accomplishments in 1963. "Based on our 1962 results, I can't help but feel that we are heading into a strong year," he said.

Commission Problem

"Serious problems will always exist in any industry. The biggest problem that will confront us in 1963 will continue to be commission splits with locations. The 50-50 split is passe. And without front money, no operator can stay in business today," he added.

AMI distributor Joel Kleiman, Pioneer Sales Company, reports: "Prospects for the new year are excellent. Our equipment is more appealing than ever, both to operators and location owners. We are new in this territory, and we're learning how to merchandise more effectively all the time. Operators continue to show a more businesslike approach than previously expected in this industry. This improved attitude is one of the key reasons I see for expecting a big coin machine year in 1963."

Seeburg's recently released phonograph model, according to Perry London, S. L. London Music Company, is "living up to our expectations." Music equipment sales are gratifying, London said, but games volume continued to dip. The major portion of the firm's 1962 volume stemmed from sales of vending equipment.

Location loans no longer concern operators here as seriously as in recent years. The problem still exists. But operators have learned to live with it and the situation no longer threatens to run out of control.

"We have become increasingly restrictive in handing out loans," said Hastings.

"We had fewer requests for loans during 1962 and experienced very few losses. We insist on some sort of acceptable collateral with any location loan. The loan situation will always be with us. But if we charge a fair rate of interest and have the courage and foresight to turn down bad risks, location loans can prove to be an advantage to the operators."

its fishing season to a year-round sport, which means that as long as the weather holds up, there will be fisherman-tourists pouring into the State 10 months a year. To date, however, the extension of the season has had little appreciable effect on juke box collections.

Distributors are optimistic toward 1963, pointing out that much of the equipment in service on routes throughout the State is getting older, and in need

of replacement, to the point that almost every operator who has been in business for five years or more has a line-up of worn equipment to replace. Operators, in general, agree with this fact, but it is obvious that many will attempt to make do with existing equipment unless there is an upsurge in collections.

New Locations

One easily apparent outcome of the straitened collection situation in the Denver area of

late has been the tendency of operators to spread out into locations they would scarcely touch otherwise. Leading the list are coin-operated laundries and dry-cleaning stores, with about 500 in the area.

Inasmuch as many of these locations pull upward of 200 people a day, the majority during the evening, some operators have brushed up elderly equipment and installed it in coin laundries. Results have not been

particularly pleasing, however, with most operators reporting returns of only \$5 or so a week.

Wherever operators were not complaining of low returns, it was diversification, plain and simple, which had made the difference. Look for a resurgence of arcade operations in the mountain capital, inasmuch as it has been big, showy arcades which kept the cash register ringing merrily for such operators as Apollo Music Company.

TOP COMBINATION FOR EVERY LOCATION

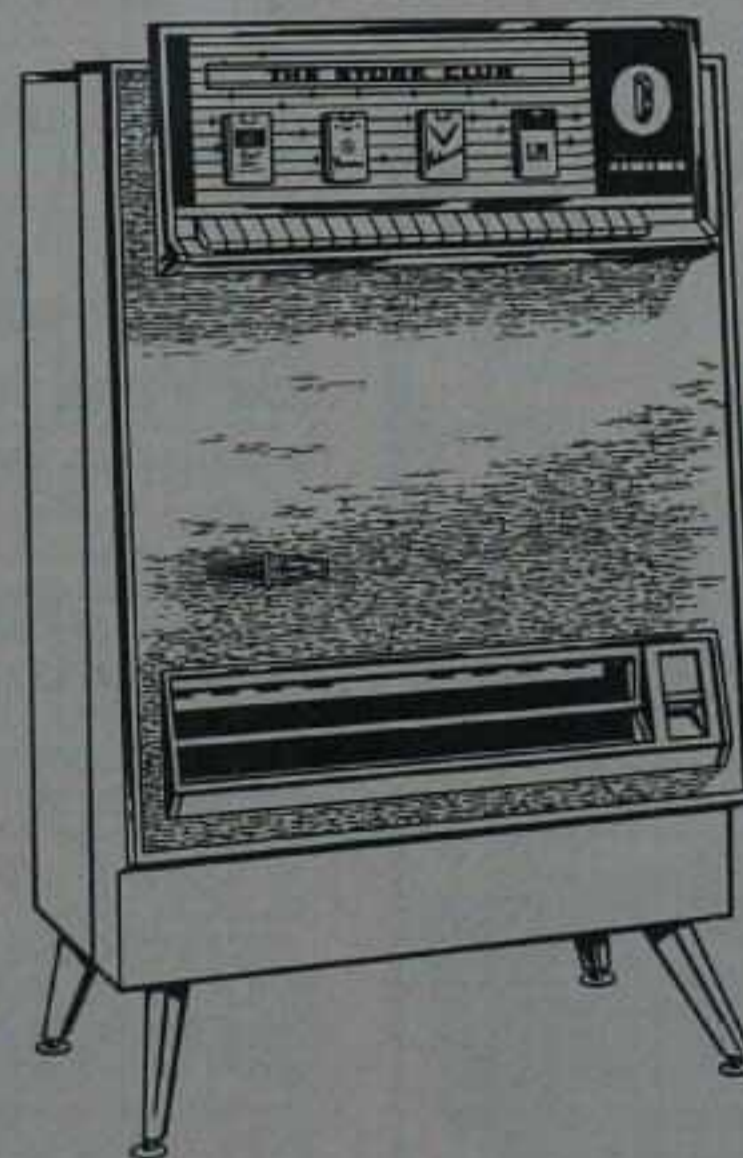
NEW Rowe AMI PHONOGRAPH

The music system that's setting the pace in sales and location appeal. Outstanding styling, play-stimulating features and a realistic price make it the preferred phonograph among operators, locations and the public alike.



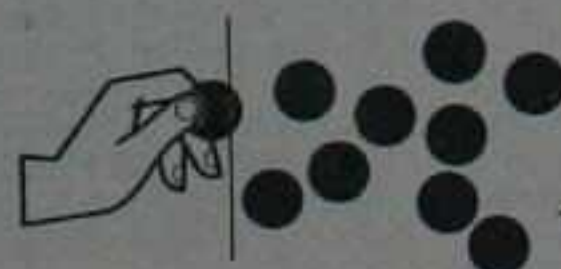
THE RIVIERA WORLD'S LEADING CIGARETTE SELLER

"Personalized" location panel. Large 800-pack, 20-column capacity. Vends every type of pack or box. Sav-A-Match feature reduces operating cost. Available in four distinctive color combinations including new rich Executive Walnut.



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Buffalo, New York
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Chicago, Illinois
ATLAS MUSIC COMPANY
Cincinnati, Ohio
ROYAL DISTRIBUTING, INC.
Cleveland, Ohio
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ATLAS MUSIC COMPANY
Detroit, Michigan
MILLER-NEWMARK DISTRIBUTING CO.
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RUNYON SALES COMPANY
Grand Rapids, Michigan
MILLER-NEWMARK DISTRIBUTING CO.
Honolulu, Hawaii
R. F. JONES COMPANY
Houston, Texas
GARDNER SALES CORPORATION
Indianapolis, Indiana
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Jacksonville, Florida
BUSH INTERNATIONAL, INC.
Kansas City, Missouri
W. B. MUSIC COMPANY, INC.
Lexington, Kentucky
SOUTHERN AUTOMATIC MUSIC CO.
Los Angeles, California
R. F. JONES COMPANY
Louisville, Kentucky
SOUTHERN AUTOMATIC MUSIC CO.
Memphis, Tennessee
SOUTHERN AMUSEMENT DISTRIBUTING CO.
Miami, Florida
BUSH INTERNATIONAL, INC.
Milwaukee, Wisconsin
PIONEER SALES & SERVICE, INC.
Montreal, Quebec, Canada
R. C. GILCHRIST (QUEBEC) LTD.
Nashville, Tennessee
HERMITAGE MUSIC COMPANY
New Orleans, Louisiana
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New York, New York
RUNYON SALES COMPANY
Oklahoma City, Oklahoma
AUTOMATIC MUSIC DISTRIBUTORS
Philadelphia, Pennsylvania
DAVID ROSEN, INC.
Phoenix, Arizona
GARRISON SALES CO., INC.
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BANNER SPECIALTY COMPANY
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ROANOKE VENDING EXCHANGE, INC.
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CENTRAL DISTRIBUTORS, INC.
Salt Lake City, Utah
R. F. JONES COMPANY
San Antonio, Texas
SANTONE SALES COMPANY
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Santurce, Puerto Rico
BUSH INTERNATIONAL, INC.
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R. F. JONES COMPANY
Springfield, New Jersey
RUNYON SALES COMPANY
Tampa, Florida
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 Corsairs, 20 Column
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 Quote Your Best Price
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WE'RE DELIVERING
GOTTLIEB'S AMAZING NEW
SINGLE PLAYER
RACK
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BALL
 BALLS ROLL UP ON RACK
 IN THE LIGHT BOX!

WANT TO BUY
 OLYMPIC — PREVIEW — FASHION
 SHOW — CONTEST — ALOHA — LANCERS — FOTO FINISH — FLYING CIRCUS — LIBERTY BELLE — BIG CASINO — OKLAHOMA — SHOW BOAT — TROPIC ISLE — COVER GIRL.

WEEKLY SPECIALS!
 Completely Reconditioned
 BALLY LUCKY S. A. \$195
 CHICAGO COIN BLINKER 145

Distributors for
VALLEY POOL TABLES
 All sizes available for
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COINMEN IN THE NEWS

Midwest

MILWAUKEE MENTIONS

Cold weather has kept Upstate operators close to home, according to Milwaukee distributors. Business, nevertheless, is holding at a good pace, as operators prepare for a heavier volume of holiday business. According to **Joel Kleiman**, Pioneer Sales, out-of-town operators, stopping to check music and games equipment this week included **Bob Oldstead**, Gardner Sales, Edgerton; **Donald Stowe**, Oshkosh, and **Al Janisch**, Beaver Dam.

Jim Stecher, Novelty Service Company and his wife are vacationing in balmy Hawaii. His locations, meanwhile, are being handled by associates **Arnold Jost** and **Eddie Tarman**. . . . **Ron Koop** and **Harry Jacobs Jr.**, United, Inc., have just returned from the Wurlitzer distributor conclave in Hollywood, Fla. Both returned excited over prospects for the new Wurlitzer machine. . . . Another winter vacationer: **Nate Victor**, S. L. London Music Company's office manager, is lolling on the beaches in sunny Florida.

Arnold Jost, Arnold's Coin Machine Company, has been named to head a special committee by the Milwaukee Coin Machine Operator's group. He will attempt to arrange for distributor service schools to follow evening meetings held by the association. The schools will kick off "sometime this month," according to association President, **Sam Hastings**, Hastings Distributing Company.

Walter Assmann, veteran Wisconsin Novelty Company employee, is home recuperating from a bout with pneumonia. . . . **Lee Anne Mayo** is the name of the new front office gal at United, Inc. Also from the United, Inc., organization: sales staffer **Lee Krueger** will be wed on December 21.

West

DENVER DOINGS

Off to the Caribbean recently was **Pete Geritz**, of Mountain Distributors Company here, with his family. He was winner of the AMI award in the Denver area. . . . From Laramie comes news that Mountain Music Company has changed its name to **Newt Rock Music Company**. . . . **Bob Middaugh**, service manager at Mountain Distributors Company, was receiving congratulations on his recent marriage. . . . **Jerry Harris**, of Harris Distributing Company, has completed a

remodeling and face-lifting program on his company headquarters on Denver's near northside.

Bob Rothberg and **Don Akin**, of Continental Music Company, are busily upgrading bowling alley locations at some 20 kegling centers throughout Denver. . . . **Delbert Stewart**, Sheridan, Wyo., operator, spent a week in Denver buying parts and new equipment. The Wyoming deer and elk hunting season is expected to break records this year by the number of out-state license plates sold, and Stewart is gearing up for plenty of play in the near future. Modern Music Company, headed by **Lou Shulman**, has added two more lightweight trucks to its fleet. . . . **Mike Salio**, president, Draco Sales Company, is back on the job at his Wurlitzer distributorship following several days in the hospital. Just a "tune-up" and general check, he said. . . . **Carl Catt**, a serviceman with Draco Sales Company several years back, has returned to the fold at Draco Sales Company.

B. I. Smith of Colorado Springs, **Stan Bennett** of Sterling, and **Jess Hochstedter** of Holly all celebrated birthdays recently. Hochstedter visited Denver, buying extra equipment. . . . So did **Doyl Harrington**, formerly a partner in Draco Sales Company and now an operator in Salida. He has become a regular visitor, admitting he misses the excitement of "the big town." . . . More than two dozen operators took to the hills as the annual deer and elk hunting season opened in the Rockies. One of the first was **Gus Brown**, of Draco Sales, who has an unbroken record of successful kills dating back 20 years or more.

Tom Bean, Denver's oldest operator from the standpoint of unbroken service, retired recently from the Denver zoning board after a dozen years. . . . Bean continues to operate juke boxes and amusement machines in Denver's Five Points and downtown areas.

East

BOSTON BRIEFS

W. S. (Si) Redd of Redd Distributing Company is a grand-dad for the fourth time. Father is Redd's son-in-law, **John Copland**, who is background music manager with the firm. Sales manager **Bob Jones** isn't happy about the effect of the Eastland measure on in-line games. Most operators in the area are disassociating themselves with type of game and, says Bob, this just about puts the lid on that. But he does see music collections picking up.

Ed Claffey and **Dick Murphy**, Seeburg executives, are in town for a look around and will go with Jones to the service school in Springfield conducted by **Bob Mouleter**, chief of Seeburg engineering division. **Harry Tuckey** is the new field service engineer for the Eastern area and seems to like what he sees here. . . . **John S. Dunn** of Braintree recently joined **Jerry Glatto's** Boston Record Distributors. Dunn came from the leather business where he was in book-keeping. Despite the longer hours he finds the music business just fine.

International Vending Corporation has engineered its removal from Boston to Watertown in successful fashion. **Dick Mandell**, general manager, says things have been rather hectic, but expects to be able to get on the road again shortly. Formal opening is planned for around Christmas. . . . **Sidney Wolbarst** held an engagement party for his daughter, **Leslie**, at their Newton home this week. Leslie, who has studied in Europe, will become the bride of a law student sometime in June.

Misfortune struck the industry this week when a collector for **Mystic Automatic Vending Machine Company** of Medford was kidnapped and robbed of \$1,600 by three gunmen. **Nicholas Cicciu** had his truck forced off the road by an old sedan about 5 a.m. as he was starting out from his house. The thugs wore stocking masks and took 33 bags of coins from the truck. So far they have not been apprehended.

EXPORT SPECIALS
 Write for list of music and games on hand or en route to Antwerp.

MUSIC	AMUSEMENTS
Rock-Ola 1458 \$295	Chl. Coin Starlite Shuffle (orig. crate) . . . \$645
Rock-Ola 1455 225	United Atlas 100
AMI JAI 200E 365	Keeney Roll-a-Line Best Offer
AMI JCH 100M 245	Bally Champion Horse 345
Wurlitzer 2017 195	Toonerville Trolley 295
Wurlitzer 2150 275	All Tech Fire Engine—New 525
Wurlitzer 2100 295	All Tech Chuck Wagon—New 525

WILL TRADE OR PAY CASH FOR Gottlieb and Williams 1957 and later. Complete line music—Pins—Shuffles—Bowlers—Arcade—Kiddie Rides—Vending.
CALL BOB JONES
REDD DISTRIBUTING COMPANY, INC.
 126 LINCOLN STREET BRIGHTON, MASS.
 Seeburg Distributor for 5 States. New England's leading distributor
 Music—Vending—Games—Alleys—Seeburg—Bally—Chicago Coin—Keeney.

Seattle Service Schools Are Held

SEATTLE — The Michael Distributing Company recently held Seeburg service schools on three successive nights here. Factory service engineer **Hy Shankweiler** was in charge of all sessions; he was assisted by **Jack Wuthrich**, Michael service manager.

Units covered included the Model MV-1 cold milk machine, the Model 4SCD2-210 cold drink vender, the Bally Model 664DS and Bally Model 662C coffee venders, and the Model 4E2 cigaret machine.

Cops Nab Burglar Of Vend Machines

MEMPHIS—Two patrolmen caught a vending machine burglar last week a short time after he had looted machine in the canteen center of University of Tennessee College of Medicine. The suspect, **Elijah V. Wallace**, 23, admitted his guilt on arraignment in city court and was bound to the Grand Jury on a burglary charge. Bond was set at \$1,500.

Police testified they found on him a sack containing \$77.35 in coins he had taken from machines and several burglar tools, including two chisels, a screwdriver, rubber gloves and black leather gloves.

George George Passes at 49

CLEVELAND — **George George**, 49, president of Monroe Coin Machine Exchange and a veteran of the coin machine industry, died here last week. Although hospitalized for 10 days, George's death was unexpected. He is survived by his widow, **Eleanor**, and son, **Thomas**. He was buried at Calvary Cemetery here last week.

Poor Turnout as Ops Try Detroit Firm-Up

By HAL REVES
 DETROIT — About a dozen Detroit juke box operators attended an organization meeting at the Fort Wayne Hotel last week. The meeting was called by Music Operators of America.

Frank R. Fabiano of Buchanan, Mich., former president of the Music Operators, Inc., the Detroit organization which has been virtually inactive for many months, and now an MOA director, was the leader in the call for the meeting, but failed to secure "even the courtesy of a good turnout," according to the indictment of the industry by **Carl Angott Jr.** of Angott Distributing Company.

Basic objectives for the meeting were to strengthen the MOA in the Detroit territory, and to discuss and secure information form (1099) by the Treasury Department on all locations having annual commission over \$600.

Notices sent out by all co-operating distributors in advance failed to produce the anticipated crowd, and about half of the attendance was found to consist of distributors themselves

—in some cases doubling as operators — rather than operators. It is estimated that there are about 150 juke box operators in Detroit.

"We are in bad need of organization in Detroit, but it is very hard to get operators together here" He cited the need for association to meet industry problems, such as almost universal continuance of nickel play here.

Call for reactivation of the Music Operators, Inc., local trade association, will be issued right after January 1 by **Erwin B. Moss** of the Moss Music Company, who has been secretary-treasurer, and is currently the only active officer.

Need Felt
 Moss said, "A lot of the boys are inclined to go along with the association now. They feel that we need one."

A meeting is to be held accordingly to take necessary preliminary steps.

One major activity engaging the attention of local operators is the desirability of changing from nickel to dime play here. Some look to united effort to make this possible at long last.

We have whatever you need in
GOTTLIEB GAMES!
 Contact Us Today
 World's Largest Distributor of Pinballs
 Exclusive Gottlieb and Rock-Ola Distributor for Eastern
 Pennsylvania, South Jersey and Delaware.

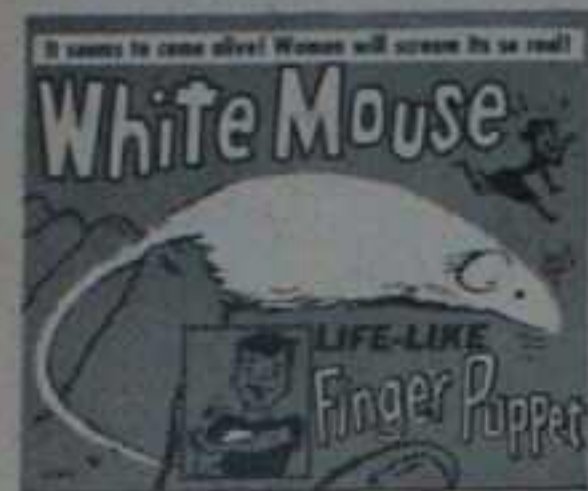
ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St., Phila. 30, Pa.
 POplar 9-4495
 You can ALWAYS depend on ACTIVE ALL WAYS
 Write or wire for prices

ALWAYS BEST
 NOW BETTER THAN EVER . . .
BUMPER POOL® by **Valley**
 Completely New. Metal Bumpers! Regulation Size.
VALLEY SALES CO.
 A DIVISION OF VALLEY MFG. CO.
 333 MORTON ST. • BAY CITY, MICHIGAN • TWinbrook 7-8587



BULK VENDING

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **THE BEST SELLING** ★



★ **ONLY EPPY CAN DO THIS. NOT A SHELL . . . A TRUE PUPPET.** ★

★ **\$38.00** per M Capsuled ★

★ Immediate Delivery—Available at our Factory or from your Eppy Warehouse. ★



New York-N. J. Bulk Vendors Start Tax Fight

CLIFTON, N. J.—Bulk vendors from the New York-New Jersey metropolitan area will attend a public hearing at Clifton City Hall Wednesday (2) to protest the \$5 per machine bulk vending tax.

The contingent will be led by Roger Folz, president of the National Vendors Association. The tax is in effect, but operators feel that they can convince the Clifton city fathers to repeal the measure.

Folz cited figures from Billboard and from NVA to charge that the average bulk vending machine does not net \$5 a year. The Clifton license fee is about a third the cost of a new bulk vending machine.

Purchase-Point Displays Help Move Ghastly Finger

NEW YORK—Karl Guggenheim, Inc., local charm manufacturer, is promoting its wares through point-of-purchase displays. The displays, on black seven-by-six-inch cards, hold plastic bubbles under which current charm items are shown.

They also feature two-color cartoons depicting the charms in use.

Current displays show the Pet Mouse Finger Puppet and the Ghastly Finger. Both items were shown to the trade for the first time during the National Vendors Association's regional meeting in San Francisco.

While the Pet Mouse has been in production for two months, the Ghastly Finger just came off the lines last week. The charm is a soft-plastic

simulated finger with simulated blood emanating from the point where the amputation took place.

Guggenheim said that the firm's policy will be to provide display cards for all items which have good sales potential.

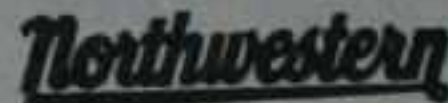
Northwestern MODEL 60

Try one! You'll quickly agree. It's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.



WIRE, WRITE OR PHONE FOR COMPLETE DETAILS



CORPORATION

2131 Armstrong St. Morris, Ill. Phone: WHiting 2-1300



ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

10c, 25c and 50c Operation



Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Pops, Globes, Stamp Vendors, Folding Coinriffs and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y. President 2-2900



Northwestern HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Cleveland 15, Ohio
Phone: TOWER 1-6715

Start 1963 RIGHT with BIG PROFIT 10c Capsules
Highest quality . . . lowest prices.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms



Penny-Nickel ATLAS MASTER Venders

J. SCHOENBACH

Distributor For Oak Manufacturing Co., Inc. 715 LINCOLN PLACE, BROOKLYN 16, N. Y. President 2-2900 PHONE or WRITE FOR PRICES

GHASTLY FINGER



\$38.00 per thous. in capsules

AT YOUR NEAREST WHOLESALE OR DIRECT FROM **KARL GUGGENHEIM, INC.**
153-07 Archer Ave., P.O. Box 919, Jamaica 32, N. Y. 212-84 5-5433

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 2c	\$14.30
N.W. Deluxe, 1c or 2c	12.00
N.W. 10-Cent, 1c Tab Gum Mach.	18.00
N.W. Model 23, 1c Porc. Converter for 100 ct. B.G.	4.50
Silver King, 1c B.G. or Mds.	8.50
ABT Guns	20.00
Mills 1c Tab Gum	12.00
Model 23 Peanut, 1c	4.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tuttle	.75
Pistachio Nuts, Vendor's Mix	.48
Pistachio Nuts, Shell, Red	.48
Cashew, Whole	.48
Cashew, Butts	.42
Peanuts, Jumbo	.42
Spanish	.35
Mixed Nuts	.37
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gums	.38
M & M, 500 ct.	.47
Hershey-ets	.47

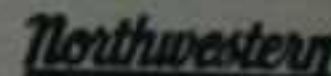
Rain-Blo Gum, 73 ct.	\$.32
Mell-ite, 100 ct., Ref. 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.33
Rain-Blo Ball Gum, 100 ct., 200 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

There Are Big Profits In

NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.



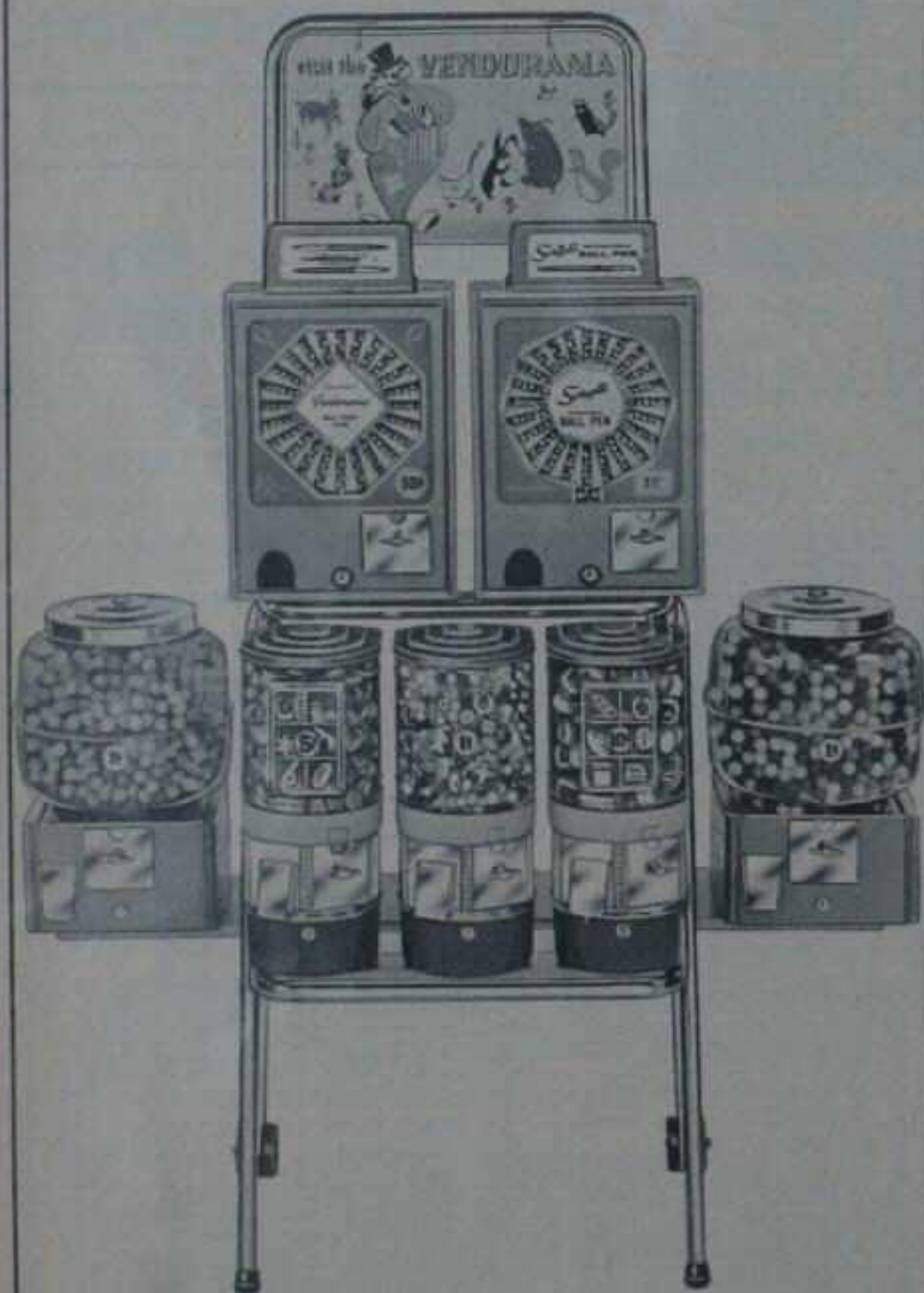
STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MANDELL
446 W. 34th St., New York 18, N. Y. (Original 1-4-60)

VISIT THE VENDORAMA®

The Most Colorful and Practical Multiple Operation Known to Bulk Vending.



Super Marts, Chain Stores, Discount Houses, etc., demand this unique display and the ease of servicing.

All of these Victor Vending machines are serviced from the front . . . no mess of coins falling on the floor. This is the most practical and successful operation known.

Write for beautiful color circular giving prices of machines and Victor's NEW 4-6-8 Multiple Chrome Display Stand . . . another Victor original.

VICTOR VENDING CORP.

5711 W. Grand Avenue Chicago 39, Illinois

IMMEDIATE DELIVERY
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 MVMD, Inc.)

GRAFF
VENDING SUPPLY CO., INC.
2817 W. Davis Street Dallas, Texas

Guggenheim to Use Parkway In Washington

BALTIMORE — The Parkway Vending Machine Corporation here has been named exclusive factory warehouse for Maryland and the District of Columbia by Karl Guggenheim, Inc., New York charm manufacturer.

Parkway, which is also distributor for the Victor Vending Corporation and the Northwestern Corporation, will carry the full line of Guggenheim charms.

The Guggenheim sales policy is based on factory warehouses, all of which sell to the operators at uniform factory prices. The price per thousand remains constant no matter what the size of the order.

General manager at Parkway is I. Kovens. The deal was recently concluded between Kovens and Bob Guggenheim, president of the charm firm.

Warns Against Rise in Vending Vandalism, Theft

KANSAS CITY, Mo. — A warning against a serious increase in vandalism and theft was sounded by a leading Midwestern vending machine distributor last week.

Bernard Bitterman, head of his own distributorship here and secretary-treasurer of the National Vending Machine Distributors Association, noted that: "In Kansas City a week has not gone by that some type of vending machine truck is not robbed."

Bitterman urged an educational program by his association aimed at preventing such thefts. "Many of us have overlooked the fact that 5-cent, 10-cent and 25-cent vending has doubled and tripled the amounts carried by our servicemen," he said.

A few years ago servicemen carried relatively smaller

amounts of from \$400 to \$500 in pennies, Bitterman said.

Among preventative measures urged by the Kansas City distributors were: (1) Bars across the windows of service trucks, (2) use of burglar alarms in trucks, (3) having an extra employee watch the vehicle while the collector is attending the machine, especially on days when large collections are made.



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

RECONDITIONED & REFINISHED NORTHWESTERN 49's



Oven Baked Enamel Finish

Rotary delivery — mechanically simple — Sanitary globe. Available in 14 or 54 Merchandise or 14 Ball Gum and Charms. (Specify when ordering)

Only \$14.50 each

10c CAPSULE ITEMS

ITEM	Packed per 250
Tropical Fish	\$10.00
Shrunken Heads	10.00
Skeletons	10.00
Pet Mouse Puppet	10.00
Crazy Footprints	10.00
Prehistoric Monsters	10.00
Giant Bats	10.00
Giant Scare Emms	10.00
New Sixteen "Horribles"	10.00
Lifelike Horribles	10.00
Girls' Gemstone Rings	10.00
Boys' Ass'd. Rings	10.00
Boys' & Girls' Ass'd. Jewelry	10.00
Ass'd. Key Chain Novelty Items	10.00
Bow Ties	7.50

SEND FOR NEW CATALOG. 1/3 DEPOSIT ON ALL ORDERS, BALANCE C.O.D. SEND PAYMENT IN FULL ON ALL ORDERS UNDER \$20.00.

Rake Coin Machine Exchange
609-A Spring Garden St.
Philadelphia 23, Pa. WALnut 5-2676

Say You Saw It in
Billboard

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.



NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:

KING & COMPANY

2700 W. Lake St. Chicago 2, Ill.
Phone: KE 3-3302

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 packed or bulk. Panned Candies; 1 Hersheys 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.

YES, * VIRGINIA, THERE IS A BEAVER



* VIRGINIA AND ALL OTHER STATES, OPERATORS HAVE FOUND A SANTA CLAUS IN THE BEAVER VENDOR.

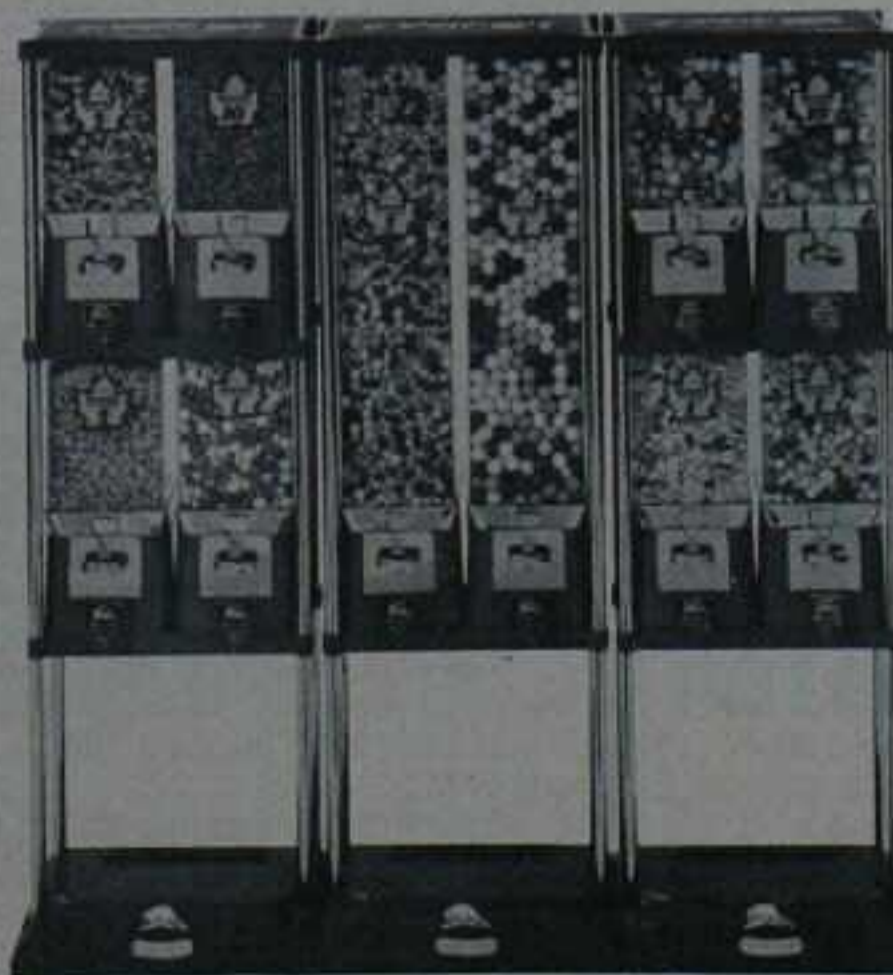
ALL HONEY & MONEY, NO MECHANICS, NO PICK UP TRUCKS.

JUST POUR IN THE GUM . . . POUR OUT THE CASH

If Everybody Isn't Happy, You Should Change

BE HAPPY — BUY BEAVER

MARK I DELUXE CONSOLE



INVESTIGATE BULK VENDING, THE BRIGHTEST FACET OF THE COIN MACHINE BUSINESS.

Address All Inquiries To:

BEAVER VENDING MACHINE AND SUPPLY OF AMERICA

(Exclusive Representative in the U. S.)

11036 Whittier Avenue Detroit 24, Michigan

Please send me your large catalog with pictures and prices on the complete line of Beaver Bulk Vendors and Vend-Craft Bubble Gum Products.

Name _____
Company _____
Address _____
City and State _____
Distributor _____
Operator (over 500 Machines) _____
Operator (under 500 Machines) _____
Prospective Operator _____
I'm interested in Beaver Bulk Vendors _____
I'm interested in Vend-Craft Bubble Gum Products _____

A COMBINATION FOR CONTROLLED EMPLOYEES IN EVERY STORE AND A UNIFORM COLLECTION CYCLE ACROSS YOUR ROUTE.

25c CAPSULE VENDOR

Capsule Vendor

The 25c Vendor that has the whole trade talking. This machine can pay for itself on one loading. This Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory authorized dealers. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you.



"GOLD MINE"

Tab Gum Selector

Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



"ACORN"

All Purpose Vendor

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Guaranteed mechanically perfect — the one machine with virtually no depreciation. Today's Acorn looks the same as the original.



BIG LEAGUE

Ball Gum Vendor

The bases are loaded with profits for the smart operators who install Oak's Big League on key locations. The machine provides a fun-filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.



OAK "400"

Holds 400 capsules for larger profits on each filling without cranking capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.



All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c, 5c coin mechanisms and optional slip handle.

Time payments available on OAK Machines through all distributors

Buy OAK for your PROFIT LINE!

AMERICAN MFG. 1011 Central St. New York 17, N.Y.	WARR DISTR. CO., INC. 715 Madison St. Peacock, Ill.	DANIEL J. PHILLIPS CO. 7500 Washington Ave. St. Louis, Missouri	OPERATORS VENDING 1021 South Grove Ave. Los Angeles 13, Calif.	RIGGEL DISTR. CO. LTD. 617 Yonge Street Toronto, Ontario, Canada
BIRMINGHAM VENDING 540 2nd Ave. S.W. Birmingham 4, Ala.	H. W. HITCHCOCK CO. 1700 N. Decatur Rd., R.F. Atlanta 2, Georgia	OAK SALES COMPANY 2215 51st Avenue Pittsburgh, Pa.	HAKE COIN MACHINE EXCH. 503 Spring Garden Street Philadelphia, Pennsylvania	SOUTHERN ACORN SALES 579 W. Spruce Avenue Charlotte 6, N.C.
BECK SCHMIDTCH 775 Lincoln Plaza Brooklyn, New York	NEEDHAM VENDING MACHINE SUPPLY 728 West Street Great Falls, Texas	OAK SALES & SERVICE OF ILL. 212 N. Westwood Chicago 11, Ill.	CONFECTION PRODUCTS CO. 310 South Chestnut St. Columbus, Ohio	STANDARD VENDING MACHINE SUPPLY CO. 1219 East 12th St. Dallas 7, Texas
CALVIN SALES CO. 625 West Ninth Ave. Baltimore, Maryland		DAK SALES OF FLORIDA 1111—21st Street Miami Beach, Florida	SIKAR VENDING SUPPLY CO. 2125 Parkway St. Omaha, Nebraska	SCHEIDT VENDING SUPPLY 127 W. Carrollton Ave. New Orleans, La.

oak MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

Solons May Upset Court Win

By ELTON WHISENHUNT

LITTLE ROCK—Talk circulating in coin machine circles here that the State of Arkansas, smarting from a defeat in court which wiped out the State's 3 per cent tax on gross receipts from phonographs, will introduce a bill in the 1963 Legislature to restore the tax.

JUKE BOX HAS STAGE MOMENT

PARIS — A juke box is the object of Leo Ferre's attention in the opening song of his one-man show at the ABC Music Hall here. At the opening curtain Ferre is discovered on stage admiring the shining new box which has done so much to bring his records to public attention and he sings his first song to it. Thereafter he occupies the stage alone except for his accompanying combo.

The Legislature convenes in January.

The victory against the State was won by a small, colorful operator named C. E. (Tuffy) Tolliver of Lepanto, Ark., owner of Tolliver Amusement Company.

Court Ruling

The Supreme Court of Arkansas ruled with Tolliver several months ago by holding that the State 3 per cent tax law did not apply to receipts from phonographs.

Now, with the law clarified, operators says the State is sure to get a bill introduced which would specifically assess a 3 per cent tax on juke box gross receipts.

The previous law under which the tax was collected did not specify phonographs or amusement machines. It was a sales tax law. The Supreme Court held that a play on a juke box was an intangible a person paid for, not a purchase of merchandise, and Tolliver was therefore not selling a product which could be taxed.

Refund Possibility

Another reason the State is bound to seek the new law; it

has been collecting 3 per cent tax from operators since 1939 and doesn't want to refund millions of dollars of taxes illegally collected.

Tolliver took on the State, and won, in this way:

For years he paid the State various amounts under protest, writing on his checks "sales tax donation."

Pressure Exerted

Finally an official in the State Department of Revenue decided a little pressure ought to be put on Tolliver. He sent an auditor to audit his books and concluded Tolliver owed the State several thousand dollars over a period of years.

Tolliver said he didn't and filed suit in court. His attorney, Joe Barrett of Jonesboro Ark., won in the trial court and was upheld in the Supreme Court.

But the victory may be short-lived if the State can get enough legislators to go along with its thinking.

But if enough don't, it could be the bill won't pass and the operators won't have to pay the gross receipts tax.

Arkansas operators now pay the following taxes: \$250 when he is issued a license to operate; operator must make a \$3,000 bond to insure "faithful performance"; \$5 city, \$5 county and \$5 State tax on each machine; \$10 federal tax on each machine.

Ohio Concludes School Series

COLUMBUS, Ohio — Some 175 operators and servicemen from Ohio and Eastern Kentucky attended a recently concluded series of service schools conducted by the Shaffer Music Company here and in Cincinnati and Cleveland.

Emmett Engel, Seeburg sales engineer, conducted the classes on the Bally coffee machine. He was assisted by Mike Whitback, Shaffer's Columbus service manager; Gordon Winfield, Shaffer's Cincinnati service manager, and Clarence Sorber, Shaffer's Cleveland service manager.

Beer City Coinmen Argue Tax Ruling

By BENN OLLMAN

MILWAUKEE—The Internal Revenue Service ruling requiring operators to file Form 1099's for each location paid \$600 or more in commissions during 1962 is currently Topic A among Beer City coinmen. The subject came up for discussion at the December meeting of the Milwaukee Coin Machine Operators Association.

According to Sam Hastings, Hastings Distributing Company, association president, "There is considerable confusion over whether or not we must comply with this order. We plan to make a study of the tax department's ruling in order to properly advise our membership. Some sort of report will be presented at our next association meeting."

A number of local operators have gotten opinions from their tax consultants concerning the IRS ruling. They claim they will refuse to comply. They base their balkiness on these points:

1. The IRS ruling forces upon operators an unreasonable added burden of bookkeeping work and expense. Said one coinman: "I keep a good set of books which includes complete records of the amount of money I take in at each stop, of course. But would I also be required to keep track of and report the money received by the location? Isn't that his own, private affair?"

2. Operator-location deals vary, often from stop to stop. Locations can be carried on a

Government Raids in Chi Make Haul of In-Line Games

CHICAGO — Internal Revenue Service agents seized large numbers of in-line games throughout the State, part of a nationwide crackdown by the government.

The raids were based on a Kansas City, Mo., federal court ruling that the machines are gambling devices even though no cash payoff is made.

Raids were made in seven Chicago suburbs plus such down-State Illinois cities as Tremont, Galesburg, Granite City, Georgetown and Belleville.

In the Chicago area, agents seized 39 machines from 36 locations. No arrests were made. The machines were taken to the U. S. Customs House at 610 South Clinton.

An IRS spokesman said the machines require a \$250 tax stamp instead of the \$10 sticker which many carried.

E. C. Coyle Jr., Chicago district director of Internal Revenue, said the government would institute so-called libel proceedings in federal court to determine whether the machines are to be sold or destroyed.

If sold, the former owners could join in the bidding.

The Kansas City court held that: "A pinball machine which is so designed that the insertion of additional coins increase the chances of winning a high score

and which registers free plays far in excess of the number that a person playing for amusement normally would play off is considered to be a coin-operated gaming device"

Before the Kansas City ruling the government could not confiscate a machine as an illegal gambling device unless a cash payoff was made and witnessed.

In addition to the 39 in-line machines seized in Illinois, agents also picked up 15 slot machines and five so-called electronic slot machines.

The IRS said the nationwide raid covered some 112 cities in 20 States and had so far yielded 648 machines.

In the Chicago area, raids were conducted in the following suburbs: Cicero, Lyons, Chicago Heights, Summit, Lake County, Streator and Spring Valley. (None was conducted within the city since pinballs of all types are banned by a so-called Bagatelle ordinance.)

Raid in Philly Nets 27 Units

PHILADELPHIA — Federal agents, taking part in the nationwide roundup of coin equipment, seized 27 multiple-coin pinball machines and "flasher" pieces in this area last week.

Some 45 agents of the Internal Revenue Service's intelligence division here took part in the raids. The machines were seized in a five-county area.

Carl F. Wagner Jr., chief of the intelligence unit, said the operators of the confiscated equipment did not have the \$250 federal gambling stamp and that the seized equipment was designated as "gaming equipment."

In Western Pennsylvania, agents took in 51 of the machines.

The IRS said they selected as targets pinball machines on which the player could win more free games by inserting more coins. The Service said according to a court ruling in Kansas last April, a money payoff is not necessary.

the government is asking for we are bound to antagonize some of our locations. Can the government force us to place our investments in jeopardy?"

HORSE NAMED KEYBOARD THUNDERS LIKE OLD 88

MEMPHIS—Two coin machine men have had remarkable success with a race horse they "claimed" at New Orleans in January which then won five races for them and grossed \$17,500 in winnings.

Drew J. Canale, owner of music and cigaret routes, and Louis Barsotti, partner in Tennessee Tobacco Company, cigaret machine route and supply house, paid \$4,500 for the horse.

In a "claiming" race with a purse of \$4,500, they had only to deposit \$4,500 with the secretary of the racing association at New Orleans and "claim" the horse.

This horse's name was "Keyboard" and his father's name was "Mr. Music."

Some sort of coincidence for Canale, who is in the music business. The two coinmen drove to New York with the horse and raced him at Aqueduct, Belmont and Saratoga. He won five races, placed second twice and in all the races he ran from January through November he was out of the money only twice.

Then the men lost him December 1 in a \$7,500 "claiming" race. Somebody put up \$7,500 and "claimed" him.

That meant Canale and Barsotti now had \$25,000 gross—and a lot of fun—for their original \$4,500 investment.

But it doesn't end there. They turned right around and "claimed" another horse for \$10,000. This one is a two-year old colt named "Left Hook." They took him to New Orleans, say he is a better racer, are training him to run there in January.

WATER SNAKES

Guaranteed to Empty Machines! Real scary, these snakes have real frightening look—the kind that kids love.



Come in assorted colors with black stripes painted on back. Beautifully detailed with a forked red tongue.

KEEP YOUR MACHINES BUSIER THAN EVER.

Only \$46.00 Per M Capsuled Labels available.

PAUL A. PRICE CO., INC.

35 Leonard St., New York 13, N.Y. Corlland 7-5147-3

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.



BITTERMAN & SON

(Member MVMD, INC.)

4711 E. 27th Street Kansas City 27, Missouri Phone: WA 3-3900

Northwestern 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.



H. B. HUTCHINSON, JR.

1784 N. Decatur Rd., N. E., Atlanta 7, Ga. Phone: DRake 7-4300

VENDING HEADQUARTERS for VICTOR

THE MOST COMPLETE and FINEST LINE of BULK VENDORS

← L. C. TOPPER, \$15.00 ea.

Large Capacity • 1175 Balls 100-Count Gum • Attractive Plastic Globe • Dependable Vending • Low Price • Add an L. C. TOPPER to Your Present Locations for ADDED PROFIT! Large Stock of Vendors—Parts and Merchandise. Write for Prices.

LOGAN DISTRIBUTING CO.

1850 W. Division St. Chicago 22, Ill.

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

IT'S HERE!

THE "NEW LOOK" OF BILLBOARD

Benefits For Subscribers

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

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

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

Billboard

The International Music-Record Newsweekly

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

NEW YEAR BRINGS YOU NEW FORMAT



SINGLES

★ NATIONAL BREAKOUTS

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

★ REGIONAL BREAKOUTS

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

SOMETHING PRECIOUS . . .

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

I'LL REMEMBER CAROL . . .

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

LEAH . . .

Boy Orblison, Monument 467 (Acuff-Rose, BMI) (Dallas-Ft. Worth)

WHAT KIND OF FOOL AM I . . .

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

SHE WEARS MY RING . . .

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

TUJANA BORDER . . .

(Wolverton Mountain) . . .
El Clod, Challenge 9159 (Painted Desert, BMI) (Chicago)

MASHED POTATOES U. S. A. . . .

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

CHILLS . . .

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

POP-POP-POPEYE . . .

Sherry, Gayden 1068 (Dandelion, BMI) (Philadelphia)

THAT'S LIFE . . .

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

YOU WON'T FORGET ME . . .

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

KISS TOMORROW GOODBYE . . .

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

A TRUE, TRUE LOVE . . .

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

LET'S GO . . .

Rudolph, Warner Bros. 5283 (Wrist Giant, BMI) (Hartford)

BLUEBIRDS OVER THE MOUNTAIN . . .

Echoes, Smash 1766 (Emcor-Topede, BMI) (Seattle)

New Paper For Quicker Easier Reading

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

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

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

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

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

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

Radio-TV Programming Section Expanded

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

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

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

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

Billboard Opens Nashville Office

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

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

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

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

South American Offices Opened By Billboard

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

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

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

New 4-Color Printing Method

Through Billboard's conversion to top-grade white-coated paper and high-speed offset printing, full color reproduction becomes possible for the first time.

Due to the increased importance of the album cover and its potential sales impact through choice of color and subject, the need for true color reproduction has never been greater.

The reaction of Billboard's more than 20,000 readers to this new availability of 4-color reproduction and to the visual variety and excitement it has brought to each weekly issue has been overwhelmingly enthusiastic.

New Services, New Features, Special Offer

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

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

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

New Services For Coin Men

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

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

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

Just mail request order today

BILLBOARD, 2160 Patterson Street, Cincinnati 14, Ohio

Please enter my subscription to BILLBOARD for

1 YEAR \$15 3 YEARS \$35 New Renew

Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for U. S., Canada and Europe. Other overseas rates on request.

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____ Title _____

GET BILLBOARD EVERY WEEK

Phoenix Kiddie Rides Induce Families to Shop as a Unit

PHOENIX, Ariz. — A happy combination of kiddie rides and clowns is upping family traffic at the Totem Discount Department Store in East Phoenix.

Offered for kiddie entertainment at this 100,000-square-foot Arizona giant is a complete indoor kiddieland at the left rear of the store, which includes a full-scale Merry-Go-Round, Helicopter ride, half a dozen bucking horses, Stagecoach, and space-ship types of coin-operated kiddie rides, a coin-operated photo reflex studio, and a variety of amusement machines.

The two large rides, at full circus size, are priced at 10

cents, an amount which almost any shopping mother, harassed by small children, is thoroughly happy to pay.

On Saturdays, Totem presents two experienced clowns, who vary their time between grimaces, tricks and boisterous welcomes to children, and long walking tours throughout the store's shopping areas, where they hand out lollipops or gum to children with their parents, and point out the kiddieland which is partly hidden by a partition wall.

Replacing space formerly devoted to furniture, the indoor kiddieland has produced exactly the desired results, according to

the Totem management—nearly twice the former number of "complete families" shopping in the store, plus larger unit sales, substantial increases in tour and wheel goods volume.

Now South Hit By Shortage of Two-Bit Pieces

MEMPHIS—Remember that story in these columns a couple of weeks ago about nickels being so short here the Federal Reserve Bank was rationing them to the 235 banks it serves in the Mid-South area?

Well, now it's quarters. The shortage on them is so severe they're being rationed now too, reports B. B. Monaghan, cashier at the bank.

Bank officials blame phonographs, amusement and vending machines as one of the causes of the shortage.

Another cause blamed is that Congress did not appropriate funds the mints need to make more coins.

The bank says dimes and pennies are also running short, but aren't being rationed yet. The penny shortage is caused in part by penny gum machines, and the State 3 per cent sales tax.

New York: Ops Down, Grosses Up

• *Continued from page 47*

operator must bring in a higher average per location just to hold his own. And that's exactly what he's doing.

While the Gotham operator is not much different from his across-the-Hudson counterparts in disliking to buy new equipment, he has been forced to upgrade or go under.

As a result, most juke boxes in New York are of fairly recent vintage, and the non-stereo music machine here is the exception. With competition for the remaining locations extremely keen, the operators are attempting to hold onto their shops by offering better equipment and service. It's an alternative to stiff loans, and it's a cheaper alternative.

Programming

And operators are paying more attention to programming. With fewer locations to worry about, they can afford to worry more about the individual locations.

While the dual-speed phonograph does not dominate the area, operators here are probably paying more attention to the type of programming made possible by special 33 stereo re-

leases than they are in most other sections of the country.

Seeburg's new concept—the 33 stereo small LP—is probably getting a more extensive trial here than elsewhere. It's a bit early to tell, but individual locations have reported that it has made a difference—and for the better.

Commissions

The commission, loan and bonus picture is pretty much what it was a year ago—not good for the operator. Top stops still pretty much write their own tickets, and there has been no break from the 50-50 split, new equipment to the contrary.

The game picture here is static, with shuffles still the top earners. Because local law bans pin games, games have never earned as much here as they have in other areas.

Compensating for this ban, of course, is the fact that the shuffles, while not spectacular earners, have managed to bring in fairly steady collections.

The Eastland Bill, of course, has had no effect here. Games covered by the legislation have not been seen here since the days of Fiorello LaGuardia.

Good Year in Philly Despite Drop

• *Continued from page 47*

machine—all different plans are worked out with the location owner.

As for 1963, everyone—operators and distributors alike—were optimistic, as they are every year. But the trend seems to be diversification. This holds true for both distributors and operators.

Operators are finding they must be able to supply all the needs of a location man to land the spot. They report a tavern owner doesn't want to get his amusement machines from one operator, his music from another and his cigarette machine from a third.

But with more operators branching out, they feel confident of a good year ahead.



NOW! DYNAMIC ANIMATION IN A SINGLE PLAYER GAME

Gottlieb's RACK-a-BALL



BALLS ROLL UP ON RACK IN LIGHT BOX!

Scoring any lit rollover rolls multi-colored balls up on rack in light box.

Specials scored for racking up 9 balls.

- Additional specials scored for racking up more balls.
- Hitting blue, green, and red targets lights pop bumpers for high score and bottom roll-overs for specials.
- Match feature • Sparkling cabinet design

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 31, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!

A Gottlieb FLIPPER SKILL GAME

Season's Greetings

GET OFF TO A FAST START



VISIT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER WEEK

STARTING SUNDAY, JANUARY 13

WHAT YOU SEE AND HEAR WILL PROVE

WURLITZER HAS THE

WINNER FOR 1963

THE WURLITZER COMPANY / 107 YEARS OF MUSICAL EXPERIENCE / NORTH TONAWANDA, NEW YORK

Billboard
**PHOTO GALLERY OF
 Newsmakers**



DAVE KAPRALIK, Columbia pop a.&r. director, chats with songstress Patti Page during recent record date. Patti switched to Columbia label from Mercury after long contract run. Her latest album, however, "Patti Page on Stage," is still under Mercury's banner and features many of her biggest hits—"Mockin' Bird Hill," "Cross Over the Bridge," "Tennessee Waltz," etc.—in live club performance at Las Vegas' Dunes Hotel.



LARGEST record manufacturing plant in the West—that's the proud claim of Columbia Records for its new facility located in Santa Maria, Calif. Modern plant, ground-breaking ceremonies for which were held last month, has 175,000 square feet of space, will house "fulfillment center" for Columbia

Record Club. Columbia pressed over 105 million records during 1962. Scheduled for completion in July of this year, Santa Maria plant was designed by William L. Pereira & Associates for Columbia.

CLAUS T. PETERMANN is the new man in charge of the New York Liaison Office of Deutsche Grammophon Gesellschaft, having taken over the reins from Berthold Diekmann, who has returned to DGG's head office in Hamburg. Petermann will negotiate with U. S. record firms concerning distribution of product in Europe and other overseas markets, and for release of Polydor pop material in the U. S. The DGG classical product is distributed in the U. S. and Canada by MGM's Classical Division under contract with DDG.



MGM's Connie Francis smiles bravely amid chilly winter winds at New York's International Airport as she leaves for personal appearances in Florida. By strangest coincidence, thrush's current release for MGM is "I'm Gonna Be Warm This Winter." In Florida, Connie has a chance.



THESE are the hands of Ray Charles, the record artist who can be credited with having boosted country and western music from being a rural taste to a broad-appeal segment of recorded entertainment, thanks to such 1962-release albums as his "Modern Sounds in C.&W. Music" platters on ABC-Paramount label. Ray has been one of the year's strongest chart artists with as many as four albums riding high in the list at the same time, a score rarely equaled before.



BOB BLUNDRED, executive director of Music Operators of America, gave an indication of where MOA was headed in 1963 when he told Billboard that the music machine operator association would seek closer ties with manufacturers and distributors of automatic phonos, and also with the record industry. Speculation is that MOA will broaden its base so that membership in future will include more than traditional phonograph operators who have been MOA mainstay to this point.



DEBBIE DRAKE, the Texas blonde who has parlayed setting-up exercises into a nationally syndicated TV show, a syndicated newspaper column, and a popular hard-cover book, is now represented in the record field by a new Epic album, "Look Good! Feel Great!" The platter features exercises for both men and women, narrated to a musical background, according to the label. Above, the curvy Miss Drake offers proof that system really works.



FIRST of new RIAA authenticated million-seller gold record awards for singles (left) and LP's (right) were awarded respectively to Ray Charles for his ABC-Paramount singles smash, "Can't Stop Loving You," and to Henry Mancini, Hollywood composer-conductor of "Peter Gunn" fame, for his RCA Victor album, "Breakfast at Tif-

fany's." The awards are based on validated sales and are offered as a service to both members and non-members of trade groups. Not only are such awards carrying a validation but they now have uniformity; formerly, when record star broke into golden record circle, each diskery designed its own formal awards.



THOSE Little Doggies are back again, but not in sentimental waltz tempo. This time they're catching the eye of Baby Jane and the Rockabys on the United Artists label in a re-do of Patti Page hit in twist-era sound. UA reports "How Much Is That Doggie in the Window" hit 250,000 in first-week sales.