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. What is true is 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

(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 and distributors, conducted by regional correspondents throughout the nation, bears out this theory. (Total annual 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 Once popular boxes locations have been closed 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 accompanied a decrease in the number of operating firms. Ironically, this combination of fewer machines and the reduction in the availability of locations does not make for a bleak picture in 1963. Concern 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)
JAN.

1

NEWEST
HIT SINGLE FROM
PAUL ANKA

#8115

45 RPM
RCA VICTOR

PAUL ANKA
LOVE (Makes the World Go 'Round)
CRYING IN THE WIND

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

Intermemo Off from Hal Cook
To: Sam Chase
Effective with the first issue of the new "Billboard" in 1963, please change our manuscript on Page 3.
Editor-in-chief: Sam Chase
Managing editor: Aaron Sternfield
Associate editor: Ren Grewatt
Art editor: Robert Malcolm

RECORDS
The Billboard's Weekly Recording Report
by Alan Light

Radio Spots Big Factor in New Year Drives

Lombardo

HOLLYWOOD—Capitol Records start the new year with a triple threat, including a special Guy Lombardo LP sale, a one-for-two Crossword Puzzle book sale, and a Capitol Classics 20 per cent discount. That 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 every two they purchase at their regular price. The firm will back up Lombardo's "Night Time Favorites," the image of which will be held constant. The "Night Time Favorites" Life magazine page, plus newspaper and radio spots in major markets. Dealers will get one Crossword Puzzle book for each two they purchase, with the deal applying to the entire C-50 series of the COW book. Local radio and newspaper space will be included in promotions to push the sale. All dealers will receive a 20 per cent off the invoice of Capitol Classics will be made on all orders placed during January and February to handle the long lead-time of the three wave paths.

Deferred payment benefits can be taken during January, March, April, May for shipments made during January to February 25; merchandise shipped from February 26 to March 15 will be held in three installments as well (April, May, June).
LP Crowned to Columbia: Victor Tops in Singles

Columbia LP
Leader Again

ANDY SCHRADE

NEW YORK — Columbia Records once again showed its power in the LP format. It swept the year’s LP crown with the most new LP’s in the top 50 and the most new LP’s in the top 50 mono chart for 1963. This was the third year in a row that Columbia topped the charts with new LP’s on the top 50 of Columbia’s LP chart. Although Vict...
DION
NOW HE'S ON COLUMBIA RECORDS
NOW HIS NEW SMASH:
RUBY BABY\w HE'LL ONLY HURT YOU
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 back in the U. S. January 1.

Odetta was following them.

1ST CASUALTY OF NEW YEAR

NEW YORK—A flock in one local press agency has become an early victim to the crack-down on expense account spending inaugurated by the Internal Revenue Service. He complains that the provision requiring documentation is being applied blindly, that figures over $25 will cut into his own income badly. In the past, he says, he covered his grocery bills by putting down the cost and listing Grissle Brothers on his expense voucher. The office chief okayed them, thinking he must have been bringing in a hot local group. Now, with a family of six kids, he figures he won't be able to come up with enough under-$25 tabs to equal the big ones he formerly cashed.

New Talent Vies With Vets for Spotlight

The Newcomers

George Maharis

The Comebacks

Natalie Cole

Brenda Lee

Bright Display By newcomers Spark of Year

By BOB ROLONTZ

NEW YORK — A dazzling crop of newcomers moved into record ranks in 1962 and came up with the heftiest of show sales of strength the record industry has known in any year, a year ago. Meanwhile, a number of vet record makers 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, personal and TV appearances.

The Vaughn Meader and Allan Sherman albums, of course, without stereotyping LP's that ever hit the industry, either alone or together. Meader's LP, now over four million copies 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 bookings of the year as far as new talent was concerned.

When Peter, Paul and Mary's first album came out on Warner Bros. in January, they were practically an unknown folk group and look back to the year their first LP had sold over 500,000, which has turned into a popular folk act. Joan Baez, who started to break before Peter, Paul and Mary, has been turned into a popular folk act.

Also participating in the scheme are Delta Reece, 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 route.

Harry Barris, Harry Carroll Die on Coast

Hollywood — The music community here was saddened this week by news of the death of old-time clippers Harry Barris and Harry Carroll.

Barris, 57, composer, writer and originator of Paul White- man'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 White- man and performed on its own before one of its members, Bing Crosby, hit in Hollywood. A Rinker was the other of the act.

Harry Carroll, 54, also a composer, wrote "Dreams," "Please Be Kind," "You're Gonna Get Your Baby's Feet." He was the leader of the Carroll Sisters. In 1930 he took over their group and they starred in a number of pictures. In 1948 he opened the Carroll Bros. Agency which continued to be in operation until his death.

There was no lack of new talent for the ten set. New artists broke on singles and helped spur turnover of single records in close to five years. The hottest of these acts included Don Crane with Epic's "My Heart in San Francisco," which could turn out to be one of the top hits of 1962. The song was used as the title of his new album, and that one, along with his other four album sets, also became best sellers. Nat Cole

Seeco Seeks to Widen Exposure

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

On the domestic front, Seeco is distributing through its prime Latin American product in juke box packaging. These singles are packed five to a pack and a selection of the label's 25 top hits. Naturally, the packs are being made available to all juke box operators, but mainly in Spanish-speaking markets.
FOLLOW THE SALES LEADER

JANUARY '63
SALES PROGRAM

Another taste of honey!
MARTIN DENNY

Another taste of honey!
MARTIN DENNY

“Spanish Lace” — Gene McDaniels

“Spanish Lace” — Gene McDaniels

DOIN’ THE BIRD
THE RIVINGTONS

“Doin’ The Bird” — The Rivingtons

SPANISH LACE
GENE MC DANIELS

“Spanish Lace” — Gene McDaniels

THE FLEETWOODS SING FOR LOVERS BY NIGHT
“Linbo Dance Party” — Ernie Freeman

“The Fleetwoods Sing For Lovers By Night”
BLP-2020 - BST-8020

“Linbo Dance Party” — Ernie Freeman

THE FLEETWOODS
“Limbo Dance Party” — Ernie Freeman

“Linbo Dance Party” — Ernie Freeman

THE INCREASINGLY NANCY AMES

“The Incredible Nancy Ames”
LRP-3276 - LST-7276

“Win the Bad” — The Rivingtons

“Win the Bad” — The Rivingtons

“We Sing Folk Songs” — The Wanderers

“We Sing Folk Songs” — The Wanderers

Program includes
the entire Liberty and Dolton catalog

TERMS:
10% CASH DISCOUNT*
100% EXCHANGE PRIVILEGE
PAYMENTS: 1/2 MARCH 10, 1/2 APRIL 10, 1963

*15% Cash discount on initial orders of 200 or more LP units.

www.americanradiohistory.com
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 an advisory report to the State Department would also mean more public recognition for the exchange programs, which have won considerable competition for assignments in recent years, and special awards for tours in each class at each year's end. A consultative council, an achievement" and "troublesome obstacles" characterized the exchange's 1962 development program, in the opinion of a special committee reporting to Lucius D. Balle, Assistant Secretary of State 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 recognizes the exchange's responsibility for management of overseas tours; third, to make long-term plans for a continuing basis for world-wide promotion; and increase recognition for those who participate in the exchange.

"Elaborating for its work to date in selecting artists and making tour arrangements, but the report found that the program had been "organized inadequately."

° "The recommended long-range look-ahead would mean a six-year plan, which may take time to prepare, but is essential. More money should be held off on further commitments for the next six months, and the four-year plan should be changed to a five-year plan," a source said.

° "New talent," is for having amateur group competitors, a source added. "State Department tours."

"Above all, the report urges that the whole American public" and "the whole international community be interested in the exchange of cultural programs."

° "Tours of artists should be limited to a few," the source added. "The country's known and publicized pride in its cultural contribution would enhance the American image abroad, the advisors believe."

° "Columbia Is LP Leader Again"

° "Yule Sales Not On WAX CHARTS"

° "The new year is expected to reflect the" reflection of sales and air play of Christmas merchandise at this date would not be coming up very strongly. However, the industry is bracing to save by not reporting the Christmas LP's and many of the best-selling records in both LP and single categories.

° "Country & Western"

GEORGE JONES I SAW ME (Gladd-Miser, BMI) (2:45)—NOT WHAT I HAD IN MIND (Gladd-Jad, 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 the organ of a ways. The second side is also a weeper that's also got potent power with similar backing.

° "Tape Spotlights"

° "The DUPREES--I'D RATHER BE HERE IN YOUR ARMS (Winneton Music, BMI) (1:55)—The group has another winner in a winter's novelty groove. The side has strong lead singing against soft-three-quarter time figure, with future appeal. The side holds the beat form. Flip is "I Wish I Could Believe You" (Winneton Music, BMI) (2:20).

° "Country & Western"

"New Talent Vies With Veterans"

° "RCA Victor Tops Fourth 45 Flag"

"The 1963 record season has been initiated with a bang this year," the source said. "The Billboard chart was packed with new talent this year."
You name it...
Top-40, R&B, C&W,
"Good Music," Etc.
In any format,
a smash-hit single!

BOBBY DARIN'S
YOU'RE THE REASON I'M LIVING
b/w
NOW YOU'RE GONE
#4897
MEADER AT THE ANGEL

What's He Do for an Encore? Like!

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 clout, and moving ahead with great vigor.

Less than half of Vaughn Meader’s material was used the opening night. Sunday, May 23, was done in the broad style of John F. Kennedy. Instead he spoke in a variety of voices, much the way O. Henry did. 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 headliners on a tapewrench 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 out 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 an occasion in a press conference that featured Eisenhower and the President summed up the “First Family” situation pretty well when he said; "I’d like to thank Richard Nixon for making all of this possible.”

Sharing the bill with Meader are a group of young singers who have been heard in a Negro church in the city. Whatever shortcomings “Black Nativity” has are more than counter-balanced by its warmth and dramatic. Like “The Nutcracker” of the New York City Ballet and the “Night Visitors” of NBC-TV, “Black Nativity” may well become a Christmas institution while it is in the air as well as a special cultural ambassador for the “gorgeous sound.”

CHARLES SINCLAIR

LEGIT

Black Nativity--Fervent Evening

Few shows manage to bridge the gap between commercial and community gap which separates “off-Broadway” from the community theatres. 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 placed a special Christmas-week engagement at Lincoln Center’s downtown New York City 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, almost stylized choreography, but it’s largely incidental to the main appeal of “Black Nativity”—its fervent gospel fervor and the story fabric of Christ’s birth and the spreading of His gospel.

The style and form of “Black Nativity” is 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-clapping, infectious, emotionally charged music they literally created was a stirring experience for many in the first-night audience.

No “one-week wonder,” the gospel play is now presented in the round featured by a 49-album on the Vee Jay label (see Billboard, December 22). “Black Nativity” is a tape-recorded, hour-long version which is part of a series of gospel albums 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 is due to begin May 14.

The main shortcomings 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 essentially a folk art, has been produced by Westinghouse in such a manner as to be more than just gospel music: it is more than just a gospel musical or sermon of Christ’s love.

At the same time, “Black Nativity” has a visually striking 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 Faith and the Bradford Singers—perform nearly a dozen gospel songs. Some of which have been heard in a Negro church in the city.

Whatever shortcomings “Black Nativity” has are more than counter-balanced by its warmth and dramatic. Like “The Nutcracker” of the New York City Ballet and the “Night Visitors” of NBC-TV, “Black Nativity” may well become a Christmas institution while it is in the air as well as a special cultural ambassador for the “gorgeous sound.”

CHARLES SINCLAIR

GREAT AMERICAN COMPOSERS

NIGHT CLUB

It Looks Like a Cold Winters

The boss nova and rapid fire seat singing took over the Village Vanguard for the holidays. The boss nova went to the winter, while the winter went to the boss nova. These young singers gave a good account of themselves and, though the boss nova seemed strained at times, their renditions of such songs as “Half a Dozen,” and had a good many other numbers, much of which is on United Artists Records, came across well, and seemed to delight the youthful audience.

TALENT TOPICS

Adler and Jack

Composer Jack Adler is getting to be known as the President’s favorite impresario. Adler is handling the second inaugural anniversary salute, honoring the president and his first lady, at the National Shrine of the Immaculate Conception, Washington, D. C., January 18. This is Adler’s third on-air first lady and the President and bill will include Carol Burnett, Judy Garland, Danny Kaye, Yves Montand and Joan Sutherland. President Kennedy has expressed a desire to have the singer return to the White House. Adler is the producer of the Kennedy birthday salute at Madison Square Garden, this year, by making the biggest one-night stand in history.

Baritone Dies

Max Lorenz, opera baritone for 35 years, died last week in San Francisco after a period of illness. Though not a featured singer, Lorenz had often appeared in supporting roles and as a chorister with the San Francisco Opera, the San Carlo Opera, and the Pacific Opera Company.

Chicago

Vee Jay is flying its religious a.c. chief Richard Simpson to California to record the Winterset Singers—four singing "chicks" in their mid-20’s who just refuse to sing top pop. Vee Jay’s Brian J. Abner, meanwhile flies to New York for a promotion stint with the "Black Nativity" cast, which leaves for Europe shortly. Adler not only has the entire Broadway album but he’s got each artist on their own nine-track master. Wal-

TASTE

TALENT ON TOUR

EAST

Damito Jo and Jackie Masion on the same bill at the Latin Casino from November 29 through January 8. Van Cline and his orchestra at the Pittsburgh Symphony Orchestra in the Syria Mosque January 14-16. Jimmy Yalli is booked into the Holiday House for two weeks starting January 4. Ritchie Valens and Chubby checker at Uteca, N. Y., January 8.

WEST

Judy Lynn, with the Jerry Cornelius package, starts at Harrah’s Club in Reno on January 14. Bob and Carol Wolfe and the Wolfe People and Laurinda Almeida are part of the boss nova show due out 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 Sin-Tan’s performance Club room at the Caribe Hilton.

TV QUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearances list below provides outstanding promotional oppor- tunities for these record artists to millions of listeners. This chart should be used as a template but displays by which the TV appear-

EAST

TUESDAY 1-JON LEWIS HAMPTON

TUESDAY 2-STAN GETZ MOVES INTO GINO’S FOR JANUARY 7-12 IN ST. LOUIS...BRYON JONES IS SOLOIST IN DE-
A HAPPY NEW YEAR begins with a line-up of happy hits... ALL brand new! from

First vocal version of “Telstar”

“MAGIC STAR”
Margie Singleton 72079

and these DEMI-DOZEN DOOZIES

“HIGH ON THE HILL OF HOPE”
Patti Page 72068

“BASHANOVÁ”
The Lidos 72060

“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

MERCURY RECORD CORPORATION • 35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS
The Honor Roll of Hits comprises the nation's top tunes according to Billboard's weekly nationwide surveys.

**RECORDINGS AVAILABLE**

(01) TELSTAR - Todd, Les
(02) GO AWAY LITTLE GIRL - Buddy Holly
(03) LUCKY MAN - Eddy Grant
(04) BOBBY'S GIRL - Millie
(05) BIG GIRLS DON'T CRY - Mailys

**KOHLEN, ARTHUR**

**ARTICLES OF INTEREST**

- The 1970s: A Decade of Change
- The Importance of Lyrics in Sing-along Songs
- The Evolution of Disco and Its Impact on Society
- The Role of Synthesizers in Modern Music

**CLASSIFIED ADS**

- Used Instruments for Sale
- Concert Tickets Available
- Record Labels Seeking New Talent

**THE NATION'S TOP TUNES**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week</th>
<th>Tune</th>
<th>Composer-Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>TELSTAR - Todd, Les</td>
<td>published by Top Rank (ASCAP)</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>GO AWAY LITTLE GIRL - Buddy Holly</td>
<td>published by Sorrento Music (ASCAP)</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>LUCKY MAN - Eddy Grant</td>
<td>published by Eddy Grant Music (BMI)</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>BOBBY'S GIRL - Millie</td>
<td>published by Millie Music (BMI)</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>BIG GIRLS DON'T CRY - Mailys</td>
<td>published by Mailys Music (BMI)</td>
</tr>
</tbody>
</table>

**CAMERON DEWAR**

San Francisco
Frankie Knight and the Jesters and the Billy Dure at the Condor. The Virgin Islands Steel Band has brought the ukulele and ebony smokers to the Sugar Hill. Tacky Robbins and Tony Page have left Dinos Lodge in New York for the establishment of a new south for dancing.

- **DEADLY HEARTS**
  - Written by Wayne Fontana - published by Fontana Music (BMI)
JOHNNY'S PROUD!

4 HITS IN A ROW AND NOW HIS 1st MILLION SELLER

AND...

HIS FABULOUS NEW ALBUM

RUMORS
JOHNNY CRAWFORD
DFLP-1224

AND...

Taking Off
GOOD BUDDIES
THE CRAWFORD BROTHERS
DF-4191
In COUNTRY MUSIC CORNER

Faron Young, easily signed to the Mercury Records label, has been routed by a personal manager to the success of his hit song "Niagara Falls." Faron's duet with Mahalia Jackson, "Don't Ever Leave Me," is also making waves. His tour has taken him to places like Kansas City, St. Louis, and Chicago, where he performed at the famous Regal Theater.

Another Smash From "Jolloh"" JUNIOR PARKER SOMEONE SOMEWHERE b/w DOXY Вуль Duke #357 DUKE-PEACOCK RECORDS 1200 1st Ave. N., Nashville, Tenn.

ANOTHER SMASH HIT FOR Ernest Ashworth I TAKE THE CHANCE HICKORY 1109

BOTH 3 Star Ratings in BILLBOARD IF THANKS TO OUR COUNTRY Eddie Simms-2229 406 UGLY CHILE Guy Meadows-2280 1513 The New National Recording Corp., Of the YES, Atlanta 3, Georgia

Say You Saw It In Billboard STILL THE NUMBER 1 SELLING COUNTRY ALBUM IN THE NATION!

Mother Mabello CARTER with the Carter Sisters on Briar International

Special 30-DAY OFFER FOR EVERY 10 GET 2 FREE Distractors, Dealers, Write

BRIAR INTERNATIONAL 1719 West End Ave., 7300, Nashville 2, Tenn.

COUNTRY MUSIC

Riding High! Lester Flatt & Earl Scruggs "The Ballad of Jed Clampett" On Columbia:

MANAGEMENT: MRS. EARL SCRUGGS 210 Donca Drive -- Madison, Tenn. Phone: 892-1254

WITH THE COUNTRY JOCKEYS

Larry Dickson, formerly at VNOE, New Orleans, has been promoted to P.D. at KSGS, Crowley, La. Dickson is visiting deejays in Texas, Oklahoma and Louisiana to pitch his double-barreled release on Todd Records, "Forever and Ever," which sold out all its bookings. The new release "Jacks Needing a Job are written by Littlejohn on 21W West Hollywood, Calif. Jimmie Skinner, a member of the Country Artists Association, was active last week.

Larry Mann, the new owner of the new Mercury recording, "Swingin' Waterfall," has written "Doin' My Time" forster years ago and it has been recorded by a number of top country names, including a version by the late Littlejohn. Stoney Cooper on Hickory.

Neal Merritt, program director and producer of KOPY Radio, Tyler, Tex., has been added to the list of top 10 stations. He is working with the "Texas" No. 1 record for the next three weeks. KOPY is the top station in the state. It has since dropped to the No. 1 spot, but the flip, "Tritiam Yodel," has moved up to No. 28. It's hot as a pistol in this area. My current pick is the album of Johnny Cash on Liberty called "Hoe Down." This is the one on which Gordon Terry showed "enough to get the authentic country fiddle sound. It's a full Oklahoma orchestra, with Gordon doing some of the lead solo work I've ever heard. Back Up and Push and Bob Wills' "Faded Love" are out of the album." Other recent visits at KOPY included Buck Owens and Hank Thompson.

Santo Marotta, of Novelline Records, 10 Market Street, Newark, N. J., writes: "There are still a few of our disc jockeys left who are spinning the records. Those who may have been missed on our mailings may fall into one of these categories." BobIED BONN, of Shalor Western RADIO, VA, Wheeling, W. VA, is spinning a new hit for Mr. Va. He is working with the "Texas" No. 1 record for the next three weeks. KOPY is the top station in the state. It has since dropped to the No. 1 spot, but the flip, "Tritiam Yodel," has moved up to No. 28. It's hot as a pistol in this area. My current pick is the album of Johnny Cash on Liberty called "Hoe Down." This is the one on which Gordon Terry showed "enough to get the authentic country fiddle sound. It's a full Oklahoma orchestra, with Gordon doing some of the lead solo work I've ever heard. Back Up and Push and Bob Wills' "Faded Love" are out of the album." Other recent visits at KOPY included Buck Owens and Hank Thompson.

COUNTRY SINGLES

This Last Week Title By special survey for week ending 1/5 Weeks on Charts

1 6 RUBY ANN
2 3 BALLAD OF JED CLAMPETT
3 1 DON'T LET ME CROSS OVER
4 2 SECOND HAND ROSE
5 1 SING A LITTLE SONG OF HEARTACHE
6 1 A GIRL I USED TO KNOW
7 1 I'VE BEEN EVERYWHERE
8 1 FOR TEXAS
9 1 DOWN BY THE RIVER
10 1 ARE YOU FOR ME
11 1 DOES HE MEAN THAT TO YOUTH
12 1 ENJOYED AS MUCH OF THIS AS I CAN
13 2 Mr. HEARTACHE, MOVE ON
14 1 FOOL ME ONCE
15 1 I'M GONNA CRY SONG
16 1 THEN A TEAR FALL
17 2 WALL TO WALL LOVE
18 2 I'M GONNA CHANGE EVERYTHING
19 1 Stand
20 3 A RAIN SONG
21 2 TAKE THE CHANCE
22 2 I'LL SIGN
23 2 FROM A JACK TO A KING
24 1 HOUSE DOWN THE BLOCK
25 2 MOODY MEAN PARADISE
26 2 COW TOWN
27 1 BLACK CLOUD
28 1 HOW COME YOUR DOG DON'T BITE
29 1 NOBODY BUT ME
30 8 WE MISSED YOU

THE BILLBOARD 14 JANUARY 5, 1963
It's Here! The "New Look" of Billboard

New Paper For Quicker, Easier Reading

Radio-TV Programming Section Expanded

South American Offices Opened By Billboard

New 4-Color Printing Method

Billboard Opens Nashville Office

New Services, New Features, Special Offer

GET BILLBOARD EVERY WEEK

NEW YEAR BRINGS YOU NEW FORMAT

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, expanded section, including new editorial columns by leading program authorities and "Ready-to-Serve" programming charts for disc jockeys and program directors which list best tracks on LP's and the best "Middle-of-the-Road Singles" from the current Hit Makers. New contributing editors to this section are: Bill Gordon, internationally known programmer and well-known consultant to radio and record people through his weekly "Record Reviews". Mr. Gordon'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 Weekly, 707 3rd Ave. N., to be known as "Music Weekly Nashville." The office is located at 1101 Maple Ave., Nashville, Tenn., and will be under the general supervision of John Dahlbom, Nashville manager. In addition, the Nashville office will have a full-time staff of editors and executives.

The purpose of the new offices is to cover the music business in the South and Southeast, with special emphasis on Nashville and the country music scene. The new office will be a continuation of Billboard's coverage of the music business in the South, with a special emphasis on Nashville and the country music scene.

New Services, New Features, Special Offer

Commemorating the January 5th issue, 1961, special issue on "New Look" will be produced in a general format change which is the result of an all-entertainment expansion program of the company. (See separate story for details.)

New subscription method: white coated paper and modern high-speed offset printing have replaced previous rotary typesetting, effective immediately.

Two of the nation's leading authorities in their respective fields of radio programming and radio programming each week.

New additional features: sales, listings, and editorial offices have been opened in New York, Los Angeles, Chicago, and London.

New executive offices: in addition to the above changes, the automobile industry has expanded its services in the new office.

South American Offices Opened By Billboard

As part of the extensive 1963 expansion, programing being launched by Billboard, new offices will be opened in Buenos Aires, Argentina, and Rio de Janeiro, Brazil.

In addition, Billboard has established sales representation in the United States and Canada, and is in the process of handling the Latin American market.

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

New 4-Color Printing Method

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

Due to the need for the most important aspects of this new printing process, the colors of the various pages must be reproduced accurately. This has never been possible in previous color reproduction.

Billboard's editors, working with the new color process, have prepared a special section on the new look, which includes sample pages and a complete line-up of the new format.

The "New Look" of Billboard is the result of the company's expansion program, designed to meet the needs of the music business and to improve the quality of its coverage.

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THE 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

Chess #2482

R&B ROUNDUP

By NICK BIRD

There has been a lot of dispute lately over the definition of rhythm and blues as against rock and roll and blue. 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 Hammer, president of the National Association of Recording Compact Disc programs for WLOU, Louisville, Ky.: "It's basically blues with a rhythm beat and is strongly dominated by blues. It differs from rock and roll. The rhythm is lighter and not as heavy on the bass, more pop with a heavy back beat. Rock and roll is derived from r&b, but it's a cleaner sound—not as funny or over the top, not as heavy and not as many of a type of music—is from the soul and expresses sincere emotion of the artist. No special musical schooling or training is necessary. One thing that's quite a bit over between r&b, rock and roll is the take your own tune, 'Do You Love Me?' by the Contours on Gordy as an example. It was recorded r&b, but when it reached half million mark, it was considered pop. If we hadn't recorded it with a Negro artist, it would have been considered rock and roll.

Natural Evolution

Barbara Gardiner, 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, rock and roll but where r&b is drawn from Negro blues and 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 to begin with. Up to now, the main inspiration for lyrics has been drawn from 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 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 released a book entitled "Announcing the National Association of Record Monitors of Chicago, sponsored by a Hit Music Sales Commission (FCC) approval for the purchase of r&b labels. The record label is "HICC", has a paid a cool $1,000,000. Leonard has said that this is the present r&b, pop and foreign format for "quite some time." The industry has such top deejays as Al Benson, Herb Kent and Ric Ricardo. The National Association of Record Monitors 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 will hold its next regular executive board and regional director meeting in January and the location will be announced shortly.

RCA Victor has signed Bobby Darin to a multi-album deal. Daily Record said "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 John Lee style and is being called "San Francisco Blues." Terry Butler opens a Detroit night club engagement.... Daniela 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 Tama-Motown-Continent record center 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. Gifts to guests had a heller-skool pace of one-nighters in between. Included on the tour were: the Miracles, Mary Wells, "Little" Stevie Wonder (he is the 12-year-old male singer, drums, organ, banjo, harmonica and songs, too), the Vandellas, Marv Johnson, the Supremes, Marvin Gaye and the Contours. The tour 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 included the Intruders and Du-Tones. Columbia's Deke Alkins helped them make the rounds.... Joe Dowell was a holiday visitor—on leave from Jackson, N. C. Joe arranged the Christmas party on the base for all the troops and officers. Joe also was enemei and did his act.... Our nomination for the wildest exchange of Christmas gifts to Vee Jay's Vivien Carter Bracken and Jimmy Bracken. He gave her a string of pearls and she gave him a car's one eye stone. Both were well pleased with the four figure bracket. And to top it off, they also exchanged new Cadillacs. Now that's what you call giving-giving.

Mogull Takes Hop to Europe

NEW YORK — Ivan Mogull left last week on a once-a-week trip to Europe. The publisher is stopping first at London where he will check out the British music for the Dick Powell TV show. The television stanza is enjoying much British interest in Great Britain. Among the disks made of the British C&J are singles by Tony Hach on Pye and Burke Gilbert on Dot. Mogull will also be working on the new visual version of the theme, Carl Sigman did the lyrics. Her nest will visit Milan, Stockholm, Berlin, Zurich, Paris, Bruxelles. He returns to the U.S. January 14.

Trio From Tennessee

Form New Record Firm

MEMPHIS — An attorney, a veteran in the music business and a businessman who was formerly a photographer last week announced formation of a new record company, Ray Records. Cuts will be 50-50. President is Jordan Stokes III, RCA Tennessee attorney who has been returned to the Washington offices, and secretary-treasurer is Milo Solomon of the Bells. Solomon is a one-time manager of Dells. It includes an attorney, a veteran in the music business and a businessman who was formerly a photographer last week announced formation of a new record company, Ray Records. Cuts will be 50-50. President is Jordan Stokes III, RCA Tennessee attorney who has been returned to the Washington offices, and secretary-treasurer is Milo Solomon of the Bells. Solomon is a one-time manager of the Dells.

Jazz Bash to Aid UNICEF

NEW YORK — A jazz festival for the benefit of UNICEF, will be held at the Ambassador Hotel, New York City, February 1st. The unique festival idea has been originated by Owen Engle and it includes two full days of Jazz, 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 "Eight O'Clock," "Music City U.S.A." and "The Noon Show."
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.

www.americanradiohistory.com
Jazz Nova Quickerks
The Jazz Sales Pulse

BY BARRY KITTELSON

Jazz dealers have an extra lift in their gait these days, thanks to some solid sales supplied by music from the South—way South. Some of it comes from Brazil: jazz nova.

Don't let today's Jazz LP Chart fool you. Besides the four best nova LPs registered there, some other interesting material has been building. The Winter season is about to break, and the market is beginning to feel the heat of some new novas.

BOSSES OF THE WEEK

1. BAD BOSSA NOVA—Gene Ammons, Prestige PR 2575
2. JAZZ IMPRESSIONS OF BLACK ORPHEUS—Vince Guaraldi, Fantasy 3337
3. Herbie Mann, Atlantic 1834
4. DIZZY ON THE FRENCH RIVIERA—Dizzy Gillespie, Philips PHM 200-048
5. HELLO YOUNG LOVERS—Nancy Wilson, Capitol T 1767
6. GLORIA LYNNE AT BASIN STREET EAST—Everest, SR 8137
7. THE SOUND OF THE TRIO—Oscar Peterson Trio, Verve 8480
8. SOUL SUMMIT—Gene Ammons with Sonny Stitt & Jack McDuff, Prestige PR 7254
9. TAKING OFF—Herbie Hancock, Blue Note 4109

This week's feature is the new nova boom. Dealers who specialize in jazz trade make no bones about the fact that jazz nova is not merely a top seller, but one that is breaking in the music market in a big way. The consensus of opinion is that business is just that much better.

Jazz Scope

BY JACK MAHER

Jazz Nova Quickerks
The Jazz Sales Pulse

MUCH IS being made these days of the Orchestra, U.S. A. It 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 their respective independent jazz operations. Smith, who will be free from his Blue Note contract shortly will be seeking a new label affiliation. Mercury Records has already begun negotiations with the services of another ex-Blue Note group, the Three Sounds.

Another artist who is likely to break across from the jazz to the pop market is Horace Silver.

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 combos 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 pop potential also.

Cannonball Adderley 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 combos who could follow Herb 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 other groups also have the makings of pop sales.

World Pacific is still solidly stocked with two strong, oriented artists in Les Mann and Richard Holmes. Just about every company has some talent with pop potential, and 1963 could be the year, and any number of others still unknown, who could break through.

Jazz Nova Quickerks
The Jazz Sales Pulse

This week, thanks to the bossa nova, BMW uncovered some strong records by BLUES LPs which might give the attention of dealers in other areas. These LPs did not draw sufficient sales to warrant Top 20 status and in the chart this week, the activity put them in strong contention for the future.

Another interesting note is coming in on "Three Blind Mice" by Art Blakey and the Jazz Messengers (Prestige Records), and "Along the Road," a new release by Bill Leslie and Clarence Shaw, trumpeter who first appeared with Slim Gaillard on the Mingles in the '50s. He's also got sets by yet performers like Dodo Maromm, Don Goldie and Thorell Schwartz on tap.

The Dave Brubeck Quartet played a prominent role in jazz boom of 1962. Album was held for two weeks at the number one position. (1 to r.) are: Paul Desmond, Joe Morello, Eugene Wright and Dave. A.J.}
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

EPIC

4 STARS
4 HIT SINGLES
The Best of the Week's New SINGLES

BILLBOARD SPOTLIGHT PICK

Pop single spotlights those singles with sufficient potential in the opinion of Billboard's Review Panel, to achieve a listing in the top 30 of Billboard's Hot 100. Listings are to be considered as a beginning, not as an end. Every week's spotlight singles are reviewed on the basis of their potential to become top sellers in their respective areas.

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.

POP SPOTLIGHT

BOBBY DARIN
NOW YOU'VE GONE
(Aladdin, BMI: 2:01)
YOU'RE THE REASON I'M LIVIN'
(Aladdin, BMI: 2:01)

PAUL ANKA
CRYING IN THE WIND
(Sparkle, BMI: 2:32)

RIVINGTONS
MAMA-OOM-MOW-MOW
(Bowendeh, BMI: 2:37)

THE CHAMPS
MR. COOL
(4 Star, BMI: 3:10)

THE LIDOS
BASHANOVA
(Cirqueda, ASCAP: 3:10)

EYDIE GORME
BLAME IT ON THE BOSSA NOVA
(Alden, BMI: 2:39)

HARRY PARKER
SING A SONG OF THE SHEEP
(Inside, BMI: 3:02)

SPECIAL MERIT PICK

SPECIAL MERIT-DISK JOCKEY PROGRAMMING

HENRY MANCINI ORK
DAYS OF WINE AND ROSES
(Wilmark, ASCAP: 2:05)

NELSON RIDDLE ORK
BALLAD OF JED CLAMPETT
(Capitol, ASCAP: 2:15)

GRADS MARTIN AND THE NORTHERN FIVE

COUNTRY & WESTERN

CHRYSTALETTES

FOUR STAR SINGLES

TONY FISHER

FOUR STAR SINGLES

Billboard's Record Review Panel heard and rates singles each week against an average of 56 albums and 111 singles each week.

Billboard, 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 member, provides advance material from its charts and reviews to both AP and UPI for their radio-TV station clients.

all records (singles and LPs) sent for review should be addressed to:

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New York 36, N. Y.
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pleased programmer

"WRBL "Refreshing" Radio recognizes the necessity of being alertly select in
programming music which is in good taste and has universal appeal. We have
a music policy of playing bright familiar selections. We find that Record
Source International's pop album service gives us the variety of bright
selections that keeps our station sounding fresh and up to date even when
we are playing some thirty-year-old songs."

Thank you, Mr. McMichael. While more than 750 radio stations utilize RSI
services, there are still many who probably have programming problems with
which RSI can help. This message is directed to them.
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label &amp; Number</th>
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<tr>
<td>1</td>
<td>TELLSTAR</td>
<td>T ammon, London 9551</td>
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<td>2</td>
<td>GO AWAY LITTLE GIRL</td>
<td>Little Louie, United 10056</td>
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<td>3</td>
<td>LUMBO ROCK</td>
<td>Chubby Checker, Parkway 888</td>
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<td>4</td>
<td>DORBY'S GIRL</td>
<td>Marci Blau, Seville 526</td>
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<td>5</td>
<td>BIG GIRLS DON'T CRY</td>
<td>Bob &amp; Soviet &amp; the Blue jeans, Philco 117</td>
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<td>6</td>
<td>HOTEL HAPINESS</td>
<td>Brook, Boston, Mercury 7318</td>
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<td>7</td>
<td>PEPPINO THE ITALIAN MOOSE</td>
<td>Bob Mura, Mercury 7318</td>
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<td>8</td>
<td>RETURN TO SENDER</td>
<td>Pat &amp; the Summit, RCA Victor 2000</td>
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<td>9</td>
<td>ZIP-A-DAA-DAAH</td>
<td>Bob &amp; Soviet &amp; the Blue jeans, Philco 117</td>
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<td>10</td>
<td>TELL HIM</td>
<td>Kenton, United Artists 844</td>
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<td>11</td>
<td>MY DAD</td>
<td>Paul Petersen, Capitol 663</td>
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<td>YOU ARE MY SUNSHINE</td>
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<td>RELEASE ME</td>
<td>Chubby Checker, Parkway 888</td>
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<td>14</td>
<td>THE NIGHTY HAS A THOUSAND EYES</td>
<td>Bob &amp; Soviet &amp; the Blue jeans, Philco 117</td>
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<td>15</td>
<td>TWO LOVERS</td>
<td>Rey &amp; the Solution, Capitol 4785</td>
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<td>16</td>
<td>THE LONELY BULL</td>
<td>Tommy Dorsey, A &amp; M 936</td>
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<td>17</td>
<td>DEAR LONELY HEARTS</td>
<td>Roy Hargrove, Capitol 4780</td>
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<td>CHAINS</td>
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<td>19</td>
<td>KEEP YOUR HANDS OFF MY BABY</td>
<td>Bob &amp; Soviet &amp; the Blue jeans, Philco 117</td>
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<td>IT'S UP TO YOU</td>
<td>Les Brown, Imperial 104</td>
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<td>21</td>
<td>DON'T HANG UP</td>
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<td>UP ON THE ROOF</td>
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<td>WIGGLE Wobble</td>
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<td>LOVE CAME TO ME</td>
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<td>EVERYBODY LOVES A LOVER</td>
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<td>RUBY AIN</td>
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<td>MONSTERS' HOLIDAY</td>
<td>The Cross Kitchens, Columbia 4071</td>
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<td>31</td>
<td>RIDE!</td>
<td>Dee Dee Warwick, Decca 520</td>
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<td>32</td>
<td>DON'T MAKE ME OVER</td>
<td>Billy Dee, Decca 520</td>
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<td>33</td>
<td>(DANCE WITH THE) GUITAR MAN</td>
<td>Billy Dee, Decca 520</td>
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<td>34</td>
<td>TROUBLE IS MY MIDDLE NAME</td>
<td>Billy Dee, Decca 520</td>
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**HOT 100—A TO Z—(Publisher-Licensee)**

**BUBBLING UNDER THE HOT 100**

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BECAUSE

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WOLVERTON MOUNTAIN

I’M GONNA BE THE WINNER

IT KEEPS RIGHT ON A ROLLIN

BURN TO LOSE

I LOVE YOU A THOUSAND WAYS

SLOW Poke

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AMERICA'S BIGGEST ENTERTAINMENT VALUE

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The Best of the Week's New ALBUMS

BILLBOARD SPOTLIGHT PICK
Pop LP Spotlights are those albums with sufficient sales potential to warrant attention by Billboard's Review Panel. Writers in other categories are selected on the basis of special material, reviews, or other favorable factors.

BILLBOARD SPECIAL MERIT PICK
Special Award Pick is an evaluation of an album whose potential is not sufficiently high to merit a spotlight, but that is significant in an unusual way.

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 LPs of the week are published. Including all new LPs a 5-star review or better, has focusing attention on LPs with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Award Picks, and all 5-star LPs are listed under their respective categories.

Henry Mancini, RCA Victor LPM 1764 (M); LSP 3606 (S)

A dozen repeat film themes from "Days of Wine and Roses," "Titanic Ballet," "Love Me Tonight," "Beauty," and others give the highlights of this.March, featuring top-notch instrumentals performed by a young force of Hollywood instrumentalists. This is a popular album for discs and other uses. This will be a strong album for dealers and programs.

The "PRESIDENT" STRIKES BACK!

Duane Eddy, RCA Victor LPM 2646 (M); LSP 2646 (S)

Duane Eddy has been a chartmaker for a long time, and he's doing well right now with the 1946 theme of this album. A definite strong seller, nice theme. This is a good seller for discs and programs.

Memories are Made of This

George Chakiris, Capitol ST 1813 (M); 1813 (M)

Hot tunes sung by a hot artist make this a promising package for all. It's strong, some of the songs are excellent, and the artist won't hurt sales either.

Our Man in Hollywood

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

A new teen pop star, has done it again, in an album that's bound to please the fans of his followers as well as the growing number of adult fans. Many of the songs are excellent, and the artist should do well in all areas.

Our Man in New Orleans

Teen Angles, Capitol ST 1811 (S); T 1811 (M)

Here are a dozen " beb" songs, including a few not too old. typifying the style of the 1950s. A lot of these are good, and the artist should do well in all areas.

Our Man Around the World

The Limeliters, RCA Victor LPM 2509 (M); LSP 2509 (S)

A well-rounded LP featuring the Limeliters' most popular songs, this will do well in all areas.

The Oscar Peter Band

Oscar Peter Band, Capitol ST 1811 (S); T 1811 (M)

A good LP for all, the songs are excellent, and the artist should do well in all areas.

Our Man in Hollywood

Sergio Franchi, RCA Victor LPM 2507 (M); LSP 2507 (S)

A well-rounded LP featuring the Limeliters' most popular songs, this will do well in all areas.

The Oscar Peter Band

Oscar Peter Band, Capitol ST 1811 (S); T 1811 (M)

A good LP for all, the songs are excellent, and the artist should do well in all areas.

Our Man Around the World

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A good LP for all, the songs are excellent, and the artist should do well in all areas.

Our Man Around the World

Sergio Franchi, RCA Victor LPM 2507 (M); LSP 2507 (S)

A well-rounded LP featuring the Limeliters' most popular songs, this will do well in all areas.
HOLLYWOOD
Henry Mancini, the double Academy Award-winning and most sought after composer, 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.'"

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 Dom Golden Slippers," and note especially the verse to "Oh 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 Limeliters report fresh in from the San Francisco night club scene: Lou Gottlieb, Alex Hassilev and Glenn Yarbrough (a.k.a., all, The Limeliters) caught "live" at the famous Hun greasy fun and fine musicianship aplenty, to wit: "Max Googie," "Corn Whiskey," "By the Rosin' 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
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!

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 "Parée," plus brief respectful 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."

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.

...NEW FROM OUR MEN IN...

...LATIN AMERICA

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 sidemen 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!

...JAZZ

...THE WORLD

...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.

SE..,

YOURS ON RCA VICTOR RECORDS;

The most trusted name in sound
CHAKIRIS!

FREE! FIVE PHOTOS PACKED WITH EVERY ALBUM

GEORGE CHAKIRIS

Memories are made of these

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 crcd Rep for all the details.

GRAY!

FREE! A BONUS RECORD PACKED WITH EVERY ALBUM

GLEN GRAY AND THE CASA LOMA ORCHESTRA

THEMES OF THE GREAT BANDS

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! Its packed right in with volume six - mono and stereo. Display materials, too! See your crcd Rep for details.

SOUNDS OF THE GREAT BANDS Vol. 6

THEMES OF THE GREAT BANDS

GLEN GRAY AND THE CASA LOMA ORCHESTRA

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

GLEN GRAY and the Casa Loma Orchestra play 12 more thrilling recordings in the authentic style of some of the greatest swing bands of all time!

Sounds Of The Great Bands

THEMES OF THE GREAT BANDS

SPECIAL BONUS ALBUM!
The Best of the Week’s New Albums (cont.)


The grand master of the keyboard offers performances of three of the four featured sonatas from the late period. This is said to be not only the first recording of the Pathétique by Rubenstein, but also the first public performance of it. It is a recording of a master artist, whose freshness combined with understanding, the community of the translation in together with the repertoire could hardly be stronger.

BARTOK: Divertimento; Yiddish: Concerto Grosso, Nos. 19 & 61. Moscow Chamber Orchestra. Rudolf Barshai, London C.O.M. 9325 (M), C.8325 (S). A truly delightful disk that contains two of “Yiddish,” most sparkling works with one of the most fascinating conductors. The program is not complete, for the Divertimento is missing, yet it is a treasure.

THE SCHOOL FOR SCANDAL. Original Cast. Command Records 13002 (M), 50.13002 (S). The hit revue of the Sheridan chapter of manners which has been a smash in England and is now doing such business in various parts of the U.S.A. as has been recorded by the Columbia Records. The cast is as good as any on Broadway. The orchestra is excellent. The cast is far first rate, and the production is a most excellent one.

30 SPECIAL PICKS

JAZZ SPECIAL MERIT

Trombone Jazz Iambics. Benny Goodman (M), B.1369 (S). This record is for Teddy Friend, the manager of the club where the record was made. The music is excellent, the arrangements are good, and the record is high in quality. The band is well represented by this record.

RICOLETTI HIGHLIGHTS

Various artists. London T.W.7310 (M). The first album of the sketches by Italian tenors. It contains “Tura-Tura,” “Il Trovatore,” and “La Traviata.” The album is well produced and is an excellent introduction to the music of these great artists.

FOLK SPECIAL MERIT

SONGS FROM GAYAARE

Alfredo Kwanella. Montilla FMH.7507 (S). This album contains some of the most beautiful folk songs from the island of Gayaare. The songs are sung in the local language and are accompanied by the local instruments.

BRUCKNER: Symphony no. 9. London, T.W.7547 (M), C.25472 (S). Miss Nelson is presented in her fourth album for the label in a group of other Bruckner symphonies. The recording is made in the Abbey of St. Thomas, and is a fine one.

HIGH FIDELITY

Cowboy Country MUS.053. (M), CM.053 (S). A collection of cowboy songs and western music from the American West. The album features some of the most popular and well-known cowboy musicians.

RAILROADS FOR THE AGE OF SCIENCE (1872-1912)

Various artists. Meditation AM.463. A single recording that features various railroad-related songs and music from the early days of rail travel. The music is performed by various artists from different parts of the country.

CLASSICAL SPECIAL MERIT

SCHOENBERG: Pierrot Lunaire. Lucy Helfand, Columbia 25702 (M). This is the first album of the famous Pierrot Lunaire. The music is performed by a group of talented musicians under the direction of Lucy Helfand.

SPAIN’S BEST ITALIAN SONGS

Various artists. RCA Victor LM.5725 (M), C.25703 (S). This is a truly excellent album of Spanish and Italian songs. The music is performed by a group of talented musicians under the direction of RCA Victor.

A SNOw JOB FOR SKIERS

Columbia 2985 (M), C.2985 (S). This is a truly excellent album of seasonal songs. The music is performed by a group of talented musicians under the direction of Columbia Records.

SPEAK NOEvill EYE...

Various artists. RCA Victor LM.5735 (M), C.2985 (S). This is a truly excellent album of seasonal songs. The music is performed by a group of talented musicians under the direction of RCA Victor.

CLASSICAL SPOTLIGHT

LUCIA DI LAMMERMOOR HIGHLIGHTS. Joan Sutherland, London T.W.7572 (M), C.25702 (S). This is the album of the famous Lucia di Lammermoor aria. The music is performed by Joan Sutherland, one of the greatest singers of our time.

FOOL'S SPECIAL

A TREASURE OF FOLKSONGS FOR CHILDREN (2-13)...

Various artists. Elektra EKL.223 (M), CM.223 (S). This is the album of the famous children’s songs. The music is performed by a group of talented musicians under the direction of Elektra Records.

PRINTERS SONGS

Cowboy Country U.S.053. (M). This is the album of the famous printers’ songs. The music is performed by a group of talented musicians under the direction of Cowboy Country.

THE IN-THING!...

Various artists. RCA Victor LM.5735 (M), C.2985 (S). This is the album of the famous in-thing songs. The music is performed by a group of talented musicians under the direction of RCA Victor.

PRISONERS SONGS

Cowboy Country U.S.053. (M). This is the album of the famous prisoners’ songs. The music is performed by a group of talented musicians under the direction of Cowboy Country.

THE PRICE OF LOVE...

Various artists. Elektra EKL.223 (M), CM.223 (S). This is the album of the famous love songs. The music is performed by a group of talented musicians under the direction of Elektra Records.

THE SONG ON THE LAWN...

Various artists. Columbia C.5711 (M), C.25702 (S). This is the album of the famous lawn songs. The music is performed by a group of talented musicians under the direction of Columbia Records.

PEOPLE LIKE THEM...

Various artists. RCA Victor LM.5735 (M), C.2985 (S). This is the album of the famous people-like-them songs. The music is performed by a group of talented musicians under the direction of RCA Victor.

CRIME SPOTLIGHT

A TALENTED YOUTH AT WORK...

Various artists. Elektra EKL.223 (M), CM.223 (S). This is the album of the famous talented youth-at-work songs. The music is performed by a group of talented musicians under the direction of Elektra Records.

TWO FOR THE ROAD...

Various artists. RCA Victor LM.5735 (M), C.2985 (S). This is the album of the famous two-for-the-road songs. The music is performed by a group of talented musicians under the direction of RCA Victor.
NEW AND EXCITING

FROM COLUMBIA

COLUMBIA RECORDS
## 150 Best Sellers—MONAURAL

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><em>The First Family</em></td>
<td>Various</td>
<td>RCA Victor</td>
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<tr>
<td>2</td>
<td><em>Love Me Tender</em></td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
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<td>3</td>
<td><em>Rock Around the Clock</em></td>
<td>Bill Haley &amp; His Comets</td>
<td>Decca</td>
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<td>4</td>
<td><em>Jazz at the Philharmonic</em></td>
<td>Various</td>
<td>Columbia</td>
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<td>5</td>
<td><em>Billy Goats</em></td>
<td>The Highwaymen</td>
<td>Columbia</td>
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<tr>
<td>6</td>
<td><em>Moody Sounds in Country and Western Music</em></td>
<td>Various</td>
<td>Capitol</td>
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</tr>
<tr>
<td>7</td>
<td><em>Plywood Train</em></td>
<td>Bill Haley &amp; His Comets</td>
<td>Decca</td>
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<td>8</td>
<td><em>The Great Train Robbery</em></td>
<td>Johnny Cash</td>
<td>Columbia</td>
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<tr>
<td>9</td>
<td><em>Ike and Tina Turner</em></td>
<td>Ike and Tina Turner</td>
<td>Atlantic</td>
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<tr>
<td>10</td>
<td><em>La La</em></td>
<td>Sammy Davis Jr.</td>
<td>Capitol</td>
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<td>11</td>
<td><em>The Man With the Golden Arm</em></td>
<td>Frank Sinatra</td>
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<td><em>At Home with Trudy Family</em></td>
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<td>13</td>
<td><em>Boy Meets Girl</em></td>
<td>Ray Conniff</td>
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<td>14</td>
<td><em>Portrait in Music</em></td>
<td>George Hamilton</td>
<td>Epic</td>
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<td>15</td>
<td><em>Bojangles</em></td>
<td>Ray Charles</td>
<td>Columbia</td>
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<tr>
<td>16</td>
<td><em>All Alone</em></td>
<td>Dean Martin</td>
<td>Capitol</td>
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<tr>
<td>17</td>
<td><em>Portrait of Jenna</em></td>
<td>Raymond Scott</td>
<td>Columbia</td>
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<tr>
<td>18</td>
<td><em>The New Emily Fitzgerald</em></td>
<td>Emily Fitzgerald</td>
<td>Columbia</td>
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</tr>
<tr>
<td>19</td>
<td><em>Moon River and Other Great Movie Themes</em></td>
<td>Johnny Mathis</td>
<td>Columbia</td>
<td>133</td>
</tr>
<tr>
<td>20</td>
<td><em>The Night They Invented Champagne</em></td>
<td>Dean Martin</td>
<td>Capitol</td>
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<td>21</td>
<td><em>Call Me Irwin</em></td>
<td>Irwin</td>
<td>Capitol</td>
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<tr>
<td>22</td>
<td><em>That Happy Feeling</em></td>
<td>Frank Sinatra</td>
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<td>23</td>
<td><em>Earl Grant at Brandt Street East</em></td>
<td>Earl Grant</td>
<td>Capitol</td>
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<tr>
<td>24</td>
<td><em>Jazz Meets the Maxis</em></td>
<td>Various</td>
<td>Fantasy</td>
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<tr>
<td>25</td>
<td><em>Sings The Echo Hits II</em></td>
<td>Various</td>
<td>Capitol</td>
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<tr>
<td>26</td>
<td><em>Song Book</em></td>
<td>Various</td>
<td>Capitol</td>
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<tr>
<td>27</td>
<td><em>Pur Year</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
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<td>28</td>
<td><em>The Best of the Kingston Trio</em></td>
<td>Various</td>
<td>Capitol</td>
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<tr>
<td>29</td>
<td><em>Oh! Please</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
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<tr>
<td>30</td>
<td><em>The Incredible Hank Williams</em></td>
<td>Hank Williams</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>31</td>
<td><em>The Many Moods of Paul Weston</em></td>
<td>Paul Weston</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>32</td>
<td><em>The Love Song</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>33</td>
<td><em>My Girl</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>34</td>
<td><em>Bobby Vee's Greatest Hits</em></td>
<td>Bobby Vee</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>35</td>
<td><em>The Beatles Are Great!</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>36</td>
<td><em>The Music Man</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>37</td>
<td><em>The Beatniks Are Great!</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>38</td>
<td><em>Ike and Tina Turner</em></td>
<td>Ike and Tina Turner</td>
<td>Atlantic</td>
<td>133</td>
</tr>
<tr>
<td>39</td>
<td><em>The Time of Our Lives</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
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<tr>
<td>40</td>
<td><em>The Night They Invented Champagne II</em></td>
<td>Various</td>
<td>Capitol</td>
<td>133</td>
</tr>
<tr>
<td>41</td>
<td><em>More of the Best of Bob</em></td>
<td>Bob Dylan</td>
<td>Capitol</td>
<td>133</td>
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<tr>
<td>42</td>
<td><em>The Greatest Hits of The Four Tops</em></td>
<td>The Four Tops</td>
<td>Capitol</td>
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</tr>
<tr>
<td>43</td>
<td><em>The Four Tops</em></td>
<td>The Four Tops</td>
<td>Capitol</td>
<td>133</td>
</tr>
</tbody>
</table>

## 50 Best Sellers—STEREO

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>West Side Story</em></td>
<td>Leonard Bernstein</td>
<td>Columbia</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td><em>The Sound of Music</em></td>
<td>Richard Rodgers</td>
<td>Capitol</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td><em>My Fair Lady</em></td>
<td>Alan Jay Lerner</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>4</td>
<td><em>Cabaret</em></td>
<td>John Kander</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>5</td>
<td><em>The Clever Quartet</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>6</td>
<td><em>Carmen</em></td>
<td>Georges Bizet</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>7</td>
<td><em>The Greatest Hits of the Platters</em></td>
<td>The Platters</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>8</td>
<td><em>The Best of the Sound of Music</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>9</td>
<td><em>The Best of the Clever Quartet</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>10</td>
<td><em>The Music of America</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>11</td>
<td><em>The Sound of Music</em></td>
<td>Richard Rodgers</td>
<td>Columbia</td>
<td>56</td>
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<tr>
<td>12</td>
<td><em>Carmen</em></td>
<td>Georges Bizet</td>
<td>Columbia</td>
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<tr>
<td>13</td>
<td><em>The Greatest Hits of the Platters</em></td>
<td>The Platters</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>14</td>
<td><em>The Best of the Sound of Music</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
<tr>
<td>15</td>
<td><em>The Best of the Clever Quartet</em></td>
<td>Various</td>
<td>Columbia</td>
<td>56</td>
</tr>
</tbody>
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Note: The listed numbers for Billboard charts are not provided in the image.
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WHAT IS A GIRL?

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NIGHTMARE!! Arranged and conducted by KENNY HOPKINS E/SE 4104

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

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

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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.

For further information, Write to: Classical Div., MGM RECORDS, 550 Fifth Ave., New York, N.Y. JUdson 2-2000

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Brenda Lee Unseats Connie in British Poll

LONDON—Brenda Lee has been crowned as Favorite Girl Singer in the final result of a poll conducted by New Musical Express and the British Phonogram's sister magazine, The Springfield. Brenda's first win in the poll and typified the strong impact she has had on the British disc market, November, 1967.

Elvis Presley, the Outstanding World Musical Personality and World Male Singer, received earlier results. 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 his predecessor, a veteran leader, had been in the charts while Heath has been light on top of the list.

In the trad field, two internationally known names—Leslie Henson and Brian Clapton—provided the closest voting of the poll with the former finishing first. In the world sections, British artists figure high in the lists. Shirley Bassey is third and Helen Shapiro fourth, behind Brenda Lee and Connie Magee. France's Lys Assia came in third of the Eddy Varnay Group. The Erythres were first and the Crickets second.

Richard Harris 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 the 1967 poll is expected to see a new big name on the British disk scene in 1962, as sixth.

'Swingtime' Goes Twice

LONDON—"Swinging U.S.A.," a regular program on Radio Luxembourg's English language service, has been repeated twice weekly from Monday, December 3rd, as part of the Tuvey’s Commercial Radio (London), Ltd., for a medical product, called "Ready" on Billboard's Hot 100.

The Tuvey firm is now providing hours of music, including the Pye Records, for which Tuvey and associates provide daily programs, including for the week. Tuvey is in negotiation to provide programs for transmitters in India and the Indies and Malta, but general overlap of its programs is restricted by the inconstancy of different copyright legislation and compliance by the foreign countries. By concentrating on territories observing the British copyright system, Tuvey feels that much of this will be overcome.

Ember Sets Deals For Foreign Product

LONDON—Ember Records, a leading British independent operator, recently completed several deals for release of its product. Of most interest is with Electrola EMG’s German subsidiary. Also are new pacts with Anros Records for Belgium and Luxembourg, and Dacorco for Holland.

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

Importers in the Middle East by the Lebanese distributors Philips have also been signed.

Most of the product concerned includes the Beatle U.S. material obtained by Ember is included. Kruger futures in 1968 are further increasing for proper European representation. Whenever possible in deals with American firms. He is particularly happy with the tunes obtained from the British disc market record (produced under a license from the foreign manufacturer) became a hit. They then found that from a single purchase and then illegally manufactured the foreign hit, selling it on the market at a price below the legal manufactured disk.

Raid Net Pirates

On September 16, 1958, the RIAP, led again by Marcoe, Inc., with the help of the Philippine Constabulary, raided four illegal phonograph manufacturing companies. They were Philippine Recording System, Federal Recording System, Jen- sen Recording System, and Oxford Electronics. Thousands of fake records, as well as machines and tools were seized. This action was brought about by the Supreme Court of the Pho- tograph company, namely, Filtecro, as licensees for RCA. These pirates were bootlegging RCA disks for years. This raid has precipitated the subsequent filing of criminal charges against the operators of the establishments, pirating of foreign product.

The next action in the fight against the pirating foreign disks who went on to license this took the form of a test case brought by Marcoe, Inc., in the Office of the City Fiscal against one such pirate. The case was dismissed on the grounds that Marcoe could not be considered as the complainant for it had no legal interest in the matter. Since the foreign manu- facturer had no license here, there could be no complaint.

Smuggling of Disks

Piracy continues in the Philippines, but it is limited to foreign makers. Foreign manu- facturers have no license here. Akin to this, and still widespread in the Philippines, is that of the pirate foreign disks.

The latter is not piracy, since the records are legitimate, but they are smuggled in, paying no taxes and the pirating is done with the knowledge of the owner. These smuggled record undersell locally manufactured record in the Philippines.

ISV Producing For Phonogram

COLOGNE — The International Schallplatten (Vertriebs) Directly by the Scherebben repertory of the N V. Phonogramm firm of Amsterdam.

The ISV has acquired German rights and V. Phonogramm’s repertory under the labels Regional, Schneider and to add works under the Eides label. The company will issue the entire N V. Phonogramm repertory under the Regional label. This applies to the titles in Dutch, French and English, for Holland, Belgium and Luxembourg.

The ISV label is to issue only the original text. N V. Phonogramm firm has issued the labels of Philips, Fontana, and Decca and London in since 1966 in Holland, Belgium and Luxembourg under the label as a subsidiary, Regional Grammophonplattengruppen Holland.

EUROVISION: READY TO GO

LONDON—the running or- der 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 on the second, Italy, Finland, Denmark, Yugoslavia, France, Germany, Spain, Sweden, Belgium, Monaco and finally Luxembourg (last year). The drawing order had taken place the day before the contest. The draw was sat to a prelimi- nary round of entries, which were not to have arrived until the day before this announcement made by Catha- rine Boyle, who will be the con- sern multi-lingual host for the event.

International News Reports

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 arrival of the pop and the sup- plementation of higher tariffs, a young phonograph recording manufacturer business cropped up to combine production of disks, which were released under 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 for 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 origin, and false designation of origin, and false description of articles." And is pun- ished in the Copyright Law (Act. No. 3134 and Republic Act No. 167).

The chief 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 the 1967 poll is expected to see a new big name on the British disk scene in 1962, as sixth.

The battle against the pirates was divided into three segments. On January 16, 1956, Senator Hugo Vidal of the NHI, raided the dis- tribution point and pressing plant of the biggest of the pirate phonograph companies, Cheng Tian Hoi, who was pirating two of Marcoe's local hits. The immediate effect of this raid and subsequent criminal case against Marsey was the all- most total stop put to local piracy. After a long and drawn-out trial was conducted, under Article 189 of the Revised Penal Code and is scheduled for deportation from the Philippines. The case was brought to the court and the pirate went after the pirating of foreign disks. Pirate who waited until a locally manufactured foreign phono- graph record (produced under a license from the foreign manufacturer) became a hit. They then found that from a single purchase and then illegally manufactured the foreign hit, selling it on the market at a price below the legally manufactured disk.

Another Dance Onto the Floor

By EDDIE ADAMS

92 Quito del Mariscal Johree

Courbevol (Seine)

After the twist craze, the new dance fad launched itself onto the world dance floor in 1963, more or less successful, have been the madison, the lancers, and the twist.

While the twist will definitely make it, the disco nova has yet to show ex- pected results, and the twist will not be the music that might grab sales action for the next month.

Patrice Moron, with the Golf Drumout club, launched another new dance fad this year, with Jacques Henidu, a new dancer.

Line Renaud has now her own line, Line, which will be distrib- uted by Columbia Records. Odeon's exciters are currently negotiating appearances in Paris for Joan Gilberto, Brazil's father of the bossa nova. Tour will in- clude the disco on American circuits as well. Patrice Moron has started a new series devoted to the disco nova music. Six original Telefunken records were marketed simul- taneously.

Signings

EMI officially announced contracts last week with some of their best selling artists, Frank Perry, Alice Babs, and Gregoria Jovar.

France

14 'Desafinados' Mark Bossa Nova

By JIMMERY JUNGMEYER

The bossa nova wave has really reached Germany, Munich publisher Ralph Martin reports. "Seven versions of "Desafinados," the hit song of the year in France, have been sold so far and there is a demand for an encore." The song is sung by the likes of Frank Perry, Alice Babs, and Gregoria Jovar.

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Many Dutch artists contributed to Holland's 24-hour TV and radio show, which helped boost sales of the new compact discs. Among the discs were those by artists like Harm van Aalten, Rob van Veen, Sander van Doorn, and Rob de Vries. Dutch audiences responded well to the new format, which was introduced as a way to preserve the music and history of the country.

JOSE GUARDIOLA, pictured here with his daughter Rosa Marie, took top honors as top male vocalist in the annual competition held by Disco- mania for Spain. He is a repeater, having won in 1961 as well. Another repeat winner was the duo Dinamic, who covered the group singing category again. Of the new songwriters, the female singer category, and Luís Ferrer and Wenceslao Ortiz took the dance band competition. A song by the Duo Dinamic, "Pendurismo," was rated as best song of the country by the music publications. The awards were made at the Teatro Comico before some 1,000 people.

NORTH KOREA

Awaianing 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 reached many in the leading English and vernacular papers, though Louis himself is not expected until early April.

Radio Hong Kong, the government-sponsored station, has announced plans for the "Operation Santa Claus" program. They are bringing in British pop singer Matt Monroe specially for this charity drive. Monroe, however, 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 and is due to do 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 will be in America here. He won a talent contest in Hong Kong and was promptly signed on by Radio Hong Kong.

Bill Fellowes arrived from Hawaii after a four-year tour, to begin a gin at the 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 Peggy Lee, Anita and Mathis, and though these three young men have again been in demand, it has been two months 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 by 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 $57,453 (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 set well in reaction to the promotion done by Jardine, the dealer, is any criterion.

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

The Hungarian State Secretary for inner-culture told newsmen, that 21,000 tape records 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.

(Continued on page 46)
Formula for Radio Success? Survey Shows There's One

By CHARLES SINCLAIR

NEW YORK—As far as a significant increase in radio programming for 1963 is concerned, stations, hard-pressed by the competitive pressures of television, may not be able to count on a bigger overall volume of music. The new trend is toward more specific program patterns visible in the study which will be reported in more detail in future reports in Billboard.

In general, there are no more changes in music policies among the participating stations. However, the survey indicates that the type of program music, as well as the type of station music, is likely to be more varied in the future.

The survey also indicates that there is a greater emphasis on the development of local talent among the participating stations. This is in keeping with the trend toward the development of local talent among the participating stations.

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CHANGE OF THEME: Lee Rodgers, deixy personality at WOA, Kansas City, will join WIND, Chicago, this month, Rodgers has been program director at WQXI, Nashville, and WERB, Memphis. Larry James is holding down the midnight-to-dawn slot at WOW, Kansas City. He comes over from WKFY, Franklin, Ky.

Jerry Ted, morning man on KSTN, Stockton, has been named program director of KYOS, Merced, Calif., with a deejay stint at WPLO, Atlanta, to WSJ in the same city, after the death of John Smith in Alaska. Ted has been the new morning personality at KYA, San Francisco, having moved from Cincinnati, where he handled similar duties at WSAI.

C. V. "Red" Jones has been named program director of WOYU, Milford, Conn. He held a deejay slot at WOJW and WNOX, Atlanta, Jocko Henderson, a pioneer Negro deejay, is now heard on WWRL, New York. He was previously on WADO, New York, during the Lindbergh baby case, and on KBPW deejay, is filling in the early-morning slot for KFI, Hollywood, having taken over the show formerly hosted by Richard Jones.

S. Paul is the new host of WWWA, Wheeling's "1170 Club" in the afternoon. He comes to WWWA from WLOY, Columbus, Pa.

THE SANTA CIRCUIT: The Christmas ornaments are being put back into boxes and the Su- ni will get a new audience, the pleasure memory of the Yuletide season is being conducted by many radio stations in the U. S. and Canada. Here are a few reported to Vox Box.

Deejays from the various Dallas stations will be participating in "Deejay Week" during the Christmas season at the Salvation Army House. The spinners were on hand Saturday night for the 73rd annual Christmas Cheer Fund in Dallas... In San Antonio, the color run was held in a 6 p.m.-to-midnight marathon on December 1 for the San Antonio Junior Chamber of Commerce Orphanage. The station was WAGA, and the program was a Christmas tour. Object of the drive was to give each orphan a gift of $5 to use in the store. The drive included a shopping tour, plus a free lunch and a talent show, the "Live Five" deejay staff of KCOH hosted a December gathering at the Houston City Auditorium... The five winners to determine a champ of the week. Voting time is usually limited to about 30 minutes.

In Pittsburgh, the forecast sales potential varies considerably from one station to another. Results are influenced by the number of calls recorded and the type and location of the contest between the crooks and the whole crowd-taking community.

The pace is notably slow in the number of new releases available. The latest results are suitable for Saturday, December 15. Here are the battle finals of two typical stations for the week.

WOLC, Columbus,
Doggie Hawkins-Johnny Frye
2. Proud-Johnny Crawford
3. All Grown Up-Johnny Horton
4. My Friends-Kenny Karr
5. The Push-Silhouettes

SBS, San Diego,
1. Change of Heart-Tommy Bye
2. Loop De Loop-Johnny Thunder
3. Something's Got a Hold on Me-Miracles

The fact that a record will be a winner on one night's battle may or may not be significant, depending on the other results and the type of contest between the contest between the crooks and the whole crowd-taking community.

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**Turnover in Tape Builds Recorder Sales**

DENVER—There is nothing more important to tape recorder sales than a brisk, flourishing turnover in tape recorder. The NAB panel on Sidney Hitchcock, leading sound equipment dealer, talks about the economics of sales, the need for turnover and the impact it has on the consumer.

Hitchcock, who runs a large retail tape recorder operation, notes that the sales department, as a sales department, was found to have a little more turnover than the average of the usual 15% for a store.

The sales department is a large one, and the store is not short of turnover in tape recorders. In fact, the store has always had a high rate of turnover in tape recorders, which is reflected in the large number of customers who come in to buy a new model.

**New Year Sales Progress**

To Go On But Slow Down

By RALPH FREAS

NEW YORK—What's in store for record-equipment dealers in 1962? How much progress can they expect to make this year? What are the key factors that will affect their sales? These are some of the questions that will be answered in this year's New Year Sales Progress report.

Manufacturers are expected to introduce several new models of tape recorders this year, and dealers will have to keep pace with the competition to maintain their sales. The use of stereo components will also increase, and dealers will have to be prepared to handle the demands of those who want to upgrade to stereo equipment.

**Phono-Tape Merchandising**

Keep your ear on the music market to stimulate sales. To get the most out of your phono-tape promotions, keep your customers informed of new products, features, and services. This will help to keep sales moving.

**How Seasonal Are Phonos?**

The year just ended was a good one for the industry, but it appears that phono merchandise sales for 1962 were about 20 percent higher than those for 1961. However, this was due in large part to the introduction of new models and the general improvement in the economy.

To recap the first part of 1962, January's phono sales were 23 percent higher than 1961. Futhermore, 1962 was a year of growth for the industry as a whole. In fact, the industry's sales increased by 20 percent in the first six months of 1962, compared to the same period in 1961.

This brings up the question: Are phono sales becoming more seasonal? Many dealers answer with a resounding yes. The phono market is growing, and this growth is expected to continue into 1963.

In 1962, the pickup began in June and continued through the rest of the year, with monophonic phonographs beginning to show up on store shelves. The industry suffered a setback in August, due to the introduction of the transistorized record player. However, for the most part, the industry remained strong throughout the year.

A good case can be made for the contention that 1962 wasn't a bad year for the phono industry. The spread of FM stereo increased interest in stereophonic reproduction, and the industry was in a good position to take advantage of this.

**How Big Is Small TV?**

Japanese manufacturers are trying to repeat their success with Sanyo'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 a following.

It's still too early to tell how they're really selling. It's known that 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 a following.

**Make Prospect Hear the Quality—And Ring Up Sales**

NEW YORK—Here's a tip on how to increase your profits from a tape recorder sales: make the prospect hear the quality of your equipment. This can be done by having a demonstration of the product, or by having a salesperson who is knowledgeable about the product.

**PROGRESS REPORT**

Couple of weeks ago (BMW, Dec. 15) we biared a report on Electro-Voice's sale of a new $240 plastic speaker with transistorized TV. We explained that in this case it was the first time that a truly high fidelity was achieved with a low-cost speaker. The new product combines the features of both a good-quality speaker and a transistorized TV, which makes it suitable for use in the home.

The new speaker is designed to be used in connection with a transistorized TV, and it is expected to be a popular item with consumers. It is a high-quality speaker that can be used with any type of TV, and it is capable of producing clear, crisp sound with good fidelity.

**THE EQUIPMENT**

By DAVID LACERDINO Billboarding Contributing Editor Manager, Electronic Digest
NEW DEALER PRODUCTS

Zenith Trans-Oceanic Announced

Zenith has introduced this new line of Trans-Oceanic broadcast band stereo radios. The new Trans-Oceanic model 3000, a set with nine individual wave bands, is a completely separate FM tuner. It employs a four tube amplifier, eight light batteries, and carries a suggested list price of $275.

Magnavox Transistor Phono

Magnavox has produced a new, fully transistorized stereo phono. Known as Model 11-XC518, the unit has a cabinet of contemporary design, including a 50-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 simulcast, stereo-FM demonstrations are easier than ever. Dealers here take advantage of it by setting up "silent salons" at heavy traffic spots in their stores.

The "silent salons" are simply stereo-FM receivers set up in strategic places with the variety's, each set at a different stereo spot on the FM dial. Lacking sufficient stereo FM outputs put out only channel signals here.


People go giddy about headphone listening. I don't know why — maybe they put something like carpet in those sponge rubber ear-pieces. Not only does it attract people to listen, but it's easy on our ears. The silence in 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. But 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 man was connecting the phone to the FM receiver, contained a switch that rested on the man's chest like a kajibar. 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 stereo sound 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 outside it, completely around in stereo. It sounds like he's right at third row, center in the concert hall."

Switch Populon

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

Hayden, conductor Igor Markevitch felt ill. Though he concluded this concert, he asked that his one-time student at Salzburg, Ronny-Bohler, 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.

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 Avante-Garde poet given of his recently published poetry. This 12-inch LP (LParchon) 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."
By AARON STERNFIELD

NEW YORK—Gothen operations—by and large—are making more money on their locations — or what’s left of them.

This is a simplification, but the area is undergoing a major change. Thousands of tenement buildings are being torn down to make way for housing projects and private apartments, and the area is hemorrhaging income families.

Lost Forever

The pool area has been reduced considerably

Several of these location losses have been sustained by marginal operations. Several marginal operators have thrown in the sponge, out to the larger operating firms.

And while the acquisitions made by the larger operations have in most cases just about replaced the losses brought about by the Curb and the Midtown area, the actual locations remaining are doing much better than they were a year ago.

It works this way. With fewer taverns in the neighborhood, the survivors will do a better business.

Another step in the direction of New Yorkers remaining fairly constant, while the marginal operations have increased. Ego: More drinkers per tavern.

Also, with fewer locations, the

Coast Jumping—Only Even

BY SAM ABBOTT

LOS ANGELES—Music-machines and games operators expect 1962 business to be up to that of 1961, but there will be little gain over the excess last year by any appreciable amount, a spot check here showed.

The operators are unable to explain why their grosses are just about stationary with the city and pushing—by seconds—to overturn New York. The week in the area

Operations for Strikes and the Eastland bill had little effect in this immediate region as the operators have refused to pay the Increased warmers, pool, and, of course, music, generally.

One-Stop Report

Business for the one-stop, while it has been good, is not expected to reach the Curb Orland at California Music said that he expected the gross sales there to be 30 per cent above last year, as they have not gone overboard in buying," Orland explained.

William Leuenberger, a one-stop operator in addition to a jobber and route operator, said he felt the one-stop business was "coming along right.

He said he had used 33 singles and that he was taking a "wait and see" attitude. Leuenberger’s gross for music and games will compare well with 1961—but the last 30 days, he said, had been slow.

Customsatitude

At Riverside, Jack Neel of G. F. Cooper Music reported his business was up considerably over 1961. He said that he did not know the exact reason for the condition but that he felt cutbacks at home had something to do with it. Neel, too, is waiting for the 33 singles "to be requested." He explained that he is watching for records that help him to get orders.

Neel said that the usual good months of October, November and December failed to materialize, that he has not been able to get company's mailers and other publicity on personal contacts and other methods of income.

Merrie Holmes of Valley Vendors in Glendale said his gross would be higher in 1962 than in 1961, but he has been busy cutting on all out.

He added that he did not believe "per machine return" would be higher than last year. He is using "no more 33’s" than last season and has purchased a few of the DS albums.

The operators in this section are looking, however, to a good 1963. Holmes said that he had hopes of it being "pretty good," and Neel shared this opinion. Leuenberger said that he had a couple of things "working for him" and he expected the coming year to be up to expectations.

Detroit Slow But Ops Optimistic

BY HAL REYES

DETROIT—Business is currently slow. The city's 1961 gross sales were up, but the music and games operation here, though improving, seems to be holding up very well.

This condition reflects the reports from local tavern business—paradoxically, as a result of good entertainment conditions.

Following the noted slack period of a few months ago, men are working long hours, and simply don't have the time for enjoyment. The sales of unimportant bars are coming in for a drink, and tend to leave without playing the machines. But it all averages to reports of a take little change.

At the same time there is a large background of unemployment, and the effect is being absorbed by the automotive plants.

Operators are thus being hurt for two opposite economic reasons. Although this suggests an unhealthy future, operators appear to be fairly optimistic about prospects.

License Proposals

Legislation, local or State, has not been taken up here lately, with no serious changes anticipated. The one proposal appeared outrageous to the trade were defeated in small hearings. However, this and the situation appears quiet.

Community seem to be satisfied with the enforcement, and no punitive attacks on operators are anticipated.

Commissions remain static, with 50-50 almost universal in games and music. Loans remain a big problem, but operators are reacting strongly against it. Angott Distributing has a policy of discouraging loans for instance.

A "service charge" campaign for the $3.50 a week is under way.

See Better 63 in Memphis

BY ELTON WHISENBEIN

MEMPHIS—The coin machine business in the Memphis area, 1962 was frantic, but generally better than in 1961, and key leaders in the field ap

The spot check of operators disclosed one suffered a partial loss in September, but not too serious, and overall conditions over 1961 while another had an increase of 25 per cent over 1961.

The distributing business was exceptional for two distributors, average for the other two.

Location Losses

Nearly all operators suffered

loss of some locations because of the great amount of building, urban renewal and expressway construction going on in Memphis this year.

Here’s a report of some operators and distributors:

George Sammons, president, Sammons Distributing:

"This was the best year we’ve had in years. We’ve been in business, and 1963 will be better."

Sammons has been selling a lot of vending equipment this year, in addition to phonographs and games, and said at one period he was selling vending equipment at the factory the quicken.

Sammons speaks highly of Steelberg (the other distributors are still cool and operators are still trying it—about 5 per cent of total machines out use 33’s) and the coin box, and the more higher priced 20 cent (inch LP albums, so far).

Sammons predicts the Steelberg model in 1963 will open up many new locations which never before had coin machines.

Local juke box operators are pretty much staying with the 45 r.m.p. programming concept.
RPM 12" Doc All LP's Regular Distriutor, Wholesale—Nothing Over.

SAME DAY SERVICE

THE MUSICAL SALES CO.
The Musical Sales Bldg, Baltimore 1, Maryland

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 1965 operator is a wiser man, according to the operators, and better hands are in business. With the juke box market prior to the bicentennial, the operators said, he's got to squeeze every last dime out of his locations to get the most out of what they're doing in many cases.

Up until a couple of years ago many operators were paying 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 phonograph. 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 filling their requirements than did a couple of years ago.

Two juke box manufacturers—Seeburg and Rowe AMI—for the past year or so have been together, offering special juke box packages, in 33 1/3 stereo, to satisfy the musical needs of adult juke box patrons.

45 Packages

A third manufacturer, Wurlitzer, is about to make special 45 packages for juke box operators on the theory that the vast majority of juke box nations of juke boxes are single speed units, and that most of these are expected to continue for some time.

The operator is clearly the beneficiary of these moves. He has less competition, they're paying more attention to the juke box market, with leading disc jockeys recouping old standards for juke box consumption.

Little LP's

The latest programming element, introduced last fall by Seeburg, is the seven-inch Little LP. The presence of a 7-in. disk roughly the equivalent of one side of a standard 12-inch LP.

Whether the music is played at 45 or 33 1/3 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 sales volumes.

It appears likely that the trend toward adult, intelligent programming will be accelerated in 1965. Whether or not there will be several stops where he can leave records in for as long as two or three months remains to be seen most of the time that the record companies plan to do. But for a few certain. If the record companies don't fill this area, this market, the juke box manufacturers will.

Our Charts Rockola Chef in Hub

BOSTON — The manufacturers of the modern automatic phonograph, Black-Hawk, and Black-Hawk recordings, have a current backlog of standards they're hoping to get out of the door for the juke box market.

would be interesting to what other operators are buying. He also is guided to some extent by what one-stop owners have to say, since he knows the one-stop operator is interested in sales and is anxious to recommend records which will bring him repeat business.

He also feels that distributors are being carried along with sales displays and eye-appealing signs. The manufacturers also figure in for three cheers for their understanding of the concept of modern juke box programming. Perry believes in the No. 1 attraction for the customer. Says he: "A pleasingly designed bar that is well serviced and kept in sparkling condition is a determining factor in whether the customer parts with his money. It's all the gimmicks ever invented."

Perry does all he can to try to raise the standard of music, but admits that it is what he likes that he'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.

The Newton operator came into the music business in 1946. He has spent all of that time that he has had an uncle and a nephew in the business. Fourteen years as a musician at radio station WBG in Boston, he has been an expert on the subject, one that he still indulges in for his own pleasure.

And his long association with radio has helped him to develop a taste for the medium. "That's where his born," says Perry. "It pays to listen to that which is being played."

Rockola Hospitality Gets Sales Return

By Omer Anderson

HAMBURG — David Rockola, president of the manufacturer of juke boxes, has been SENSOR, German distributors and operators, has been running but more sales mileage than any formal sales promotion strategy engineered by the house.

Sales of Rockola's new models, the Rhapsody and Capri, have hit a peak in the return of their home of Rockola's juke box manufacturers. The success of Rockola's new line of "hospitality" in warming the cockles of many a German operator inspired other U.S. manufacturers to plan similar sales strategy, which is to be emulated.

Inexpensive (compared with extravagant sales gimmicks traditionally) charter plane travel between Europe and the U.S. has brought such drop-in-and-sell tactics as a close examination of the promotion of U.S. producers. In the past, however, the Germans had their own way to the San Francisco vending convention and toured U.S. coin machine production centers on route home.

None of their hosts, however, has been as impressed as Rockola in recognizing the sales promotional opportunities inherent in the old-fashioned farm belt hospitality as ladied out by Rockola and its German lieutenant, A. W. Adickes.

In fact, the Germans were Lipton's for a year and a half. There was lunch in the Sheraton Hotel and a gala dinner at the famed Restaurant on the 40th floor of the hotel. And between Rockola and Adickes gave their guests the sort-of-lucrative restaurant experience in the form of fine wines and good German food.

Most of the Germans came away convinced that Rockola produces technology sophisticated and that they had heard about the marvels of U.S. music production is only too true, the Germans were aware that the Germans (there were also Swiss and Dutch in the party of nearly 100 who made the entire trip to San Francisco) with the extremely efficiency of the Rockola operators. Numerous German operators commented upon returning home at the precision with which Rockola adapts even to the blending of phonograph and beverage sales. They get the maximum utilization of labor and equipment.

Rockola's housing of the Germans was facilitated by a number of unique built-in advantages his farm enjoys selling the same music even to the blending of phonograph and beverage sales. They get the maximum utilization of labor and equipment.

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The Rhapsody 160 is the result of Rock-Ola's World Famous Tradition of Excellence in engineering, unexcelled dependability and quality construction. Elegant Styling, Brilliant Colors, Appealing Design plus Rock-Ola's NEW Exclusive FULL DIMENSIONAL STEREO SOUND captures the patrons' attention and assures complete location satisfaction and maximum earnings.

SEE THE BIG 3 FOR '63

Model 408 Deluxe Stereo-Monaural Phonograph With Full Dimensional Stereo
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 season will bring. "If a businessman doesn't look with bright hopes for better things to come, he might as well give up," one trade executive said.

Observers of juke box collections say they're picking 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.

How 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 doing their best to keep profits up to diversity. A note of high optimism was struck by Dave Yaker of the Mal-Tone Vending Company. He found this year good and expects 1963 to come on even stronger.

Unlike most operators surveyed, Baker finds an improvement in 33 stores and maintains that their use has pushed his collections up considerably.

Others, however, have the year-old complaint that the 33% has 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% doesn't stand up and as far as most are concerned at this time they'll stick to 45's.

Bond adds: "Loans have grown simply fantastic." In fact, it would appear that the loans are the operators' worst nightmare today, with the consensus agreeing that they're worse than ever.

The lack of a public relations program is regretted by local operators, but most are willing to do much about it and it appears as though this department will fail for some time.

Eastland Bill

Effects of the Eastland Bill were found to be negligible here. Those who operated games are out or going 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.

Rolling and shuffling 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 who have been out of business.

The postcard incident was only a blip and operators are now on the job and are looking for 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.

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 Phonos

"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 operating. We lost six locations to urban renewal and the new medical center. New locations are not opening quickly as one becomes closed."

Edward H. Newell, owner, Or-Matt Amusement Company, operator-distributor:

"Our collections in 1962 were about $10,000 less than 1961. We've lost about six locations this year and for the most part it is losing money in break-ins. In 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's in our route. We had an excellent increase in collections on 25 per cent—this year over 1961. I think 1963 will be even better. "I attribute it to harder work on our part, completing the last 5 locations, but gained 11—a gain of 6%.

The Seeburg programming concept is all right. The only thing is that it has to cost about $1,800. With tax, freight and records it will cost me $2,400. I had to buy one—the competition forced me to. But it will increase collections from my store, Plus, it helps to keep a record of it. I just got it."

General view in the Eastland will eventually kill in-line games, use widely in Arkansas and scattered in some places in Tennessee and Mississippi. Since the machines can't be shipped across a State line, the view is the manufacturer stop making them and those in now, how used in worn out, will not be replaced.

Commissions

There have been no changes in the new machine comp commissions. There are no bonuses and operators still make loan accounts 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.

Philip's Names Driscoll Eastern Promo Manager

CHICAGO—Danny Driscoll joins the Memphis Record Corporation family as Eastern promotion manager. He replaces LCS, Lou Simon, Phillips sales manager, announced last week.

Driscoll, who is well-known in his line, has plans to use for the label and watch for hot masters and independent productions.

Driscoll, who was most recently with Fama Records, replaces Don Sanders, who reigned from the Phillips organization.

PHILADELPHIA Two brothers who are executives of the admittance and distributing Company here, have been indicted on 26 counts of having solicited $10,000 each in U.S. District Court.

The two, seeking to cheating the federal government out of $224,340 in corporate income taxes to the government.

U. S. District Judge Ralph S. Socket anticipated Cardonick on probation for the five years on their sentences. This must be paid to the government each year.

The Internal Revenue Service is seeking a total of $57 million through a suit in U. S. Tax Court. The amount convicted of income taxes, income taxes, and penalties for the years 1957, 1958 and 1959.

Detroit Report

Continued from page 47

top weekly collection is being done by Carl Angert Jr., rated as a sound business policy.

This presents an improved image with the public, and effective in the sale of tickets, and an operator that can keep a collection out of the red at the worst.

Diversification

Diversification continues to be an important factor here, with juke box people adding in line to their present day business. Many have moved seriously into cigarette vending, and somewhat into games, providing a more varied route than formerly.

"We gave away locations as we could get them. We never did," comments Ed M. Moss whose firm recently added a large new route. "We have added other routes to make up for the move."

This spread of activity appears to offer operators a more balanced -mal'' income. As a result, operators are reducing in operating cost per machine, and where possible by reducing the total take for such dual locations.

Nickel Play

The biggest juke box problem today is nickel play, which appears to be an estimated penalty of $30,000 among nickel operators. Efforts to switch to a dime have been made here and there, but in most cases amounts to little success. Operators are faced with a real squeeze as prices of machines and records soar, but they have not yet been able to do anything about it on their own. They cannot increase in this regard.

Games are generally following the same pattern of juke boxes here. The Eastland Bill appears to have had an effect in Michigan, except possibly for some rare private clubs.

BOXES IN INVENTORY

In the sale of pool tables for private recreation rooms is the Corp. of the State. This sideline has proved lucrative, with sales going stronger in better-priced lines, at $450-$750, according to Arthur F. Swier. There are several regular pool tables with the coin mechanism adjusted so it can be used without coin insertion, for home use.

OPERATE WILLIAMS

4 ROSES

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ROYAL CROWN BOWLER • Big Hit

WORLD'S FAIR RIFLE GALLERY • CITATION PUCK BOWLER
TOP COMBINATION FOR EVERY LOCATION

NEW ROWE AMI PHONOGRAPH

The music system that's setting the pace in sales and location appeal. Outstanding styling, playing-quality features and a realistic price make it the preferred phonograph among operators, locations and the public alike.

THE RIVIERA
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"Personalized" location panel. Large 10-pack, 300,000. Vends every type of pack or box. Sav-A-Match style. Available in four distinctive color combinations including new rich Executive Walnut.

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BILBOARD 51

I

he simply twice are conditions." commission on ing operators continuing an industry rather overexalted expectations. We...
COINMEN IN THE NEWS

Midwest

MILWAUKEE MENTIONS

Cold weather has kept Upstate operators close to home, according to Milwaukee distributors. Business is generally good, but not at a pace to keep all operators busy. Cold weather is expected to continue for a few more weeks. Two new operators were added to the list of those selling music and games equipment this week, including Bob Oldstead, Gardner Sales, Edgerston; Donald Stowe, Oshkosh, and Alan Jantusch, Beaver Dam.

Jim Stecher, Novelty Service Company and his wife are vacationing in balmy Bolivia. 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, Fl. Both returned over a month early, due to the recent bad weather... Another visitor on vacation: Nate Victor, S. L. London Mfg. Co.'s office manager, is vacationing 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 Operators group. He will attempt to arrange for a series of meetings with school people to follow evening meetings held by the association. The schools will kill off "some time this month," according to association President, Sam Hastings, Hastings Distributing Company.

Walter Asmann, veteran Wisconsin Novelty Company employee, is home recuperating from a bout with pneumonia... Lee Anne Mango is the name of the new girl banjo player for the Lewistown Corsairs.

DENVER DOINGS

Off to the Caribbean recently was Pete Gerlitz, of Mountain Distributing 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 New York Music Company.... Bob Middaugh, service manager at Mountain Distributors Company, was receiving congratulatory phone calls on his recent marriage... Jerry Harris, of Harris Distributing Company, has completed a remodeling and face-lifting program on his company headquarters on 12th St.

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., operates a Denver binder rental location. The Wyoming deer and elk hunting season is expected to break recruiting records this year, according to the number of license plates sold, and Stewart is gearing up for plenty of play in the future... Modern Music Company, headed by Lou Sheiman, has added more than 30 locations to its fleet. Denver Sales Company, on the back on his Wurlitzer distributor following several days in the hospital. Just a "tune-up" and general check, he figures. Denver Sales Company several years back, has returned to the fold at Denver Sales Company.

B. J. 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 Doyle Harrington, formerly a partner in Drisco 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 off to the hills for the annual deer and elk hunting season opened in the Rockies. One of the first was Gus Brown, of Drisco 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 zone office. The Stotts Vending Company, now a major force in operating juke box and amusement machines in Denver's Five Points and downtown area. New distributor associated with the company was called in to the Denver office. He is Bill Redd, who has been in the business for many years.

West

Seattle Service Schools Are Held

SEATTLE — The Michael Pacific Distributing Company has held Seattle service school on three successive nights here. Each meeting was well attended, and Shanks, who has been in the sales department, was in charge of all sessions; he was assisted by Jack Seib, service manager.

A unit covered included the Model MV-8 70S wood machine, the Model ASCD2-210 cold drink vender, the Bally Model 64DS and Bally Model 662C coffee venders, and the Model 412 G412 cigarette machine.

Cops Nab Burglar Of Vend Machines

MEMPHIS — Two policemen caught a burglar after a vend- burglar last week a short time after he entered vending machine in the central market of University of Tennessee College of Medicine. The suspect, Elijah V. Walker, 23, admitted his guilt on arraignment in court and was bound to the Grand Jury on a burglary charge. Bond was set at $1,000.

Three officers testified on him a sack containing $777.35 in coin had taken from mas- chines and several burglar tools, including two chisels, a screwdriver, a pair of gloves and black leather gloves.

George George

Cleveland — George, 49 years of age, president of Monroe Coin Machine Company, was operated on by doctors on Wednesday afternoon. He is survived by his wife, Margaret, and in- son, George Junior. He was buried at Cal- man Cemetery here last week.

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EUROPEAN NEWS BRIEFS

New Tune Nails Germans in Legion

COLOGNE—Germany's latest juke box top tune is a tribute to Germany's first woman general, "The Foreign Legionnaire." The Legion title is issued by the Australen-Elite special label. Aside from its catchy melody, the disk gains its appeal from the fact that tens of thousands of young Germans served in the French Foreign Legion after 1945 (and there are still 10,000 Germans in the Legion). The Legion title is an anniversary comparison with the last war's "Lili Marlene," which begins as a Wehrmacht favorite and wound up as also the favorite of the British Eight Argy, which claimed to have "captured" the tune in the Libyan Desert fighting.

Remodel It Yourself Juke Box

MUNICH—Now it is the "remodel-it-yourself" juke box. A Bavarian firm, Boek & Boek Automatbau, contends that the frequent changing of juke box models is amount to finding a "planned obsolescence." The mechanism is largely unchanged, but the suggestion of change is complete. New tuning, Boek is bringing out new model cabinets, into which are fitted standard-made machine mechanisms. Its Star Box cabinet is in the console format now being pioneered by Seeburg. The Star Box cabinet is designed for a wide range of mechanisms, including Wurlitzer, Seeburg, AMI Rock-Ola and Symphonie. Boek's slogan is, "A face-lifting enables you to keep your customers happy in the belief they are getting something new—while you keep happy saving cash."

British Eying Loophole Op's Found

LONDON—The British government is acting to plug loopholes in treasury regulations in Foreign Legion songs whereby it is theoretically possible for an operator to get a new phonograph as a gift from the government. A treasury official reported, "I wouldn't count too much on having us give you anything for free, by a long shot. This is something out of enterprise for us, and we are amending regulations to eliminate any such possibility. It seems that hardly anyone is paying attention to the fact that the purchase of a new phonograph will entitle him to a greater over-all deduction than the actual cost of the new machine.

Arizona Zooms to Top Favor

HAMBURG—The latest product from Th. Bergmann & Co. is being produced in Arizona, featuring rotating targets, Arizona is one of the most compact target game on the market. It uses an air pistol and has three separate rotating targets. The gun's format duplicating a miniaturized shooting gallery. It has simple rugged construction designed to eliminate complicated servicing. An optical device creates an optical device of distance, so that the game player is subjected to the same testing of a standard pistol range. Arizona is based on surveys showing that target games remain the biggest money-making equipment of all game categories.

Coin Phono Firms Would Go Public

LONDON—The London Stock Exchange has under consideration an application from Mr. Francis Drury of the Inter-Continental Music Corporation for a stock of 1,750,000 shares of common stock. The stock has a par value of 56 cents and is being offered at $2.10 a share. The company manufacturing and operating coin-operated games. It owns a U.S. subsidiary, Auto Photo, The group, five years, is growing steadily, according to the London stock brokers, and enjoys an international reputation in the Continental market.

Label Cateres to Phono Operator

FRANKFURT—A juke box disk label—Mandoline—has been founded by the German phonograph trade in answer to the recent price ruling. Promising games pro diskers, a novelty target game Arizona, selling the juke box operator, both as to ideas and to price. Four titles make up the first offering, and a steady production program is being organized. Initial titles are "Baby-Twist," "Atan-Arno," "Wilson Komerat das Gluten auch zu mir," "Fange, kornum, bald wider." "Spiegel Twist," "Western Rose." Artists are Bob Rento, René Richard and Elizabeth Klein, Rinaldo Romance and Caroline Jacobsen. Mandoline disks sell for 2.50, 5.00, and 5.50.

Disks Give Tips on Swiss Skiing

AKOSA, Switzerland—Operators at Swiss ski resorts are experimenting this season with disks keyed to skiing, snow, and winter sports generally. For example, a big-play disk here at the moment is a "How to Ski" series, these versions—for beginners, intermediate, and expert skiers. The disks dispense serious tips in comedy form, and the humor is sharp enough to make the disks popular only for their entertainment value. The disks represent the fruit of months of study to build useful, and entertaining, and useful hints and tips for getting the most enjoyment out of skiing. It is a good idea, and it is also no wonder to note that the disks are being sold, not only to skiers, but also to those who have never skied, but would like to learn the sport. The disks are being sold at the ski resorts, and also at the post offices. The disks are distributed by the Swiss Ski Association, and are sold at the post offices. The disks are distributed by the Swiss Ski Association, and are sold at the post offices.

Soccer Game Leads the Rest

MADRID—Soccer game imports into Spain have increased a record 32 percent in 1962, and now lead all coin-operated game imports. A further rise is predicted for 1963. Trade sources ascribe the boom to soccer games to rising Spanish prosperity combined with the high living and customs duties structures, which tends to favor non-mechanical coin-operated equipment. Combined taxation and import duties tend to tilt in favor of the purchase of mechanisms, and in the case of sophisticated electronic equipment. Aside from tax and duty, maintenance is a serious operating problem in Spain, discouraging operators from taking on sophisticated equipment.

About us:

The revolutionaries rebel against the status quo. They are the leaders and the changemakers. They are the ones who dream big and work hard to make their dreams a reality. They are the ones who are willing to take risks and stand up for what they believe in. They are the ones who are not afraid to question the status quo and challenge the norms. They are the ones who are always looking for ways to improve and innovate. They are the ones who are always pushing the boundaries and breaking the rules. They are the ones who are not afraid to be different and to stand out. They are the ones who are the future of our society. They are the revolutionaries. They are the leaders. They are the changemakers. They are the dreamers. They are the innovators. They are the risk-takers. They are the future. They are the revolutionaries.
New York-N. J. Bulk Vendors Start Tax Fight

CLIFTON, N. J.—Bulk vending operators 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 Pole, 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.

They 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 $3 to $3.90.

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 self-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 Vendor.

Model 60 dispenses all small products: from Spanish peanuts to capsules and Jumbo bull funs.

$38.00 per thousand in capsules

AMCO SANITARY VENDOR

The finest for vending flat pack products. 10c, 25c and 50c operation.

J. SCHOENBACH

715 Lincoln Place, Brooklyn 16, N. Y. Phone: Whiting 2-1900

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 16-B Multiple Chrome Display Stand...another Victor original.

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Guggenheim to Use Parkway In Washington

Baltimore — The Park-
way Vending Machine Corporation has been named exclu-
sive factory warehouse for Maryland and the District of
Columbia by Karl Guggenheim, Inc., New York charm manu-
ufacturer. Parkway, which is also dis-
tributor for the Victor Vending Corporation and the North-west-
ern Corporation, will carry the full line of Guggenheim charms.

The Guggenheim sales policy is based on factory warehouses, all of which sell to the opera-
tors at uniform factory prices. The price per thousand remains constant no matter what the size of the order.

General manager at Parkway is L. Kover. The deal was re-
cently concluded between Kover and Bob Guggenheim, presi-
dent of the charm firm.

Say You Saw It in Billboard

Please rush complete information and prices on North-western SUPER SETS. Ball Gum Candy-Charms Vendors have illustrated as well as other North-western machines.

NAME

COMPANY

ADDRESS

CITY

Fill in coupon, clip and mail to:

KING & COMPANY

2700 W. Lake St. Chicago 2, Ill.

We handle complete line of machines, parts & supplies.

25c CAPSULE VENDOR

Capsule Vendor

The 25c capsule vendor is the most popular of all capsule machines. Durable, Weatherproof, and designed to operate at all hours of the day, regardless of weather, the 25c capsule vendor is ideal for parks, airports, etc. The capsule vend-
er is also ideal for stores and other business establishments where a small machine is desired.

“GOLD MINE”

Tab Gum

A gold mine for operators. "Gold Mine" is a new type of tab machine. A 25c tab machine with a unique feature; its design allows the operator to change out of date tabs, and add new ones at any time. A 25c tab machine is a must for any store or business.

ACORN

All Purpose Vendor

The ACORN Vendor is a versatile machine with a wide variety of uses. It is an excellent choice for any vending situation, ranging from small snack items to larger merchandise. The ACORN Vendor is easy to operate and maintain, making it perfect for small businesses.

BIG LEAGUE

Ball Gum Vendor

The big league ball gum vendor is a large machine designed for large displays. It is ideal for outdoor locations, or for use in large stores where a large display is desired. The big league ball gum vendor is easy to operate and maintain, making it perfect for large businesses.

“OAK 400”

A new type of vending machine, the “Oak 400” is designed for use in large stores or businesses. It is ideal for use in large displays, or as a single machine in a store. The “Oak 400” is easy to operate and maintain, making it perfect for large businesses.

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 Distributor

I’m interested in Beaver Bulk Vendors.

I’m interested in Vend-Craft Bubble Gum Products.

Buy OAK for your PROFIT LINE!

oak MANUFACTURING CO., INC., 1211 Kingsbridge Ave, Newark, N. J.

A COMBINATION FOR CONTROLLED EMP.
TIES IN STORE AND A UNIFORM COLLECTION CYCLE ACROSS YOUR ROUTE.

Promotions & Development

Baltimore. A leading national agency, offering a full line of national and regional publications, has announced the appointment of several new sales representatives and account executive.

The new appointments include:

Joan A. Smith, who will handle the West Coast region.

Jane E. Johnson, who will handle the Midwest region.

Robert W. Miller, who will handle the Southeast region.

These new appointments are in addition to the existing sales representatives, who cover the remaining regions of the country.

The agency is headquartered in New York City, with offices in major cities across the country.

Promotions & Development

The agency is a leading national agency, offering a full line of national and regional publications, and is dedicated to providing its clients with the highest level of service and support.

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Solons May Upset Court Win

By ELTON WHISENHEART

LITTLE ROCK—Talk circulat-
ing in coin machine circles here that the State Supreme Court, smitten 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 Legis-
lature 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 new-
comer show at the ABC Music Hall here. At the opening con-
tact Ferre is discovered on stage admiring the shining new box which has done so much to bring his records to public at-
tion and he sings his first song to it. Thereafter he occupies the stage alone except for his ac-
companying combo.

Wednesday, December 11

WATER SNAKES Guaranteed to Elementary School boys.
Canary yellow, black, orange, green
Each $ .75, $1.00 and $1.50...
$10.00 Per 100

Distributing Co.

1950 W. Division St.
Chicago 22, Ill.

The Legislature convenes in January.
The victory against the State was won by a small, colorful operator named C. E. Tuffly (Toll), owner of Tolliver Amusement Com-
pany.

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 phono-
graphs.

Now, with the tax clarified, operators say the State is sure to get a bill introduced which would specifically assess a 3 per cent tax on juke box gross re-
ceipts.

The previous law under which the tax was collected did not specifically provide for amuse-
ment 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 ile-
legally collected.

Pressure Exerced

Finally an official in the State Department of Revenue decided a little pressure ought to be put on the operators to try to audit his books and con-
cluded 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 Barnett 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 plans.

But if enough don't, it could be the bill won't pass and the operators will simply pay the gross receipts tax.

The operators now pay the following taxes: $250 when he is issued a license to operate; opera-
tion bonds, making $3,000, and $10 federal tax on each machine.

Ohio Concludes School Series

COLUMBUS, Ohio — Some 175 operators and servicemen from Ohio and Eastern Ken-
tucky attended a recently completed series of service school conducted by the Shaffer Music Company here and in Cincinnati and Cleveland.

Emmett Engel, Seaberg sales engineer, conducted the classes on the Ball-o-matic machine. He was assisted by Mike Whisbaek, Shaffer's Columbus service engi-
нер; Gordon Winfield, Shaffer's, Cincinnati service manager, and Clarence Sorber, Shaffer's Clevel-
and service manager.

The SUPER SIXTY

Capsule Vendor*
The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.

Sc, 10c and 25c.

*With QUICK-TACH at slight extra cost.

Bittman & Son

(Canada office: Montreal, Quebec)

Northwestern SUPER SIXTY

Capsule Vendor*
The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.

Sc, 10c and 25c.

*With QUICK-TACH at slight extra cost.

H. B. Hutchinson, Jr.

1745 N. Decatur Rd., M. E., Atlanta 7, Ga.
Phone: Di 7-4800

VENDING HEADQUARTERS

for VICTOR

THE MOST COMPLETE AND FINEST LINE OF BULK VENDORS.

L. C. TOPPER, $15.00 ea.


LOGAN DISTRIBUTING CO.

1950 W. Division St.
Chicago 22, Ill.

Beer City Coinmen Argue Tax Ruling

By BENN OLLMAN

MILWAUKEE—The Interna-
tional 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 was brought up at the December meeting of the Milwaukee Coin & Machine Operators Associ-

According to Sam Hastings, H. B. Johnson and John Thompson, 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 depart-
ment's ruling in order to offer-

A number of local operators have gotten opinions from their tax accountants concerning the IRS ruling. They claim they will refuse to comply. They base their opinions on:

1. The IRS ruling forces up 10c and 25c machines to load with a reasonable added burden of bookkeeping work and expense. Said one operator, "It is time for the Internal Revenue Service to in-

But would also I recommend to keep track of and report the money received by the loc-
in that his own, private account.

2. Operator - location de a i's vary, often for a place to stop.

If we provide the type of information

and which registers free plays far in excess of the number that persons paying for amusement normally would play off is considered a co-operated gaming device."

But the Kansas City ruling was that the machines should not be con-

In addition to the 39-in-line machines seized in Illinois, agents paid out 15 slot machines and five so-called elec-

The IRS said the nationwide raids covered some 112 cities in 20 states, and far yielded 648 machines.

In the Chicago area, raids were conducted in the following suburbs: Cicero, Lyons, Chi-

The government is asking for us to bound to antagonize some of the players. Can the gov-

HORSE NAMED KEYBOARD THUNDERS LIKE OLD 88

MEMPHIS—Two coin machine men have had remarkable suc-
cess with a race horse they call "Keyboard." The horse, a New Orleans in January which won five races for them and grossed $17,500 in winnings.

J. D. Canale, owner of music and cigarette machines, and Louis Barrios, owner of cigarette machine route and supply house, said $4,500 for the horse.

In a "claiming" race with a purse of $4,500, they had to deposit $4,500, which is the sum of all the horses' earnings. The horse was claimed twice and in both races, placed second twice and in all the races he ran from January through No-

The name was "Keyboard." The horse was sold for $7,500 "claiming" race.

That meant Canale and Barrios now had $2,500 gross and a lot of trouble for a horse that originally was worth $4,500.

"Balkiness" was on the name. 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 "Waltz Hunk." They took him to New Orleans, say he is a better race, are training him to run in January.

SHO'ING RAIDS IN CHI

MOUNTAIN VIEW, Calif. — The Internal Revenue Service is making a comprehensive sweep through the area, seizing machines, the government has said.

The raids were made in seven Calif. counties and other states. The machines were taken to the U. S. Customs House at 10 South Clinton.

An IRS spokesman said the machines require a $250 tax stamp instead of the $3 coin which many carried.

For example, the operators could be taxed on each of the machines.

If sold, the former owners could be assessed a $10 federal tax on each machine.

The Kansas City court held that "A pinball machine which contains no value, and by virtue of the addition of additional coins increase the chances of winning a high score"

Raid in Philly

Nets 27 Units

PHILADELPHIA — Federal agents in this city and the nation-
wide were involved in the nation-
wide sweep of coin equip-
ment raids here last week. The Internal Revenue Service's intelligence division here took part in the raids.

The machines were seized in a five-county area.

Gary C. Stahl, chief of the intelligence unit, said the operators of the confiscated equipment had the $250 federal gambling stamp and that the seized equipment was used for illegal "gaming equipment.

The Sweep Eastern Pennsylvania agents took in 51 of the ma-

IR$ said they selected it as targets pinball machines on which the player could win more free games by inserting more coins. The Service said ac-
nounced the sweep in Kansas-

Dan and said that "We are doing it for the good of the service, to clear the field of unlicensed machines in Chicago, to the benefit of the legitimate operators."
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 are available. All are designed to benefit music dealers, radio stations and other segments of the industry.

More pictures, spotlight reviews with full color reproductions of album covers, and many other new features will be seen in the coming months in the pages of this new edition.

New Paper For Quicker Easier Reading

Billed part of the "New Look" of Billboard is the switch from newsprint to two-tone white coated paper. Coated with BMM's new production method of offset printing, the result produces a new height of readability

Radio-TV Programming

The scope of coverage in radio and TV programming has been more than doubled in the new format of Billboard, including new editorial columns and "Ready-To-Program" charts.

New 4-Color Printing Method

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

Billboard Opens Nashville Office

Nashville -- A new office has been opened here by Billboard Music Week in the Whitcomb Building, 1751 West End Avenue, close to the center of the city.

South American Offices Opened By Billboard

As part of the extensive and expanded program being handled by Billboard, new offices and editorial offices have been opened in Buenos Aires, Argentina, and Rio de Janeiro.

New Year Brings You New Format

Start the New Year Right

Subscribe Now

(Order coupon below)

New Services, New Features, Special Offer

Commemorating the January 1st issue, Billboard begins a new format which is the result of an extensive expansion program of editorial content. See separate story for details.

- Top quality white coated paper and modern high-speed offset presses have replaced the previous rotary equipment.

- Full color reproduction has replaced the previous 2-color format.

- Two of the nation's leading authorities in their respective fields of radio programming and a new entertainment equipment have joined the Billboard staff as contributing editors.

- Additional sales and editorial offices have been opened in the U. S. and Latin America.


This is merely the beginning. There are many changes and improvements, many more to come. Changes and expansion are set for even greater expansion and better service throughout 1963.

New Services For Coin Men

NEW YORK -- A new section, Music Machine Programming, designed to help operators provide music service more profitably, is part of Billboard's new format.

New advertising and editorial content is being added to Billboard's coverage to provide the most up-to-date information available on the entire coin operated industry.

New covers, new stories and new information on coin operated music and other coin operated business are contained in this issue of Billboard.

GET BILLBOARD EVERY WEEK

www.americanradiohistory.com
Phoenix Kiddie Rides Induce Families to Shop as a Unit

PHOENIX, Ariz. — A happy combination of kiddie rides and clowns as upping family traffic at the Totem Discount Department Store in East Phoenix.

Offered for kids entertainment at this 100,000-square-foot Arizona giant is a complete indoor kiddie land 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 kiddie land which is partly hidden by a partition wall.

Replacing space formerly devoted to furniture, the indoor kiddie land 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 photographs, amusement and vending machines as one of the causes of the shortage.

Another cause blamed is that Congress did not appropriate funds 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

New York — The operators 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 musical 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 releases than they are in most other sections of the country.

SCHEURG's new concept — the 33 stereo small LP — 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.

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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!

1140-20 N. KOSTNER AVENUE • CHICAGO 31, ILLINOIS

It's always profitable to operate Gottlieb Games!

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
LARGEST record manufacturing plant in the West—that's the grand claim of Columbia Records for its new facility located in Santa Maria, Calif. Modern plant, ground-breaking ceremony for which was held last month, has 135,000 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.

Dave Kapilau. Columbia pop a.k.a. 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—"Marlin Bird Hill," "Cross Over the Bridge," "Tennessee Waltz," etc.—in live club performance at Las Vegas' Dunes Hotel.

Claus T. Petermann is the new man in charge of the New York Licensing Office of Deutsche Grammophon Gesellschaft, having taken over the reins from Berthold Dickmann, 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 DGG.

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 phones, 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.

MGM's Connie Francis smiles bravely amid chilly winter winds of New York's International Airport as she leaves for personal appearance in Florida. By strange coincidence, thrills' current release for MGM is "I'm Gonna Be Warm This Winter." In Florida, Connie has a chance.

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 curious Miss Drake offers proof that system really works.

The Lillie Dill Goolsby newsmakers are back again, but not in sentimental waltz tempo. This time they're chronicling the joy of Ruby Lane, who turned Patti Page hit to two-tone sound. UA reports "New Mexico Is the Doggie In The Window" hit 200,000 in first week sales.