Radio in New Record Programming Era?

January 12, 1963 • Sixty-Ninth Year • 50 Cents

Billboard

The International Music-Record Newsweekly

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

Hollywood — Rick Nelson last week signed a 20-year contract with Decca Records which guarantees him more than a million dollars in disk revenue, Billboard has learned. The contract, after a month of intensive negotiation, was signed in New York when Rick (for Decca’s sister firm, Universal Pictures), also was signed.

By Lee Zhitto

This was another one of the hot deals for artists by record labels of recent years trying to get a top-selling artist. As exclusively reported by Billboard (October 27) bids for Nelson started last fall when it was learned that the young singer’s contract with Lew Chud’s Imperial Records was expiring December 31. Labels seeking Nelson included Columbia, Dot, Everest and RCA Victor.

The fracas was late entry in the bidding. It opened its negotiations the last week of November.

Gloria Lynne Gets $10G in 3-Year

Everest Contract

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

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

Charles Cuts New Singles

Hollywood — The first Ray Charles single session in over a year was held here last week. Charles had not cut any singles disks in that time because his last three singles were taken from his hot country LP’s, Columbia’s, Dot, Everest and RCA Victor.

The contract was late entry in the bidding. It opened its negotiations the last week of November.

Ozzie Nelson

Throughout the hot scramble for Ray, the singer’s father, Ozzie Nelson, who has guided his son’s career, held out for a guaranteed minimum on any record deal, he claimed.

CHARLES CUTS NEW SINGLES

The label will release the disc of “Let’s Limbo” on Parkway, has passed the 1,600,000 mark according to the firm, and the LP, which was issued only two months ago, is now over the 200,000 sales figure, firm said.

Cameo-Parkway Records, which started out in 1959 with a total of 17 singles on Cameo or Parkway in the top 50 of Billboard, has now released its 100th chart best showing in its history.

West Germans Eye Our Copyright Move

By Omer Anderson

Frankfurt — West Germany’s music trade will post strong observer delegations to Washington for the congressional action of the 88th Congress on the Copyright Act.

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

West German phonograph operators are sending observers to Washington with the idea of getting material for use in trying to influence revision of the German copyright law, which like the U.S. Copyright Act is a jumble of long-outdated legislation stemming from the turn of the century.

The Germans hope to work with the American music, to learn from America in seeking an international approach to the writing of new copyright legislation. The Germans will attempt to get use across American Congressmen that, as one German operator officially remarked, “It’s time, after all, one world, and it is time that the various national bodies in the Western nations at least took cognizance of the facts.”

Cameo Leans On Its Limbo

Philadelphia — Cameo-Parkway Records, which started out in 1959 with a total of 17 singles on Cameo or Parkway in the top 50 of Billboard, has now released its 100th chart best showing in its history.

Brenda Lee is Seen grasping a favorite stuffed animal, one of her 50 stems from Nashville. The gifted bar home in Nashville. Soon after this picture was taken, Brenda re-entered the flaming house in a vain effort to save pet poodle Cee Cee. See story on page 6.
Mancini Scores Again!

Henry Mancini
Days of Wine and Roses
Seventy Six Trombones

Hit single from the new Henry Mancini-scored film 'Days of Wine and Roses.'
Go big on "our man" Mancini!

*Also included in his January album "Our Man in Hollywood" LPM/LSP-2604

RCA Victor
The most trusted name in sound
January 12, 1963

**Record Sales Up Solid 16%**

New York—Sales for the recording industry were 16 percent greater for December 1962 than for December 1961, and phone box sales were up an amazing 40 percent for the first 10 months of last year. That was the word from Music Retailers Co-op’s Executive Vice-President Irwin H. Steinberg at a recent National Music Retailers Association meetings held late last month. He also predicted “a good year” for the record industry in 1963.

### Dick Dale Rides Surf & Charts

**Hollywood**—One of the hottest selling attractions here on discs and in person is a 24-year-old surfer-child bull, Dick Dale, whose Del-Tone recording recently cracked the current millionaires charts and whose personal appearance brings a tear from many a crowd.

Dale has three singles currently on local station playlists — Dale, “Let’s Go Beach Ball”, and “K.R.I.A.”. Music City’s Store’s Top 40 Best Selling Songs chart lists Dale as No. 1 in the “Top 10” category, and offers charts and whose personal appearance brings a tear from many a crowd.

Music City’s Top 40 Best Selling Albums Chart lists Dale’s “Surfer’s Choice” LP in the No. 2 Top-selling position, second only to Vaughn Meader’s “First Family LP”. Dick Dale’s Record Merchandising, which handles distribution for both Cadence and the Del-Tone label, said last week that the Dale album has already sold more than 50,000 copies, more than 75,000 of Dale singles alone.

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

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**Columbus Buats Into ‘63 Showing Singles Power**

New York—Columbia records has kicked off 1963 with its strongest showing in many a year. The label currently markets the two major labels on the “Hot 100” chart, far outstripping its closest competitor.

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

The Lawrence disk made the No. 1 spot on the country chart this week, while Marty Robbins remains in the running with “Ruby An”.

In addition to Robbins, two other Nashville-driven disks both moved up for Columbia this week, with Flatt and Scruggs’ “Ballad of Jed Clampett” and Marion Worth’s “Shake Me I’ll Rattle” in the 54 and 63 spots respectively.

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**Ammercial In Air Push**

**New York**—Ammercial record company concentration recently sweptstakes with its album of “Have a Coke and the President” on the Clan label, spot last weekend on Station WMCA here to plug the record.

According to Ira Moss, president of the company, the spots were placed because the company wanted to get enough airplay in major markets. No. 1 in the “first family” set, which would hit the airwaves as early as September 20.

New albums being issued by Kapp into King in January include sets by Jimmy Osbourne, Alger, and R. Sheen. Bob Kings, Cowboy Copius, Barrie, Eddie Davis and Shirley Scott and Mike Holiday were both imports that hit the No. 1 slot. All of them are of English background, Dukes (London) originally issued on British Decca and “Stranger in Love” by Billy Idol (Asco) from Columbia.

Ball and Field

Hard on the heels of these two releases comes a new record by Nat King Cole, namely, “Midnight in Moscow”, by Columbia. Sales this week, which hit the No. 2 spot during the first week and Frank Heath’s “I Got Love” on RCA.

Columbia的产品 which hit the No. 5 rung.

Two other European countries were also represented during the year, through Bent Fabrique’s “Alley Cat” hit on Decca, and Italy with Emilio Pericoli’s “Al Di La” (Warner Bros.) went as high as No. 6 position during the year.

Three other British acts hit just this week during the year, “Silver Threads and Golden Keys” by Philips, Chirac’s Frankie “My Boomerang Won’t Come Back” on Pye, and Laphone and Hayley Mills with “Johnny Angel” on Kappertent.

In addition, Bert Kaempfert offered up new records during the year (Decca) with “Happy Feeling” (Decca) with the Bobby Darectors and two others recorded in “Fortune Teller” (De-Fil)

Other out-of-country artists like Paul Anka with “Her End” and Jimmy Justice and others scored more frequently on the charts with singles.

Besides the tunes already mentioned, Columbia distributors have been through versions by the foreign artists, American singers and instrumentalists not to mention a number of tunes penned in non-English language.

“Afrikaan Beel”, “A Swagin S is Flatt”, “Quando, Quando, Quando” and “It Seems Like Bar” were all on overseas sources.

The boss nova, of course, has also flourished and made much American disk action “Desafino”, “Reca”, “One Note Samba” and several others were also the number of titles used by Brazilian and American artists, though the boss nova albums. In addition, a wave of disk product cut in Brazil and more recently other American artists is due in the early part of 1963.

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**Dick Powell Dead at 58**

**Hollywood**—The singer-composer-actor who sang his way down “Fratlone Walk,” who promoted his birthplace to the world, but who, they dished “Shenfhones, Never” whom and whose dimpled good looks was always popular with a large number of fans, was among the many stars mentioned. Bobby Berkely production numbers includes Powell who died here January 27, 1963. Powell was 58.

He began his motion picture career in 1932 in “Belleved Event,” and was a major Hollywood star by the time he switched, shortly after World War II, to television, where he became a favorite in roles like “Mule My Sweet.” He made many recordings as a singer and as an actor.

With the coming of TV, Powell’s career continued to flourish, with Arthur and Charles Boyer in forming Four Star Productions, which issued three of his albums, and as a major TV independent film producer. His later years fell to the screen and television. More recently, motion pictures, one of which, “The Enemy Below,” is scheduled to be released for kick-off in NBC’s “TV Must” Monday night movie. He was married to actress June Allyson.
**FTC Hovers Over Key Industry Issues**

By REN GREVATT

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

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

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

Other manufacturers operating under the Columbia MBS stores as a factor which might determine the legality of certain club practices. The FTC complaint charges that the product, which they themselves were eager to implement.

The other FTC complaint issue, which has been repeatedly delayed. This has given rise to speculation that negotiations on the points at issue might be taking place between FTC and the industry. The FTC has so far not been disclosed, but there are some indications that the negotiations were responsible for the delays, protesting that they could not take place during this budget period, their busiest of the year, to testify. There also is a belief that hearings may finally commence as early as next month.

A third FTC action, which will be called by the FTC, has also been subjected to possible cancellation. A conference involves the calling together by the FTC of all segments of the industry to discuss the idea of developing a code of trade practices, which might be fair to both parties concerned. Adherence to such a code would be on a voluntary or pledge basis.

The idea was first set forth by legal counsel acting on behalf of the Society of Record Stores and FTC rules, a move which ARMADA gave support to the idea. Representatives of the industry have sought the views of the industry, such as transhipping, in order to see whether realistic allocations and flooding the market with too much production possibility of the affected trends.

**Down to Wire**

For months, announcement of a Trade Practice Conference has been predicted by distributor and dealer elements. It is known that the FTC’s Bureau of Industry Guidance has studied the matter but has reached no decision. The matter has been passed on to the Trade Practice Conference Division, a fact which allows an idea of the FTC’s Bureau of Industry Guidance, for further study.

Traister said that the idea is “down to the wire,” as one put it, with a decision expected in the division in the near future.

In line with the matter of the Trade Practices Conference, ARMADA has taken official action to bring this matter to the attention of the public. In Detroit, a special ARMADA committee was established to work in cooperation with the FTC in setting up industry guidelines and rules.

ARMADA has also committed to combat direct shipping to large distributors and retailers. The board adopted a motion favoring a lower price on singles and the elimination of freebies. In addition ARMADA plans to exert pressure leading to more equitable market price contracts and will fight excessive distribution and preferential practices during the coming year.

**NARM Ready**

Spokesmen for the National Association of Record Merchandisers (NARM), have also indicated that for the current year, March is forthcoming, which may well be as soon as next week.

**BRENNDA NEVER AWAY, OF COURSE**

NEW YORK—As everyone in the music business knows, pert and peppy Brenda Lee has been conquering radio and hit LPs for close to three years now. She is a sure-fire hit in the Southeast at Demco. That’s why our faces at Billboard will be looking forward to a picture actually appeared in 1962 talent story that had the caption the “Comebacks.”

Since Brenda has been a solid performer for the past three years, it’s obvious that she didn’t have to come back into the spotlight. All of the records were popular and we hope that Brenda will continue to ride the charts for a long, long time to come.

**DORSEY BAND PACKS ’EM IN**

BERKELEY — The Tommy Dorsey Band, playing a one-night stand at the Garden Room of the California University, was packed in, 1,000 dancers and turned 700 away, in spite of a $5 per person cover charge. Apparently the band was so good that the Charenton signed up the ork for a week. The band opened with “Don’t Be Tough.” The band will continue to ride the charts for a long, long time to come.

**Co-Membership**

Businessmen have added to the month of January to familiarize themselves with the Co-Membership plans, and T. & E. (travel and entertainment) expenses incurred during this period will be dealt with by these agencies. It is expected that these agencies will be used by the trade during this period to deal with the many difficulties they have faced in the past year.

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HERE'S BIG NEWS ABOUT THE NEWEST JAZZ SOUNDS

THELONIOUS MONK IS NOW ON COLUMBIA RECORDS

WITH AN ALBUM THAT REALLY MOVES!

AND HAVE YOU HEARD THE LATEST JAZZ?

THELONIOUS MONK

AND A COMBO OF GREAT JAZZ ARTISTS

AND ALBUMS...ALL ON COLUMBIA RECORDS

A COMBO OF GREAT JAZZ ARTISTS

AND ALBUMS...ALL ON COLUMBIA RECORDS

CL 1855/CS 8795

CL 1857/CS 8733

CL 1992/CS 8742

CL 1992/JO 8742

CL 63/7" 78 rpm

CL 63/7" 78 rpm

CL 63/7" 78 rpm

CL 63/7" 78 rpm

This One

EBBD-3S9-HBS9

EBBD-3S9-HBS9

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EBBD-3S9-HBS9

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Everybody Clothes In On JFK

MINNEAPOLIS — December retail sales in Minneapolis were good to excellent among the stores reporting. Everybody benefited from the best selling "The First Family" and "Closed 1962" with record "OE." Two new albums were coming up strong.

Peter, Paul and Mary and the second Allan Sherman LP album are expected to be card standing pace setters here in the early New Years.

Meanwhile, Christmas went down as the one that Vaughn Mann made lieberman. Inc., Caen, California announced that more than 100,000 copies of the record (North Dakota, South Dakota, Minnesota, Iowa and Nebraska) was released the December 16 introduction. (This is the Christmas of the first time to see such phenomena short run sales. The last one was 1961 — "To 400,000 in West Indies, 1961."

The inevitable folkloving occurred with "First Family" in Minneapolis. The new Top's retail sales in St. Louis Park cut the disc's price from $1.88 to $1.54 and reported both Christmas, and reportedly enjoy good sales. But, Dayton's Christmas store reports that "we will not be underbid" to the Associated grocer says the quick brick selling. At this point, Spar-

LATE ALBUM SPOTLIGHTS

Color cover reproduction of the following album spotlights will appear with complete reviews in next week's issue.

Pop

PORTRAIT OF MARY

Mary Robbins. Columbia CL 1855 (M) & CS 6855 (5)—

SOF'T AND GENTLE

Buddy Greco and Strings. Epic 24032 (M) & BN 26052 (5)—Good selling performance

THE NEW CHRISTMAS MINSTRELS IN PERSON

The New Christmas Minstrels. Columbia CL 1941 (M) & CS 6804 (5)—New folk group makes a lot of noise with this one.

DO THE BOSSA NOVA WITH HERBIE MANN

Herbie Mann. Atlantic 1397—Strong bossa nova wax by

TOGETHER WITH LOVE


Brenda Hurt Slightly as Fire Destroys Her House

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

The fire, which was attributed to faulty wiring, swept the nine rooms house valued at $5,000, leaving all but a single bedroom in ruins. The loss was over $1,000, 000.

Dol Afrhkon, Brenda's manager, said the star's $5,000 wardrobe and expensive costumes was completely de- stroyed. They were not insured.

Brenda was at home with her mother and several other relatives when the fire started. All except Brenda were asleep when Brenda, who was watching a late show on the TV, noticed a strong smell of smoke in the house.

The blaze�which had already consumed the living room—was smothered in the early morning hours.

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FRESH FROM THE AL HIRT PLANTATION!

“PICKIN’ COTTON”

AL HIRT
Pickin’ Cotton, Nocturne

#8128

RCA VICTOR

Big Al’s first seam-bustin’ single of ’63...100% deep-down Dixieland and a real cotton ball!

RCA VICTOR
THE MOST TRUSTED NAME IN SOUND
Kapp Distributors
Swing at Court

NEW YORK—Kapp Records held its biggest distrib meet in New York, Sunday (16), at a meeting held Sunday afternoon, continued until midnight, topped off with a variety show put on by key artists on the label.

Dave Kapp, president of the distrib, was on hand with an optimistic report on the year past, then turned over the business that the company would continue to show the same gains in 1963 that it had shown in 1962. He pointed out that “We now know that an L.P. will sell 4,000,000 copies.

Both Mickey Kapp, executive vice-president, and Phil Skaff, vice-president in charge of sales, also spoke at the meet, stressing that Kapp’s future will depend on the talent of the people working for the company.

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

New Artists
Kapp Records will be announced at the meeting the signing of a flock of new artists to strengthen the company’s artist roster. Names included teen artists named Jason of Jamaica, An- thro, and Mike Regal. Other new singles featured at the meet were made by Jack Jones, Chad Mitchell, and Roger Williams. The latter was presented with his “regular” record and picture on book page.

From’s new LP’s were also played at the meet, Kapp is listing 15 albums for January, including new work by Roger Williams, Jonas Janezic, Chad Mitchell Trio, Kenny Ball, and the Hollies. All of the new albums are part of a program which includes a 10 cent discount and a bonus discount and dating to qualify for the Decca

RCA SETTLES OUT OF COURT

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

At the same time, Philco has agreed to exchange its option to operate WRCV-TV, Phil- adelphia—a station which Phil- co once owned and which it then decided it was better equipped to operate than was RCA-owned WNEC, which had meanwhile acquired it.

That’s the meet the label’s new Juke Box series. It consists of former hits re-coded for juke box use.

Starday Launches
C&W Bonus Deal

NASHVILLE—Starday Rec- 0423.143

onds’ President Dick Smith an- 0423.143

nounced this week a novel novel ad- of free Good for $10 Friend and dealers 0423.143

ers so that the consumer that bonus album can be available. 0423.143

Entertainment and pro- 0423.143

motion are planned to push the “Country Music” for the people sale, Fere 0423.143

The featured albums for the sorties are spotlight on a country music sampler album and Starday’s double pocket “Juke Box of the Year,” Hall of Fame (Vol. 2) album.

Other new January album released by the label are “A Salute to Uncle Dan” by Stringbean and his Banjo, “Arthur (Guitar Jones) Smith Goes to Town,” “Beyond the Waters,” by Country Singer “Soldier Sing Me a Song,” by Bill Clifton, “Bluegrass” Hollands by Ken Kirk and “Travelers” and “Buddy Starcher and his Mountain Guitar.”

A quantity of quality is the spe- cial-ingredient that’s our stock in trade. Every custom pressing order—long or short—receives the utmost attention with a great extra dash of love and affection for good measure. That’s because our people all take pride in the product they produce. Everything from “soup to nuts” is checked and double-checked to insure a high standard. That’s the recipe that has satisfied the many clients we serve and it will satisfy you, too. Just call or write: New York, 19, New York, 799 Seventh Avenue, Circle-7 2360 • Chicago 11, Illinois, 630 N. McClurg Court, Whitehall 4-5800 or at 535 Central Park South, 804 16th Avenue South, Alpine 4-5758 • Los Angeles 48, California, 8727 Al- den Drive, Disteader 6-5727.

columbia names
3 to V-P. Posts

NEW YORK—Columbia Records last week promoted three of its key vice-presidents to vice-presidences. Those named to away from Columbia's main offices are Irene Townsend, Harvey Schein and Seymour Gartenberg. Townsend, who joined Columbia in 1946 as a copywriter, and who later who served as sales promotion and advertising man- as well as in ad., was named regional manager of the West Coast. Schein, who becomes vice-president and general mar- keting manager for Columbia’s East Coast promotion, joined the firm in 1958 as general as- sociate and was later named assistant general manager of the Columbia Record Club. He has served as budget control super- visor and assistant manager of the club. 0423.143

FACTS CHECKED

JANUARY 12, 1963

NEW YORK—R CA Victor Rec- 0423.143

ords records something about the lack of newspaper rec- 0423.143

reviews in this city with no newspaper critical sponsorship last Sunday (10) of “The Weekly Record Review of the Air” over WORX.

The show, aired from 12:30 to 1:00, is the first of all types of records on any a report of reviews and is featured on the network. The show is presented by Ronald and Larry Black, Journal - American Ray- mond J. Black and Larry Black. The morning show, hosted by Doug- las Watt, Daily News.

The program will be pre- 0423.143

sented by WORX’s Tony Bonsanto and is featured on the newspaper strike and it is being currently presented without commercial messages as a public service by Victor.
In the continuing program to assure the finest possible album product available, **UNITED ARTISTS RECORDS** is proud to present 26 new packages in the popular, kiddie and jazz fields as the highlights of the '63 JAMBOREE Sales Program.

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

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

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

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

**GEORGE JONES** - now here is a real star - the unchallenged Number One singer in the Country and Western field, and the big hit theme Number One or not, he has another sure chart-topper in his new release which features the songs made famous by one of the greatest of all C & W artists, Bob Wills, who ranks as a legend along with Hank Williams in the annals of C & W music, and whose big hit, "Mexicali Rose," is among the selections in this album.

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

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

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

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

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

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

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

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

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

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

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

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THE SEASON'S TWO TOP RATED TV SHOWS!

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JERRY LANDIS

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

Picked by:
Bill Gavin Music Reporter
Ted Randall National Music Survey
Cashbox Behind The Scenes

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

AMY/MALA RECORDS

1650 BROADWAY, NEW YORK, N. Y. PHONE: PL 7-6081
VICE PRESIDENT IN CHARGE OF SALES & PROMOTION: JACK FINE
for your wonderful, enthusiastic reception of Billboard’s “New Look”

- New Billboard is best face-lifting of a news magazine, consumer or trade, that I have seen in years.
  - Jack Burgess, Vice-President, Commercial Sales, RCA Victor Record Division

- Congratulations to the old standby, Billboard, on its exciting new look. I think it's tremendous!
  - Tillman Franka, Streteepst, L.A.

- Billboard's 'New Look' is exciting and I congratulate you all on its appearance and new features. Best wishes.
  - Connie Francis

- Billboard New Look sensational. Color reproduction and new format will be of tremendous service to the industry. Congratulations.
  - Mike Maitland, Warner Bros. Records

- The new Billboard is excellent. Your use of color presents new opportunities to our industry which is no colorconscious. Congratulations.
  - Bill Gallagher, Vice-President Marketing, Columbia Records

- The new Billboard is beautiful. Congratulations.
  - Gary Skatoff, Melody House, St. Louis, Mo.

- The change is startling and the general layout, including the use of color and new type, results in a book our entire industry can be proud to be associated with.
  - A. T. Tandan, President, United Artist Records, Inc.

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

- Congratulations on new format. Styling and color use in Billboard. Your issue dated January 5 sets new standard of readability and eye appeal. We are proud to have your publication tell our sales story.
  - A. D. Palmer, Jr., Wurlitzer Co.

- Congratulations to Billboard for an unprecedented giant step in trade reporting. A Verve Spotlight to the new Billboard.
  - Vic Chinnicko, National Sales Manager, Verve Records

- Congratulations on the Streamlined Look and NEW FEATURES. MAY 1963 BE YOUR BIGGEST IN EVERY WAY.
  - IRWIN ZUCKER, HOLLYWOOD

- New Billboard Great! No dealer should be without it. Color album spotlights tremendous sales display for stores.
  - Emmy's Radio, Watkins Glen, N.Y.

- "Billboard,"s exciting new appearance, color, photos, glossy stock and new editorial features are just great for our industry. Best wishes.
  - Dave Kapralik, Popmailer A & R Director, Columbia Records

- "Billboard" has always been an asset to the entire industry, and now with the new format it's enhanced it further, with its excellent style, easy reading and fine coloring. Heartiest congratulations.
  - Joe Porcella, Arties' Rep., N.Y.C.

- "Billboard" has always been an asset to the entire industry, and now with the new format it's enhanced it further, with its excellent style, easy reading and fine coloring. Heartiest congratulations.
  - Joe Porcella, Arties’ Rep., N.Y.C.

- You and the New Year both look great! Your new services, columns and features are very helpful.
  - Otis Watkins, A-1 One Stop, N.Y.C.
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GET BILLBOARD EVERY WEEK
Jubilee," on January 13, at Cielo Ojito Show at Bakersfield Civic Auditorium January 15, with two performances. blasts and programs on the occasion are Ray Price and the Cherokee Howlies, Claude King and band, George Jones and the Jones Boys, Webb Pierce, Charlie Rich, Hank Williams, Jr., and Decker Jackson. The same package plus a half-hour tribute for A. V. Ramford's Station KBER at the Country Musicers' Convention, San Antonio, January 12. KBER recently became the only country station in San Antonio to present a late-night variety show.

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TALENT TOPICS

Continued from page 10

The recent success of the Flatl and Scraggs show, including Lester Flatt, Earl Scruggs and the Foggy Mountain Boys, in New York, has continued, has the local trade talking. Rave reviews and encore makes the doo-wop-ninth musician team a sure bet for concerts at Carnegie Hall again next December. The show was sold out days ahead of time at Jordan Hall at the New England Conservatory of Music in Boston. Students poured backdoors for autographs after the performance in such large numbers they had to be admitted in shifts.

Marty Robbins, currently riding high with "Ruby Ann," winged out to Phoenix, Ariz., for holidays, but returned in time for "Gypsy" Symphony Hall engagement. Interest stirring in planned appearance of jazz clarinetist Pete Fountain here next Monday night, January 20. The ex-Welk musician took the risk of leaving secure slot on a popular band and a music maker. The move paid off handsomely.

Hubert Long reports huge success with Ferlin Husky package show called "Flaming Country." It included Simon Crab, Kitty Wilson, Darrell McCall, and Jimmy Martin. Ferlin and band narrowly escaped serious injury recently when their truck became a speeding car in Illinois. Husky's car overturned three times, but he was unhurt.

Jim McConnell of Acuff-Rose Artists Corporation announced several artists' bookings this week., Package, including Ernest Tubb, Flatl and Scraggs, Loretta Lynn, Don Gibson, Lenoza, and the Osmonds, played Evanston, Ill., on January 5.

Roy Acuff and Smokey Mountain Gang schedule for Minneapolis 7-12. Also, Bobby Lord and George Hamilton IV to play Winston-Salem, N. C., 11-12... Hall Smith brewing plans for new Gypsy Cavendish.

MARK-CR LARK BATES

Boston

Comedian Alan King packed the 4,000-seat Memorial Hall as he started his week's engagement in a new policy by owner Ben Sack, who is giving the world premiere of the movie "Jumbo" and Mrs. J. F. Kennedy's "Asian Journey" at no advance price. "Little Mary Sunshine" moved into the Charles Theater and is expected to run as long as it did in New York. "My Fair Lady," doing an unusually big business considering that Hub theaters are notorious for small houses during the Christmas and New Year holidays. A new cabaret theater opened here this week. Under the title, "The Big List," of 1963, the producers will present satirical sketches. The Donnelly Memorial Theater has a huge advan-

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Horowitz, Cliburn, Peters Lead 62 Classical Parade

NEW YORK—Vladimir Horowitz, Van Cliburn, the Philadelphia Orchestra, and singers Rubinstein, Pavarotti, Mario Lanza, and Leontyne Price, made classical-music news in 1962. The orchestra and soloists made albums that not only sold in their accepted market areas but were so strong they broke pop and easy listening on Billboard's mono and/or stereo LP chart.

The most dramatic of these recordings was made by Horowitz for Columbia, a label he heads. Pianist Horowitz made his 50th year with RCA Victor. His first recording for Columbia, a solo album of major works, took off like a pop LP from its date of issue, and by the time the year ended was as high as No. 36 on the Billboard mono chart and No. 15 on the stereo chart.

The addition of Horowitz to Columbia's Masterworks division brought new strength to the label. It also meant that many potent young pianists but no one yet to compete with Arthur Rubinstein.

Cliburn Rolls Out

Mendelssohn's Violin Concerto had been rolling along as a hot pianist in both classical and pop markets. This year he recorded three albums on Victor—the recording of the Brahms Second Piano Concerto.

Cari Post Named DGG Sales Head

NEW YORK—Carl Post has joined DGG as national sales manager and director of educational services. He has been promoting the DGG Archive Series and related records to U. S. educators and institutions, and to dealers seeking sales in the educational field.

Post comes to DGG from Capitol and Angel, where he served as national educational sales manager. Word of his appointment has been given to Harry B. Maxim, president of MGM Records, and Charles Friend, DGG product in the U. S. and Canada.

ホリウッドに音楽ドクタード

Post created Capitol-Angel's Educational Department, which has made sales progress into the $25-million-annually educational market. He also acted as chief editor, writer and producer of a six-

BARITONE HAS HOT WAX RUN

NEW YORK—Dietrich Fischer-Dieskau, the favorite among classical buyers, is enjoying an unusual recording success these days. In addition to his current hit, "Die Schone Mullerin" on Angel, he is also particularly popular on RCA's "Chich. St. Matthew Passion," and the British Columbia "Chorale." The German singer today.

Bill Sells well is his "Das Lied" album with Angel with Victoria de los Angeles and DGG's recent "Fidelio," which is covered by "Mathis der Maler." Steady action is also recorded on most all of the above advance on DGG, Angel, Etelescope and Decca.

Frank Epic Southern Rep

NEW YORK — Fred Frank has been named Southern promotion manager for Epic Records and Okeh Records. He will report to Bill Sells, Epic's national promotion manager for liaison and co-ordination of promotion activities with radio stations, distributors and key retailers in the South.
1963 Resolution: Start the New Year right with these great new Red Seal Albums

The master of the violin plays two beloved concertos: the popular romantic Bruch No. 1 and Mozart’s No. 4. Mono: LM-2652; Stereo: LSC-2652.

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

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

Franči’s 1st. “Romantic Italian Songs” (LM-2640; LSC-2640) was a sell-out! His 2nd is in English and Italian. Mono: LM-2657; Stereo: LSC-2657.

One of the late beloved tenor’s most popular selling albums first time also in Stereo, electronically reprocessed. Mono: LM-1188; Stereo: LSC-1188.

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

Plus: special 2-record Toscanini Album in Stereo


ORDER FROM YOUR DISTRIBUTOR TODAY!

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The most trusted name in sound
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<thead>
<tr>
<th>BILLBOARD PICKS</th>
<th>SINGLES REVIEWS</th>
<th>JANUARY 12, 1963</th>
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<tr>
<td><strong>BILLBOARD SPOTLIGHT PICKS</strong></td>
<td><strong>THE KINGSTON TRIO</strong></td>
<td><strong>BOBBY SCOTT</strong></td>
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<tr>
<td>Pop single spotlights are these singles with sufficient sales potential. In the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlights worth to the extent that they sell in the marketplace with a minimum of fanfare. Billboard winners may appear on future cover stories.</td>
<td><strong>GREENBACK DOLLAR</strong></td>
<td><strong>WHEN THE FEELING HITS YOU</strong></td>
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<td><strong>BRENT LEE</strong></td>
<td><strong>ONLY YOU</strong></td>
<td><strong>EMMA FRANKLIN</strong></td>
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<td><em>She'll Never Know</em></td>
<td><em>A Taste of Honey</em></td>
<td><em>Don't Wait Too Long</em></td>
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<td><em>Baby, Baby, Baby</em></td>
<td><em>Mr. Ackers</em></td>
<td><em>Ring of Fire</em></td>
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<td><strong>FERRANTE AND TEICHER</strong></td>
<td><strong>CURTIS LEE</strong></td>
<td><strong>CARL BELEW</strong></td>
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<td><em>Theme from Lawrence of Arabia</em></td>
<td><em>Pickin' Up the Pieces of My Heart</em></td>
<td><em>The Masquerade Party</em></td>
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<td><strong>DION</strong></td>
<td><strong>DODGE STEVENS</strong></td>
<td><strong>JOHNNY CASH</strong></td>
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<td><em>He'll Only Hurt You</em></td>
<td><em>Daddy Couldn't Get Me One of Those</em></td>
<td><em>Busted</em></td>
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<td><strong>JIMMIE RODGERS</strong></td>
<td><strong>SHEPARD SISTERS</strong></td>
<td><em>(Continued on page 27)</em></td>
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<td><em>I'll Never Stand in Your Way</em></td>
<td><em>Don't Mention My Name</em></td>
<td>Billboard's Record Review Panel Hears and Rates an Average of 56 Albums and 111 Singles Every Week.</td>
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(Continued on page 27)
NOW
HERE'S
A
GREAT
SINGLE

*SPECIALLY-EDITED VERSION OF THE ALBUM TRACK – NOW 100% AIRPLAYABLE

TWO GREAT SIDES
FROM THE TRIO’S
FIRST HIT ALBUM
OF 1963 (S)T. 1809
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<th>#</th>
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<td>1</td>
<td>WALK RIGHT IN</td>
<td>Frank Sinatra, Capitol</td>
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<td>2</td>
<td>GO AWAY LITTLE GIRL</td>
<td>Little Richard, Columbia</td>
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<td>3</td>
<td>YESTERDAY</td>
<td>The Beatles, EMI</td>
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<td>4</td>
<td>LIVIN' ROCK</td>
<td>Bo Diddley, Chess</td>
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<td>5</td>
<td>HOTEL HAPPINESS</td>
<td>Dean Martin, Capitol</td>
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<td>6</td>
<td>BEHIND THE ITALIAN MOOSE</td>
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<td>THE NIGHT HAS A THOUSAND EYES</td>
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<td>ZAP-D-A-DOO-DAH</td>
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<td>UP ON THE ROOF</td>
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<td>TROUBLE IS MY MIDDLE NAME</td>
<td>Bobby Troup, Capitol</td>
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**HOT 100—A TO Z** *(Publisher-License)*

**BUBBLING UNDER THE HOT 100**

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*Billboard Hot 100 for the Week Ending Jan. 12, 1956.*
START THE NEW YEAR WITH A SMASH ALBUM!!!

1962'S GREATEST HITS BY BILLY VAUGHN

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IMPORTANT
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TO SELL MORE PRODUCT AT FULL DEALER MARK-UP!
1/2 OFF ANY ALBUM—mono or stereo
WHEN CUSTOMER BUYS ONE LP AT REGULAR PRICE!

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Al Hirt, Brave Bulls, Johnny Puleo, Port Said,
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Remember, new set owners and January record shoppers
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**BILLBOARD SPOTLIGHT PICK**

Poe LP Spotslight on this album with its excellent sales potential. In the opinion of Billboard's Review Panel, which achieves a score of 4 or more, this album's sales potential is rated as high. Such a high rating indicates that the album is expected to become a top seller in its respective area.

**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 respective category. Ratings of only the standout LPs of the week are published, consisting of reviewing a 5-star review in text. More detailed reviews of albums with higher sales potential are presented for Spotlight picks or Special Merit picks, and all 4-star LPs are listed under their respective categories.

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**CLASSICAL SPOTLIGHT**

**BILLBOARD SPECIAL Merit PICK**

Special Merit picks are new releases of outstanding merit. Those of particular merit within their respective categories of music.

**BILLBOARD 4 STAR**

The 4-star rating is awarded new albums with sufficient sales potential in their respective areas. These releases are being tracked by many dealers, with one-sixth and rack jockeys following.
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**TOP 50 SELLERS—MONAURAL**

**TOP 50 SELLERS—STEREO**
YOUR UNANIMOUS CHOICE!

The Public and the Polls Agree on

BRENDA LEE

Her latest release

SHE'LL NEVER KNOW
c/w

YOUR USED TO BE

31454

on DECCA naturally
TOP CAT
TV Soundtracks, Colpix CP 112 (4)
More of the easy TV adventure of one of the greatest heroes of modern medium. This album contains two original soundtracks from the series, "The Unpredictable" and "The Cat Fall in False." The first one is about the impossible situation involving the police, while the other is about the incredible situation involving the lawyer. This one is likely to get plenty of success.

SPECIAL MERIT PICKS

CHORAL/CHAMBER ENSEMBLE PICKS

MF 1004
Low Price Country Spotlight

LOW PRICE COUNTRY HITS

GRAND OLD COUNTRY HITS

Various Artists, RCA Camden CAL 734 (L)
Here's a set that should sell like hotcakes on an easy, strong country market. The set gets a foot of sales activity with bigtime radio support and samples that should make for a hot item.

GIVE US THIS DAY

Blackwood Brothers, RCA Camden CAL 472 (L)
A catchy waltz-sounding ballad by the Blackwood Brothers that should be popular with the current country market. The set has a great deal of radio exposure, and it should make for a big item in the stores.

BILLY'S BIG WEEKEND

Matty Carson, RCA Victor LPM 1318 (S)
This one is a real seller for the current country market. The set has a great deal of radio exposure, and it should make for a big item in the stores.

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Matty Carson, RCA Victor LPM 1318 (S)
This one is a real seller for the current country market. The set has a great deal of radio exposure, and it should make for a big item in the stores.

LOVER'S INN

Marvin Rainwater, RCA Camden CAL 627 (L)
A good ballad that should sell like hotcakes on an easy, strong country market. The set gets a foot of sales activity with bigtime radio support and samples that should make for a hot item.

SPECIAL MERIT PICKS

THE MADISON AVE. WEREWOLF BAND

RCA Victor LPM 2645 (S)
This one is a real seller for the current country market. The set has a great deal of radio exposure, and it should make for a big item in the stores.

TOP CAT
TV Soundtracks, Colpix CP 112 (4)
More of the easy TV adventure of one of the greatest heroes of modern medium. This album contains two original soundtracks from the series, "The Unpredictable" and "The Cat Fall in False." The first one is about the impossible situation involving the police, while the other is about the incredible situation involving the lawyer. This one is likely to get plenty of success.

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**Reviews of New Albums**

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- FOLK
  - "MORAVIAN" George Aristophone
  - "SKALOPATIA" Olga Kapist (M)

- RELIGIOUS
  - "I'M NOT ALONE" Jack Hatalowicz
  - "SISTINE CHIOR" Columbia CS 406 (E)

- SPECIALTY
  - "SUPER STOCKS" Riverside RLP 2516 (M)
  - "CALENDAR PRESENTS JUNE WILKINSON AND HER PHYSICAL FITNESS ORCHESTRA" Everest M 401 (M); RT 401 (S)

- LATIN AMERICAN
  - "EL RICOTE QUE CANTA" Narcisco Carvajal, Sema SCLP 1543 (M)

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- COUNTRY
  - GEORGE RIDDLE
    - "She's Louisiana Aggie" (Glad, BMD) (12/1962; United Artists 515)
  - COUNTRY JOHNNY MATHIS
    - "Plain Talk to My Heart" (Glad, BMD) (1/19, NS) (United Artists 520)

- THE MELODY BOYS
  - "Don't Let Her Take Our True Love Away" (Roy's, ASCAP) (2/19, R)
    - "You Don't Ever Write or Call" (Roy's, ASCAP); LEBO 2069

- LITTLE JIMMY DICKENS
  - "Police, Police (Cedarmere, BMI) (2/19)
  - "Riots, Riots (Cedarmere, BMI)"

- LITTLE STEVIE WONDER
  - "Love on Your Side" (Cubette, BMI) (2/19, CUBA 365)
  - "Sugary Spoon" (Cubette, BMI) (2/19, CUBA 401)

- THE JAMESES
  - "What the Sun Goes Down" (Madison, BMI) (10/1961; Columbia, BMD) (2/19, COLUMBIA 721)

- THE MAYS BROTHERS
  - "Who Stole the Keeshah?" (Sherry Label, BMI) (12/19, Sherry Label, BMI) (12/19, SHERRY 1003)

- AL HIRT
  - "POLLY" (Eldorado, BMI) (2/19, ELDORADO 717)
  - "Porto (Down Home Label, BMI) (2/19, DOWN HOME 717)

- MAXINE BROWN
  - "If You Have No Real Obligation to Me at All" (Matchless, BMI) (12/19, MATCHLESS 1006)

- JAZZ
  - THE THREE SOUNDS
    - "You Are My Sunshine" (Bare, BMI) (1/19, BARE 717)
  - "LIVING THE LIFE OF RUSTY" (Olympic, BMI) (12/19, OLYMPIC 721)

- "WHO STOLE THE KEESHA?" THE MAYS BROTHERS
  - "Marilyn Monroe" Sings Her Greatest Hits! (2/19, RCA 002)
  - "MARILYN" (2/19; RCA 5000)

- "WHO STOLE THE KEESHA?" THE MAYS BROTHERS
  - Select 5-719

- BILL MONROE AND HIS BLUE GRASS BAND
  - THE RIDE MOUNTAIN RIDE (BBD 1953)
  - "How Will I Explain About Your Chumash" (BMD) (3/19); DSCA 2146W

- MAC WEEMS
  - "Whitey" (Arcady, BMI) (G & H)

**SPIRITUAL**

- SENSATIONAL NIGHTINGALES
  - "All Be Over (Glad, BMI)"
  - "Don't Pat Oil Today (Glad, BMI); PEACOCK 5-1780

- MIGHTY, MIGHTY CLOUD OF JOY
  - "Not the Righteous (Lone Star, BMI)"
  - "Family Circle (Lone Star, BMI); PEACOCK 5-1689

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Classical, Jazz, Kiddie, Western, Pop, etc.

We MUST buy DIRECT • NO jobbers or distributors

We MUST have mats for advertising

SAM GOODY, Inc.
235 W. 49th St., New York, N. Y.

CALL MR. GOODIE • Circle 6-1780
Everest Deal For Apollo Line Signed
HOLLYWOOD — Everest Records has shocked the record industry by announcing a long-term pact with a major label. The contract calls for a firm three years in which Everest will handle Apollo, plus options which carry the arrangement for an indefinite number of years beyond that.

The deal was concluded in Hollywood yesterday between Everest President Bernard Solomon and Apollo’s Herbert Berman. The Apollo line will retain its own label identity while its operations and distribution will come under Everest’s banner. Solomon said that the deal goes into effect during the first week in January when Everest distributors will start selling Apoll’s wares. He said Everest will repackagle Apollo’s album catalog to go on sale in two months. In addition, Everest will sign new artists and plan new records for release on the Apollo label. These will be mainly in the spiritual field.

The Apollo catalog now includes recordings by Mahalia Jackson and such stars of the 1930s as the Roberta Martin Singers, among others.

FM/Web Preview Of Boston Album
NEW YORK — RCA Victor will introduce its first recording by the Boston Symphony Orchestra under the direction of Erich Leinsdorf when the orchestra makes its broadcast studio appearance on the 42-station QXR network (PM) on Sunday, January 6. The program will feature the Boston Symphony reading of the Bartok "Concerto for Orchestra" and the score of the new English choral work "Hymn to the Fallen," which is being issued in January.

The Leinsdorf LP is combined with a two-LP set titled "The Golden Years of the Boston Symphony" which will be offered (offered in the new year) to customers who buy the Boston Symphony Orchestra radio station's new year's LP sets. "The Golden Years," which is recorded under the direction of the Symphony's previous director.

Victor is also issuing a number of other albums in January, with programs to be issued in the next four months, including the new year's LP's set under the title "Our Man In..." as part of an advent calendar. The "Our Man In..." LP's, such as the new year's LP, will be "Our Man In..." in the Parisian, with the addition of a CD set called "Our Man In..." which is recorded under the direction of the Symphony's previous director.

Everest may also be issuing a number of other albums in January, with programs to be issued in the next four months, including the new year's LP's set under the title "Our Man In..." as part of an advent calendar. The "Our Man In..." LP's, such as the new year's LP, will be "Our Man In..." in the Parisian, with the addition of a CD set called "Our Man In..." which is recorded under the direction of the Symphony's previous director.

Caedmon Ties In To Poet Birthday
NEW YORK — Caedmon Records has signed an agreement with the estate of Carl Sandburg's birthday, January 6. The author and literary figure is 85, and has a long list of other recording projects which he plans to complete by the end of 1962.

For this celebration, Caedmon is offering a special program of Sandburg's collection, a Lincoln album, three children's albums, and an album of his own poems—$3.70 each. The two-LP set titled "A Lincoln Album" is a stereo recording, released in 1957, and priced at $7.40 for radio audiences.

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

HITs OF THE WEEK

AUSTRALIA
(Country Music Makers, Sydney)

JAPAN

(Popular Music Makers, Tokyo)

PERU

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

SOUTH AFRICA

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

FRANCE

BELGIUM

WALLOON (Courtyard House Magazine)

ISRAEL

(Courtesy Israel Broadcasting)

ITALY

(Courtesy Marco's a South Italy, Milan)

HONG KONG

(CG Staff)
Many Writers Get Snub at San Remo

ROME—The list of songs to be performed as entrants in the 1963 San Remo Festival have been selected. This year's competition has generated much interest, and the selection committee, which is under the direction of Vittorio Deica and contains many non-music biz personalites, has turned down material by Renato Rascel, Giancario Cantarelli, and Fontana, among others. The committee's final decision was made after much discussion, but it is said that their prominance in past events would give them an automatic entry, even if they had been cut from the song meet.

The song selection committee, which is under the direction of Vittorio Deica and contains many non-music biz personalites, has turned down material by Renato Rascel, Giancario Cantarelli, and Fontana, among others. The committee's final decision was made after much discussion, but it is said that their prominence in past events would give them an automatic entry, even if they had been cut from the song meet.

BELGIUM

Christmas Sales Give '62 a Boost

By JAN TORFS

Sivasani, Jyt, Michaele

Sales in the record business here a way up due to Christmas and year-end buying. The four-big disks are "The Love Parade," "Tornado," "Let's Dance," and "Le Tango". By BNE (Buma-Verbeke), and "The Love Parade" is also the top-selling hit in the UK, where it has been at the top of the charts for the past three weeks.

Germany

Pat Boone Tops Publication's Poll

By JIMMY JUNGERMANN

102 Janninger Straße, München 27

Musikmarkt, the music trade publication here, has announced the winners in its 1962 survey of top artists and records. In the male vocalist category, honours went to Pat Boone, followed by Engelbert Humperdinck, Bobby Vinton, and Johnny Mathis.

Moore topped the instrumental artists. The Walkers, Mr. Acker Bilk, and the Ventures, each with three records, were followed by Joly & Joly, each with two records.

Hungary

Exhibition Draws Earl of Hawrewood

By PAUL GONGY

Dunca 6, Budapest

The Earl of Hawrewood, the Edinburgh International Festival's director, who visited Budapest on an invitation of the Institute for Cultural Relations, attended the inauguration of the Sala Bar. The exhibition was opened by Hungarian Ambassador Jenő Szebéd, the Hungarian ambassador, and Mr. T. M. Pálma, was also present.

Three String Quartets by Bartók are also included in the Day String Quartet, and an ensemble from the Budapest State Opera will perform these works for orchestra at the Festival.

The till now banned "West Side Story" cast recording will go on air at Radio-Budapest in the near future. In addition, the following foreign recordings will go into regular radio service at Radio-Budapest: "Kapitan" and "Mamouint" by Petula Clark (Vogue); "Belinda", the Flamingos (Metronome); "Sing, Brother, Sing" by the Tramps (Polydor); "Robin Hood and Little Johnny Went to Market" by Mitch Miller, and "A Very Young Lady" by the York Strings (Decca), and "The Story of the Tramp" by the London Symphony Orchestra (RCA).
"MIGHT BE FRIGHTED IN MOST PLACES, BUT..."

THE ORIGINAL VERSION

"MAMA DIDN'T LIE"

By JAN BRADLEY

"EVERY DAY I HAVE TO CRY"

By STEVE ALAIMO

"WOULD IT MAKE ANY DIFFERENCE TO YOU"

By ETTA JAMES

"THE JEALOUS KIND"

By CLARENCE HENRY

"LONELY BABY"

By TY HUNTER

"BOSSA NOVA BIRD"

By THE DOLLS

"BOSSA NOVA"

By THE DOLLS

"CHESS"

Producing Corp.

1728 S. Michigan
Chicago 14, Ill.

"CHESS"

PRODUCING CORP.

1728 S. Michigan
Chicago 14, Ill.

ditioned why the deliveries could not be made, a spokesman an-
swered that all production and delivery plans had been ful-
filled for 1962 (prior to the Christmas rush) and all further deliveries of records would be made after January 1.

Bossa nova and madison reaching Budge and others are attending a few dance courses and writers are hard at work on new tunes to meet the de-
mand. Nevertheless it might happen that some records will be available when these dances are already outdone.

Wallace Dwyer's charming "Fin-
occhio" in Hungarian was a tre-

cendous success and will cer-
tainly lead to new popularity of the music.

The Pevero Orpettuzh (Municipal Opera Theater) is preparing a new opera for the next season based on the famous old stage "Tundero Lanyon" (The Thrill of Turneck) by the late Jeno Hetrai. Of special in-
terest is the composer Dr. Albert Simony (Chappell & Company's chief editor), who is working on the score. There are rumors that the Municipal Opera Theater will visit the United States in 1963 for a period of three months and produce be-

ides, "Kabuki" and "Las Enque?

ces" two other Hungarian op-

erertas of their repertoire.

ISRAEL

Helen Shapiro is An In-Person Hit

By AZARIA RAPOPORT

73 Ahad Haam St., Tel Aviv

Helen Shapiro, accompanied by Collin Day and the Red Price combo, are lighting Israil's night entertainment and pop music concert season. Even a kibbutz (a collective farming settlement) in Upper Galilee, whose members are partly composed of Anglo-Saxons who have mi-
greated to settle, has asked if the young singer could find the time to visit them.

The Rockets, starring Gary Edwards, in Israel after accom-
pcompanying Chubby Checker in Europe, are not faring so well. Teenagers do flock to see this twist group, however. Other visiting performers enjoying better success are Welsh singer Joseyly Janes, Eric VOGEL and new Philips artist, Sylvia Claire and her brother,工商银行 who is again accompanied by Tony Cramble.

ITALY

G Ricordi Gets CBS Distrib Nord

By SYLVESTER STEINMAN

Plazza S. Amiliano, 1, Rome

G. Ricordi, best-known for its distribution of international rights to works by the greatest Italian composers, has moved into the forefront by acquiring Italian distribution rights to the new CBS records label covering the output of the Columbia tag in the U. S. plus the labels here with separately marketed by Bluebell. In addition to its own Ricordi label and CBS, it has been marketing Roulette, West-

master, Roundtable, Tico, Argo, Tavola Rotonda, MBS, and Club. With Bluebell it has added Chandor, Kee, Canadian, 20th-Fox, Del-Fi, Cadence, Omega, Colpix and Candid. With these it becomes a for-

midable competitor for RCA Italiana, Voice of Padre, and Compagnia Generale del Disco, the other top record companies.

TRADE DATA

Meazzi has come out with an album "Come Back to Operette" containing selections from 22 operette albums which are in their catalog. ... With her ap-
pearance as a feature on "Studio One" on TV, Rita Pavone, 17, and less known Meazzi is be-

ing given full promotion by RCA. Her current disk, "The Football Match," has passed the 120,000 mark. ... Because of existing differences with actors, RAI-TV canceled the public fi-
nale of "Canzanelma," which was to have taken place in Termini and moved the event to the Mi-

lan studio.

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

With the many twist and mad-


discs facing fast, the bossa nova seems to have the New Year situation in hand, with the top disk here featuring June Christy, ... Decca has brought out the London disk of "Telstar" by the Topless Orchestra with its appearance at the "Hot 100." A week of Original Cast Pietro Garinelli and Sandro Giovanni have prepared an original-cast album simultane-
ously with the opening of "Ru-
gano" (traditional 18th Cen-
tury Roman masque character)
The musical score is by Armando Trovajoli, who conducted the highly successful opening night of the operaetta. The disk has been issued under the GAM label by Durium.

The 1963 San Remo Festival will be attended by many of the old standbys who assumed their songs should be accepted solely on the ground of the autho-

rship have received a rude surprise from the selection com-

mittee headed by Vittoria De-

nica and containing many nom-

inative publishing elements. Al-

though the 20 tunes chosen in-

cluded two written by singing

composers Pino Donaggio and

Tony Rausini, others by Renato

Ruspoli, Adolfo Biondi, Giampa-

lino Botti, Chahoua, Chiara

Villa Aurelio Fierro and Lello

Lattanzio, which had been consid-

ered shoe-ins for the competition.
Kindle Customer Interest By Teaching Him How to Record

Dealers Get 7 Timely Pointers

BUCHANAN, Mich.—Make experts out of tape recording among the salesmen of recorders, blank tape and microphones, according to the Electro-Voice Company here, is a smart sales tactic for 1963. The firm points out that the purchasing factor of high quality microphones, loudspeakers, and other high fidelity equipment is showing the direction that consumer education is going. "The rules for making good recordings are simple," E-V President R. W. Biddle told the Billboard. "The few minutes it takes to instruct the customer will be well spent. The increase in interest will, in turn, increase the sales of microphones." Kahn outlined the kind of instruction which should be able to give. It consists of seven important points:

1. Don't expect miracles right away. Keep your customer interested.
2. Good recordist isn't made overnight any more than a good guitarist is. The problem is to get the musician interested. Testing is cheap; you can use the same tape over and over.
3. Don't record in all sessions. Use sound reflectors in the room and play to the people.
4. Hold the microphone about a foot from the source. If it is not taped, ask the person to speak or sing in normal voice.
5. Think of the microphone as a musical instrument. It can be accurately played.
6. You may think that the place you want to use for recording is not good enough because it contains sound to which you are accustomed. The microphone can mask the noise. You can record in noisy rooms and get good results.
7. If you have to record in situations where random noise is high, you may have to record and random noise is high, you may have to record and random noise is high, you may have to record and random noise is high, and don't put the microphone too close to the mouth. Learn what it can do and don't do it in those circumstances.

Test the Room

5. Take a room test. Every room has its own sound, dependent upon the acoustics of the room. It can be a "live" room or a "dead" room or a room that has some amount of reverberation in it. If you may have to record in situations where random noise is high, and if you want to record and random noise is low, don't put the microphone too close to the mouth. Learn what it can do and don't do it in those circumstances.

Phono Demo Technique 'Leaves 'em Bug-Eyed'

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

"I've been using it at high fidelity shows," Stanton told the Billboard. "And it leaves them bug-eyed and convinced."

The important thing about the Stanton technique is: any demonstrator can use it effectively at the sales counter to draw crowds and increase sales. And the demo is as simple as it is effective. Here's how it works:

Preparation: Turn on the player and crank the volume up to a fairly high level. The louder the level, the more pun-

ishable the cartridge and need-\n
le seem to be taking. And--\n
have a side of a pencil handy.

The technique: (1) insert the pencil stub under one side of the record label; (2) drive flush. The resulting roller-counter action is worse than the most wotu record harm warpage. Put the needle in the groove. The tone arm will ride the wobble disk without difficulty. And, what is more important, there will be no pitch changes and the difference is sound between the "warped" disk and one played normally will be undetectable.

Prestige Gives 10%

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

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

A SIZZLER

Phono Tape Merchandising

EQUIPMENT NEWSLETTER

By DAVID LACHENBRUCH

Managing Editor, Billboard

The Changes in Changers. If we were to try to name the most noticeable development in the so-called "package" phonograph business during the year just past, we would say it was the increase in changers. For 1962 was the year that the number of the large manufacturers of home music instruments made important progress in designing changers more compatible with modern LP stereo.

While this trend started before 1962 in the package phonograph business, last year was the year which saw most manufacturers switch over to lightweight pick-ups using high and low quality tracking. At least two make these the "floating cartridge" feature, originally designed by CBS Labs, which prevent problems and make changers more acceptable. Others have upgraded their instruments by changing their supplies of record changers, and buying and advertising more deluxe changers than many companies with well established reputations in the component field.

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

The next step in package consoles may well be closer attention to loudspeakers. In the next year or two we may see greatly improved sound from these components and increased attention paid to acoustical baffling and enclosures of speakers.

Something Borrowed, Something True. Like the improvement in record-playing equipment, speaker components, and pickup techniques will be made from in-high fidelity component systems. Package manufacturers have consistently borrowed ideas from professional equipment and components, and new ones are on the way in both high and low-end phonographs.

The component manufacturers feel the definition should apply principally to audiological products reflecting a fairly advanced state of the art. It should be independent of changes in high-fidelity component systems. Some components, and manufacturers have been using the term "high fidelity," feel that EIA's proposed definition will take away their right to use it, by government fiat.

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

No matter what the uses of the phrase, it has been approved by several government standards, that the government may use it as a basis for the government to arrive at a definition of positive words as "green" or "round" or "inch." But no absolute definition of "high"—particularly when used in connection with "fidelity"—is going to satisfy more than a small minority.

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

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

One Possible Solution is a standardized way of measuring and presenting specifications to spell out exactly how the
Lively Sales Approach 
Looms in Accessories

NEW YORK—More imaginative merchandising techniques in the high fidelity field are sure to be seen during 1963, in view of present indications. Some of the innovations already being readied for use by dealers, retailers and manufacturers. Latest developments from such manufacturers as Admiral, Electro-Voice, Jensen and Kenwood, herald the coming of a departure that has been traditional in the past.

Smallness of the size of the product has been the basis for a special sort of promotion, much in the form of an oversized package. Each seven by seven-inch square carton contains a replacement needle in a finely-secured bubble or blister. The carton itself bears a good visual presentation of the product with pertinent information on which units it replaces and how to install.

Jensen, in this year's approach, also provides an answer to the problem of performance quality. The dealer faces every day to open his shop, particularly with small products for which there is no obvious outlet. The Jensen firm has also continued its series of annual rating manuals for hi-fi enthusiasts. The 1963 annual edition has just rolled off the press.

Another novel approach, designed to appeal to gadgeteers, has been introduced by Sound and Vision. The cartridge and component manufacturer incorporates a plastic item in a new hi-fi gadget gauge, which is simply an ingenious perforated card, with five separate cut-out units for conducting six different tests on the equipment.

Bunching and folding the card cut-outs and using them with such items as paper clips and tape, the audio enthusiast can conduct tests for 1) tracking force of the needle, 2) bearing friction—the side-to-side friction of the tone arm; 3) stroboscopic test for shafts or worn bearings; 4) arm set-down—whether the tone arm moves properly to engage the first groove; 5) stack clearance—the correct distance between turntable and the stack above the turntable for proper tone arm clearance; and 6) a strobe scope test of turntable speed.

The first 25 of the hi-fi gadget gauges are free to dealers, with additional copies available at 5 cents each. On the reverse side of the 11 by 11-inch card are detailed messages on various aspects of the product.

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

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

The card is said as providing new opportunities for dealers to increase sales of accessories in the record and photo field. Many dealers, too, are likely finding an increased demand during 1963 for tape equipment accessories as well, which will include head cleaners, tape-splinting units and storage racks among others.

NEW DEALER PRODUCTS

Scott Sets Tuner Kit
Scott Sets tuning kit is incorporate- ing 10 LP 45s for $15, and for 85s, the firm's Sonic Monitor, a device which permits easy identification of a station broadcasting in stereo. The unit comes packed for easy assembly and includes a rewritten instruction book.

Dynavox Hide-away Phono
Dynavox's new portable phono, pictured here, is known as the "Hide-A-Way." Model D-201 includes a D-24 changer, detachable speakers allowing 14 feet of separation, and a carrying case which permits the unit to fold into a small box. List price is $99.95.

Jensen Counter Display
Jensen Industries has made available to dealers this specially designed counter display card, for promotion of the unit's accessories, model CRA-555XD. The display, in ebony and gold, shows how to replace the needle, and needle, in step-by-step style, of the needles, in neat packages.
Detroit's Big WJR Wins Point, Then Returns to CBS Network

By ARNOLD HIRSCH

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

The move has spelled no radical change so far in WJR station personnel, though much program shifting has been necessitated. This week, for example, shows are "Arthur Godfrey Time," Art Linkletter's "Houseparty," and the "Cary Moore Show," Betty Furness' "Woman's World" and dozens of CBS News programs.

Biggest move, a simultaneous move across the street to a new WJR 1959 39th Street Building. The studio will be called "Showcase," an easy-going blend of pop tunes and interviews, from a daily two-hour, 15 minutes down to 50 minutes, across-the-board. Most of the lost time is being made up, however, on a new "Jim Wood Show," from 10:05-11:15 p.m. It will be hosted by Jim Wood, the same Jim Wood who hosted the "Gould Guest Show" in the 12:30-12:55 p.m. slot, featuring guest guest on Saturday radio.

The new program includes some of the "Showcase" ingredients with the addition of humorous material, written and enacted by man-of-many-parts Arthur Godfrey.

The long-time WJR music-variety, "Guest House," has been torn down after nine years as an evening landmark, but it will appear in a new form: "The Big Guest Show," in the 12:30-12:55 p.m. slot, featuring both radio and TV guests, including Larry Bush and Billy Keprta by Jimmy Clark. The show is scheduled to go on the air, "Time Out for Music," which will now be heard Saturday nights.

J. P. McCarthy, considered by industry people as the Motor City's top-rated recording personality, has lost his Saturday afternoon segment of the "Music Hall," but has an extra 15 minutes tacked onto his daily p.m. slot, adjacent to the "Time Out for Music," the slot was unchaged, Monday through Saturday.
BEST TRACKS FROM THE NEW SPOTLIGHT'S

These are the tracks selected for disk jockey programming during the past week, as the most outstanding from this week's new Spotlight.

JAZZ
ON MY WAY AND SOUTHBON' AGAIN—Count Basie (Verve V-8411), Dizzy Gillespie (V-8393) (Verve, SCP-3011)
BLACK AND BLUE—Elsie Rams (Capitol ST-1542), Frank Sinatra (Capitol ST-1080) (Capitol, SCP-3101)

COUNTRY & WESTERN
CHEYENNE FRONTIER DAYS—Black Diamond and The Barrel Boys (RCA LPM 2777), The Barrel Boys (RCA LPM 2776) (RCA, SCP-2101)

POPULAR
BILL WITHERS PLAYS 12 MORE INSTRUMENTAL HITS—Larry Black (ABC-Paramount, ABC-3011)

LET'S GO WITH THE ROUTERS—(Mercury R-1051), W.S. 1149 (Stargate, SCP-3201)
PATTIE PAGE ON STAGE—(Mercury R-11485), S 0099 (The Bell Whistle Song, Play, BMI, SCP-3301)

EMERSON PRINCE SINGS THE GOLDEN HITS OF ITAY—(Warner Bros. R-1102, WA 1891) (Yiddish, SCP-3401)

MIDDLE ROAD SINGLES
Not too far out in either direction, the following singles, selected from the chart list 100, are the most popular middle-road records of the week. Further list is based on actual sales standing in the Net 100.

YESTERDAY'S HITS
Charge-of-pace programming from your libran's shelves, featuring the disks that were the hottest in the land four years ago this week. Here's how they rank in the Billboard's chart at that time.

POP—5 Years Ago
January 13, 1958
1. All the Way—Denny & the Juniors, ABC-Paramount
2. Sheil Up, R. Nelson, Impala
3. The Great Balls of Fire, J. Lewis, Sun
4. April Love—B. Bacall, Del
5. Peggy Sue—B. Haley, Coral
6. A Joe and my Baby—L. Welch, King
7. Jingle Bell Rock—B. Haley, Decca
8. You Send Me—S. Cooke, King
9. Roll Over Beethoven—The Beatles

RHYTHM & BLUES—5 Years Ago
January 13, 1958
1. I’ll Come Running Back to You—S. Cooke, Specialty
2. I’m Gonna Love You—L. Welch, King
3. Keep it to Yourself—The Beatles
4. No One but Me—B. Justus, Phillips’ 1st

Despite Teens’ Protests, Their DJ Idol Cut Down
SAN FRANCISCO — Northern California teen-agers are still surviving the cutting back of the Dick Stewart’s popular KPIX dance party program to one afternoon a week.

KPIX withstanded an onslaught of juvenile protests when the TV station revised its schedule to include its new hour “The Nation’s Top Tunes.” This Hit of the Roll consists of the nation’s top tunes according to record sales and disk jockey performances as determined by Billboard’s weekly nationwide surveys.

RECORDABLES AVAILABLE
(Best Selling Record Listed in Bold Face)
1. GO AWAY LITTLE GIRL — Steve Lawrence, Columbia 42601.
2. TELSTAR — The Troggs, Liberty 8609.
3. LIMBO ROCK—Carl Perkins, Sun 2596.
5. PEPPINO THE ITALIAN MOUSE—Alfred Merdwell, RCA Victor 4009.

DEFENDERS
WWW.AMERICANRADIOHISTORY.COM

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How to Sell More Classical Records

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

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

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

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

11. Make Your Clerks Specialists. You can work two ways in this respect. Either hire a musician and train him as a salesman or hire a record salesman and train him in musical knowledge. But no matter which approach you take, you should have at least one person on your staff who can discuss classical disks with the customer. A good place to start training the clerk is with this issue.

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

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

14. Encourage the8 Youngsters. Teen-agers have always been the record industry's best customers. They come into your store where they can be exposed to classical repertory. Once exposed, they become permanent collectors, not just for 98-cent singles but for "big ticket" album merchandise. How can they be encouraged? One Southern department store is going after teen-ager dollars by offering charge accounts. The accounts have a $15 ceiling and the user is responsible for closing the amount. This isn't too much of a shore for teen-agers and it encourages them to buy and buy from the outlet that makes it easier for them.

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

ERA Has the SMASHES!!

Giant for January!

LITTLE TIN SOLDIER
The Toy Dolls Eka 3093

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

Doubles as DJ, PROMOT'N MAN
San Francisco — Herb Wells has been named to double as promotion manager and deejay on FM radio station KPEN—but because of the nature of the station the title "announcer" is preferred to the less aristocratic deejay label.

Wells is handling three different programs for the station, including a thirwe-weekly "Jazz Music," a half-hour show on Saturday nights, and "The Great White Way" Sunday afternoons. He replaces Pete Taylor, who has joined KRAY, soon to be taken over by Kaiser Industries.

THE NEWEST SIGHTS IN SOUND...

COMING YOUR WAY FROM

DECCA PHONOGRAPH/63

Dick Dale & His DEL-TONES
The hottest Band in the Land

4 BIG SMASHES!!

BUSTING WIDE OPEN

ALL AT ONCE

1. PEPPERMINT MAN
2. MISIRLOU
3. SURFBEAT

THE NO. 1 SINGLES ON THE WEST COAST!

DEL-TONE RECORDS 11125 So. Wilton Pl., Los Angeles, Calif. PL 6-7844

"Surfer's Choice"

SOLD OVER 50,000!
'POPEYE WADDLE'
by DON COVAY
Cameo 239

Billboard/Buyers & Sellers

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

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HAYDN SOCIETY

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VISIT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER WEEK
STARTING SUNDAY, JANUARY 13

WHAT YOU SEE AND HEAR WILL PROVE
WURLITZER HAS THE WINNER FOR 1963

THE WURLITZER COMPANY / 107 YEARS OF MUSICAL EXPERIENCE / NORTH TONAWANDA, NEW YORK
Williams Goes To Production With Tom Tom

CHICAGO—Stuart F. Auer, formerly vice-president of background music for the Seeburg Corporation, has been named vice-president of the firm’s West Coast operations.

William F. Adair, Seeburg’s sales vice-president, said that West Coast activities had been expanding so rapidly that the new post was created.

He added that Auer had lived in the San Francisco area for nearly 10 years and has a wide acquaintance with juke box and vending men in a like capacity throughout the West.

Auer will headquarter in San Francisco where he will supervise distributors in Los Angeles, San Francisco, Salt Lake City, Deaver, Portland and Seattle.

He has been with Seeburg and its distributing organization for eight years. Before that he was general manager of music in Baltimore and spent two years with the Mutual Broadcasting System.

STUART F. AUER
had been general manager of music in Baltimore and spent two years with the Mutual Broadcasting System.

Edward S. Cislian, who had been Auer’s assistant sales manager, becomes sales manager of the background music division. Before joining Seeburg he had been a salesman for Davidson.

Tom Tom

TOM TOM
CHICAGO—The Williams Electronic Manufacturing Company this week went into production on Tom Tom, a five-ball which features two moving targets.

The top rollover button when lit by red completely changes the top bumper value from 10 to 105 points, and advances the values of both the red and yellow moving targets from 10 to 50 to red and yellow targets.

The two bottom shooters in (Continued on page 46)

200 in Milwaukee Op Party Set for Wurlitzer Weekend

MILWAUKEE—Nearly 200 operators, their wives and service personnel are expected to show up for a Wurlitzer Weekend Saturday (12), Monday (14) and Tuesday (15) here, according to Harry Jacobs Jr., president of United, Inc.

Main event will be the unveiling of the new Wurlitzer juke box, beginning Sunday (13), 2 p.m. in the Karter Knecker-bocker Hotel. The afternoon session will be followed by a cocktail party and dinner. C. B. Ross, field service engineer and Best & Ross, Portland, is the West Coast sales manager, will be on hand.

The same props used at the recent distributors debut of the new Wurlitzer model in Florida will also be utilized at the Beer City unveiling.

An interesting program’s also planned for the ladies. “We will have some special activities for them while the men are busy learning about the new Wurlitzer,” Jacobs said.

The Wurlitzer Weekend plans include a special showing and refreshments following the annual meeting of the Milwaukee Phonograph Operators Association Monday evening (14) in the Ambassador Hotel.

An additional Wurlitzer showing is planned for a statewide service school for route and maintenance personnel on Tuesday (15) in the United, Inc. headquarters.

SHUFFLEBOARD UP IN NIGERIA
LAGOS, Nigeria—A shuffleboard boom is on in Nigeria. Nearly 40,000 shuffleboard games have been imported since 1960, with imports concentrated in the last half of 1961 and 1962. Nigerian importers are planning to increase direct imports from the U. S. 10% of the shuffleboards are flowing into Nigeria from Belgium and West Germany. At least one Nigerian concern is investigating the domestic market for coin machine production. The firm has under consideration the production of shuffleboards, vending equipment, and possibly the assembly of a U. S. German juke box.

U. S. Units Still in O’Seas Demand

NEW YORK—September coin machine exports topped $2,094,037, a few thousand dollars larger than the American demand for U. S.-made automatic phonographs and coin games continues without abatement. Total value of all equipment shipped during September was $2,094,037, compared with 8,072,207 the previous month, according to figures released with report of the U. S. Department of Commerce.

Only substantial gain was registered in amusement machines, with 3,615 units valued at $1,157,328 leaving U. S. ports. The figure for August was 2,873 units valued at $562,988.

New juke box volume fell off in September from 1,156 units valued at $943,306 to 1,059 units valued at $578,074.

And while the number of used juke boxes dropped from 754 to 627, the value of these machines remained virtually unchanged—slipping slightly from $210,913 to $200,635.

West Germany replaced Belgium as the leading buyer of U. S. coin machines, with total purchases of $438,388. Games accounted for the bulk ($242,971) of these purchases, rising from $140,349 to $221,510.

Belgium dropped to second place, with purchases of $324,113, down from 347,516 of a month earlier.

The other three in the top five—United Kingdom, France and Canada—maintained the same positions they did a month earlier.

The 1962 export year ended on a sour note as the East Coast dock strike, which went into effect Sunday (23), virtually halted U. S. shipments to Europe, Africa and Asia.

Coin Machine Exports September, 1962

<table>
<thead>
<tr>
<th>Country</th>
<th>New Phonographs</th>
<th>Used Phonographs</th>
<th>Amusement Games</th>
<th>Total Value</th>
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<tbody>
<tr>
<td>U.S.</td>
<td>328</td>
<td>212</td>
<td>1,373</td>
<td>252,150</td>
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<td>Japan</td>
<td>24,811</td>
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<td>28,901</td>
<td>45,423</td>
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<td>Australia</td>
<td>61</td>
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Seeburg Little LP's Now Number 233

CHICAGO—Seeburg's second edition of its Little LP catalog—seven-inch singles album for juke box players got its latest update this week.

The edition, released last week, contained 162 Little LPs on 22 labels. The current edition has 231, and the company's catalog now includes 26 labels. Reproduced in the 28-page catalog are stereo clippings of each album as it appears on the juke box display. Titles of all new albums this week are also listed.

The Little LPs contain the equivalent of one side of a 12-inch LP. They are distributed through main line catalogs for the Seeburg LP Console.

Programming is based on retail sales of 12-inch albums, with pop vocals and instrumental, jazz, rock, etc., and classical selections.

All locations with LP consoles will receive a copy of the catalog. A special check-off form for operator use is included. Record labels included are: ABC-Paramount, Amphiura, Audio Fidelity, Cadence, Capi- tol, Columbia, Command, Coral, Decca, Decca Bell, Duchess, Impulse, Jazzland, Kapp, Liberty, London, Mercury, Monarch Monogram, RCA, Rock'n Roll, Riverside, Time, Vee-Jay, Wash- ington and more.

The catalog is available from: Seeburg Products Inc., 555 W. Superior St., Chicago, Ill.

Aldin Comella

---

You'll Never Get Rich Renting A Box in Shaker Heights, O.

By BOB SUDNY

CLEVELAND—Coin machin- e operators here view juke box holiday rental requests like an annual visit from your rich mother-in-law—a necessary evil. A survey of machine operators here and in Greater Cleveland reveals that the juke box rental business is as welcome as your wife's mother and they do everything in their power to discourage it. Most of those queried said that they simply ignored requests from local firms, Cadillac Music Company. Like abandoned babies,Cadillac customers are left to die un- attended. Requests which slip under the door each day are as dead on arrival as more compliments of their fellow operators.

"Yes, I guess we handled the bulk of the rental business," admitted one machine operator. Comella, a number of operators agree. The rental business is best left to those who are interested in it because we are best able to handle it.

Rental Boom

Comella reports a rental boom this past holiday season. Figures show that there were twice as many rentals this past Christ- mas as the previous one. Unfortunately, profits did not keep pace.

Aside from Cadillac Music, not one other juke box distributor here has nice things to say about rental business. Remarks range from "there's no money in it," too many headaches," to "we do it only as a favor and renting helps familiarize the public with juke box music." However, no one reported any substantial income from rental activity.

On the other hand, it is party chairmen that have found juke boxes rather than pay the high price for records. On the opposite end of the scale is the finding that someone attending any party owns a phonograph and plenty of records that will even save the juke box rental price.

Juke Models

Cadillac Music charges from $22 to $25 for rental equipment that consists of old models. Figure another firm that rents machines, A & M Music, charges between $20 and $35 for its music makers. Each box is fitted with a variety of music, pops, country, jazz, Latin, rock and roll and standards.

Rent action is heaviest from December 12 through Christmas Eve. All machines are on free play so customers only have to push a button to start a record. There is absolutely no adver- tising for juke boxes other than columns in newspapers, local magazines or on the airwaves.

Juke box listings

"We mention it in our tele- phone book listing. This is all we do to publicize it. Much of our rental business is from word-of-mouth and referrals from other operators," explained Comella.

The bulk of Cadillac business comes from large industrial firms and private homes. The reason for Cadillac's acceptance of rental business on (Continued on page 46).

Snow at Yule Spurs Denver Phonos Play

DENVER—Late December collections were no exception, all Denver operators report, as the combination of white Christmas and the curiosity of spending brought crowds into local locations. The pickup proved once again the first full week following a lead weather was the chief problem. In late December and early November, when Denver enjoyed summerlike days for a change.

Most operators complained over the lack of catchy new Christmas tunes, which would have brought in much more business than "the same old music menu."

Amen corner machine collec- tions were low for all of December, for the second week, mostly because of the weather, strong winds, and snowfall. However, the week before Christmas did manage to do a little better than the previous week.

The German operators cur- rently are being subjected to increasing economic stress and strain, much of which they attribute to escalating royalty payments. In this respect it will be a two-way street, as the German operators are trying to get ammunition from the Washing- ton hearings being held in the West. German Bundestag. If it proves impossible to head off the threat of the U. S. juke box royalty exemption, then German operators intend working with their U. S. counterparts to get the writing of a U. S. Copyright law uniform with international legislation on the subject. German operators will make a strong effort to obtain some kind of consultation be- tween experts from Congress and the Bundestag to produce par- allel legislation.

GEMA Representation

GEMA, the West Germany performing rights society, also will be represented in strength in Washington, along with the GLV, the German counterpart to the American Federation of Musicians. However, GEMA and GLV are in the camp of ASCAP and the AFM in cam- paigning for extending the U. S. Copyright Act to cover juke box music.

GEMA is openly advocating amendment of the U. S. Copy- right Act to strengthen its own position in the writing of a new German copyright law. As long as U. S. juke box operators are exempt, there is always the chance of extension.
Owner Not Op's Keeper

BREMEN—A court at Bremen has ruled that the association owner is not a legal partner of the operator in the operation of coin machines and that the operator is the owner of the location.

The case arose in a tax court, and the association owner, through their attorneys in charge of the case, contended that the operator was owned by the association owner and that the operator was not a part of business operation which required approval of the association owner.

However, the court has ruled that the association owner is not a legal partner of the operator in the operation of coin machines and that the operator is the owner of the location.

Payout Ban on Agenda

AMSTAD—The Dutch parliament is scheduled to take up a proposal to ban the production and sale of slot machines in the Netherlands, under local option arrangements. However, complaints are

READY FOR LOCATION
1 E. Desert Biweekly Covid Machine, used, excellent condition $11.00
7 E. U. S. Steier Steiger Machine, rent paid... 27.00
38 U. S. Steier Steiger Machine, rent paid...
15 E. U. S. Steier Steiger Machine, rent paid...
5 E. U. S. Steier Steiger Machine, rent paid...
Cable 1, 2 tickets... 5.00
5 E. U. S. Steier Steiger Machine, rent paid...
1 Hotel Redfield, good condition... 25.00
5 Termes, 1/2 deposit with order, balance eight months, charge $25.00 on return.

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ATTENTION EXPORTERS AND TRADERS
We have over 500 Comet County machines ready for immediate shipment. For sale

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ш 150.00
ш 200.00
ш 250.00
ш 300.00
ш 350.00
ш 400.00
ш 450.00
ш 500.00

May 17, 1963

BILLBOARD 41

NAB MAN FOR BOAT-NAPPING

MEMPHIS—Last year a thief stole a boat, motor and boat trailer valued at $32,000 belonging to Charles R. Kahm, partner in Tri-State Amuse-
mament Company. Some months later, and after much police work, officers found the boat, motor and trailer in the garage of Grover Roberts, 31, owner of a small grocery store and a small cafe. Last week Roberts pleaded guilty in Criminal Court and was sentenced to three years for grand larceny.

Boat' Leaks Paris Games

PARIS—The venerable Seek-
burg "Shooting the Bear" is Paris' most popular arcade game from the long living standpoint. A poll of arcades shows that the Seebug has provided larger collections over a longer period than any other single game in Parisian arcade operation.

The Seebug was designed in the plays of the last ten years of the century. From the beginning, Seebug operators have adhered to a system of adding new games to the Seebug collection, but the newer games have not been able to gain followers.

Italian Ops Dog Tourists

CAGLIARI, Sardegna — Sarde-
agna's tourist influx is being accompanied by an influx of machine operators from Italy, the island's operator. Five large Seebug operators have established Sardiniadors within the last three months.

Seebug operators are finding the island attractive.

Seven new front Seebug boxes were placed in Caglari in the last quarter of 1962, and an additional Seebug machine has been sold in other areas of the island.

Sardiniad's tourist boom is booming construction throughout the islands, especially in the Mediterranean's biggest building boom. Trade experts estimate that the island will have fewer than 300 Seebugs, which will double the number of Seebugs in 1963 at present rate of pop-

Spain Hits at Smuggling

ANDORRA CITY—Spanish authorities have ordered a crackdown on the smuggling of phonographs from France into Spain through Andorra, whose authorities count smuggling this midget country's principal source of revenue.

The Spanish have strengthened border customs post and have instituted checks of armoring patrols which are deployed through the mountain passes to prevent smugglers. Although Spanish authorities charged that phonograph importation and reconditioning, are being disorgan-

Spanish are drivers of mountain postitions into Spain.

The importation of phonographs into Spain is prohibited as a currency control measure.

Seeburg Rame Drive On

ROME—Seeburg's affiliate, Seeburg S.P.A., is pressing a big promotional drive for the new Seeburg Rame Cartridge. Seeburg's Italian promotion seeks to build awareness of the new model as being "the only phonograph ever built which does justice to the Latin rhythms of the phonograph that takes to La Rame." Preliminary returns indicate that the Seeburg console is off to a fine start. Sales of new Rame Seeburg model are now running in $2000 a week for the first week in operations.
A Lawyer's Dim View

CHICAGO—Billboard's espousal of a direct attack on per-machine taxes per se (Billboard, December 29) drew a quick response from Ted Raynor and Ken Mitchell, counsel for the National Vendors Association and leading legal experts in the bulk vending field.

A Billboard editorial had suggested that the constitutionality of these taxes be tested in court. Raynor and Mitchell's response, sent in the form of a letter to Aaron Sternfield, Billboard coin machine editor, follows:

"We read with much interest the editorial on 'Discriminatory Taxes' which appeared in the December 29th issue of Billboard. We agree that in tax matters, a good offense is usually the best defense. Unfortunately, for the industry, however, in the case of licensing and taxation interest does not seem to exist until a legislative body has already commenced the offense. "With respect to the constitutionality of a 'per-machine' tax or license fee, the reason no 'test case' as such has ever been brought to protect such a case would decide nothing except in the particular jurisdiction in which the case were tried. "In other words, whether a per-machine license or tax is valid or invalid depends upon the constitution and statutes of the particular jurisdiction in which it is applied.

"In fact, it is even possible that a per-machine license or tax might be valid in one city or county in a particular state and invalid in another city and county in the same state. This is sad but true. "It would be wonderful, as your editorial suggests, to simply fight a case to the Supreme Court, using all of the combined skill and resources of the trade associations representing the industry in all of its divisiveness, and we would be completely in favor of such an approach, if it could do the job. Unfortunately, it cannot. "As we have pointed out to members of NVA, throughout the years, there are certain steps which must be taken by every operator in order to protect his business. These have to do with keeping alert to changes; maintaining good relations with local governments; and making certain that legislators do not get the idea that a vending machine is anything but an extraordinary convenience to the public and a real public benefit. "Wherever new ordinances are being introduced, both NVA and NAMA have fought for graduated operator licensing rather than per-machine licensing.

"Though we hate to face it, the fact exists that big government is getting bigger... and the bigger government gets, the more money it needs to operate. Legislators look harder every year for sources of revenue. "Mr. Chief Justice Marshall stated in McCullough vs. Maryland: 'The Power to Tax is the Power to Destroy.' Unfortunately, this statement is true today and as such, this power is not unconstitutional. Under our system of government, however, it may not be good business. "In closing, Aaron, I wish that it were possible to do what you suggest. "Look forward to seeing you soon.

Cordially,

National Vendors Association
Donald A. Mitchell
Raynor & Mitchell, Counsel"
Taken In by 'Blue Sky' Deal, Man Stays With It, Makes It Pay Off

OXNARD, Calif. — Leonard Hamilton is appreciative of what a blue sky operator did for him. About six years ago, Hamilton was looking around for something that would return a good profit and permit him to be his own boss. He met with this operator and paid more than $800 for 15 bulk vending. With this size of an operation, the returns were not up to what Hamilton expected. So, he went into Operators Vending Machine Supply Company in Los Angeles, almost 60 miles to the south, and talked to Herb Goldstein.

Goldstein was frank and honest in his appraisal of the situation. "You have been taken," Goldstein told Hamilton. "You have two choices—take your loss, or stay in and make a business of it."

Hamilton decided to stay in. Today, Len-Art Vending Service has more than 1,000 bulk vendors in Ventura, Santa Barbara, and San Luis Obispo counties. Three years ago, Art Thornton came in as an equal partner and the firm moved from their first warehouse in Ventura County.

When the out-of-county trips are made, it is usually an overnight jaunt. Hamilton's wife, Jackie, and Thornton's companion (Continued on page 46) accompany his husband on the out-of-town trips.

At their homes in Oxnard, Hamilton attends to the business end of the business and Thornton handles the maintenance and repair. At this time, they are setting up a maintenance depot which Thornton will handle. The maintenance will be stored in another place for the complete service the company offers.

Since the first time Goldstein was contacted, Hamilton has concentrated on the field—in his off time. He and his partner have standardized their equipment—using only Ancoa, product of Oak Manufacturing Company. Thornton explained that this permitted them to carry an adequate supply of parts at the lowest cost.

Come a Long Way
Both Hamilton and Thornton have come a long way in the field since they went into partnership three years ago. Thornton told Hamilton that the greatest bar to the industry are operators who do not keep their machines clean. "You can battle on commitments, but it takes a period to build confidence when the location has been assailed by a dirty machine," Thornton said.

Hamilton has found that being in the bulk vending field creates an interest in business and economic affairs that he probably otherwise would not have. "I watch to see how things are going for I know it will affect me directly or indirectly," he said.

Hamilton was born in California and moved with his parents to Oxnard 24 years ago when he was ten years old. Prior to entering the bulk vending field, he was a newspaper publisher until he sold out of a profit. He and his wife have a daughter, Cherta, 13, and they are active in the Methodist Church.

Thornton was born in nearby Canyon Park in adjoining Los Angeles County. He and his wife, members of the local Lutheran Church, have three children, Deborah, 13; Stephen, 10, and Eric, 7.

Since they have been together, Hamilton and Thornton have tried to concentrate on merchandising. They offer complete service, keep parts and repairs in one section separate from merchandise, and build special stands for the location with the idea that...
TENNESSEE TEMPO

Memphis meansdrings: Jake Kahn and his son, Cliff, both of Tri-State Amusement Company, also own The Oasis, a lounge. Recently they put in a swank new console model juke box with wall boxes and are keeping a tab on the take, a son if there's an increase and if so the per cent. ... The Kahn also have added a second amusement and turn business at their warehouse, doing.

George Summers, president of Savannah-Pennington Company, distributor, returned to the hirin line, this month. He's back on the road traveling the Mid-South and working on operators, as he has done for years. He was unable to travel for two weeks in November due to illness. In 1962, he got a serious back injury in a fall near El Dorado, Ark.

Drew Canale, Canale Enterprises, Inc., and his friend Louis Fournet, Tennessee Tobacco Company, are in New Orleans this week at the races. They've become a couple of horse racing enthusiasts since a horse they bought earlier fell in a claiming race went on to win them a lot of money. They've got a horse now they've got $10,000 for and are readying him for some big races.

Milo Solomon, veteran music operator for 30 years until he sold out a few years ago, is considering a move into the business, he said last week. He also went into another phase of the industry: he organized Ray Records Inc., with two others, have a unique system recorded in Nashville. Other offices are Jordan Offices, III president, and Brookes Kirk, vice-president. Solomon is secretary treasurer.

Alan Dixon, general manager of S & M Sales Company, was seen at the Memphis house this week buying licenses for his company's machines. Charles V. Moore, general manager of Southern Amusement Distributing Company, also seen buying the company's required State licenses. Operators here generally fear added taxes when the legislature, which convened this week, to up the taxes.

DETOIT Doings

Arthur P. Sauve, head of A. P. Sauve & Son, one of the oldest operators and distributing firms in Michigan, is planning to leave Saturday (5) for two to three months in a bungalow home on West Palm Beach, to escape the freezing weather of the past week. ... His son, Dale Sauve, is making the most of the time in Florida. ... Erwin B. Moss, head of Moss Music, is the newly elected junior ward of Daylight Masonne Lodge No. 252, originating in a Masonic lodge which met at high noon to meet the hours of slave people. Moss is restricting his activity largely to administrative duties as a result of bad medical advice, with his son, Marty Moss, taking over the executive operating now.

MORREL GERBER and Charles DeKonick, who have operated a route of machines in suburban Detroit since 1955, have sold their operation. DeKonick has teamed up with Wallace Wood to form the Band Waggon Advertising Service, operating a cigarette machine route in the area.

Fred J. Erdas of Dearborn, and Clifford H. Hinkman, Garden City, have registered title to the Imperial Amusement Company, which they organized five years ago to take over the former Imperial Amusement Company. Their route includes juke boxes, bowling games, shuffleboards, and bowling games, with headquarters in Garden City.

Bud R. Deltans is heading up operation of the long-established Plaza Cigarette Vending Company, formerly Plaza Amusement Company, as executor of the estate of James E. Pappas, deceased, who was the sole owner.

Alois Falleben, St. Clare Shore, and Joseph Richhoud, who have both operated individual amusement and vending routes, have teamed up to form the A. O. K. Amusement, with headquarters in St. Clare Shore, operating in many of the leading streets, alleys and bowling games, with headquarters in Garden City.

Much refreshed from the tour of the Caribbean which he went for over-quota sales of Rock-Ola phonographs was Pete Grote, of Mountain Distributors, Denver, Geritz reached Caracas, Venezuela, just as the U.S. State Department closed all American vessels through troubled waters and had the privilege of being on the watchful eye of a destroyer.

Word from St. Louis is that Jerry Harris, until recently Seeburg distributor for the Denver area, is ill in a hospital there. Harris recently reimbursed the Seeburg distributor in Denver to Bob Savage, Salt Lake City, while still in Minnesota, with his juke box route, did his Christmas shopping only in Denver, including an electric train for the youngsters.

Another operator who doesn't get into the Denver market very often was Emile Mfg. of Woodbury, Colo., who likewise took care of Christmas shopping chores in the Colorado Capital.

There seems to be a shortage of office parties planned for this year, although Briscoe Sales, Mountain Distributors and Modern Music Company all sold many holiday soccer mid-week.

Mike Scavarda, Grand Junction, Cola., was on a trip to report that he has extended his routes considerably since purchasing the large equipment of Colorado's Western Slope. Known to many was purchased The Music Company, headquartering in Laramie, Wyo. Scavarda has returned to full-time school teaching. Pete Ginetti of Bally Distributors, is still attempting to dispose of his son's motorcycle for his young son under a stern edict.

Paul Scott, of Lander, Wyo., was in Denver last week to report that the slow situation which has bothered many Denver operators is not yet a problem in the Wyoming area.

THE TRENDSETTER


doors.

on care of the largest houses in the country.

in the middle East.

in the middle East.

that the device is not a metal box, but a glass box, with boxes, pool tables, shuffleboards and bowling games.

and also it does some covering of pool tables for operating firms in the area independently.

Dorval Denols

A Location Owner Christmas Party was given last Saturday by Don and Roy Kalser, Durango, as a goodwill gesture, to up a complement of location owners for a steak dinner and West Coast subscription.

Much refreshed from the tour of the Caribbean which he went

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"300 Club" Becomes Status Thing

In Phoenix and Bowler Cleans Up

PHOENIX, Ariz.—Creating a "300 Club," a "250 Club" and a "250 Club" of players has helped Benny Moreles, amusement machine operator here, nearly double returns from a 16-foot bowler at the Music Bar Tavern on Thomas Road here.

This was considered merely an average location until a year ago when Moreles noted that some of the regular patrons of the neighborhood tavern were consistently ringing up 300-point games. Naturally, such proficiency should be given some status. Moreles believed, so he created his high-point clubs. Now, as soon as any bowler in the popular tavern posts a 300 game, the bartender, using a polaroid camera furnished by Moreles, immediately shoots a good clear flash picture of him, ceremoniously adds his name to an are be aboard sign on the wall, and rubber-seals the picture in place.

Thereafter, the photograph, and the listing confirm the fact that the customer is a 300 bowler, a 250, or a 200 bowler, as the case may be. (Naturally there are more pictures and names listed in the latter two categories.)

Budlee Play

Posting the name and picture in this way has several advantages in building bowler play. For one thing, every "club member" can be counted upon to bring more friends and relatives around to exhibit his photo included among the 60-odd perfect-game bowlers honored in the tavern. Next, whenever a 300-point winner is introduced to another 300-point man in the tavern, the natural reaction is for the two to turn to the bowler and "have it out" right away.

Likewise, word has gotten around in the Arizona city that there is a plethora of 300-game players at the Music Bar Tavern, which brings skilful players from other taverns anxious to pit their prowess against the best which the Music Bar Tavern can offer.

Coinmen

- Continued from page 44

Garmo recently sold his Boulder, Colo. route to Elton Detten, who had managed it for more than 10 years. Roy Peterson, Roy's Music Company, was buying bowlers during December to build up weak spots along his photograph routes.

A pair of happy circumstances—one, long-contested warm weather, and extension of the Colorado fishing season to a year-round proposition—are producing excellent results for Don and Roy Kuder of Durango, Colo. The mountain opera ters, whose locations are scattered over the Colorado-Utah-New Mexico corner, are seeing many more fishermen and tourists this year than for many years in the past.
You’ll Never Get Rich Renting

Company report that the margin is record-jacket thin and a single service call might dissolve the profit from several rental accounts. Joseph Abraham of Lake City Amusement freely states that his firm will rent out only when it has to meet competition.

Louis Pearlman of L & N Music said that his outfit gave up renting a couple of years ago because "There were too many headaches." He said that every rental customer thought you were over-charging him and the service they demanded took to much away from regular customers the firm serves the year around.

Sanford Levine of Atlas Music said that "unless we charge at least $35, we just can’t make out renting machines. Years ago when we could ship a machine somewhere for about $5 it was worth most. It doesn’t have the extra manpower to make hurry-up service calls during the busy holiday season."

Comella admits that all these complaints are well founded. But he believes that the good-will created is worth it in the long run. "The more people we can show our product to the better we’ll be. It’s good for the whole industry," said Comella.

Tom Tom Game

- Continued from page 39
- The target values and prospects the ball toward the red and yellow targets. The player button, when hit, advances the jet bumpers from 1 to 10 points. Two top rollover lanes are good for 50 points when hit. Other features are two flippers, rebound kickers and a Puckstone finish playbook.

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!