ARMADA Execs Meet With Kintner; Draft Trade Rules

WASHINGTON—Key ARMADA execs met with ARMADA attorney Earl W. Kintner last weekend to study a preliminary draft of proposed trade rules—drawn up by the organization in preparation for the Federal Trade Commission’s upcoming trade practices conference. While the proposals were not divulged, it is understood that they tackle such abuses and problems as freebies, transshipping, price discrimination, commercial bribery and advertising allowances. Implicit in the proposals, it is known, is a recognition of the various sub-distributor functions—including rack jamming, one-stops, etc.

The conference is expected to be called in February. Amos Hellecher, ARMADA president, indicated that the (Continued on page 4)

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IN ANY LANGUAGE IT IS...“SEASON’S GREETINGS”

BLYEVE NEUER, ENNEE ANNER...BRUSCHNEN WACHNITEN EIN
GUTEN NEUES JAHR UND BUNDE NATALE E FE
NEUG JAHRE UND GLEIEDIGE JUB. O GOD YGD
NU NOVO ANO GLADIEVIDE JU. O GOD YGD
NTIRA. FELIZ NATAL E PROSPERO E NOV
HOPPE PASCAN U PROSPERF E NOVU
FELICIES PASCAN U PROSPERF E NOVU
MALIGAYANG PASKO AT MALAGAYANG BANGON
GUTEN NEUES JAHR UND BUNDE NATALE E FE
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TAFON BANUA ANG ZOLLLA 24 OZAFFELLERIVA USTA
TAFON BANUA ANG ZOLLLA 24 OZAFFELLERIVA USTA

The Editors of Billboard
catch a rising star

John Gary's off and streaking to the top! See a star. Catch his magnetic appeal on the "Tonight" network TV show. Hear a star. Catch a voice of magnetic charm on his first album. Catch a rising star and put profit in your pocket...today! For John Gary, the sky's the limit! RCA VICTOR 

JOHN GARY: The most exciting new voice of the sixties! Absolutely!
IN TWO-YEAR PERIOD
Victor Camden Line Doubles Sales Mark

NEW YORK—RCA Camden Records, which recently doubled its annual price line, has increased its sales volume 100 per cent in the past two years, according to Ray Clark, manager of the Camden line. The top seller of the Camden line is the Victor record division. The label, which began life about 11 years ago as the U.S. division of Victor, its sales of classical and pop programming have gradually changed its product line. It releases new product as well as reissues of material from the archives, and it has developed a highly marketable talent entities image, through such acts as The Living Voices, The Talking Voices, and others.

The Camden label has more than 50 separate mail order lines, which encompass all material except classical.

One attributes the success of the label to several key factors. "We keep releases at a healthy rate," Ray Clark said, "yet we manage to give all customers a chance to get a piece of the action. We have our own home in the pop, country, jazz, and folk fields," Clark said.

"We also try to anticipate trends and to give the release of bluegrass packages by Monroe prior to the great resurgence of this type of repertoire."

- National Factor

"Timeless is another factor," he noted, pointing to "Cherade" and other film hits scheduled for release in January. "The film "Cherade," recently released at the Radio City Music Hall, is one of the most important ingredients in the label's success. It is the proper property in a way," Clark said.

"One of the Victor albums to come out is "Cherade," and it's a very strong one. There's a lot of relationship between "Cherade" and the film." Clark said he expected to sell 300,000 discs of the album. "That's a lot of copies," he said. "This is a very strong record."

The wealth of traditional country material on Camden is one of the label's assets. "We have a lot of material from that area," Clark said. "Many of these discs are not released simply because there are too many of them. They are not released simply because there are too many of them. They are not released simply because there are too many of them. They are not released simply because there are too many of them.

In the meantime all other Lopez records are best sellers. The biggest, however, is still the coupling of "If I Had a Hammer" and "America," the top record of 1963, but the others are close behind. It is possible that a certain aspect here is that Trini Lopez will remain the biggest discovery and the brightest star of the year in this country.

(Billboard, December 28, 1963)
Epic Going Down in Album Price Policy

NEW YORK—Epic Records last week announced downward adjustments in its record pricing policy. In effect, the label is reducing list prices on its acclaimed year-round non-discount price structure that was announced last July by its parent firm, Columbia Records.

Epic’s new plan, tagged “Era of the Album,” and called the “Age of Reason” program, marks the end of semi-annual upward price changes and the beginning of special discounts. Effective December 15, Epic list L.P.s will be reduced in dealer cost from $2.47 to $2.25; and C.D. prices on the product become $2.81 to $2.59.

“Epic is at a disadvantage,” said Len Levy, general manager. “We want to be Leader.”

“We feel we must make a financial commitment to do it in this way if we’re to remain a profitable industry. We’ll also feature a smaller, more salable quantity of product with each new release.”

It was noted that Epic will ask its distributors to state their rack sales percentages, just as Columbia did during the time since its plan was in operation. However, Epic said, it was necessary, since Epic’s product was different from that of Columbia since it works strictly through independent distributors rather than branches.

Speaking of the concept of the all-around price, Columbia marketing vice-president Darby Levy forewarned that the price reduction takes courage on Epic’s part to do this because it doesn’t have such a product as Columbia has. Yet we feel it’s an excellent move. As a matter of fact, we at Columbia feel we have gotten a sort of subtle advantage in the concept of the policy from the industry as a whole in terms of generally higher discount plans on almost everybody’s part since we made our move.

Levy, in explaining the Epic move, referred to the flooding of the market with album product. However, he noted, when this happens, the buying spree ended and the unsalable merchandise became a glut on the record shelves. Then, basically unsound business practices which resulted in lesser even for top product was cheapened before the eyes of the public.

“During the early months of 1963 new hope came to the industry when we were heard from all parts of the music business,” Levy reported. (The statement was originally coined by the late Jack Kapp, president of Columbia Records.) The statement was asking what is the profit?

“Champion, recognizing the problem, embarked on its own courageous course of action. As its logical building-block, Epic is taking the initiative by adopting its own policy which will be known as ‘The Era of Profit’.”

Also, said Levy was Epic’s record-breaking sales volume, the most significant point. “Hitting all the stores figures through November 30 plus a projection carried through the end of this month, indicates a 15 per cent increase over the same 1962 sales,” Levy said. Epic sales were 30 per cent ahead of 1962, total album sales 14 per cent and classical albums increased 17 per cent over last year.

**ARMADA, Kintner in Meet**

**Continued from page 1**

proposals encompass all segments of the industry except pressing plants and equipment manufacturers.

He said: “We have entered this matter with hope for the improvement of the entire industry. Goodwill goes hand in hand with the spirit of complete co-operation with the government.”

Kintner added that the proposals are guidelines for ethical practices on the part of record manufacturers, sellers of records, magnetic tapes and all devices upon which recordings are done. He noted the FTC, Kintner noted, must be given the first opportunity to review the trade definitions.

Present at the conference with Kintner were Hellirsch and, also key ARMAA executives as John T. Dwyer, chairman, and John P. Fink, chairman, John T. R. Williams, president, Herbert Schwartz, executive vice-president, and Whitt Ledggett, chairman of the board.

Hellirsch, summing up ARMAA’s viewpoint, stated that the organization will cooperate with all segments of the trade but must keep a tight rein on economic stability. He concluded: “It should be apparent to everyone that ARMAA’s members have too much invested in making the music industry to permit our present collection course to go on unchecked.”

Bill Grauer, 40, Dies Suddenly

NEW YORK — The record industry was saddened last week by the sudden death of Bill Grauer, former publisher and president of Riverside Records. Grauer died Sunday (15) at the age of 40.

With Orrin Keepnews, vice-president and A.D. chief of the label, Grauer founded Riverside 11 years ago as a jazz specialty line, and with Keepnews, built it into one of the leading jazz labels. Realizing the potential of the market on the West Coast, Grauer moved the label from New York to a new Riverside branch office into the sports car, children’s goods and the trade of the business. The label has been especially successful with its Wonderland children’s series, its sporting car and hot rod recordings.

In the pop world the label has had special success with a number of interesting artists like Cannonball Adderley, Mongo Santamaria and kind of new innovator Charlie Byrd.

On the business side, Grauer was instrumental in expanding the business of his firm outside the limits of a jazz independent. The company established its own sales organization, L.P. Sales, and only a few months back began a year-round non-discount price structure for distributors. He also foresaw the impact of the television’s growth and was a prime mover in setting up the independent over-the-counter record interchange, which is now handled through Epic Philips Record Company.

Bill Grauer was brought to the record industry through his interest in photography. The Grauer News have been associated for nearly 40 years with their days in the production of the Record Changer, the jazz publication, where Grauer functioned as editor and publisher. He is survived by his mother, Josephine E. Grauer and his wife, Jane Warner Grauer, and two children.

**BEATLEMANIA**

**English Lads Stirring Trade**

NEW YORK — Beatlemania appears to have taken off in the United States. The now famed group of four Liverpool lads known as the Beatles have made their first trip to America after a European tour. Since December 26. While entertaining, teenagers and heads of big English music and movie industries, with the Beatles’碰 off of general Parlophone LP’s and its hit “Can’t Buy Me Love” and “She Loves You.”

The Beatles arrive here early in September on a tour that will end on Ed Sullivan’s CBS-TV show on Sunday (9) and (16), in New York to record getting the much - publicized Beatles as something of a coup. Now, it develops, Jack Paar will show a film of his part on his NBC-TV show on January 3. This is also the Beatles’碰 of general Parlophone LP’s and its hit “Can’t Buy Me Love” and “She Loves You.”

**WARNER BUSY ON QUITE A FEW FRONTS**

HOLLYWOOD — Warner Bros. was busy recently acquiring sound track rights, disposing of another record company, and contracting to distri sales managers and changing a single’s title to avoid legal problem with a television program.

The sound track LP’s are from three sources, the “Sex and the Single Girl,” “Dead-Reckoning” and “America.” T. H. Neff, who was the first to hear thef for “Sex and the Single Girl,” is a very popular book with its novel “Sex and the Single Girl.”

The book was written by a woman named for “Amelia” is being released as a book with its novel “Sex and the Single Girl.”

The book was written by a woman named Amelia, who was the first to hear for “America.”

The book was written by a woman named Amelia, who was the first to hear thef for “Sex and the Single Girl.”

The book was written by a woman named Amelia, who was the first to hear thef for “America.”

The book was written by a woman named Amelia, who was the first to hear thef for “Sex and the Single Girl.”
On TV!

In Store!

THE WONDERFUL WORLD OF ANDY WILLIAMS

Here's the sensational new album containing all the excitement, fun and songs of the festive December 31st Andy Williams show to be viewed by millions on NBC television. See your Columbia salesman today! On Columbia I
Reprise Wants Own Identity

HOLLYWOOD — Conceived in 1961 as a company devoted to creative freedom for its artists, Reprise Records is today attempting to retain its own distinctive identity as a separate entity within the Warner Bros.-Reprise fold. Warner Bros. will seek to preserve the Reprise image by retaining intact the label’s creative corps, including its artist and repertoire and art departments. In service areas, such as sales, promotion, order services, accounting and billing, the parent WB label will absorb these functions for the sake of streamlining the over-all operation.

“We are trying to retain the philosophy that Reprise is an artist’s company,” remarked General Manager Moe Ostin, who explained that the label was first formed by Frank Sinatra it was with the purpose of providing an environment in which the artist could feel comfortable.

“Initially we felt we’d developed a company with magnitude, acceptance, prestige and respect. These are the values we feel we must now be perpetuated,” Ostin added.

The intention is to operate Reprise along the lines it has been developed, adding special projects along the way and strongly emphasizing the singles market through the development of new artists while working with the heavy roster of top performers.

“We’ve got the cream of the crop on the roster which appeals to the adult audience,” Ostin added, “and now the one area we really want to emphasize is the singles field. We’ll be going out on a youth movement in trying to cut records in the current sound.” This is a reversal of policy which kept the label out of the rock and roll wars in its first years. Now the doors are wide open for any kind of disk which will sell.

In reacting to his hopes upon a strong core of fresh performers headed by Tres Lopez—who has already emerged as the label’s most recent success—plus Jack Nitzsche, Nancy Sinatra, the Revlons, Thurstten Harris, Donnie Brooks, Jimmy Griffin and Lili and Ricchi.

Disckey’s current Repertory Theater Series of four LP’s is a prime example of the kind of excitement it feels may be created through a more open policy. “This series is indicative of our philosophy of creating new projects which are different for the merchantizing outlets.” Ostin stated. The four Broadway plays are only being offered at full retail price through mail-order ads running in all the Curtis Publishing Company magazines. The LP’s will be offered to dealers next year.

In another way the Reprise services functions into the Warner Bros. Records operations, WB will be able to trim some 20 people, including office help, from the Reprise payroll.

ABC-Para To Distribute For Big Top

NEW YORK — ABC-Para mount Records is taking over Big Top Records. The changeover for the label, owned by the Michigan management group, will be effective about the first of the year.

In related news, Warner Bros. Para mount has had a similar arrangement for distribution of Chuck Barris’ Sydney Records, the Big Top label’s most recent acquisition. Warner Bros. “Miskey,” by the Dynamics, (No. 54 on the Hot 100 this week) and “Hello America,” by Lou Johnson, which was on the charts until recently.

Final contracts were signed by executives representing both sides of the deal late last week.

Bob Burton Lays It on the Line

The international aspects of the music industry will also be a part of Burton’s long-range planning.

“Music is the only international medium,” he stated, “and I intend to implement a big program which will bring more music here from overseas.

I do not take a one-sided view of our industry.

The executive also stated Friday that he will not lend his influence to the advancement of any one segment of the music world.

“BMI will not give preferential treatment to the faddish, or to musical fashions. We are interested in all music,” he said, and concluded: “We must convince the users of its value, and we will do that if and when it is necessary to get rough we will do so.”

BURTON TAKES OVER BMI POST FROM HAVERLIN

NEW YORK—Judge Robert Jay Burton last week was elected president of Broadcast Music, Inc., succeeding Carl Haverlin, it was announced by Sydney Gold, chairman of the board. Haverlin, president since 1934, said he did not wish to continue in office beyond the retirement age, which he had accepted his decision with regret. Haverlin will be a consultant to BMI.

Burton, who was executive vice president, joined BMI in 1941 as a resident attorney. He served his home city, New Rochelle, as city councilman from January 1 until he recently resigned the responsibilities of the BMI presidency.

Burton is chairman of the American Patern Law Association and a member of the Copyright Committee of the American Bar Association. He is also a member of the radio and TV committees of the Federal Bar Association of New York, New Jersey and Connecticut.

Haverlin started his career at BMI in 1946. He joined BMI in 1940. He also owns a controlling interest in the Mutual Broadcasting System. He has been active in musical, educational, civic and political circles. He is widely known for his knowledge of, and interest in, the Civil War and other aspects of American history.

Columbia Gets Sound Track of ‘My Fair Lady’

NEW YORK—Columbia Records will release the sound track version of the Warner Bros. screen version of “My Fair Lady.” The film, now in production at the Warner Bros. studios, stars Audrey Hepburn as Eliza and Stanley Holloway, and is scheduled for release next October 21.

Columbia’s original Broadway cast version has already sold more than 5,000,000 copies throughout the world. The first original cast mono version was recorded in December 1956 and a second, new cast set cut in London three years ago. This marks the second time Columbia has obtained both the original cast and sound track recordings of a Broadway musical i.e., the first being Side Show.

Spanish, Italian, German and possibly French dubbing editions will be released overseas on the CBS label.

New Material Fires Belinda

SYDNEY — Belinda Music and its affiliated firms continue to be one of the hottest publishing firms with the Sydney film and pop market.

The company has its own tent streak running for some time now by constantly acquiring new material for its catalogs and new names for its composer

Typical is the fact that Belinda has acquired “Royal Telephone” sung by a local aborigine lad, Jimmy Little, for overseas distribution. They also acquired under U.S. release on the Big Top label, Belinda has also acquired overseas distribution rights to America’s most popular musician, the Country and Western singer. “Dolinique,” “Cerronino” (by the Shadows) and “Lonely Boy,” a song thing” and “Lonely Boy,” to mention just a few of the more recent titles.

Galetin Album Stayed at List

NEW YORK — An album tribute to the late President John F. Kennedy, recently issued on the Galetin Albums, Unlimited label, carries a $3.98 list price, according to Galetin’s United, head of the label. Referring to a statement appearing in a Billboard story last week that the record was “now selling for $1.98,” Galetin contended that “It has been a $3.98 item from the start and will be maintained at that price.

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[ ] 2 EXTRA issues (18 with each order)
Above subscription rates are for Continental U.S. & Canada.
Overseas rates on request.

Name: 
Address: 
City: 
State & Zip: 
Type of Business: 
Title:

The Beatles Are Coming!
Christmas Albums

POS. TITLE, ARTIST, LABEL NUMBER
1 ANDY WILLIAMS, CHRISTMAS ALBUM, Columbia CL 2087 (M); CS 8887 (S)
2 SOUND OF CHRISTMAS, Johnny Mathis, Mercury MG 20837 (M); SR 60837 (S)
3 LITTLE BOY, DRUMMER BOY, Harry Simeone Chorale, 20th Century-Fox TFM 3100 (M); TFS 4100 (S)
4 THIS CHRISTMAS I SPEND WITH YOU, Robert Goulet, Columbia CL 2076 (M); CS 8876 (S)
5 MERRY CHRISTMAS, New Christy Minstrels, Columbia CL 2096 (M); CS 8896 (S)
6 ELVIS' CHRISTMAS ALBUM, Elvis Presley, RCA Victor LPM 1961 (M); and/or LOC 1035 (M); (No Stereo)
7 MERRY CHRISTMAS, Johnny Mathis, Columbia CL 1195 (M); CS 8021 (S)
8 MERRY CHRISTMAS, Bing Crosby, Decca DL 8128 (M);
9 HOLIDAY SONG ALONG WITH MITCH, Mitch Miller & the Gang, Columbia CL 1701 (M); CS 8501 (S)
10 MERRY CHRISTMAS SONG, Nat King Cole, Capitol WP 1967 (M);
11 MANY MOODS OF CHRISTMAS, Robert Shaw Chorale, RCA Victor LM 2684 (M); LSC 2684 (S)
12 JOY OF CHRISTMAS, Mormon Tabernacle Choir & the New York Philharmonic Orchestra (Bernstein), Columbia CL 2080 (M); CS 8880 (S)
13 A CHRISTMAS GIFT FOR YOU, Various Artists, Philips 4002 (M); (No Stereo)
14 CHRISTMAS WITH THE CHIPMUNKS, VOL. 2, David Seville & the Chipmunks, Liberty LSP 2331 (M); and/or LSP 7334 (M)
15 WE WISH YOU A MERRY CHRISTMAS, Ray Conniff Singers, Columbia CL 1892 (M); CS 8892 (S)
16 STORY OF CHRISTMAS, Tennessee Ernie Ford & the Roger Wagner Chorale, Capitol T 1964 (M); ST 1964 (S)
17 THE GLORIOUS SOUND OF CHRISTMAS, Philadelphia Orchestra (Ormandy) & the Temple University Choir, Columbia ML 5769 (M); MS 5369 (S)
18 CHRISTMAS SYMPHONIES FROM MANTOVANI AND HIS ORCHESTRA, London LL 3338 (M); PS 338 (S)
19 SEASON'S GREETINGS FROM PERRY COMO, RCA Victor LPM 2066 (M); LSP 2066 (S)
20 CHRISTMAS IN MY HEART, Jimmy Francis, MGM E 3792 (M); SE 3792 (S)
21 MORMON TABERNACLE CHOIR SINGS CHRISTMAS CAROLS, Columbia ML 5222 (M); (No Stereo)
22 TWELVE SONGS OF CHRISTMAS, Jim Reeves, RCA Victor LPM 2758 (M); LSP 2758 (S)
23 CHRISTMAS OFFERING, Leontyne Price, London 5644 (S)
24 CHRISTMAS WONDERLAND, Bert Kaempfert & His Orch, Decca DL 4441 (M); DL 74441 (S)
25 SOUND OF CHRISTMAS, Ramsey Lewis Trio, Argo 687 (S)
26 MERRY CHRISTMAS, Jackie Gleason, Capitol W 758 (M); DW 758 (S)
27 JOLLY CHRISTMAS FROM FRANK SINATRA, Capitol 5087 (S)
28 PERRY COMO SINGS MERRY CHRISTMAS MUSIC, RCA Camden CL 660 (M); CAS 660 (S)
29 A MUSIC BOX CHRISTMAS, Rita Ford Music Boxes, Columbia CL 1698 (M); CS 8498 (S)
30 WONDERLAND OF CHRISTMAS, Andre Kostelanetz & His Orch, Columbia CL 2088 (M); CS 8888 (S)
31 THE SPIRIT OF CHRISTMAS, Mormon Tabernacle Choir, Columbia CL 5423 (M); MS 6100 (S)
32 SILENT NIGHT & 13 OTHER BEST LOVED CHRISTMAS SONGS, Lawrence Welk, Dot DLP 3397 (M); DLP 25397 (S)
33 HOLIDAY FOR TEENS, Paul & Paula, Philips PHM 200-101 (M); PHS 5001 (S)
34 FOR THE WHOLE FAMILY AT CHRISTMAS, Robert Rheims, Philips LP 6010 (M); ST 7310 (M)
35 BONANZA—CHRISTMAS ON THE PONDEROSA, Various Artists, RCA Victor LPM 2757 (M); LSP 2757 (S)
36 SONGS FOR CHRISTMAS, Mahalia Jackson, Columbia CL 1993 (M); CS 6402 (S)
37 CHRISTMAS HYMNS AND CAROLS, Mario Lanza, RCA Camden CL 777 (M); CAS 777 (S)
38 CHRISTMAS WITH CHER, RCA Victor LPM 2423 (M); (No Stereo)
39 CHRISTMAS HYMNS AND CAROLS, Robert Shaw Chorale, RCA Victor LM 2139 (M); LSC 2139 (S)
40 CHRISTMAS WITH THE LEXON SISTERS, Dot DLP 3343 (M); DLP 25243 (S)

Christmas Singles

POS. TITLE, ARTIST, LABEL NUMBER
1 WHITE CHRISTMAS, Andy Williams, Columbia 42894 (M)
2 DO YOU HEAR WHAT I HEAR, Bing Crosby, Capitol 5088 (M)
3 LITTLE SANT NICK, Beach Boys, Capitol 5096 (M)
4 LITTLE DRUMMER BOY, Harry Simeone Chorale, 20th Century-Fox 429 (M)
5 THE TWELVE GIFTS OF CHRISTMAS, Allan Sherman, Warner Bros. 5406 (M)
6 YOU'RE ALL I WANT FOR CHRISTMAS, Brook Benton, Mercury 72214 (M)
7 WHITE CHRISTMAS, Bing Crosby, Decca 23778 (M)
8 JINGLE BELL ROCK, Bobby Helms, Decca 30513 (M)
9 JINGLE JANGO, Bert Kaempfert, Decca 31520 (M)
10IL ELY, Ray Barretto, Armour 7799 (M)
11 PLEASE COME HOME FOR CHRISTMAS, Charles Brown, King 5405 (M)
12 SONGS OF CHRISTMAS, Bobby Vinton, Epic EC 7215 (M)
13 MERRY CHRISTMAS AND HAPPY NEW YEAR, Nat King Cole, Capitol 3561 (M)
14 RUDOLPH, THE RED-NOSED REINDEER, David Seville & the Chipmunks, Liberty 55289 (S)
15 'A SOULIN', Peter, Paul & Mary, Warner Bros. 5402 (M)
16 THE CHIPMUNK SONG, David Seville & the Chipmunks, Liberty 55289 (M)
17 WHITE CHRISTMAS, Drifters, Atlantic 1048 (S)
18 THAT'S WHAT I WANT FOR CHRISTMAS, Nancy Wilson, Capitol 5096 (M)
19 HOLIDAY HOOTENANNY, Paul & Paula, Philips 40158 (M)
20 A CHRISTMAS LOVE, Johnny Kaye, Legend 127 (M)
21 THE LITTLE DRUMMER BOY, Johnny Mathis, Mercury 72217 (M)
22 MY FRIEND'S COMING HOME FOR CHRISTMAS, Tony Wine, Colpix 715 (S)
23 GEE WHIZ, IT'S CHRISTMAS, Carla Thomas, Atlantic 2212 (S)
24 ROCKIN' AROUND THE CHRISTMAS TREE, Brenda Lee, Decca 30776 (S)
Bunnies in Chi Holiday Shopping

Chicago's Playboy Club introduced a delightful holiday package last week, a testimonial to the club's continued popularity at a time when the city was absently through New Year's. The Playboy's bunnies continue to feed their own particular brand of carrot juice to the detritus.

Their current package runs through the first of the year and offers Judy Curtis, the Brothers Cain and Sonny Sands—

Nino, April
Do Promo Bit
For Italians

NEW YORK—The growing international aspects of the U. S. record business were underlined again last week when Acro hit-makers Nono Tempo and April Stevens returned from a tour of the Orient.

The recording stars, who have another strong item breaking this week on charts, "Whispering," Haw to Italy to promote their latest, "Deep Purple," their last Acro disk which hit the No. 1 slot on the Hot 100 a short time back, are promoting that single in Europe. "Deep Purple" is currently a climber on the British charts and has shown action in Australia and Israel.

In Italy they recorded film shots for Italian TV and appeared on TV shows in that country. They have also recorded "Deep Purple" in Italian and German for European broadcast and sales. Their tour of Italy was set up by the SAAR label, Acro affiliate in that country.

CHICAGO

Lennie Drusin is the new band director at WBWM radio, succeeding Sam Portofino who died a few weeks ago. Drusin started with WBWM in 1961 and was one of the original members of the Art Van show. He was associated with another WBWM regular, Lurleen Earnest, who was signed to a recording contract by Charlie Fitch's Smash Records. It's his first active disk pact in four years for Lurleen, but her popularity has been on the steady rise since she signed as the station's lead vocalist several months ago.

She has been recorded for Atlantic and RCA Victor. Music Express also wrote that Belladies took off on a singing vacation to Dartmouth with his son, following Max's Christmas spectacular here next week.

TALENT ON TOUR

(East)

On December 28, the Robert Devine boys will give their first New York City performance at the quarry. The band, known as the Sons of Slam, will play at Birdland through the holidays. Connie Francis will be on the Concord Hotel on Saturday (28). Philharmonic will give the opening concert of a Modern Jazz Quartet concert on Friday (27). The following night they move into Town Hall....

Cue Hikes Barbra
As Entertainer Of The Year

NEW YORK—Columbia recording artist Barbra Streisand was named winner of Cue magazine's "Entertainer of the Year" award for 1963. Streisand was selected by the Cue editors, it was announced by publisher Edward Loeb. The award will be presented on December 27 at a party Cue is hosting in honor of the Gold Coast Hotel.

Barbra, who is currently in rehearsals for "Funny Girl," which will open on Broadway in February, is presently represented on the top LP chart by both of her albums, in the top 20.

LIVE REVIEW

The Beatles Are Coming

...on their final tour through the city, they will be at the York Hotel...
SPECIAL MERIT PICKS

ALBUM REVIEWS

SPECIAL MERIT PICKS

ALBUM REVIEWS

NEW YORKER

ANALYSIS ON THE RISE

SPECIAL MERIT PICKS

ALBUM REVIEWS

NEW YORKER

ANALYSIS ON THE RISE

SPECIAL MERIT PICKS

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NEW YORKER

ANALYSIS ON THE RISE

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SPECIAL MERIT PICKS

ALBUM REVIEWS

NEW YORKER

ANALYSIS ON THE RISE

SPECIAL MERIT PICKS

ALBUM REVIEWS

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ALBUM REVIEW

POLICY

Every album sent to Billboard for review is heard by a 150-member Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LPs are listed under their respective categories.
Boston Symphony Reaps In More Awards for RCA Victor

NEW YORK — RCA Victor Records, the Boston Symphony Orchestra and conductor Erich Leinsdorf, have recently distinguished themselves in many major industry achievement awards.

Erich Leinsdorf, who assumed the post of music director of the B.S.O. last season 1962-63, was just named "Musician of the Year" for 1963 by the American Guild of Musical America. The selection of Leinsdorf was determined through a poll of the nation's music critics and editors. As "Musician of the Year," he will appear on the cover of the January edition of the magazine and be subject of a major article in that issue.

Meanwhile the RCA Victor records of "Boston in Europe and Juliet" has been awarded the coveted "Prix du President de la Republique Francaise." The company was notified of the award last week by the Academie du Disque Francais, this marks the second award for this album. The "Prix des Discophiles 1963." This album was released in September, 1963 in the RCA Victor Series, performed by Munch with the B.S.O. with soloists Ronaldin Elias, Cesare Valletti and Giorgio Tozzi.

Leinsdorf, who conducted Munch at the Boston Symphony, was also recipient of the "Gold Plaque" of 1963 for his RCA Victor recording of Tchaikovsky's "Pathetique," which started Birgit Nilsson and Jon Vickers.

Since his assumption to the Boston post, Leinsdorf has been distinguished by several "firsts." He conducted the "Madame Butterfly" of Leontyne Price, which became the first opera to appear on the best of the "POP" charts. His recording of the first "Piano Concerto with the Boston was also the first Mahler symphony to appear on radio and television networks.

In the past year RCA Victor has released all of Leinsdorf's albums with the Boston in January victory will release his earring Ethel Merman, to collaborate with them in Mozart's "Jupiter" Symphony and "Eine kleine Nachtmusik.

Profile of Erich Leinsdorf, "Musician of the Year"

LIVE REVIEWS

Serkin Disappoints In Carnegie Recita

NEW YORK — Rudolf Serkin, pianist, Carnegie Hall, December 11. Whether the Columbia recording artist was just having an off night, or what, his recent recital could best be summarized as "not together." There were, of course, moments of pianistic magic, but there were enough lapses to make his tempos often harsh, and his tempos and dynamics (not Beethoven's) were distinctively deadening due to excessive and obvious rubato. The artists affinity and scholarship in the art of the Romantic keyboard plants (in this case, Schumann, Beethoven and Brahms) is well documented, so one must assume that this particular performance calls for no adverse conclusions of this nature.

Schola Cantorum with Symphony of the Air, Stephen Simon, conductor, Carnegie Hall, December 11. A perfectly rewarding evening, Stephen Simon, who distinguished himself last spring by conducting the Bach "Mass in B Minor," is showing himself to have an uncanny affinity for the choral literature. The program opened with Haydn's "Miss Brevis in F" and Scarlatti's cantata for solo soprano, trumpet and strings "Si Le Sol Ne Dorma." Both were excellently conceived. Particularly noteworthy was Stadler, who handled the difficult part of the Scarlatti with grace and ease.

The crowning achievement of the evening, however, was Mozart's "Mass in C Minor, K. 427 (The Great)." What a magnificent work this is—containing some of Mozart's most evocative, lyrical writing. Stadler selected Helen Vanni, Blake Stern and Kenneth Smith could hardly have been better chosen.

But the star of the show was Simon, who had the large orchestra, chorus and soloists under his control. His take was perhaps most evident in the "Cantiku utquem," the tone so elevating that the natural tendency and temptation would be to cut the volume as the music continues to soar. Simon held them perfectly in tow, and it was awesome. It can only be hoped that Mr. Simon is a more frequent contributor to the New York musical scene.

Adelle Addison, soprano, with Bruno Koslo in the Piano. Town Hall, December 15. Adelle Addison is just about everything a singer of art songs should be. She presents the genre of taste and artistry, and while her voice is sometimes more opaque than could have been hoped for, her musicianship and sensitivity are more than compensatory. Her program consisted of songs by Schubert, Luigi Dallapiccola, Hugo Wolf, Henri Duparc, and Samuel Barber. For sure, she sang two Negro spirituals. The breadth of the program and the intimacy and refinement with which she performed each piece made for an absolute musical experience. Her empathy with the form and mood is primary; but her musicianship and tone remain the obvious tools by which she achieves expressivity. As she was performing "So East is East" and "ITCH Schedel," there were few dry eyes in the entire house. Most notably, not hers.

BARRY KITTLERSON

PAUL & PAULA JUST VAMPING

CHICAGO — Rumor that Paul and Paula might split up were given a qualified denial by a spokesman for Philips Records last week. "The act is not working together at the present time in Paul Haley's behalf. We wish to continue his education and training to college last September," the spokesman said.

"He will get his degree at the school and has the chops does not have any release in the fall, which the label plans to release," the spokesman continued. "We plan to resume their set after January?" The Philips Records release. "I honestly didn't know—however we consider this a postponement, not a breakup.

ONE OF THE BUSIEST CONCERT SCHEDULES this season is planned for soprano Phyllis Curtin. She will make 45 appearances with 17 leading U.S. and Canadian orchestras by the end of the 1963-1964 season. She will also give 24 solo recitals, make numerous television appearances and recording dates. The recent recorded efforts include Brahms' "German Requiem" on Columbia, with Eugene Ormandy, the Philadelphia Orchestra and the Mormon Tabernacle Choir; Handel's "Messiah" on 3d VPI, the Boston Symphony, under Seiji Ozawa, the South Pacific Symphony, and the Mormon Tabernacle Choir; Handel's "Messiah" on the Louisville Orchestra on the Louisville Label.
By BILL SACHS

Sara Sue jetted from her home in Columbus, O., to Dallas, Sunday, December 3, to cut six sides for Vandam Records at Summit Sound Studios under the direction of Marvin Montgomery. Vandam is now distributed exclusively through United Artists. . . . Key Talent, Nashville, has Dave Dudley set for the "Big Country Howser," Dallas, December 28; Oklahoma City, New Year's Eve, and Fort Worth January 1-4. . . . Jimmy Newman plays Baton Rouge, La., December 23, and after

joining his family for a Louisiana Christmas, heads for Biloxi, Miss., December 26, Hattiesburg, Miss., 27, and Brookhaven, 28. Buddy Meredith and band is set through the holidays until January 4 in Cheyenne, Wyo., after which he heads for Nashville for the annual recording session.

Lottie Moore, who spent most of December on personal appearances in Michigan and Ohio, is slated to open in Cheyenne, Wyo., January 4. . . . Joe Carson and His Western Swing Boys, who are at home at the Cavalier Club, Wichita Falls, Tex., when not on the road, have been booked by Hitt Attractions, Dallas, for a return engagement at Panther Hall, Fort Worth, January 17-18. . . . Buddy Cable still holds down the fort nightly at George's Round-Up, 2310 Pacific Coast Highway, Long Beach, Calif. He will have Ray Sanders as special guest Christmas Eve. On New Year's Eve, Sanders takes his talents to Bill Tester's 1440 Club in San Jose, Calif. He appears on the same bill with Myrna Jay and Tom Tall.

Joe and Rose Magpie are working three TV shows out of Los Angeles and Bakersfield, Calif. December 11, he taped a TV-er, the Billy Mize show, and the Dodge Truck Special's "Television Rockies." December 17, featuring Ray Sanders, Skeets McDonald, Johnny Western, Eddie Dean and Freddie Hart. Whipping it up for the going was the club's regular combo, the Larry Thornton crew, featuring Eddie Harris and Jerry Marvin. . . . Porter Wagoner takes his country music unit to Austin, Ill., for a single stand January 17 . . . The Browns-Jim Edward, Maxine and Bonnie—are taking a two-week vacation from

"TEENAGE LETTER"

Jerry Lee Lewis

FORMERLY "SEASONS OF MY HEART"

Jerry Lee Lewis was

Linda Call Lewis

Sun Records

419 Madison
Memphis, Tenn.

COUNTRY MUSIC CORNER

COACH DARRELL ROYAL, of the Texas Longhorns' football team of Texas U., takes a group of Texas A & M's Buck Owens during the latter's recent headline appearance at the Coliseum, Austin, Tex. The pair has two things in common—both love football and country music and both are No. 1 positions, Royal with his grid team, top in the nation, and Owens with his "Love's Gonna Live Here," No. 1 on Billboard's country chart.

"Grand Ole Opry" to spend the holidays with its partners in Pine Bluff, Ark.

The last Saturday in December—December 28 to be exact— will mark the "Grand Ole Opry's" 1964th performance. What a record! Ray Price, on vacation through December, recently wangled with his wife Lynda to the King Ranch in Texas for two weeks of hunting. The score—four bucks, two javelina boys and six wild turkeys. . . . Buck Owens and His Hillbilly Band are off for Christmas, resumes bookings December 26 with a four-day stand at the Golden West Auditorium, Norwalk, Calif. . . . Ernest Tubb and His Texas Troubadours concluded a four-night run at the Golden West Auditorium, Norwalk, Calif. Sunday (22), ending a trek which began in Tulsa, Okla., November 20. The boys will spend Christmas in Nashville, and then hit out for Tupapa, Kan., where they launch a tour for Hap Proctor at Municipal Auditorium December 27.

Season's Greetings

ELVIS &

The Colonel

Denny Office

GETS EX ON WAGONER UNIT

NASHVILLE—Don Warden, personal manager for Porter Wagoner, last week completed a deal with W. E. (Spooky) Meeker, executive vice president and general manager of the Jim Denny Artists Bureau here, whereby the latter will handle all personal appearances of Wagoner and his show unit on an exclusive basis.

Under the arrangement, Meeker said, Warden will continue to manage the Wagoner enterprise, including all details pertaining to Wagoner's television shows and his music publishing interests. The Denny office will handle the entire show cast as a package for personal appearances, which will include Norma Jean and the Wagonamers. Although the Denny office has been booking Wagoner and his group in the past, it has not had an exclusive agreement. Wagoner was a regular on Red Foley's "Oklahoma Jubilee" before joining "Grand Ole Opry" in 1957.
WITH THE COUNTRY JOCKEYS

By BILL SACHS

Jack Reno, former jockey at KCKK, Kansas City, Kan., winds up his hitch with the Army January 1 and is presently angling for a station connection. Jack gets his mail in care of KELW, U. S. Army Hospital, Fort Leonard Wood, Mo. . . .

Deejays missed in the initial mailing on Randy King's Christmas release, "The Legend of Little Orphan Joe," on the Band Box label, may obtain a sample by writing on the station letterhead to Gladys Hart, 12526 South Zenobia, Denver, . . . .

In urgent plea to artists and diskjockeys for late releases. Platter promoter Little Richie Johnson, Box 3, Bower, N. M., is currently working on a flock of new ones, many by top country names. He invites deejays to write in on a sample. Put your request on your station letterhead.

Station WRDS, new station at South Charleston, W. Va., took to the air for the first time last week, with 60 per cent of the programming devoted to country music. Skooter Dodd, who will hold down the late afternoon and evening slot, says the station is pretty well set on old wax but needs new stuff, both country and gospel. Other staff members are Sleepy Jeffers and Ted Wolff. Dodd asks that deejay samples be mailed to him, in care of WRDS Radio, P. O. Box 8305, South Charleston, W. Va., 25301.

"I'd like to add an amen to Bill Franklin, of WKWS, Rocky Mount, Va., who recently wrote of our troubles in getting spinning material," typewriter Buddy Dean, who spins the country was at KCJH, Arroyo Grande, Calif., "Oh, we get it all right," commented Speedy. "If we borrowed from a listener or advertise free for a record shop. We guys who try to run a personality type show have a hard enough time trying to keep up with the latest activities of the artists, to keep the audience well informed, but to add to our burdens we have to scrape for the latest hits. It's out and pipe cisch that the station isn't going to fact the bill for the latest releases, and most of us jocks can't afford it, so what are we to do? Like Bill Franklin says: 'We'd play 'em white if they'll just send them to us.'" Let's face it, we can build a pretty good show around the Carter Family and Roy Acuff, and more if we have to."

Charlotte Harden, country music deejay at WMRP, Flint, Mich., is recuperating from serious injuries sustained November 6 while en route to Nashville. . . .

Deejays needing a copy of Rusty and Doug's new release on RCA Victor, "Cajun Strippers," are invited to write on their station's letterhead to Kershaw, Inc., 811 16th Avenue, South, Nashville.

From Radio Denmark, Copenhagen, comes word from Klaus Nicholson, who spins the country sounds on that station and who seeks help from American artists and diskjockeys in the way of programming material. As of January 1, Nicholson will be taking over two weekly country music programs. In asking for spinning material, Nicholson says: "The releases shouldn't be too American, as Danes don't have the same tastes in records as do the Americans. In Scandinavia, the taste leans rather to the sad and beaty side. Radio Denmark has about 4,000,000 listeners and we air on AM and FM 20 hours a day. If you have new releases, please think of this lonely duck wold here in Scandi-navia." Address him: Klaus Nicholson, Radio Denmark, Brydensen's Alle No. 1, Espergærde, Denmark.

Johnny Dunsmuir, well-known country deejay who recently was named manager of WCNI, Chillicothe, Ohio, writes: We have recently doubled our power and now reach more than a million people in a billion-dollar market. We program c.d.w., Top 40, sacred and pop in separate segments. We invite all promo men to place us on their mailing lists. . . Ray Anderson, former manager of WCNI, Chillicothe, Ohio, and his son Larry have both left that station. Ray now holds a sales position with WSHL, Lancaseter, Ohio, and Larry is with WTOP-FM, a station that programs religious music in Canton, Ohio.

Jim Ranne, of Texas Talent Enterprises, Dallas, has been engaged to put the push on Ren Records, beginning January 1. Label's initial release features Don Edwards. Stations wanting on the mailing list are asked to write to Ranne at 730 North Lancaster, Dallas. . . .

Stan Graham, of Station ROOT, Bellingham, Wash., the newest country music station in the Pacific Northwest, puts in a plea for singles and albums. . . . A note on your station letterhead to B-W Music, Inc., Box 377, Wooster, Ohio, will fetch you a copy of the new gospel release by Tommy Bullsaw and His Southland Gospel Trio titled "Will You Be Ready?" . . . One of the nation's newest country music stations is KIRK, Roswell, N. M., owned and operated by Neil (Cheyenne Kid) Leavitt, who worked for seven years as deejay and p.d. at KHAT, Phoenix, Ariz. Leavitt asks that releases be sent to him at Box 2107, Roswell. He guarantees that they'll be played often.

JOAN BAEZ IN CONCERT

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4th Hit in a Row
"YOU DON'T OWN ME"
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SEASON'S GREETINGS
and a
HAPPY NEW YEAR

BOB FAY

BY BILL SACHS

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"Sara Darling" c/w
"It's a Sin to Tell a Lie"
5-9653

"Poco a Poco" c/w
"Stop, Look and Whistle"
5-9651

"A Little Bit of Heartache"
5-9652


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SINGLES

**SPOTLIGHT WINNERS OF THE WEEK**

Pop single outshits are those singles with sufficient sales potential to be listed in Billboard's Review Panel, to achieve a point total high enough to secure a listing in Billboard's hottest singles charts. Spotlight winners are in the categories of R&B, Pop, Country, Adult Contemporary, and Gospel. The members of the Spotlight Panel, with the Billboard's Review Panel, are selected to advise a listing on the Country Music charts. Spotlight winners are listed in the highlights of their potential to become top sellers in their respective areas.

**POP SPOTLIGHT**

**THE LOVEJOYS**

HE AIN'T NO ANGEL

(Trifl, BMI) (2:30)

May be the grammar isn't good on this hit but the beat and sentiment of the song are fine. A group of 16th note pings against a steady walking bass. A tune for the folkie cream.

**COUNTRY SPOTLIGHT**

**BILL ANDERSON**

EASY COME—EASY GO

(Moss, BMI) (2:03)

A pretty, two-step kind of a thing from Mr. Anderson. His songs are the kind that appeal to country fans. The flip side, "My Little Pony," could prove to be another hit for him.

**GOSPEL SPOTLIGHT**

**BOBBY BARNETT**

WALKIN' MAN

(Weaver, BMI) (2:36)

A good gospel record with a soaring bass line and a strong, moving lead.

**GOSPEL SPOTLIGHT**

**BOBBY BARNETT**

WORST OF LUCK

(English, BMI) (2:03)

A slick production of country material with a catchy melody and a strong, driving rhythm.

**FIVE STAR SINGLES**

The four-star ratings are awarded new singles with sufficient commercial potential to make a hit in their respective categories. These are the singles that are expected to top the charts and become major hits.

**POPULAR**

**THE FOUR FIVE**

I'M NOT THAT SHE LOVES ME

(Susan-Lynnn Ben-Lee, BMI) (2:45)

A good, strong rhythm with a catchy melody and a strong, moving beat. The flip side, "I'M NOT THAT SHE LOVES ME," could be another hit for him.

**JERRY VALE**

ON AND ON

(Alice, BMI) (2:00)

A soft, romantic ballad with a strong, moving rhythm. The flip side, "I'M NOT THAT SHE LOVES ME," could be another hit for him.

**ROYALTY DISTRIBUTION**

Two Tribute Recordings... a sensitive folk ballad

Mike Redway

JOHN KENNEDY

10613

an inspirational march

Joe Meeks and his orchestra

THE KENNEDY MARCH

9634

Royalties donated to

John F. Kennedy Library Fund

Cambridge, Mass.
**MUSIC AS WRITTEN**

**WARSAW**

The U.S. Columbia label has sent a batch of discs over to Polski Nagrany, Poland's leading recording firm, in order that they make a selection and issue Columbia discs on Polish labels. So far the choice has not been finalized.

Paul Anka made a highly successful tour of Poland. There were long, long queues for tickets in all towns, and the tour was a sellout before it even began. No visiting pop singer has been met with such acclaim in recent years as has Anka. "A new Polish film, "It Really Was Yesterday," was premiered this month. Music to the movie was composed by the American Gunther Schuller. ... West German jazz critic, Joehann E. Berendt, recently in Poland for the Annual International Jazz Jamboree, signed a contract with Film Polski and Pagarit, the Polish Artists Agency, for a 30-minute TV film "Jazz in Poland" to be screened on Baden-Baden TV. The film is to be shot next May, and a group of West German technicians will come over to work on it. The Impulse recording firm recently presented its line of jazz discs at Warsaw's Philharmonic Hall. ... Disc sensation of the moment in Poland is the Swingle Singers' recording of "Bach's Greatest Hits" on Phillips label. The recording has been broadcast several times by Polish radio, and it has become tremendously popular with listeners. ROMAN WARSZKO

**MECHELEN, BELGIUM**

Mortini and Ross will no longer sponsor the annual Song Festival in the Casino of Knokke. The world-wide corporation had sponsored the musical event, which pitted singing teams from Belgium, Holland, Germany, France and England against one another for the past five years. ... The Jackie Delmon EP featuring the French version of "Just Like Eddie" (Four Lee Eilie) is very much in demand. ... World Music will publish the titles from Robert Cogax's L.P. ... Philips artist Esther Ofriel appeared in the Antwerpse Belgique of Brussels. ... Notwithstanding the fact of the enormous success of "I Had a Hammer" in the original version, the French version by Claude Francois, "J'ai j'ais un marteau" (Philips), can be considered a best seller. The German hit "Florentina" sung by Gerhard Wendland (Philips) is also strong, but it might be that the flip side, "Ich hab' so oft an rich Gedacht," will be even bigger. ... Paul and Paula have a good one again with "First Day Back at School" on Philips. The label also has a series of albums by Les 4 Barz. GunBeat, Marelle, Moukadji, Patanchon, Maurice Chevalier, Jacqueline Francois and late Edith Piaf. All those albums contain biggest hits by those artists.

**BILLY ADAMS**

BILLY ADAMS got his big break in 1964, when his single "This Is My Life" (MGM 653) sold over one million copies worldwide. Since then, he has released a string of hits, including "I Wanna Be Free," "The House That Jack Built," and "Sugarhill." His latest release, "Rock'n'Roll Memories," is expected to continue his success story.

**Breaking in Chicago and spreading!**

**Joe Tex**

**I WANNA BE FREE**

**Blood's Thicker Than Water**

**DIAL DIAL 3016**

**Jan Torp's**

**Dublin**

Although the Singing Nun's "Dominique" was voted a "mills" on Gay Byrnes' TV show, "Pickin' the Pops," the disc looks set to share maximum seasonal sales with Bing Crosby's Capitol single, "Do You Hear What I Hear?" and Andy Williams' "White Christmas." On CBS, ... Michael Macliammoth's "The Importance of Being Oscar," which was converted into one of the nation's best selling albums, will be filmed next month by Viewfinder Films, Ltd., an English firm, for international distribution. ... Hungarian-born Tibor Pustus devoured director of music and principal conductor of the Radio Eireann Symphony Orchestra for a further period extending to March 1966. ... Telefis Eireann screened the special Elizabeth Seal-Zack Malakol program, "At Home With You," which the couple taped some weeks ago. ... Ella Fitzgerald, Oscar Peterson and the Roy Eldridge Quintet will give one performance at Dublin's Adelphi on April 14, which is expected to provide a much needed shot in the arm for the Irish jazz scene. ... The Los Angeles Chamber Orchestra under conductor Harry Lewis visited Dublin and Cork for concerts.

**Ken Stewart**

**NEXT #1 INSTRUMENTAL HIT!**

**The Pyramids**

**PENETRATION**

**BEST 13002**

**Billboard: LA Breakout! Round Robin and the Parleys Do thelauson"**

**Domain 1400**

"Next #1 Instrumental HIT! The Pyramids Peneration Best 13002"
### Billboard Top LP's

**For Week Ending December 28, 1963**

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*Compiled from national retail sales and radio Stevens display by the Music Popularity Dept. of Record Market Research, Billboard.*
More Great New Releases for the New Year!

KITTY WELLS sings
THIS WHITE CIRCLE ON MY FINGER c/w (I Didn't Have To) Break Up Someone's Home
31580

WEBB PIERCE sings
LOVE COME TO ME c/w WAITING A LIFETIME
31582

and a brand new artist with his first release Breaking Out In Memphis

RED WILLIAMS sings
LOVE'S NOT WORTH IT c/w I CAN'T BELIEVE
31579

THE SURFARIS
I WANNA TAKE A TRIP TO THE ISLANDS c/w SCATTER SHIELD
31581
Paul Anka and Connie Lose
In Spanish Foreign Artist Poll

MADRID — Americans Paul Anka and Connie Francis were defeated by French songwriter Francisco Hardy and the Mexican-Venezuelan singer Enrique Guzman as leading foreign artists for 1963, according to a popular poll taken through the Discomania decal show conducted by Paul Mattar. The poll, taken through the syndicated taped radio show, drew votes from the entire country and also named most popular Spanish artists, tune, vocal group and orchestra. Winners will receive gold disk awards from the Discomania show and magazine.

The most popular song award was won by “Dame Felicidad” (Free Me) and the follow-up winners were “Amor de Vevra Carinena,” 500 Miles” and “Big Ol’ Gun.”

Leading male Spanish singing star was Jose Guardiola. He was followed by Tito More, Raphael Michel and Mike Rice. Leading female star named was Gallito Salome. Lita Totorelo, Karina and Rosalia followed in that order.

Top Spanish orchestra was Luis (Maravalla) Ferrer, while the leading foreign artist award goes to Ray Conniff with Frank Focarel as runner-up.

Vocal group trophies go to Dino Dinamico for being the leading Spanish entry and Lou Tinto (Groen Argentina) as the foreign artist winner. Rudy Ventura finished second on the same front, while Cliff Richard’s accompanying group, The Shadows, were second on the foreign side.

In the male foreign singer’s category, Guzman was followed by displaced Paul Anka, Elvis Presley, Luis Aguile and Ray Charles. On the distaff side, Miss Hardy was followed by the second-place Miss Francis, Italy’s Rita Pavone, Silvie Vartan and Milva.

ATLANTIC RECORDS has named Henry Allen as promotion man for New York and the Greater New York-NJ Jersey metropolitan area. Allen has been especially effective as national promotion man for Atlantic, Ato and affiliated product in the Manhattan area on a special project basis. The appointment solidifies his standing on the local record scene. Allen has been with the company for eight years. He will report directly to national promotion director Jack Fine.

H’w’d’s Norman Still Very Much In Disk Business

HOLLYWOOD—Gene Norman has increased 20 per cent of his time to the record business, is currently operating and developing his Crescendo label.

Last October Norman distributed himself of his own label in the Crescendo night club on the Sunset Strip. In his capacity as owner of the Court, Norman has been a disk jockey, has been president of RCA Victor in the U.S., has been impresario and bistro owner.

Projects already set by Norman include a deal with Eddie Fisher, a talk album to be cut in late December; a comedy album for Helen Cornelisse, whose "Lessons in Love" LP created some interest; and a second volume of "12 String Guitar" by Billy Strange and products cut by Jack Thomas and that label and distributed by Crecedes which also speaking prospectively about getting many ways as a singles group and has added hardwood as their a.r. man.

BELG. PHILIPS DEBS DISK By SINGING NUN

BRUSSELS—Primavera, the publisher of the Souer Sourie (Singing Nuns) catalog says news of Sour Sourie’s “Dominique,” rocketing up to No. 1 in the American Hit Parade in four weeks has fired interest in the same thing throughout the world. Many local recordings of the tune have been issued.

In South America, South Africa, Australia and Japan requests have come in.

A new Souer Sourie LP has been released by Philips Records. Belgium, Souer Sourie did the business for this recording and the record is packed with a booklet designed by Georges Jacquet, which contains the four songs on the record.

Titles are: “Chanteur” (The Singer), “Le Golfe De Lacte” (The Seagulls), “Petit Pervier” (Little Pervier) and “Dans les magasins” (In the Warehouses).
Larsen Moves To New York

HOLLYWOOD—Bob Larsen, Disneyland's Western sales manager, is being transferred to New York as the label's Eastern sales chief starting January 1.

Larsen will handle all assignments formerly held by Kelly Campinara for the past year and a half. His new assignment is understood to be leaving to develop another business endeavor.

Bob Elliott, director of national sales, will pick up Larsen's Coast-based accounts and Sandy Stroebell, Southern sales manager, headquartered in Atlanta, will expand his territory to cover other Larsen dealings.

Manila Disk Firm Gets Radio Outlet

MANILA — Codel Philippines, Inc., has acquired a majority and controlling share interest in Audience, Inc., operator of radio station DZRM. Acquisition of the radio outlet is considered an important step in the promotion of U. S. recordings handled by Codel here on such labels as Reprise, Roulette, Atlantic and many other labels.

Another Smash!

"HOKKA TOOKA"
P 890
CHUBBY CHECKER

2 IN A ROW!
HIS KISS
Betty Harris
Jubilee 4453
National-Distributed thru
JAY-GEN RECORD CO., INC.
318 W. 46 St., M.T. 36, N.Y.

The Top Version—The Only Version of the Big Picture Theme of the Year!
"THEME FROM THE VICTORS"
RAY BARRETTO
The 456
ROULETTE RECORDS
301 East 79th St., N. Y., N. Y.

BILL ROBINSON & THE QUAILS
"THE COW"
American 6000
ATLANTIC RECORDS
1841 1st Ave., New York, N. Y.

Who’s Boss? Leader or Dad Of the Bride?

PHILADELPHIA—The controversial question of who is the employer of the musician—the leader or the one who hires the band—will break out in the federal courts here as a result of the action taken by a group of 29 local bandleaders banded together as the Associated Orchestra Leaders of Greater Philadelphia. Included in the group are mostly the party bandleaders who reap a good harvest playing the one-night wedding-and-Bar Miztvah circuits.

The bandleaders were just handed steepe flags by the executive board of the local musicians union, Local 77, AFM, and the Associated Orchestra Leaders charged the union action was reprisal for the litigation against the Local and the international AFM. The leaders immediately turned to the U. S. District Court here seeking a restraining order to prevent the union from continuing violations of a previous injunction.

The maestros termed the local union board’s session a “hangman court” and that appeal to the international union about the former lawsuit were denied. The Associated Orchestra Leaders want relief from all other sanctions and penalties and demand that the local recognize the board court order or be held in contempt.

The union holds fast to the contention that an employer of a band is not the band leader but the one hiring the band—"the father of the bride."

GREATEST OF THESE IS CHARITY: Will Turo, leading Belgian artist, is shown performing for patients at the teen-age hospital of De Haan near Zee. The hospital needed a swimming pool for its patients, so Turo, Adamo, Gilbert Becaud, Annie Corday and a host of others recently held a special benefit. As a result, the hospital has its swimming pool plus some added funds besides.

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Music As Written

- Continued from page 20

and, Pops Foster and John Handy.

Carmen McRae's latest Time album, recorded "live" at San Francisco's Sugar Hill, has been highly favorable reaction here. ... Chico Hamilton's quintet... DICK HADLOCK

PITTSBURGH

Local show producer Tim Torney is on an another Midwest tour for a month with his latest "Show of Stars" feature including Johnny Tillotson, Paul and Paula and Ronnie Crachane. ... Pittsburgh songwriter Janet Deane has been signed by Gateway Records with her first platter, "Another Night Alone" just released. ... Pianist Liberace, who had to cancel out of a 17-day Holiday trip for his engagement performance after his first performance is still confirmed for the St. Francis Hospital with a kidney ailment.

LEONARD MENDLOWITZ

Production In Japan Hits Top

TOKYO—The record production by seven major companies during October reached 6,234,026 discs which is the highest monthly peak either prior to or since World War II. The figure indicates an increase of 45.8 per cent over the same month last year, and in value, it is an increase of 26.5 per cent. Reason for the upsurge in sales is new popularity of seven-inch stereo 33 rpm and 45 singles which were pressed in very large quantities during the whole season. The production of 45 singles shows a gain of 55 per cent over the same month in 1962. The production of 10-inch LP's shows a decrease of 26.7 per cent, while that of 12-inch LP's shows an increase of 10 per cent. It is noted that LP's are switching from 10-inch to 12-inch in sales.

Youth Zips Up Dutch Firm

AMSTERDAM—Under the youthful new management of Robert Van Santen, the oldest Dutch gramophone company, M. Sulbte & Company is planning to expand on the Dutch market. Henk Sulbte, 79, will remain with the firm as chairman of the board of directors. As a first step to increase business, Van Santen, 37, contracted top artists of the Philips show, American-born Donald Jones, who is a hit on Dutch TV. Jones recorded four Christmas songs on Parlophone label. Dutch-born jazz artist Louis van Dijk, 21, who has appeared in the U.S.A., wrote some arrangements for this EP. Jones has already been asked to sing the songs for Dutch TV.

Van Santen also started promotion for the Beatles, the rage in England and also very popular in Holland.

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The Leader In The Oldies Field

THE LEADER IN THE OLIDIES FIELD

Mr. MAESTRO RECORDS
7 Central Park West, N.Y.C.

Say You Saw It In Billboard
Say You Saw It In Billboard

Leonard Chess, Phil Chess, Marshall Chess, Max Cooperstein, Paul Gayten, Herb Gordon, Dick La Palm, Esmond Edwards, and Billy Davis wish to extend to our many friends The Heartiest Season’s Greetings
Versatility in the World of Sound

Take the NICCOL 200 record player along for more fun and excitement at parties, picnics, for folk dancing or language lessons. Smart and compact it operates on 4 small batteries, and weighs only 4 lbs.

Model T-17

The newly designed 8-transistor NICCOL portable looks like a smart camera. Gives brilliant MW/SW reception.

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Shiba, Minato-ku, Tokyo

www.americanradiohistory.com
NEW YORK — A home video recording and playback system for $300 or less, literally thousands of dollars lower than any equipment now available for domestic or professional use may hit the market here within six months, according to officials of Cinemana-Telena, the camera-recorder and the playback unit, both of which would fall in a retail area of $1,200.

Progress on the British development, and the fact that it was in a market becoming the most lucrative in the electronics world, was first reported early last month. Later, Ampex announced a model of a complete home entertainment center, including a TV recording device at the music show in Chicago. This unit was pegged at a price in the area of $12,000.

Norman Rutherford, one of the Telena system's inventors, said the unit is simply designed, using "three printed circuit boards, a motor and flywheel, two clutches and heads." The equipment is so designed as to allow substitution of new printed circuit boards for almost any type of recording equipment.

Cinemana-Worldwide, which has world distribution rights to the unit, will act as a manufacturer to turn out the product in this country. A manufacturer can actually start rolling into stores is contingent entirely on this factor. The more optimistic forecasts see this as a gasoline, not a general retail availability by next season, in time for the Christmas sales period.

The system records in both black and white and color. Eleven-inch reels of one-inch tape will record up to 24 minutes in 25 minutes in each direction. Color recording is limited to 22 minutes per reel. Blur move at 120 ips. In addition, the tape can be used for sound recording only at the same speed. Some thought has been given to using tape, making a two-speed system, which would handle video at the 120 ips. speed and audio at 71/2 ips.

See Growth Pattern For '64

NORTH HOLLYWOOD, Calif. — The rapidly growing entertainment products are forecast for 1964 by top executives of RCA and with a special display organized in cooperation with Harmon-Kardon.

Store Manager Emmett Winn has set up a working kit display where noise-free popular music is played and a special display organized in cooperation with Harmon-Kardon.

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The display, which incorporates units from Harmon-Kardon's Award Series of components, was set up last summer when college students were on vacation with time for leisure and a kit with an audio system that the college set has turned out to be a good segment of the total kit market.

The unit is equipped with black and white TV, stereo and record player key factors.

RCA Sales Corporation president Raymond Saxon, predicted color TV would hit the 1,200,000 mark next year. Ross D. Saxon, president of the board, expects color TV to "cross the 1 million annual sales mark for the first time in color.

For the first 11 months of 1963, dollar volume of all Victor home entertainment products was 15% ahead of the previous month at the current level, last year, Saxon said. "Victrola" photos are making "a strong showing and have substantially improved the dollar earnings," and the radio "Victrola" category, he noted.

Dollar sales of all products in the latter category were 36.3% per cent higher than the same period last year. The lower price direction of the radio industry has been compensated by a strong move-up in the category a "toward higher-priced consumer photo sales," Saxon said.

Saxon commented on the entire home entertainment front, predicting that "more than 500,000 personal music television receivers" (11 inches and smaller) will be on the market next year, that the "next few years will create more multiple TV sets. The "visible" became one of the pioneers in the small-screen TV emergence earlier this year when the company introduced a "Victrola" major push on its 11.7-inch set" Saxon also noted that he called "the trend to multiple-set ownership among consumers.

Strangly, turning to stereo radio-phonographs, said there are units "enjoyed greater acceptance last year. This product has a low substation level and should continue to increase in popularity with solid state (transistorized) models achieving a large share of the market. Radio, the only consumer electronics product to slip in 1963, is already picking up and should recover in the new year with domestic sales totaling 10,300,000."
New NBC Radio V.P. Post Rough & Tough Assignment

By GIL FAGGEN

NEW YORK — Broadcasters did double-takes last week upon hearing the appointment of Michael Joseph, former programming consultant to the newly created post of vice-president, NBC-owned radio stations.

Joseph, long associated with what is usually called swingin’ pop-music formatted stations, will be taking over the reins of one of the nation’s richest and most unsuccessful group radio station operations.

Joseph is fresh from Michigan where he directed Detroit’s WKNR (formerly WKMH) — where he instituted an up-to-the-minute pop music and news format. Prior to the WKNR assignment, he “modernized” WGR, Buffalo, N. Y., with a similar format. He also served as program director at the WPDR, Grand Rapids, Mich., and national program manager for the Founders’ stations: WTA-C, Flint, Mich.; WSB-L, Syracuse, N. Y.; WSM, New Orleans, and KPOA, Honolulu.

At this juncture Joseph’s dictation machine was not filled out. No matter what his duties, he will have his work cut out for him.

The six NBC-owned radio stations are perhaps — as a group — one of the best examples of a low audience appeal approach to broadcasting.

Bottom of Heap

A thematic analysis of each station’s market position reveals the following:

WNBC, New York, (50,000 watts): 10th place. One service gives it sixth position 7 a.m. to noon and 11th, noon to 6. WMAQ, Chicago, (50,000 watts): Tied for fifth, sixth 6 a.m. to 6 p.m. From 6 p.m. to midnight, Allen, service is much higher, rating the station third in the morning and fourth in the afternoon.

KNBR, San Francisco, (50,000 watts): Tied for fifth in the morning and seventh in the afternoon. Another service rates it seventh in the morning and eighth at 6 p.m.

WRC, Washington, D. C. (35,000 watts): Fourth in the morning and sixth in the afternoon and evening. This outlet tops all others in the NBC chain achieving first place in the morning and second in the afternoon on one rating service.

WIAS, Pittsburgh, (5,000 watts): Tied for fifth in the afternoon.

THE LEADER IN THE OLDIES FIELD

By GIL FAGGEN

KALL RADIO’S FOOD BASKET echoes the sentiments of all broadcasters as he exchanges holiday thoughts with Santa. Santa recently made an appearance in Salt Lake City, Utah.

(WIP) is bringing in the Victorian Christmas with festivities that begin December 23 with a 9 a.m. to 1 p.m. show on Joe McCue’s morning show; Mickey Miller, Jane Morgan, Sanny Stewart, St. Zenutus, Arthur Geoffrie, Allan Sherman, Al Martinez, Ethel Merman, Steve and Eddy and Porly Como will guest, tape, on Jim Tanne’s 10 a.m. to 1 p.m. station, and Ned Powers will host a special 3 p.m. show featuring representative of ethnic groups discussing Christmas customs.

Steve Stone, former air personality with the AM-FM (NBC) Pittsburgh joins WNBF AM-FM-TV (Binghamton, N.Y.) as a full-time disc jockey. Stone is also owner of WJCN, another NBC station.

Steve, a frequent visitor to local WJCN at the weekend, is now full-time on the new WJCN.

Jeri Lee, in all night d.j. at WAKY (Louisville, Ky.). Lee comes to station from three-year stint with Sounds of Little Nolin, N.M., to Terry Wood joins WTLA (Tampa, Fla.) as a production manager.

EXECUTIVE APPOINTMENTS

Michael Joseph, former station consultant, appointed vice-president, NBC-owned radio stations... Ralph W. Goshen, WCBS general sales manager, appointed to vice-president and general manager of WCBS replacing Sam J. Slate, who went to NBC in General Broadcasting as an executive vice-president.

NEWMAKERS: Robert Allen joins news staff of WLPA (Tampa, Fla.) as assistant newscaster announced by company president.

THE GREETER

Who the Heck Is That Guy?

There’s a Pied Piper on the Philadelphia scene being followed with bland affection by thousands of teen-agers. The distinctive, caped character is heard on what 6 to 10 p.m. and the guy making it is Jerry Blavat — recently referred to as “The Greeter With The Heater.”

Blavat, 22, and an unusually aggressive promoter who has parlayed a $50-a-week job on WBCN, Camden, N.J., into a bright wit, into a reported $10,000-a-week gross from record hope.

A fast-talking, streamy 128-pound hipster, he is from the school of decaying whose the-air-delivery sounds like a jibbering, chiming mimicking Dodger’s jibbering chimp—all of which sends identifying teen-agers into fits of laughter.

The factors behind Blavat’s coming success are hard to define. His show airings are classified as infinestial compared to his comes to the weekend care, Hy Lyt of WIBG. Despite this, Blavat reportedly outlaws Lil and all others at the three regula-
WHEELELING, W. Va.—A new program of a new air personalities, and a totally new sound has been introduced by radio station WOPM to radio listeners in the Wheeling, W. Va., Strohville, Ohio - Belmar, Ohio, area.

In order to become more competitive against WKWS, a pop formatted swinger with impressive ratings, and WOPM, the 50,000 watt album sound, built around a music format of the top selling records of the day.

To project the new music format, WOPM has added Wheeling area native, and former WTVW statue Bill Fields in the 1400-1600 slot. The early morning show is hosted by Jim Dandy, who comes to the station from the program director's deck at WWRK, Pitts, Mich. WOPM's new salesman, Bill Quay — who recently moved across the river to WPOP Woodmont Hill studios from WKWK, is doing the 2 to 6 p.m. shift. Manning the station's revived news operation are Bob Cyl, Dick Glenn, and Al Zeldman.

NEW YORK — WRFB increases its stereo schedule beginning Monday (16) to all day Saturday and Sunday and days from 6 to 11-15 p.m. The station is aiming for an eventual 24-hour stereo operation, according to Edith Dick, general manager of the FM.

Blavat, heats up a car as fast as he heats up the turntables.

Jerry's on-the-air performance is so weird that he is promoted to comment: "When you listen to the first time you turn the radio off, but find out that you have to turn it back on just to say: 'Who the hell is that?"

That is Jerry Blavat!

Motorola Move

Continued from page 23

ranges in price from $39.95 for the low end AM-only radio to $139.95 for the universal model FMA 100, AM/FM radio. Available are models for domestic and imported cars, old and new vehicles, trucks, tractors and boats.

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3—Advertising

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FLYING DISTRIBUTING COMPANY

1528 North Broad Street


Call: Poplar 5-1010

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RECORD DISTRIBUTORS

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New York, N. Y., 10036

Hollywood, Calif., 90038

Chicago, Ill., 60601
Miller Predicts Bright 1964

OAKLAND, Cal. — George Miller, who has just completed his 32d year as president and managing director of the California Music Merchants Association (not to mention a recent 12 years in a similar post with Music Operators of America), feels California has had its most prosperous years ever, and the outlook for 1964 is even more optimistic.

Miller bases this primarily on excellent business conditions throughout the State and a population growth — perhaps the most intense in the country. Miller notes that there has been considerable consolidation — many of the smaller operators have sold out to the larger operators.

However, the number of locations has remained the same — if not gotten bigger — and the general condition of the operator business is healthier than ever.

Miller notes also that his association has been successful in presenting the passage of considerable discriminatory legislation.

Regarding Music Operators of America, Miller feels the outlook is excellent. He particularly singled out the work of Robert Blandred in Seattle (President) and Lou Casola, president, for their work in behalf of the association. Miller sees a "continuous and mid-January sentiment," as, he says, "we'll meet it when the bills are out. He also was particularly encouraged by MOA's recent meeting with the record company executives and said he feels a new spirit of co-operation there.

Company, Rowe-AMI distributor, had shown steady increase in business since the branch was established. He declared that already the company had expanded the records to more than one-third more business during the coming year.

Blundred's Robinson of the firm by the same name said that business had been good, and the sales of this line had continued to increase and that he looked forward to a big 1964.

Ed Wilkes of R. F. Jones

CHICAGO — Herb Jones, vice-president of Bally Manufacturing Company, says 1964 as a year of two major diversification moves for his firm. In 1963, Bally moved heavily into the flipper pinball game field, with the introduction of six models, which Jones describes met with "excellent success."

Another move was Bally's manufacture of automatic pay-out equipment for the export field, which Jones also said was extremely lucrative for the firm. In fact, the entire record of Bally is looked upon as holding great promise for 1964, says Jones.

This growing export to all of Europe and sees a gradual change in the foreign market from used to new equipment.

He doesn't feel that Congress will pass the copyright bill and feels operators will continue to keep their exemption, although "I'll be the toughest fight this industry has ever had." Casola predicts that MOA will win its fight to get congressional hearings on the ASCAP bill and that the bill will be defeated in either a committee or floor vote.

Discussing the industry in general, Casola predicts business in 1964 to be good and be expanded by operators enjoying their share. Each year operators are getting to be better businessmen, Casola notes. "There's a little less 'meat and grease' and more sound business practice."

The MOA, he also sees more diversification, with juke box and game operators turning to each ancillary field at a better and background music.

LEO CASOLA

Search for MOA Head Continues

CHICAGO — Music Operators of America is continuing to interview applicants for the post of executive secretary. For all practical purposes, the association's business has slowed to a crawl lately, it is felt.

Robert H. Blandred, the recently resigned managing director, is still on the job and is expected to continue until after the New Year. However, Blandred's activities will be restricted to the post of interim, fort-holding operation.

The managing director is leaving a vacation to the South Sea Islands December 20 and is not expected to return until well into the new year. Miss Bonnie York, meanwhile, will handle office business in Blandred's absence.

January 16 Meeting

MOA's executive committee will meet here January 16, one day prior to the MOA directors meeting, and if all goes well, MOA will have numerous candidates for the office to consider.

If all goes even better, MOA will settle on a selection and the man could assume his post by the end of January.

However, if no clear favorite emerges, the selection process conceivably could run into a couple of months. MOA President Lou Casola stressed that the association was interested in picking the "right man for the job," and that the association was not about to rush into anything.

The previous selection (of Blandred) ran into several months, and was unsuccessful. MOA will be equally careful this time. Casola has already indicated that the association is maintaining its previous policy of picking a man from outside the industry.

The thinking is that such a person has no previous prejudices to overcome and can come into the position with the goodwill of all segments of the industry.

This was the philosophy behind the selection of Blandred, one of the most ambitious recruiting campaigns ever to be held, and it paid off with MOA holding one of its most successful conventions in years. The association is doing very well and it is feeling successful in boosting membership, which is where it is just under 1,000.

This was chiefly accomplished by Blandred and Casola and the association, a campaign in doing very well, and the result was increased membership in the association, and an increase in membership for the national association.

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Arcade-Restaurant Popular With Syracuse U. Students

By JOAN KEMENY
SYRACUSE — "In take it!" Charlie Gronsell told the man across the table at lunch one day last June. They had been discussing the man's 7,500-square-foot basement in the Syracuse University shopping district. Originally designed for 20 bowling alleys, the cellar had been vacant since it was built in 1959 because the bowling alley plans did not materialize.

Other proposals had been initiated, e.g., a billiard parlor managed by three college students, but they didn't work out, either. So Charlie Gronsell decided to take his turn in transforming the dusty basement into a glittering gold mine. He signed a 20-year lease with a 15-year option.

Gronsell, who owns a chain of operated laundromats, first planned to make the self-service, cement-walled basement into a dance hall open Friday and Saturday nights with name bands. But he soon discarded this idea in favor of a kosher-style restaurant combined with an arcade. A snack bar with kosher

franks, chilled root beer, hamburgers and French fries was Gronsell's next proposal, but eventually he expanded this into a full-scale restaurant because "I don't want to be another 'me-tooer'!"

Arcade Set-Up
He didn't hire an architect, but he designed his own "little bit of New York in Syracuse." Gronsell decided to finish 6,000 square feet of the basement, allowing one third of that area for the restaurant and the rest for the arcade.

Contemporary plastic-finished tables and chairs seat 100, but to accommodate the longer list of the Arcade's present customers, the owner plans to increase the seating capacity of the restaurant to 150.

Food prices are the same or cheaper than nearby campus eateries, and the two house specialties are a half-pound charbroiled hamburger for 35 cents and a 10-ounce root beer tapped from a barrel and served in a chilled glass mug for 10 cents.

Other popular items on the menu include the kosher corned beef sandwich at 60 cents, the Arcade's own "baked-in-the-back" pastries and thick milk shakes at 30 cents. Dinner entrées include liver and onions, chopped liver and broiled chicken.

"I want to give the kids a break—they deserve one. They need a good place to eat and a place to amuse themselves," Gronsell says.

50 Machines
Brochures from vending machine companies helped the owner select the 50 machines which comprise the arcade itself, the rear two-thirds of the rectangular basement.

Unique is the Cleanbox, a motion picture juice box. While the tone selected is heard, an appropriated full color movie appears in the television-like monitor on top of the machine. A stereo juke box, in addition, makes the Arcade's dancing license a necessity.

Nineteen bowling alleys may be used for group or league competition as well as individual amusement. Other games are

(Continued on page 34)
RECORD SOURCE INTERNATIONAL AND ROCK-OLA OFFER MUSIC FOR ADULT PROGRAMMING THROUGH MUSIC OPERATORS’ STEREO SERVICE

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**Expanded Equipment Market For U. S. Seen in Belgium**

BRUSSELS — An expanded market in Belgium for American equipment is expected to result from negotiations now in progress between Union Belge de l'Automatique (UBA), the Belgian trade association, and the Belgian government.

The negotiations seek to draft a new tax law for Belgium covering all coin-operated machines, including juke boxes and bingos. The new measure under negotiation would abolish the current crazy-quilt pattern of local laws and replace them with uniform national legislation.

While the tax structure would not necessarily be lower, in the aggregate, it would be consistent and would permit Belgian operators to plan on a long-term basis.

**Stable Base**

It would encourage Belgian importers to increase orders from the U. S. by providing the importers and Belgian operators with a stable business base at home.

A leading Belgian distributor said, "At present, with every local government in the tax and license act, the operating situation is chaotic, and we never know from one month to the next what the legal picture will be in a given area."

UBA is generally recognized as the main Belgian trade association. It has among its members the leading figures in the coin machine business in Belgium. It enjoys prestige with Belgian parliamentary deputies.

**Taxation Varies**

At present, coin machine taxation in Belgium is entirely in the hands of local authorities, with the result it varies radically from region to region. License fees are low in one area, high in another, and in some areas entirely lacking.

The situation is further confused in metropolitan areas such as Brussels, where coin machine licensing is so localized as to be under the jurisdiction of the smallest government units. In Brussels, in fact, there are situations in which an operator on one side of the street pays no license because it is not under the jurisdiction of the smallest government unit. In Brussels, there are also areas where no coin machine licensing is required.

This is a situation that would benefit from a uniform national law.

**SOME 200,000 PERSONS visited the recent International French Fair in Montreal, at which the Scopitone cinema-juke box was shown.**

Alain Sabot de Camara (parent company of Scopitone) and Gerard Thibault, Stendal's Canadian distributor, showed the machines to a pair of Hatsesses Francaises at the booth. Thibault says more than 100 Scopitones have already been sold in Eastern Canada.

**Seeburg Picks Alvin L. Gitlitz**

**Midwest Mgr.**

CHICAGO—Alvin L. Gitlitz, a 14-year vending industry veteran, was recently named sales manager of S. L. London Vending Company, Milwaukee, Seeburg's Wisconsin distributor, has been named Seeburg's division manager in the Midwest, covering the firm's distributing office in Chicago, Des Moines, Des Moines, and Minneapolis. He will report to Bob Dunlap, Seeberg regional vice-president.

Gitlitz is 39 years old, married and has two sons. He attended the University of Illinois and served in the Army during World War II.

Before joining London he was associated with Seeburg's vending division of Superior Coffee Company and he previously was an operator in Chicago and New Orleans.
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New Five Pack Makes Total 60

NEW YORK — The 12th Music Operator Stereo Service five-pack, issued this week, brings to 60 the number of 33 stereo singles available for juke box play in the program. Singles are taken from top-selling stereo albums, with two singles to a disk. The latest five-pack contains selections from one jazz, two country and three rock albums.

Artists are Ella Fitzgerald

Atlantic-N.Y. Trade-In Deal Catching on

NEW YORK — Atlantic-New York's trade-in policy on Little LP's is catching on here, according to the company's manager for local Seeburg outlets, who says that Atlantic-New York gives operators 50 cents credit for every Little LP turned in on purchase of a new disk.

In turn, operators can buy used product complete with jacket and title strips, for 60 cents.

According to Kaye, about 20 to 25 per cent of new record sales are accompanied with trade-ins. He added that used records turn over almost as fast as they are received.

As most of the Little LP material is standard, Kaye feels that the trade-in policy will not go above 25 per cent. Most operators, he explained, want to keep big new disks to build up a library.

O'Dwyer, was Paul and Paula's "Holiday Hootenanny" on Phil. As far as popular pop material was concerned, O'Dwyer reports operator action on Major Lance's "Um, Um, Um, Um, Um, Um" on Okeet; "Who Cares," by Pat's Domino, ABC-PARAMOUNT; "The California Sun," by the Rivieras; and "Tell Him," by the Drey-

 chicks and young motorcyclists. The something old was Seeburg's single out on Capitol, but as far as the juke box industry is concerned, it's strictly a run- up to the old Decca favorite. On the something new side, Andy Williams is getting into the "White Christmas" set with a Columbia single (and little LP) of his own. The record is doing well and even served as the impetus for a special mailing by Singer One-Stop here.

Library Time for Christmas is generally library time for most operators; that is, they do fewer new releases and go to their libraries for old standards, but this year, Singer hoped to capitalize on Williams' popularity and inject some new life.

"Get rid of the old and try something new" was the theme of the Singer mailing and whether because of the mailing or merely because of Williams' popularity, the Williams "White Christmas" started moving strongly. In fact, not only Singer, but Music Box, the city's other big one-stop, also reported good action on the Williams tune.

Another good holiday seller at Music Box, according to Jerry Williams, Crosby Does Set Pace For Yuletide Phono Collections

CHICAGO — Something old and something new — that's the Christmas picture as far as juke box operators here are concerned. The something old (no offense meant) is the perennial favorite Bing Crosby, and the something new is Andy Williams, easily one of the hottest standards-type artists around today.

Bing's "White Christmas" has been a juke box favorite since most operators were in their teens and this year is no exception. He has a new Christmas single out on Capitol, but as far as the juke box industry is concerned, it's strictly a run-up to the old Decca favorite. On the something new side, Andy Williams is getting into the "White Christmas" set with a Columbia single (and little LP) of his own. The record is doing well and even served as the impetus for a special mailing by Singer One-Stop here.

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DENVER—When a veteran phonograph route operator decides to step down, with no heirs involved, what is the best way of handling the problem?

According to Lou Shulman, Modern Music Company, Denver, setting up a stock corporation, and inviting veteran employees to buy into the management is the ideal solution.

Shulman, who has occupied every niche in the phonograph industry except manufacturing, has been through just this process when he retired a few years ago. His first step was to set up a stockholding corporation, and to place the stock at an investment basis in the hands of Ed Clasco, Herman Singer, and Art Smith, three veteran employees, who hold from 18 to 20 years' seniority with Modern Music Company each.

Each man bought all of the stock made available to him, though no controlling interest was released. Instead, the three have become officers of the organization, one of the largest phonograph and amusement machine operations in the area.

Under the program, as planned, other employees will be eligible to buy stock at option, in the near future, so that, each based on the number of years he has been with the firm, can become a part owner. Because of the incentive it provides for every employee, this unusual plan has been deemed a complete success.

At one time Shulman was a distributor, best remembered for the fact that he operated on an all-cash basis—selling phonographs and amusement machines only for cash, buying in the same way, and remaining completely free of the credit problems and entanglements which normally plague the ordinary distributor.

COINMEN IN THE NEWS

Memphis Memo

Alva Gaddy, pretty secretary for George Sammons, president of Sammons-Pennington Company, had her picture snapped standing before two vending machines Sammons distributes. The photo will appear in early January in The Memphis Press-Sender in a special business section the paper is getting out.

The Christmas spirit was given by several operators as the reason for an upcoming in business recently, though collections are still down somewhat. Operators checked were Eddie Bodenheimer, Shelby Amusement Company; Bill Forseythe, Forseythe Amusement Company; Robert Varndal, Nail Harsh Amusement Company, Jake Kahn, Tri-State Amusement Company.

Los Angeles Angles

At Henry Brandi of the operating firm of Bragas Bros. in Mexico City for the holidays,, Chuck Klein, manager of the local branch of R. E. Jones Company, has returned from a business trip to San Francisco. Leonard of the firm visited operators in the harbor area. Jim Crosby is now a member of the R. F. Jones local staff, serving as the credit manager.

Bob Hathaway is back on his route in Ventura following a hunting trip for elk. Bill Yosche, Sherman Oaks operator, returned from a trip to Utah for elk.

Lester D'Onofrio of the G. F. Cooper Music Company in Riverside was in town for supplies. Jack Nell, who used to make the periodic trips, is busy in the office. Stephen Stephens in town from San Diego.

Harold Sharkey is busy getting the odds and ends on his route supplied... Elden Short, who operates on the Nasheville Market, stopped on Coin Row for parts... Noah Montee of ABC Music in Fresno is confined to a hospital in that area by illness.

S. ABBOTT

Connecticut Chatter

JAMES FITZPATRICK, 58, operator in the Bridgeport area for nearly 35 years, died Sunday (15). He leaves a widow and a married daughter. Another operator, Million Block, 48, Waitebury, also died during the week.

Two New Haven operators are in local hospitals and would like to hear from their friends. Nick Albertine is in St. Joseph's, while Pat Montano is in St. Raphael's... Abe Fish, president of the Music Operators of Connecticut, played host to operators throughout the state at the annual Christmas party Saturday (21) in New London. The Connecticut group has donated $100 to the Music Operators of America Legal Defense Fund. The money will be used to fight the proposed change in copyright legislation.

AARON STERNFIELD

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Vigorous Op Action May Have Stalled Tax

BUFFALO—Prompt action on the part of Harold Foiz, Oceanaide, N. Y. operator, and

Randy Stone, local operator, may have averted a per machine tax—with levies ranging from $5 to $25—a unit annually in Buffalo.

Foiz, representing the National Vendors Association and the New York Automatic Vending Association, appeared before the Buffalo City Council's legislative committee here Tuesday (17) to explain why the per machine tax would be economically unfeasible.

Foiz cited NVA profit figures, while Stone explained the economics of his own operation.

Two labor leaders also testified against the bill, charging that the taxes would cause operators to give up locations and thereby deprive service personnel of work.

The city council meets Monday (23) to vote on a vending machine license fee. The council on license fee. The council members are members are members of the city council members are members of the city council members are members of the city council members are members of the city council.

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Vending Firms Escape Damage From L. A. Flood

LOS ANGELES—At least two vending firms and a manufacturing company escaped without damage from the Baldwin Hills flood, a break that dumped approximately 292 million gallons of water in a maroon-lined area of four square miles near here Saturday (14).

The two operating firms were Delux Vending Service and Automatic Vending Service Company, located next to each other in Culver City. They were owned respectively by B. J. (Bob) Greiner and Jack Powell.

Mrs. Faye Greiner, however, escaped from the center of the flooding water by climbing through slush that came over the floor board. The area was closed by 10 a.m. and the company's sales office was flooded before noon. Greiner said that he had brought in a family member from one of his locations near this point and he had stood in water up to his knees.

The manufacturing company that escaped damage was that of Oak Manufacturing Company. Flood waters were about a mile away, a representative said.

Prospects Bright For L. A. Trade

LOS ANGELES—Owners and operators of the three largest bulk machines in this city will have 1963 revenue exceeding 1962 and predict an increase in 1964 over the current population.

These reports were made by President Gribble, president of Western Vending Machine Service Company, and Leo Weener of Westside Vending Service, at prices.

Neither pointed out that 1962 was a hard year to beat because the 10 per cent capsule was introduced at that time and said that one of the reasons for the good year was the fact that his company had had the 10-cent capsule with which to do business for a full year.

Atlas in Chicago Holds Yuletide Party

CHICAGO—Atlas Machine Company held its annual Christmas party here last week with all the trimmings. Eddie Ginsberg, Atlas head, played host and Santa Claus presented gifts at the Sherraton Blackstone Hotel's Christmas party room, with cocktails following.

ED DORIS' FATHER DIES

CHICAGO—Peter Doris, 78, father of Ed Doris, vice-president of Rock-Ola Manufacturing Corporation, died last November 11 of chronic hepatitis. Burial was in his hometown of Broadview, Ill.

He is survived by his widow, Max, and sons, Edward and Henry. The Rock-Ola vice-president was in Rome on a factory-director sales junket when he received news of his father's illness. He broke off his trip and flew home last moments prior to his father's death.

Phoenix Op Tries Both in Test 1 vs. 5 Units

PHOENIX—There's a simple way to test whether the market is ready for 5-cent bulk vending instead of the traditional 1-cent machine, particularly when costs are concerned, according to Gene COSMANO, local operator.

COSMANO has uploaded most of his Phoenix peanut and cashew locations to 5-cent machines, except where experience has shown that a high percentage of children, or budget-minded customers simply won't pay 5 cents for a handful of nuts, and prefer the penny variety.

To determine which location should be restricted to 1-cent machines, Cosmano installs two price vending machines, which offer a single portion of peanuts at 1-cent, or 5 portions at 5 cents. Certainly not new on the market, the two-price machines have nevertheless seldom been put to this sort of test, particularly in the Phoenix area, Cosmano said.

By using brand-new, attractive machines and in excellent locations, and entailing the aid of the location owner in seeing whether it will be the 1-cent or 5-cent market will pay best.

In a large coin-operated dry cleaning equipment establishment in North Phoenix, a test period of 60 days showed that 1-cent was best. However, a cheerfully pay 5 cents for peanuts and for cashews, even though the establishment operated at low prices so far as its service is concerned, putting in each of the four wash loads in new 25-cent coins instead of the usual 20 cents or so in the washing machines in the city.

At first glance, low prices, and the budget-minded customer attracted, would infer automatically that 1-cent machine was the best investment. Actually, however, on test, it was found that the 5-cent side of the dual-price machine collected so many more that it was obvious that customers wanted more than peanuts and cashews, and that inasmuch as the cash changers installed at two points were through the laundromats provided plenty of nickels, that 5-cent sales were indicated.

Alabama Firm Sells Its Routes

MONTGOMERY, Ala.—Cosmano Corporation, here, has sold its amusement machine routes to the Arrow Novelty Company, also of Montgomery.

Isaac Cohen, partner, general manager, has also sold his cigarette machine routes to ARA Cigarette Service. He has been retained by the giant vending firm as general manager. Cohen will continue to operate the background music firm, and will also purchase the Montgomery FM broadcasting station as well.

ARA will also purchase the cigarette vending routes formerly operated by Franco Vending Company, as part of the three-way transaction.

Holdup Men Kill Pennsylvania Op

PITTSBURGH—Holdup men recently robbed and beat to death Gus George, veteran Western Pennsylvania amusement machine operator.

Police said that two bandits entered Georges' Pennsylvania Vending Machine Company at nearby Tarentum Township and escaped in a company car with revolvers in hand after beating Georges. The operator died in a local hospital about 90 minutes after his arrest.

Police reports also indicate that a shot was fired, but that missed Gus.

New Bids Asked For Dam Site

SACRAMENTO—Resubmission of bids for the coin-operated binocular concession at the Grizzly Oak, Overlook Areas has been asked by the California Department of Parks and Recreation here.

Proposal calls for the operator to build the coin machine facility and move it from the lower overlook to the upper one as construction progresses. Included in the proposal are also services to provide food, tea and cold drinks, non-alcoholic beverages, hot dogs, and soft drinks and sightseeing glasses.

Bids will be opened February 4. Information regarding contracts may be obtained from John Hightower, Concession Specialists, California Division Department of Parks and Recreation, this city.

The original call for bids last August 1 was delayed by the lack of water and sewer facilities in the area. These are now available.

Season's Greetings from Buff & Fred

www.americanradiohistory.com
Chi Coin Bows 2-Player Fire Cracker Pin Game

CHICAGO — Fire Cracker, Chicago Coin's new two-player pinball, offers players a holiday of fun-packed action. Balls ricochet in a "fire cracker" zone, exploding in and out of "action" holes.

A target is "live" at all times. Fire Cracker is also available in two-player added ball models. The score frame has stainless steel trim on the front and protective metal corners at the back to prevent damage.

Front hand rests are made of Cycloplastic, a heavy-duty material which will not tarnish. A new "hit-out" self-locking playfield offers immediate access to the interior mechanism.

The tilt feature is adjustable for one ball tilt or complete game tilt. Fire Cracker can also be adjustable to three or five-ball play and a match feature is optional.

COMMERCIALS ON PHONOS

LONDON—Some 300 juke boxes in coffee bars here are carrying seven-second commercials at the touch of each selection. Advertising is aimed at the teenage market and the cost of a single message is slightly more than 2 cents to the advertiser. The message takes up the time the selector mechanism uses between plays.

CHICAGO —Williams last week named R. F. Stenstrom, Inc., its exclusive distributor for Hawaii, and Stenstrom Distributing Company its exclusive distributor for the Denver-Salt Lake City area. Both territories were formerly split between the pair and R. F. Jones.

The Hawaiian firm is headed by Dick Stenstrom, Denver firm by Pres Cruz. Announcement of the appointments came from Jack Mittle, Williams assistant sales manager. Both Stenstrom and Stenstrom-Distributing and Williams distributors and offer complete parts and service facilities.

Seeburg Sales Top $54 Mill.

CHICAGO — The Seeburg Corporation reported record sales and profits for the fiscal year ended October 31. Delbert Coleman, president, said sales hit $54,581,316, compared with $51,051,415 a year ago.

Earnings were $2,464,483, equal to $1.31 per share, compared to $1,546,310, or 81 cents per share a year ago. Coleman said, "With the demand continuing strong and with a broadened product line and increased manufacturing capacity, there is reason for confidence that this trend will continue."

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

WILLIAM L. HERBORD, formerly with Empire Coin Machine Exchange, has joined the sales force of World Wide Distributors in Chicago. Herbord is a native of Chicago and lives with his wife and two children in suburban Des Plaines.

NEw MONEY MAKER ARIZONA

Makes more money for the operator and locates owner by reason of five-action.

ARIZONA—the "MIT" of all Europe .. Versatile .. Limitless location opportunities .. Facilitating ... Absolutely safe live-action gun. Unique construction design reduces servicing to a minimum .. appeals to all age group.

ATTENTION: Operators, write or phone for name of Distributors in your area.

DUNCAN SALES CO., National Sales Agents for U.S. announced that territories are now open throughout the United States for Distributors of ARIZONA.

Phone, wire, or write Mr. Joseph Nemec, Phone 248-3601.

DUNCAN SALES CO.
737 Coraegle Av., Cleveland 15, Ohio

FACTS
Height 84" Length 21" Width (Gala) 32" Height (Gala) 17"
**European News Briefs**

**Aluminum Factor**

MADRID—Aluminum is being used to good advantage in the display of phonograph records by the RCA Victor Company, which is building the Belgian Remount phonograph under license. By making use of aluminum, RCA Victor engineers say aluminum cuts costs and makes machinery easier to service.

**Pinball Program Flying**

HAMBURG—Th. Bergmann & Company of Hamburg is promoting a large pinball development program with the aim of acquiring leadership of the European pinball market in what the Continent calls the "Flying Circus." Bergmann, already a leading Continental pinball producer, is rushing to fulfill his contract with manufacturer games vacuum on the Continent. The great bulk of equipment now in operation in Europe is of American manufacture, but the Bergmann firm believes there is a huge potential for the game, which is still new in the Continental area.

For example, Bergmann is having unlimited success with a payout machine—"Monaco"—expressly designed for the British trade and distributed in the United Kingdom by Symply of London.

**Am. Shuffleboard Celebrates Founding**

NORTH BERGEN, N. J.—Veterans of the American Shuffleboard Association commemorated the 35th anniversary of the company’s founding at a dinner at the Cliff House here.

Presiding was Mrs. Mary Cusano, president and widow of the founder, Paul Cusano. Present were Nick Melone, general manager, and Sol Lipkin, sales manager.

**Season’s Greetings**

Lew Jones

LEW JONES DISTRIBUTING CO.

1301 N. Capitol Ave.

Indianapolis, Ind.

Tel: Melrose 5-1593

MERRY CHRISTMAS AND A HAPPY NEW YEAR

Ewald Fischer

Bill Weikel

Fischer Sales & Manufacturing Co.
THEATER IN THE GROOVE! Another contribution to the cost LP market in the legit theater has been cut by Columbia Records. President Goddard Lieberson is shown during recent session of the self-titled LP smash "In White America," with stars (left to right) Glenn Ford, James Greene, Claudette Nevins and Moses Gunn. The reading disc includes a few songs selected to point up the dramatic situation.

HAYELIN RETIRES: Carl Haverlin (right) joins with associates on the occasion of party given in his honor following the announcement of his retirement as president of BMI. Left is his long-time secretary, Jane Carroll. Center is Harold Moses, manager of BMI Canada, Ltd. Haverlin was with BMI more than 20 years.

LOVELY BUNCH AT COCOANUT: Backstage at the Coconut Grove, Los Angeles, on the occasion of the opening there of James Darren, co-label artist Shelley Fabares (left) chats with Darren and his attractive wife (right). Both Darren and Fabares are top draws on the Capitol label.

IT'S THE SARRYS: At the fountain at King Heath IV in New York, Merry and Clare, the Sarry Sisters, help Maitre D' Hugo Lindell gather coins from the fountain to aid Christmas Seal Campaign. The Capitol artists are on route to Miami for holiday show at the Carillon Hotel.

THE ARTIST'S MUSICIAN: Jack La Forge, baritone in Broadway show "Never Too Late," gladly gives autograph to Faye Ahrens, a member of the cast. His latest album, "Dechade My Heart," prompted the actress to seek the pianist's signature.

AMONG 2,000 GUESTS at the International Radio & Television Society's party were (left to right) Capital artist Marjorie Montgomery; Dick Carr, program manager for WIP, Philadelphia; Dee Finch and William B. Williams, WNEW air personalities, and Columbia's Jerry Yale. In background is John V. B. Seifman, vice-president of WNEW, who arranged the entertainment.

NEXT STOP THE ALTAR: Twist dance Chubby Checker recently announced engagement to Catherine Loder of Holland, Holland. Miss Loder was Miss World of 1962.

REMOTE SUPPORT: NBC radio team Woodman and Rack (far left and right) are given vocal support by the leggy Whiting Twins, Phyllis and Valerie, as they reach Penn Station, where their broadcasts emanate by remote control.

MAKE LP DEBUT: The Serendipity Singers, a new folk group who created a stir at the Bitter End on the occasion of their debut, will now record for Philips Records. Album will be out in January, 1964.
the Rock-Ola manufacturing corporation
and its Rock-Ola phonograph distributors
express their sincerest wishes
for a merry holiday season
and a happy and prosperous new year

Thanks to the overwhelming reception of our phonograph line by our operator friends, this is truly a happy time of the year for Rock-Ola. Your enthusiastic reception, your continued praise and use of our machines have made possible the exciting growth as represented by the ornament graph on this page. We know that your continued use of Rock-Ola equipment will help to make the New Year a Happy and Prosperous one for you. This is our sincerest wish to all our music operator friends.

ROCK-Ola MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651