

# Cash Box

in 2 parts part 2

OCTOBER 17, 1964

## RECORD BUYER'S AID



For  
FALL  
and  
CHRISTMAS  
MERCHANDISING

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# RUSTY

# STRIKES AGAIN!

*Rusty Warren*  
SEX-X-PONENT

**100,000 SOLD  
IN 10 DAYS**



JGM-2054

**HERE'S RUSTY'S LATEST... AND  
GREATEST ALBUM  
"SEX-X-PONENT"—IT'S DYNAMITE!**

Prior to its release (without hearing it) distributors have placed orders for 100,000 albums in the first ten days. WOW! (wait till you hear it—we won't be able to press them fast enough). Rusty's in fine fettle . . . before a LIVE audience . . . ad-libbing what comes natural to Rusty.

**jubilee**  
RECORDS

**JAY-GEE RECORD COMPANY, INC.**

a product of Jay-Gee Record Company, Inc. • A DIVISION OF THE COSNAT CORPORATION  
318 West 48th Street, New York 36, N.Y. PL 7-8570

**RUSTY WARREN  
BEST SELLERS:**

The Greatest "Best Selling" Comedy Catalog—  
Each Album Has Sold Over a Half Million Copies.



JGM 2024 SONGS FOR SINNERS



JGM 2029 KNOCKERS UP!



JGM 2034 SINSATIONAL



JGM 2039 RUSTY WARREN BOUNCES BACK



JGM 2024 RUSTY WARREN IN ORBIT



JGM 2049 RUSTY WARREN BANNED IN BOSTON

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## THE DEALER: THE RECORD INDUSTRY'S LINK TO THE CONSUMER

You, Mr. Dealer, have been very much in the thinking of the record industry for the past year and a half.

Recognizing that various developments haven't always made life easy for you, a number of labels have taken a hard look at today's brittle pricing structure and devised policies designed to bring stability to their product and, in turn, strengthen your position in your area. It is evident that these historic strides towards stability are already doing their job.

But, stability in the realm of price is only part of the total picture that results in a new vitality for the business.

On the manufacturer end, there must be a consistent flow of product that hits the mark in not just a few areas of taste, but in many, even in areas of an esoteric nature. We believe that labels are supplying this kind of product spread. To support this creativity there has been an amazingly imaginative and convincing series of ad programs on the trade magazine level, through in-store dealer merchandising, and, with greater frequency, on the consumer level.

And for the first time, the industry is deservedly crowing about its wonderland of product via the October National Record Month.

In our mind, this all adds up to new respect for PRODUCT, a factor that can only lead to new consumer recog-

nition of the stature of recordings and a degree of respect that records enjoyed on the consumer level a decade ago.

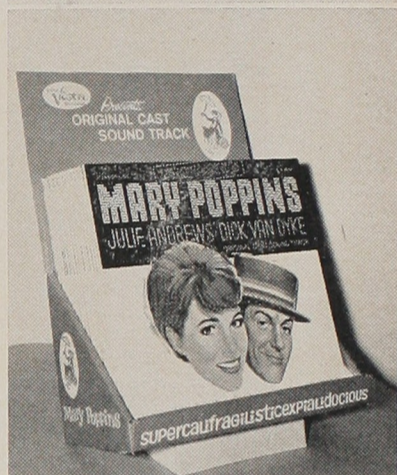
The dealer has a right to expect the strongest possible manufacturer concern over the methods of getting product out of dealerships into the hands of consumers.

But, coupled with the expectation of the dealer, the man who actually makes the sale, is the responsibility of the dealer himself to be a faithful, integral part of the merchandising picture.

The dealer can achieve such a status by making the most of display aids made available to him and by salesmanship that carries enthusiasm for the product he offers. If a salesman can be carried away by a refrigerator, why can't a record dealer convey the virtues of one of man's most satisfying inventions, the record?

If the manufacturer is succeeding in giving a new integrity to disks, the consumer who is becoming aware of recordings' new prestige must sense it dramatically when he's in a dealership. And most of all when there's a verbal exchange between him and the dealer.

You, Mr. Record dealer, have something wonderful to offer your customers. Your customer knows this; make sure he knows that you know it, too!



**SILENT SALESMEN WORK FOR YOU**—Every record shop has a built-in salesman in the check out counter. In addition to holding the cash register (a definite focal point) it should always feature a counter-top display of strong product creating an impulse effect and adding the one extra sale that the customer himself doesn't anticipate. In the top photo we see an eye level reminder from Columbia on the "Fair Lady" soundtrack LP. It's located where it can't be missed. In the top photo we see an eye level reminder from Columbia on the "Fair Lady" soundtrack LP. It's located where it can't be missed. In the top photo we see an eye level reminder from Columbia on the "Fair Lady" soundtrack LP. It's located where it can't be missed. In the top photo we see an eye level reminder from Columbia on the "Fair Lady" soundtrack LP. It's located where it can't be missed.

# Christ

ON COLUMBIA

## THE WORLD'S GREATEST CATALOG

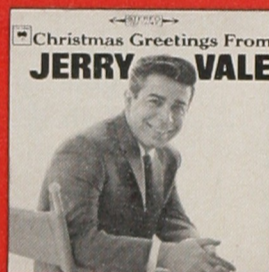
An exciting collection of new album releases added to the best-selling Columbia Records holiday catalog.



CL 2254/CS 9054\*



CL 2262/CS 9062\*



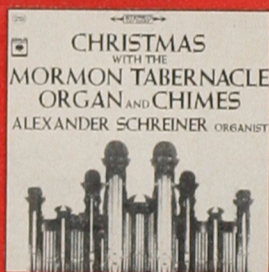
CL 2225/CS 9025\*



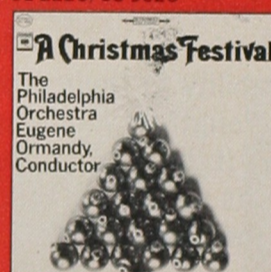
CL 2226/CS 9026\*



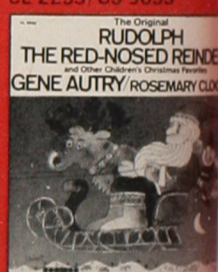
CL 2253/CS 9053\*



ML 6037/MS 6637\*



ML 6039/MS 6639\*

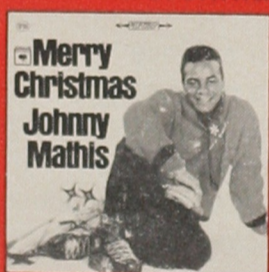


HL 9550

### Perennial Columbia Records best sellers



CL 692/CS 8760\*



CL 1195/CS 8021\*



CL 1381/CS 8176\*



CL 1701/CS 8501\*



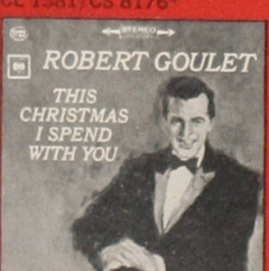
CL 1892/CS 8692\*



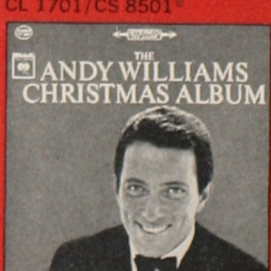
CL 1903/CS 8703\*



CL 2068/CS 8868\*



CL 2076/CS 8876\*



CL 2087/CS 8887\*



CL 2096/CS 8896\*



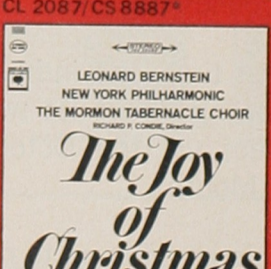
CL 2117/CS 8917\*



ML 5222



ML 5769/MS 6369\*

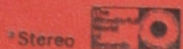


ML 5899/MS 6499\*



M2L 263/M2S 607\*

(A 2-record set)



# Christmas

RECORDS 

## THE INDUSTRY'S GREATEST PROMOTION



### A PRECEDENT-SETTING NEWSPAPER SUPPLEMENT

80 million people from coast to coast will see this sensational, illustrated 16-page special section devoted entirely to Columbia products. It is a tremendous advertising achievement, timed specifically to coincide with the shopping season!



### WINDOW DISPLAY

Designed to draw the focus of attention to your store window and to Columbia's great assortment of holiday albums, it is a festive display that blinks on and off, spotlighting a different cover each time up!



### MOUNTED AND DIE-CUT COVERS

Eye-catching promotions that utilize the album covers themselves as part of the hard-hitting merchandising campaign!



PHLP-4006



LIKE WOW!



PHLP-4005



DIVISION OF PHIL SPECTOR PRODUCTIONS  
440 E. 62nd St.,  
New York 21, N.Y. TE 8-8360



## THE RECORD BUYER'S AID: HOW TO USE IT TO INCREASE PROFITS

Because of the tremendous dealer response to our first Record Buyer's Aid issued to correspond with last year's "Buying-In" period for the Holiday Season, we take great pride in issuing its logical sequel, the 1964 edition of the Record Buyer's Aid for Fall and Christmas Merchandising. The supplement you are now holding is geared to serve the dealer as a reference guide and to assist you in merchandising more effectively, thereby increasing your sales.

This is the time of the year when record sales are traditionally at a peak, and it's obviously to your advantage to capitalize on the public's seasonal receptivity to disk purchases. We have included a compendium of features to aid you in your buying and marketing procedure. This issue is meant to be a reference guide—to be utilized throughout the coming months.

To assist you in stimulating sales we've given broad pictorial coverage to several of the merchandising display pieces, streamers, brown boxes, etc. that are currently available from the various record companies.

This issue contains an informative, helpful listing of Christmas catalog LP's and singles. To help you buy this product, we've included a summary roundup of recent years' Yuletide successes culled from 'Cash Box' singles and LP charts. Additionally, new Xmas merchandise is also contained in a convenient easy-to-read, list form.

All the new releases (Fall product) have been painstakingly assembled in label breakdowns for your convenience. This is engineered to be a helpful reminder of the vast bulk of merchandise that has been issued since this season. Many Fall releases will make ideal Christmas gifts and it would be advantageous to play-up the most commercial discs.

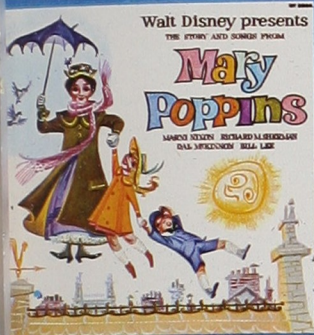
Here then is the Second **Cash Box** Record Buyer's Aid. It's chock-full of features and suggestions to make your seasonal business more lucrative. Keep this issue on your desk for the rest of the year—it will make money for you.

# WORLD'S BEST-SELLING CHILDREN'S RECORDS

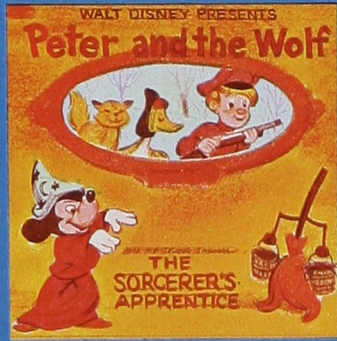
# Disneyland Storytellers \$3.98

SUGGESTED RETAIL PRICE

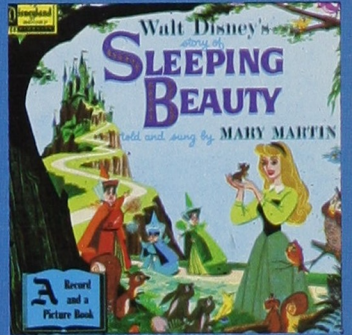
A MAGNIFICENT COMBINATION OF LONG PLAYING RECORDS AND ILLUSTRATED BOOKS



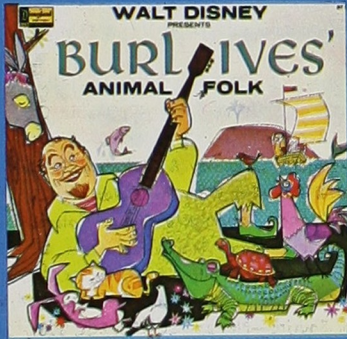
**ANIMAL FOLK** ST-3920  
Burl lives at his inimitable best singing folk songs of animals down on the farm.



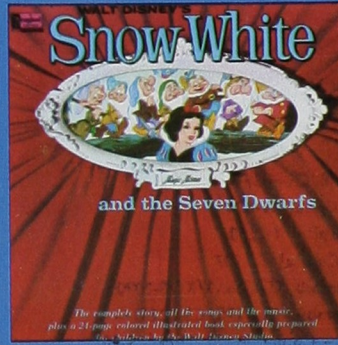
**PETER AND THE WOLF** ST-3926  
And "Sorcerer's Apprentice". Two of the most popular classics for children with accompanying book of outstanding art.



**SLEEPING BEAUTY** ST-3911  
(Mary Martin) Complete story and songs from the animated colorama.



**MARY POPPINS** ST-3922  
Dorothy Dandridge, Richard Sherman, Dal McKennon, and Bill Lee recreate the story and songs from the outstanding Walt Disney movie.



**SNOW WHITE AND THE SEVEN DWARFS.** ST-3906  
The complete story and songs from the beloved Walt Disney motion picture.

## 26 CHILDREN'S ALL-TIME FAVORITES

INCLUDING BAMBI • DUMBO • PINOCCHIO • CINDERELLA • ALICE IN WONDERLAND • PETER PAN • BABES IN TOYLAND • LADY AND THE TRAMP • 101 DALMATIANS •



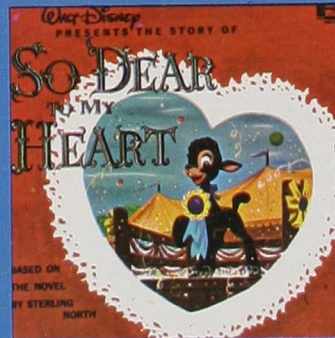
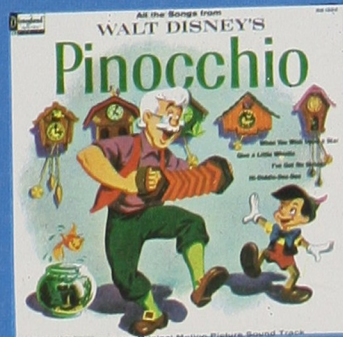
## 90 CHILDREN'S CLASSICS ENTERTAINING • EDUCATIONAL

\$1.98  
SUGGESTED RETAIL PRICE



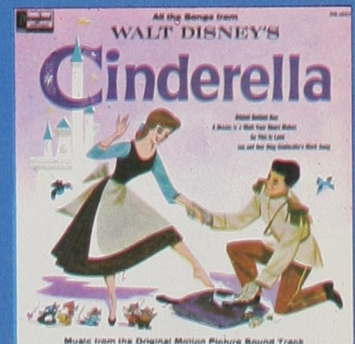
**LITTLE ENGINE THAT COULD.** DQ-1259  
The ever popular story of the brave little engine plus a delightful new story of a streetcar that gets off the track, THE SUBMARINE STREETCAR.

**PINOCCHIO** DQ-1202  
The original sound track of the classic Walt Disney picture.



**SO DEAR TO MY HEART** DQ-1255  
The delightful story of the little boy and his champion lamb is told with all the songs from the movie.

**CINDERELLA** DQ-1207  
Original sound track. Song hits to charm the entire family.



**HANSEL AND GRETEL** DQ-1253  
A combination of music from Humperdinck's opera and delightful characters from the popular story.



PLUS - THREE LITTLE PIGS • MOTHER GOOSE • ACTING OUT THE A.B.C.s • THE SWORD IN THE STONE • MICKEY AND THE BEANSTALK • TREASURE ISLAND • ROBIN HOOD • GOLDILOCKS AND THE THREE BEARS •

# GOLDEN ALBUMS

THE LIST OF ALBUMS BELOW REPRESENTS THOSE RELEASES THAT THE RECORD INDUSTRY ASSOCIATION OF AMERICA (RIAA) HAS CERTIFIED AND AUDITED AS HAVING EACH SOLD AN AMOUNT WORTH AT LEAST \$1 MILLION AT FACTORY PRICES. THEY CONSTITUTE, NEEDLESS TO SAY, THE EVERGREEN CATALOG OF LP MERCHANDISE—IN ALL PHASES OF MUSIC—CURRENTLY AVAILABLE. THERE IS ALWAYS CONSUMER INTEREST IN THEM, AND WISE IS THE DEALER WHO CAN IMMEDIATELY FULFILL THE REQUEST FOR MOST, IF NOT ALL OF THE GOLD-DISK ALBUMS. DISPLAY OF THIS SHEET ALONG SIDE A BROWSER CALLED "GOLDEN ALBUMS" COULD UP SALES.

## 1958

OKLAHOMA—Gordon MacRae—Capitol WAO-595

## 1959

HYMNS—Ernie Ford—Capitol T-256  
 JOHNNY'S GREATEST HITS—Johnny Mathis—Columbia CL-1133  
 MUSIC MAN—Original Cast—Capitol WAO/SWAO-990  
 SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1160/CS-8004  
 SOUTH PACIFIC—Rodgers & Hammerstein—RCA Victor LOC/LSO 1032  
 PETER GUNN—Henry Mancini—RCA Victor LPM/LSP 1956

## 1960

STUDENT PRINCE—Mario Lanza—RCA Victor LM-1837  
 60 YEARS OF MUSIC—Honoring 30 Great Artists—RCA Victor LM-6074  
 ELVIS—Elvis Presley—RCA Victor LPM-1382  
 PAT'S GREAT HITS—Pat Boone—Dot 3071/25071  
 KINGSTON TRIO AT LARGE—Kingston Trio—Capitol T-1199  
 KINGSTON TRIO—Kingston Trio—Capitol T-996  
 MORE SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1243/CS-8043  
 HEAVENLY—Johnny Mathis—Columbia CL-1351/CS-8152  
 WARM—Johnny Mathis—Columbia CL-1078/CS-8039  
 LOVE IS THE THING—Nat King Cole—Capitol W-824  
 HERE WE GO AGAIN—Kingston Trio—Capitol T-1258  
 FROM THE HUNGRY I—Kingston Trio—Capitol T-1107  
 SOUND OF MUSIC—Original Cast—Columbia KOL-5450/KOS-2020  
 MERRY CHRISTMAS—Johnny Mathis—Columbia CL-1195/CS-8021  
 CHRISTMAS SING ALONG—Mitch Miller—Columbia CL-1205/CS-8027  
 STILL MORE I SING ALONG—Mitch Miller—Columbia CL-1283/CS-8099

## 1961

CALCUTTA—Lawrence Welk—Dot DLP-3359/ST-25359  
 COME DANCE WITH ME—Frank Sinatra—Capitol W-1069/WS-1069  
 SOLD OUT—Kingston Trio—Capitol T-1352/ST-6352  
 GLENN MILLER STORY—Glenn Miller Orchestra—RCA Victor LPM-1192  
 CHRISTMAS CAROLS—Mantovani—London LL-913/PS-142  
 THEATRE LAND—Mantovani—London LL-1219/PS-125  
 FILM ENCORES VOL. I—Mantovani—London LL-1700/PS-124  
 GEMS FOREVER—Mantovani—London LL-3032/PS-106  
 STRAUSS WALTZES—Mantovani—London LL-685/PS-118  
 SPIRITUALS—Ernie Ford—Capitol T-818  
 ELVIS' GOLDEN RECORDS—Elvis Presley—RCA Victor LPM-1707  
 BELAFONTE AT CARNEGIE HALL—Harry Belafonte—RCA Victor LOC-6006/LSO-6006  
 TCHAIKOVSKY CONCERTO—Van Cliburn—RCA Victor LM-2252/LSC-2252  
 ENCORE-GOLDEN HITS—The Platters—Mercury MG-20472/SR-60243  
 BLUE HAWAII—Elvis Presley—RCA Victor LPM-2426/LSP-2426  
 HOLIDAY SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1701/LS-8501

## 1962

PARTY SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1331/LS-8138  
 MORE JOHNNY'S GREATEST HITS—Johnny Mathis—Columbia CL-1344/LS-8150  
 WEST SIDE STORY—Original Cast—Columbia OL-5230/OS-2001  
 CAMELOT—Original Cast—Columbia KOL-5620/KOS-2031  
 FLOWER DRUM SONG—Original Cast—Columbia OL-5350/OS-2009  
 THEME FROM A SUMMER PLACE—Billy Vaughn—Dot 3276/25276  
 BLUE HAWAII—Billy Vaughn—Dot 3165/25165  
 SAIL ALONG SILVER MOON—Billy Vaughn—Dot 3100/25100  
 BOB NEUHART BUTTON DOWN MIND—Bob Newhart—Warner Bros. W-1379/WS-1379  
 SATURDAY NIGHT SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1414/CS-8211  
 MEMORIES SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1542/LS-8342  
 SENTIMENTAL SING ALONG WITH MITCH—Mitch Miller—Columbia CL-1457/LS-8251  
 STAR CAROL—Ernie Ford—Capitol T-1071/ST-1071  
 NEARER THE CROSS—Ernie Ford—Capitol T-1005/ST-1005  
 FRANK SINATRA SINGS FOR ONLY THE LONELY—Frank Sinatra—Capitol W-1053  
 NICE 'N' EASY—Frank Sinatra—Capitol W-1417  
 SONGS FOR SWINGIN' LOVERS—Frank Sinatra—Capitol W-653  
 STRING ALONG—Kingston Trio—Capitol T-1407  
 MUSIC, MARTINIS AND MEMORIES—Jackie Gleason—Capitol W-509  
 MUSIC FOR LOVERS ONLY—Jackie Gleason—Capitol W-352  
 JUDY AT CARNEGIE HALL—Judy Garland—Capitol WBO-1568  
 HAPPY TIMES SING ALONG—Mitch Miller—Columbia CL-1568/CS-8368  
 MEMORIES ARE MADE OF THIS—Ray Conniff—Columbia CL-1574/CS-8374  
 CONCERT IN RHYTHM—Ray Conniff—Columbia CL-1163/CS-8022  
 'S MARVELOUS—Ray Conniff—Columbia CL-1074/CS-8037  
 MODERN SOUNDS IN COUNTRY & WESTERN MUSIC—Ray Charles—ABC Paramount ABC-410/ABCs-410  
 BREAKFAST AT TIFFANY'S—Henry Mancini—RCA Victor LPM-2362/LSP-2362  
 THIS IS SINATRA—Frank Sinatra—Capitol T-768  
 BOUQUET—Fercy Faith Strings—Columbia CL-1322/CS-8124  
 SO MUCH IN LOVE—Ray Conniff—Columbia CL-1720/CS-8520  
 FAITHFULLY—Johnny Mathis—Columbia CL-1422/CS-8219  
 SWING SOFTLY—Johnny Mathis—Columbia CL-1165/CS-8023  
 OPEN FIRE, TWO GUITARS—Johnny Mathis—Columbia CL-1270/CS-8056  
 PETER, PAUL AND MARY—Peter, Paul and Mary—Warner Bros. W-1449/WS-1449  
 MY SON THE FOLK SINGER—Allan Sherman—Warner Bros. W-1475/WS-1475  
 THE FIRST FAMILY—Vaughn Meader—Cadence CLP-3060

## 1963

WEST SIDE STORY—Original Soundtrack—Columbia OL-5670/OS-2070  
 GLORIOUS SOUND OF CHRISTMAS—Eugene Ormandy—Philadelphia Orchestra—Columbia ML-5769/MS-6369  
 1812 OVERTURE—TSCHAIKOVSKY—Antal Dorati and The Minneapolis Symphony—Mercury MG-50054/SR-90054  
 EXODUS—Original Soundtrack—RCA Victor LPL-1058/LSO-1058  
 CALYPSO—Harry Belafonte—RCA Victor LPM-1248/LSP-1248  
 G. I. BLUES—Elvis Presley—RCA Victor LPM-2256/LSP-2256  
 SEASON'S GREETINGS FROM PERRY COMO—Perry Como—RCA Victor LPM-2066/LSP-2066  
 VIVA—Percy Faith—Columbia CL-1075/CS-8038  
 THE MUSIC MAN—Soundtrack—Warner Bros. B-1459/BS-1459  
 TIME OUT—Dave Brubeck Quartet—Columbia CL-1397/CS-8192  
 I LEFT MY HEART IN SAN FRANCISCO—Tony Bennett—Columbia CL-1869/CS-8669  
 ELVIS' CHRISTMAS ALBUM—Elvis Presley—RCA Victor LOC-1035/LPH-1951  
 GIRLS, GIRLS, GIRLS—Elvis Presley—RCA Victor LPM-2621/LSP-2621  
 BELAFONTE RETURNS TO CARNEGIE HALL—Harry Belafonte—RCA Victor LOC-6007/LSO-6007  
 BELAFONTE—Harry Belafonte—RCA Victor LPM-1150  
 JUMP-UP-CALYPSO—Harry Belafonte—RCA Victor LPM-2388/LSP-2388  
 MOVIN'—Peter, Paul & Mary—Warner W/WS 1473  
 EXODUS—Mantovani—London LL-3231/PS-224  
 DAYS OF WINE & ROSES—Andy Williams—Columbia CL-2015/CS-8815  
 MOON RIVER & OTHER GREAT MOVIE THEMES—Andy Williams—Columbia CL 1809/CS 8609  
 HANDEL'S MESSIAH—Eugene Ormandy & Philadelphia Orch.—Columbia M2L 263/M2S 607  
 CHRISTMAS WITH CONNIFF—Ray Conniff—Columbia CL 1390/CS 8185  
 THE LORD'S PRAYER—Mormon Tabernacle Choir—Columbia ML 5386/MS 6068  
 PORGY AND BESS—Original Sound Track—Columbia OL 5410/OS 2016  
 FOLK SONG SING ALONG—Mitch Miller—Columbia CL 1316/CS 8118  
 IN THE WIND—Peter, Paul & Mary—Warner Bros. WB 1507/WS 1507  
 SINGING NUN—Soeur Sourire—Philips PCC 203/PCC 603

## 1964

MY FAIR LADY—Original Cast—Columbia OL 5090/OS 2015  
 JOHN FITZGERALD KENNEDY—A MEMORIAL ALBUM—Premier CFX 402099  
 CAROUSEL—Film Soundtrack—Capitol W 694/SW 694  
 THE KING AND I—Film Soundtrack—Capitol—W 74/SW 740  
 RAMBLIN' ROSE—Nat "King" Cole—Capitol T 1793/ST 1793  
 MEET THE BEATLES—The Beatles—Capitol T 2047/ST 2047  
 HONEY IN THE HORN—Al Hirt—RCA Victor LPM 2733/LSO 2733  
 THE BEATLES' SECOND ALBUM—The Beatles—Capitol T 2080/ST 2080  
 THE SECOND BARBRA STREISAND ALBUM—Barbra Streisand—Columbia CL 2045/CS 8854  
 HELLO, DOLLY!—Original Cast—RCA Victor LCO 1087/LSO 1087  
 HELLO, DOLLY!—Louis Armstrong—Kapp KL-1364, KS 3364  
 THE WONDERFUL WORLD OF ANDY WILLIAMS—Andy Williams—Columbia CL 2137/CS 8037  
 CHRISTMAS HYMNS AND CAROLS—Robert Shaw Chorale—RCA Victor LM/LSC 2139  
 VICTORY AT SEA, VOLUME 1—Robert Russell Bennett—RCA Victor LM/LSC 2335  
 SOMETHING NEW—The Beatles—Capitol T 2108/ST 2108  
 THE BEST OF THE KINGSTON TRIO—Capitol T 1705/ST 1705  
 UNFORGETTABLE—Nat King Cole—Capitol T 357



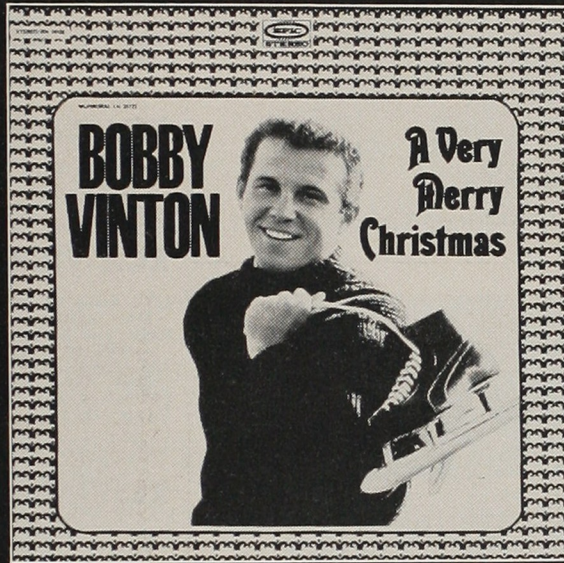
FRAME DISPLAYS—A work of art, no matter how appealing it may be, is often enhanced by the addition of the proper frame. Album covers are works of art (on display at the record retailers galleries around the country) that can also benefit by attractive borders. Mercury Records popular "frame" display have proved such favorites with dealers that they are the first display unit the company has ever held over into a second plan period. In addition to the street-front window arrangement pictured here the units can be used on the wall, counter and shelf.



# Get Ready For A Profit-Packed Christmas From



**THE MOST  
EXCITING NEW CHRISTMAS  
PRODUCT IN THE  
INDUSTRY**



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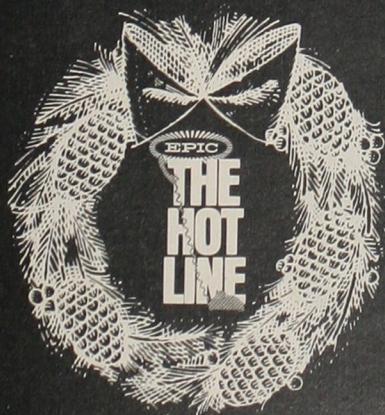
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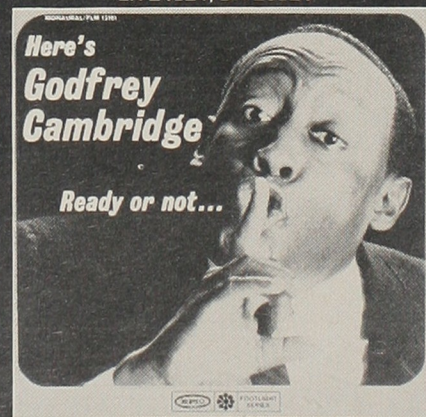
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# NEW CHRISTMAS ALBUM RELEASES

## ANGEL

THE CHRISTMAS ORATORIO—S—36211  
 HUMPERDINCK: HANSEL AND GRETEL—Andre Cluytens—3648 (s)  
 VERDI: REQUIEM MASS—Maria Giulini—3649 (s)  
 FRANCO CORELLI SINGS GREAT RELIGIOUS SONGS AND ARIAS—36208 (s)  
 SCHUTZ: THE CHRISTMAS ORATORIO—Hans Thamm 36211 (s)

## CAPITOL

THE FAVORITE SONGS OF CHRISTMAS—Various—(S) T—2176  
 THE JOYFUL SEASON—Jo Stafford—(S) T—2166  
 A MERRY CHRISTMAS—Al Martino—(S) T—2165  
 THE BEACH BOYS' CHRISTMAS ALBUM—The Beach Boys—(S) T—2164  
 IT'S CHRISTMAS TIME—Hank Thompson and the Brazos Valley Boys—(S) T—2154  
 CHRISTMAS IN NORWAY—Olav Werner & The Soelvguttene T—10377  
 'ROUND THE WORLD CHRISTMAS—Various—T—10379

## COLUMBIA

A CHRISTMAS FESTIVAL—Ormandy/Phila Orch.—ML 6039; M5 6639  
 CHRISTMAS GREETINGS—Jerry Vale—CL 2225; CS 9025  
 THE DORIS DAY CHRISTMAS ALBUM—CL 2226; CS 9026

FRANKIE YANKOVIC'S CHRISTMAS PARTY—CL 2253; CS 9053  
 HOLLY JOLLY CHRISTMAS—Quinto Sisters—CL 2254; CS 9054  
 THE ORIGINAL RUDOLPH THE RED-NOSED REINDEER—Gene Autry, Rosemary Clooney—HL 9550  
 SOMETHING WARM FOR CHRISTMAS—Tony Bennett—CL 2263; CS 9053  
 HOME FOR THE HOLIDAYS—Steve Lawrence, Eydie Gorme—CL 2262; CS 9062

## DECCA

BLUE CHRISTMAS—Ernest Tubb—DL 4518 S  
 THAT CHRISTMAS FEELING—Bing Crosby (new in sleeves) DL 78781  
 CANCIONES NAVIDENAS Y DANZAS DE PUERTO RICO—DL 4570  
 MERRY CHRISTMAS—Brenda Lee—DL 4583 S  
 IT'S CHRISTMAS TIME AGAIN—Jimmie Davis—DL 4587 S

## DEUTSCHE GRAMMOPHONE

KNUEPFER/HICKMAN/KUHNAU/ZACHOW — FOUR CHRISTMAS CANTATAS—Various—ARC 3227; 73227  
 J. S. BACH—ST. JOHN PASSION—Various—ARC 3228/29/30; 73228/29/30  
 M. R. DELALANDE, J. J. MOURET: SYMPHONIES and FANFARES FOR LOUIS XIV & LOUIS XV—Adolph Scherbaum—ARC 3233; 73233  
 RITA STREICH SINGS FOLK SONGS & CRADLE SONGS—Various—LPEM 19462; SLPEM 136462

## DISNEYLAND

CHRISTMAS CAROLS—DQ 1239

## EPIC

A VERY MERRY CHRISTMAS—Bobby Vinton—LN 24122/BN 26122  
 THE SONGS AND CAROLS OF CHRISTMAS—Eddie Layton—LN 24118/BN 26118

## GOLDEN

HOW LOVELY IS CHRISTMAS—Bing Crosby—LP 121  
 CAPTAIN KANGAROO'S MERRY CHRISTMAS—LP 126

## HI

CHRISTMAS CHEERS FROM ACE CANNON — HL 12022/SHL 32022

## JAY JAY

A POLKA CHRISTMAS—Li'l Wally 1080/5 5080

## LONDON

CHRISTMAS WITH RONNIE ALDRICH—SP 44051/L 3383

## MGM

CHRISTMAS ON THE HIGH SEAS—Freddy—E 424

## MONITOR

CANCAO DO MAR—MF(S) 421  
 A PHILIPPINE CHRISTMAS WITH BAYANIHAN—MF(S) 427

## PHILIPS

GREGORIAN CHANTS—The Dominican Nuns of Fishermont—PCC 612/PCC 212

## RCA CAMDEN

CHRISTMAS WITH GEORGE BEVERLY SHEA—CAL CAS 850

## RCA VICTOR

LET'S RING THE BELLS ALL AROUND THE CHRISTMAS TREE—John Klein—LPM/LSP 2914  
 HARK! THE HERALD ANGELS—George Beverly Shea—LPM/LSP 2937  
 THE JOHN GARY CHRISTMAS ALBUM—LPM/LSP 2940  
 CHRISTMAS WITH THE NORMAN LUBOFF CHOIR—LPM/LSP 2941

## REPRISE

THE 12 SONGS OF CHRISTMAS—Bing Crosby, Frank Sinatra And Fred Waring & His Penny Vanians—F/FS 2022

## REQUEST

CHRISTMAS AT ST. GEORGE'S—5 Brass Soloists—10063

## SQUIRE

CHRISTMAS WITH THE BURKE FAMILY SINGERS—The Burke Family Singers—(S) SQ-33005

## TAMLA

CHRISTMAS WITH THE MIRACLES—236



DECORATE YOUR HOME WITH MUSIC is Columbia's Christmas theme this year. In conjunction with the theme the label has designed the inventive and attention-arresting display seen above. Translucent album cover fit into the windows of the house and behind each are lights which go on and off and bounce from window to window as they blink. It's all part of Columbia's "Christmas Kit" for dealers and it ships flat. Kit also includes special mounted covers as well as die-cuts with a holiday motif.



COMMON SENSE—The dealer must be a judge of taste. Because Christmas is a religious holiday, he must be extremely careful as to how he displays religious album. Commercialization of the Holy Day or the tasteless use of "Xmas" can create a negative effect. Above we see how Philips uses simple covers and hands to suggest the Singing Nun LP's as the gift for everyone. Many enjoyed the Sister's first LP last holiday season. The follow-up, "Her Joy, Her Songs" could make a fitting gift for the same party this year.

# DISCOVER A NEW WORLD OF PROFITS

## WITH RCA CAMDEN



Sure to score with the "Shindig" audience. Teenage dance tempos featuring ten chart items made famous by top teen favorites. Includes "Dang Me," "School Days," "Mabellene," "Rag Doll." CAL/CAS-844



Some of Jim's finest performances, nicely paced with ballads and up-tempo numbers. Includes "Waltzing on Top of the World," "Your Old Love Letters," "I'm Gonna Change Everything." CAL/CAS-842(e)



Ten great bands in a cross-section of the big-dance-band era. Artie Shaw, Gene Krupa, Lionel Hampton, Les Brown, Bunny Berigan and others play their big hits. A collector's item for big-band buffs. CAL/CAS-811(e)



Shea sings 12 Christmas selections perfectly suited for his rich baritone—and for your holiday selling season. Includes "Silent Night," "O Little Town of Bethlehem," "Go Tell It On the Mountain." CAL/CAS-850(e)



The recent release of the movie version of this celebrated musical will create heavy demand for this new album. Hill Bowen, his Orchestra and Chorus plus a cast of fine singers perform superbly. CAL/CAS-819

AMERICA'S BIGGEST ENTERTAINMENT VALUE

# CHRISTMAS CATALOG—ALBUMS

## ANGEL

HANDEL: SOLOMON—Beecham—3546 (s)  
 BEETHOVEN: MISSA SOLEMNIS—von Karajan—3595 (s)  
 HANDEL: MESSIAH—Sargent—3598 (s)  
 BRAHMS: A GERMAN REQUIEM—Klemperer—3624 (s)  
 HANDEL: MESSIAH—HIGHLIGHTS—Sargent—35830 (s)  
 CHRISTMAS CAROLS—Temple Church Choir—35834 (s)  
 CHRISTMAS SONGS—Oberkirchen Children's Choir—35914 (s)  
 CHRISTMAS SONGS—Oberkirchen Children's Choir—65021

## CAPITOL

A JOLLY CHRISTMAS—Frank Sinatra—(D) W 894  
 SING THE SONGS OF CHRISTMAS—Guy Lombardo—(S) KAO 1443  
 IT CAME UPON A MIDNIGHT CLEAR—Roger Wagner Chorale—(S) W 1760  
 NOW IS THE CAROLING SEASON—Fred Waring—(S) T 896  
 THE LAST MONTH OF THE YEAR—Kingston Trio—1446 (s)  
 THE STAR CAROL—Tennessee Ernie Ford—1071 (s)  
 THE MEANING OF CHRISTMAS—Fred Waring—1610 (s)  
 CHRISTMAS IN ZITHERLAND—Ruth Welcome—1782 (s)

THE SOUNDS OF CHRISTMAS—Fred Waring—1260 (s)  
 THE BELLS OF CHRISTMAS—Eddie Dunstede—1224 (s)  
 A GERMAN CHRISTMAS—10308 (s)  
 CHRISTMAS IN POLAND—10198  
 CHRISTMAS IN AUSTRIA—10164  
 CHRISTMAS IN FRANCE—10108  
 CHRISTMAS IN GERMANY—10095  
 CHRISTMAS IN ITALY—10073  
 CHRISTMAS IN SWEDEN—10079  
 THE CHRISTMAS STORY—Tennessee Ernie Ford—1974 (s)  
 THE CHRISTMAS SONG—Nat King Cole—(S)W 1967  
 THE BELLS OF CHRISTMAS CHIME AGAIN—Eddie Dunstede—(s) 1968  
 CHRISTMAS IN THE PHILIPPINES—(s)T 10305  
 A GERMAN CHRISTMAS—(s)T

## COLUMBIA

THE GLORIOUS SOUND OF CHRISTMAS—Phila. Orch./Eugene Ormandy—ML 5769; MS 6369  
 CHRISTMAS CAROLS AROUND THE WORLD—Mormon Tabernacle Choir—ML 5684; MS 6284  
 SONGS OF CHRISTMAS—Norman Luboff Choir—CL 926; CS 8846  
 MESSIAH—Phila. Orch./Mormon Choir—M2L 263; M2S 607  
 DICKENS' CHRISTMAS CAROL—Basil Rathbone—HL 9523  
 HOLIDAY SING ALONG WITH MITCH—Mitch Miller—CL 1701; CS 8501

MESSIAH—New York Philharmonic/Leonard Bernstein—M2L 242; M2S 603  
 SWEET LITTLE JESUS BOY—Mahalia Jackson—CL 702  
 CHRISTMAS WITH CONNIF—Ray Conniff Singers—CL 1390; CS 8185  
 HALLELUJAH—Percy Faith—CL 1187; CS 8033  
 MERRY CHRISTMAS—Johnny Mathis—CL 1195; CS 8021  
 WE WISH YOU A MERRY CHRISTMAS—Ray Conniff—CL 1892; CS 8692  
 CHRISTMAS SING ALONG WITH MITCH—Mitch Miller—CL 1205; CS 8027  
 SILENT NIGHT—Mahalia Jackson—CL 1903; CS 8703  
 THE ORGAN PLAYS AT CHRISTMAS—Ken Griffin—CL 692; CS 8760  
 MUSIC OF CHRISTMAS—Percy Faith—CL 1381; CS 8176  
 AN ALL-STAR CHRISTMAS—Various Artists—CL 1699; CS 8499  
 MESSIAH (CHRISTMAS MUSIC)—New York Philharmonic—ML 5300; MS 6020  
 A CHILD IS BORN—Trappist Monks Of Gethsemani—ML 5310  
 JOY TO THE WORLD—Andre Kostelanetz—CL 1528; CS 8328  
 GESU BAMBINO—Jesus and Mary Choral Group—CL 1700; CS 8500  
 THE SPIRIT OF CHRISTMAS—Mormon Tabernacle Choir—ML 5423; MS 6100  
 CAROLS FOR CHRISTMAS—Eileen Farrell—ML 5565; MS 6165  
 THE OLD SWEET SONG OF CHRISTMAS—Frank De Vol—CL 1543; CS 8343  
 A MUSIC BOX CHRISTMAS—Rita Ford's Music Boxes—CL 1698; CS 8498  
 SEASON'S GREETINGS—Various Artists—CL 1394; CS 8199  
 THE HOLLY AND THE IVY—Mormon Tabernacle Choir—ML 5592; MS 6192  
 JINGLE BELL JAZZ—All Stars—CL 1893; CS 8693  
 THE MORMON TABERNACLE CHOIR SINGS CHRISTMAS CAROLS—ML 5222  
 CHRISTMAS DREAMING—Frank Sinatra—CL 1032  
 JOYEUX NOEL—E. Power Biggs—ML 5567; MS 6167  
 PIPES AND CHIMES OF CHRISTMAS—Buddy Cole—CL 1224; CS 8032  
 CANTATA DE NAVIDAD—Pina Alvarez Y Sus Coros—EX 5017  
 COLUMBIA ALBUM OF CHRISTMAS MUSIC—Percy Faith—CL 15  
 BEHOLD—THREE WISE MEN CAME OUT OF THE EAST—Trappist Monks Of Gethsemani—ML 5689; MS 6289  
 JOY OF CHRISTMAS—Bernstein/Mormon Choir—ML 5899; MS 6499  
 MUSIC FOR A MERRY CHRISTMAS—E. Power Biggs/Col. Chamber Orch.—ML 5911; MS 6511  
 WONDERLAND OF CHRISTMAS—Andre Kostelanetz—CL 2068; CS 8868  
 ORGAN AND CHIMES FOR CHRISTMAS—Paul Taubman—CL 2075; CS 8875  
 THIS CHRISTMAS I SPEND WITH YOU—Robert Goulet—CL 2076; CS 8876  
 THE ANDY WILLIAMS CHRISTMAS ALBUM—CL 2087; CS 8887  
 MERRY CHRISTMAS—New Christy Minstrels—CL

## DECCA

A CHRISTMAS FESTIVAL—Leroy Anderson—DL 892 (s)  
 JOYOUS BELLS OF CHRISTMAS—Owen Bradley Quintet—DL 8652  
 NOEL, NOEL—Hans Carste—DL 8809 (s)  
 THE BELLS ON CHRISTMAS MORN—Robert Johnson—DL 8792  
 JOY TO THE WORLD—Columbus Boychoir—DL 8920 (s)  
 CHRISTMAS WITH JESSE CRAWFORD—DL 8749  
 THAT CHRISTMAS FEELING—Bing Crosby—DL 874  
 A CHRISTMAS SING WITH BING—Bing Crosby—DL 8419  
 MERRY CHRISTMAS—Bing Crosby—DL 8128 (s)  
 THE SPIRIT OF CHRISTMAS PAST, PRESENT, FUTURE—Ken Darby—DL 8939 (s)  
 HAPPY HOLLIDAY—Lenny Dee—DL 4146 (s)  
 A MERRY CHRISTMAS WITH THE FOUR ACES—DL 8191  
 CHRISTMAS DANCE PARTY—Jan Garber—DL 891 (s)  
 CHRISTMAS EVE WITH BARRY LIVES—DL 8391  
 CHRISTMAS DAY WITH SAMMY KAYE—DL 4070  
 JINGLE BELLS—Guy Lombardo—DL 8354 (s)  
 CHRISTMAS WITH MARAIS & MIRANDA—DL 901  
 CHRISTMAS IN HAWAII—The Paradise Islanders—DL 4122 (s)  
 CHRISTMAS AROUND THE WORLD—Svend Soeborg—DL 8204  
 CHRISTMAS MUSIC—Ethel Smith—DL 8187  
 CHRISTMAS IN SCANDINAVIA—Axel Stordahl—DL 8933 (s)  
 CHRISTMAS TIME—Fred Waring—DL 8172  
 'T WAS THE NIGHT BEFORE CHRISTMAS—Fred Waring—DL 8171  
 THE SONG OF CHRISTMAS—Fred Waring—DL 801  
 SING NOW AND REJOICE—Various Artists—DL 4173 (s)  
 AROUND THE CHRISTMAS TREE—Various Artists—DL 9056  
 A CHRISTMAS SONG FESTIVAL—Various Artists—DL 4169 (s)  
 O' TANNERBAUM—DL 8388  
 A CHRISTMAS CAROL—Ronald Colman  
 MR. PICKWICK'S CHRISTMAS—Charles Laughton—DL 8010  
 THE LITTLEST ANGEL—Loretta Young  
 LULLABY OF CHRISTMAS—Gregory Peck—DL 801  
 HAVE YOURSELF A MERRY LITTLE CHRISTMAS—Wayne King—DL 4438; DL 74438  
 CHRISTMAS WONDERLAND—Bert Kaempfert—DL 4441; DL 74441  
 A CHRISTMAS SING WITH BING—Bing Crosby—DL 78419 (now available in stereo)  
 CHRISTMAS TIME—Fred Waring—DL 78172 (now available in stereo)

## DEUTSCHE GRAMMOPHONE

ORATORIO ARIAS—Maria Stader—LPEM 1926  
 SLPEN 136261  
 FOLK SONGS OF THE WORLD—Rita Streich—LPE 19376; SLPEN 136376  
 FOUR CHRISTMAS CONCERTOS—Mainz Chamber Orch.—ARC 3147; 73147  
 TEN CHRISTMAS SONGS—Various—ARC 321 73216  
 THE BRANDENBURG CONCERTOS—J. S. Bach—ARC 3156/57; 73156/57  
 MASS IN B MINOR—Bach—ARC 3177/79; 73177/79  
 LEOPOLD MOZART—Musical Sleigh Ride—AL 3093  
 PALESTRINA—ARC 3182; 73182  
 EUROPEAN CHRISTMAS SONGS—Stader (Soprano) Munich Boys' Choir—19 266; 136 266  
 BACH: The Christmas Oratorio—Soloists, Berlin Motet Choir, Berlin Phil.—ARCHIVE 3 LP's (mono only)—3079/81  
 GREGORIAN CHANT: Compline of Christmas—Second Vespers of Christmas—Monks Choir Benedictine—Abbey of St. Martin, Beuron—ARCHIVE (mono only) 3102  
 GREGORIAN CHANT: Midnight Mass for Christmas—Monks Choir of Benedictine—Abbey St. Martin, Beuron—ARCHIVE 3142; 73142  
 GREGORIAN CHANT: Third Mass for Christmas—Also, Monks of St. Martin—ARCHIVE 314 73143

THE OLD SWEET SONG OF CHRISTMAS—Frank De Vol—CL 1543; CS 8343  
 A MUSIC BOX CHRISTMAS—Rita Ford's Music Boxes—CL 1698; CS 8498  
 SEASON'S GREETINGS—Various Artists—CL 1394; CS 8199  
 THE HOLLY AND THE IVY—Mormon Tabernacle Choir—ML 5592; MS 6192  
 JINGLE BELL JAZZ—All Stars—CL 1893; CS 8693  
 THE MORMON TABERNACLE CHOIR SINGS CHRISTMAS CAROLS—ML 5222  
 CHRISTMAS DREAMING—Frank Sinatra—CL 1032  
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 CANTATA DE NAVIDAD—Pina Alvarez Y Sus Coros—EX 5017  
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 ORGAN AND CHIMES FOR CHRISTMAS—Paul Taubman—CL 2075; CS 8875  
 THIS CHRISTMAS I SPEND WITH YOU—Robert Goulet—CL 2076; CS 8876  
 THE ANDY WILLIAMS CHRISTMAS ALBUM—CL 2087; CS 8887  
 MERRY CHRISTMAS—New Christy Minstrels—CL

## CROWN

FAMOUS CHRISTMAS CAROLS—Johnny Cole Chorus—CST 1/CMX 100  
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 WHITE CHRISTMAS—1000 Strings—CST 5/CMX 500  
 MERRY CHRISTMAS—Johnny Cole & Robert Evans Chorus—CST 6/CMX 600  
 SILENT NIGHT—William Daly Organ & Chimes—CST 7/CMX 700  
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 LITTLE DRUMMER BOY—Voices of Christmas—CST 9/CMX 900

LSO-1093 STEREO

THE ORIGINAL BROADWAY CAST RECORDING

HAROLD PRINCE  
 PRESENTS  
**Zero Mostel**  
 in  
**Fiddler on the Roof**

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 Music by JERRY BOCK  
 Lyrics by SHELDON HARNICK

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 JOHANNA AUGSTIN BERT JULIA  
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 MILTON GREENE BETTY WALBERG  
 Settings by BORIS ARONSON PATRICIA ZIPPRODT JEAN ROSENTHAL

THE HIT BROADWAY MUSICAL—There is no more staple a disk item than the successful Broadway musical. "Carousel" and "Oklahoma" are still selling. And they carry with them a degree of respect that borders on the classical. B'way cast LP's are "smart" gifts. For the show enthusiast who has everything, Broadway's newest sensation would make a super gift. The RCA Victor LP was just shipped a week ago and no doubt will be looked for in many shops. Make certain you have stock.

WALT DISNEY'S  
**MARY POPPINS**

Julie Andrews Dick Van Dyke

David Tomlinson Glynnis Johns

Walt Disney's  
 MARY POPPINS  
 JULIE ANDREWS DICK VAN DYKE  
 DAVID TOMLINSON GLYNNIS JOHNS

MAGIC OF MARY POPPINS—By the time Christmas is here millions will already have been bewitched by the magic of Mary Poppins. Proper use of such life-like, three dimensional, giant size die-cuts, plus some clever use of ribbons and album covers, and it will be mighty difficult for anyone who has seen the film to pass by the record shop and not think of the soundtrack LP as a gift for some youngster or adult. Dealers should now be checking on important fare headed into their cities and make tie-ins. Make sure you have enough stock of displayed items because effective displays make merchandise move.



Foremost in fine recording

### CHRISTMAS SINGLES

JOHNNY MATHIS:  
Little Drummer Boy  
72217

BROOK BENTON:  
This Time Of The Year  
72214

RAY STEVENS:  
Santa Claus Is Watching You  
72058

HARRY SIMEONE CHORALE:  
Do You Hear What I Hear  
72065

### CHRISTMAS ALBUMS

JOHNNY MATHIS:  
Sounds Of Christmas  
MG 20837/SR 20837

THE PLATTERS:  
Christmas With The Platters  
MG 20841/SR 60841

THE HARRY SIMEONE CHORALE:  
The Wonderful Songs Of  
Christmas  
MG 20820/SR 60820

TCHAIKOVSKY:  
The Nutcracker Ballet: London  
Symphony Orchestra, Antal Dorati  
OL 2-113/SR 2-9013

### YEAR-AROUND BEST SELLERS

JOHNNY MATHIS:  
This Is Love  
MG 20942/SR 60942

JOHNNY MATHIS:  
The Wonderful World Of Make  
Believe  
MG 20913/SR 60913

JOHNNY MATHIS:  
Tender Is The Night  
MG 20890/SR 60890

LESLEY GORE:  
Girl Talk  
MG 20943/SR 60943

LESLEY GORE:  
Boys Boys Boys  
MG 20901/SR 60901

LESLEY GORE:  
Lesley Gore Sings Of Mixed  
Up Hearts  
MG 20849/SR 60849

LESLEY GORE:  
I'll Cry If I Want To  
MG 20805/SR 60805

MITCHELL TRIO:  
The Slightly Irreverent  
MG 20944/SR 60944

MITCHELL TRIO:  
Reflecting  
MG 20891/SR 60891

THE MITCHELL TRIO:  
Singin' Our Mind  
MG 20838/SR 60838

SARAH VAUGHAN:  
Viva Vaughan  
MG 20941/SR 60941

TIMI YURO:  
The Amazing Timi Yuro  
MG 20963/SR 60963

BROOK BENTON:  
This Bitter Earth  
MG 20934/SR 20934

BROOK BENTON:  
Golden Hits  
MG 20607/SR 60607

SMOTHERS BROTHERS:  
It Must Have Been Something  
I Said  
MG 20904/SR 60904

SMOTHERS BROTHERS:  
The Smothers Brothers At The  
Purple Onion  
MG 20611/SR 60611

SMOTHERS BROTHERS:  
The Two Sides Of The  
Smothers Brothers  
MG 20675/SR 60675

SMOTHERS BROTHERS:  
Curb Your Tongue, Knave  
MG 20862/SR 60862

SMOTHERS BROTHERS:  
Think Ethnic  
MG 20777/SR 60777

THE PLATTERS:  
10th Anniversary Album  
MG 20933/SR 60933

THE PLATTERS:  
Encore Of Golden Hits  
MG 20472/SR 60243

GEORGE JONES:  
George Jones' Greatest Hits  
MG 20621/SR 60621

OSCAR PETERSON:  
Oscar Peterson Trio + One,  
Clark Terry  
MG 20975/SR 60975

DAVID CARROLL:  
Golden Oldies  
MG 20935/SR 60935

XAVIER CUGAT:  
Xavier Cugat Plays The Music  
Of Ernesto Lecuona  
MG 20936/SR 60936

THE HARRY SIMEONE CHORALE:  
Songs Of Inspiration  
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MAKE IT A MERRY SALES CHRISTMAS WITH THESE MERCURY LEADERS

# CHRISTMAS CATALOG—ALBUMS

(Continued from page 12)

## DOT

CHRISTMAS CHIMES—Dr. Charles Kendall—3083  
 CHRISTMAS CAROLS—Billy Vaughn—3148; 25148  
 WHITE CHRISTMAS—Pat Boone—3222; 25222  
 ORGAN AND CHIMES—Dr. C. Kendall, Dr. N. Wright—3255; 25225  
 MERRY CHRISTMAS—The Mills Brothers—3232; 25232  
 THE LITTLE DRUMMER BOY—Jack Halloran Singers—3233; 25233  
 CHRISTMAS WITH THE LENNON SISTERS—3343; 25343  
 A KEELY CHRISTMAS—Keely Smith—3345; 25345  
 A LIBERACE CHRISTMAS—DLP 3550/25550  
 SILENT NIGHT—Lawrence Welk—3397; 25397  
 CHRISTMAS TIME—George Wright—3479; 25479  
 THE TEN COMMANDMENTS—Soundtrack—3054-D/25054-D

## EPIC

CHRISTMAS DANCE PARTY—Lester Lanin—LN 3617; BN 547  
 MUSIC BOX WONDERLAND—Rita Ford's Music Boxes—LN 24022; BN 26022  
 CHRISTMAS CAROLS—Royal Male Choir—LC 3074  
 BIRTH OF CHRIST—Netherlands Chamber Choir—LC 3614; BC 1041  
 A CHRISTMAS FESTIVAL FROM THE FEAST OF LIGHTS—Univ. of Redlands Choir—LC 3871; BC 1271  
 A CHRISTMAS FESTIVAL FROM THE FEAST OF LIGHTS—University of Redlands Choir—LC 383871; BC 1271

## GOLDEN

CHRISTMAS SONGS AND CAROLS—LP 14  
 CHRISTMAS SING-A-LONG (With Song Sheet)—LP 67  
 MERRY CHRISTMAS—LP 102

## KAPP

CHRISTMAS TIME—Roger Williams—KL 1164/KS 3048  
 HERE COMES SANTA CLAUS & THE CHRISTMAS SONGS CHILDREN LOVE TO SING—The Do-Re-Mi Sing Along Children's Chorus—KL 1154/KS 3037  
 CHRISTMAS TIME—The Pete King Chorale—KL 1214/KS 3214  
 THE SOUND OF CHRISTMAS—DECK THE HALLS—The Medallion Orchestra & Chorus—KL 1350/KS 3350  
 DO-RE-MI & THE SONGS CHILDREN LOVE TO SING—The Do-Re-Mi Children's Chorus—KL 1177/KS 3177

MORE SONGS CHILDREN LOVE TO SING—DO-RE-MI-FA-SOL-LA—The Do-Re-Mi Children's Chorus—1234/KS 3234  
 FRERE JACQUES—ALOUETTE & THE FAVORITE FRENCH SONGS FOR CHILDREN—Martine Havet & The Fleur de Lis Singers—KL 1247/KS 3249  
 ON TOP OF SPAGHETTI & MORE SONGS CHILDREN LOVE TO SING—Tom Glazer & The Do-Re-Mi Children's Chorus—KL 1331/KS 3331  
 MORE DO RE MI—The SONGS CHILDREN LOVE TO SING—KL 1311/KS 3311  
 RING THE BELLS ON CHRISTMAS DAY—The Holiday Bells—KL 1155/KS 3038  
 SILENT NIGHT—John Gart at the Conn. Electronic Organ with the Yuletiders—KL 1161/KS 3045  
 THE DO RE MI KIDS HOOTENANNY—KL 1360/KS 3350  
 MARCHING ALONG TOGETHER—The Do-Re-Mi Children's Chorus—KL 1357/KS 3367  
 DO YOU HEAR WHAT I HEAR? LITTLE DRUMMER BOY—The Do-Re-Mi Children's Chorus—KL 1367/KS 3367

## KENWOOD

CHRISTMAS WITH MAHALIA JACKSON—LP 499

## KING

ORGAN AND CHIMES—Bob Kames—679  
 IT'S CHRISTMAS TIME—Bob Kames—722  
 HAPPY HOLIDAY Organ and Chimes—Vol. III—Bob Kames—768  
 CHARLES BROWN SINGS CHRISTMAS SONGS—Charles Brown—775  
 SPIRITUAL CHRISTMAS SONGS—Galatian Singers—803  
 CHRISTMAS SONGS—Famous Country Artists—811  
 THE TRUE MEANING OF CHRISTMAS—Reno & Smiley—874  
 A VARIETY OF CHRISTMAS SONGS—Ernie Berger—1554

## LIBERTY

CHRISTMAS WITH THE CHIPMUNKS, VOLUME 1—LRP—3256/LST 7256  
 CHRISTMAS WITH THE CHIPMUNKS, VOLUME 2—LRP—3334/LST 7334

## MERCURY

THE NUTCRACKER BALLET—Antal Dorati & London Symphony—SR 2-9103/OL 2-113  
 CHRISTMAS WITH THE PLATTERS—The Platters—SR 6-0841/MG 2-0841  
 THE WONDERFUL SONGS OF CHRISTMAS—The Harry Simeone Chorale—SR 60820/MG 20820  
 SOUNDS OF CHRISTMAS—Johnny Mathis—SR 60837/MG 20837

## MONITOR

CHRISTMAS SONGS FROM THE OLD WORLD—Dorumsgaard—MF 323  
 CHRISTMAS IN POLAND—Slask—MF 336  
 RUSSIAN CATHEDRAL CHOIR OF PARIS—Spassky MF 366

## PHILIPS

"RING OUT, OH CHRISTMAS"—Various Artists—PHS 600-034/PHM 200-034  
 "CHRISTMAS IN THE OLD WORLD"—Various Artists—PHS 600-036/PHM 200-036  
 "THE GLORY OF CHRISTMAS"—Muriel Smith—PHS 600-111/PHM 200-111  
 "HOLIDAY FOR TEENS"—Paul & Paula—PHS 600-101/PHM 200-101  
 "CHRISTMAS CONCERTOS"—I Musici—PHS 900-025/PHM 500-025  
 "THE SINGING NUN" (CONNOISSEUR COLLECTION)—Soeur Sourire—PCC-603/PCC-203  
 "HER JOY—HER SONGS" (CONNOISSEUR COLLECTION)—Soeur Sourire—PCC-609/PCC-209  
 "CHRISTMAS IN THE CONGO" (CONNOISSEUR COLLECTION)—Les Troubadours du ROI Baudouin—PCC-607/PCC-207  
 "THE BIRTH—A STORY OF THE NATIVITY"—Pete Seeger—PHM 2-300

## PROMENADE

JOY TO THE WORLD!—The Roger Wagner Chorale SP-8353  
 THE HOUSE OF THE LORD—The Roger Wagner Chorale SP-8365  
 THE MUSIC OF CHRISTMAS—Hollywood Bowl SP-8393  
 HOLY, HOLY, HOLY—The Roger Wagner Chorale SP-8498  
 BLESS THIS HOUSE—Carmen Dragon SP-8527  
 HALLELUJAH!—Hollywood Bowl SP-8529  
 HARK! THE HERALD ANGELS—Virgil Fox SP-8531  
 LAUD TO THE NATIVITY—The Roger Wagner Chorale

## RCA CAMDEN

JOY TO THE WORLD—Robert Shaw Chorale—CAL/CAS 448  
 CHRISTMAS MAGIC—Hugo Winterhalter Orch.—CAL 449  
 THE SOUND OF CHRISTMAS—The Three Suns—CAL/CAS 633  
 CHRISTMAS MUSIC—The Augustana Choir/Henry Veld, Dir.—CAL/CAS 636  
 PERRY COMO SINGS MERRY CHRISTMAS MUSIC—CAL/CAS 660  
 LIVING VOICES SING CHRISTMAS MUSIC—CAL/CAS 725  
 ORGAN AND CHIMES PLAY CHRISTMAS CAROLS—Leo Addeo, Cond.—CAL/CAS 726  
 CHRISTMAS HYMNS AND CAROLS—Mario Lanza—CAL/CAS 777  
 THE SPIRIT OF CHRISTMAS—Living Strings—CAL/CAS 783

## RCA VICTOR

ELVIS' CHRISTMAS ALBUM—Elvis Presley—LPM LSP 1951  
 A CHRISTMAS SOUND SPECTACULAR—John Klein—LPM/LSP 2023  
 CHRISTMAS JOY—Melachrino Strings—LPM/LSP 2044  
 CHRISTMAS HYMNS—George Beverly Shea—LPM LSP 2064  
 SEASON'S GREETINGS FROM PERRY COMO—LPM LSP 2066  
 THE SOUND OF CHILDREN AT CHRISTMAS—Hugo & Luigi Children's Cho—LPM/LSP 2254  
 CHRISTMAS WITH CHET ATKINS—LPM/LSP 2423  
 CHRISTMAS WITH EDDY ARNOLD—LPM/LSP 2425  
 THE SOUND OF CHRISTMAS ON THE RADIO CITY MUSIC HALL ORGAN—Dick Leibert—LPM/LSP 2558  
 NASHVILLE CHRISTMAS PARTY—Various Artists—LPM/LSP 2579  
 JAMES BLACKWOOD AND THE BLACKWOOD BROS. COMBINE WITH HOVIE LISTER AND THE STATESMEN TO WISH YOU A MUSICAL MERRY CHRISTMAS—LPM/LSP 2626  
 TO WISH YOU A MERRY CHRISTMAS—Harry Belafonte—LPM/LSP 2626  
 CHRISTMAS ON THE PONDEROSA—Original Cast—LPM/LSP 2758  
 THE 12 SONGS OF CHRISTMAS—Jim Reeves—LPM LSP 2758  
 THE HAPPY HITS OF CHRISTMAS—Dick Leibert—LPM/LSP 2771  
 A CEREMONY OF CAROLS/REJOICE IN THE LAMB FESTIVAL TE DEUM—Robert Shaw Chorale—LM/LSC 2759  
 AMAHL AND THE NIGHT VISITORS—Cast of the NBC TV Prod.—LM/LSC 2762

## RCA VICTOR

HANDEL: MESSIAH—HIGHLIGHTS—Beecham—LD LDS 2447  
 HANDEL: MESSIAH—Beecham—LD/LDS 6409  
 CHRISTMAS HYMNS AND CAROLS, VOL. 1—Robert Shaw Chorale—LM/LSC 2329  
 POPS CHRISTMAS PARTY—Fiedler—LM/LSC 2329  
 CHRISTMAS CAROLS—Marian Anderson—LM/LSC 2613  
 THE MANY MOODS OF CHRISTMAS—Robert Shaw Chorale—LM/LSC 2684  
 LANZA SINGS CHRISTMAS CAROLS—LM/LSC 2333

## ROBERT RHEIMS

MERRY CHRISTMAS IN CAROLS—LP 6006/ST 7706  
 WE WISH YOU A MERRY CHRISTMAS—LP 6008/ST 7708  
 FOR THE WHOLE FAMILY AT CHRISTMAS—LP 6010/ST 7710

## ROULETTE

IT'S CHRISTMAS TIME—Jimmie Rodgers (S) R-25093  
 ST. PATRICK'S CATHEDRAL CHOIR SINGS CHRISTMAS CAROLS—(S) R-25097  
 ST. PATRICK'S CATHEDRAL CHOIR SINGS CHRISTMAS CAROLS—Vol. 2—(S) R-25142

## STARDAY

PASS THE BISCUITS—Arthur Guitar Boogie Smith  
 WHEN THE SNOW FLAKES FALL—Wayne Raney  
 COMPANY'S COMIN—Lulu Belle & Scotty  
 FAMILY REUNION—Cowboy Copas  
 GOSPEL GUITAR—Jackie Phelps  
 Y'ALL COME—Willis Brothers  
 FAMILY GET TOGETHER—Jimmie Skinner  
 FAMILY LIFE—The Stoneman Family  
 HANG UP BABY'S STOCKING—Lulu Belle & Scotty  
 HAM & BISCUITS—Jackie Phelps  
 BACK HOME AT CHRISTMAS TIME—Country Gentlemen  
 TAKE IT BACK AND CHANGE IT FOR A BOY—Rex Allen  
 MERRY CHRISTMAS, COUNTRY STYLE—Various Artists—SLP 253  
 MERRY CHRISTMAS . . . BABY—Various Artists—HELP 501  
 Y'ALL COME . . . HAVE A COUNTRY CHRISTMAS—Various Artists—SLP 123  
 OLD TIME CHRISTMAS SINGING—Jim Glaser Singers—SLP 149

## UNITED ARTISTS

WHITE CHRISTMAS ON THE CAMPUS—Dartmouth College Glee Club—UAL 3102  
 SNOWBOUND—Ferrante & Teicher—UAL 3233/UAL 6233  
 HEY, IT'S CHRISTMAS—Benny And His Pal Joe O'Brien—UAL 3324/UAL 6324

## VANGUARD

A MUSIC BOX OF CHRISTMAS CAROLS—Welch Chorus—VRS 428  
 CHANSONS DE NOEL—VRS 497  
 THE HOLLY AND THE IVY—Deller—VRS 499  
 BACH: CHRISTMAS CANTATA NO. 63—BG 518  
 AN 18TH CENTURY CHRISTMAS—I Solisti di Zagreb—BG 569/BGS 5006  
 MEDIEVAL CHRISTMAS CAROLS—Deller—BG 654/BGS 5066  
 DICKENS' A CHRISTMAS CAROL—McKenna etc.—VRS 9040  
 ODETTA SINGS CHRISTMAS SPIRITUAL—VRS 9079/VSD 2079  
 THE LIFE OF CHRIST—Charlton Heston—VRS 9080/VSD 2080

## WARNER BROS.

CHRISTMAS WITH THE EVERLY BROS.—W/W5 1483  
 I WISH YOU MERRY CHRISTMAS—Bing Crosby—W/W5 1484  
 THE BEST LOVED CHRISTMAS PIANO CONCERTOS—George Greeley—W/W5 1560  
 THIS IS CHRISTMAS—The Alfred Burt Carols—W/W5 1566



A WASTED INCH IS A LOST DOLLAR—As the lucrative Christmas selling season is almost here, it's obviously to your advantage to utilize every available merchandising aid offered by the various labels. No product-moving "stone" should be left unturned nor should a single inch of display space be without an eye-appealing merchandiser to catch a roving customer's eye. Capitol Records has gone to great expense to create a varied fall display line-up which includes (from left to right), a "Golden Boy" Broadway show display with flashing light; a big band display; that holds six of the foursome's singles and a hot rod pylon display. A Capitol "hit pennant display" runs across the pic while in front is a collection of plastic divider cards.

# Capitol Announces its most potent Christmas promotion in ten years!

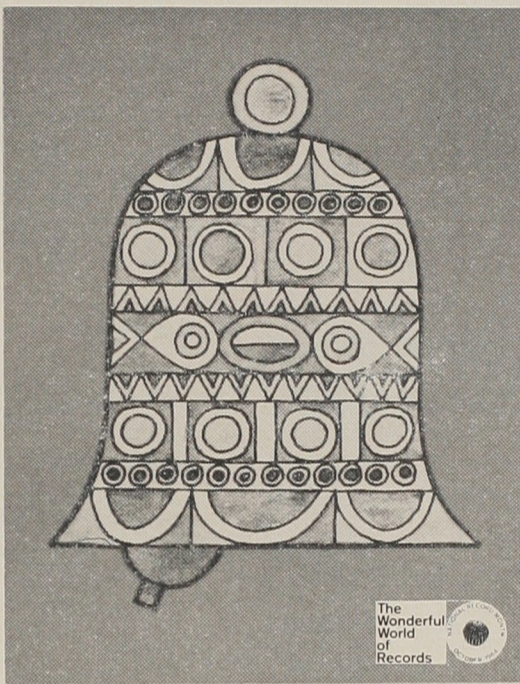
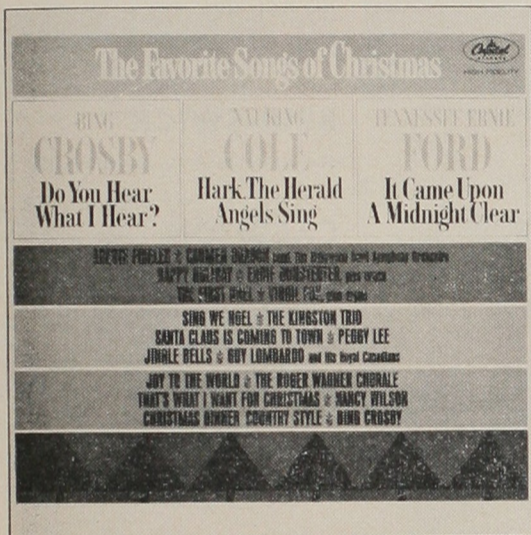
This Christmas, Capitol has the top selling plan! CRDC's stable price structure lets you anticipate your profits. And your CRDC rep will explain how **unsold Capitol Christmas**

**Albums are returnable for credit!** The best-sellers, the merchandising and powerful advertising are working for you this season. Call your CRDC rep now!

## THE FAVORITE SONGS OF CHRISTMAS

(Bing Crosby, Nat King Cole, Tennessee Ernie Ford and many others!)

ST-2176 - Your price: \$2.53  
T-2176 - Your price: \$2.02



## A MERRY CHRISTMAS

(Al Martino)

ST-2165 - Your price: \$2.53  
T-2165 - Your price: \$2.02



## IT'S CHRISTMAS TIME

(Hank Thompson and the Brazos Valley Boys)

ST-2154 - Your price: \$2.53  
T-2154 - Your price: \$2.02



## THE JOYFUL SEASON

(Jo Stafford)

ST-2166 - Your price: \$2.53  
T-2166 - Your price: \$2.02



## THE BEACH BOYS' CHRISTMAS ALBUM

(The Beach Boys)

ST-2164 - Your price: \$2.53  
T-2164 - Your price: \$2.02

## PLUS THESE BEST-SELLING CATALOG ITEMS!



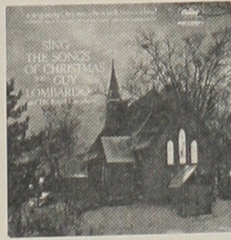
### THE BELLS OF CHRISTMAS CHIME AGAIN

(Eddie Dunstetter)  
ST-1968 - Your price: \$2.53  
T-1968 - Your price: \$2.02



### THE CHRISTMAS SONG

(Nat King Cole)  
SW-1967 - Your price: \$3.03  
W-1967 - Your price: \$2.53



### SING THE SONGS OF CHRISTMAS

(Guy Lombardo and His Royal Canadians)  
SKAO-1443 - Your price: \$2.53  
KAO-1443 - Your price: \$2.02



### A JOYFUL CHRISTMAS

(Frank Sinatra)  
DW-894 - Your price: \$3.03  
W-894 - Your price: \$2.53



### THE MEANING OF CHRISTMAS

(Fred Waring and the Pennsylvanians)  
ST-1610 - Your price: \$2.53  
T-1610 - Your price: \$2.02



### THE STAR CAROL

(Tennessee Ernie Ford)  
ST-1071 - Your price: \$2.53  
T-1071 - Your price: \$2.02



### MERRY CHRISTMAS

(Jackie Gleason Orchestra)  
DW-758 - Your price: \$3.03  
W-758 - Your price: \$2.53

**THE STORY OF CHRISTMAS** (Tennessee Ernie Ford & Roger Wagner Chorale) ST-1964 - Your price: \$2.53, T-1964 - Your price: \$2.02  
**CHRISTMAS IN ZITHERLAND** (Ruth Welcome) ST-1782 - Your price: \$2.53, T-1782 - Your price: \$2.02  
**IT CAME UPON A MIDNIGHT CLEAR** (Roger Wagner Chorale & Sinfonia of London) ST-1760 - Your price: \$2.53, T-1760 - Your price: \$2.02  
**THE LAST MONTH OF THE YEAR** (The Kingston Trio) ST-1446 - Your price: \$2.53, T-1446 - Your price: \$2.02  
**THE BELLS OF CHRISTMAS** (Eddie Dunstetter) ST-1264 - Your price: \$2.53, T-1264 - Your price: \$2.02  
**THE SOUNDS OF CHRISTMAS** (Fred Waring & The Pennsylvanians) ST-896 - Your price: \$2.53, T-896 - Your price: \$2.02  
**NOW IS THE CAROLING SEASON** (Fred Waring & The Pennsylvanians) ST-896 - Your price: \$2.53, T-896 - Your price: \$2.02



# NEW ALBUM RELEASES—POP

THE WIDE SPECTRUM OF NEW POP LP'S  
ISSUED DURING AUG., SEPT. & OCT. A REFERENCE  
GUIDE DESIGNED TO CALL TO YOUR ATTENTION  
THE WEALTH OF NEW PACKAGED GOODS AIMED AT  
THE CONSUMER FOR THE INDUSTRY'S HEAVIEST SALES PERIOD.



FROM ABROAD—With the standard of living and the amount of leisure time constantly on the increase, more people find themselves world travelers today than ever before. The result is a continuous desire for music from varied and distant lands such as the grouping displayed above in Capitol of the World's attractive wire rack. In addition, appeal to ethnic groups in a given locale can result in considerable sales all year 'round.

## ABC PARA

FROM SCOTLAND WITH LOVE—Martin Walker—ABC 483  
I LOVE TO HEAR A BANJO—Roy Smeck—ABC 484  
76 PAISANOS OF ITALY—Valentina's Festival Orch—ABC 485  
GERMAN DRINKING SONGS—ABC 487  
KNUCKLES O'TOOLE PLAYS AGAIN—ABC 488  
ROMAN SPECTACULAR—Charles Magnante—ABC 489  
MORE SONGS I SING ON THE JACKIE GLEASON SHOW—Frank Fontaine—ABC 490  
60 FRENCH GIRLS CAN'T BE WRONG VOL 2—Les Dianns Singers—ABC 491  
ESCUDERO AT THE EL POCHE—ABC 492  
KEEP PUSHING—The Impression—ABC 493  
THIS IS RAGTIME NOW—Hank Jones—ABC 496  
HEY GIRL DON'T BOTHER ME—The Tams—ABC 499  
BEATLEJAZZ—Bob Hammer Band—ABC 497

## ARAVEL

GEULA GILL SINGS ISRAELI FOLK SONGS—AB 2002  
GOING PLACES—Al Singer—AB 2003  
LIVE CONCERT VOLUME II—Pete Seeger—AB 2004  
LATIN SKETCHES—The Contrapuntal Singers—AB 2005  
GERMAN FOLKSONGS—The Regensburger Doms-patzen Choir—AB 2006

## ARGO

SOUL OF BLUES HARMONICA—Shakey Horton—4037 (S)  
NAKED CITY THEME—Ahmad Jamal—733 (S)  
RAMSEY LEWIS TRIO AT THE BOHEMIAN CAVERNS—741 (S)  
COMIN' ON STRONG—James Moody—740 (S)  
CARNIVAL SKETCHED—Gene Shaw—743 (S)  
SUMMER DAWN—Sahib Shihab—742 (S)  
MY MAIN MAN—Sonny Stitt/Benny Green—744 (S)  
DANGEROUS DAN EXPRESS—The Three Souls—4036 (S)  
MO ROC—Roosevelt "Baby Face" Willette—739 (S)  
MAKE WAY FOR JEAN DUSHON—Jean DuShon—4039 (S)  
COMPOSER'S CHOICE—Johnny Nash—4038 (S)  
HIGH TIDE—Dean deWolf—4037 (S)

## ARGO (LONDON)

ALEXANDER POPE—"RAPE OF THE LOCK"—Peggy Ashcroft, George Rylands—RG 373  
LORD BYRON—SELECTIONS FROM "DON JUAN"—CANTO 1 & CANTO 2—Peggy Ashcroft, George Rylands—RG 374

GEOFFREY CHAUCER—PROLOGUE TO "THE CANTERBURY TALES"—Read in Middle English by Nevill Coghill, Norman Davis & John Burrow—RG 401  
PERCY BYSSHE SHELLEY—Patrick Garland, Richard Marquand and Gary Watson—RG 380  
SIXTY YEARS OF MOTORING—NF 2; ZNF 2  
THE WEST HIGHLAND LINE—DA 6  
SHAP—DA 7  
THE SOMERSET & DORSET—DA 8  
WEST OF EXETER—DA 9  
TRAINS IN THE NIGHT—DA 12; ZDA 12  
NEWFOUNDLAND HEADS THE WAVERLEY—DA 13; ZDA 13  
THE GREAT EASTERN—DA 14  
THE TRIUMPH OF AN A.4 PACIFIC—DA 21; ZDA 21  
TRAINS IN THE HILLS—DA 22; ZDA 22  
RHYTHMS OF STEAM—DA 28; ZDA 28

## ARHOOLIE

MISSISSIPPI DELTA BLUES—Fred McDowell—F 1021  
TEXAS SONGSTER—Mance Lipscomb—F 1023  
ALL THE GOOD TIMES—Alice Stuart—F 4002

## ARRAWAK

JESUS CALLS US—Sweet-tones-Arrawak—LP 101  
WELL DONE—The Institutional Church Of God Choir—Faith—LP 1003

## ASCOT

DO WAH DIDDY DIDDY—Manfred Mann—AM 13015/ALS 16015  
THE WINTER OF MY DISCONTENT—Morgana King—AM 13014/ALS 16014

## ATCO

AIN'T SHE SWEET—Beatles & Other Great Group Sounds From England—33—169

## ATLANTIC

NIRVANA—Herbie Mann & Bill Evans Trio—1426  
THE TWO SIDES OF JACK WILSON—1427  
TOGETHER—Philly Joe & Elvin Jones—1428  
COLLABORATION—MJQ with Laurindo Almeida—1429  
UNDER THE BOARDWALK—Drifters—8099  
SATURDAY NIGHT A THE UPTOWN—8101

## AVA

THE GREASER—Various Artists—A/AS 37  
THE TROUBLEMAKER—Soundtrack—Cy Coleman—A/AS 49 ST  
A HOUSE IS NOT A HOME—Soundtrack—Joseph Weiss—A/AS 50 ST  
HELLO DOLLY—Pete Jolly Trio & Lots Of Friends—A/AS 51  
'ROUND MIDNIGHT—Charlie Cochran—A/AS 44  
DO IT AGAIN—Kathy Barr—A/AS 48  
MANHATTAN BLUES—Charlie Barne—A/AS 35  
VICTOR FELDMAN AT THE SCENE—A/AS 40

## BLUE CLASSICS

MEMPHIS MINNIE—BC 1  
THE JUG, JOOK, AND WASHBOARD BANDS—BC 2  
SONNY BOY WILLIAMSON—BC 3  
PETTIE WHEATSTRAW AND KOKOMO ARNOLD—BC 4

## BRUNSWICK

SOMETHIN' ELSE—Jackie Wilson—BL 54117 5

## CAEDMON

KING JOHN—Sir Donald Wolfitt—SRS 215  
HENRY THE FOURTH PART ONE—Redgrave, Quayle, Brown, Evans—SRS 217  
SONGS FROM THE PLAYS OF SHAKESPEARE—SRS 242  
SIR GAWAIN & THE GREEN KNIGHT & PEARL—TC 1192  
LEAVES OF GRASS, VOL. TWO—Ed Begley—TC 1154  
NONLECTURES—1 thru 6—E. E. Cummings—TC 1186 thru 1191  
THE GLASS MENAGERIE—Cliff, Harris, Tandy, Wayne—TRS 301  
MEDEA—Anderson, Quayle—TRS 302

## CAPITOL

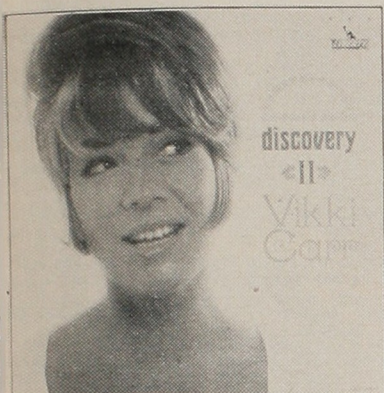
THE FOLK ERA—The Kingston Trio—TCL/STCL 2180  
TENNESSEE ERNIE FORD SINGS THE WORLD'S BEST-LOVED HYMNS—TBL/STBL 2183  
THE LOMBARDO YEARS—Guy Lombardo—TDL/STDL 2181  
THE "HAWAII CALLS" DELUXE SET—Webley Edwards—TCL/STCL 2182  
LOVIN' IS LIVIN' AND LIVIN' IS LOVIN'—Marion Montgomery—T/ST 2185  
THE GATEWAY TRIO—T/ST 2184  
I DON'T CARE—Buck Owens and his Buckeroos—T/ST 2186  
LIGHTHEARTED AND BLUE—Jean Shepard—T/ST 2187  
EVERYBODY DANCE! EVERYBODY SWING!—Leon McAuliffe—T/ST 2148  
THE TOP-40 SONG BOOK—T/ST 2126  
THE FOLK HIT SONG BOOK—T/ST 2127  
THE COUNTRY AND WESTERN HIT SONG BOOK—T/ST 2128  
THE JAZZ STORY—Various—WEO 2109  
THE DEFINITIVE PIAF—Edith Piaf—TBL 2193  
FREDDY MARTIN PLAYS THE HITS, VOLUME 2—T/ST 2163  
FINNISH JENKKAS AND POLKAS—Various—T 10380  
BEACH BOYS CONCERT—The Beach Boys—TAO/STAO 2198  
SHE CRIED—The Lettermen—T/ST 2142  
DEEP VELVET—George Shearing—T/ST 2143  
MORE FOUR FRESHMEN AND FIVE TROMBONES—The Four Freshmen—T/ST 2168  
HOW TO SUCCEED IN LOVE!—The Four Preps—T/ST 2169  
ONE STEP MORE!—The Good Time Singers—T/ST 2170  
NEW DIMENSIONS IN FOLK SONGS—The Three Ds—T/ST 2171  
THE GALLANTS ROCK, SWING AND DANCE WITH "MY FAIR LADY"—T/ST 2134  
FOLK SONGS BY PETE SEEGER—W 2172  
"MY FAIR LADY" WITH THE UN-ORIGINAL CAST—Shelly Manne—T/ST 2173  
KISMET—Gordon MacRae/Dorothy Kirsten, The Roger Wagner Chorale—W/SW 2022  
LIZA! LIZA!—Liza Minnelli—T/ST 2174  
THE HOLLYRIDGE STRINGS PLAY INSTRUMENTAL VERSIONS OF HITS MADE FAMOUS BY THE FOUR SEASONS—T/ST 2199  
HOT ROD HIGH—The Knights—T/DT 2189  
SCHOOL IS A DRAG—Gary Usher & The Super Stocks—T/ST 2190  
THE BEACH BOYS' SONG BOOK—The Hollyridge Strings—T/ST 2156  
THE BIG SOUNDS OF THE GO-KARTS—T/ST 2147  
THE BIG SOUNDS OF THE DRAGS, VOL. 2—T/ST 2145  
THE HISTORY OF DRAG RACING—TAO/STAO 2145  
SOUNDS OF THE GREAT BANDS IN LATIN—T/ST 2131  
HELLO BENNY!—Benny Goodman—T/ST 2157  
ARTISTRY IN VOICES AND BRASS—Stan Kenton—T/ST 2132  
MUSIC IN THE COUNTRY MANNER—Russ Morgan—T/ST 2158  
ON THE STREET WHERE YOU LIVE—Vic Damone—T/ST 2133  
WAYNE NEWTON SINGS HIT SONGS—T/ST 2130  
THE CLIFFIE STONE SINGERS PRESENT THE GREAT HANK WILLIAMS SONGS—T/ST 2159  
HAPPY TO BE UNHAPPY—Roy Clark—T/ST 2031  
THE 5-STRING BANJO TODAY—Walter Hensley—T/ST 2146  
FOLK MUSIC 'ROUND THE WORLD—T 10372  
SWIM, SWIM, C'MON LET'S SWIM—Roy Anthony—T/ST 2188



STOP, LOOK, LISTEN—You must stop the passerby outside the shop before you can even get close to a sale. If you're fortunate enough to be able to program music through speakers out the front of a shop or from the record department throughout the floor of the department store, you can win the customer over via his ear. But if you're not that fortunate, the eye must win the attention. Too often record departments in larger stores are difficult to locate. It is also too often that a record department doesn't look like a record department. However, with the use of some of the many lively RCA Victor eye catchers including the Belafonte die-cut, the "Hello Dolly" doll, the pink panther, etc., which record manufacturers strive to create to make the record shop more attractive and sell more



**16 reasons why...  
this season, more than ever before.  
LIBERTY ENTERTAINMENT IS FOR EVERYONE!**



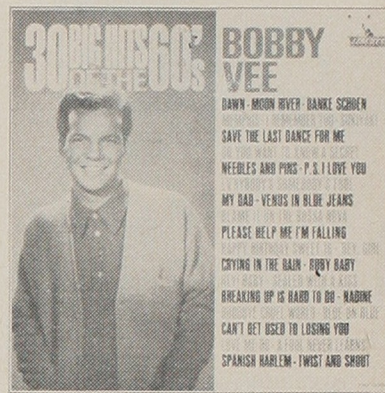
**DISCOVERY, VOLUME II**  
VIKKI CARR  
LRP-3383/LST-7383



**THE LITTLE OLD LADY FROM PASADENA**  
JAN & DEAN  
LRP-3377/LST-7377



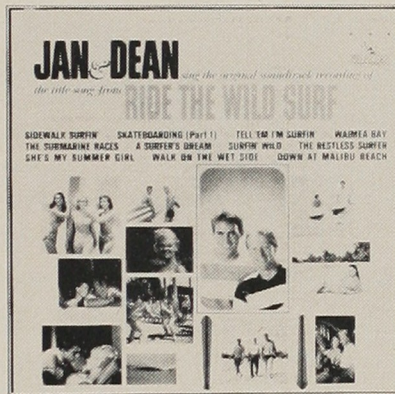
**INVISIBLE TEARS**  
JOHNNY MANN  
LRP-3387/LST-7387



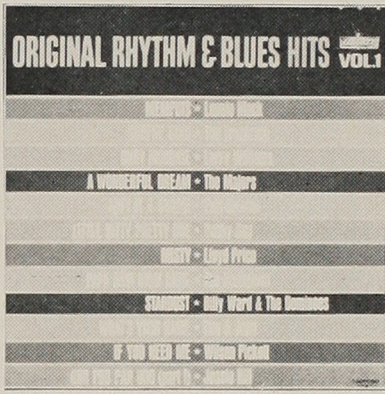
**30 BIG HITS OF THE '60'S**  
BOBBY VEE  
LRP-3385/LST-7385



**WALK - DON'T RUN, VOLUME 2**  
THE VENTURES  
BLP-2031/BST-8031



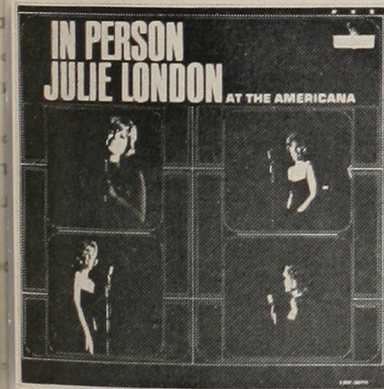
**RIDE THE WILD SURF**  
JAN & DEAN  
LRP-3368/LST-7368



**THE ORIGINAL RHYTHM & BLUES HITS,**  
VOLUME 1 VARIOUS ARTISTS  
LRP-3381



**THIS IS THE GIRL THAT IS**  
NANCY AMES  
LRP-3369/LST-7369



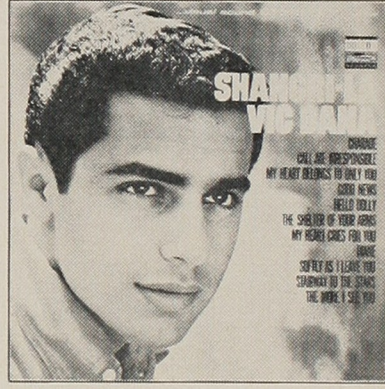
**IN PERSON**  
JULIE LONDON  
LRP-3375/LST-7375



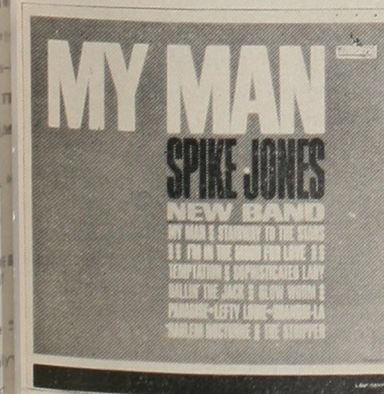
**IN PERSON**  
BUD & TRAVIS  
LRP-3386/LST-7386



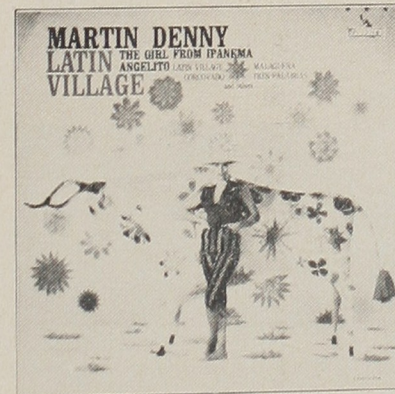
**I'M OLD FASHIONED**  
INGA SWENSON  
LRP-3379/LST-7379



**SHANGRI-LA**  
VIC DANA  
BLP-2028/BST-8028



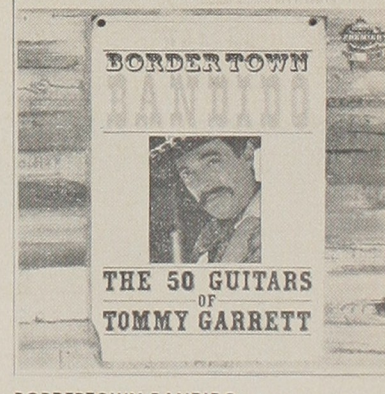
**MY MAN**  
SPIKE JONES  
LRP-3370/LST-7370



**LATIN VILLAGE**  
MARTIN DENNY  
LRP-3378/LST-7378



**BREAKIN' IT UP ON THE BEATLES TOUR**  
JACKIE DE SHANNON  
LRP-3390/LST-7390



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# NEW ALBUM RELEASES—POP

(Continued from page 16)

## CAPITOL (con't.)

NAT KING COLE SINGS MY FAIR LADY—W/SW 2117  
THE BIG HITS FROM ENGLAND & U.S.A.—Various—T/DT 2125  
THE REGENTS LIVE AT THE A.M.-P.M. DISCOTHEQUE—KAO/SKAO 2153  
IN THE NAME OF LOVE—Peggy Lee—T/ST 2096  
TEEN LOVE THEMES—Jimmie Haskell—T/ST 2151  
HOW GLAD I AM—Nancy Wilson—T/ST 2155  
THE SENSATIONAL JOHNNY RIVERS—T/ST 2161  
GILBERTO & JOBIM—T/ST 2160  
THE YOUNG CHEVALIER—Maurice Chevalier—T 10360  
RICHARD TAUBER—T 10369  
MY NAPLES—Sergio Bruni—T 10370

## COLPIX

LILITH—Soundtrack—SCP 520  
NOTHING BUT THE BEST—Soundtrack—SCP 447  
BEHOLD A PALE HORSE—Soundtrack—SCP 519  
ROARING DOWN BROADWAY—Sonny Stitt—SCP 479  
COULDN'T YOU JUST DIE—Rip Taylor—SCP 483  
ART BLAKEY & THE JAZZ MESSENGERS PLAY SELECTIONS FROM THE NEW MUSICAL "GOLDEN BOY"—SCP 478  
DICK GREGORY SPEAKS—SCP 480  
THE LONG SHIPS & OTHER GREAT MOVIE THEMES—Various Artists—484

## COLUMBIA

THE IMPORTANCE OF BEING OSCAR, PART II—Michael MacLiammoir, The Dublin Gate Theatre Production—OL 6090; OS 2490  
ERNEST IN LOVE—Original Cast—OL 5530; OS 2027  
THE YOUNG LOVERS—Original Soundtrack—OL 7010; OS 2510  
BRIGADOON—Shirley Jones, Jack Cassidy—OL 7040; OS 2540  
OH, KAY!—Barbara Ruick, Jack Cassidy—OL 7050; OS 2550  
TO BROADWAY WITH LOVE—Original World's Fair Cast—OL 8030; OS 2630  
BABES IN ARMS—Mary Martin, Mardi Bayne, Jack Cassidy—OL 7070; OS 2570  
ROBERTA—Joan Roberts, Jack Cassidy, Kaye Ballard—OL 7030; OS 2530  
THE BOYS FROM SYRACUSE—Portia Nelson, Jack Cassidy, Bibi Osterwald—OL 7080; OS 2580  
ON YOUR TOES—Portia Nelson, Jack Cassidy—OL 7090; OS 2590  
OKLAHOMA—John Raitt, Florence Henderson—OL 8010; OS 2510  
THE KING AND I—Barbara Cook, Theodore Bikel—OL 8040; OS 2640  
HAMLEY—Richard Burton, Hume Cronyn, Alfred Drake—OL 8020; OS 2620  
THE SUBJECT WAS ROSES—Original Broadway Cast—OL 8020; OS 2620  
SEPTET!—Art Van Damme—CL 2192; CS 8992  
THE GREAT YEARS—Johnny Mathis—C2L 34; C2S 834  
SLIPPIN' AROUND—George Morgan & Marion Worth—CL 2197; CS 8897  
DANCE! DANCE! DANCE!—Frankie Yankovic—CL 2201; CS 9001  
BE MY LOVE—Jerry Vale—CL 2181; CS 8981  
MILES DAVIS IN EUROPE—CL 2183; CS 8993  
THE WORLD OF LONELY PEOPLE—Anita Bryant—CL 2222; CS 9022  
IT'S MONK'S TIME—Thelonious Monk—CL 2184; CS 8984  
I WISH YOU LOVE—Andre Kostelanetz—CL 2185; CS 8985  
LAND OF GIANTS—New Christy Minstrels—CL 2187; CS 8987  
LOVE LIFE—Ray Price—CL 2189; CS 8989  
BY SPECIAL REQUEST—Trio Los Panchos—CL 2191; CS 8991  
THE VERY THOUGHT OF YOU—Robert Horton—CL 2200; CS 9000  
AMOR—Eydie Gorme, Trio Los Panchos—CL 2203; CS 9003  
THE LOVE GODESSES—Percy Faith—CL 2209; CS 9009  
R.F.D.—Marty Robbins—CL 2220; CS 9020  
EVERYBODY KNOWS—Steve Lawrence—CL 2227; CS 9027

ANOTHER SIDE OF BOB DYLAN—CL 2193; CS 8993  
MY FAIR LADY—Andre Previn—CL 2195; CS 8995  
JAZZ IMPRESSIONS OF JAPAN—Dave Brubeck Quartet—CL 2212; CS 9012  
THIS LAND—Jordainaires—CL 2214; CS 9014  
SQUARE DANCE HOOTENANNY—Buddy Durham, Stoney Mountain Cloggers—CL 2217; CS 9017  
COMMAND PERFORMANCE—Les & Larry Elgart—CL 2221; CS 9021  
THE MANY FACES OF LYNN ROMAN—CL 2219; CS 9019  
MUSIC FROM MY FAIR LADY—Percy Faith—CS 9004  
ANDY WILLIAMS SINGS SONGS FROM MY FAIR LADY—CL 2205; CS 9005  
PEOPLE—Barbra Streisand—CL 2215; CS 9015

## COMMAND

FIESTA—Charles Magnante—869  
AL DI LA & OTHER EXTRA SPECIAL SONGS FOR YOUNG LOVERS—Ray Charles Singers—870  
GREAT THEMES FROM HIT FILMS—Enoch Light—871  
DISCOTHEQUE . . . DANCE, DANCE, DANCE—Enoch Light—873

## CORAL

WHISTLING ON THE BEACH AT WAIKIKI—Muzzy Marcellino—CRL 57441 S  
THE BEST OF LAWRENCE WELK—CXB 5 S  
SINGING THE GOSPEL—The Gospel Emeralds—CRL 57454 S  
LICORICE STICK—Pete Fountain—CRL 57460 S  
IT'S A "COZY WORLD"—Cozy Cole—CRL 57457 S

## CROWN

THE DAVE CLARK FIVE & THE PLAYBACKS—CST 400/CLP 5400  
HEART OF SPAIN VOL. 1—Sounds of A Thousand Strings—CST 401/CLP 5401  
BROOK BENTON & JESSE BELVIN—CST 402/CLP 5402  
BEER BARREL POLKA—Alex Pulaski & The Polka Dots—CST 403/CLP 5403  
MR. ERROLL GARNER & MAXWELL DAVIS TRIO—CST 404/CLP 5404  
BLUES—OLDIES & GOODIES—CST 405/CLP 5405  
DAVE BRUBECK, PAUL DESMOND QUARTET, CAL TJADER QUARTET—CST 406/CLP 5406  
BARBER SHOP FAVORITES—Sing-A-Long Gang—CST 407/CLP 5407  
SONNY CRISS w/ERROLL GARNER, STAN GETZ, WARDELL GRAY & GERALD WIGGINS—CST 408/CLP 5408  
GOLDEN AMERICAN WALTZES—Sounds of A Thousand Strings—CST 409/CLP 5409  
SOUNDS OF A THOUSAND STRINGS PLAY FOR LOVERS—CST 410/CLP 5410  
GERRY MULLIGAN, CHET BAKER, BUDDY COLLETTE, CHICO HAMILTON & GERALD WIGGINS—CST 411/CLP 5411  
NAT "KING" COLE—Lester Young—CST 412/CLP 5412  
MODERN JAZZ GREATS VOL. 1—Continental Jazz Octette—CST 413/CLP 5413  
SOUNDS OF A THOUSAND STRINGS PLAY FOR SENTIMENTAL MOODS—CST 414/CLP 5414  
STAN GETZ—CST 415/CLP 5415  
SWEET LILIANI—The Polynesians—CST 416/CLP 5416  
VINCE GUARALDI—Conte Candoli All Stars—CST 417/CLP 5417  
RAY CHARLES—Jimmy Witherspoon—CST 418/CLP 5418  
THE HEART OF SPAIN VOL. 2—Sounds of A Thousand Strings—CST 419/CLP 5419  
JAZZ—CST 420/CLP 5420  
ROMANTIC MOODS—Sounds of A Thousand Strings—CST 421/CLP 5421  
JONAH JONES SWINGS—Etha Jones Sings w/Earl "FATHA" HINES plus RODNEY JONES—CST 422/CLP 5422  
PLAY GYPSY PLAY—Sounds of A Thousand Strings—CST 423/CLP 5423  
WARDELL GRAY—CST 424/CLP 5424  
MODERN JAZZ GREATS VOL. 2—CST 425/CLP 5425  
FAMOUS STRAUSS WALTZES—CST 426/CLP 5426  
DANCE TO THE BEST OF THE OLDIES & GOODIES—CST 427/CLP 5427  
VIENNESE WALTZ TIME—CST 428/CLP 5428

## DCP

WHEN YOU ARE YOUNG AND IN LOVE—Kathy Keegan—DCL 3800/DCS 6800  
I AM ON THE OUTSIDE (LOOKING IN)—Linda Anthony & Imperials—DCL 3801/DCS 6801  
GOLDEN TOUCH—Don Costa—DCL 3802/DCS 6802  
YEAH, YEAH, YEAH—Gary Chester & The Beatniks—DCL 3803/DCS 6803  
SWINGIN'—The Gallows Sisters—DCL 3804/DCS 6804

## DECCA

A PORTRAIT OF PATSY CLINE—DL 4508 S  
I'LL MEET YOU IN CHURCH SUNDAY MORNING—Bill Monroe—DL 4537 S  
JIMMY MARTIN AND THE SUNNY MT. BOYS SING—DL 4536 S  
JIMMIE DAVIS SINGS—DL 4495 S  
THANKS A LOT—Ernest Tubbs—DL 4514 S  
BEFORE I'M OVER YOU—Loretta Lynn—DL 4541 S  
GOTTA TRAVEL ON—Billy Grammer—DL 4542 S  
SAT. NIGHT—GRAND OLE OPRY VOL. 2—DL 4539 S  
NEVER ALONE—Wilburn Brothers—DL 4544 S  
ALL TIME COUNTRY & WESTERN—Vol. 5—DL 4549 S  
THE WEBB PIERCE STORY—DX 181 S  
CHERRY BLOSSOM TIME—Carmen Cavallaro—DL 4545 S  
COUNTRY MUSIC TIME—Kitty Wells—DL 4554 S  
ITALIAN SONGS EVERYBODY KNOWS—Lombardi—DL 4516 S  
OLD TIME DANCE PARTY—Whoopee John Orth—DL 4534 S  
SATCHMO—Louis Armstrong—DL 4331 S  
SERENADES IN BLUE—Al Bollington—DL 4423 S  
SONGS FROM A COLONIAL TAVERN—Colonial Williamsburg—DL 4546 S  
WOODY HERMAN'S GOLDEN FAVORITES—DL 4484 S  
THE GOLDEN HORN OF JACK TEAGARDEN—DL 4540 S  
JUMPIN' AT THE SAVOY—Al Cooper's Savoy Sextans—DL 4444 S  
COWBOY SONGS & NEGRO SPIRITUALS—DL 911 S  
WEST SIDE STORY—Manny Albam—DL 4517 S  
DOES YOUR HEART BEAT FOR ME—Russ Morgan—DL 4503 S  
HAWAIIAN FAVORITES—Alfred Apaka—DL 7834 S  
GOLDEN WALTZES EVERYBODY KNOWS—George Fayer—DL 4455 S  
NEW VOICE IN TOWN—Corrine Bucey—DL 4550 S  
PEG O' MY HEART—Robert Maxwell—DL 4563 S  
THE VERY THOUGHT OF YOU—Rick Nelson—DL 4559 S  
FUN CITY U.S.A.—The Surfaris—DL 4560 S  
SONGS EVERYBODY KNOWS—Bing Crosby—DL 4415 S  
GOLDEN FAVORITES—Caterina Valente—DL 4515 S  
THEY'RE PLAYING OUR SONG—Jan Garber—DL 4543 S  
THE TOP TEN BARBERSHOP QUARTETS OF 1964—DL 4512 S  
1964 BARBERSHOP CHORUS WINNERS—DL 4513 S  
THE BEST OF BARBERSHOP—25 YEARS OF WINNERS—DXB 180

## DISNEYLAND

TREASURE ISLAND—DQ 1251  
GOOFY'S TV SPECTACULAR—DQ 1252  
HANSEL & GRETEL—DQ 1253  
GREAT COMPOSERS, Vol. 2—DQ 1254  
SO DEAR TO MY HEART—DQ 1255  
SONGS FROM MARY POPPINS—DQ 1256  
SOUNDS OF HAUNTED HOUSE—DQ 1257  
LEGEND OF LOBO/OLD YELLER—DQ 1258  
LITTLE ENGINE THAT COULD—DQ 1259  
Children Story Tellers:  
MARY POPPINS—ST 3922  
FOLK LULLABIES—ST 3924  
IT'S A SMALL WORLD—ST 3925  
PETER & THE WOLF—ST 3926  
Buena Vista:  
MOON SPINNERS—BV 3323  
ANNETTE AT BIKINI BEACH—BV 3324  
GREAT MOMENTS WITH MR. LINCOLN—BV 3998  
MARY POPPINS—Soundtrack—BV 4026

## DOLTON

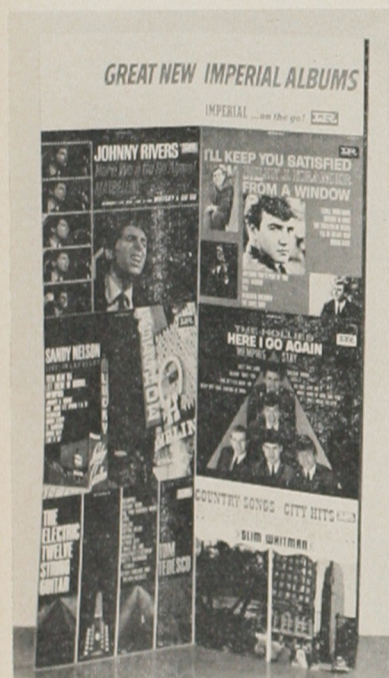
WALK—DON'T RUN, VOLUME 2—The Ventures  
BLP 2031/BST 8031

## DOOTO

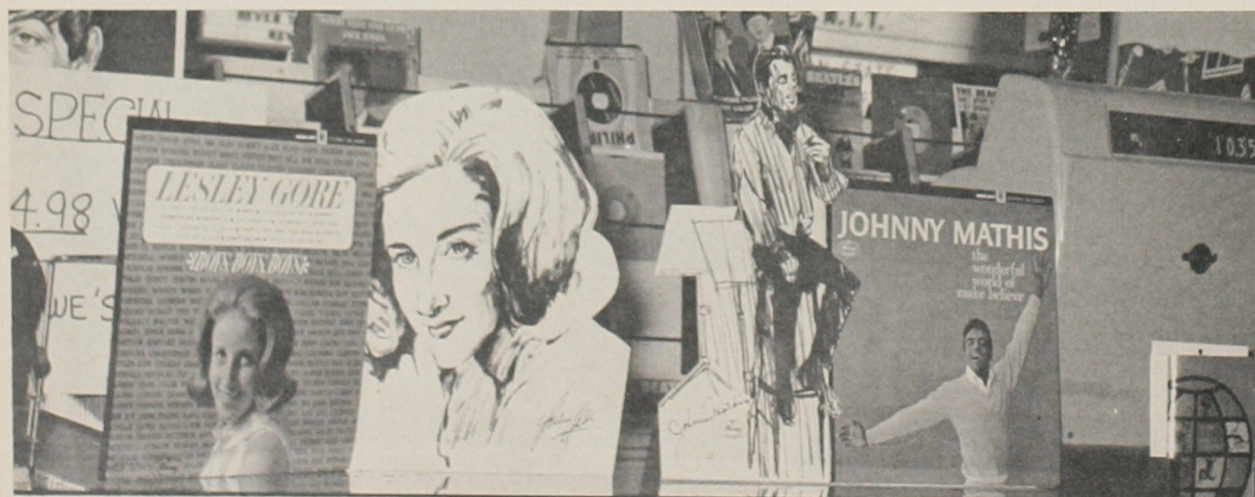
FUNNY STUFF—Redd Foxx—DTL 835  
THE BATTLE OF SEX—Redd Foxx & Hattie Noel—DTL 836  
SEX IS FUNNY—Ray Scott—DTL 837

## DOT

STEVE ALLEN TV SHOW—DLP 3587/25587  
BOSS BEAT—Pat Boone—DLP 3594/25594  
LIBERACE AT THE AMERICANA! (Vol. 1)—DLP 3595/25595  
LIBERACE AT THE AMERICANA! (Vol. 2)—DLP 3596/25596  
DICK CONTINO/ON STAGE—DLP 3602/25602  
ORIGINAL "GUITAR BOOGIE"—Arthur Smith—DLP 3600/25600  
OLD TIME WALTZES—The Six Fat Dutchmen—DLP 3599/25599  
MILLS BROS. "SAY SI SI"—DLP 3592/25592  
#1 HITS OF THE 1960'S—The Lennon Sisters—DLP 3589/25589  
SQUARE DANCES—Tommy Jackson—DLP 3588/25588  
THE LAWRENCE WELK TELEVISION SHOW—14th ANNIVERSARY—DLP 3591/25591  
ANOTHER HIT ALBUM!—Billy Vaughn—DLP 3587/25587  
THE WORLD I USED TO KNOW—Jimmie Rodgers—DLP 3556/25556  
GREAT COUNTRY HITS—The Andrews Sisters—DLP 3567/25567  
GREAT ACCORDION HITS!!—Myron Floren—DLP 3583/25583  
VAUGHN MONROE'S GREATEST HITS VOL. 2—DLP 3584/25584  
JENNIE—Jennie Smith—DLP 3586/25586  
GREAT LATIN HITS—Eddie Peabody—DLP 3585/25585  
THE PERFECT SEASON—UCLA BASKETBALL—DLP 9501  
POLYNESIAN SUNSET—The Bonaires—DLP 3582/25582

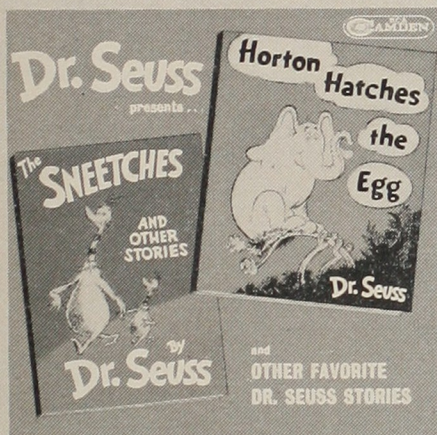
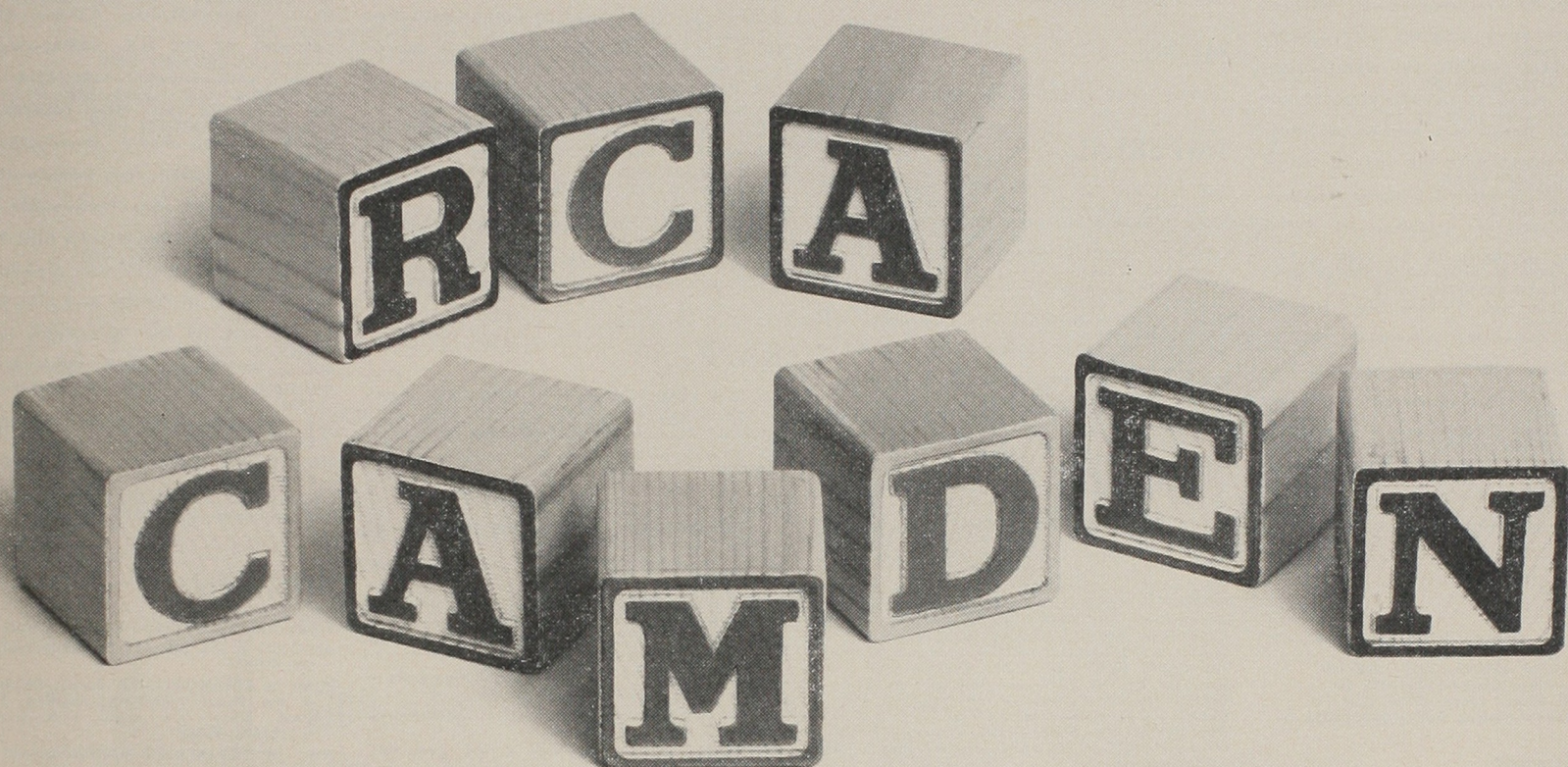


**SIMPLICITY SELLS**—Simple stand-up units spotlighting eye catching, four-color album jackets are very tempting to the undecided buyer. In the upper display, Liberty features Part 2 of its Fall releases, especially its moneymaking "Chipmunks Sing The Beatles" set which is sure to get plenty of holiday activity. In the lower photo, Imperial "shows off" its big guns in the pop field—Sandy Nelson, Billy J. Kramer, The Hollies and others.



**REFRESHING NEW APPROACH**—Manufacturers are constantly in search of new devices that will win space in stores and attract the consumers eye. Mercury appeals to the artistic senses with a series of charcoal sketches of 19 of its most famous artists. The portraits are mounted on cardboard, cut out and designed so that the artist holds one of his own album covers. Lesley Gore and Johnny Mathis are seen with their LP's in the photo above.

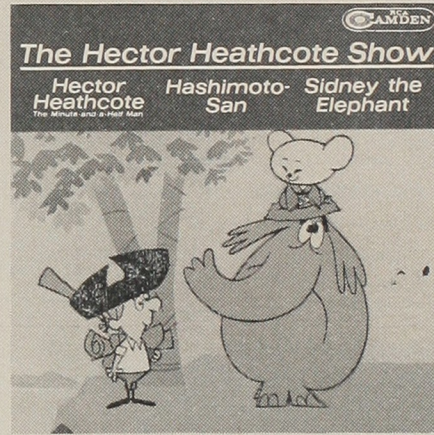
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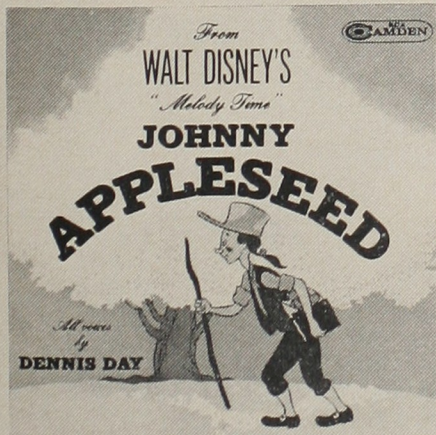
The best-known stories of America's most popular writer of children's books dramatized by Marvin Miller and Cast, music by Marty Gold. Includes "Horton Hatches the Egg," "The Zax" and others. CAL/CAS-1051



Shari Lewis and her lovable puppets are proven favorites with children—and so are the stories she tells here. "Pinocchio," "The Pied Piper of Hamelin," "The Tortoise and the Hare," are 3 of 12. CAL/CAS-1052



A brand-new original soundtrack album of one of TV's most successful children's shows. So there's a ready-made market for this recording of six entertaining stories featuring Hector and his pals. CAL/CAS-1053



The magic of Walt Disney's name and talent combine to make this a sure sales-winner. Dennis Day is heard on *Johnny Applesseed* while Roy Rogers and the Sons of the Pioneers do *Pecos Bill*. CAL/CAS-1054 (e)



A special collection of holiday songs and stories chosen for their appeal to younger children. Included are songs and stories of St. Patrick's Day, Easter, Fourth of July, Thanksgiving and Christmas. CAL/CAS-1055



Adventures on a passenger train from a child's point of view — plus 8 songs of the railroad sure to fascinate kids: "John Henry," "The Wreck of the 97," "900 Miles" and "I've Been Working on the Railroad." CAL/CAS-1056

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# NEW ALBUM RELEASES—POP

(Continued from page 18)

## EPIC

HELLO LOUISI!—Bobby Hackett—LN 24099/BN 26099  
 TELL ME WHY—Bobby Vinton—LN 24113/BN 26113  
 CLAUDE GAUTHIER SINGS THE SONGS OF CLAUDE GAUTHIER—LN 24086/BN 26086  
 OUTER WEST!—The Honeydreamers—LN 24100/BN 26100  
 HOW TO KEEP YOUR HUSBAND HAPPY—Debbie Drake—LN 24102  
 THE GUITAR THAT CHANGED THE WORLD—Scotty Moore—LN 24103/BN 26103  
 LESTER LANIN PLAYS 23 RICHARD RODGERS HITS FOR DANCING—LN 24105/BN 26105  
 OH PLAY THAT THING—Max Morath—LN 24106/BN 26106  
 AROUND THE WORLD WITH THE VILLAGE STOMPERS—LN 24109/BN 26109  
 NEW VOICE FROM NASHVILLE—David Houston—LN 24112/BN 26112  
 STRAIGHT AHEAD—The Goldbriars—LN 24114/BN 26114  
 CLIFF RICHARD IN SPAIN—LN 24115/BN 26115  
 JOIN ROLF HARRIS SINGING THE COURT OF KING CARACTACUS—LN 24110/BN 26110  
 AMERICAN TOUR, Vol. 1—Dave Clark Five—LN 24117/BN 26117  
 TUNES OF GLORY—Andy Stewart—LF 18031/BF 19031  
 BOBBY VINTON'S GREATEST HITS—LN 24098/BN 26098  
 OH GLORY HALLELUJAH—Bessie Griffin—LN 24101/BN 26101  
 THE OLD COUNTRY CHURCH—Jim & Jesse & the Virginia Boys—LN 24107/BN 26107  
 MR. B'S POLKA PARTY—Ray Budzilek—LN 24108/BN 26108  
 TONIGHT YOU BELONG TO ME—George Maharis—LN 24111/BN 26111  
 BUDDY GRECO IN PERSON ON STAGE—LN 24116/BN 26116

## EVEREST

A HANDFUL OF SONGS—Annie Ross—5227/1227 (s)  
 GLORIOUS GLORIA LYNNE—5228/1228 (s)  
 REFLECTIONS—Patsy Cline—5229/1229 (s)  
 AFTER HOURS—Gloria Lynne—5230/1230 (s)  
 OF GIRLS I SING—Nelson Eddy—9006/8006 (s)

## FOLKWAYS

GRAND OLE OPRY—FA2379  
 FRIENDS OLD TIME MUSIC—FA2390  
 400 YEARS OF FOLK MUSIC—FA2404  
 GALAX VA.—OLD TIME FIDDLER'S CONVENTION—FA 2435  
 BROADSIDES—Seeger—FA2456  
 BARBARA DANE THE BLUES—FA2471  
 VIOLIN-STRAVINSKY: Bress—FM 3356  
 MIKE HURLEY: FIRST SNGS.—FG3581  
 SONGS & DANCES OF NEPAL—FE4101  
 SONGS OF ABORIGINAL AUSTRALIA & TORRES STRAIT—FE4102  
 SONGS OF STRUGGLE AND PROTEST—Seeger—FH-5233  
 COUNTING GMS. & RHYTHMS—Ella Jenkins—FC-7055  
 MUSIC FOR CLASSICAL OUD—FW8761  
 OHELLO—2-12"—FL9618  
 WOMAN—C. LUCE 2-12"—FL9650  
 JOYCE'S ULYSSES (Bowen)—FL9814

## GOLDEN

ABC MOTHER GOOSE—LP 109  
 ROMPER ROOM OFFICIAL RECORD—LP 119  
 MY FAIR LADY SONGS—LP 122  
 HEY THERE, IT'S YOGI BEAR—LP 124  
 DANCE & SING MOTHER GOOSE TO THE BEATLE BEAT—LP 127  
 A CHILD'S INTRODUCTION TO GROWNUPS—LP 128  
 DANCE DISCOTHEQUE—AA 133

## HI

JUMPIN' GENE SIMMONS—HL 12018/32018

## IMPERIAL

THE ELECTRIC TWELVE-STRING GUITAR—Tom Tedesco—LP 9263/LP 12263  
 HERE I GO AGAIN—The Hollies—LP 9265/LP 12265  
 COUNTRY SONGS/CITY HITS—Slim Whitman—LP 9268/LP 12268  
 TELL 'EM I'M SURFIN'—The Fantastic Baggys—LP 9270/LP 12270  
 GIANT INSTRUMENTAL RHYTHM AND BLUES HITS—Various Artists—LP 9271  
 LIVE! IN LAS VEGAS—Sandy Nelson—LP 9272/LP 12272  
 I'LL KEEP YOU SATISFIED/FROM A WINDOW—Billy J. Kramer—LP 9273/LP 12273  
 HERE WE A GO GO AGAIN—Johnny Rivers—LP 9274/LP 12274

## IMPULSE

THE BODY & THE SOUL—Freddie Hubbard—A 38  
 SOUL SISTERS—Gloria Coleman—A 47  
 SALT & PEPPER—Sonny Stitt/Paul Gonsalves—TAKE IT FROM ME—Terry Gibbs—A 58  
 MAN FROM TWO WORLD—Chico Hamilton—A 59  
 MINGUS PLAYS PIANO—A 60  
 ALEXANDRIA THE GREAT—Lorez Alexandria—A 62  
 EVERYBODY KNOWS JOHNNY HODGES—A 61  
 TODAY & TOMORROW—McCoy Tyner—A 63  
 THE HAPPY HORNS OF CLARK TERRY—A 64  
 SEE YOU AT THE FAIR—Ben Webster—A 65  
 CRESCENT—John Coltrane—A 66  
 GREAT SCOTT—Shirley Scott—A 67  
 THE DEFINITIVE JAZZ SCENE—Various—A 99  
 MY FAIR LADY LOVES JAZZ—Taylor/Jones/Elliott/Mulligan—A 72

## JAY JAY

OH BOY, POLKA JOY—Li'l Wally—1081/5 5081  
 L'IL WALLY'S GREATEST HITS SING A LONG—1079/5 5079  
 POLISH PARTY FOR ADULTS BY L'IL WALLY—1077/5077  
 POLISH FAVORITES—Marisha Data—1076  
 POLKAS & WALTZES—Happy Stas—1075/5 5075  
 AGGIES TELEPHONE GEMS—Marisha Data—1074  
 ONE MAN BAND—Li'l Wally—1073/5 5073  
 FOR YOUR PLEASURE—Eddie & The Slovenes—1072/5 5072  
 POLKA SPECIALS—Johnny Vadaln—1071/5 5071  
 HOT CHICKEN—Li'l Wally—1069  
 RHEINLANDERS—New Yorkers—1068/5 5068  
 GERMAN POLKA FAVORITES—Michigan Dutchmen—1070/5 5070  
 POLKAS & WALTZES—Polka Sam—1067/5 5067

## JOSIE

LAST KISS—J. Frank Wilson & The Cavaliers  
 GET IN THE SWIM WITH BOBBY FREEMAN SINGING HIS GREATEST HITS—Bobby Freeman

## JUBILEE

A WET BIRD NEVER FLIES AT NIGHT—Jackie Vernon—#2052  
 RICHIE BROS. IN POW WOW—Richie Bros.—#2053  
 THE FUNNY SIDE OF RUDY VALLEE—#2051  
 SEX-X-PONENT—Rusty Warren—#2054  
 ENZO STUARTI AT CARNEGIE HALL—#5055  
 THE EXCITING ENZO STUARTI—#5047  
 FOY WILLING AND THE RIDERS OF THE PURPLE SAGE SING THE NEW SOUND OF AMERICAN FOLK—#5028  
 A PORTRAIT OF RUSTY WARREN—Rusty Warren—#5025  
 THE CANDIDATE (ORIGINAL SOUNDTRACK)—#5029  
 CLAY'S COLE BIN (GOLDEN OLDIES)—#5026

## KAPP

THE NEW FRANKIE & JOHNNIE SONG—The Greenwood County Singers—KL 1362/KS 3362  
 HAWAII KAI—The Waikikis—KL 1366/KS 3366  
 JET SET—Kenny Ball & His Jazzmen—KL 1392/KS 3392  
 THEY'RE PLAYING OUR SONG—Davy Davis & His Orch.—KL 1393/KS 3393  
 HOW GREAT THOU ART PRECIOUS LORD—Shirley Verrett—KL 1394/KS 3394  
 WHERE LOVE HAS GONE—Jack Jones—KL 1396/KS 3396  
 A MUSICAL SOUVENIR OF NEW YORK CITY—KL 1400/KS 3400  
 BILL DANA IN LAS VEGAS—With Special Guest Jose Jimenez—KL 1402  
 DANCE TO THE BIG 12—The Buddy Burton Band—KL 1403/KS 3403  
 THE MIGHTY PIPE ORGAN—Richard Ellsasser—KL 1404/KS 3404  
 JUMP FOR JOY—Art Mooney & His Orch.—KL 1405/KS 3405  
 ACADEMY AWARD WINNERS—Roger Williams—KL 1406/KS 3406  
 THE BEST OF '64—Hugo Winterhalter & His Orch.—KL 1407/KS 3407  
 HE IS WONDERFUL—The Stamps-Baxter Qt.—KL 1408/KS 3408  
 THIS IS US—The Searchers—KL 1409/KS 1409  
 YOUR CHEATIN' HEART—The Pete King Singers—KL 1398/KS 3398  
 DISCOTHEQUE A GO-GO—The Fantomes—Luck Jack & His Madisons—KL 1410/KS 3410

## KING

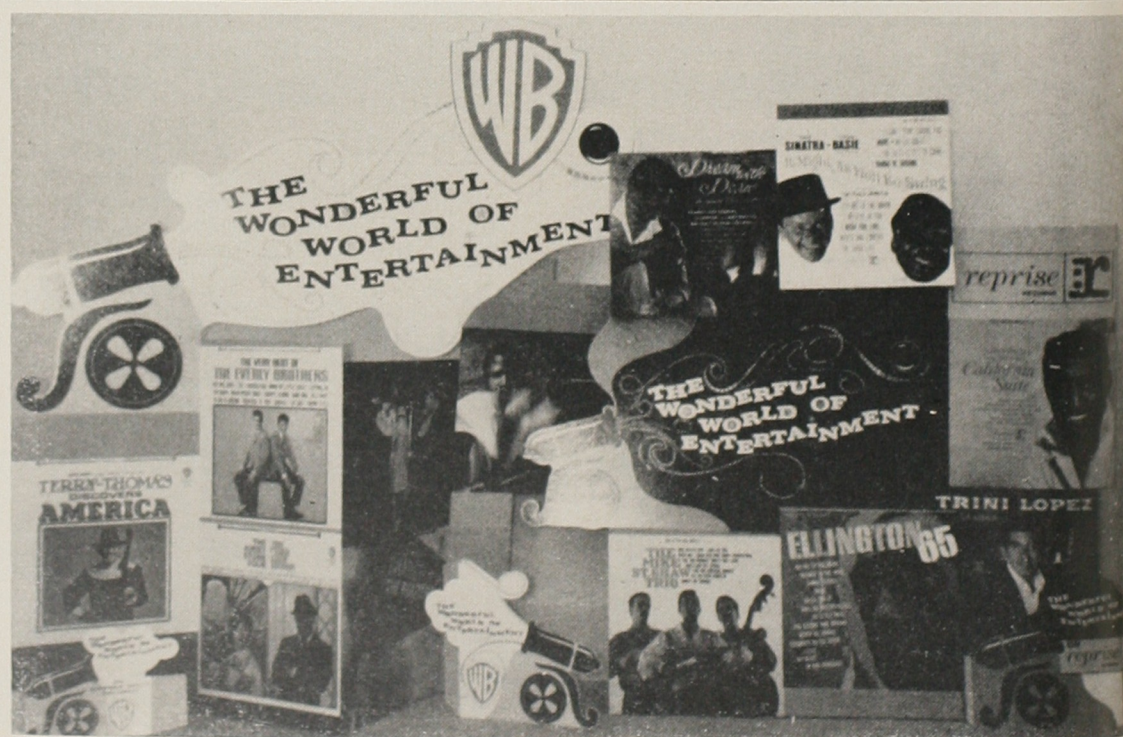
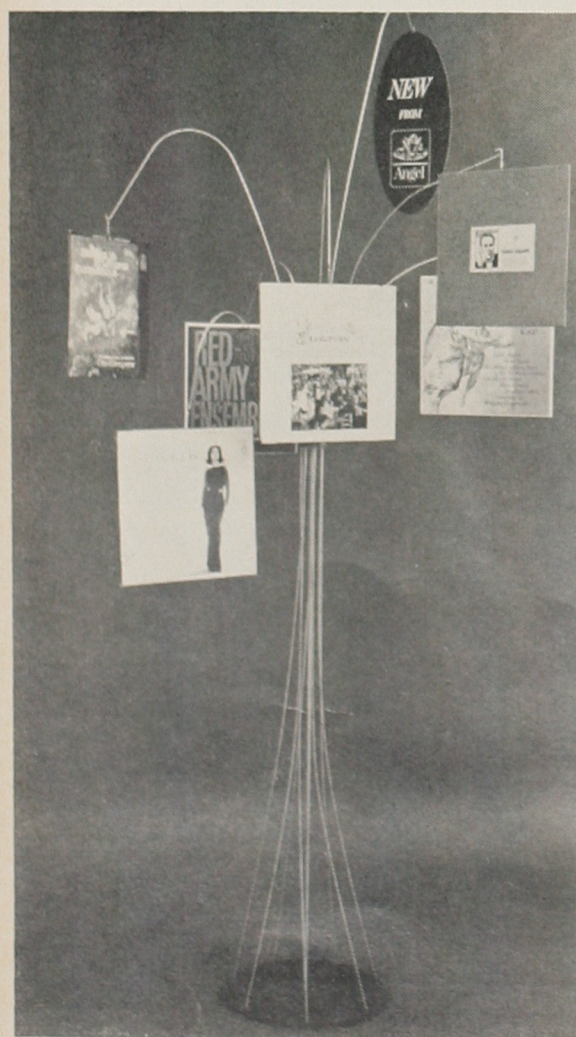
IN MEMORY—Delmore Brothers—910  
 ON THE ROAD WITH RENO & SMILEY—911

## LIBERTY

SI ZENTNER PLAYS THE BIG BAND HITS—LRP-3350/LST 7350  
 MY MOTHER THE RAGTIME PIANO PLAYER—Mrs. Mills—LRP-3359/LST 7359  
 RIDE THE WILD SURF—Jan & Dean—LRP-3368/LST 7368  
 THIS IS THE GIRL THAT IS—Nancy Ames—LRP-3369/LST 7369  
 MY MAN—Spike Jones—LRP-3370/LST 7370  
 HELLO GALAHADS—The Galahads—LRP-3371/LST 7371  
 GUNFIGHT AT THE O.K. CORRAL—Walter Brennan—LRP-3372/LST 7372  
 BURKE'S LAW—Soundtrack—LRP-3374/7374  
 IN PERSON—Julie London—LRP-3375/LST 7375  
 THE LITTLE OLD LADY FROM PASADENA—Jan & Dean—LRP-3377/LST 7377  
 LATIN VILLAGE—Martin Denny—LRP-3378/LST 7378  
 I'M OLD FASHIONED—Inga Swenson—LRP-3379/LST 7379  
 HERE AND NOW—Bob Florence—LRP-3380/LST 7380  
 THE ORIGINAL RHYTHM & BLUES HITS, VOLUME 1—Various Artists—LRP-3381  
 THE ORIGINAL COUNTRY HITS #3—Various Artists—LRP-3382  
 THE STANDELLS IN PERSON AT P.J.'S—LRP-3384/LST 7384  
 30 BIG HITS OF THE '60'S—Bobby Vee—LRP-3385/LST 7385  
 BUD & TRAVIS IN PERSON—LRP-3386/LST 7386  
 INVISIBLE TEARS—Johnny Mann—LRP-3387/LST 7387  
 THE CHIPMUNKS SING THE BEATLES HITS—LRP-3388/LST 7388  
 THE JOHNNY BURNETTE STORY—LRP-3389/LST 3389  
 BREAKIN' IT UP ON THE BEATLES TOUR—Jackie De Shannon—LRP-3390/LST 7390

## LONDON

COOL JAMAICAN SKA—Various Artists—LL 338  
 ANTONIO & THE BALLETS DE MADRID—TV 91341 SW 99341  
 POMP & CEREMONY—The Bands, Drums & Pipes of the Royal Inniskilling Fusiliers, the Royal Ulster Rifles, the Royal Irish Fusiliers—TW 91352/SW 99352  
 THE INCOMPARABLE MANTOVANI—PS 392/L 3392  
 BACK AGAIN—The Bachelors—PS 393/LL 3393  
 VALENTE & VIOLINS—Caterina Valente/Rolam Shaw—PS 363/LL 3363  
 THE THRILLING NEW VOICE OF TONY DALLI—Tony Dalli/Roland Shaw—PS 394/LL 3394  
 SOMEONE NEW, SOMEONE BLUE—Lena Martell—PS 386/LL 3386  
 PHASE 4:  
 THE NEW RHYTHMS OF THE SOUTH—Edmund Ros Orch.—SP 44054  
 THE NEW PALLADIUM PERFORMANCES—Ted Heath Orch.—SP 44046  
 THE NEW EBB TIDE—Frank Chacksfield Orch.—SP 44053  
 BATTLE STEREO—THE SOUNDS OF WAR—SP 4403  
 WESTWARD HO!—Roland Shaw Orch.—SP 44045  
 BIG BAND, BEATLE SONGS—Arranged & Directed by Bob Leaper—44056



**SIMPLE BUT STRIKING**—The new Angel albums (left) for Fall are in 'full bloom' on this most attractive but basically simple 'wire tree'. The tall, extremely modern floor display is a beautiful attention-getter for dealers who want to highlight special LP's.

**TELL THE RECORD STORY**—Warner Bros. and Reprise Records use the cannon to rave about the Wonderful World of Entertainment through records. There is never enough that can be said about the tremendous value of the phonograph record as compared with the value of other entertainment media. Consumer advertising frequently helps sing the praises of records, but the dealer also must promote the great entertainment aspect of records and not pitch price. The story of the Wonderful World of Entertainment on records needs telling and re-telling.

Way back in February, a conscientious team of IBM-minded types ran a tape on the all-time Christmas Best Sellers for Reprise Records—to learn (as you might easily have guessed) that three names ran away from the field... three who topped the list by some staggering millions. - Whereupon Reprise set out to insure a lock on the holiday market by pairing these very three into one Album Supreme—so alive with consumer provocation that its success could only be considered a foregone, inescapable conclusion. - This is the awesome result!



That it will sell and sell—and sell—is already borne out by the most voluminous pre-release order activity in Reprise history! Is there anywhere a record dealer, buyer or radio station who can doubt that this year even Santa Claus believes in Reprise!

**Mo Ostin, General Manager, Reprise Records**



# NEW ALBUM RELEASES—POP

(Continued from page 20)

## MGM

GOLDFLOCKS & THE 3 BEARS—Bremontown Musicians—CH 512  
 UGLY DUCKLING  
 ALADDIN'S LAMP/ALI BABA—CH 511  
 GULLIVER'S TRAVELS/ROBIN HOOD—CH 513  
 PIED PIPER/SHOEMAKER & THE ELF—CH 514  
 IVANHOE/PRINCE & THE PAUPER—CH 515  
 FLIPPER'S NEW ADVENTURES—CH 515  
 CONCERTOS FOR TWIN PIANOS—E 4230  
 THE MUSICAL SOUL OF RUSSIA—E 4231  
 SENTIMENTAL, LONELY & BLUE—Roy Hamilton—E 4233  
 THE OSMOND BROTHERS SING THE ALL TIME HYMN FAVORITES—E 4235  
 THE GREAT JEWISH MELODIES PLAYED BY ORNAD—E 4237  
 PUT ON A HAPPY FACE—Joni James—E 4248  
 JOHNNY RIVERS, RICKY NELSON, & RANDY SPARKS—E 4256  
 THE VERY BEST OF RAY PETERSON—E 4250  
 MY KIND OF MAN—Connie Francis—E 4253  
 LOST HIGHWAY & OTHER FOLK BALLADS SUNG BY HANK WILLIAMS—E 4254  
 THE VERY BEST OF THE RAY CHARLES SINGERS—E 4257  
 DISCOTHEQUE DANCE PARTY—E 4258  
 THE SPARROW AT THE SHERATON—KINGSTON—E 4259  
 JONI SINGS THE GERSHWINS—E 4255  
 THE DUBLINERS—E 4262  
 OF HUMAN BONDAGE—Soundtrack—E 4261  
 BEYOND THE REEF—Joni James—E 4263  
 NEW VERSION OF DOWNBEAT FAVORITES—Harry James—E 4265  
 THE HANK WILLIAMS STORY—E 4267

## MERCURY

THIS BITTER EARTH—Brook Benton—SR 60934/MG 20934  
 THIS IS LOVE—Johnny Mathis—SR 60942/MG 20942  
 THE NEARNESS OF YOU—Patti Page—SR 60952/MG 20952  
 10th ANNIVERSARY ALBUM—The Platters—SR 60933/MG 20933  
 SONGS OF INSPIRATION—Harry Simeone Chorale—SR 60954/MG 20954  
 THE AMAZING TIMI YURO—SR 60963/MG 20963  
 GOLDEN GOODIES FOR TODAY'S TEENS—David Carroll—SR 60935/MG 20935  
 GIRL TALK—Lesley Gore—SR 60943/MG 20943  
 GO LITTLE HONDA—The Hondells—SR 60940/MG 20940  
 THE FINEST HOURS—WINSTON CHURCHILL—SRP-2-604/MG P-2-104

XAVIER CUGAT PLAYS THE MUSIC OF ERNESTO LECUONA—SR 60936/MG 20936  
 THE SLIGHTLY IRREVERENT MITCHELL TRIO—SR 60944/MG 20944  
 THE MAN OF STEEL—Jerry Byrd—SR 60932/MG 20932  
 COUNTRY & WESTERN NO. 1 MALE SINGER—George Jones—SR 60937/MG 20937  
 GIFTS AND MESSAGES—Roland Kirk—SR 60939/MG 20939  
 OSCAR PETERSON TRIO PLUS 1 CLARK TERRY—SR 60975/MG 20975  
 VIVA VAUGHAN—Sarah Vaughan—SR 60941/MG 20941

### MERCURY STORYTELLER SERIES

STORY OF ABE LINCOLN/STORY OF GEORGE WASHINGTON—SLP 112  
 GENERAL CUSTER/GERONIMO—SLP 113  
 A LEGEND OF SLEEPY HOLLOW/TELL TALE HEART—SLP 114  
 THE ASTRONAUT/FLIGHT OF FRIENDSHIP 7—SLP 115

## MERRY

MOTHER GOOSE—MR 001  
 NURSERY SONGS—MR 002  
 BEDTIME STORIES—MR 003  
 FAIRY TALES—MR 004  
 SINGING GAMES—MR 005  
 FAVORITE SING-A-LONG—MR 006  
 HAPPY BIRTHDAY—MR 007  
 GILBERT & SULLIVAN—MR 008  
 STORY TIME—MR 009  
 KINDERGARTEN HOOTENANY—MR 010

## MIDNIGHT

DISCOTHEQUE DANCE DATE WITH ALICE AND ELLEN KESSLER—HLP 2100  
 REAL GONE MAN—King Size Taylor & The Dominoes—HLP 2101

## MONITOR

RUMANIAN SONGS & DANCES—Folk Ensembles—MF 416  
 HUNGARIAN GYPSY—Hungarian Gypsy Orch.—MF 418  
 PROSIT—GERMAN DRINKING SONGS—Bleibtreu Sanger—MF (S) 419  
 FLOWER DRUM & OTHER CHINESE FOLK SONGS—Stephen Cheng—MF (S) 420  
 CANCAO DO MAR—Valentina Felix—MF (S) 421  
 YULYA SINGS KALINKA—MF (S) 422  
 SCOTLAND'S JOE GORDON FOLK FOUR—MF (S) 423

WALTZING MATILDA & OTHER AUSTRALIAN SONGS—William Clauson—MF 424  
 FERNANDA MARIA: FADISTA—MF (S) 425  
 OLGA PAVLOVA SINGS UKRAINIAN SONGS, Vol. 2—MF (S) 426  
 BAYANIHAN ON TOUR—MF (S) 428  
 EVENINGS IN EREVAN: Music From Armenia—MF 429  
 ARIRANG LOREAN SONG & DANCE ENSEMBLE—MF (S) 430  
 YUGOSLAV HIT PARADE—MP 601  
 THE VOICES OF YETTUSHENKO & VOZNESENKY—MR 113

## MOTOWN

WHERE DID OUR LOVE GO—Supremes—621

## MUSICOR

GENE—ITALIANO—Gene Pitney—MM 2015/MS 3015  
 HELLO DOLLY POLKA—Al Soyka & Orch.—MM 2016/MS 3016  
 GEORGE JONES' COUNTRY AND WESTERN SONGBOOK—George Jones' Boys—MM 2017/MS 3017  
 CARNIVAL OF THE AMERICAS—Tito Rodriguez—MM 2018/MS 3018  
 IT HURTS TO BE IN LOVE—Gene Pitney—MM 2019/MS 3019  
 MUSIC TO REMEMBER—Gian Franco Intra—MM 2020/MS 3020  
 51 BELLY DANCER FAVORITES—Abdul Ahmed & Orch.—MM 2021/MS 3021  
 TITO RODRIGUEZ PRESENTS VITIN AVILES—Vitin Aviles—MM 2025/MS 3025  
 PANIC BUTTON Original Sound Track—Composed & Conducted by Georges Garvarentz—MM 2026/MS 3026

## PHILIPS

MICHAEL LEGRAND PLAYS FOR DANCERS—PHS 600—155/PHM 200—155  
 DIZZY GILLESPIE GOES HOLLYWOOD—PHS 600—123/PHM 200—123  
 JAZZ BALLET—George Riedel—PHS 600—140/PHM 200—140  
 THE BEST OF JIMMY CLANTON—PHS 600—154/PHM 200—154  
 DISCOTHEQUE DANCE PARTY—The Panics—PHS 600—159/PHM 200—159  
 GOLDEN HITS OF 1964—Teresa Brewer—PHS 600—147/PHM 200—147  
 GREGORIAN CHANTS—Dominican Nuns of Fichermont—PCC—612/PCC—212  
 TREASURE OF GERMAN STUDENT SONGS—Various Artists—PHS 600—152/PHM 200—152  
 SONGS AND DANCES OF GREECE—Various Artists—PCC—613/PCC—213

## PROMENADE

MUSIC FROM GREAT ITALIAN MOTION PICTURES—Pino Calvi And His Orchestra P/SP 8608  
 THE CONCERT ZITHER—Ruth Welcome P/SP 8602  
 MUSIC FROM GREAT FRENCH MOTION PICTURES—Franck Pourcel And His Orch. P/SP 8603

## RCA CAMDEN

SINCERELY—Johnnie & Jack—CAL/CAS 822  
 THE ORIGINAL RECORDINGS BY GLENN MILLER AND HIS ORCH.—CAL/CAS 829  
 MELODY OF LOVE—Living Strings—CAL/CAS 830  
 TRY A LITTLE TENDERNESS—Malcolm Dadds—CAL/CAS 831  
 THE BEST OF QUARTETS/ALL NIGHT SING, VOL. 2—Various Artists—CAL/CAS 832  
 MUSIC FOR DANCING—Living Strings—CAL/CAS 835  
 THE OLD AND GREAT SONGS—Hank Snow—CAL 836  
 LIVING STRINGS AND LIVING VOICES WITH A HAPPY BEAT—CAL/CAS 837  
 DIXIELAND AT ITS BEST—Fountain; Girard; Almerico/Others—CAL/CAS 838  
 DANCE TIME WITH LAWRENCE DUCHOW—CAL/CAS 839  
 ORIGINAL RECORDINGS BY GREAT BANDS OF OUR TIMES—Various Artists—CAL/CAS 811  
 HAVE I TOLD YOU LATELY THAT I LOVE YOU—Jim Reeves—CAL/CAS 842  
 LIVING GUITARS SHINDIG—CAL/CAS 844  
 DR. SEUSS PRESENTS "HORTON HATCHES THE EGG," "THE SNEETCHES" AND OTHER STORIES—Marvin Miller, Narr.—CAL/CAS 1051  
 "JACK AND THE BEANSTALK" AND OTHER STORIES—Shari Lewis—CAL/CAS 1052  
 THE HECTOR HEATHCOTE SHOW—Original TV Sound Track—CAL/CAS 1053  
 WALT DISNEY'S "JOHNNY APPLESEED" AND "PECOS BILL"—Dennis Day; Roy Rogers; Sons of the Pioneers—CAL/CAS 1054  
 I LIKE HOLIDAYS!—Tom Glazer—CAL/CAS 1055  
 HARDTACK (He's a Fine Old Engine) AND FAMOUS AMERICAN RAILROAD SONGS—Gill Mack; Art Malvin; Mary Mayo—CAL/CAS 1056

## RCA VICTOR

DIALOGUE HIGHLIGHTS FROM THE PARAMOUNT MOTION PICTURE "BECKET"—Burton; O'Tool—LOC/LSO 1091  
 "THE KING AND I"—Original Cast of the Lincoln Center Production—LOC/LSO 1092  
 THE MIDNIGHT SPECIAL—Leadbelly—LPV 505  
 DAYBREAK EXPRESS—Duke Ellington—LPV 506  
 SONGS OF TRAGEDY—Hank Snow—LPM/LSP 2901  
 LEAVE IT TO THE LIMELITERS—LPM/LSP 2906



A SOLUTION TO THE AGE-OLD CHRISTMAS SHOPPING PROBLEM—For centuries Christmas shoppers have racked their brains to discover gifts for their friends and relations who have everything. Gift-hunting has been made significantly easier for shoppers via the introduction of the above-pictured full-color consumer catalog from Mercury Records. The brochure, which is geared for the "I Can't Make Up My Mind" Yuletide browser, is quickly accessible in a convertible dispenser for wall or counter display. Records make ideal gifts and, if properly highlighted, even the most fickle shopper can find something to his taste in this attractive booklet. The catalog has an extra added value. It is taken of the store and stimulates many customers to return and browse again another day.

## Suggested Art and Logos for "My Fair Lady" Sound Track

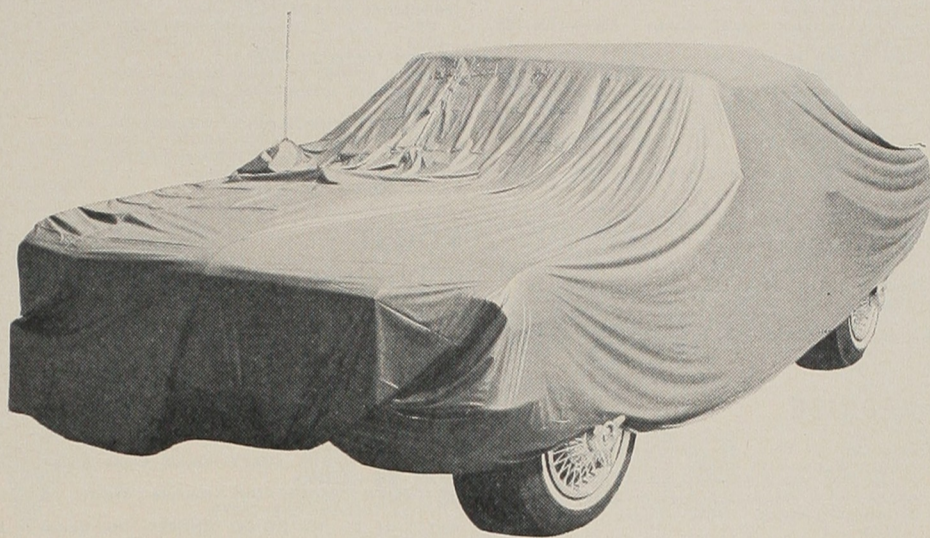
(Art Instructions: My Fair Lady artwork for your use in ads and dealer mailings. This artwork can also be enlarged for use on posters and window backdrops.)

FOR REPRODUCTION

COLUMBIA RECORDS LOCAL SALES AID SERVICE

ADVERTISE—In today's competitive record-selling business, it's the aggressive dealer who can point to a constantly growing volume. One way to stay up with the pack is become your own advertising agency and public relations firm. Many labels supply art and logos for reproduction in your local newspapers. Columbia Records, anxious to promote its sure-to-be-a-blockbuster soundtrack of "My Fair Lady," has available a varied sampling of theme line logos and artwork in various sizes and shapes. Create ads for your personal needs, drawing freely on any of the ingredients offered. The materials can also be utilized for dealer mailings or enlarged for posters and window backdrops.

# IT'S HERE!



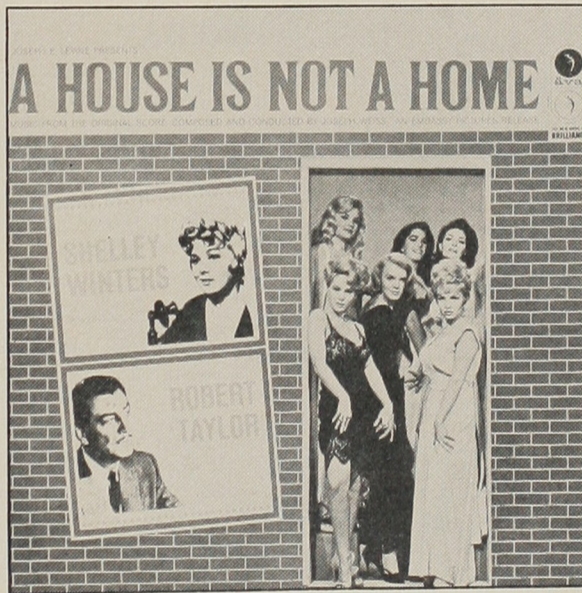
COMPLETELY REDESIGNED, COMPLETELY RESTYLED IN A CLEAN BREAK WITH THE PAST, THE '65 ÄVA PRESENTS NEW:

**ACTION      ALERTNESS      ACCELERATION**  
**VITALITY      VIGOR      VISION**  
**ARTISTRY      ALIGNMENT      ACCENTS**

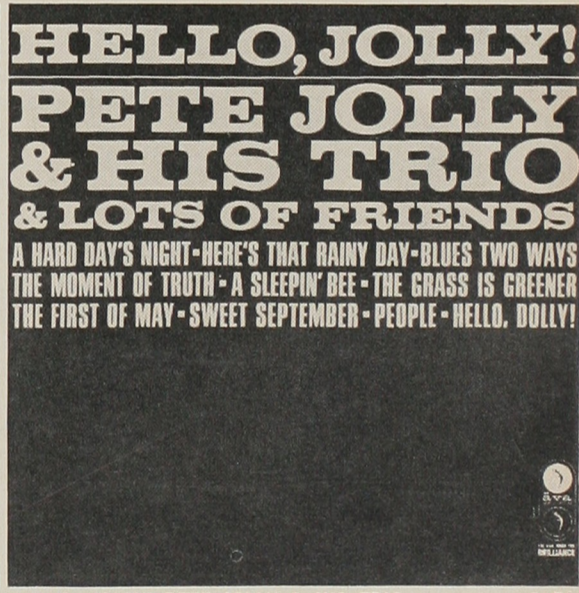
DISCOVER THE NEW ÄVA POWER IN THESE THREE NEW ALBUMS — TWO SOUND TRACKS AND A PETE JOLLY SPECIAL.



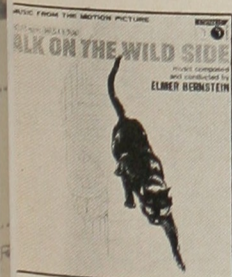
THE TROUBLE MAKER — ORIGINAL SOUND TRACK ■ A 49



JOSEPH E. LEVINE'S A HOUSE IS NOT A HOME ■ A 50



HELLO, JOLLY! PETE JOLLY & HIS TRIO ■ A 51



WALK ON THE WILD SIDE / Dosed & Conducted by Elmer Bernstein A 4 ST



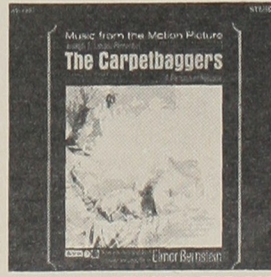
LITTLE BIRD • THE PETE JOLLY TRIO A 22



IRENE KRAL • BETTER THAN ANYTHING A 33



TONI LEE SCOTT VOL. LONELY A 36



JOSEPH E. LEVINE'S THE CARPET BAGGERS ORIGINAL SOUND TRACK A 45 ST



THE NEW WORD FOR BRILLIANCE

ÄVA RECORDS, 8730 Sunset Boulevard, Los Angeles 69, California / 657-1070

YOU WILL SOON BE STRESSING THE AAH! IN ÄVA.

# NEW ALBUM RELEASES—POP

(Continued from page 22)

## RCA VICTOR (con't.)

NEVER UNDERESTIMATE THE POWER OF THE WOMENFOLK—LPM/LSP 2919  
THE SWEETEST SOUNDS—Kate Smith—LPM/LSP 2921  
SO TENDERLY—John Gary—LPM/LSP 2922  
THE EXCITING VOICE OF SERGIO FRANCHI—LPM/LSP 2943  
THE SOUL OF ME—Ketty Lester—LPM/LSP 2945  
POP COUNTRY HITS—Various Artists—LPM/LSP 2949  
SUGAR LIPS—Al Hirt—LPM/LSP 2965  
WELCOME TO THE PONDEROSA—Lorne Greene—LPM/LSP 2843  
OUR LAND—OUR HERITAGE—Blocker; Mitchum—LPM/LSP 2896  
SOMETHING WONDERFUL HAPPENS—Frankie Faneli—LPM/LSP 2898  
ODETTA SINGS OF MANY THINGS—LPM/LSP 2923  
GO TEAM, GO!—Norman Luboff Choir—LPM/LSP 2924  
THE HAPPY HITS—Dick Schory—LPM/LSP 2926  
NOW'S THE TIME!—Sonny Rollins—LPM/LSP 2927  
ALLEN LUDDIN SINGS HIS FAVORITE SONGS—LPM/LSP 2934  
SONGS YOU WON'T FORGET—Peter Nero—LPM/LSP 2935  
THE WAYFARERS AT THE WORLD'S FAIR—LPM/LSP 2946  
BALLADS, BLUES AND BOASTERS—Harry Belafonte—LPM/LSP 2953  
THE MELLOW GUITAR MOODS OF LOS INDIOS TABAJARAS—LPM/LSP 2959  
EXCITEMENT ON PARK AVENUE—Paul Anka—LPM/LSP 2966  
SMOKY MOUNTAIN BALLADS—Various Artists—LPV 507  
STOMPS AND JOYS—Jelly Roll Morton—LPV 508  
SILVER SAXOPHONES PLAY THE GOLDEN HYMNS—Darol Rice—LPM/LSP 2929  
DORIS AKERS AND THE STATESMEN QUARTET SING FOR YOU—LPM/LSP 2936  
THE BLACKWOOD BROTHERS QUARTET PRESENT THEIR EXCITING TENOR BILL SHAW—LPM/LSP 2938

FRANKIE CARLE PLAYS THE BIG IMPORTED HITS—LPM/LSP 2920  
THE WORTH IS YET TO COME—Stan Worth—LPM/LSP 2939  
IN A YOUNG MOOD—Marty Gold and Orch.—LPM/LSP 2942  
THE ED AMES ALBUM—LPM/LSP 2944  
DAVID MERRICK PRESENTS HITS FROM HIS BROADWAY HITS—John Gary; Ann-Margret; Merrill Staton Voices—LPM/LSP 2947  
FRACTURED FOLK SONGS—Homer and Jethro—LPM/LSP 2954  
THE TRAVELIN' BARE—Bobby Bare—LPM/LSP 2955  
SAM COOKE AT THE COPA—LPM/LSP 2970  
FESS PARKER SINGS ABOUT DANIEL BOONE, DAVY CROCKETT, ABE LINCOLN—LPM/LSP 2973  
ORIGINAL MUSIC FROM "THE ROGUES"—Nelson Riddle and Orch.—LPM/LSP 2976  
DRACULA'S GREATEST HITS—Gene Moss—LPM/LSP 2977  
SMALL WONDER—Rita Pavone—LPM/LSP 2996

## REGINA

COMIN' HOME BABY—Jack La Forge—(R) 309  
PROMISE HER ANYTHING—Jack La Forge—(R) 313  
A JAZZ PORTRAIT OF JACK LA FORGE—(R) 314

## REPRISE

IT MIGHT AS WELL BE SPRING—Frank Sinatra & Count Basie—F/F5 1012  
ELLINGTON '65—Duke Ellington—R/R56122  
DREAM WITH DEAN—Dean Martin—R/R5 6123  
BROADWAY—RIGHT NOW!—Eddie Cono—R/R5 6124  
THE LATIN ALBUM—Trini Lopez—R/R5 6125  
CALIFORNIA SUITE—Sammy Davis, Jr.—R/R5 6126  
THE MIKE ST. SHAW TRIO—R/R5 6128  
ARTURO ROMEO & HIS MAGIC VIOLINS—R/R5 6129  
EVERYBODY LOVES SOMEBODY—Dean Martin—R/R5 6130

## REQUEST

LET'S BE MERRY IN SALZBURG—8053  
GERMAN FOLK SONGS—ROCKED IN U.S.A.—8054  
THE LITTLE SINGERS OF TOKYO—8055  
GERMAN FOLK SONGS OF TODAY AND YESTERDAY—8056  
FRANK RICHIE, THE SINGING ULSTERMAN—8057  
ERIN THE TEAR AND THE SMILE—8058  
BELFAST STREET SONGS—8059  
SPRINGTIME IN PORTUGAL—8063  
A GREAT VOICE SINGS THE GREATEST FADOS—8065  
FAIR IN SALZBURG—10060  
THE NEW SOUND OF FOLK DIXIE—10064  
40 FAVORITE UKRAINIAN MELODIES—Vol. II—10065  
40 FAVORITE YUGOSLAVIAN MELODIES—10066  
40 FAVORITE LITHUANIAN MELODIES—10067  
40 FAVORITE GERMAN MELODIES—10068  
GUITARS OF PORTUGAL—10070  
DUBLIN DANCE DATE—10071

## ROOST

EL LATINO—Terry Gibbs (S)LP—2260  
THE GETZ AGE—Stan Getz—LP—2258  
REMINISCING—Johnny Smith (S)LP—2259

## ROULETTE

MY FAIR LADY GOES LATIN—Tito Puente (S)R—25276  
THE RACE RACE—Sandy Barron (mono only) R—25277  
BY JUPITER & GIRL CRAZY—Jackie Caine & Roy Kral (S)R—25278  
POLYNESIAN RENDEZVOUS—Daphne Walker & George Tumahai (S)R 25279  
THEY CALL US THE GO-GO SINGERS—The Go-Go Singers (S)R—25280  
LOVE SONGS FROM A COP—Joe E. Ross (S)R25281  
MY FAIR LADY—MY WAY—Johnny Richards (S) R—52141  
ITALIAN SONGS MAMA NEVER TAUGHT ME—The Di Mara Sisters (S)R—25265  
POLISH SONGS MAMA NEVER TAUGHT ME—Ray Budzilek (S)R—25266  
YIDDISH SONGS MAMA NEVER TAUGHT ME—Patsy (S)R—25267  
FAVORITE WEDDING POLKAS AND WALTZES—Kenny Bass (S)R—25268  
DINAH WASHINGTON—Dinah Washington (S)R—25269  
WHAT'S NEW—THE NEW Group (S)R—25270  
SONGS BY ACADEMY WINNER JAMES HEUSEN—Pearl Bailey (S)R—25271  
LET'S GO BOBO—Willie Bobo (S)R—25272  
DRUMS, DRUMS, DRUMS—Olatunji (S)R—25274  
ROCKIN' IN THE 25TH CENTURY—The Spacemen (S)R—25275  
SWEET & SASSY—Sarah Vaughan (S)R—52112  
BACK WITH BASI—Count Basie (S)R—52113

## SIMON SAYS

THE BROWNIES—M26  
BEAUTY AND THE BEAST—M27  
THE ABC'S—M28  
YOU CAN BE A MAGICIAN—M29  
THE ADVENTURES OF BLACK BEAUTY—M30  
ASTRO BOY—M31  
COURAGEOUS CAT—M32

## STARDAY

SINGING IN MY SOUL—The Lewis Family—SLP 289  
HE'S GOT THE WHOLE WORLD IN HIS HANDS—The Sunshine Boys—SLP 290  
THE COUNTRY MUSIC MEMORIAL ALBUM—SLP 291  
GRASSROOTS! REAL OLD TIME COUNTRY MUSIC—SLP 292  
STEEL GUITAR & DOBRO SPECTACULAR!—SLP 293  
THE GREATEST COUNTRY FIDDLERS OF OUR TIME—SLP 294  
THE COUNTRY MUSIC HALL OF FAME, VOL. 4—SLP 295  
BLUEGRASS HALL OF FAME—(various artists)—SLP 296  
THE WONDERFUL WALTZS OF COUNTRY MUSIC—SLP 297  
HOT ROD LINCOLN—Johnny Bond—SLP 298  
DECK OF CARDS—(various artists)—SLP 299  
WILF CARTER (MONTANA SLIM)—SLP 300  
MORE ALL NIGHT SINGING—Wally Fowler—SLP 301  
DOTTIE WEST—THE COUNTRY GIRL SINGING SENSATION—SLP 302  
PREACHING, PRAYING, SINGING—(various artists)—SLP 303  
COUNTRY MUSIC'S WHOS WHO—(various artists)—SLP 304  
THE LATE & GREAT DEAN MANUEL—SLP 305  
LET'S HIT THE ROAD!—(truckdriver songs)—SLP 306

## SWAN

MY MAN—Walter Gates—SW 515  
JOHN, PAUL & ALL THAT JAZZ—Roger Webb—SW 516

## TAMLA

GREATEST HITS—Marvin Gaye—252  
STEVIE AT THE BEACH—Stevie Wonder—255  
A COLLECTION OF 16 ORIGINAL HITS—Various Artists—256  
EVERY LITTLE BIT HURTS—Brenda Holloway—257

## TANGERINE

HALLELUJAH, LOUIS JORDAN IS BACK—TRC 1503

## TICO

ECHANDO PA'LANTE (STRAIGHT AHEAD)—Eddie Palmieri (S)LP—1113  
THE BEST OF GILBERTO MONROIG—Gilberto Monroig LP—1117  
MEXICO YO TE CANTO—Miguelito Valdes (S)LP—1011  
SPANISH SONGS MAMA NEVER TAUGHT ME—(various artists) (S)LP 1111  
HANGIN OUT—Joe Cuba (S)LP 1112  
MUCHO PUENTE—Tito Puente—(S)LP-1115

## UNITED ARTISTS

MORE AMOR—Tito Rodriguez—UAL 3400/UAL 6400  
FIFTY FABULOUS YEARS—Leroy Holmes—UAL 3373/UAL 6373  
FIFTY FABULOUS MARCHES—Washington Marching Band—UAL 3372/UAL 6372  
FIFTY FABULOUS BANJO FAVORITES—The Banjo Rhythm Band—UAL 3398/UAL 6398  
FIFTY FABULOUS WALTZES—Leroy Holmes & Orch.—UAL 3395/UAL 6395  
DOWN HOME—Melba Montgomery—UAL 3369/UAL 6369  
A KING AND TWO QUEENS—George Jones, Melba Montgomery, & Judy Lynn—NAL 3367/UAL 6367  
GEORGE JONES SINGS LIKE THE DICKENS—UAL 3364/UAL 6364  
I GET LONELY IN A HURRY—George Jones—UAL 3388/UAL 6388  
THE JUDY LYNN SHOW—UAL 3390/UAL 6490  
THE STORY OF MOZART—UAC 11022  
HANSEL & GRETEL—UAC 11033  
CHRISTOPHER COLUMBUS—UAC 11040  
THE LITTLE MERMAIDS—UAC 11042  
THE COUNT OF MONTE CRISTO—UAC 11044  
PETER & THE WOLF—UAC 11039  
THE STORY OF BACH—UAC 11048  
TINA THE BALLERINA—UAC 11038  
RIP VAN WINKLE—UAC 11034  
ZULU—Original Sound Track—UAL 4116/UAL 5116  
THE SEVENTH DAY—Original Sound Track—UAL 4115/UAL 5115  
TOPKAPI—Original Sound Track—UAL 4118/UAL 5118  
GOLDFINGER—Original Sound Track—UAL 4117/UAL 5117  
HOMECOMING—The Highwaymen—UAL 3348/UAL 6348  
THE EXCITING NEW LA PLAYA SOUND—The Playa Sextet—UAL 3357/UAL 6357  
MY FAIR LADY—Ferrante And Teicher—UAL 3365/UAL 6361  
ON THE TRAIL—Al Caiola—UAL 3362/UAL 6362  
RUSSIA GOES JAZZ—Teddy Charles And The Stars—UAL 3365/UAL 6365  
FIFTEEN GREATEST HITS—Frankie Avalon—UAL 3382/UAL 6382  
INSIDE BETTY CARTER—UAL 3379/UAL 6379  
OFF THE BEATLE TRACK—George Martin & Orch.—UAL 3377/UAL 6377  
GOLDEN MOTION PICTURE THEMES & ORIGINAL SOUNDTRACKS—Various Artists—UAL 3367/UAL 6367  
THE GOOD GUYS SING—WMCA Good Guys—UAL 3370/UAL 6370  
HARD DAY'S NIGHT—Beatles—Soundtrack—UAL 3366/UAL 6366  
GO, JOHNNY, GO—Johnny Rivers—UAL 3386/UAL 6386  
AN AMERICAN MUSICAL PANORAMA—Pittsburgh Pops Orchestra—UAL 3384/UAL 6384  
MADE IN ROME—Riz Ortolani—UAL 3360/UAL 6360  
I CAN'T STOP LOVING YOU—Bobby Goldsboro—UAL 3381/UAL 6381  
WITH YOU IN MIND—Danny Williams—UAL 3380/UAL 6380  
THE PEOPLE'S CHOICE—Ferrante & Teicher—UAL 3385/UAL 6385  
TUFF GUITAR—Al Caiola—UAL 3389/UAL 6389  
WORLD'S GREATEST LOVE SONGS—Jan Peerce—UAL 3374/UAL 6374  
SONGS OF WORLD WAR I—The Four Lads—UAL 3399/UAL 6399  
A HARD DAY'S NIGHT—George Martin & Orch.—UAL 3383/UAL 6383  
THE YOUNGFOLK—UAL 3402/UAL 6402

## VERVE

WARM WAVE—Cal Tjader—V8585  
THE CAT—Jimmy Smith V 8587  
IT'S ALL RIGHT—Wynton Kelly—V 8588  
BASIE LAND—Count Basie—V 8597  
ELLA FITZGERALD SINGS JEROME KERN—V 4004  
THE INDIVIDUALISM OF GIL EVANS—V 8555  
BLUE RABBIT—J. Hodges/Wild Bill Davis—V 8591  
NEW FANTASY—Lalo Schifrin—V 8601  
OSCAR PETERSON PLAYS MY FAIR LADY—V 8589  
WHISTLE STOPPING WITH JONATHAN WINTERS—V 15037  
MODERN COUNTRY—Kai Winding—V8602  
THE BEST OF ELLA FITZGERALD—V4063  
W. JACKSON—V8589  
GET AU GO GO—Stan Getz—V8600—A. Gilbert

## WARNER BROS.

THE BOOK OF THE BLUES—(Vol. 1) Richard "Groove" Holmes—W/W5 1553  
THE VERY BEST OF THE EVERLY BROS.—W/W5-1554  
PETER, PAUL & MARY IN CONCERT—2W/2W 1555  
MY FAIR LADY—The Kirby Stone Four—W/W 1556  
AUTUMN NOCTURNE—Buddy Cole—W/W5 1557  
TERRY-THOMAS DISCOVERS AMERICA—W/W 1558  
CHARGE!—The Routers—W/W5 1559  
POITER MEETS PLATO—Sidney Poiter—W/W5 1564  
FARMER JOHN—The Premiers—W/W5 1565  
THE WATUSI—Bobby Jay & The Hawks—W/W 1562  
THE SKA—Bobby Jay & The Hawks—W/W5 1564  
THE MONKEY—Bobby Jay & The Hawks—W/W 1564

## WORLD ARTISTS

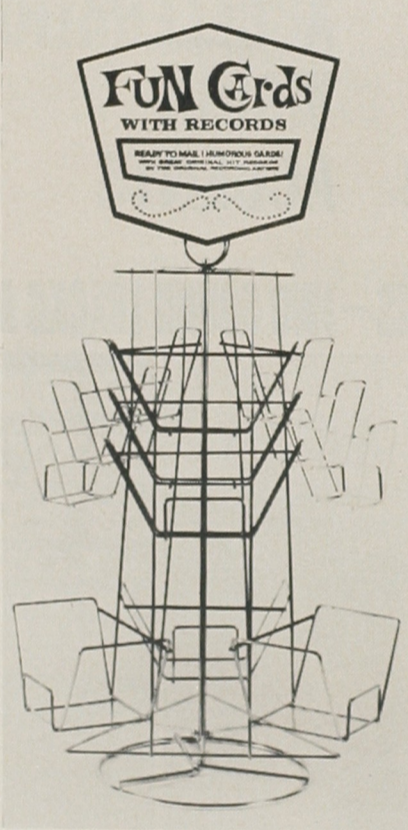
SEVENTY DAWN—Joe Sherman Orch. & Chorus—WAM 2000/WAS 3000  
LIVE AT THE ADLIF CLUB OF LONDON—Arthur WAM 2001  
YESTERDAY'S GONE—Chad & Jeremy—WAM 2000/WAS 3002

## WORLD PACIFIC

STRETCHIN' OUT—Jazz Crusaders—PJ (s) 83  
MC CANNA—Less Mc Cann—PJ (s) 84  
FOR DJANGO—Joe Pass—PJ (s) 88  
SO DANCO SAMBA—Claire Fischer—WP (s) 1832  
THE KING AND I—Mastersounds—WP (s) 1831  
THE SANDALLS PLAY TEEN MOVIE THEMES—WP (s) 1832  
RAUL SHANKAR—WP (s) 1431  
FLUTE, OBOE & STRINGS—Bud Shank, Cooper—WP (s) 1827  
THE STOODENMAN FAMILY—LIVE—WP (s) 1828  
DOBRO COUNTRY—Tut Taylor—WP 1827



HOPE YOU LIKE THIS GIFT



Who ever said that there is never anything new under the merchandising sun had better check out Vee Jay Records' new Teen Fun Reko-Cards. This novel concept offers a line of over 150 oldies attractively packaged in with humorous, colorful greeting cards. Geared for record stores, drug stores, etc., the cards broaden the base of record selling by including the vast greeting card market.

Dealers are offered a prepack, a new counter brass merchandiser which has been created especially for the Teen Fun Cards. The unit holds 90 records and 90 cards. The records selected in the prepack consist of 3 of each of the top 30 best-selling Oldies 45. All the decks are collated with browser divider cards. The entire prepack costs the distributor \$41.40 or 46 cents per record. There is no additional charge for the cards and mailing envelopes. In addition, the label does not charge for the brass browser units when bought as prepacks.

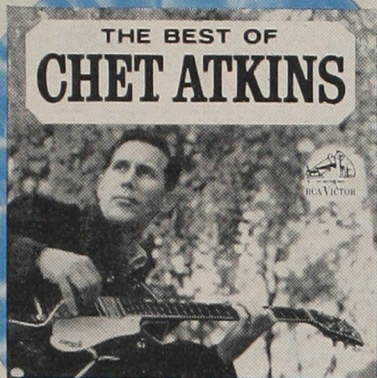
Without the prepack stores may order individually and make up their own merchandisers on this basis: for every Oldie 45 you buy on the basis of buy 9 get 1 free—you can order the cards at 5 cents each; the brass browser merchandiser can be ordered at a cost of \$4.50 each.

In reordering the prepack dealers will buy on the buy 9 get 1 free basis that has been set up for Oldies 45 and pay 5 cents for the card and mailer.

The uses of Reko-Cards are extremely varied. They're suitable for birthdays, anniversaries plus a wide range of friendship cards.

The humorous cards contain messages right in the modern teenager's groove. The "heard you were sick" card boasts a "in the head" punchline while the "hope you like this gift" unfolds to "your payments don't start until the first of the month." Shown alongside of the sample cards is the above-mentioned prepack merchandiser.



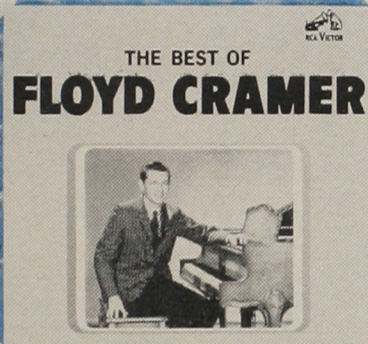


Chet's greatest hits from the past, like "Yankee Doodle Dixie," "Main Street Breakdown," "Country Gentlemen," "Malaguena" and "Blue Ocean Echo."  
LPM/LSP-2887 (e)

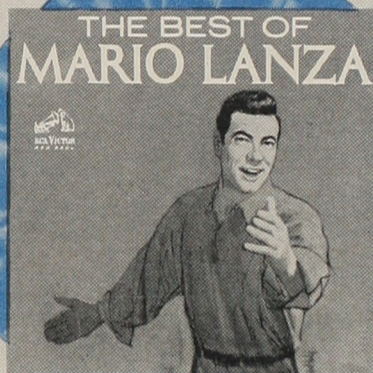


Sam serves up a platterful of hits sure to sell like hot cakes. Winners like "You Send Me," "Having A Party," "Chain Gang," 12 in all.  
LPM/LSP-2526

# 'BEST OF' ALBUMS - EVERY ONE A SALES WINNER!



Floyd's big hits in one great album, such as "Last Date," "Java," "Satan's Doll," "Unchained Melody," "Your Last Goodbye."  
LPM/LSP-2888



A great singer—and the songs that made him a legend. "Be My Love," "Because You're Mine," "Serenade" from "The Student Prince," others.  
LM/LSC-2748 (e)



The leading man's outstanding performances. Includes "Peter Gunn" and "Mr. Lucky" from TV, "Moon River," "Charade," "Days of Wine and Roses" and "Hatari" from the movies.  
LPM/LSP-2693



The kings of the folk world sing "We Shall Overcome," "This Train," "The Midnight Special," "Gunslinger," "Reedy River," "A Wayfaring Stranger."  
LPM/LSP-2889



Jim sings his heart out on tunes like "He'll Have to Go," "Am I Losing You?," "Four Walls," "Guilty," "Danny Boy," "The Blizzard."  
LPM/LSP-2890

**RCA VICTOR**  
The most trusted name in sound