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The Great Songs of Christmas from Goodyear

A blog dedicated to the warm memories provided by the Christmas albums sold by Goodyear in the 60's and 70's. Information originally posted on a GeoCities site.

Wednesday, December 23, 2009

The Stanley Arnold Story

Who is Stanley Arnold, and what does he have to do with the Goodyear Christmas albums? Everything, as it turns out. The liner notes for the first nine albums gave credit to a firm known as "Stanley Arnold & Associates," and I always wondered what that meant. I found the answer in a book called "Tale of the Blue Horse and Other Million Dollar Adventures", authored by Stanley Arnold himself.

Simply put, Stanley Arnold was an idea man. He originally worked for the ad agency Young & Rubicam, then struck out on his own. He didn't want to start an ad agency, he started an idea agency, coming up with marketing ideas for companies but letting them (or their ad agencies) handle the details themselves. One of those ideas was getting Goodyear to put out an album of Christmas songs. His logic was simple: "Santa Claus never used a tire, but it occurred to me that Christmas had two deep connections with Goodyear. First, everyone is interested in Christmas; second, Goodyear sells many, many tires during the pre-Christmas season. That would be the million dollar idea for Goodyear, I decided: an album of Christmas music." He was adamant that the album not be one of "cutie" songs like "I Saw Mommy Kissing Santa Claus" or "Rudolph", but rather of classic tunes done by quality artists - a collection worthy to be called "The GREAT Songs of Christmas."

Arnold was savvy business-wise, not just in the idea department. He had Goodyear act as the outlet for the album, but did not require them to actually invest anything in it; that way, Goodyear couldn't lose a penny on the deal even if no one actually bought the record. But he did have to convince Goodyear to think big: they initially thought 30,000 copies nationwide would be sufficient for Columbia to make; Arnold was thinking 3 million. They eventually compromised at 900,000. The success was proven by a simple act: by December 1, Goodyear ordered its advertising agency to stop all advertising for the record -because there weren't any left! The print order for the 1962 album was 1.5 million, and almost 2 million for the 1963 album. History repeated itself, and those albums sold out well before Christmas also. (One additional note: the ad agency that created, and

prematurely had to cancel, the ads for the albums was Arnold's old firm, Young & Rubicam.)

"Tale of the Blue Horse" was published in 1967, and the Stanley Arnold acknowledgment stopped on the albums two years later. I don't know if the contract ran out, or Goodyear decided to take over, or if Columbia decided to deal directly with Goodyear. But at least we know how this whole thing got started. Based on his writing, Arnold thinks quite a bit of himself. But that ego has given millions of us a million memories - and the fact that you're reading this shows that those memories carry on many years later. God bless you, Stanley Arnold!

Posted by [boojidad](#) at 1:50 PM 1 comment:

Wednesday, December 9, 2009

8 Tracks!

Laugh if you will, but they were once as common as CD's (and CD's are slowly disappearing in the download age, but that's another story). Here's what I've found so far; I suspect there are more floating out there in a thrift store somewhere...

Album 10 (1970)

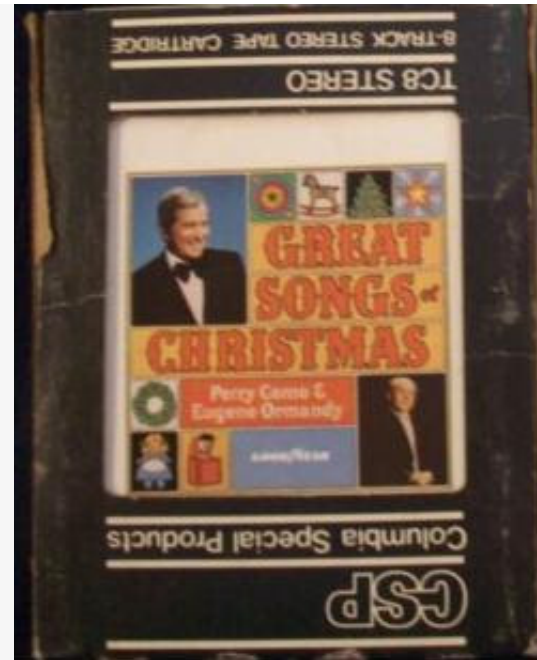


BEST OF THE GREAT SONGS OF CHRISTMAS ALBUM 10	
PROGRAMS	
1	FIRST NOEL John Davidson • CAROL OF THE BELLS The New York Philharmonic, Leonard Bernstein, Conductor • THE CHRISTMAS SONG Tony Bennett • THE LORD'S PRAYER Richard Tucker
2	JOY TO THE WORLD Ann Moffo • AVE MARIA Isaac Stern • SILENT NIGHT Barbra Streisand
3	TWELVE DAYS OF CHRISTMAS Dinah Shore • THE LITTLE DRUMMER BOY Percy Faith, His Orchestra & Chorus • AWAY IN A MANGER Mahalia Jackson
4	DO YOU HEAR WHAT I HEAR? Andy Williams • TOYLAND Doris Day • THE NIGHT BEFORE CHRISTMAS Steve Lawrence • WE WISH YOU A MERRY CHRISTMAS Ray Conniff & The Singers

Christmas Is.. (1972)



Great Songs of Christmas - Perry Como & Eugene Ormandy (1977)



Posted by boojidad at 9:28 PM No comments:

Monday, December 7, 2009

Album Six





The Great Songs of Christmas
Album Six
Columbia Special Products
CSM 388 (Mono) / CSS388 (Stereo)
1966

Silent Night - Barbara Streisand

Do You Hear What I Hear? - Andy Williams

The Christmas Song - Johnny Mathis
- *edited from version on original album*

The Holiday of Love/Caroling, Caroling - The King Family

Jesu Joy of Man's Desiring - Pablo Casals
- *Performed by a string group with choir - no other credits given*

O Little Town of Bethlehem/It Came Upon a Midnight Clear - The King Family

O Come, All Ye Faithful - Jan Peerce

[Ave Maria](#) - Barbara Streisand

[Frosty the Snowman](#) - Ray Conniff

[We Need a Little Christmas](#) - New Christy Minstrels

[Let It Snow, Let It Snow, Let It Snow](#) - Steve Lawrence & Eydie Gorme

[Hark! The Herald Angels Sing](#) - Ray Conniff
- *extracted from medley on original album*

Noel Nouvelet - Jan Peerce

March of the Kings - Mormon Tabernacle Choir

Deck the Halls With Boughs of Holly - Mormon Tabernacle Choir

White World of Winter - Bing Crosby

[Il Est Ne](#) - New Christy Minstrels

Still, Still, Still - Mormon Tabernacle Choir

[Away in the Manger](#) - Mahalia Jackson/Percy Faith

[We Wish You a Merry Christmas](#) - Ray Conniff
- *extracted from medley on original album*

Print ad for Album Six:

STEREO

GREAT SONGS OF CHRISTMAS
BY GREAT ARTISTS OF OUR TIME

NEW! Collector's Album '6 from Goodyear

20 CHRISTMAS SELECTIONS PERFORMED BY GREAT ARTISTS OF OUR TIME—in ONE LIMITED EDITION ALBUM! YOUR CHOICE OF FIVE IS BEING MADE!

Even if you already own one or more of the five previous albums, you will want to own this one! These five for only \$1.00 as Goodyear Records Stores and most Goodhouse Dealer's Extra available in Canada! You don't have to buy another thing! But hurry, please. Each of the previous albums was a sellout, and this new one, with new artists and new songs, they go even faster. For \$1.00, it's the greatest value in limited edition albums ever offered!

\$1

GOOD YEAR
where there's a will, there's a way

Side #1: Silent Night - Do You Hear What I Hear - The Christmas Song - The Holiday of Love - Learning, Learning, Now, the world is Dancin' - O Little Town of Bethlehem - O Come, All Ye Faithful - Joy Mania
Side #2: Frosty the Snowman - We Hired a Little Christmas - Let It Snow, Let It Snow, Let It Snow - Hark! The Herald Angels Sing - Noel Nocturne - March of the Pipers - Check the Frosts with Boughs of Holly - White Noise of Winter - It's Not the - Still, Still, Still - Away to a Manger - No Nick You & Merry Christmas

Posted by boojidad at 1:31 PM 2 comments:

Album Five



The Great Songs of Christmas
Album Five
Columbia Special Products
CSP 238S (Stereo) / CSP238M (Mono)
1965

O Holy Night - Andy Williams

It Came Upon A Midnight Clear - Andre Kostelanetz
- *extracted from medley on original album*

Caroling, Caroling - Anna Maria Alberghetti

Jolly Old St Nicholas - Maurice Chevalier

The Little Drummer Boy - Philadelpha Orchestra/Eugene Ormandy

The Star Carol - Anna Maria Alberghetti

[We Three Kings of Orient Are](#) - Philadelphia Orchestra/Eugene Ormandy

Hark the Herald Angels Sing / Angels We Have Heard on High - Andre Kostelanetz

Silent Night - Maurice Chevalier

[The Lord's Prayer](#) - Richard Tucker

[Sleigh Ride](#) - Steve Lawrence & Eydie Gorme

[The Twelve Days of Christmas](#) - Dinah Shore

[O Little Town of Bethlehem](#) - Richard Tucker

[Lo, How a Rose E'er Blooming](#) - Diahann Carroll

Some Children See Him - Diahann Carroll

O Come All Ye Faithful/The First Noel - Danny Kaye

[Silver Bells](#) - Doris Day

Jingle Bells / [It's Christmas Time All Over The World](#) - Sammy Davis Jr
- *'Jingle Bells' into not available anywhere else!*

Bonus - print ad for the LP:



The Great Songs of Christmas
Album Four
Columbia Special Products
CSP 155 - Mono / CSP 155S - Stereo
1964

[Silent Night](#) - Mary Martin

[O Little Town of Bethlehem](#) - New York Philharmonic/Leonard Bernstein

[O Come All Ye Faithful](#) - Robert Goulet

[Joy to the World](#) - Philadelphia Orchestra/Eugene Ormandy

[Good King Wenceslas](#) - Percy Faith

[What Child Is This](#) - Brothers Four

[Holy, Holy, Holy / Abide With Me](#) - Mahalia Jackson

[Ave Maria](#) - Isaac Stern

[Toyland](#) - Doris Day

[The Shepherd Boy](#) - New Christy Minstrels

[Deck the Halls](#) - New York Philharmonic/Leonard Bernstein

[The First Noel](#) - Mitch Miller

Hark! The Herald Angels Sing - Andre Previn

[God Rest Ye Merry, Gentlemen](#) - Brothers Four

Coventry Carol - Mitch Miller

[O Come Little Children](#) - Philadelphia Orchestra/Eugene Ormandy

Go Tell It On the Mountain - Brothers Four

[Sing Hosanna, Hallelujah](#) - New Christy Minstrels

Sample print ad for the album:



Posted by [boojidad](#) at 2:47 PM No comments:

Friday, November 20, 2009

Goodyear or not Goodyear?

When is a Goodyear Christmas album not a Goodyear Christmas album? Some copies of the first album did not list Goodyear on the album cover, although it did say "Created Exclusively"; and some copies of Albums Two and Three had the Goodyear reference blotted out on the cover. I'm figuring that either Columbia tried to market these through other businesses besides Goodyear, or maybe this was the version you got when you ordered a prior edition using one of the order forms. Whatever the case, the Goodyear name and logo is nowhere to be found on these. The mystery may never be solved, but here's proof they exist:





Posted by [boojidad](#) at 11:12 AM No comments:

Thursday, November 19, 2009

Album Three



The Great Songs of Christmas
Album Three
Columbia Special Products XTV 88656 - Mono
1963

[O Little Town of Bethlehem](#) - Philadelphia Orchestra/Eugene Ormandy

[Silent Night](#) - Julie Andrews

[O Come All Ye Faithful](#) - Mormon Tabernacle Choir

[I Saw Three Ships](#) / [Here We Go A-Caroling](#) - Percy Faith

[It Came Upon the Midnight Clear](#) / Away in the Manger - Mitch Miller

[Ave Maria](#) - Isaac Stern

[Panis Angelicus](#) - Robert Goulet

Joy to the World - Mormon Tabernacle Choir

[O Tannenbaum](#) - Percy Faith

[Snow in the Street / Joseph Dearest Joseph Mine](#) - New Christy Minstrels

[Carol of the Bells](#) - New York Philharmonic/Leonard Bernstein

[Hark! The Herald Angels Sing / A La Nanita Nana](#) - The Norman Luboff Choir

The Holly and the Ivy / We Wish You a Merry Christmas - Andre Previn

We Three Kings - Mormon Tabernacle Choir

[Wassail Wassail](#) - New Christy Minstrels

Sample print ad for the album:



Posted by [boojidad](#) at 11:22 AM No comments:

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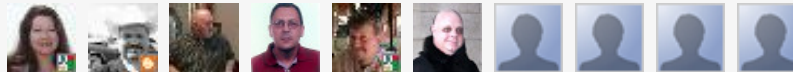


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