

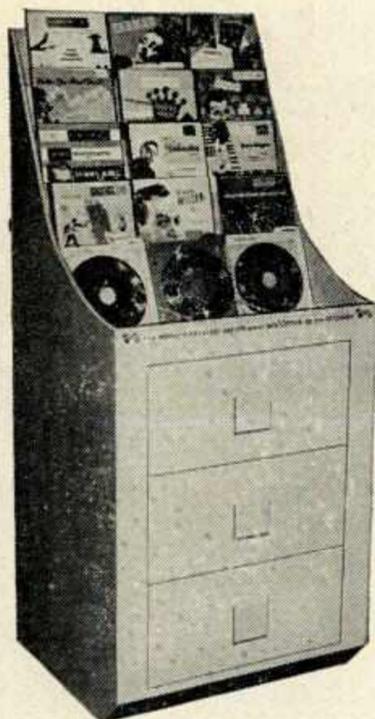
The Billboard

N A M M C O N V E N T I O N S E C T I O N

SECTION II

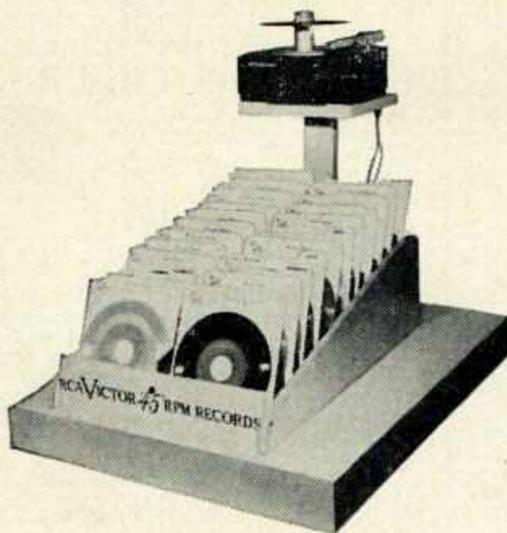
JULY 15, 1950

There's a "45" fixture to fit YOUR needs!



◀ **The COUNTERETTE**—16" x 24" x 7". Self-service counter unit for 300 singles (or equivalent albums). Use near key traffic spots to supplement larger fixtures; or place three abreast on your Hutch base. Player platform at slight additional cost. R-104.

◀ **The RECORDERETTE**—24" x 22" x 56". Displays 12 albums. Self-service on 378 singles. For wall or aisle space. 3 big drawers store 168 albums or 1512 singles. Divider cards for easy selection. 2K2528.



◀ **The HUTCH**—48" x 24" x 56". Displays 18 albums, 690 singles. Stocks 300 albums or 2700 singles. 6 drawers, 40 divider cards. Sliding shelf for demonstrator unit. 2K2527.

Unanimously acclaimed! Tested and approved fixtures that parallel the phenomenal public acceptance of the RCA Victor 45 rpm system!

Thousands and thousands of record dealers are "fixturing up" to give more profitable service to the ever-increasing army of "45" buyers!

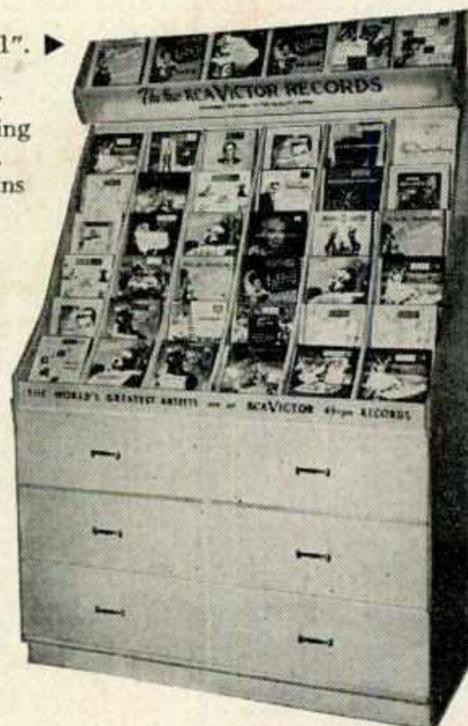
Whether your store is large or small, there are money-making "45" fixtures for you. Each bears a family resemblance, which permits you to start with as little as a Counterette and build, fixture by fixture, as your needs require.

Designed by experts, these convenient, attention-getting merchandisers streamline your "45" business . . . make selling easier, and produce *more profits per square foot* than any other fixture in the history of the industry!

See them on display in Private Dining Room 14, at the Palmer House. Available through your RCA Victor distributor.

▶ **The HIGHBOY**—52" x 24" x 81". Displays 78 albums or 648 singles. Stocks 324 albums or 3150 singles. Really dominating display! 6 drawers, easy pull. Plywood dividers make 21 bins per drawer. 2K2529.

The SELLERETTE—48" x 24" x 14". All-purpose counter unit. 42 albums or 312 singles. Player platform. Use on stock-drawer base unit if you wish. 2K2604. *Additional album display for Sellerette (as illustrated) can be quickly attached to present model.*



DEALERS AND DISTRIBUTORS!

OVER \$300,000

WILL BE SPENT THIS FALL TO HELP YOU SELL RECORDS

CREATED AND PRODUCED BY

The CHILDREN'S RECORD GUILD

TO THE PARENTS AND CHILDREN OF AMERICA!

That's right! Over \$300,000 will be spent this Fall in a huge advertising and publicity campaign to bring "Children's Record Guild" records before every man, woman and child in America! Look at the national magazines and newspaper supplements that will carry our advertising! *Life*, *Look*, *Better Homes & Gardens*, *This Week*, *Parents' Magazine*, *American Weekly*, *New York Times Magazine Section* and many, many others—a total circulation of over 50,000,000—a readership of almost 150,000,000!

HERE'S YOUR MESSAGE TO PARENTS--IRRESISTIBLE!

Every thoughtful parent will want Children's Guild records because they combine FUN and EDUCATION! Every record is pre-tested in nursery schools and primary schools to make sure that children will love and enjoy them! Every record delights and entertains the child by teaching him new skills or games, singable songs or fascinating stories . . . by encouraging him to "join in" and sing, dance, play . . . and find expression for his own imaginative ideas! At the same time—every record helps the child enjoy, understand and appreciate "good music" . . . music that will enrich his life and be a companion for all his years! No wonder Children's Guild records have been hailed by parents, teachers and critics as "wholesome" . . . "entertaining" . . . "of extraordinary excellence."

MORE

Yes, More **QUALITY**
More **TRAFFIC**
More **SALES**
More **PROFIT**

Yes, our national campaign will send customers to your store—so you'd better be ready for them . . . and ready for a big repeat volume! For once your customers actually see how their children respond to these records—they'll be back for more . . . especially since the \$1.10 price is "just right." Naturally all of these records are unbreakable!

So here's your opportunity to build up sales and profits in your children's record

department—not with one-shot hit-or-miss records—but with month-to-month best-sellers! Stock up on Children's Guild records NOW. We already have 10 titles (5 in each age group) and dozens more are now being pre-tested and readied for pressing. In addition to our \$300,000 Fall campaign—we'll back you up to the hilt with literature, direct mail pieces, display cards, cooperative advertising, radio and television.

See Us at the Chicago Show!

and get complete information about Children's Guild records—
OR, if you can't make it there, just mail the coupon below to

IRV KATZ, Sales Manager

He'll be glad to send you the complete story about our records, price lists, discounts, etc.

MR. IRV KATZ, Sales Manager
Children's Record Guild, Dept. 222
27 Thompson Street, New York 13, N. Y.

Dear Irv: I'd like to get a slice of the business your \$300,000 Fall Campaign is sure to create. Send me complete information on Children's Guild records.

My Name

Company Name

Address

City Zone State

HERE'S WHAT PARENTS, EDUCATORS, CRITICS SAY ABOUT "CHILDREN'S RECORD GUILD"

"An ex-nursery school teacher like myself, I have been searching for something like this for my own children." . . . Mrs. L. R. L., Mill Valley, Calif.

"The Children's Record Guild is the ideal way to bring music to the young child." . . . WALTER HENDL (Conductor, Dallas Symphony Orch.).

" . . . all the records submitted by the Children's Record Guild have been chosen by my teacher students as the finest and most valuable in the field of children's musical education." . . . DR. FELIX GUENTHER (Prof. of Music, Connecticut State Teachers' College).

"I want to tell you how much we all—Jerry, her father and I—enjoy your records. Music time has now become fun for the whole family." . . . MRS. W. E. S., Chicago, Illinois.

" . . . of uniform EXCELLENCE . . . The material is fresh and the production first rate." . . . NEW YORK TIMES.

Some of the Wonderful Titles Already Available



2-4 AGE GROUP

- TRAIN TO THE ZOO—CRG 1001 A/B Stimulates the tots to run, jump, creep on all fours, push like engines, roll like bears—all in response to music.
- EENSIE BEENSIE SPIDER—CRG 1002 A/B Tiny tots enjoy learning the little fingerplay game—and listening to all the sounds of whistles, bells, hammering.
- THE CARROT SEED—CRG 1003 A/B Ruth Krauss' famous story was a best selling children's book—and now becomes a best selling children's record.
- SKITTERY SKATTERY—CRG 1005 A/B 3 rhythmic songs that will set children to playing and singing "Cat and Mouse," etc.
- I WISH I WERE—CRG 1006 A/B A child wishes he were "a giant" . . . "an airplane" . . . "a mommy or daddy"—and tells all the wonderful things he would do.

5-8 AGE GROUP

- RIDE 'EM, COWBOY—CRG 5001 A/B Invites youngsters to "round up" the cattle, sing around the campfire, gallop across the open prairie, eat chow, etc.
- THE GOLDEN GOOSE—CRG 5002 A/B A musical adaptation of the famous Grimm's fairy tale.
- LITTLE RED WAGON—CRG 1004 A/B 5 well-known folk spirituals that children will delight in singing.
- SHIP AHOY!—CRG 5003 A/B The young sailor boy or girl is made part of this musical story by joining the crew of an old sailing ship.
- GRANDFATHER'S FARM—CRG 5004 A/B Father, mother and the youngsters get into the family car and drive off to visit grandfather's farm—singing songs about the animals they will see there.



*Thanks Music Merchants
for helping to make this possible...*

Lombardo Biz
Sweetest This
Side o' Heav'n

See Record Take for '50

NEW YORK, June 3.—Guy Lombardo may wrap up his biggest year in show business at the end of 1950, according to current indications. The maestro, who opened the swank Starlight Roof of the Waldorf Thursday (1) with warbler Vic Damone, is racking up smash business on Decca disks and on his road trips, and is scoring heavily via air time.

A check on Lombardo's disk sales buttresses the belief that the Decca artist stands a good chance of outselling any name in the diskery's roster this year. It's figured his total sales may well hit \$7,000,000 or \$8,000,000. Outstanding among his recent release is *The Third Man Theme*, which has chalked up 577,000 sales as of Thursday. Orders on *Third Man* in the last two weeks totaled 41,000. *Enjoy Yourself* has hit 430,000, with 4,000 ordered in the last two weeks. *Dearie's* total is 146,000, with 4,000 ordered the last two weeks. The seasonal *Peter Cottontail* hit a total 84,000. Two rather new releases, *The Answer She Is Yes! No?* and *Where Are You Gonna Be When? backed by Play, Hurdy-Gurdy, Play, and Where Are You Gonna Be When?* totaled 137,000 and 71,000 respectively. *Stars Are the Windows of Heaven*, done with the Andrews Sisters, has already sold 85,000.

In addition to these figures on the maestro's newer releases, his catalog items continue to sell heavily. *Twin Piano Album, Volume No. 2*, for instance, released one month ago, has hit the best selling charts. A flock of other standard albums, such as *Lombardo Land, Waltzes by Lombardo*, continue to rack up sales. All this doesn't take into account the seasonal toppers such as *White Christmas, Winter Wonderland*, etc.

On the road, Lombardo has been doing heavy—and in many instances record-breaking—business. On his tour of approximately 40 cities prior to his opening at the Starlight Roof, he grossed an estimated \$1,000,000.

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Guy
LOMBARDO

and his Royal Canadians

Reprinted from
The Billboard,
June 10th, 1950

*"The Sweetest Music
this side of Heaven"*

Latest DECCA release...

Decca 27092

Our Little Ranch House
Here, Pretty Kitty

PUBLICITY: DAVID O. ALBER ASSOCIATES; Gene Shefrin



The best **LP** salesman since **LP** itself!



The
Columbia **LP**
Changer Attachment Model 104

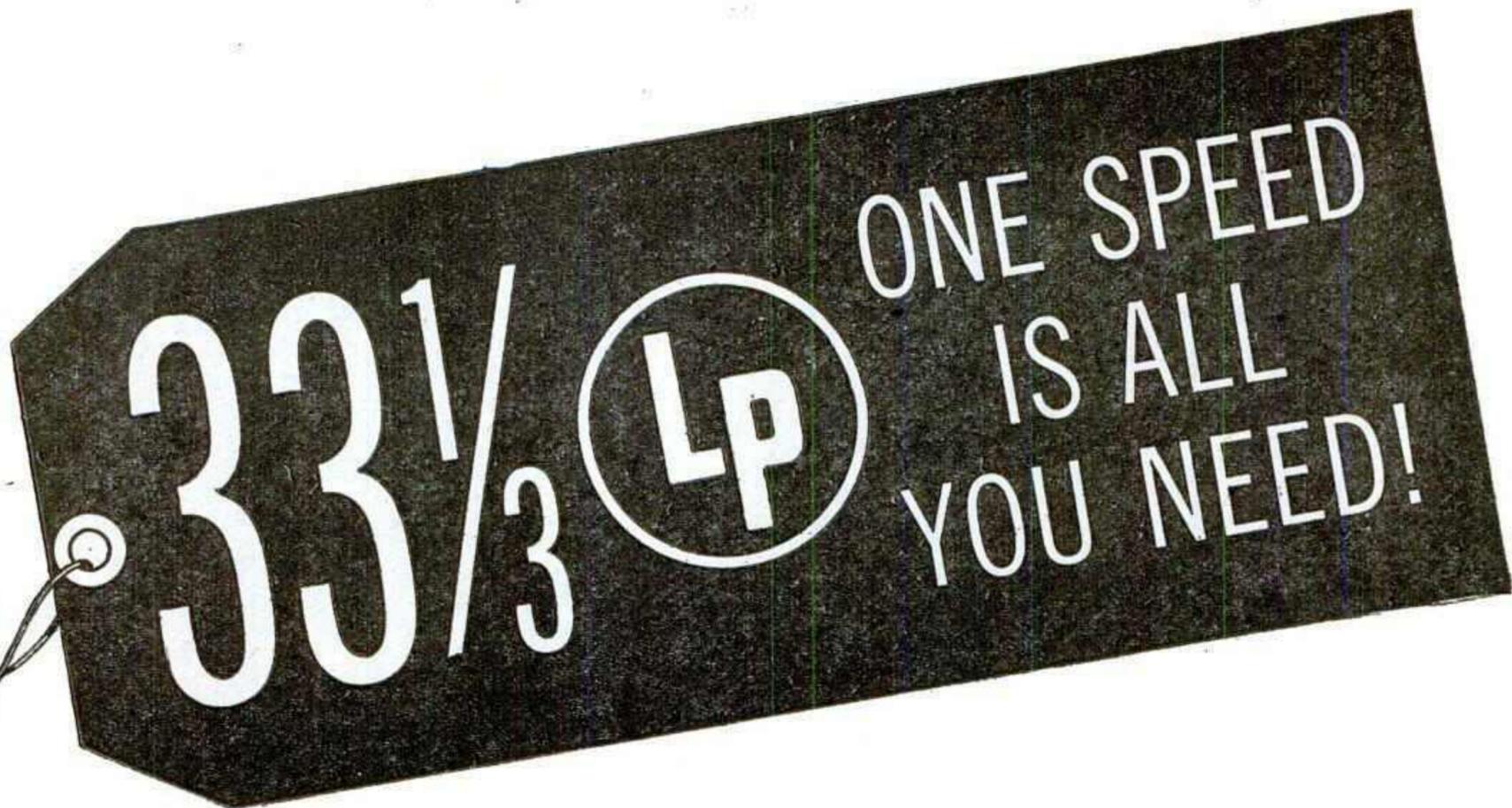
A \$32.95 value
that sells for only

\$16⁹⁵

Changes all sizes of 33 $\frac{1}{3}$
LP records automatically.

VISIT US AT THE NAMM CONVENTION • BOOTHS 10, 11 AND 12

Page 4.....July 15, 1950.....The Billboard NAMM Trade Show and Convention Section



First—the record itself, providing everything from a 3-minute pop hit to a 50-minute symphony! And the finest, largest catalog in the business to sell from! And now the changer that fits the records—for the records that fit the music—an unbeatable combination for boosting LP record sales—for winning more new LP record fans—for ringing up sure, steady profits! Yes! The Columbia Model 104 LP Changer Attachment is the final proof that *one speed is all you need.*

DEMONSTRATE! Show your customers how the Columbia LP Changer steps up the enjoyment of all LP Records—7-, 10- and 12-inch! Gives *hours* of listening pleasure with a single loading.

DISPLAY! Smart, sturdy, compact, efficient—the Columbia Model 104 has plenty of come-on in itself. Feature it—keep it in action!

SELL! Show how readily Model 104 can convert any radio, radio-phonograph or TV set into a modern, up-to-the-minute instrument!

Every sale you make creates an ever-growing market for more and more LP records!

Here's help

Store and Window Displays
Merchandising Features
Radio and TV Promotions

National Magazine Ads
Publicity Campaign
Complete Co-Op Program

COLUMBIA RECORDS

Originator of 33 1/3 LP Records—One Speed . . . One System . . . One Record For Every Type of Music

"Columbia," "Masterworks,"  and  Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

The Billboard NAMM Trade Show and Convention Section July 15, 1950 Page 3

...SIMPLE AS ABC...

A *lways*

B *uy*

**RCA
Victor
Records**

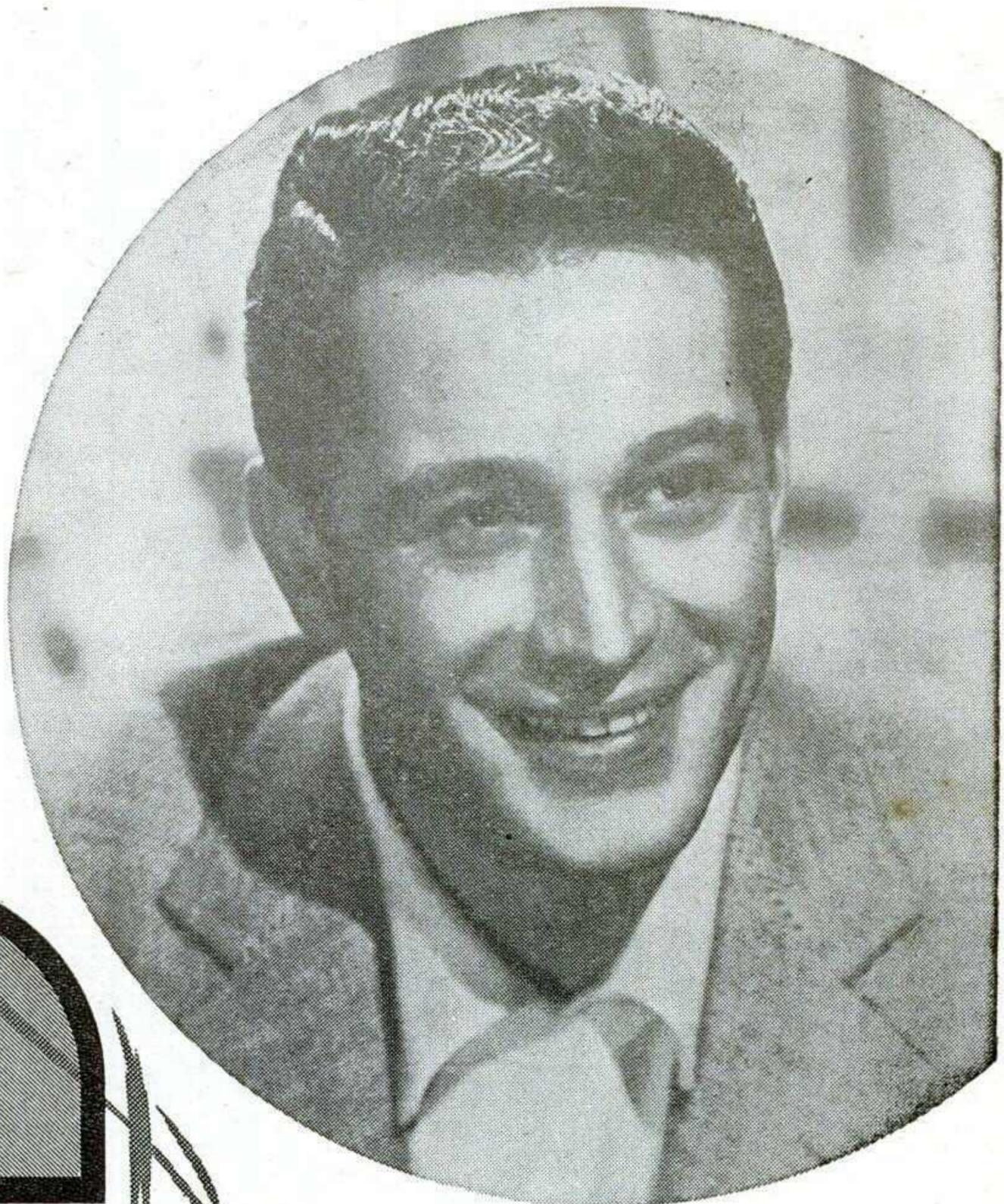
Latest Releases

**HOOP DEE-DOO
ON THE OUTGOING TIDE**
20-3747—(47-3747)*

**I CROSS MY FINGERS
IF YOU WERE MY GIRL**
20-3846—(47-3846)*

*45 r.p.m. catalog numbers

FOR RECORDS THAT **SELL...**



1

OMO

THEY SATISFY



This One



918E-GHC-GT7K



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Opening August 3rd
at the
Empire Room
of the
PALMER HOUSE
Chicago

EVELYN KNIGHT



DECCA RECORDS

latest release:

• "CHERRY STONES"

backed by

• "ALL DRESSED UP TO SMILE"

Decca #27103

Direction: WILLIAM MORRIS AGENCY XXX.....Personal Management: *Thomas P. Sheils*

Page 8.....July 15, 1950.....The Billboard NAMM Trade Show and Convention Section

THEIR FIRST RECORD TOGETHER!

**Father and son... as a singing team
that is delighting America**

**GARY and BING
CROSBY**

SINGING

PLAY A SIMPLE MELODY

Coupled with

SAM'S SONG

(THE HAPPY TUNE)

BOTH WITH MATTY MATLOCK'S ALL STARS

DECCA 27112

NAMM SHOW!

SEE DECCA
BOOTH #95

Palmer House, Chicago

**DECCA
RECORDS**



America's fastest selling records

**love ya
madly
fellas!**



Many thanks for making our DECCA recording of
“I WANNA BE LOVED”
the number one record hit of the country today!

The Andrews Sisters

Currently
CHICAGO THEATRE
Chicago

Exclusively
DECCA RECORDS

Opening July 21
ROXY THEATRE
New York

Management - LOU LEVY NEW YORK • HOLLYWOOD



Spike Jones

and his City Slickers

Current RCA VICTOR Release

CHARLESTONO-MIO

coupled with

I KNOW A SECRET

(78) 20-3727 (45) 47-3727

RCA Victor Records



Opening Aug. 11-24
CALA-NEVA LODGE
LAKE TAHOE
California

Opening Sept. 21
FLAMINGO HOTEL
LAS VEGAS, NEVADA

START OF NEW
"Musical Depreciation"
TOUR OF 1951

Sacramento, Calif.
San Jose, Calif.
Redding, Calif.
Klamath Falls, Oregon
Eugene, Oregon
Portland, Oregon

Moses Lake, Washington
Spokane, Washington
Trail, British Columbia
Nanimo, British Columbia
Victoria, British Columbia
Vancouver, British Columbia

Bellingham, Washington
Everett, Washington
Tacoma, Washington
Seattle, Washington
Salem, Oregon
Coquille, Oregon

Medford, Oregon
Eureka, Calif.
Berkeley, Calif.
Fresno, Calif.
Stockton, Calif.
Bakersfield, Calif.

* We hope our new plans suit you to a TV —
We'll keep you posted

Personally Managed by
ARENA STARS, INC. Ralph Wonders, President
366 North Camden Drive Beverly Hills, California



Bill Snyder

and his "BEWITCHED" Piano
and Orchestra

Still Leading!
His Famous
BEWITCHED

Tower No. 1473

MY DREAM CONCERTO

backed with

RIDIN' THE OFFBEAT

Tower No. 1474

AND NOW!

The Greatest of them all
Bill Snyder Plays:

MY SILENT LOVE

Backed with

CHOPPIN' UP CHOPIN

currently
July 14 to 27
(2 weeks)
CHICAGO THEATRE
Chicago



Personally Managed by

ARENA STARS, INC.

366 North Camden Drive

Ralph Wonders, President
Beverly Hills, California

Homer and Jethro



Latest RCA VICTOR Releases

"PUT THAT KNIFE AWAY, NELLIE"

coupled with

"PIZEN PETE"

(78) 21-0349

(45) 48-0349

"I'VE GOT TEARS IN MY EARS"

**"SHE MADE TOOTHPICKS OF
THE TIMBER OF MY HEART"**

(78) 21-0162

RCA Victor
Records

Opening
July 14-27
CHICAGO THEATRE
Chicago
(2 weeks)

Personally Managed by

ARENA STARS, INC.

366 North Camden Drive

Ralph Wonders, President
Beverly Hills, California

Helen Grayco



Just Signed to
Record Exclusively
on

LONDON

RECORDS

Thanks to: TOOTS CAMARATA

Personally Managed by

ARENA STARS, INC.

366 North Camden Drive

Ralph Wonders, President

Beverly Hills, California



"Mr. Dixieland"

NAPPY LAMARE

And His Strawhat Strutters

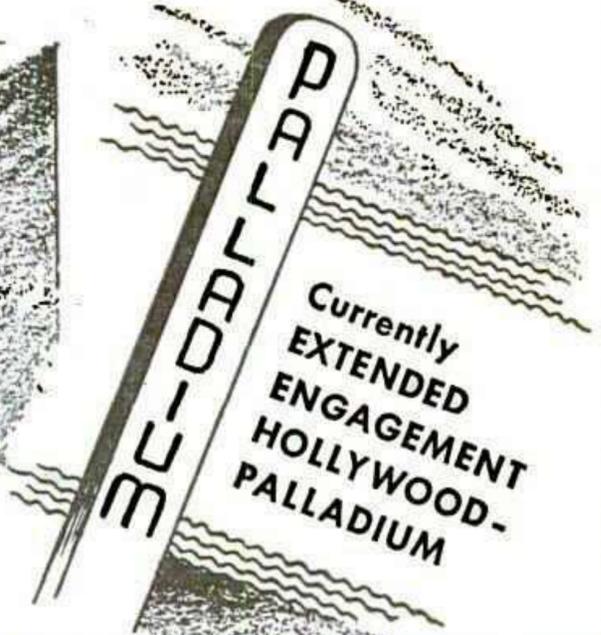
Latest Capitol Release

"IT AIN'T GONNA RAIN NO MO'"

coupled with

"THIS IS THE LIFE"

No. 1047



Personally Managed by

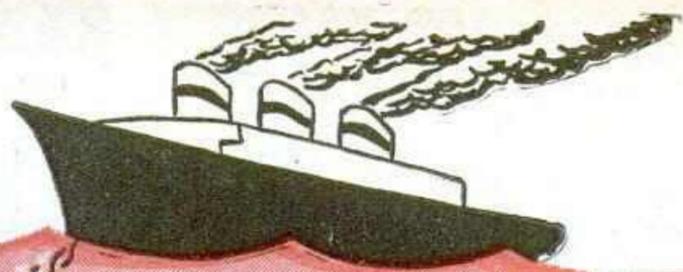
ARENA STARS, INC.

366 North Camden Drive

Ralph Wonders, President

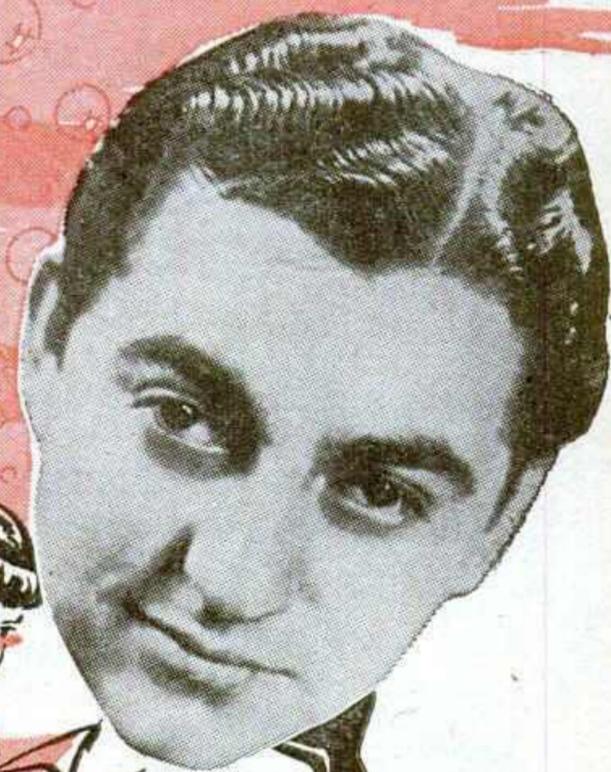
Beverly Hills, California

BLUE BARRON



plays the novelty sensation...

OH LITTLE FISH



BACKED BY
"I AIN'T GONNA TAKE
IT SETTIN' DOWN"
MGM 10729



M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

IN EVERY RECORD CATEGORY M-G-M Records Are Better Than Ever!

BEST SELLING POP SINGLES

BILLY ECKSTINE

**I Wanna Be Loved
Stardust**

Available 2 Speeds
78 R.P.M. 45 R.P.M.
M-G-M 10716 M-G-M K10716

ART MOONEY

**Mississippi
The Breeze Is My Sweetheart**

M-G-M Non-Breakable 10721

JOHNNY DESMOND

**Pigalle
Stars (Are The Windows Of Heaven)**
M-G-M Non-Breakable 10736

BILL FARRELL

**Baby, What Else Can I Do?
Don't Say Manana Tonight**
M-G-M Non-Breakable 10704

ART LUND

**Mona Lisa
When My Stage Coach Reaches Heaven**
M-G-M Non-Breakable 10689



FRANK PETTY TRIO

**Bless Your Heart
At Sundown**

78 R.P.M. Available 2 Speeds 45 R.P.M.
M-G-M 10735 M-G-M K10735

BLUE BARRON

**I Ain't Gonna Take It Settin' Down
Oh Little Fish**

78 R.P.M. 45 R.P.M.
M-G-M 10729 Available 2 Speeds M-G-M K10729

GEORGE SHEARING QUINTET

**I Didn't Know What Time It Was,
How's Trix?**

M-G-M Non-Breakable 10720

DAVID ROSE

**American Hoe' Down
Time And Time Again**
M-G-M Non-Breakable 30237

THE MELODEONS

**Sam's Song (The Happy Tune)
Tippy Canoodle Canoe**

78 R.P.M. Available 2 Speeds 45 R.P.M.
M-G-M 10743 M-G-M K10743

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N. Y.

BEST SELLING FOLK AND WESTERN RECORDS

HANK WILLIAMS

**Why Don't You Love Me
A House Without Love**

M-G-M Non-Breakable 10696

ARTHUR (Guitar Boogie) SMITH

**I'm Afraid Of Wimmin'
I. H. Boogie**

M-G-M Non-Breakable 10714

CARSON ROBISON

**That Horse Named Pete
Trail Drive**

78 R.P.M. Available 2 Speeds 45 R.P.M.
M-G-M 10732 M-G-M K10732

RED SOVINE

**When I Get Rich
You're Barking Up The Wrong Tree Now**

M-G-M Non-Breakable 10717

BEST SELLING RHYTHM AND BLUES RECORDS

IVORY JOE HUNTER

**Let Me Dream
Gimme A Pound O' Ground Round**

Available 2 Speeds
78 R.P.M. 45 R.P.M.
M-G-M 10733 M-G-M K10733

BEST SELLING POP ALBUM

Recorded directly from the Sound Track of the
New M-G-M Technicolor Musical

ANNIE GET YOUR GUN

Betty Hutton • Howard Keel

Available All 3 Record Speeds
78 R.P.M. 45 R.P.M.
Album M-G-M 50 Album M-G-M K50
33 1/3 Long Playing
M-G-M Long-Playing Record E-509

BEST SELLING CHILDREN'S ALBUM

TOM AND JERRY AT THE CIRCUS

Narrated by Francis de Sales
Album M-G-M 51-A

See You
at The
NAMM
CONVENTION
•
BOOTH
104

On All Three Record Speeds

78 R.P.M. (Non-Breakable)
45 R.P.M.
33 1/3 R.P.M. (Long Playing)

M-G-M Records Are Better Than Ever!

FOLK MUSIC'S FAVORITE

Ernest

TUBB

AND HIS TEXAS TROUBADOURS

TOP SELLING FOLK ARTIST IN
RETAIL SALES AND IN JUKE
BOX PLAYS IN '49 AS SHOWN
IN THE BILLBOARD'S 4TH AN-
NUAL MUSIC-RECORD POLL.

'49 AND '50 HITS . . . THANKS TO YOU, MR. MUSIC MERCHANT

- ★ "SLIPPIN' AROUND"
- ★ "BLUE CHRISTMAS"
- ★ "WHITE CHRISTMAS"
- ★ "I'M BITIN' MY FINGERNAILS AND
THINKING OF YOU" with the Andrews Sisters
- ★ "LET'S SAY GOODBYE LIKE WE SAID HELLO"
- ★ "HAVE YOU EVER BEEN LONELY"
- ★ "TENNESSEE BORDER NO. 2"

with Red Foley—Decca No. 46200

*Latest Double Barreled Hit
Flying High on The Billboard's Pop Charts*

"THROW YOUR LOVE MY WAY"

AND

"GIVE ME A LITTLE OLD FASHIONED LOVE"

DECCA NO. 46243

And Still Ringing the Cash Register

- | | |
|---------------------------------|-------|
| "I LOVE YOU BECAUSE" | DECCA |
| "UNFAITHFUL ONE" | 46213 |
| "LETTERS HAVE NO ARMS" | DECCA |
| "I'LL TAKE A BACK SEAT FOR YOU" | 46207 |



Star of
GRAND OLE OPRY
WSM, NASHVILLE



Represented by

JAMES R. DENNY

WSM Artist Service Bureau — Nashville, Tennessee

"The Most Imitated Band In The Land"

TEX BENEKE

AND HIS

"MUSIC IN THE MILLER MOOD"



**Hear Tex Beneke's Latest RCA VICTOR Recording
"TZIN TZUN TZAN"**

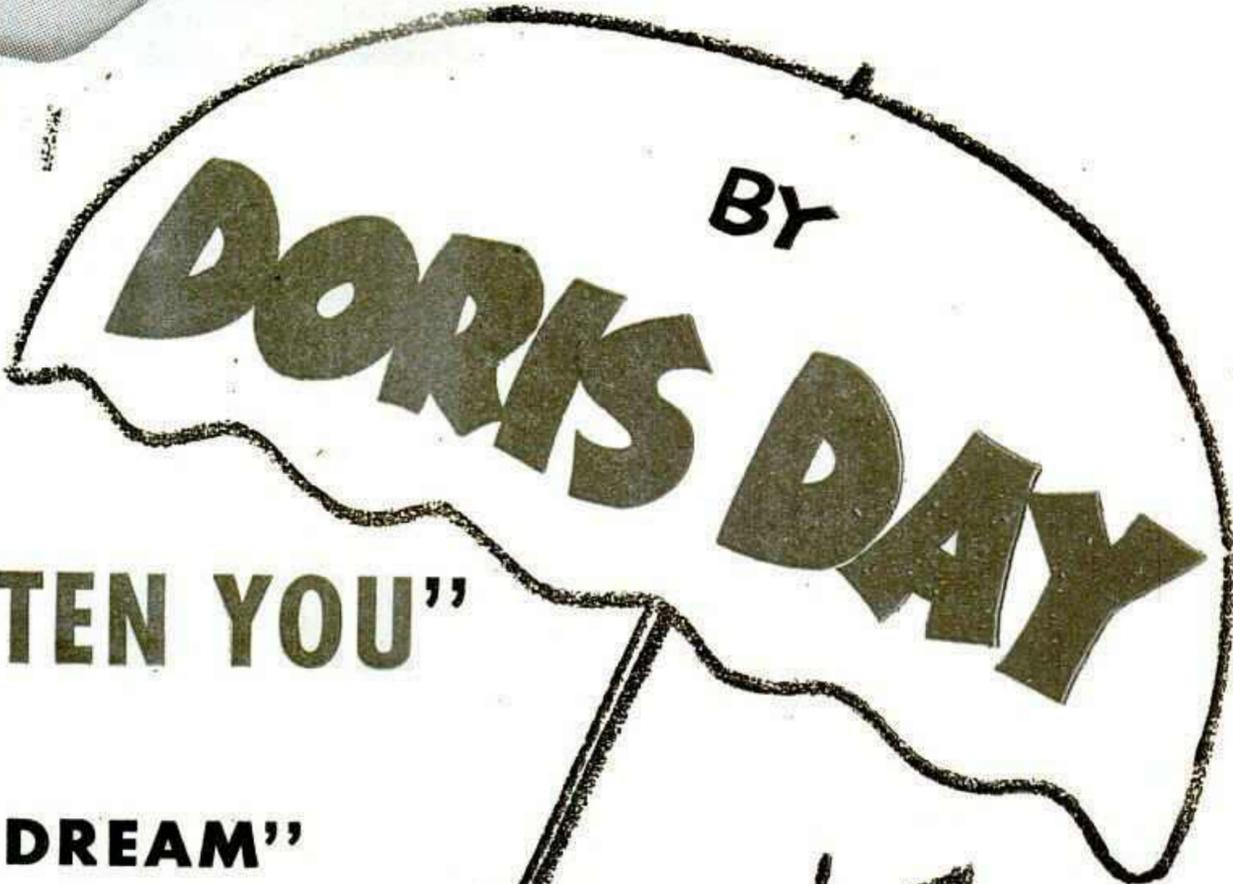
Backed by "DREAMIN' IS MY BUSINESS"

• **Personal Management: DON W. HAYNES** — **Direction: MUSIC CORPORATION OF AMERICA** •

The Billboard NAMM Trade Show and Convention Section July 15, 1950 Page 17,

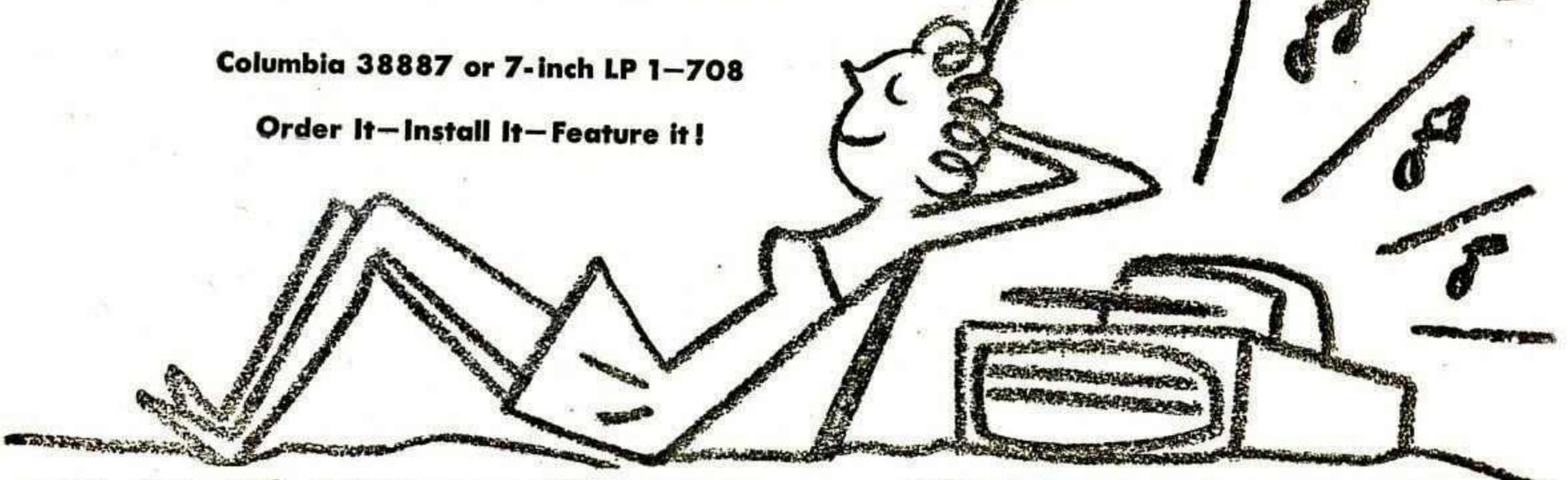


Another
hot
summer
seller



"I'VE FORGOTTEN YOU"
and
"DARN THAT DREAM"

Columbia 38887 or 7-inch LP 1-708
Order It—Install It—Feature it!



COLUMBIA  **RECORDS**

FIRST, FINEST, FOREMOST IN RECORDED MUSIC... ORIGINATOR OF 33 1/3 LP—"ONE SPEED IS ALL YOU NEED"

The Billboard

NAMM CONVENTION SECTION

• July 15, 1950

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This week's

New Releases

... on **RCA Victor**

Release 50-28

Ships Coast to Coast, Week of July 16

POPULAR

PHIL HARRIS

Dig-Dig-Dig Dig for Your Dinner
I've Been Floating Down the Old
Green River 20-3825—(47-3825)*

Here come the **DANCE BANDS** again!

TEX BENEKE

The Tunnel of Love
Whispering Rain
20-3830—(47-3830)*

Here come the **DANCE BANDS** again!

FRANKIE CARLE

The Lollipop Ball
Crazy Little Moonbeam
20-3831—(47-3831)*

THE THREE SUNS and LARRY GREEN

Petite Waltz
Jet 20-3834—(47-3834)*

THE HONEYDREAMERS

I'd Like To Wrap You Up and
Put You in My Pocket
Love Goes 'Round on a Merry-Go-
Round 20-3821—(47-3821)*

COUNTRY

PEE WEE KING and his GOLDEN WEST COWBOYS

Blue Grass Waltz
Get Together Polka
21-0354—(48-0354)*

JUNE CARTER with THE CARTER SISTERS & MOTHER MAYBELLE

The Baldheaded End of the Broom
Root, Hog or Die
21-0355—(48-0355)*

RHYTHM-BLUES

GENE GILBEAUX

I've Got What It Takes
Dynaflow 22-0091—(50-0091)*

POP-SPECIALTY

ERNIE WYTE and his POLKA BAND

Tutti Frutti—Polka
Joey's Got a Girl—Polka
25-1166—(51-1166)*

*45 r.p.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.



\$. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

7 . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of July 8). Obviously, sure things!

- \$** **Bewitched**
Larry Green with the Honeydreamers 20-3726—(47-3726)* **7**
- \$** **Count Every Star**
Hugo Winterhalter 20-3697—(47-3221)* **7**
- \$** **Cuddle Buggin' Baby**
Eddie Arnold 21-0342—(48-0342)* **7**
- \$** **Hoop-Dee-Do**
Perry Como with The Fontane Sisters 20-3747—(47-3747)* **7**
- \$** **I'm Movin' On**
Hank Snow 21-0328—(48-0328)* **7**
- \$** **It Isn't Fair**
Sammy Kaye Ork with Don Cornell 20-3609—(47-3115)* **7**
- \$** **Little Angel With the Dirty Face** }
- \$** **Why Should I Cry?** }
- \$** Eddy Arnold 21-0300—(48-0300)*
- \$** **My Foolish Heart**
Mindy Carson 20-3681—(47-3204)*
- \$** **Roses**
Sammy Kaye Ork 20-3754—(47-3754)* **7**
- \$** **Third Man Theme**
Freddy Martin Ork 20-3797—(47-3797)*
- \$** **Valencia**
Tony Martin 20-3755—(47-3755)*



★ . . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

- ★** **La Vie En Rose**
Tony Martin 20-3819—(47-3819)*
No. 2 Retailers' Pick, Billboard, July 8;
No. 1 Billboard Pick, July 1.
- ★** **Sam's Song**
Freddy Martin 20-3798—(47-3798)*
No. 5 Operators' Pick, Billboard, July 8.
- ★** **Three Little Rings**
The Fontane Sisters
20-3814—(47-3814)*
No. 7 Operators' Pick, Billboard, July 8.
- ★** **My Destiny**
Hugo Winterhalter's Ork and Chorus
20-3822—(47-3822)*
Rich ork-chorus slicing in dance time of an enticing ballad could be Winterhalter's follow-up to "Count Every Star." Peter Hanley contributes a fine solo vocal chore.
- ★** **Wanderin'**
Robert Merrill with Hugo Winterhalter Ork and Chorus
10-5142—(49-1243)*
The Metopera bary tonsils of Merrill show remarkable pop flexibility in this moving slicing of the Sammy Kaye hit. Winterhalter's ork-choral backing is perfect. The it's in the Red Seal (longhair) series, deejays and dealers should find brisk pop appeal in the slicing.

TIPS

Coming Up Next Week
Fran Warren's Greatest Record
"I LOVE THE GUY"

The stars who make the hits are on **RCA VICTOR Records**

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN. FEB. MAR. *The Swings* APRIL MAY JUNE JULY AUG. SEPT. to OCT. NOV. DEC. "45"

The Industry Today

as 1,000 dealers see it

AN EDITORIAL

The Billboard has long lamented the fact that the music industry, generally, and the publishing and sheet music facets of the business, specifically, operate year in and year out with very little substantial research to guide them. It is, of course, true that some of the major record companies, as well as a number of the manufacturers of radio, phono and TV sets, do make periodic market studies, and from these stem many good solid merchandising ideas. The industry, over-all, nevertheless continues to grope its way down the dark hall of the future.

It is with particular pleasure, then, that The Billboard, in this supplement, presents its third annual study of market conditions in the music industry. Never before have as large a number of dealers responded to The Billboard's marketing questionnaire, and never before have the facts and retailer opinions revealed here been so sorely needed.

1,000 Dealers Speak

Almost 1,000 retailers shed light in this study on many, if not all, of the most pressing problems facing the industry today. The 33½ r.p.m. platters, for example, are leading the new speed race in the larger cities, but the 45 disks are out front in the smaller towns (this is the first year, incidentally, that The Billboard has broken down its findings into towns over and under 100,000 population); sheet music jobbers are disgracefully lax in soliciting the business of

the average record shop; except in the smallest towns the shop which carries just records and sheet music is virtually a thing of the past; almost all record dealers, today, carry instruments, sets and other lines of merchandise. These are just a few of the findings of this study. The Billboard presents them, not particularly, as irrefutable, final, conclusive truths in all cases. It merely says that these findings represent the opinions of and data furnished by almost 1,000 dealers in the United States, who think enough of their own businesses, and of the industry of which they are a part, to take the time (and it required time) to answer The Billboard's exhaustive questionnaire.

Analyze Findings

The Billboard can only hope that the manufacturers, distributors and others who hold the responsibility for meeting the needs of the dealer will spend at least as much time and thought analyzing these findings (and some of the stories not based on the survey) as did the dealers who supplied the information.

The Billboard knows that dealers thruout the country will find in these studies and stories much food for thought, and more than a few solid, business-getting ideas. At least one idea would seem to be thoroly substantiated. It's one that a great many dealers have been practicing very profitably for some time, and one which The Billboard has been emphasizing for years. It is the theme of this supplement—

Players sell records—

so sell both.

Most dealers do, why don't you?

CAPITOL'S FORECASTER PREDICTS

Hot Hits Ahead for Summer Months!

Check This List of Scorching Best Sellers

TOP TUNES OF THE DAY

POPULAR

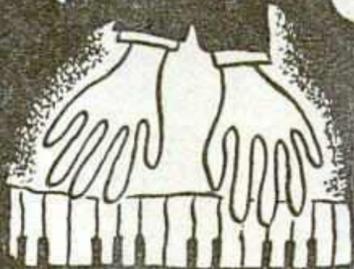
78 RPM 45 RPM

- "MONA LISA" Nat "King" Cole1010 F1010
- "NOLA" and "JEALOUS" Les Paul.....1014 F1014
- "BONAPARTE'S RETREAT" Kay Starr.....936 F936
- "BLIND DATE"
Whiting-Hope1042 F1042
- "SAM'S SONG" and
"IVORY RAG" Joe "Fingers" Carr.....962 F962
- "HAPPY FEET"
Dean Martin.....1052 F1052
- "SENTIMENTAL ME" Ray Anthony923 F923
- "PLAY A SIMPLE MELODY" Jo Stafford...1039 F1039
- "I LOVE YOU BECAUSE" Jan Garber983 F983
- "HOOP-DEE-DOO" Kay Starr980 F980
- "MISSISSIPPI"
Kay Starr.....1072 F1072
- "A PERFECT DAY" and "THE ROSARY"
Jo Stafford-Gordon MacRae.....1061 F1061
- "THE OLD PIANO ROLL BLUES"
Jan Garber.....970 F970
- "SNOOKEY OOKUMS" and
"ROOTEE TOOTEE" Joe "Fingers" Carr..1074 F1074
- "MAMBO JAMBO" Dave Barbour.....973 F973
- "NO OTHER LOVE" and "SOMETIME"
Jo Stafford1053 F1053

WESTERN

- TEX WILLIAMS
"Happy Feet"1037 F1087
- TEX RITTER
"I've Got Five Dollars
And It's Saturday Night".....1071 F1071
- FOY WILLING
"Sometime"1070 F1070
- JIMMY WAKELY
"Sugar Plum Kisses".....1036 F1066
- OLE RASMUSSEN
"Sleepy Eyed John".....1049 F1049
- EDDIE KIRK
"Sugar Baby"1048 F1048
- MERLE TRAVIS
"Cane Bottom Chair"1029 F1029
- JIMMY WAKELY
"Under The Anheuser Bush".....1024 F1024
- HANK THOMPSON
"Take A Look At This
Broken Heart Of Mine"1016 F1016
- RAMBLIN' JIMMIE DOLAN
"I'll Sail My Ship Alone".....952 F952

JOE "FINGERS" CARR



-of Original "Sam's Song" Fame

And The Carr-Hops

"SNOOKEY OOKUMS"

and

"ROOTEE TOOTEE"

78 rpm No. 1074 45 rpm No. F1074

RAY ANTHONY



And His Orchestra

America's Favorite Dance Band

"LAZY OLD TUNE"

and "LACKAWANNA LOCAL"

78 rpm No. 1073 45 rpm No. F1073

NAT "KING" COLE



coming up fast

"MONA LISA"

fastest selling record in America

78 rpm No. 1010 45 rpm No. F1010

"A LITTLE BIT INDEPENDENT"

78 rpm No. 1068 45 rpm No. F1068

BENNY STRONG



CONVENTIONERS:
I'll be seeing you at Chicago's
world famous Aragon Ballroom.

And His Orchestra

"Let's Have a Party"

over for

"ABOUT THAT GIRL"

78 rpm No. 1064 45 rpm No. F1064

TEX WILLIAMS



and His
Western Caravan

"Happy Feet"

flip for: "YOU TWO TIME ME, I'LL TWO TIME YOU"

78 rpm No. 1087 45 rpm No. F1087



WELCOME...
NAMM
CONVENTIONERS!

Glenn Wallich and Floyd Bittaker will be on hand to greet you, and convey new merchandising ideas for the coming year.

PALMER HOUSE Booths 63 & 64



The Billboard's 3d Annual Retail Record Store Survey*

Questions

1. *Of the record companies, which three give you the best all-round service?*
2. *Of the record companies, which three give you the best and fastest delivery service?*
3. *Of the record companies, which three send you the most helpful salesmen?*
4. *Of the record companies, which three have the most helpful and informative release sheets and direct mail?*
5. *How often do you order current hit pop records?*
6. *Which of the two new speeds are selling the highest gross dollar volume for you now?*
7. *Do you believe the record industry will eventually come down to a one or two-speed industry from the present three?*
8. *Besides records, which of the following items does your store sell?*
9. *If you do not sell any of the above items, have you recently contemplated adding at least small players and attachments?*
10. *If you are selling 45 and 33 r.p.m. player attachments, does your record department handle the buying and selling of these or does the set department?*
11. *Do you sell sheet music?*
12. *If you do not sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department?*
13. *If you do not currently handle sheet music, have you ever seriously considered selling it?*
14. *Please check just two of the following sources of information that are the biggest help to you when buying records.*
15. *In your opinion, which single record company runs the most helpful trade advertising?*

*This survey was taken by mailing questionnaires to 2,096 Billboard subscribers who are classified as retail music-record stores. Nine hundred eighty-eight of these record dealers responded to the questions listed above.

Players sell records, so sell both. Most dealers do, why don't you?

STILL MAKING and BREAKING RECORDS

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

POSITION			
Weeks to date	Last Week	This Week	
➔ 3	4	1	WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696
➔ 8	1	1	LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645
➔ 30	1	1	LOVESICK BLUES Hank Williams—MGM No. 10352

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

POSITION			
Weeks to date	Last Week	This Week	
➔ 4	5	4	WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696
➔ 8	1	1	LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645
➔ 25	1	1	LOVESICK BLUES Hank Williams—MGM No. 10352

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

POSITION			
Weeks to date	Last Week	This Week	
➔ 6	1	1	WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696
➔ 12	1	1	LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645

HANK WILLIAMS

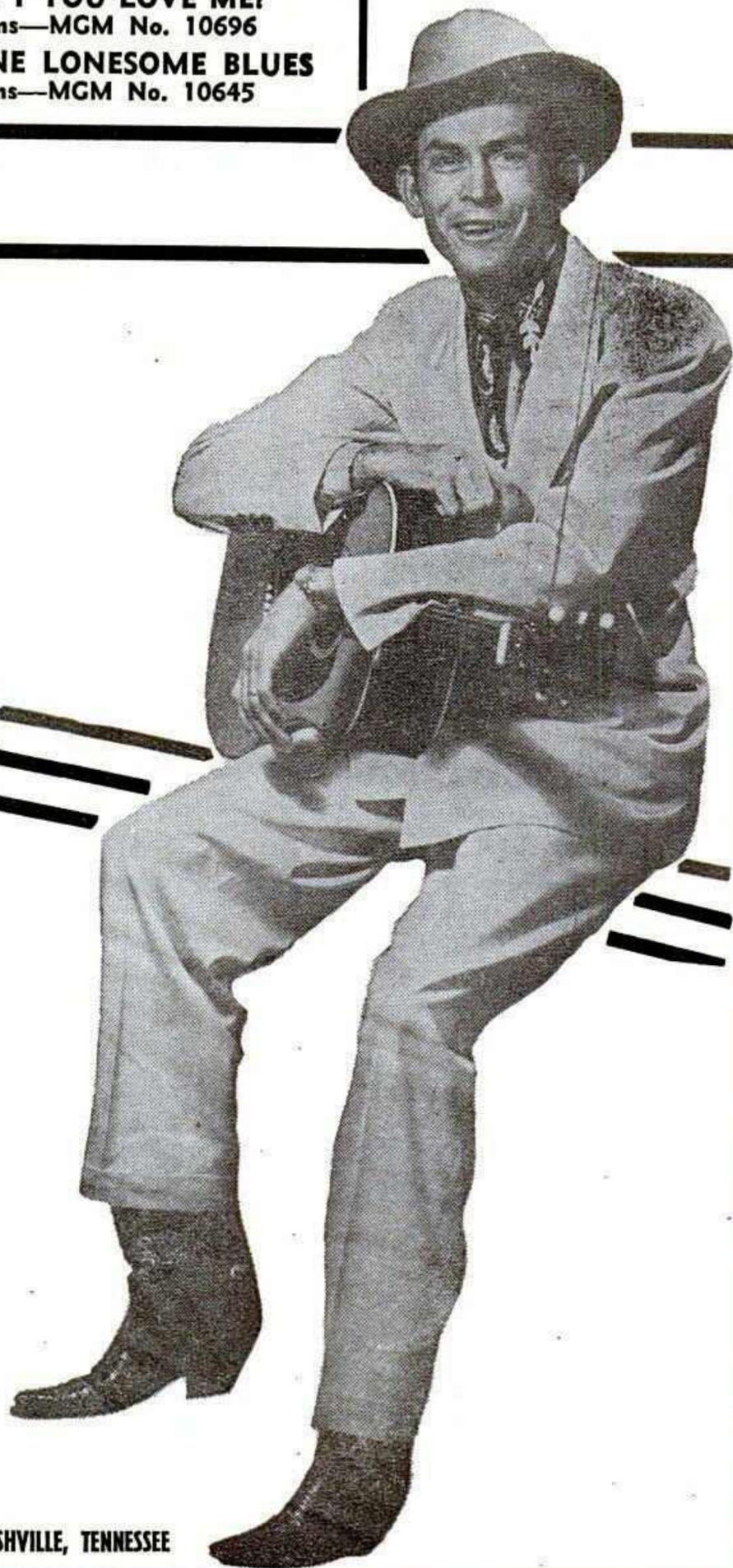
**FEATURED STAR ON
WSM GRAND OLE OPRY**
NASHVILLE, TENNESSEE

★
**Extensive Personal Appearance
Tour Throughout the United States
This Summer.**

Recording Exclusively for

M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT

REPRESENTED BY **WSM ARTIST SERVICE BUREAU** NASHVILLE, TENNESSEE



The Billboard's Third Annual Retail Record Store Survey

QUESTION 1 Of the record companies which **THREE** give you the best all-round service? (Please list in order of "best service")

(1) _____ (2) _____ (3) _____

QUESTION 3 Of the record companies, which **THREE** send you the most helpful salesmen? (Please list in order of helpfulness of salesman)

(1) _____ (2) _____ (3) _____

QUESTION 2 Of the record companies, which **THREE** give you the best and fastest delivery service? (Please list in order of fastest delivery)

(1) _____ (2) _____ (3) _____

QUESTION 4 Of the record companies, which **THREE** have the most helpful and informative release sheets and direct mail? (Please list in order)

(1) _____ (2) _____ (3) _____

Victor, Decca Take Service Honors, Each Scoring Two Firsts; Mercury Tops Indies; New Indies Emerge in Service Category

RCA VICTOR and Decca during the last year greatly sharpened up their service to dealers. Capitol fell off somewhat. Columbia did not vary greatly. This is apparent in the answers to Questions 1 thru 4, which deal with various facets of the service problem. In toto, Victor scored two first and two second places, and Decca two firsts, one second and one third.

Decca and Victor score one-two on the matter of giving dealers the best all-round service. Dealers totaling 970, answering the question, "Of the record companies, which three give you the best all-round service?", gave Decca a total of 1,679 and Victor a total of 1,474. Capitol scored third with 1,318 and Columbia fourth with 1,151. Scoring system gives three

points for first place, two for second and two for third.

It will be noted that there is not too much spread between the different positions. Yet the point difference between say, first place and fourth, is considerable.

In last year's survey, the majors in the order of their scoring were Capitol, Decca, Victor and Columbia. Cap, it will be noted, this year falls to third whereas Columbia stays in fourth spot.

With regard to giving dealers the best and fastest delivery service, Decca and Victor again take one-two positions. With 946 dealers answering this question, Decca totaled 1,670 to lead the field by a wide margin. Victor, runner-up, tallied 1,223 to beat out Cap's score of 1,200. Columbia racked up 1,063.

Comparison with last year indicates a parallel with Question 1. Cap. in top spot then, dropped to third. Victor, in fourth spot last year, has come up to second. Columbia, third last year, is now fourth.

In answer to the query as to which companies send the most helpful salesmen, RCA Victor and Columbia score one and two, thus duplicating their last year's showing. A total of 891 dealers answered this question. Victor, it will be noted, has a strong edge in the salesmen's department, scoring 1,428 as against Columbia's 1,045. Decca, fourth last year, rose to third in the current survey with a tally of 1,028. Cap, third last year, is now fourth with 929.

The Indies

Among the indies, Mercury appears to be top dog as far as the service aspects of Question 1, 2 and 3 are concerned. The diskery last year held a position almost as advantageous, being first in both 2 and 3 and second in Question 1. In the latter, MGM scored first. This year, MGM is runner up to Mercury on the matter best all-round service, best and fastest delivery service and most helpful salesmen.

King and London follow MGM on best all-round service, best and

fastest delivery service and most helpful salesmen.

The indie picture, however, has sharply changed in one aspect. This is the emergence of Coral, the relatively young Decca subsidiary, as a factor to be reckoned with when considering service. To a lesser degree there is the emergence of Star, Imperial and Cetra-Soria. These labels were nowhere in last year's survey, but have now come up to displace such relatively important labels as Tempo, Rondo, Dana—all of whom made good showings in 1949.

Release Sheets, Direct Mail

Victor and Decca again take first and second respectively as the companies who send dealers the most helpful and informative release sheets and direct mail. Victor's lead here is a large one—952 dealers answering this question to give the diskery a score of 1,948 points. Decca tallied 1,450 as against Capitol's 1,430. Columbia placed fourth with 1,039.

Among the indies, MGM takes top spot with 177, beating out London's 103. Mercury, first among the indies in other aspects of service, is in seventh place here with a score of 82. King, Coral and Cetra-Soria follow.

ANSWER

1

Names of label	Large town *Votes	Small town *Votes	Total *Votes
Decca	373	1306	1679
RCA Victor	303	1171	1474
Capitol	279	1039	1318
Columbia	270	881	1151
Mercury	61	244	305
MGM	59	203	262
King	27	78	105
London	31	70	101
Coral	21	31	52
Star	9	12	21
No Answer	8	10	18

*Votes: 3 for first place; 2 for second; 2 for third.

ANSWER

2

Names of label	Large town *Votes	Small town *Votes	Total *Votes
Decca	339	1331	1670
RCA Victor	239	984	1223
Capitol	256	944	1200
Columbia	251	812	1063
Mercury	80	339	419
MGM	70	248	318
King	25	87	112
London	39	72	111
Coral	25	45	70
Star	14	8	22
No Answer	18	24	42

*Votes: 3 for first place; 2 for second; 2 for third.

ANSWER

3

Names of label	Large town *Votes	Small town *Votes	Total *Votes
RCA Victor	337	1091	1428
Columbia	286	759	1045
Decca	235	793	1028
Capitol	236	693	929
Mercury	92	360	452
MGM	69	217	286
King	31	113	144
London	40	104	144
Coral	13	25	38
Imperial	4	18	22
No Answer	20	77	97

*Votes: 3 for first place; 2 for second; 2 for third.

ANSWER

4

Names of label	Large town *Votes	Small town *Votes	Total *Votes
RCA Victor	423	1525	1948
Decca	318	1132	1450
Capitol	324	1106	1430
Columbia	234	805	1039
MGM	36	141	177
London	19	84	103
Mercury	28	54	82
King	17	31	48
Coral	11	19	30
Cetra Soria	7	13	20
No Answer	12	24	36

*Votes: 3 for first place; 2 for second; 2 for third.

The Billboard's Third Annual Retail Record Store Survey

Current Hit Pop Disks Ordered Once a Week by Most Dealers

QUESTION NO. 5, "How often do you order current hit pop records?" is closely bound up with two facets of the record business—namely, the degree of service a dealer gets from manufacturers and distributors, and secondly, the dealer's own initiative in buying and merchandising a record while that disk is hot.

According to returns on this question, which was answered by 981

dealers, by far the great majority order current hits once a week. Of those answering, 522 stated so. A much lesser number, 283, order twice a week. This latter figure indicates aggressive servicing on the manufacturer-distributor level and/or alert buying on the part of the dealer. A small number, 61, order as often as every day. Only 14 order once a month.

QUESTION

5

How often do you order current hit pop records? (Check the answer below that best describes your answer)

- () Daily () About twice weekly
() About once a week
() About twice a month () About once a month

ANSWER

5

	Large town Votes	Small town Votes	Total Votes
Once a week	101	421	522
Twice a week	81	202	283
Twice a month	8	93	101
Daily	35	26	61
Once a month	3	11	14
No answer	2	5	7

QUESTION

6

Which of the two new speed records are selling the highest gross dollar volume for you now?

- () 33 LP records () 45 RPM records

33 1/3 and 45 Speeds Run Virtually Neck and Neck; Majority of Dealers Believe Industry Will Remain 3 Speed, Or Settle Down to 33 1/3 and 45 Only

THERE is no doubt that the most controversial and possibly the most important single situation in the record business for the past several years has been the question of which of the two new speed records (33 1/3 or 45) has been making the most progress, which (if only one) is most likely to last, on which type of disk are dealers doing the largest dollar volume. Two questions in this year's study were designed to develop some answers in this situation.

The answers indicate that in the battle for dealer and consumer favor the two new speeds are running just about neck and neck. The over-all answers of 926 dealers responding to

the question, "Which of the two new speed records are selling the highest gross dollar volume for you now?" gives an edge of 11.66 percentage points (517 dealers against 409) to the 45 r.p.m. speed.

However a study of the breakdown of replies by large cities (over 100,000 population) and smaller cities (those under 100,000) reveals that the big town merchant is doing a larger dollar volume on the 33 1/3 speed. Here 53.74 per cent of the dealers (or 115) said this was the case, against 46.26 per cent (or 99) who said they were taking in more dollars on 45. In the smaller towns, however, where 712 dealers in all responded (as against the 214 total for

QUESTION

7

Do you believe the record industry will eventually come down to a one or two-speed industry from the present three? (Check the answer below that best describes what you think will eventually occur. Base your opinion on present sales trend in your shop.)

- () Remain a three speed industry. () End up two speeds — 33 and 45. () End up two speeds — 33 and 78. () End up two speeds — 45 and 78. () Go back to 78 only. () End up 33 only. () End up 45 only.

the big cities), 58.71 per cent (or 418) said they were doing a greater dollar volume on 45, as against 294 or 41.29 per cent who said 33 1/3 was their dollar volume leader.

Certainly as music merchants convene for their midsummer 1950 conclave neither the Columbia nor Victor camps can claim a decisive all-out victory.

The second phase of the new speed question entered the realm of opinion, with the question, "Do you believe the record industry will eventually come down to a one or two-speed industry from the present three? (Check the answer below that best describes what you think will eventually occur. Base your opinion on present sales trend in your shop.)

Here again the two new speeds seem to have made roughly equal progress. By far the largest numbers of dealers believe either that the industry will remain a three-speed one (78, 33 1/3 and 45), as at present, or that the standard 78 r.p.m. will disappear and the in-

dustry will settle down to a two-speed (33 1/3 and 45 only) proposition; 341 dealers (253 small-town and 88 big-town) believe it will wind up as a (33 1/3 and 45) two-speed business, but 316 (240 small-town, 76 big-town) believe it will continue at the present three speeds.

More dealers believe it will end up 33 1/3 and 78 only, than believe it will end up 45 and 78 only. One hundred sixteen dealers say 33 1/3 and the old 78 will be it in the long run, and 87 believe 33 1/3 will fall by the wayside and it will settle down to 45 and 78. But almost twice as many dealers believe (62 against 32) that it will be a 45 r.p.m. industry, rather than a 33 1/3 industry, though both these groups, of course, or 94 dealers believe that it will eventually settle down to one speed, rather than two or remain at three.

And there are 22 dealers out of the 976 who believe it will eventually settle down to one speed, the good old 78 r.p.m.

ANSWER

6

POSSIBLE ANSWERS	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
33 LP records	115	53.74	294	41.29	409	44.17
45 RPM records	99	46.26	418	58.71	517	55.83
No answer	16				62	

ANSWER

7

	Large town Votes	Small town Votes	Total Votes
End up 2 speeds—33 & 45.	88	253	341
Remain a 3 speed industry.	76	240	316
End up 2 speeds—33 & 78.	21	95	116
End up 2 speeds—45 & 78.	15	72	87
End up 45 only	14	48	62
End up 33 only	9	23	32
End up 78 only	5	17	22
No answer	2	10	12

The Billboard's Third Annual Retail Record Store Survey

QUESTION 8 Besides records, which of the following does your store also sell? Please list approximate number of units of each item you sold last week?

Large Quantities of Disk Players Sold Thru Record-Music Retailers; TV, Radio-Phono Sets Big Items

A GLANCE at the replies to Question No. 8 quickly proves that disk dealers sell plenty of record playing equipment of all types. Fact is, the dealers who replied to this questionnaire sold 4,961 pieces of record playing equipment in one week. And it must be remembered that the month of June, when the survey was taken, is not the "hot season" for player and equipment sales. In addition, for the purposes of this survey it is assumed that the TV sets sold did not have record players. Excluding TV sets, the average dealer sold more than eight pieces of record playing equipment.

The survey also shows that more dealers in both the small and large cities handle 45 r.p.m. attachments than handle 33 1/3 r.p.m. attachments, but the percentage of difference narrows considerably in the large towns. Apparently, then, the consumer in the larger city is more LP conscious than the small-town record buyer.

The television pattern serves to point out that the lack of video reception in the small cities has kept the dealer from handling TV sets. It is in these same cities that almost

70 per cent of the dealers sell radio-phono consoles. As TV reception becomes available, many dealers appear to concentrate their efforts on selling video.

The small-town dealers are more apt to sell 45 r.p.m. attachments, wire or tape, radio-phono consoles, self-amplified 45 r.p.m. phonos and three-speed manual phonographs. On the other hand, the large-town dealers appear to concentrate their efforts behind LP attachments, TV sets, three-speed automatic phonographs and three-speed replacement changers. Efforts to sell kiddie phonos is evenly divided between both types of dealers.

Biggest selling item is the 45 attachments, followed by TV sets, the self-amplified 45 player, LP attachments, radio-phono consoles, three-speed manual players and kiddie phonos. Three-speed automatic phonos, replacement changers and wire or tape bring up the rear in the order named.

Only 102 dealers restrict themselves to the sales of records only and it is in the smaller cities that such dealers are most apt to be found. Only 29 dealers in large cities handled nothing but records.

ANSWER 8	Towns OVER 100,000			Towns UNDER 100,000			TOTAL		
	# of Stores	%	Units Sold	# of Stores	%	Units Sold	# of Stores	%	Units Sold
*Sells records only.	29			73			102		
Sell 45 r.p.m. attachments (No amp.)	171	85.07	355	604	88.18	898	755	87.47	1253
Sell 33 1/3 r.p.m. attachments (No amp.)	164	81.59	261	520	75.91	383	684	77.20	644
Sell kiddie phonos	139	69.15	155	477	69.64	359	616	69.53	514
Wire, tape, etc.	67	33.33	55	320	46.72	121	387	43.68	176
Radio-phono consoles	95	47.26	100	477	69.64	530	572	64.56	630
Television sets	108	53.73	430	251	36.64	403	359	40.52	833
45 r.p.m. phonos (with amp.)	155	77.11	217	549	80.15	532	704	79.46	749
3-speed manual phonos (with amp.)	133	66.17	157	485	70.80	394	618	69.75	551
3-speed automatic phonos (with amp.)	121	60.20	104	331	48.32	233	452	51.02	337
3-speed changers for replacement (No amp.)	110	54.73	106	344	50.22	177	454	51.24	283

*If store checked none of the items listed under question 8, it was assumed they carried only records.

QUESTION 9 If you do not sell any of the above, have you recently contemplated adding at least small players and attachments?

() Yes () No

Small Town Dealers More Willing To Add New Lines, But Space Limitations Affect Decisions

IT MUST be noted that the total replies to this question exceeds the number of dealers (102) who replied to Question 8 as selling records only. The explanation lies in the fact that some dealers who checked one or more parts of Question 8 also replied to Question 9. Dealers who now sell radio-phono sets may anticipate adding TV sets to their lines. Other dealers who sell phono attachments also may have reported that they will

not add anything else because of space limitations.

Over 21 per cent of the dealers who replied to Question 9 state that they plan to add at least record players or attachments to their stores. Over 32 per cent of the dealers, however, stated that they do not contemplate adding any new merchandise. The small city dealers appear to be more willing to add lines than the large-town retailers, but the percentage difference is small.

ANSWER

ANSWER 9	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
Total number who did not sell anything listed in Question 8 other than records.	29	44.62	73	46.50	102	45.95
Total of those who answered "yes" or that they do contemplate adding at least players or attachments.	12	18.46	35	22.29	47	21.17
Total of those who answered "no" or that they do not contemplate adding anything	24	36.92	49	31.21	73	32.88
No answer	6		23		29	

QUESTION 10 If you are selling 45 and 33 r.p.m. player attachments, does your record department handle the buying and selling of these or does the set department?

- () Our record counter handles buying and selling of the new speed players and attachments.
 () Our set department handles the buying and selling of these players and/or attachments.
 () Other answers or remarks:

62.81% of Dealers Sell Players And Attachments in Record Rather Than Set Department As Trend Sweeps Industry

THE comparatively recent trend which finds more and more stores transferring purchase and sale of record players and attachments from the set department over to the record counter seems to be snowballing. Altogether, 62.81 per cent of the 874 dealers who responded to this question indicate that they are buying

and selling players and attachments via their record departments. Only 27.57 per cent, on the other hand, still believe the purchase and sale of players and attachments to be a set department function. A great many stores, on the other hand, have followed the practice of setting the gadgets in both departments.

ANSWER

ANSWER 10	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
Our record counter handles buying and selling of the new speed players and attachments	128	63.05	421	62.74	549	62.81
Our set department handles the buying and selling of these players and/or attachments	45	22.17	196	29.21	241	27.57
Other answers or remarks	45	22.17	110	16.39	155	17.73
No answer	27		87		114	

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QUESTION

11

Do you sell sheet music? (Check below which answer is correct)

- We do NOT sell any sheet music.
- We USED TO sell sheet music but GAVE IT UP.
- We SELL sheet music of the following types:
 - Popular Instructional materials
 - Classical Standards

Pubbers Talk About Selling Sheet Music, But Don't Try To Sell It; Many Dealers Not Even Contacted

THE tabulation on Questions 11 thru 13, dealing with the sale of sheet music, reveals a remarkable lassitude in the merchandising of this product. The problem is currently a very pointed one, inasmuch as major segments of the music industry—notably the publishers and songwriters and their official trade organizations—Music Publishers' Protective Association and Songwriters' Protective Association—are attempting to find ways and means of boosting the sale of sheets. According to indications in the tabulation, much of the blame for the decline of sheet music sales must be placed right in the laps of the publishers and jobbers. The latter, apparently, have failed to do even an initial sales job in very many stores.

This failing is strongly indicated in answers to Question 12, which queries the dealers as follows: "If you do not sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department?" Answers to this query reveal that 47.93 per cent of those who do not sell sheets have never even been approached by a jobber or publisher.

To return to first facts: Question 11, asking whether the dealer sold

sheet music, was answered by 970 dealers. Figures indicate that of this total, 432 stores do not sell sheets, whereas another 75 used to sell sheets but do not now. This makes a total of 507 stores who don't sell, out of a total of 970 stores answering. The figures also indicate that a total of 463 do sell sheets. Almost all of these, 446, sell pop music, 292 sell classical, 302 sell instructional music and 336 sell standards.

These figures, considered in the light of the revelations in the tabulation of Question 12, indicate a number of interesting conclusions. Firstly, almost one-half of the music dealers thruout the country do not sell sheets. Only a very small percentage of these, 7.73 per cent, dropped sheet music after having sold it. This means that the great majority of those who do not sell sheets have never bothered to give the product a chance. It also means, as previously indicated, that publishers and jobbers have been lax and have failed to do a missionary job. As for music dealers themselves, the evidence also points to failure to give the product a try.

Analysis of returns on Question 12 gives specific evidence as to the extent of negligencé on the part of

ANSWER

11

POSSIBLE ANSWERS	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
We do NOT sell sheet music	98	43.75	334	44.77	432	44.54
We USED to sell sheet music but GAVE IT UP.....	34	15.18	41	3.50	75	7.73
We sell sheet music.....	92	41.07	371	49.73	463	47.73
Popular	88	39.29	358	47.99	446	45.98
Classical	38	16.96	254	34.05	292	30.10
Instructional	38	16.96	264	35.39	302	31.13
Standards	54	24.11	282	37.80	336	34.64
No answer.....	6		12		18	

QUESTION

12

If you do NOT sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department? Write approximate month and year.

QUESTION

13

If you do not currently handle sheet music, have you ever seriously considered selling it?

publishers and jobbers. Figures show 243 dealers, or 47.93 per cent of those who do not sell sheets, have never been approached by a music jobber or publisher. Another 59 dealers, or 11.64 per cent, state they were approached "before 1949 or can't remember"; only 28 dealers, or 5.50 per cent, say they have been approached "before January 1, 1950, but probably within 1949." Only 37, or 7.29 per cent, have been contacted since January 1, 1950.

Perhaps the clincher to the sad saga appears in the returns on Question 13, which asks the non-sheet music stores whether they have ever seriously considered selling sheets. Figures show that 179, or 35.28 per cent, have

seriously considered it.

In other words, the field would seem to be wide open for aggressive publishers and jobbers with energy enough to get out into the field and contact dealers. Many dealers, peculiarly enough, themselves say they have seriously considered the product, but it is obvious that they have not had enough urging to take the plunge. Close study of the figures will show some differences when comparing the situation in small towns with that in large cities. Both the differences are minor and do not cloud the general impression. This impression can be summed up thusly: Everyone talks about selling sheet music, but nobody really does much about it.

ANSWER

12

APPROXIMATION OF POSSIBLE ANSWERS	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
Since January 1, 1950.....	9	6.81	28	7.46	37	7.29
Before January 1, 1950, but probably within 1949.....	7	5.30	21	5.60	28	5.50
Before 1949 or can't remember	17	12.88	42	11.20	59	11.64
Never approached.....	49	37.12	194	51.73	243	47.93
No answer.....	50	37.88	90	24.00	140	27.59

ANSWER

13

	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
Yes.....	48	36.36	131	34.93	179	35.28
No	69	52.28	224	59.73	293	57.79
No answer.....	19	11.36	20	5.33	35	6.90

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QUESTION

14

Please check **JUST TWO** of the following sources of information that are the biggest help to you when buying records. Check only the **TWO** that are the most important to you.

Trade Paper Editorial Content, Ads Most Helpful to Dealers in Deciding Which Records To Buy; Customer Requests Run Second

WE STEP up to take a big, big bow on this question. Dealers clearly indicate that they use trade-papers (and we hold much evidence to indicate they mean *The Billboard*) as their No. 1 "biggest help" in buying records. A total of 87 dealers said trade paper editorial features are their biggest help; and another 32 dealers said the trade paper ads are their most helpful guide, giving trade papers a 119 score or 61.47 per cent of the total vote. Runner-up as "biggest help in buying records" was customer requests, which polled 116 mentions and 49.28 per cent of the total. (Percentages for all factors ex-

ceed 100 because respondent was asked to mention two most helpful guides in each case.)

Manufacturers' and distributors' release sheets, and direct mail, rank third most helpful in the case of both big town and smaller city dealers. Beyond that point, the two groups differ slightly. The smaller town dealers rank record salesman advice fourth, their own opinions fifth, disk jockey shows sixth, and juke box op suggestions seventh. The bigger town dealers use their own opinions more than they do record salesman advice, and rank jockey shows and juke box op suggestions sixth and seventh respectively.

QUESTION

15

In your opinion, which single record company runs the most helpful trade advertising?

RCA Victor's Trade Advertising Smash Standout; More Dealers Find It "Most Helpful" Than All Competitors Combined

RCA VICTOR scored a decisive beat over all its competitors insofar as record companies' trade advertising is concerned. Out of 826 dealers responding to the question, more than half (490) said that RCA Victor runs the most helpful trade advertising. Decca and Capitol ran almost neck and neck as a rather poor second and third, getting the nod from 123 and 105 dealers respectively. Columbia scored in fourth place, with 82 dealers of the opinion that the Bridgeport platter's trade advertising was most helpful.

Lacking a full study of RCA Victor's over-all trade advertising, but using the diskery's trade copy in *The Billboard* as the substantial portion of the measuring stick it represents, the partial conclusion may be drawn that dealers like and appreci-

ate a specific kind of trade copy. Victor's weekly full-page ad has been a simple and completely honest listing of records which, according to the company's own figures, are selling in greatest quantities. This appears under a "Going Strong" heading. A second feature is a listing of records "Coming Up." This is based, not on Victor's own opinion, but on commentary on the records by top disk jockeys, *The Billboard*, retailer and operator "Picks," etc. The ad also carries a simple listing of the company's new releases, without comment on the merit of the records. In addition to this weekly full page, the company uses a substantial number of single-artist single-record pages, half-pages, etc., doing the more conventional job of selling specific platter with superlatives.

ANSWER

14

POSSIBLE ANSWERS LISTED TO BE CHECKED	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
Record salesman advice...	46	20.18	147	19.65	193	19.78
Distributor and/or manufacturer release sheets and direct mail.....	69	30.26	251	33.56	320	32.79
Trade paper editorial features.....	87	38.16	337	45.04	424	43.44
Trade paper advertisements	32	14.04	144	19.25	176	18.03
Your own personal opinion..	67	29.38	140	18.72	207	21.21
Your local disk jockey shows	35	15.35	80	10.70	115	11.78
Local juke box operator advice suggestions.....	4	1.75	32	4.28	36	3.69
Customer requests.....	116	50.88	365	48.80	481	49.28
No answer.....	2		10		12	

ANSWER

15

NAMES OF COMPANY MENTIONED IN ORDER OF TOTAL VOTES (ONE VOTE TO A MENTION)	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
RCA Victor.....	111	59.67	379	59.21	490	59.33
Decca.....	25	13.44	98	15.31	123	14.89
Capitol.....	20	10.75	85	13.28	105	12.71
Columbia.....	20	10.75	62	9.69	82	9.93
Mercury.....	6	3.23	4	0.63	10	1.21
London.....	2	1.08	5	0.78	7	0.85
MGM.....	—	—	3	0.47	3	0.36
King.....	—	—	3	0.47	3	0.36
Cetra Soria.....	—	—	1	0.16	1	0.12
Derby.....	1	0.54	—	—	1	0.12
Modern.....	1	0.54	—	—	1	0.12
No answer.....	44		118		162	

Dealers' Buying Guide

Phonographs

Atlas Toy Co.
205 West Wacker Drive, Chicago 6, Ill.

Aim Industries, Inc.
41 Union Square, New York 3, N. Y.

Arthur Ansley Mfg. Co.
Dovlestown, Pa.

Apex Electronics Co.
225 West 17 St., New York 11, N. Y.

Audor, Inc.
Walnut & Maple Sts., Argos, Ind.

Audio Industries
1001 Green St., Michigan City, Ind.

Aviola Radio Corp.
Sky Harbor Airport, Phoenix, Ariz.

Barker & Williamson
237 Fairfield Ave., Upper Darby, Pa.

Beam Radionics Corp.
224 North Desplaines St., Chicago, Ill.

Biltmore Radio Corp.
15 Avenue A, New York, N. Y.

Boetsch Bros.
221 East 144th St., New York 51, N. Y.

David Bogen Co.
663 Broadway, New York 12, N. Y.

Columbia Records, Inc.
Bridgeport, Conn.

Continental Electronic, Ltd.
81 Pine St., New York 5, N. Y.

Carron Mfg. Co.
415 S. Aberdeen St., Chicago 7, Ill.

Covrall Industries, Inc.
55 Ferris St., Brooklyn 31, N. Y.

J. W. Davis & Co.
Box 7345, 9212 Denton Drive, Dallas 9, Tex.

Decca Records, Inc.
50 West 67th St., New York 19, N. Y.

Sonic Industries, Inc.
221 West 17th St., New York 11, N. Y.

Dynavox Corp.
40-05 21st St., Long Island City 1, N. Y.

Eastern Electronics Corp.
41 Chestnut St., New Haven 11, Conn.

Electromatic Mfg. Corp.
88 University Place, New York 13, N. Y.

Electronic Corp. of America
45 West 18th St., New York 11, N. Y.

Electronic Devices Co.
601 West 26th St., New York 1, N. Y.

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.

Garrard Sales Corp.
164 Duane St., New York, N. Y.

General Electric Co.
Electronics Park, Syracuse 1, N. Y.

General Television & Radio Corp.
2701-17 Lehmann Court, Chicago 14, Ill.

Globe Electronics, Inc.
225 West 17th St., New York 11, N. Y.

Harold Shevers, Inc.
123 West 64th St., New York 23, N. Y.

Hamilton Radio Corp.
510 Avenue of the Americas, New York 11, N. Y.

Hedco Mfg. Corp.
4560 Broadway, Chicago 40, Ill.

Hoffman Radio Corp.
3761 South Hill St., Los Angeles 7, Calif.

Hudson Electronics Corp.
110 East Third St., Mt. Vernon, N. Y.

Jackson Industries, Inc.
58 East Cullerton St., Chicago 16, Ill.

Lear, Inc.
110 Ionia Ave., Grand Rapids, Mich.

Lincoln Engineering Co.
5701 Natural Bridge Ave., St. Louis, Mo.

Motorola, Inc.
4545 Augusta Blvd., Chicago 51, Ill.

Music Master Mfg. Co.
69 West Washington St., Chicago 2, Ill.

Musitron Co.
223 West Erie St., Chicago 10, Ill.

Pacific Electronics
1011-1013 First Ave., Spokane, Wash.

Phonograph Corp. of America
7 West 46th St., New York, N. Y.

Portofonic Mfg. Corp.
54 Franklin St., New York 13, N. Y.

Radio Corp. of America
Camden, N. J.

Ray-Dyne Mfg. Corp.
White Rock, S. C.

Record-O-Vox, Inc.
721 North Martel Ave., Hollywood 46, Calif.

Rek-O-Kut Co.
3813 Queens Blvd., L. I. City, N. Y.

Rexon, Inc.
295 Fifth Ave., New York 16, N. Y.

Sheridan Electronics Corp.
2850 South Michigan Ave., Chicago 16, Ill.

Shuratone Co.
1133 Broadway, New York, N. Y.

Symphonic Radio & Electronic Corp.
292 Main St., Cambridge, Mass.

Steelman Radio & Phonograph Co.
742 E. Tremont Ave., Bronx, N. Y.

Harold Shevers
123 West 64 St., New York 23, N. Y.

Talk-A-Phone Co.
1512 South Pulaski Road, Chicago 23, Ill.

Tone Products Corp.
351 Fourth Ave., New York 10, N. Y.

Trav-Ler Radio Corp.
571 West Jackson Blvd., Chicago, Ill.

V-M Corp.
Benton Harbor, Mich.

Walton Products Co.
614 Southern Ohio Bank Bldg., Cincinnati, O.

Waters Conley Co.
Rochester, Minn.

Webster-Chicago Corp.
5610 West Bloomingdale Ave., Chicago 39, Ill.

Wilcox-Gay Corp.
604 West Seminary, Charlotte, Mich.

Radio and/or Television Combinations With Phonograph

Admiral Corp.
3800 Cortland St., Chicago 47, Ill.

Air King Products Co., Inc.
170 53d St., Brooklyn 32, N. Y.

Andrea Radio Corp.
27-01 Bridge Plaza North, Long Island City 1, N. Y.

Ansley Radio & Television, Inc.
41 St. Joe's Ave., Trenton 9, N. J.

A.R.F. Products, Inc.
7627 Lake St., River Forest, Ill.

Automatic Radio Mfg. Co.
122 Brookline Ave., Boston 15, Mass.

Belmont Radio Corp.
5921 West Dickens Ave., Chicago 39, Ill.

Bendix Radio, Division of Bendix Aviation Corp.
East Joppa Road, Baltimore 4, Md.

Brunswick Radio & Television, Inc.
244 Madison Ave., New York 16, N. Y.

Capehart-Farnsworth Corp.
3700 Pontiac St., Fort Wayne 1, Ind.

Crosley Division (Avco Mfg. Corp.)
1329 Arlington St., Cincinnati 25, O.

Delco Radio Division (General Motors Corp.)
1446 South Home Ave., Kokomo, Ind.

DeWald Radio Mfg. Corp.
35-15 37th Ave., Long Island City, N. Y.

Allen B. DuMont Labs, Inc.
East Paterson, N. J.

Electronic Corp. of America
45 West 18th St., New York 11, N. Y.

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.

Espey Mfg. Co., Inc.
528 East 72d St., New York 21, N. Y.

Fisher Radio Co.
41 East 47 St., New York, N. Y.

Freed Radio Corp.
200 Hudson St., New York 13, N. Y.

General Electric Co.
Electronics Park, Syracuse 1, N. Y.

General Television & Radio Corp.
2701-17 Lehmann Court, Chicago 14, Ill.

The Hallcrafters Co.
2611 Indiana Ave., Chicago 16, Ill.

Hoffman Radio Corp.
3761 South Hill St., Los Angeles 7, Calif.

Jackson Industries, Inc.
58 East 40th St., Chicago 15, Ill.

Lear, Inc.
110 Ionia Ave., Grand Rapids, Mich.

Magnavox Co.
2131 Bueter Road, Fort Wayne, Ind.

Majestic Radio & Television Corp.
70 Washington St., Brooklyn 1, N. Y.

Mars Television, Inc.
112-33 Colonial Ave., Corona, N. Y.

John Meck Industries,
Plymouth, Ind.

Mattison Television & Radio Corp.
893 Broadway, New York 3, N. Y.

Motorola, Inc.
4545 Augusta Blvd., Chicago 51, Ill.

Noblitt-Sparks Industries
Columbus, Ind.

Olympic Radio & Television, Inc.
34-01 38th Ave., Long Island City 1, N. Y.

Packard-Bell Co.
12333 West Olympic Blvd., Los Angeles 64, Calif.

Philco Corp.
Tioga and C Sts., Philadelphia 34, Pa.

Pilot Radio Corp.
37-06 36th St., Long Island City 1, N. Y.

Ray-Dyne Mfg. Corp.
White Rock, S. C.

Raytheon Mfg. Co.
55 Chapel St., Newton 58, Mass.

Radio Corp. of America
Camden, N. J.

Scott Radio Laboratories, Inc.
4541 North Ravenswood Ave., Chicago, Ill.

★ ★ ★ ★ ★ YOU CAN SEE THE DIFFERENCE—YOU CAN HEAR THE DIFFERENCE

Hudson — The Complete custom made profit line

MODEL 11

MODEL 88

JUNIOR JUKE

Year after year the outstanding juvenile line—consistent in sales—consistent in quality.

MODEL 10



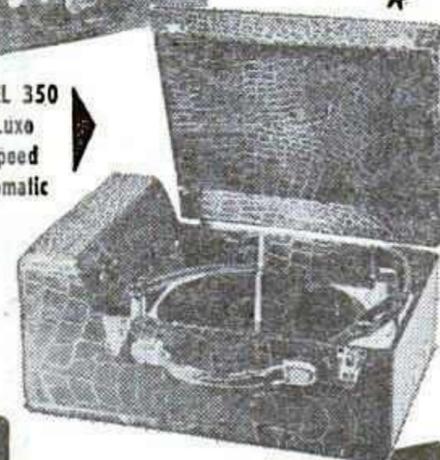
MODEL 347
Deluxe
3-Speed
Manual

MODEL 332
3-Speed
Manual



MODEL 30
Single Speed
78 r.p.m.

MODEL 350
DeLuxe
3-Speed
Automatic



Hudson
ELECTRONICS CORPORATION
Mount Vernon, New York

BOOTH 74
National Music Show
Chicago

Sentinel Radio Corp.
2100 Dempster St., Evanston, Ill.
Starrett Television Corp.
601 West 26th St., New York, N. Y.
Steelman Radio & Phonograph Co.
742 E. Tremont Ave., Bronx, N. Y.
Stewart-Warner Electric Co.
1826 Diversey Parkway, Chicago 14, Ill.
Stromberg-Carlson Co.
100 Carlson Road, Rochester, N. Y.
Sylvania Television
1280 Main St., Buffalo 9, N. Y.
Symphonic Radio & Electronic Corp.
292-298 Main St., Cambridge 42, Mass.
Tele King Corp.
601 West 26th St., New York, N. Y.
Teletone Radio Corp.
609 West 51st St., New York 19, N. Y.
Trav-Ler Radio Corp.
571 West Jackson Blvd., Chicago 6, Ill.
U. S. Television Corp.
3 West 61st St., New York, N. Y.
Vidcraft Television Co.
780 East 137th St., New York 54, N. Y.
Westinghouse Electric Corp., Home Radio Division
Sunbury, Pa.
Wilcox-Gay Corp.
Charlotte, Mich.
Zenith Radio Corp.
6001 Dickens Ave., Chicago 39, Ill.

Phonograph Needles

H. W. Acton Co.
370 Seventh Ave., New York 1, N. Y.
Aero Needle Co.
619 N. Michigan Ave., Chicago 11, Ill.
The Bonot Co.
114 Manhattan St., Stamford, Conn.
Columbia Records, Inc.
1473 Barnum Ave., Bridgeport, Conn.
Duotone Co., Inc.
Keyport, N. J.
The Eldeen Co.
610 West National Ave., Milwaukee 4, Wis.
Flexograph, Inc.
Hamilton Building, Ripon, Wis.
Gem Phonograph Mfg., Inc.
33 West 46th St., New York, N. Y.
General Phonograph Mfg. Co.
Elyria, O.

Jansen Industries, Inc.
329 South Wood St., Chicago 12, Ill.
Meritone Needles (American Laubscher Corp.)
333 West 52d St., New York 19, N. Y.
M. A. Miller Mfg. Co.
1169 East 43d St., Chicago 15, Ill.
Music Master Mfg. Co.
69 West Washington St., Chicago 2, Ill.
Permo, Inc.
6415 North Ravenswood Ave., Chicago 26, Ill.
Pfanstiehl Chemical Co.
104 Lakeview Ave., Waukegan, Ill.
Putman Needle Co.
Springfield, Conn.
Recoton Corp.
251 Fourth Ave., New York 1, N. Y.
RCA Victor, Radio Corp. of America
Camden, N. J.
H. & A. Selmer, Inc.
Elkhart, Ind.
Shure Bros., Inc.
225 West Huron St., Chicago 10, Ill.
Walco Needles (Electrox Co., Inc.)
60 Franklin St., East Orange, N. J.
Wall Kane Needle Mfg. Co.
869 Broadway, New York 3, N. Y.

Record Changers

Admiral Corp.
3800 Cortland St., Chicago 47, Ill.
Aviola Radio Corp.
Sky Harbor Airport, Phoenix, Ariz.
Consolidated Radio Products Co.
350 West Erie St., Chicago 10, Ill.
Crescent Industries, Inc.
4140 West Belmont Ave., Chicago 4, Ill.
Garrard Sales Corp.
164 Duane St., New York 13, N. Y.
General Industries Co.
Taylor & Olive Sts., Elyria, O.
Lincoln Electronics Corp.
653 11th Ave., New York 19, N. Y.
Markel Electric Products, Inc.
145 Seneca St., Buffalo 3, N. Y.
Philco Corp.
Tioga & C Sts., Philadelphia 34, Pa.
RCA Victor Radio Corp. of America
Camden, N. J.
V-M Corp.
Benton Harbor, Mich.
Webster-Chicago Corp.
5610 West Bloomingdale Ave., Chicago 39, Ill.

Tape Recorders

Ampex Electric Corp.
1155 Howard Ave., San Carlos, Calif.
Amplifier Corp. of America
398 Broadway, New York 13, N. Y.
Ampro Corp.
2835 North Western Ave., Chicago 18, Ill.
Audiograph Co.
1414 El Camino Real, San Carlos, Calif.
Bell Sound Systems
555 Marion Road, Columbus 7, O.
Brush Development Co.
3405 Perkins Ave., Cleveland 14, O.
Crestwood Recorder Corp.
624 West Adams St., Chicago, Ill.
Eicor, Inc.
1501 West Congress St., Chicago, Ill.
Fairchild Recording Equipment Corp.
154th St. & 87th Ave., White-stone, N. Y.
The General Industries Co.
Taylor & Olive Sts., Elyria, O.
The International Electronics Co.
808 North Broad St., Philadelphia 30, Pa.
Lekas Mfg. Co.
111 1/2 South Fourth Ave., Ann Arbor, Mich.
Magnecord, Inc.
360 North Michigan Ave., Chicago 1, Ill.
Magnetic Recorders Co.
7120 Melrose Ave., Beverly Hills, Calif.
Operadio Mfg. Co.
St. Charles, Ill.
Pentron Corp.
611 West Division St., Chicago 10, Ill.
Rangertone, Inc.
73 Winthrop St., Newark, N. J.
Revere Camera Co.
320 East 21st St., Chicago 16, Ill.
Rowe Industries
1702 Wayne St., Toledo 9, O.
Sonar Radio Corp.
59 Myrtle Ave., Brooklyn 1, N. Y.
Sound, Inc.
221 East Cullerton St., Chicago 16, Ill.
Star Products Co.
611 West Division St., Chicago 10, Ill.
Webster-Chicago Corp.
5610 West Bloomingdale Ave., Chicago 39, Ill.
Webster Electric Co.
19th and DeKoven, Racine, Wis.
Wilcox-Gay Corp.
Charlotte, Mich.

Wire Recorders

Air King Products Co.
170 53d St., Brooklyn, N. Y.
Crescent Industries, Inc.
4140 West Belmont Ave., Chicago 41, Ill.
Hedco Mfg. Corp.
4560 Broadway, Chicago 40, Ill.
Lear, Inc.
110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Pierce Wire Recorder Corp.
1328 Sherman Ave., Evanston, Ill.
Pentron Corp.
611 West Division St., Chicago 10, Ill.
Webster-Chicago Corp.
5610 West Bloomingdale Ave., Chicago 39, Ill.
Wiroway Corp. of America
1331 Halsey St., Brooklyn 27, N. Y.

Blank Storage Albums

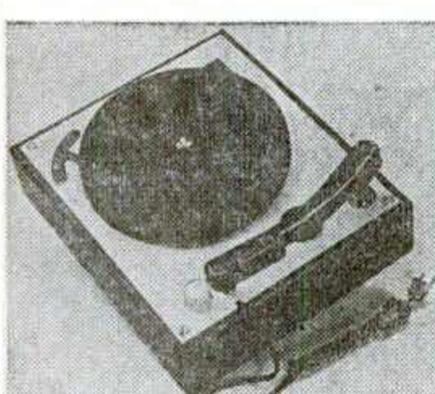
Album Corp. of America
239 St. Marks Ave., Brooklyn, N. Y.
Globe Album Co.
3811 Third Ave., Bronx 57, N. Y.
Peerless Album Co., Inc.
800 Union St., Brooklyn 15, N. Y.
United Loose Leaf Co.
233 Spring St., New York, N. Y.
Globe Replogle, Inc.
315 North Hoyne, Chicago, Ill.
Chicago Album & Specialty Co.
426 South Clinton, Chicago, Ill.
M. M. Cole
823 S. Wabash, Chicago, Ill.

Miscellaneous

Aim Industries, Inc.
41 Union Square, New York 3, N. Y.
(Phonograph motors)
A. R. F. Products, Inc.
7627 Lake St., River Forest, Ill.
(Record Noise Suppressor Filters — Dynamic Record Noise Suppressors)
The Astatic Corp.
Harbor & Jackson Sts., Conneaut, O.
(Crystal, Magnetic & Ceramic Phonograph Pick-Ups and cartridges)
A. Bitter Construction Co.
721 East 133d St., New York 54, N. Y.
(Record & album racks, record booths)
Brooks Mfg. Co.
286 East 138th St., New York 54, N. Y.
(Phonograph motor inverters)

Eastern Electronics Corp.
41 Chestnut St., New Haven 11, Conn.
(Phonograph motor units)
Electronic Devices Co.
601 West 26th St., New York 1, N. Y.
(DC to AC Phonograph Inverters)
Fern Mfg. Co.
Dept. 65, 3915 Pleasant Ave., Minneapolis, Minn.
(Nu Hole)
Flexograph, Inc.
Hamilton Building, Ripon, Wis.
(Record carrying cases and cabinets)
The General Industries Co.
Taylor & Olive Sts., Elyria, O.
(Electric Phonograph Motors)
Pickering & Co., Inc.
309 Woods Ave., Oceanside, N. Y.
(Phonograph pickups, phonograph pre-amplifiers)
Portofonic Mfg. Corp.
54 Franklin St., New York 3, N. Y.
(Record cases)
Recordaid, Inc.
Box 5765, Olney, Philadelphia 20, Pa.
(Consolidated record catalogs and other record dealer aids)
The Recordplate Co.
30 North Raymond Ave., Pasadena, Calif.
(Phonograph record indexing labels, album labels and visible index books for home collections, retailer indexing, cataloging.)
Shure Bros., Inc.
225 West Huron Street, Chicago 10, Ill.
(Phonograph pickups, phonograph pick-up cartridges, tape and wire recording heads)
Triad Portable Case Corp.
2545 Boston Road, Bronx 67, N. Y.
(Phonograph cases)
Tunnis "One-Spot" Publishers
Oak Park, Illinois (Chicago address: 4124 Madison St., Chicago 24, Ill.)
(Index systems for record departments)
Walco Stati Clean (Electrovox Co.), Inc.
60 Franklin St., East Orange, N. J.
(Liquid static eliminator)
William T. Wallace Mfg. Co., Inc.
Chili & Madison Ave., Peru, Ind.
(Record storage cabinets)
Webster Electric Co.
1900 Clark St., Racine, Wis.
(Pick-ups, crystal and magnetic for phonographs—recording heads)
Zim Products
(Record brush)

See the Hit of the Show



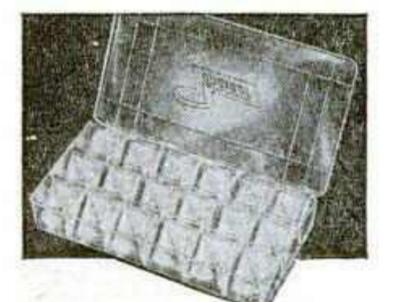
A new low priced 3 speed phonograph
SUPREME MODEL #714
will be introduced by "Aim Industries, Inc." at the Chicago Music Show.
BOOTHS No. 53 and 54

List price at \$16.95, this new unit comes in brown leatherette and is equipped with a powerful 2 watt amplifier. A new companion unit, Supreme Model #715, is available in portable case, list price \$17.95. Another companion unit, Supreme Model #796, twist cartridge plus 2 needles, tone control in portable case, list price \$19.95.

George H. Fass, Sales Manager, states over 25 phonograph models will be shown, including Kiddy, attachments, and automatic, many with UL approval, as well as a complete sensational new line of record albums and accessories.

AIM INDUSTRIES, INC.
41 Union Sq. West N.Y.C. 3, N. Y.
An "Aim" Product Is Quality

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Holds the 18 basic Duotone Needles in separate compartments for easy selection. Clear lucite case means you see all your needle stock in one beautiful display. Makes inventory taking and re-ordering a matter of seconds! Individual needles are packed in a magnifying matching lucite case for ease of identification, and maximum customer appeal. Order your Duotone needles today—get your new replacement dispenser free!

COMPLETE NEEDLE INDEX SERVICE WALL CHART

For instant selection of the proper needle. Tells at a glance all the information you need to serve customers faster and better. New Duotone chart is handsome, ready for use as handy wall-mounted reference guide.

FREE WALL CHART TO SHOW-ATTENDERS SEE US AT THE PALMER HOUSE

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Company Inc
Keyport, New Jersey

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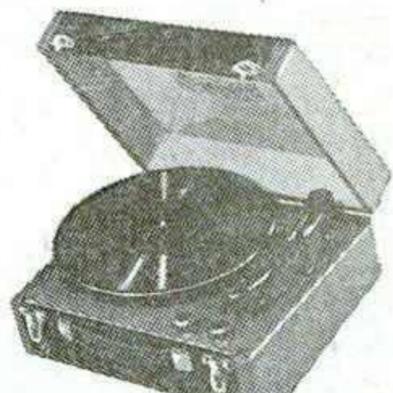


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- ★★ Distinguished settings!
- ★★★ Star performers!
- ★★★★ Incomparable production!

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Refreshingly **NEW**
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Star!

guy
Mitchell
sings...

"ME AND MY IMAGINATION"

and

"TO ME YOU'RE A SONG"

Columbia 38872

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Records**
First, Finest, Foremost in Recorded Music.
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

The **Billboard** MUSIC POPULARITY CHARTS
PART I
The **Billboard** TRADE SERVICE FEATURE

The Nation's Top Tunes

Based on reports received last three days of Week Ending July 7

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week **1. BEWITCHED** Last Week **2**
By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)

Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20 3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(33)1-642; J. McKee, Varsity 266.
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarneri Quintet, Thesaurus.

This Week **2. THIRD MAN THEME, THE** Last Week **1**
By Anton Karas
Published by Chappell (ASCAP)

From the Carol Reed film, "The Third Man"
Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20 3709, (45)47-3242; A. Rey, Cap(78)820, (45)FB20; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intro 6001; Franz Gottschalk, Tempo 470.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World.

This Week **3. MONA LISA** Last Week **6**
By Jay Livingston and Ray Evans
Published by Famous (ASCAP)

From the Paramount film, "Captain Carey, U. S. A."
Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1 588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus.

This Week **4. I WANNA BE LOVED** Last Week **3**
By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP)

Records available: I. Bennett-M. Manning, Col(78)38825, (33)1 646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47 3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60241; C. Williams Ork, Varsity 268.
Electrical transcription libraries: Fran Warren, Thesaurus.

This Week **5. SENTIMENTAL ME** Last Week **7**
By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)

Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 48141; B. Mayo Quintet, Dana 2074; R. Vallee, V(78)20-3793 (45)47-3793).
Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol.

This Week **6. HOOP-DEE-DOO** Last Week **5**
By Frank Loesser and Milton DeLugg
Published by E. H. Morris (ASCAP)

Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V. 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters Harmony Bells Ork, Dana 2077; L. Dudd Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.
Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard.

This Week **7. MY FOOLISH HEART** Last Week **4**
By Victor Young and Ned Washington
Published by Santly-Joy (ASCAP)

From the Sam Goldwyn film, "My Foolish Heart"
Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (33)1-478; G. Jenkins Ork, Dec 24830; J. McGee-T. Carpenter, Varsity 265
Electrical transcription libraries: Tommy Dorsey Ork, Standard; Claude Gordon Ork, Capitol; Vincent Lopez, Thesaurus.

This Week **8. COUNT EVERY STAR** Last Week **10**
By Bruno Coquatrix and Sammy Gallop
Published by Paxton (ASCAP)

Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111.
Electrical transcription libraries: Bob Crosby, Standard.

This Week **9. TZENA, TZENA, TZENA** Last Week **5**
(Copyright in dispute)

Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malovsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 38885; The Weavers, Dec 27053.
(No information on electrical transcription libraries available as The Billboard goes to press.)

This Week **10. OLD PIANO ROLL BLUES** Last Week **8**
By Cy Coben
Published by Leeds (ASCAP)

Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30 0010; H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Dandies, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845, (45)F-845; B. Kay, Col(78)38773, (33)1-593; F. September (Jan August), Mer 5400; C. Steward, Coral 60177.
Electrical transcription libraries: George Wright, Thesaurus.

WARNING

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BEST WISHES

to

NAMM

*Margaret
Whiting*



BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION		Weeks Last This		Songs	Publishers
to date	Week	Week	Week		
16	1	1	1	THIRD MAN THEME, THE (F) (R)	Chappell
12	2	2	2	BEWITCHED (R)	Chappell
19	4	3	3	MY FOOLISH HEART (F) (R)	Santly-Joy
13	3	3	3	OLD PIANO ROLL BLUES, THE (R)	Leeds
5	7	5	5	MONA LISA (F) (R)	Famous
8	6	6	6	I WANNA BE LOVED (R)	Supreme
11	8	7	7	HOOP-DEE-DOO (R)	E. H. Morris
14	5	8	8	SENTIMENTAL ME (R)	Knickerbocker
5	9	9	9	I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
7	12	10	10	STARS ARE THE WINDOWS OF HEAVEN (R)	Pickwick
7	11	11	11	COUNT EVERY STAR (R)	Paxton
1	—	12	12	SAM'S SONG (R)	Sam Weiss
2	13	13	13	PLAY A SIMPLE MELODY	Berlin
—	—	14	14	DOWN THE LANE (R)	Broadcast Music
—	—	15	15	SOMETIME (R)	Witmark

ENGLAND'S TOP TWENTY

POSITION		Weeks Last This		Songs	English	American
to date	Week	Week	Week			
13	1	1	1	MY FOOLISH HEART	Sun	Santly-Joy
8	2	2	2	DEARIE	Campbell-Connelly	Laurel
4	3	3	3	BEWITCHED	Chappell	Chappell
9	4	4	4	OH, YOU SWEET ONE	Southern	General Music
9	5	5	5	LET'S DO IT AGAIN	Lennox	Robbins Music
10	5	6	6	THAT OLD PIANO ROLL BLUES	Leeds	Leeds
25	7	7	7	JEALOUS HEART	New World	Acuff-Rose
13	8	8	8	C'EST SI BON	Peter Maurice	Leeds
5	11	9	9	DADDY'S LITTLE GIRL	Yale	Beacon
4	12	10	10	TWO ON A TANDEM	Pic, Ltd.	*
5	9	11	11	I REMEMBER THE CORN FIELDS	Arcadia	Leeds
17	9	12	12	CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose
9	13	12	12	QUICKSILVER	E. H. Morris	E. H. Morris
2	15	14	14	A LOAD OF HAY	John Fields	*
25	16	15	15	DOWN IN THE GLEN	L. Wright	Mills Music
8	19	16	16	ME AND MY SHADOW	Francis Day	Bourne
12	14	17	17	ENJOY YOURSELF	Morris	Morris
4	18	18	18	THE NIGHT THE FLOOR FELL IN	Southern	*
1	—	19	19	SOMEWHERE AT THE END OF THE RAINBOW	Edward Cox	*
12	16	20	20	CHERRY STONES	John Fields	Robbins Music

*Publisher not available as The Billboard goes to press.



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"IF YOU WERE MY GIRL"



Perry Como

sings—

"IF YOU WERE MY GIRL"



Perry Como

records—

"IF YOU WERE MY GIRL"



Perry Como

has a **Hit** in . . .

"IF YOU WERE MY GIRL"

by . . . JOHNNY BRADFORD and TONY RAMANO

RCA VICTOR Records 45 rpm 47-3846
78 rpm 20-3846

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ARNOLD SHAW, V.-P. & Gen. Prof. Mgr.

CHECK KARDALE
Chicago

DOC BERGER
East Coast D-J Exploitation



BOB STERN
West Coast D-J Exploitation

SONNY GOLDEN
Hollywood

Radio Popularity

Based on reports received last three days of Week Ending July 7

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	Record Title	Artist	Label
6	1	1	MONA LISA	Nat King Cole & The Trio	Cap(78)1010, (45)F-1010-ASCAP
10	2	2	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork.	Dec 27007-ASCAP
11	4	3	HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Cap(78)980, (45)F-980-ASCAP
8	12	4	COUNT EVERY STAR	R. Anthony	Cap(78)979, (45)F-979; Cap(78)859, (45)F-859-ASCAP
1	-	4	TZENA, TZENA, TZENA	M. Miller Ork.	Col(78)38885, (33)1-706-ASCAP
21	9	6	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173-ASCAP
4	15	7	I WANNA BE LOVED	B. Eckstine	MGM 10716-ASCAP
10	12	8	BEWITCHED	G. Jenkins Ork.	Dec 24983-ASCAP
12	14	9	SENTIMENTAL ME	R. Anthony Ork-R. Deauville	Cap(78)923, (45)F-923-ASCAP
15	3	10	MY FOOLISH HEART	G. Jenkins Ork.	Dec 24830-ASCAP
2	18	11	TZENA, TZENA, TZENA	G. Jenkins and The Weavers	Dec 27077-ASCAP
8	10	12	BEWITCHED	D. Day	Col(78)38698, (33)1-480-ASCAP
10	8	13	BEWITCHED	M. Torme-P. Rugolo Ork.	Cap(78)1000, (45)F-1000-ASCAP
15	6	14	THIRD MAN THEME, THE	G. Lombardo Ork.	Dec 24839-ASCAP
12	5	15	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747-ASCAP
4	16	15	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936-BMI
16	7	17	THIRD MAN THEME, THE	A. Karas	London(78)536, (45)30005-ASCAP
1	-	18	M-I-S-S-I-S-I-P-P-I	K. Starr-F. DeVol	Cap(78)1072, (45)F-1072-BMI
1	-	19	GOODNIGHT, IRENE	G. Jenkins & The Weavers	Dec 27077
1	-	20	THANKS, MR. FLORIST	V. Monroe Ork.	V(78)20-3773, (45)47-3773
7	-	21	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221-ASCAP
4	24	22	VIE EN ROSE, LA	P. Weston Ork.	Cap(78)890, (45)F-890-ASCAP
4	11	23	I WANNA BE LOVED	Fontane Sisters-H. Winterhalter Ork and Chorus	V(78)20-3772, (45)47-3772-ASCAP
9	21	23	SENTIMENTAL ME	R. Morgan Ork.	Dec 24904-ASCAP
3	19	25	I DIDN'T SLIP, I WASN'T PUSHED, I FELL	D. Day-Mellomen	Col(78)38818, (33)1-637-ASCAP
8	26	26	ARE YOU LONESOME TONIGHT?	B. Barron Ork.	MGM 10628-ASCAP
5	28	27	BEWITCHED	Honeydreamers-L. Green Ork	V(78)20-3726, (45)47-3726-ASCAP
24	25	27	IT ISN'T FAIR	S. Kaye Ork-D. Cornell	V(78)20-3609, (45)47-3115-ASCAP
1	-	29	I CROSS MY FINGERS	P. Faith Ork.	Col(78)38786, (33)1-607
12	25	30	BEWITCHED	B. Snyder Ork.	Tower 1473-ASCAP
1	-	30	MAY I TAKE TWO GIANT STEPS	E. Barton	National 9112-ASCAP
1	-	30	OLD PIANO ROLL BLUES	J. Garber Ork.	Cap(78)970, (45)F-970

Vox Jox

AD LIB CUTTINGS . . . Dick Harvey. WSAP, Portsmouth, Va., now fronting his own band at Virginia Beach Ballroom between shows. . . **Jack Rye**, KTSM, El Paso, Tex., writes, "You can reach me on the sand of the Gulf in Galveston for the next three weeks. It's out of the mountains and down to the sea in my Studebaker." . . . **Burl W. Bowman**, KVNI, Coeur d'Alene, Idaho, is featuring old Edison vertical cut records, and says listeners like the novelty so much "they're digging the old platters out of attics and sending them in." One disk gift was **Sergei Rachmaninoff** playing selections from Chopin and Mozart, and Bowman wonders if this might be a collectors item. . . **Ken Jackson**, KPUG, Bellingham, Wash., will marry **Joan King** August 20. . . **Ted Nabors**, KTHT, Houston, has snagged the commentator role for Theater Guild's presentation of "Lady of Fatima," a part originally intended for **Don Ameche**. His wife, **Hazel**, will also be in the play, making it the first legit appearance for both in almost 20 years. . . **John Willis**, KTMS, Santa Barbara, Calif., says "the missus just brought home another baby girl, our second." . . **Kenny Snyder**, WDEL, Wilmington, Del., is running a puppet show on the station's TV outlet, tagged "The Magic Picture." . . **Singer Bill Noel** guested on local d. j. shows during the week-end just prior to his Copa date in Pittsburgh. . . **Stew McDonnell**, WIMS, Michigan City, Ind., and frau expect a new little d. j. next month.

MUCH ADO ABOUT BLOOPERTS . . . When **Don Bell**, KRNT, Des Moines, invented the word "Bloopert" via an air fluff, to "describe anything indescribable" he set off one of the zaniest promotion campaigns in radio. The station rounded up a group of judges (a psychologist, architect, weatherman, gadget column editor and city librarian), and staged a contest to find the perfect Bloopert. Des Moines went Bloopert-mad during the contest, with "Bloopert Specials" on menus, "Bloopert Races" at local speedway, and "Bloopert Plays" in baseball. Entries, ranging from odd art objects to limericks, were displayed in the station's lobby. The winning Bloopert was a shapeless blob of gray clay, described by Bell as "the most nondescript, nearest nothing of all."

GAB BAG . . . Question-and-answer man **Hugh Guidi**, WTOP, Washington, muses "Is 'Sam's Song' a re-hash of 'Wouldn't It Be Fun'? Ha! I thought so." . . . Another query comes from **Bernardino Hildebrand**, WTND, Orangeburg, S.C., who wonders if "Ralph Flannagan was arranger for the original **Glenn Miller Ork.**" Answer is yes, of course, one of Miller's finest. . . **Johnny Williams**, WSFT, Thomaston, Ga., writes "In answer to my plea for Decca disks, I finally got a record tagged 'Onions.' Just a note to Decca 'Knew you had a heart.' Now boys let's get together. How about some records?" . . . Decca is on the pan again with **Fred Caldwell**, KNOW, Austin, Tex., who says "I would like Decca to read **Vox Jox** and be so guided. Thanks to **Bruce Mitchell**, WTXL, West Springfield, Mass., for his interest, but I don't intend to beg anybody for free records." . . . On the credit side of ledger, **Tom Edwards**, KOSA, Odessa, Tex., pens, "That's a good deal about Decca cutting down on quantity in favor of quality. Half of our records are filed in the library, but never played on the air because of inferior tunes or artists." . . . **Charlie Harris**, WJHP, Jacksonville, Fla., dolefully suggests "nine of 10 disks being issued should be turned for scrap." . . . **Howard E. Swanson**, WJPD, Ishpeming, Mich., decries the fact that "too many diskers limit us to Western and polka releases. Can't let the station be typed musically."

PREEMS . . . **Ted McKay**, WKNA, Charleston, W. Va., piloting an RCA show featuring Victor's danceland series. . . **Jim Russell**, WWGP, Sanford, N. C., back punching the early a.m. clock after a brief vacation. . . **Jon Farmer**, WAGA, Atlanta, Ga., guests on "ABC's of Music" Wednesday (19). . . **Jim O'Leary** and **Dave Hubbard**, San Bernardino, Calif., d. j.'s, have launched a new a.m. aircer, "Record Forum." . . **Merrill**

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly over 60 per cent alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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(Beginning Friday, June 30, 8 a.m., and ending Friday, July 7, 8 a.m.)

American Beauty Rose, An (R)	Jefferson-ASCAP
Bewitched (R)	Chappell-ASCAP
Count Every Star (R)	Paxton-ASCAP
Darn It, Baby, That's Love (R)	Chappell-ASCAP
Down the Lane (R)	Broadcast Music-BMI
Home Cookin' (R)	Famous-ASCAP
Hoop-Dee-Do (R)	E. H. Morris-ASCAP
I Didn't Know What Time It Was (F)	Chappell-ASCAP
I Didn't Slip, I Wasn't Pushed, I Fell (R)	Remick-ASCAP
I Don't Care if the Sun Don't Shine (R)	Famous-ASCAP
I Still Get a Thrill (R)	Words & Music-ASCAP
I Wanna Be Loved (R)	Supreme-ASCAP
If I Had a Magic Carpet (R)	Shapiro-Bernstein-ASCAP
If You Were Only Mine (R)	Robbins-ASCAP
I'll Always Love You (R)	Famous-ASCAP
I'm Bashful (R)	Santly-Joy-ASCAP
La Vie En Rose (R)	Harms-ASCAP
Mona Lisa (F) (R)	Famous-ASCAP
My Destiny (R)	Walt Disney-ASCAP
My Foolish Heart (F) (R)	Santly-Joy-ASCAP
Old Piano Roll Blues (R)	Leeds-ASCAP
Picnic Song (R)	Chappell-ASCAP
Play a Simple Melody (R)	Berlin-ASCAP
Sam's Song (R)	Sam Weiss-ASCAP
Sentimental Me (R)	Knickerbocker-ASCAP
Sometime (R)	Witmark-ASCAP
Stars and Stripes Forever (R)	Church Co.-Hill & Range-SMI
Stars Are the Windows of Heaven (R)	Pickwick-ASCAP
They Say It's Wonderful (F) (R)	Berlin-ASCAP
Third Man Theme, The (F) (R)	Chappell-ASCAP
Tonight (R)	Miller-ASCAP

Note: In the June 24th issue the publisher of "Heart of Stone" was incorrectly listed in Songs With Greatest Radio Audiences. The correct publisher is Pic (ASCAP).

Smith, ex-WIDE, Biddeford, Me., has joined WHEB, Portsmouth, N. H. . . **Charles Avery** has replaced **Alan Owen** at WFPG, Atlantic City, N. J. . . **Ted Oakes** succeeds **Bill Schubert** at WSLB, Ogdensburg, N. Y. . . **Robin Bright**, WIRE, Indianapolis, launched the town's new Studebaker showroom last month with two special platter remotes from same. . . **Harry Jarkey**, nitery emcee, has started a daily spin session on WSAM, Saginaw, Mich., in conjunction with his annual summer engagement at Wenonah Beach Casino, Bay City. . . Vocalist **Garry Stevens** teed off a platter show Monday (3) tagged "AM Showcase" over WGY, Schenectady, N. Y. . . **Russ Jamieson**, KMED, Medford, Ore., teed off a split programing show this month, with five 15-minute record sessions spotted thru-out the day. **Bud Hohensee** has started a two-hour afternoon session, "Juke Box Jamboree," on same station. . . Band leader **Oscar Dumont**, who swings the baton at Sunset Beach Ballroom, Almonesson, N. J., bows in this month as a d. j. on WKDN, Camden, N. J. . . Video sportscaster **Bill Sears**, WCAU-TV, Philadelphia, doubling in AM with early morning platter show, "Get Up With Sears," on same station. . . **Jeff Scott** begins new remote from Rendezvous Room, Philadelphia, via WKDN, Camden, N. J., this month. . . **Bob Bacon** is new d. j. at WDRC, Hartford, Conn.

SPONSOR TALK . . . Hadacol Tonic is buying 52 weeks of spots on **Stew McDonnell** show, WIMS, Michigan City, Ind. . . Bayer Aspirin down for 32 weeks with **Bob Larsen**, WEMP, Milwaukee, and 13 weeks with **Jim Boyesen**, WTCN, Minneapolis. Boyesen also snagged a 13-week deal with RCA Victor. . . **Barry Kaye**, WKAT, Miami Beach, Fla., flagged down contract with Mercury cars this month. . . **Johnny Murray**, KLIF, Dallas, has sparked time deal with Evans cigarette lighters. . . Southport Distributors purchased 52 weeks on "Cuzin Larry's Round-Up," WHBO, Tampa. . . Portland Punch buying **Charles Shaw**, WOLF, Syracuse. . . **Kreml Hair Oil** spotted with **Ted Jones**, KLEE, Houston. . . Heidelberg Beer on for one year with **Glenn Hill**, KRRX, San Jose, Calif. . . Kaiser plugging 1951 model on **Joe Costantino's** KDB aircer, Santa Barbara, Calif. . . **Joe Farmer**, WAGA, Atlanta, is pushing Ladies' Home Journal mag for next two weeks. . . Standard Brands has signed 13-week pact with **Al Paulson**, WLOL, Minneapolis, for Tender Leaf Tea. . . **Paul Brenner**, WAAT, Newark, N. J., lights up with Chesterfield this month, via Cunningham & Walsh Agency. . . In a suspicious mood, **Bob Kent**, WBUD, Morrisville, Pa., filled in **Vox Jox's** "spot business" coupon with the following query, "Why do you want to know?"



I Wanna Be Loved
My Foolish Heart
My Destiny
Roses
Stardust

BILLY Eckstine

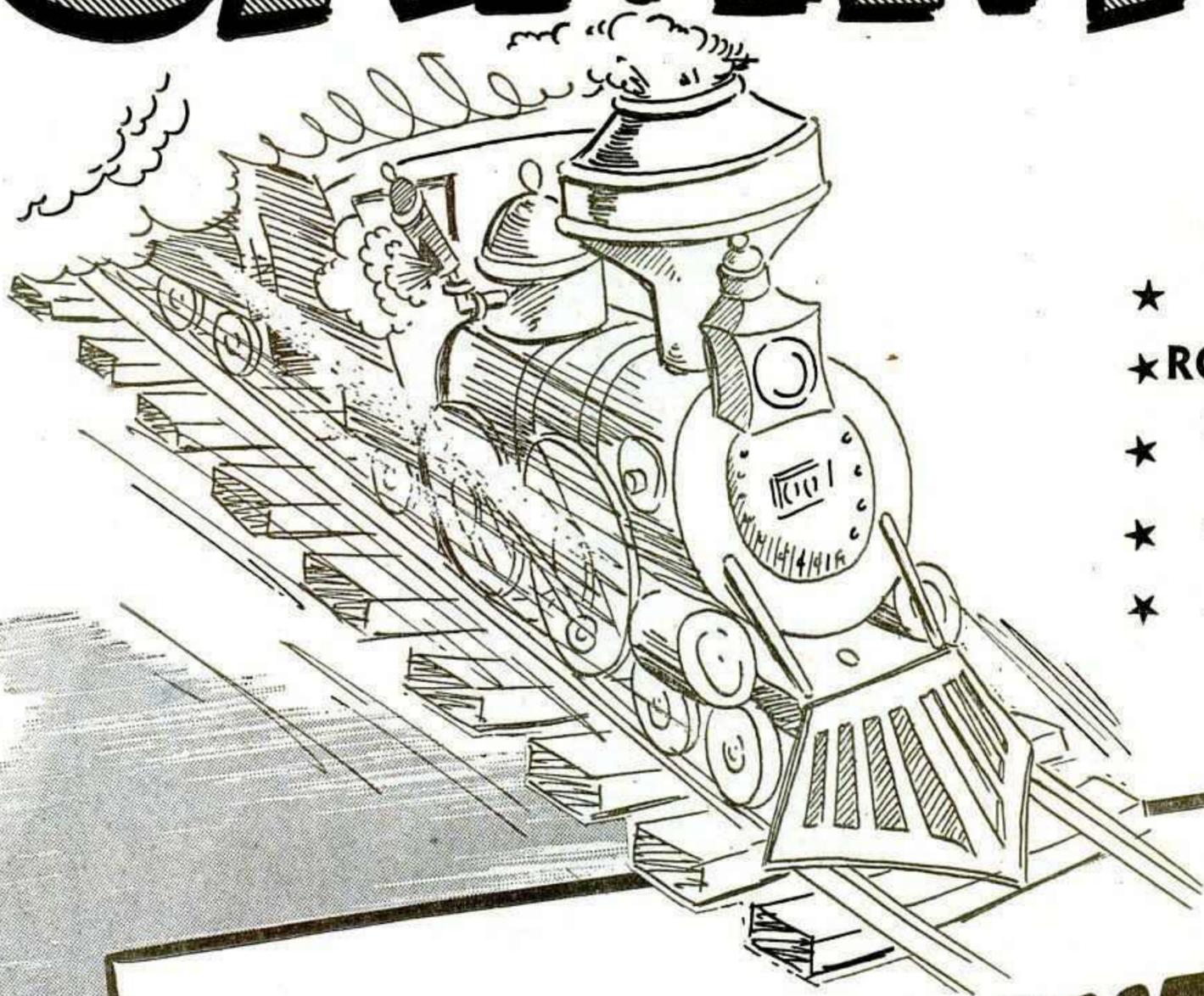
Personal Management: MILTON EBBINS

Direction: WILLIAM MORRIS AGENCY 



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SAMMY



★ ★ ★ ★ ★
★ RCA VICTOR ★
★ 20-3828 ★
★ (78 rpm) ★
★ 47-3828 ★
★ (45 rpm) ★
★ ★ ★ ★ ★

**" I THOUGHT
SHE WAS A LOCAL
BUT SHE WAS A
FAST EXPRESS "**

RCA VICTOR Records

KAYE



...coupled with a Terrific
Proven Hit !!!

"THE OBJECT
OF MY
AFFECTIONS"

following his
Tremendous Hit
ON...

"ROSES"

Retail Record Sales

Based on reports received last three days of Week Ending July 7

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	2	1	1	MONA LISA	Nat "King" Cole & Greatest Inventor of Them All, The	Cap(78)1010, (45)F-1010—ASCAP
19	1	2	2	THIRD MAN THEME, THE	A. Karas	London(78)536, (45)30005—ASCAP
10	4	3	3	I WANNA BE LOVED	Andrews Sisters-G. Jenkins	Dec 27007—ASCAP
22	9	4	4	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173—ASCAP
18	3	5	5	THIRD MAN THEME, THE	G. Lombardo	Dec 24839—ASCAP
3	11	6	6	TZENA, TZENA, TZENA	G. Jenkins Ork & The Weavers	Dec 27077—ASCAP
13	7	7	7	BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
12	6	8	8	BEWITCHED	G. Jenkins Ork	Dec 24983—ASCAP
19	8	9	9	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830—ASCAP
12	5	10	10	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747—ASCAP
16	14	11	11	MY FOOLISH HEART	B. Eckstine	MGM 10623—ASCAP
10	13	12	12	BEWITCHED	D. Day	Col(78)38698, (33)1-480—ASCAP
5	10	13	13	I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
12	16	13	13	SENTIMENTAL ME	R. Morgan Ork	Dec 24904—ASCAP
10	11	15	15	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221—ASCAP
5	17	15	15	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936—BMI
2	25	17	17	GOODNIGHT, IRENE	G. Jenkins and the Weavers	Dec 27077
3	27	18	18	VAGABOND SHOES	V. Damone-G. Osser Ork	Mercury(78)5429, (45)5429X45—ASCAP
6	15	19	19	BEWITCHED	Honeydreamers-L. Green Ork	V(78)20-3726, (45)47-3726—ASCAP
3	18	20	20	NOLA	L. Paul	Cap(78)1014, (45)F-1014
2	—	21	21	MONA LISA	V. Young Ork	Dec 27048—ASCAP
2	21	22	22	MONA LISA	A. Lund	MGM 10689—ASCAP
7	27	22	22	HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Cap(78)980, (45)F-980—ASCAP
2	—	24	24	I WANNA BE LOVED	Fontane Sisters-H. Winterhalter	V(78)20-3772, (45)47-3772—ASCAP
11	22	25	25	MY FOOLISH HEART	M. Carson	V(78)20-3681, (45)47-3204—ASCAP
5	26	25	25	SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962—ASCAP
5	—	25	25	VALENCIA	T. Martin-H. Rene Ork	V(78)20-3755, (45)47-3755—ASCAP
1	—	28	28	TZENA, TZENA, TZENA	M. Miller Ork	Col(78)38885, (33)1-706—ASCAP
1	—	28	28	VIE EN ROSE, LA	T. Martin	V(78)20-3819, (45)47-3819—ASCAP
7	—	30	30	ARE YOU LONESOME TONIGHT?	Blue Barron Ork	MGM 10628—ASCAP

Dealer Doings

NEWS AND CHATTER . . . Randy Bean, manager of Station WCHV, Charlottesville, Va., is leaving the station in September to open a shop to be called The Music Center. Local people, including station owner, Charles Barham Jr., are putting up the capital for the venture. The shop will carry records, radios, phonos, musical instruments and sheet music. . . H. Royer Smith, head of the downtown Philadelphia disk shop bearing his name, has been elected a veepee of the local Walnut Street Association. . . Recent guestar appearances made by the Pee Wee Cole Trio, Charles Barnett and Johnny Mack Brown have hyped the disk business at U. V. Blake's Radio Service and Record Center, Lubbock, Tex. The shop sponsors a daily deejay show aired from the front window. . . Felix Valdera, operator of the two Paramount Record Shops, Philadelphia, staged a grand opening of his new recording studio. . . Viner's Music, Bangor, Me., reports that the new Columbia, Model 104, disk changer attachment is "terrific" and predicts that it will "sell like hot cakes."

"WE WOULD LIKE" . . . "We would like to hear from near-by sheet music jobbers. Have plenty of calls for sheet music and would like to add sheets and collections to our stock."—Fred Scott, Record Shop, Charleston, W. Va. . . "We would like to see some really good dance tunes released."—Silverstein Music, Braddock, Pa. . . "We would like to see Decca make 45 r.p.m. records."—Blaine Darnell, Whittle Music Company, Dallas. . . Similar sentiments were expressed by H. Petco, Bond Radio, Philadelphia; Prichard Music & Appliance Company, Prichard, Ala.; Murray Chaifetz, Davega Store, White Plains, N. Y.; Newman Music Store, Tiffin, O., and Hobby Center, Clinton, N. C. . . "We would like to suggest that more companies, particularly the big four, go to unbreakable plastic records as soon as possible."—Modern Music, Little Rock, Ark.

MERCHANDISING TIPS . . . "We have added to our record department the Webster-Chicago line of portables, automatic, three-speed changer attachments and wire recorders. We hope to build up a lot of plus business with this line, by converting all our customers to the new speeds."—Mary McDonald, H. & S. Pogue Company, Cincinnati. . . "We stimulate sales by putting up a window display of an overstock album at a reduced price. It attracts plenty of store traffic and results in the sale of other merchandise."—Bill Bird, Jersey Tire Company, Plainfield, N. J. . . "The local dancing school uses popular records in teaching the students. We find out what songs they are using and try to stock up on them. We sell quite a few in this manner."—Larry Young, Young's Home Utilities, Glen Ellyn, Ill. . . "One of the best ways to sell is to let the customer sell himself. We use no high-pressure methods. On sacred or spiritual records, however, we keep one each of this type of recording in a standard storage album, and when the customer asks for a certain record, we hand him the whole album. He sees the other records, listens to them and usually buys several more. It's a great help."—Joseph Grossman, Grossman's Record Shop, Winston-Salem, N. C. . . "I plan to begin featuring a single band or vocalist each week and put out some heavy publicity on the selection. Business has been slowing down because of the hot weather and I'm hoping that this may be the promotional extra we need. We'll promote the selection via post-card mailing, displays and suggestion selling."—Jack Howley, General Appliance Store, Jeffersonville, Ind. . . "We put an artist rack in the middle of our selling floor. We used green stock envelopes with a record of one of 15 pop artists in each envelope. We sold 300 single pops in two months which would have been sitting on our shelves. It's simple, inexpensive and attractive to the customer's eye."—John Wade, Cleveland.

NEEDLE NEEDLES SALES . . . "We are enjoying unusually good record sales and beating the summer slump," writes Viola M. Bess, owner of Daveau Music Company, Fargo, N. D. "For every purchase of five new records we give the customer a \$3.50 value needle. We were able

CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
22	1	1	1	CINDERELLA	(Two Records)	I. Woods and Others...V(78)Y-399; (45)WY-399
18	2	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT	(Two Records)	B. Boyd-A. Clyde-R. Brooks...Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052
108	4	3	3	LITTLE TOOT	(One Record)	Don Wilson-The Starlighters...Cap(78)DAS-80; (45)CASF-3001
109	3	4	4	BOZO AT THE CIRCUS	(Two Records)	Alan Livingston-Vance "Pinto" Colvig...Cap BBX-34; DBX-114
96	9	5	5	BUGS BUNNY	(Three Records)	Mel Blanc...Cap(78)CC-64; (45)CCF-3004
38	5	6	6	WOODY WOODPECKER AND HIS TALENT SHOW	(Two Records)	M. Blanc-B. May Ork...Cap(78)DBX3032; (45)CBXF-3032
28	6	7	7	HOWDY DOODY AND THE AIR-O-DOODLE	(Two Records)	Bob Smith-H. Rene Ork.V(78)Y-397; (45)WY-397
33	11	8	8	BOZO AND THE BIRDS	(Two Records)	P. Colvig-B. May Ork...Cap(78)DBX-3033; (45)CBXF-3033
6	7	9	9	FRANCIS THE TALKING MULE	(One Record)	Chill Wills, Narrator...Cap(78)CAS-3071; (45)CASF-3071
44	11	10	10	BUGS BUNNY IN STORYLAND	(Two Records)	Mel Blanc-A. Livingston...Cap DBX-3021
8	8	11	11	TOM AND JERRY AT THE CIRCUS	(Two Records)	F. DeSales and C. Biever...MGM 51
11	13	12	12	ME AND MY TEDDY BEAR	(One Record)	R. Clooney-P. Faith Ork...Col MJV-70
34	10	13	13	LITTLE ENGINE THAT COULD	(Two Records)	P. Wing...V Y-341
2	13	13	13	BUFFALO BILLY	(One Record)	R. Rogers...V(78)21-0331; (45)47-0227
51	—	15	15	BAMBI	(One Record)	S. Temple-Chorus; P. Smith, Director...V Y-395

POP ALBUMS

15	2	1	1	YOUNG MAN WITH A HORN, A	(Four Records)	Doris Day-H. James Ork...Col(78)C-198; (33)CL-6106
61	1	2	2	SOUTH PACIFIC	(Seven Records)	Mary Martin-Ezio Pinza...Col(78)MM-850; (33)ML-4180
6	4	3	3	ANNIE GET YOUR GUN	(Four Records)	B. Hutton-H. Keel...MGM(78)50; (33)E-509
18	7	4	4	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN	(Three Records)	R. Flanagan...V(78)P-268; (45)WP-268
12	3	5	5	CINDERELLA	(Two Records)	I. Woods and Others...V(78)Y-399; (45)WY-399
5	5	6	6	HARMONY TIME	(Four Records)	The Chordettes...Col(78)C-201; (33)CL-6111
25	6	7	7	DIXIE BY DORSEY	(Four Records)	J. Dorsey Ork...Col(78)C-196; (33)CL-6095
3	9	7	7	HONKY TONK PIANO	(Three Records)	R. Turner-M. Ash-L. Busch...Cap(78)CC-187; (45)CCF-187; (33)H-188
2	—	9	9	LOMBARDOLAND	(Four Records)	G. Lombardo and His Royal Canadians...Dec(78)A-570; (33)5041
2	—	10	10	TOMMY DORSEY PLAYS COLE PORTER	(Three Records)	T. Dorsey Ork...V(78)P-263; (45)WP-263

to buy this needle in a close-out sale for a much lower price in lots of 500. Of course, a cheaper needle could have been used. The customer is given a card with his name and address typed on. We keep a duplicate for our mailing list. We stamp the card after each purchase. When the card has five stamps, the customer gets the free needle. This keeps our customers interested and helps us build new customers, too."

BARGAIN BAR . . . A new twist for increasing store traffic and business via reduced prices has been found by Town and Country Music, Westwood, N. J. The shop has set up a "bargain bar" in a remote corner of the store. The counter carries surplus 78 r.p.m. albums at "ridiculously low prices." However, for a customer to become eligible to buy the bargain merchandise he must first buy a record or album at regular prices. The shop reports "gratifying" results.

TRADE TALK . . . "We need television disk jockey shows. Too many people with TV sets are allowing their phonographs to gather dust in some corner. The money spent on advertising phonographs and records should be spent on sponsoring television programs and maybe we would then sell more records and see a little more activity."—Dutka House of Music, Chicago. . . "The record business smells. Fifty per cent of it is due to too many speeds. The other 50 per cent to general conditions."—Poinar Music Store, Cleveland. . . "There are several good hit numbers in rhythm and blues records. If we had one or two good hit tunes on hillbilly and pop records, it would offset the dull record season."—Jack's Music Shop, Chattanooga.

JESSE CRAWFORD

"Poet of the Organ"

★ 8 STRAUSS WALTZES on 1 10" 33 1/3 LP Record

- | | |
|-----------------------------|----------------------|
| Blue Danube | Voices of Spring |
| Emperor Waltz | Treasure Waltz |
| Tales From the Vienna Woods | Vienna Life |
| Artist Life | Roses From the South |

★ TOP TUNES FROM HIT SHOWS

- | | |
|------------------------|--------------------------------|
| Some Enchanted Evening | Just One Way To Say I Love You |
| Bali Hai | Old Fashioned Walk |
| Wunderbar | Bye Bye Baby |
| So in Love | Just a Kiss Apart |

★ ALL TIME HITS

- | | |
|--------------------|------------------------|
| Deep Purple | Over the Rainbow |
| Alice Blue Gown | Wonderful One |
| Laura | Swingin' Down the Lane |
| More Than You Know | Pagan Love Song |

★ PARADE OF XMAS CAROLS

The above selections are all on 10" LP records and are also available on 45 and 78 rpm

For your Listening Pleasure

...and exclusively on

Parade Records

MISHEL PIASTRO

"And His Famous Strings"

It is with great pride that Parade Records is privileged to bring to the American Public the music it has enjoyed for so many years via the Radio. Ten beautiful selections on one 10" record. Also available on 45 rpm.

- Czardas (Monti)
- Ave Maria (Schubert)
- The Flight of the Bumble Bee (Rimsky Korsakoff)
- Danube Waves (Ivanovici)
- Butterfly Etude (Chopin)
- Bolero (Bizet)
- The Swan (Saint-Saens)
- Pizzicato Polka (DeLibes)
- Humoresque (Dvorak)
- Moment Musical (Schubert)

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107 Lorimer St. EVergreen 4-7565-6 Brooklyn 6, N. Y.

Parade proudly presents a series of 12 of the world's favorite operas. One complete opera on each 12" LP record. Beautifully narrated by "Mr. Opera" himself.

MILTON CROSS

Excerpts From

- | | |
|--------------------|-------------|
| Carmen | Rigoletto |
| Faust | La Boheme |
| Aida | Tannhauser |
| Madame Butterfly | La Traviata |
| Tristan & Isolde | Pagliacci |
| Marriage of Figaro | Lohengrin |

THE KINGS OF POLKA RHYTHM

8 Polkas on one 10" LP record featuring the following artists and their orchestras:

1. Melody Kings
2. The Three Kings
3. Walt Podoshak



**MINDY
CARSON**
sings...

**"I'M
BASHFUL"**

backed by
**"I WISH, I WISH
(I Had a Picture of You)"**

**RCA VICTOR
RECORDS**

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Billboard
TRADE
SERVICE
FEATURE

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

Best Selling LP Classical Titles

Last Week	This Week	Title
1	1.	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork, Co.(33)ML-4308.
3	1.	Beethoven Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor, V(33)LM-1042.
2	3.	Rachmaninoff Concerto for Piano and Ork, No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann, V(33)LM-1006.
—	4.	Tchaikovsky: Swan Lake, St. Louis Symphony Ork, V. Golschmann, conductor, V(33)LM-1003.
4	5.	Bach: Well-Tempered Clavicord, W. Landowska, V(33)LM-1017.

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title
4	1.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor, V(45)WDM-1075.
1	2.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor, V(45)WDM-920.
5	3.	Kurt Weill: Down in the Valley, M. Bell, K. Smith, W. McGraw, R. Jacquemont, R. Barrows, RCA Victor Ork, P. Herman Adler, director, V(45)WDM-1367
3	4.	Bach: Well-Tempered Clavicord, W. Landowska, V(45)WDM-1338.
—	5.	Copland: Ballet Suite From Billy the Kid, RCA Victor Symphony Ork, L. Bernstein, director, V(45)WDM-1333.

Advance Classical Record Releases

(Includes Semi-Classics)

Bach: Chromatic Fantasia and Fugue in D Minor; Fantasia in C Minor; Overture in the French Manner Album—G. Sandor (1-12") Col (33) ML 4304
Chopin: Waltzes Album—A. Brailowsky (1-12") V-(78)DM1392; (45)WDM1392; (33)LM1082
Folk Music of Rumania Album (4-10") Ethnic Folkways EFL 1419
Franck: Symphony in D Minor Album—San Francisco Symphony Ork—P. Monteux, Cond. (1-12") V(78)-DM1382; (45)WDM1382(33)LMX-1065
Gems From the Desert Song Album—E. Wrightson-F. Greer-J. Carroll-The Guild Ch.ristsers-A. Goodman Ork (4-7") V (45) WK 12—French Military Marches: Song V(45)52-0006; Desert Song, The V(45)52-0006; Love's Dear Yearning V(45)52-0007; One Alone V(45)52-0004; One Flower Grows Alone in Your Garden V(45)52-0005; Overture to the Desert Song V(45)52-0004; Riff Song V(45)52-0005; Romance V(45)52-0007
Glazounoff: Concerto in A Minor Album—N. Milstein-RCA Victor Symphony Ork—W. Steinberg, Cond. (Mozart: Adagio in (1-12") V (33) LMX 1064
Heart of the Ballet Album—L. Stokowski Symphony Ork—M. Rosenker-J. Baker-R. Dloom-D. Oppenheim-J. Corigliano-L. Varga-I. Lawrence (1-12") V(78)-DM1394; (45)WDM1394; (33)LMX-1083—Adam: Giselle; Chopin; Les Sylphides; Delibes; Sylvia; Tchaikovsky: Nutcracker Suite; Swan Lake; Weber: Invitation to the Dance; Le Spectre De La Rose
Herbert: Victor Herbert Album—R. Stevens-F. Black, Cond. (4-7") V(78)DM1396; (45)WDM1396—Gypsy Love Song; I Can't Do the Sum; I'm Falling in Love With Someone; Moonbeams; 'Neath the Southern Moon; Rose of the World
Hungarian Folk Songs Album—Supervision by Bela Bartok (4-10") Ethnic Folkways EFL 1000
Jose and Amparo Iturbi Play Music on Two Pianos Album—J. & A. Iturbi (3-7")V(45)WDM-1246, (33)LM-23
Love Songs—J. Peerce-W. Bass, Cond. (3-7") V(78)-DM1398; (45)WDM 398—Dream, A; For You Alone; I Love Thee; I Love You Truly; Kashmiri Song; Little Love, a Little Kiss, A
Mozart: Adagio in E, K. 261-Rondo in C, K. 373 Album—N. Milstein-RCA Victor Symphony Ork—W. Steinberg, Cond. (Glazounoff: Concerto in) (1-12") V(33)LMX-1064
Mozart: Symphony No. 39 in E-Flat Album—Boston Symphony Ork—S. Koussevitsky (3-12") V(78)DM-1379; (45)WDM1379
Night-Herding Song—G. London-J. Blatt (Every Mail) V(78)10-1536; (45)49-1120
Norman Della Jolo: Concerto for Harp and Orchestra Album—E. Vito-Little Orchestra Society... Scherman, Cond. (2-12") Col(78)MX338; (33)ML4303
G. Valentini: Sonata No. 4 in E Major for Violincello and Continuo Album—B. Greenhouse-A. Makas (1-12") (L. Bocherini: Sonata) Renaissance (33) XR11

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79, good; 60-69, satisfactory; 0-59, poor.

CHOPIN: SONATA NO. 2, B FLAT MINOR FANTASIE, F MINOR—Guimar Novaes 73
(1-12")
Vox (33) VL-6230

The brilliant, imaginative Chopin Sonata and the equally wonderful pages of that composer's F Minor Fantasia are performed here masterfully by Miss Novaes. The Brazilian pianist, sheerly on the strength of this and her previous recording of the Chopin Preludes, should rapidly become one of the top recording pianists. She plays with a finesse, richness of expression, lyric feeling and good taste which are inherent in masters of the instrument, male or female. Vox has afforded Miss Novaes' performances excellent recording. Chalk this up as a "must" for customers seeking fine keyboard recordings.

A NIGHT AT CARNEGIE HALL—Lily Pons-Ezio Pinza-Rise Stevens (1-10") 80
Columbia (33) ML-2113

Selections from—Delibes: Lakme; Bizet: Carmen Saint-Saens: Samson and Delilah; Verdi: Simon Boccanegra; Mozart: Don Giovanni. These selections were done in the not-too-successful flick "Carnegie Hall." But regardless of the circumstances that gave rise to the grouping here, it's a sure-fire package for the casual vocal buyer who doesn't care to look beyond the big names. Miss Pons' "Bell Song" and such stuff is included. All are well sung and well-recorded, tho it wouldn't make too much difference if they weren't.

CAROL BRICE RECITAL—Carol Brice-Jonathan Brice (1-10") 67
Columbia (33)ML2108

Songs by Chapman, Beethoven, Franz, De Falla, Berger, Carpenter, Foster and spirituals. The young Negro contralto has style and timber similar to that of the great Marian Anderson. Undoubtedly her name will grow, and the value of this package along with it, since it's warm, mature interpretation of some good recital material that isn't done to death elsewhere. She's especially convincing in her big, broad conception of the several spirituals.

PROKOFIEFF: CONCERTO NO. 3 IN C OP. 26 AND LISZT: MEFISTO WALTZ 75
—William Kapell-Dallas Symphony Orchestra-Antal Dorati, cond. (1-12")
RCA-Victor (33) LM-1058

No. 3, the most popular of Prokofieff's five piano concertos, is done with dash and felicity of perception by Kapell. The ork work, more than a mere mounting for the soloist, is richly and expressively present.d. This version is the successor to Victor's recording with the composer at the piano—a widely cherished and definitely viewed album. But the superiority of contemporary recording plus the LP factor, coupled with a fine performance, make this a good bet. Flip, the fiery, romantic, Faustian epic, is done by the pianist alone with high fervor. A charming backing if in no sense linked to the Prokofieff piece in mood, style or rationale of pairing.

The Song With the Charm of Yesteryear and the Appeal of Today

1812

(EIGHTEEN-TWELVE)

Moderato Tenderly

Sup - pos - in' it were on - ly EIGHTEEN TWELVE, how dif - f'rent things would be. Sup -
 pos - in' it were Four - teen Nine - ty Two we'd think the world was flat. But

pose that there were no e - lec - tric lights would you sit in the dark with me? Sup -
 some - how I would get a - round to you. Tell me, what do you think of that? Sup -

pos - in' there was news in EIGHT - EEN TWELVE you thought that I should bear, Sup -
 pos - in' it were Sev - en - teen Sev - en - ty Six and I could play the fife. If

Words by
BOB HILLIARD

Music by
ROBERT ALLEN

WALTER WINCHELL says
 "... Add song-hit predictions:
 The ditty tagged '1812,' a nov-
 elty ballad by Bob Hilliard,
 daddy of 'Dearie' and 'Dear
 Hearts and Gentle People' ..."

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JACK OWENS



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"I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVE"

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"THANKS, MR. FLORIST"

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**"CROSS YOUR HEART"
 "YOUR A SWEETHEART"**
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 "SAVIOUR, AGAIN TO THY
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MUSIC POPULARITY CHARTS

PART VI

Juke Box Record Plays

Based on reports received last three days of Week Ending July 7



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION		Weeks Last This		to date Week Week		
19	1	1.	THIRD MAN THEME, THE	G. Lombardo Ork.	Dec 24839	—ASCAP
5	3	2.	MONA LISA	Nat "Kling" Cole & The Trio	Cap(78)1010, (45)F-1010	—ASCAP
10	2	3.	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork.	Dec 27007	—ASCAP
11	5	4.	BEWITCHED	G. Jenkins Ork.	Dec 24983	—ASCAP
21	4	5.	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173	—ASCAP
9	13	6.	HOOP-DEE-DOO	K. Starr-F. DeVol Ork.	Cap(78)980, (45)F-980	—ASCAP
13	8	7.	SENTIMENTAL ME	R. Morgan Ork.	Dec 24904	—ASCAP
9	15	8.	BEWITCHED	J. August & The Harmonicats	Mercury(78)5399, (45)5399X45	—ASCAP
7	12	9.	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936	—BMI (K. Starr, Cap(78)936; (45)F-936; L. McAuliffe; Col(78)20706; (33)2-664.)
1	—	10.	NOLA	L. Paul	Cap(78)1014, (45)F-1014	—ASCAP
12	6	11.	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747	—ASCAP
12	8	11.	THIRD MAN THEME, THE	A. Karas	London(78)536, (45)30005	—ASCAP
3	19	13.	TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec 27077	—ASCAP
3	28	14.	SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962	—ASCAP (V. Young Ork, Dec 27033; F. Martin Ork, V(45)47-3798; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; T. Harper-M. Klein's Dixie-land Band-4 Hits and a Miss, Col 38876; Melodeons, MGM 10743; H. Geller Ork-The Tune-Timers, Mer 5450; L. Noble, Coral 60250.)
12	10	15.	MY FOOLISH HEART	B. Eckstine	MGM(78)10623, (45)45-8015	—ASCAP
3	22	16.	BONAPARTE'S RETREAT	G. Krupa Ork.	V(78)20-3766, (45)47-3766	—BMI
6	17	17.	BEWITCHED	D. Day	Col(78)38698, (33)1-480	—ASCAP
1	—	17.	GOODNIGHT, IRENE	G. Jenkins & The Weavers	Dec 27077	
2	—	17.	I WANNA BE LOVED	B. Eckstine	MGM 10716	—ASCAP
7	—	17.	I DON'T CARE IF THE SUN DON'T SHINE	P. Page	Mercury(78)5396, (45)5396X45	—ASCAP (D. Martin-P. Weston, Cap 981; T. Martin-H. Rene Ork, V 20-3755; G. Gibbs, Coral 60210; L. Holmes Ork, MGM 10685)
10	19	21.	BEWITCHED	B. Snyder Ork.	Tower 1473	—ASCAP
1	—	21.	SIMPLE MELODY	J. Stafford-The Starlighters-P. Weston's Dixie Eight	Cap(78)1039, (45)F-1039 (D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781)	
1	—	21.	AMERICAN BEAUTY ROSE	E. Howard Ork.	Mercury(78)5433, (45)5433X45	—ASCAP (E. Howard, Mer 5433; G. Gates, Coral 60235)
3	—	21.	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221	—ASCAP
12	7	25.	MY FOOLISH HEART	G. Jenkins Ork.	Dec 24830	—ASCAP
10	11	25.	OLD PIANO ROLL BLUES, THE	H. Carmichael & C. Daley	Dec 24977	—ASCAP
7	13	25.	BEWITCHED	L. Green-Honeydreamers	V(78)20-3726, (45)47-3726	—ASCAP
11	15	25.	ROSES	S. Kaye Ork.	V(78)20-3754, (45)47-3754	—BMI (R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306, S. Lanson-J. Pleis Ork, London 682; D. Haymes-4 Hits and a Miss, Dec 27008; E. Howard, Mer 5414, B. Eckstine, MGM 10684; K. Griffin, Col(78)38826, (33)1-647; G. Cates, Coral 60235.)
3	22	25.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241	—BMI (E. Fitzgerald-4 Hits and a Miss, Dec 27061; Bradford & Romano, V(78) 20-3808, (45)47-3808; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; R. Foley, Dec 46241; B. Darnell-P. Ross Ork, Coral 60220; K. Starr-F. DeVol Ork, Cap 1072.)
11	30	25.	HOOP-DEE-DOO	Doris Day-Mellomen-G. Wyle Ork.	Col(78)38771, (33)1-591	—ASCAP
1	—	25.	COUNT EVERY STAR	R. Anthony	Cap(78)859, (45)F-859	—ASCAP
1	—	25.	OLD PIANO ROLL BLUES, THE	The Jubalaires	Cap(78)845, (45)F-845	—ASCAP
1	—	25.	TZENA, TZENA, TZENA	M. Miller Ork.	Col(78)3885, (33)1-706	—ASCAP

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." (If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.)



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VIC DAMONE
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EDDY HOWARD
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with Orchestra conducted by Tutti Camarata

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KIDDIE FAVORITES—TWO TON BAKER
(The Music Maker)
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ALPHABET FUN FROM A TO Z—IRENE WICKER
(The Singing Lady)
10 Inch, \$2.85. MG 30003

XMAS MUSIC AND STORIES—TWO TON BAKER
(The Music Maker)

CHRISTMAS MUSIC AND STORIES—IRENE WICKER
(The Singing Lady)
10 Inch, \$2.85. MG 30004

HERMAN ERMINE IN RABBIT TOWN—JOHN GARFIELD

WILLIE AND HANNIBAL IN MOUSELAND—JACK CARSON
10 Inch, \$2.85. MG 30005

BEN ARONIN: Tales for Tots
12 Inch, \$3.85. MG 30006

BEN ARONIN: Tales for Tots
10 Inch, \$1.85. MG 30007

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 2

BLUES FOR NORMAN

I CAN'T GET STARTED WITH YOU
10 Inch, \$3.40. MG VOL. 2

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 3

CRAZY RHYTHM

SWEET GEORGIA BROWN
10 Inch, \$3.85. MG VOL. 3

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 4

LESTER LEAPS IN

BLUES
10 Inch, \$3.85. MG VOL. 4

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 5

BODY AND SOUL

ROSETTA
10 Inch, \$3.85. MG VOL. 5

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 6

JATP BLUES

SLOW DRAG
10 Inch, \$3.85. MG VOL. 6

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 7

TEA FOR TWO

FOUND A NEW BABY
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NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 8

PERDIDO
10 Inch, \$3.85. MG VOL. 8

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 9

MORDIDO
10 Inch, \$3.85. MG VOL. 9

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 10

ENDIDO

I SURRENDER, DEAR
10 Inch, \$3.85. MG VOL. 10

NORMAN GRANZ'S Jazz at the Philharmonic, Vol. 11

THE MAN I LOVE
10 Inch, \$3.85. MG VOL. 11

OSCAR PETERSON PIANO SOLOS
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MOZART: IDOMENEO
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DVORAK: 16 SLAVONIC DANCES
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SMETANA: MY FATHERLAND
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— and many, many more

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Singles & Albums

SINGLES

VAYA NINA—FINALIZA UN AMOR
BARBARA BATIBIRI—BABALU
TUMBA EL QUINTO—VIE COMO YO
BUMBLE BOOGIE
NOW AND FOREVER
BY THE RIVER SAINTE MARIE
THAT'S MY DESIRE
CHEN' A 'LUNA
MY MAMA SAYS NO, NO
LULLABY
SMOKE GETS IN YOUR EYES
I MAY BE WRONG
STAY AS SWEET AS YOU ARE
SONATA
YEARS AND YEARS AGO
AS YOU DESIRE ME
GUILTY
I KISS YOUR HAND, MADAM
I NEVER LOVED ANYONE
IF I LOVE AGAIN
WOULD YOU BELIEVE ME?
SHINE
WE'LL BE TOGETHER AGAIN
SUGAR BLUES
WAY DOWN YONDER IN NEW ORLEANS
ALL OF ME
WHEN YOU'RE SMILING
DARK EYES
YOURS IS MY HEART ALONE
JUST BECAUSE
WHEN THE RED, RED ROBIN
JALOUSIE
WHERE OR WHEN
THE RICKETY RICKSHAW MAN
RAGTIME COWBOY JOE
CUMBANCHERO
NOLA
GALLOPING COMEDIANS
AT DAWN
WAITING AT THE END OF THE ROAD
DON'T DO SOMETHING TO SOMEONE ELSE
TRULY
GREEN DOLPHIN STREET
WITH MY EYES WIDE OPEN
OKLAHOMA BLUES
BUFFALO BILLY
I NEVER HAD A WORRY IN THE WORLD
STARS AND STRIPES FOREVER
THANKS FOR YOUR KISSES
EGYPTIAN ELLA
A DAY AT THE SEASHORE
DIXIE FLYER
LAZY PIANO MAN
IT'S DELOVELY
THE SARDAR MARCH
ONE LITTLE CANDLE ON A TWO LAYER
CAKE
THE BOY WITH THE RIP IN HIS PANTS
TEASIN'
A-RASS-A-MA-TAZZ
I'VE LIVED A LIFETIME FOR YOU
WEDDING BELLS ARE BREAKING UP
THAT OLD GANG OF MINE
THE SHEIK OF ARABY
YOU ARE MY SUNSHINE
EMBRACEABLE YOU
LOVER, COME BACK TO ME
ALWAYS
SOMETIMES I'M HAPPY
I CAN'T GET STARTED WITH YOU
I'VE GOT YOU UNDER MY SKIN
HUNGARIAN RHAPSODY
ANITRA'S DANCE
PRELUDE IN G MINOR
MOONLIGHT SONATA
HUNGARIAN DANCE NO. 6
WALTZ NO. 9
MY REVERIE
TONIGHT WE LOVE
I LOOK AT HEAVEN
INTERMEZZO
MY LAMP IS LOW
ON THE ISLE OF MAY
BLACK AND BLUE
WRAP YOUR TROUBLES IN DREAMS
ON THE SUNNY SIDE OF THE STREET
BLUE TURNING GRAY OVER YOU
I CAN'T BELIEVE THAT YOU'RE IN
LOVE WITH ME
WEST END BLUES
BLUE SKIES
DON'T BLAME ME
FULL MOON AND EMPTY ARMS
MEMORIES OF YOU
FOR YOU
IF I LOVED YOU
TEA FOR TWO
THAT OLD BLACK MAGIC
AS TIME GOES BY
BODY AND SOUL
I'LL SEE YOU IN MY DREAMS
STARDUST
DANCING IN THE DARK
OYE NEGRA
MISIRLOU
NIGHT AND DAY
INTERMEZZO
OLD MAN RIVER
MAKE BELIEVE
IF I LOVE AGAIN
WITHOUT YOU
ALL THE THINGS YOU ARE
AS YOU DESIRE ME
I KISS YOUR HAND, MADAM

I WOULD LIKE TO PICK LILACS IN A
MAY NIGHT
THE BLONDE WATER OF RIVER TISZA
THE LOVE OF LAVOTTA
WHY SHOULD I LOVE THAT BLONDE—
CALMLY FLOWS THE RIVER MAROS
APPLAUD AND ENJOY YOURSELF
I DON'T CRY, SWELL HEADED
INTERMEZZO
NONE BUT THE LONELY HEART
BEAU SOIR
DRINK TO ME ONLY WITH THINE EYES
HOW GREEN WAS MY VALLEY
STREET SCENE
CANTANA, THE YOUNG PEASANT GIRL
PRELUDE—PEDRO DE VARGOS
THE MAGIC RING—FEARS OF
PERSECUTION—THE COMPASSIONATE
PRIEST
THE LADY LUSIA—JUAN THE ADVENTURER—
WONDERS OF THE NEW WORLD
CONQUEST
FULFILLMENT IN THE NEW WORLD
TAMBOURIN CHINOIS
ALT WEIN
LA ROSITA
POLONAISE IN A MAJOR
DANCE OF THE COMEDIANS
MINUTE WALTZ—THE BEE
MULE TRAIN
CARRY ME BACK TO OLD VIRGINNEY
SATAN WEARS A SATIN GOWN
BABY JUST FOR ME
THE CRY OF THE WILD GOOSE
BLACK LACE
PEG O' MY HEART
HARMONICA BOOGIE
THE 3RD MAN THEME
UNDER THE LINDEN TREE
GOD'S COUNTRY
WHERE I BELONG
THERE'S A MAN GOING 'ROUND
TAKING NAMES
DIDN'T THAT MAN BELIEVE
ON THE ALAMO
LEZCHINKA
SWAMP GIRL
GIVE ME A KISS FOR TOMORROW
DON'T SAY GOODBYE
THIS IS THE NIGHT
IF I KNEW YOU WERE COMIN' I'D'VE
BAKED A CAKE
POCO, LOCO IN THE COCO
BROTHER BILL
THE GIRL THAT I MARRY
JAN'S JAM
BESAME MUCHO
I'M GONNA PAPER ALL MY WALLS WITH
YOUR LOVE LETTERS
I DON'T CARE IF THE SUN DON'T SHINE
VIVE COMO YO
TUMBA EL QUINTO
BEWITCHED
BLUE PRELUDE
THE OLD PIANO ROLL BLUES
SPAIN
TENDERLY
HAND TO MOUTH BOOGIE
VAYA I NINA I (GO! BABY)
FINALIZA UN AMOR
TRULY
THUNDER IN MY HEART
DOO WACKA DOO
PIZZACATI
MALAGUENA
MIDNIGHT BELLS
VILIA
YESTERDAYS
AVE MARIA
ELEGIE
CANAL STREET ROMP
ROSE OF THE RIO GRANDE
BASIN STREET BLUES
TWELFTH STREET RAG
WAITING FOR THE ROBERT E. LEE
DOIN' THE HAMBONE
ACE IN THE HOLE
WEARY BLUES
BOOMER THE BASS DRUM
I WUV A WABBIT
I'M A LITTLE TEAPOT
I'M A LONELY LITTLE PETUNIA
EVERYBODY HAS A LAUGHING PLACE
MY TINY SCOOTER—IN THE GOOD
OLD WINTERTIME—DOWN WHERE THE
RAINBOW ENDS—DANCE AND BE
MERRY
AT THE ZOO
WHEN THE CIRCUS COMES TO TOWN
MY LITTLE PUP—
MYRTLE THE TURTLE
ELLY THE ELEGANT ELEPHANT
LOOEY THE LOCOMOTIVE
OUR BODY IS A LITTLE HOUSE
COME TO MY PARTY—THE BIRTHDAY
SONG
MY LITTLE CHOO CHOO TRAIN—
SONG OF THE RAIN
I HAVE A PUP AND KITTY—
AWAY TO CANDY LAND
RIDING PIGGY-BACK WITH DADDY—
THE FROG WHO WOULD A-WALTZING GO
THE WALRUS AND THE CARPENTER—
THE HARE AND THE TORTOISE—
LET'S GO TO THE COUNTY FAIR—
SUMMER DAYS
SHUFFLIN' THE BOOGIE
ST. LOUIS BLUES

I'VE LIVED A LIFETIME FOR YOU
WEDDING BELLS ARE BREAKING UP
THAT OLD GANG OF MINE
THE SHEIK OF ARABY
YOUR ARE MY SUNSHINE

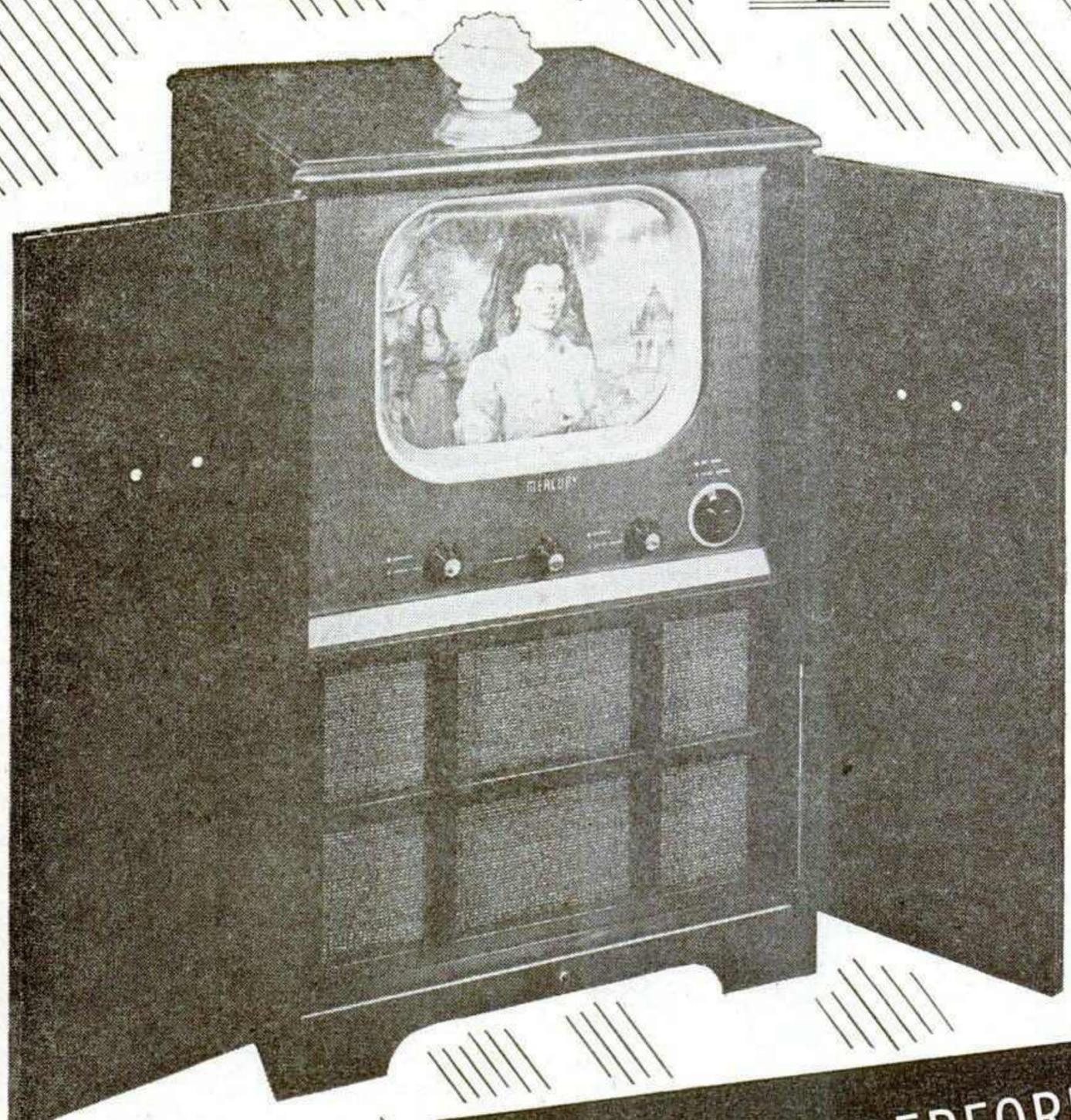
Steve Gibson
8069X45
Albert Ammons
8070X45

ALBUMS

"PIANO MEMORIES"
A-1001 EMBRACEABLE YOU
LOVER COME BACK TO ME
A-1002 ALWAYS
SOMETIMES I'M HAPPY
A-1003 I CAN'T GET STARTED WITH YOU
I'VE GOT YOU UNDER MY SKIN
"PIANO CLASSICS: THE SOUTH AMERICAN WAY"
A-1004 ANITRA'S DANCE
HUNGARIAN RHAPSODY
A-1005 MOONLIGHT SONATA
PRELUDE IN G MINOR
A-1006 HUNGARIAN DANCE NO. 6
WALTZ NO. 9
"TEN TALENTED FINGERS"
A-1023 MY REVERIE
TONIGHT WE LOVE
A-1024 I LOOK AT HEAVEN
INTERMEZZO
A-1025 ON THE ISLE OF MAY
THE LAMP IS LOW
"ERROL GARNER AND HIS PIANO"
A-1032 BLUE SKIES
DON'T BLAME ME
A-1033 FULL MOON AND EMPTY ARMS
MEMORIES OF YOU
A-1034 FOR YOU
IF I LOVED YOU
"TONY MARTIN FAVORITES"
A-1038 TEA FOR TWO
THAT OLD BLACK MAGIC
A-1039 AS TIME GOES BY
BODY AND SOUL
A-1040 I'LL SEE YOU IN MY DREAMS
STARDUST
"JAN AUGUST PIANO"
A-1056 OYE NEGRA
DANCING IN THE DARK
A-1057 MISIRLOU
NIGHT AND DAY
A-1058 INTERMEZZO
OLD MAN RIVER
"TONY MARTIN MEMORIES"
A-1059 MAKE BELIEVE
IF I LOVE AGAIN
A-1060 WITHOUT YOU
ALL THE THINGS YOU ARE
A-1061 I KISS YOUR HAND, MADAM
AS YOU DESIRE ME
"GYPSY ENSEMBLE"
A-1074 THE BLONDE WATER OF RIVER
TISZA
I WOULD LIKE TO PICK LILACS
IN A MAY NIGHT
A-1075 THE LOVE OF LAVOTTA
CALMLY FLOWS THE RIVER MAROS—
WHY SHOULD I LOVE THE BLONDE
A-1076 APPLAUD AND ENJOY YOURSELF
I DON'T CRY—SWELL HEADED
"COUNT BASIE"
A-1105 LESTER LEAPS AGAIN
AFTER THEATRE JUMP
A-1106 DESTINATION K. C.
6 CATS AND A PRINCE
"FAZOLA'S DIXIELANDERS"
A-1083 JAZZ ME BLUES
SOMEDAY SWEETHEART
A-1084 MOSTLY FAZ
WITH YOU ANYWHERE YOU ARE
A-1085 ISLE OF CAPRI
WHEN YOUR LOVER HAS GONE
JOSE MELIS
A-517 LIEBSTRAM
KEYBOARD KAPERS
A-518 STARDUST
CUMANA
A-519 PASION ORIENTALE
MINUET
ALBERT AMMONS
A-801 SWANEE RIVER BOOGIE
BOOGIE WOOGIE AT THE CIVIC OPERA
A-8053 SHUFFLIN' THE BOOGIE
ST. LOUIS BLUES
A-8070 THE SHEIK OF ARABY
YOU ARE MY SUNSHINE
VOICES OF SPRING—NO ONE LOVES YOU
AS I DO
MY DEAR MARQUIS AND I'LL PLAY
THE INNOCENT—COUNTRY MAID—
GOLD AND SILVER—ON THE
BEAUTIFUL BLUE DANUBE
EMPEROR WALTZ—EMPEROR WALTZ
IF ROSES ARE OFFERED IN TROL—OUT IN
SIEVERING WHERE THE LILACS BLOOM—
THE GLOWWORM—CANZONETA
EMPEROR WALTZ—VOICES OF SPRING
VILLAGE SWALLOWS—ARTIST'S LIFE—
SOUTHERN ROSE—GOLDEN RAIN—
ALWAYS OR NEVER—MAGIC OF SIRENS
UNA VOCE POCO FA—UNA VOCE POCO FA
QUEL GUARDA II CAVALIERE—CARO NOME
MY COUSIN HAD A DREAM—
TO RECONCILE THE DEAREST
I AM IN LOVE—ONCE I WAS TIGHT & TIPSY
I AM DREAMING ABOUT ONE ONLY—THIS IS
THE FINEST DAY IN MY LIFE—
I WAS NEVER IN LOVE AS MUCH AS TODAY
UNDER THE LIMETREE—PARLA—VALSE
EMBRACEABLE YOU—LOVER COME BACK
TO ME
ALWAYS—SOMETIME I'M HAPPY
I CAN'T GET STARTED WITH YOU—
I'VE GOT YOU UNDER MY SKIN
LAUGHING WALTZ—SLEEP, MY BABY, SLEEP
AY AY AY—VIENI VIENI—WHEN A LOVELY
LADY FALLS IN LOVE—CIRIBIRIBIN

— and many, many more

...and a new **OUTSTANDING performer**



RECORD PERFORMANCE

COME AND SEE US AT THE NAMM SHOW ... BOOTHS 92-93

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- LA VIE EN ROSE**
I CROSS MY FINGERS.....Bing Crosby with Axel Stordahl's Ork.....Decca 27111
 Bing's at his crooning best in handling rock-solid coverage of a pair of strong ballad threats. Disking's particularly effective juke op merchandise.
- GOODNIGHT, IRENE**.....Frank Sinatra with Mitch Miller Ork.....Columbia 38892
 With Gordon Jenkins' diskings of this Huddie Leadbetter-Alan Lomax folk ditty scoring heavily, this strong Sinatra-Miller interpretation figures to get a sizable share of the action.
- SNOOKEY OOKUMS**.....Joe "Fingers" Carr.....Capitol 1074
 Carr may have the sequel to his diskings of "Sam's Song" in this ingratiating slice of a near-forgotten Irving Berlin oldie.

The correct catalog number of the Bing and Gary Crosby recording of "Sam's Song" and "Simple Melody" is Decca 27112. It was incorrectly listed as Decca 27111 last week.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. COTTON CANDY AND A TOY BALLOON.....Kay Brown.....Mercury 5430
2. FRANCIE.....Ray Anthony Ork.....Capitol 1051
3. SAM'S SONG.....Freddy Martin Ork.....Victor 47-3798
4. I CROSS MY FINGERS.....Perry Como.....Victor 20-3846
5. LA VIE EN ROSE.....Tony Martin.....Victor 20-3819
6. PIGALLE.....Johnny Desmond.....MGM 10736

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. AT SUNDOWN.....Frank Petty Trio.....MGM 10735
2. I CROSS MY FINGERS.....Perry Como.....Victor 20-3846
3. M-I-S-S-I-S-S-I-P-P-I.....Kay Starr.....Capitol 1072
4. PHANTOM STAGE COACH.....Vaughn Monroe.....Victor 20-3818
5. I THOUGHT SHE WAS A LOCAL.....Sammy Kaye Ork.....Victor 20-3828

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. HAPPY FEET.....Dean Martin.....Capitol 1052
2. VAGABOND SHOES.....Vic Damone.....Mercury 5429
3. MAY I TAKE TWO GIANT STEPS.....Eileen Barton.....National 9112
4. ME AND MY IMAGINATION.....Betty Brewer.....Decca 27057
5. PIGALLE.....Johnny Desmond.....MGM 10736
6. I'M BASHFUL.....Mindy Carson.....Victor 20-3801

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. LOSE YOUR BLUES.....Red Kirk.....Mercury 6257
2. YOU DON'T HAVE TO BE A BABY TO CRY.....Moon Mullican.....King 868
3. SUGAR PLUM KISSES.....Jimmy Wakely.....Capitol 1066
4. SLIPPING AROUND WITH JOLE BLON.....Bud Messner and Bill Franklin.....Abbey 15004
5. GONE FISHIN'.....Texas Jim Robertson—Three Suns.....Victor 20-3824
6. CHEROKEE WALTZ.....Jim Bond.....Columbia 20704
7. REMEMBER ME.....Stuart Hamblen.....Columbia 20714
8. GUILTY CONSCIENCE.....Carl Smith.....Columbia 20712

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

The
AMES
Brothers

with another
WINNER!
 following
RAG MOP
 and
SENTIMENTAL ME

CAN ANYONE EXPLAIN
 and
SITTIN', STARIN' and ROCKIN'
 Coral #60253
CORAL RECORDS
 (A subsidiary of DECCA RECORDS, Inc.)



JIMMIE OSBORNE

"The Kentucky Folk Singer"

Recording Exclusively For



RECORDS

- | | |
|---|--|
| 878 YOU GET THE ROSES, I GET THE THORNS
HELPLESS HEART | 788 THE DEATH OF LITTLE KATHY
FISCUS
A BUNDLE OF KISSES |
| 863 YOU'RE THE ONLY ANGEL (THAT I EVER MET)
WHAT A PRICE TO PAY FOR LOVE | 768 SON, PLEASE MEET ME IN HEAVEN
NOT UNLOVED NOR UNCLAIMED |
| 831 I'M GONNA STRUT MY STUFF
FOREVER AND A DAY | 736 (I JUST RECEIVED WORD) MOM IS DYING TONIGHT
(I JUST PLACED) A VACANT SIGN UPON MY HEART |
| 817 TEARS OF ST. ANN
YOUR LOVIN' AND HUGGIN' | |

HEARD DAILY OVER
RADIO STATION

WLEX
LEXINGTON, KENTUCKY

(Have you done the Hokey Pokey?)
ANOTHER 4 STAR SCOOP!
The original hit recording, now exclusively on 4 Stars:
4 Star 1487 Bugle Call From Heaven
coupled with
PAYDAY IN HEAVEN
WILLIAM MOORE AND HIS COUNTRY COUSINS

OTHER NEW 4 STAR RELEASES - - JUST OUT!
4 Star 1498 IF I'D KNOWD YOUSE A'COMIN' I'D CUT MY THROAT
b/w CAN'T YODEL BLUES CACTUS PRYOR
4 Star 1501 Wrong Side of Town — You'll Never Break My Trusting Heart Again
T "TEXAS" TYLER
4 Star 1479 Georgia Rag — I Saw Your Face in the Moon
WEBB PIERCE
4 Star 1503 Troubles On My Mind — I'll Paint Your Picture
COUSIN FORD LEWIS
4 Star 1502 Take Your Time — Thru the Garden
"SMILING" JERRY JERICHO
4 Star 1478 Strumming Up a Boogie — Night Train
PORKY FREEMAN

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by the Sun Valley Trio—Now Available on:
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THE SUN VALLEY TRIO

RHYTHM AND BLUES - - NEW - -
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IVORY JOE HUNTER
4 Star 1482 You're Going To Cry — I've Heard That Jive Before
CECIL GANT

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Pasadena, California

The **Billboard** MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section PART VIII

Based on reports received last three days of Week Ending July 7

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed as country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase country and Western records.

POSITION	Weeks Last This to date Week Week	Record	Label
6	3	1. M-I-S-S-I-S-S-I-P-P-I	R. Foley.....Dec 46241—BMI
15	1	2. I'LL SAIL MY SHIP ALONE	M. Mullican.....King 830—BMI
7	4	3. WHY DON'T YOU LOVE ME?	H. Williams.....MGM 10696—BMI
10	2	4. BIRMINGHAM BOUNCE	R. Foley.....Dec 46234—BMI
15	5	5. LONG GONE LONESOME BLUES	H. Williams.....MGM 10645
18	7	6. I LOVE YOU BECAUSE	E. Tubb.....Dec 46213—BMI
6	9	7. SLIPPING AROUND WITH JOLE BLON	B. Franklin-B. Messner.....Abbey 15004—ASCAP
9	—	7. LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely.....Cap(78)960, (45) F-960—BMI
1	—	9. CUDDLE BUGGIN BABY	E. Arnold.....V(78)21-0342, (45)48-0342—BMI
11	—	10. BLOODSHOT EYES	H. Penny.....King 828—BMI

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed as country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase country and Western records.

POSITION	Weeks Last This to date Week Week	Record	Label
7	1	1. WHY DON'T YOU LOVE ME?	H. Williams.....MGM 10696—BMI
18	3	2. I'LL SAIL MY SHIP ALONE	M. Mullican.....King 830—BMI
7	2	3. M-I-S-S-I-S-S-I-P-P-I	R. Foley.....Dec 46241—BMI
3	6	4. CUDDLE BUGGIN' BABY	E. Arnold.....V(78)21-0342—BMI
16	4	5. LONG GONE LONESOME BLUES	H. Williams.....MGM 10645
4	8	5. THROW YOUR LOVE MY WAY	E. Tubb.....Dec 46243—BMI
10	5	7. BIRMINGHAM BOUNCE	R. Foley.....Dec 46234—BMI
2	7	7. I'M MOVIN' ON	H. Snow.....V(78)21-0328, (45)48-0328
18	—	9. I LOVE YOU BECAUSE	E. Tubb.....Dec 46213—BMI
12	9	10. WHY SHOULD I CRY?	E. Arnold.....V(78)21-0300, (45)48-0300—BMI

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Bad Brahma Bull—T. Ritter (Blood on) Cap 1058
- Blood on the Saddle—T. Ritter (Bad Brahma) Cap 1058
- Blue Grass Waltz—Pee Wee King (Get Together) V(78)-21-0354; (45)48-0354
- Boiled Crawfish—T. Ritter (I've Got) Cap 1071
- Boogie Woogie Tennessee—R. Riddle-H. Bradley Ork (Price of) Tennessee 717
- Bugle Call From Heaven—W. Moore (Payday in) 4 Star 1487
- Don't Look Down on Me—A. Vaughn (Right Key) 4 Star 1480
- Down in Dixie—T. Wilburn-The Wilburn Family (Goose Pimples) 4 Star 1490
- Echoing the Blues—S. Holmes (Sugar Blues) London 16030
- Empty Arms and a Broken Heart—J. Selph (I'm Just) Cap 1080
- Fat Gal Boogie—D. Stratton (Slippin' Around) Jamboree 501
- Finders Keepers, Losers Weepers—J. Rogers (Slippin' Around) V(78)21-0359; (45)48-0359
- Finders Keepers, Losers Weepers—Shorty Long (Because the) King 874
- Gonna Dance All Night—H. Gunter-The Pebbles (Why Don't) Bama 201
- Get Together Polka—Pee Wee King-G. Stewart (Blue Grass) V(78)21-0354; (45)48-0354
- Give Me Wings to Fly—O. Waters (Old Man) Coral 64050
- Goose Pimples—T. Wilburn-The Wilburn Family (Down in) 4 Star 1490
- Happy Anniversary—S. Williams (Over the) Mer 5436
- I'll Find You—S. Hamblen (Remember Me) Col 20714
- I'm Checkin' In—A. Gibson-Mountain Melody Boys (Any Time) Mer 6262
- I'm Crying for You—S. Whitman Ork (Wabash Waltz) V(78)21-0358; (45)48-0358
- It's No Secret—S. Hamblen (Blood on) Col(78)20724; (33)2-713
- I've Got Five Dollars and It's Saturday Night—T. Ritter (Boiled Crawfish) Cap 1071
- Juke Box Boogie—Big Jeff (You Talk) Dot 1004
- Last Kiss Is the Sweetest, The—B. Walker (Alcohol Love) Cap(78)1097; (45)F1097
- Mississippi—B. Harris-C. Williams-The Georgia Peach Pickers (Saturday Night) Col(78)20725; (33)2-715
- Moaning Blues—Texas Slim (Thinking Blues) King 4377
- Mountain Frolic Albu—D. Crockett-B. Kincaid-Uncle D. Macon-Crockett Family-A. Hopkins-T. Ramblers (I-10") Brunswick (33) BL 59000 — Arkansas Traveler; Black Eyed Susie; Cindy; Cluck, Old Hen; Sail Away Ladies; Sally in the Garden; Sally Goodin; Sourwood Mountain; Sugar Hill
- Nine-Tenths of the Tennessee River—S. Rogers (New Panhandle) Coral 64052
- Over the Rim of the Sun—T. Williams (Happy Anniversary) Mer 5436
- Payday in Heaven—W. Moore (Bugle Call) 4 Star 1487
- Pizen Pete—Homer and Jethro (But That) V(78)21-0349; (45)48-0349
- Postman Just Passes Me By—Cowboy Copas (Road of) King 870
- Price of Love—R. Riddle-A. Kerr-H. Bradley Ork (Boogie Woogie) Tennessee 717
- Put That Knife Away, Nellie—Homer and Jethro (Pizen Pete) V(78)21-0349; (45)48-0349
- Remember Me—S. Hamblen (I'll Find) Col 20714

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

The **Billboard** MUSIC POPULARITY CHARTS
Folk (Country & Western) PART VIII
Record Section
 Based on reports received last three days of Week Ending July 7

**COUNTRY AND WESTERN RECORDS MOST PLAYED
 BY FOLK DISK JOCKEYS**

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
8	1	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
18	2	2	2	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
3	6	3	3	THROW YOUR LOVE MY WAY	E. Tubb	Dec 46243—BMI
6	3	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec 46241—BMI
4	6	5	5	CHOC'LATE ICE CREAM CONE	R. Foley	Dec 46234—BMI
3	10	6	6	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328
1	—	7	7	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
16	4	8	8	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
9	5	8	8	BIRMINGHAM BOUNCE	R. Foley	Dec 46234—BMI
31	8	10	10	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Murray Nash, Mercury country music chief, reports that Lester Flatt and Earl Scruggs are now working regularly at WCYB, Bristol, Va. . . Homer and Jethro (Victor) set for the Chicago Theater, opening for two weeks July 14, after which they return to the Capitol Theater, Washington, for a week. . . Uncle Harve and the Ragtime Ramblers, WGBS, Miami, have inked with Red Bird disks, the Fort Wayne, Ind., diskery. . . Lloyd Bryson and his Idaho Ramblers are doing a six-week tour with Sen. Glenn Taylor, who is up for fall re-election. Boys are heard daily from KSEI, Pocatello, Idaho. . . Shorty Warren and the East Coast cowboy ork are now with London disks. . . Al Dexter, new with King, reports that he will re-enter the nitery biz in Dallas before January 1. His Bridgeport Club was razed by fire early this year.

Larry Miller, WSBA, York, Pa., reports that Danny Shaver, WFLO, Farmville, Va., has left the Melody Mountaineers of that station to re-form his Rough Riders. . . Pee Wee King back on WAVE, Louisville, with his own daily d. j. stint. . . Peanut Faircloth, WNEK, Macon, Ga., has hired Beaudelaux Bryant, the songwriter and plugger for Tannen Music, to work in his band. His ork works Friday nights at the Barn, Cochran Field, Ga. . . Deacon Moore, KXLA, Pasadena, Calif., reports that Merle and June Travis are out on an Eastern tour. . . Paul Simpkins WAPF, McComb, Miss., reports that the Hodges Brothers, of that station, are inking with 4 Star. . . Wayne Johnston, KAMQ, Amarillo, Tex., is working on the new "Saturday Night Jamboree" from the Sports Arena there. . . Lee Stewart, WHAT, Philadelphia, is now doing personals in theaters with a group from the station.

George Morgan (Columbia) became father of a daughter July 3 at Barberton, O. Morgan is still being heard via e.t.'s over a number of Midwest and Southern radio outlets. He has placed several songs with Hall & Range, which he intends to cut next month. . . Bobby Gregory, formerly with MGM, has cut his own disks on his new Hillbilly label. Gregory used an unusual combo—marimba, musical saw, flexatone, banjo, accordion and bass. . . The Georgia Crackers, WHKC, Columbus, O., report that they drew 3,500 people June 18 for the opening of their G-Bar-C Ranch, outside Columbus. Ernest Tubb and the Texas Troubadors were headliners and did the business despite rainy weather. Park has Cowboy Copas July 16, and Kenny Roberts, July 23. . . Boots Woodall, formerly with King, and Smitty and Tennessee Smith, latter act now at WAGA, Atlanta, have gone with Bullet label. . . The Smoky Mountaineers, Hoke Jenkins and Harold, Bryan and Junior Lucas, have joined WSB, Atlanta, according to Cotton Carrier of that station.

Orville Clarida, the Raymondville, Tex., orkster, has cut his first sides for Blue Ribbon disks. . . Ray Parker, of Valley Hill Music, Hollywood, has inked Doyle Sams, of WLET, Toccoa, Ga., to a writing pact and placed him on Enterprise label. Dee Stone, who operates Mutual waxery at Bassett, Va., has worked out a deal with Parker for Valley Hill to handle Mutual records on the Coast. . . Scotty Swan is working with his partner, Maggie, on the Chippewa Valley Barn Dance daily over WEAU, Eau Claire, Wis.

Jimmy Wakely appeared with the Bob Hope show at the Paramount Theater, San Francisco, July 3. . . Al Lewis and His Delaware Valley Rangers are now at WTTM, Trenton, N. J. . . Jimmy Myers, the Philadelphia pubber, reports that Mac McGuire and his band have inked with Capitol Records. They air from WFIL, Philadelphia, over the Mutual web Saturdays. . . PeeWee Miller and His Oak Valley Boys are now heard daily on WCAM, Camden, N. J. . . Smiley Wilson and the Range Partners have added a blackface team, Bill and Booker T. Jinty, for personals. . . Hank Locklin (4-Star) has disbanded his ork and is now appearing daily on KLEE, Houston. He has a new song folio being prepared. . . Rosalie (See FOLK TALENT AND TUNES on page 60)

**PHIL
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sings



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written by PEE WEE KING (BMI)

Columbia
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**CURLY
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sings



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written by CURLY WILLIAMS and
 BILLY SIMMONS (BMI)

and

**SATURDAY
 NIGHT RAG**

written by BOOTS HARRIS (BMI)

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Rhythm & Blues Records

PART IX

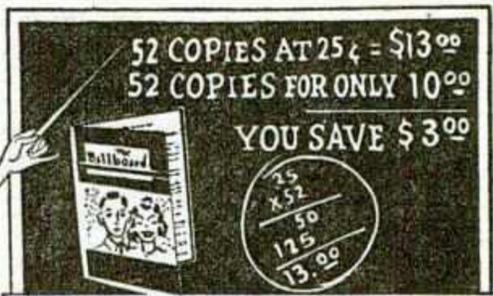


Based on reports received last three days of Week Ending July 7

RHYTHM & BLUES RECORD REVIEWS

WYNONIE HARRIS King 4378	Good Morning, Judge Mr. Blues departs from his usual material as he tackles a humorous hillbilly jingle. Warbling drives, combo hits light and easy.	72--72--71--73
	Stormy Night Blues Arresting slow blues, with Harris shouting hard and fierce, backed by combo and first-class vocal group.	83--83--82--84
THE RAY-O-VACS Decca 48162	Besame Mucho Lester Harris warbles the L-A ditty with much style and conviction, backed by tight-knit combo cleffing. Could latch on.	84--85--84--83
	You Gotta Love Me Baby Too Warbler and combo get off another distinctive cleanly projected job on a routine blues.	72--72--70--74
BEN SMITH QUARTET Columbia 30208	Where Did She Go? Group of no particular distinction does an adequate job with a ballad of no particular distinction.	45--45--45--45
	Leave That Dog Alone Lively, beat-ful performance of a contrived rhythm novelty may draw a nickel here and a nickel there.	57--57--55--60
THELMA CARPENTER (Luther Henderson Ork) Columbia 30212	Pie in the Basket Thrush acquits herself nobly, tho in a style more suited to cafe floors than wax. Ditty is a tiskety, nursery-rhyme thing of some charm.	68--70--68--66
	Melody The pretty waltz tune is done so slowly, plus a verse at the beginning, feeling is thrush could have got more out of it.	61--62--61--60
FLORENCE WRIGHT-ERROLL GARNER National 9118	Pie in the Basket The nursery jingle is furnished with suggestive extra material, adding commercially. Thrush gives an "A" performance—voice quality, beat, inflections are all tops. Could catch on fast.	83--NS--83--83
	The Real Gone Tune Curious, off-the-track ditty is based on a typical Garner phrase. Lyric is slight, Miss Wright does what she can with it. More for "hippies" than general r. and b. market.	67--70--67--65
SUGAR CHILE ROBINSON Capitol 1060	The Bases Were Loaded Sugar Chile plays and shouts a boogie blues about baseball. He packs a big-sized beat and the rhythm support accents it. The material is slight, could do moderate biz.	75--76--75--74
	Sticks and Stones Medium jump blues is essayed both pianistically and vocally by Sugar Chile. The effort drags but still could pick up some coin.	75--75--75--75
FELIX GROSS ORK Regent 1019	You're Great to Me Rhythm riff tune, with okay warbling, adds up to nothing out of the ordinary.	65--65--65--65
	Who Can You Be? The meat is in this blues-ballad side. It's warbled with conviction, with considerable aid from rolling piano in the ork backing.	76--76--75--76

INTERESTING FIGURES



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NATIONAL #9115
"I SURRENDER, DEAR"
NATIONAL #9118
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"ROUND-UP TIME ON LULLABY TRAIL"
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The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- About That Girl—B. Strong Ork (Let's Have) Cap 1064
- All Aboard for Dixieland—M. Young-F. DeVol Ork (Hard-Hearted) Cap 1075
- Bases Were Loaded, The—Sugar Chile Robinson (Sticks and) Cap 1060
- Birmingham Bounce—T. Heath (Didn't We) London 726
- Black and Blue—S. Bechet-H. Lyttleton Band (Some of) Savoy 744
- Blue Light Boogie (1 and 2)—L. Armstrong . . . Dec 27114
- Candy Baby—Sharkey & His Kings of Dixieland (Peculiar Rag) Cap 1078
- Danny Boy—D. Cobbs Ork (Walkaway Blues) Savoy 754
- Darn That Dream—Doris Day-A. Stordahl Ork (I've Forgotten) Col 38887
- Didn't We?—T. Heath (Birmingham Bounce) London 726
- Everybody Loves My Baby—Sextette From Hunger-E. Skrivanek, Dir. (If You) MacGregor 1017
- Everything I Love—R. Coleman-S. Mineo Ork (Too Marvelous) Riviera 114
- Festival—Mantovani Ork (Legend of) London 723
- Fidgety Feet—Sextette From Hunger-E. Skrivanek, Dir. (My Bonnie) MacGregor 1016
- Georgia—S. Bechet-H. Lyttleton Band (I Told) Savoy 746
- Hard-Hearted Hannah—M. Young-F. DeVol Ork (All Aboard) Cap 1075
- Heart as Big as Texas—W. Gregg Ork (Put the) Cap 1077
- Humble People—A. Shelton-P. Fenouhet Ork (Seems Like) London 725
- I Don't Have To Go To Heaven—J. Wakely-F. DeVol Ork (Sugar Plum) Cap 1066
- I Still Get a Thrill Thinking of You—A. Blank-Harmonica Trio (Tzena Tzena) Riviera 116
- I Told You Once, I Told You Twice—S. Bechet-H. Lyttleton Band (Georgia) Savoy 746
- If You Knew Susie Like I Know Susie—Sextette From Hunger-E. Skrivanek, Dir. (Everybody Loves) MacGregor 1017
- In the Park on the Mall—B. Harter Singers-B. Martin Ork (When You) Notary 1003
- I'm Bewitched Again—L. Raine-C. Parman Ork (Nothing Ever) Universal U-192
- It's a Long, Long Way To Tipperary—J. Dorsey (You Don't) Col 38879
- I've Forgotten You—Doris Day-A. Stordahl Ork (Darn That) Col 38887
- Jet—The Three Suns-Larry Green (Petite Waltz) V 20-3834
- Keep Your Eyes on the Stars—J. Garber Ork (Shade Went) Cap 1062
- La Ve En Rose—L. Armstrong (C'est Si) Dec 27113
- Lackawanna Local—R. Anthony Ork (Lazy Old) Cap 1073
- Lazy Old Tune—R. Anthony Ork (Lackawanna Local) Cap 1073
- Legend of the Glass Mountain, The—Montovani Ork (Festival) London 723
- Let's Have a Party—B. Strong Ork (About That) Cap 1064
- Little Mr. Big—The Jubalaires (Old Planola) Cap 1054
- Minnie the Mermaid—P. Daily (Red Rose) Cap 1055
- My Bonnie Lies Over the Ocean—Sextette From Hunger-E. Skrivanek, Dir. (Fidgety Feet) MacGregor 1016
- Nothing Ever Happens To Me—L. Raine-C. Parman Ork (I'm Bewitched) Universal U-192
- Of All Things—B. Bailey-T. Scott Quintet (Oh, Marguerite) Mer 5437
- Oh Marguerite—B. Bailey-T. Scott Quintet (Of All) Mer 5437
- Old Planola, The—The Jubalaires (Little Mr.) Cap 1054
- Peculiar Rag—Sharkey & His Kings of Dixieland (Candy Baby) Cap 1078
- Perfect Day, A—J. Stafford-G. MacRae-P. Weston Ork (Rosary, The) Cap 1061
- Petite Waltz—The Three Sons-L. Green (Jet) V-20-3834
- Put the Lights Out—W. Gregg Ork (Heart As) Cap 1077
- Red Rose Romp—P. Daily (Minnie) Cap 1055
- Rosary, The—J. Stafford-G. MacRae-P. Weston Ork (Perfect Day) Cap 1061
- Seems Like Yesterday—A. Shelton-P. Fenouhet Ork (Humble People) London 725
- Shade Went Up, The—J. Garber Ork (Keep Your) Cap 1062
- Shut the Door—J. Mitchum (Simple Life) Luxury 101
- Simple Life of Luxury, A—J. Mitchum-H. Saman Ork (Shut the) Luxury 101
- Sleepy Time Down South—S. Bechet-H. Lyttleton Band (Who's Sorry) Savoy 745
- Sticks and Stones—Sugar Chile Robinson (Bases Were) Cap 1060
- Some of These Days—S. Bechet-H. Lyttleton Band (Black And) Savoy 744
- Sugar Plum Kisses—J. Wakely-F. DeVol Ork (I Don't) Cap 1066
- Too Marvelous for Words—R. Coleman-S. Mineo Ork (Everything I) Riviera 114
- Tzena Tzena Tzena—A. Blank-Harmonica Trio (I Still) Riviera 116
- Tzena Tzena Tzena—Cantor S. Malavsky Family Choir (Tzur-Mishelo) Star Of David 1505
- Tzur-Mishelo—Cantor S. Malavsky Family Choir (Tzena Tzena) Star Of David 1505

- Walkaway Blues—D. Cobbs Ork (Danny Boy) Cavoy 754
- When You Come to the End of the Day—G. Marvey-B. Harter Singers-B. Martin Ork (In the) Notary 1003
- Who Can You Be—F. Gross Ork (You're Great) Regent 1019
- Who's Sorry Now—S. Bechet-H. Lyttleton Band (Sleepy Time) Savoy 745
- Lou Don't Have to Be a Baby to Cry—J. Dorsey Ork (It's A) Col 38879
- You're Great to Me—F. Gross Ork (Who Can) Regent 1019

POP ALBUMS

- Albert Ammons Boogie Woogie Piano Album—A. Ammons (1-10") Mer (33) MG 25012—Boogie Woogie at the Civic Opera; S. P. Blues; St. Louis Blues; Sheik of Araby; Swanee River Boogie; Twelfth St. Boogie; You Are My Sunshine
- Count Basie Album—C. Basie Kansas City Seven-L. Young Quartet (1-10") Mer (33) MG 25015—After Theatre Jump; Afternoon of A Basie-ite; Destination K. C., I Never Knew; Just You, Just Me; Lester Leaps Again; Sometime I'm Happy
- Calypso Album—Duke of Iron-Lord Invader-Macbeth-Felix (1-10") (Meringues) Folkways (33) Foll 8
- Vic Damone Album—V. Damone (1-10") Mer (33) MG 25028—Again; Come Back To Sorrento; Don't Say Goodbye; God's Country; I Have But One Heart; My Bolero; Why Was I Born; You're Breaking My Heart
- Earl Hines Album—E. Hines All-Stars (1-10") Mer (33) MG 25018—Blue Moon; Father Cooperates; Mountain Air; Rosetta; Stardust; Thru for the Night
- Frankie Laine Album—F. Laine (1-10") Mer (33) MG 25025—All of Me; Blue Turning Grey Over You; Hold Me; I May Be Wrong; Now That I Need You; Old Fashioned Love; Stay As Sweet As You Are; Two Loves Have I
- Frankie Laine Album—F. Laine (1-10") Mer (33) MG 25026—Black Lace; Carry Me Back to Old Virginny; I Get Sentimental Over Nothing; Kiss Me Again; Satan Wears a Satin Gown; September in the Rain; Swamp Girl; When You're Smiling
- Frankie Laine Album—F. Laine (1-10") Mer (33) MG 25057—By the Light of the Stars; Cry of the Wild Goose; Don't Cry Little Children; God Bless the Child; Lucky Old Sun; Mule Train; West End Blues
- Meringues Album—Jazz Majestic Ork (1-10") (Calypso) Folkways Foll 8—Angelique Oh; Carnival; Cousin Family; Dorothy One Morning; Drucilla; Mary Anne; Menage Qui Belle; Nous Allons Dodo; Trois Fois Trois
- Negro Folk Music of Alabama Album, Vol. I (1-12") Ethnic Folkways (33) 1417
- Negro Folk Music of Alabama Album, Vol. II (1-12") Ethnic Folkways (33) EFL 1418

LATIN-AMERICAN

- Antipatico—B. Capo (Besame La) Seeco 7053
- Corbino El Cocinero—D. Santos (El Entierro) V(78)-23-5139; (45)51-5139
- Cuando Llega La Noche—L. Marini (Lagrimas De) Seeco 7059
- Besame La Bembita—B. Capo (Antipatico) Seeco 7053
- El Be-Bop No Tiene Swing—Orq S. Matancera (MI Bandera) Seeco 866
- El Entierro De Francisco—D. Santos (Corbino) V(78)-23-5139; (45)51-5139
- Eres Exactamente—E. Garza (Se Sufre) Seeco 7058
- Impuesto De Solteria—A. Tobar Ork (Pachito) Seeco 1512
- Jugando El Yo-Yo—B. Capo (Tic-Tac) Seeco 7054
- Lagrimas De Novia—L. Marini (Cuando Llega) Seeco 7059
- Licor Maldito—D. Santos (Sabrosito) Seeco 7055
- Lluvia O Sol—D. Santos (Rumbero Vamos) Seeco 7056
- MI Bandera—Orq Sonora Matancera (El Be-Bop) Seeco 866
- Pachito E' Che—A. Tobar Ork (Impuesto De) Seeco 1512
- Rumbero Vamos A La Rumba—D. Santos (Lluvia O) Seeco 7056
- Sabrosito—D. Santos (Licor Maldito) Seeco 7055
- Se Sufre—E. Garza (Eres Exactamente) Seeco 7058
- Tic-Tac—B. Capo (Jugando El) Seeco 7054

RELIGIOUS

- Dear Lord, Look Down Upon Me—The Pilgrim Travelers (God Shall) Specialty SP 363
- Don't Miss That Train—Sister W. Carr (I Heard) Specialty SP 364
- God Shall Wipe All Tears Away—The Pilgrim Travelers (Dear Lord) Specialty SP 363
- I Heard Mother Pray One Day—Sister W. Carr (Don't Miss) Specialty SP 364
- Life's Race With Satan—L. and T. Thompson (That Shining) Col 20717
- That Shining River—L. and T. Thompson (Life's Race) Col 20717

Columbia's Great
Singing Star!!!

ALAN DALE



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**PARAMOUNT
THEATRE**
Mid-August

RADIO

CBS—"Sing It Again"
Saturday 10-11 P.M.



TELEVISION

CBS—"Alan Dale Show"
Friday 11-11:30 P.M.



LATEST **RECORD** RELEASE

"YOU WONDERFUL YOU"

From the M-G-M Picture "SUMMER STOCK"

and

"OF ALL THINGS"

From the M-G-M Picture "DUCHESS OF IDAHO"

Personal Management
STAR MANAGEMENT CO.
New York, N. Y.

● Ferrazzano
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Exclusively...



New DECCA Hit!

Lee MORSE



The Girl With the "Heart in Her Voice"

"IF YOU ONLY KNEW"
DECCA-27066

DECCA RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART XI



Album and LP Record Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES

(100 points—the maximum)

90-100tops
80-89excellent
70-79good
40-69satisfactory
0-39poor

THE CATEGORIES

Max. Pts.

1. Production Idea15
(grouping of selection continuity)	
2. "Name Value"15
3. Caliber of Material15
4. Manufacturers' Distribution Power10
5. Exploitation Aids10
(Record company and other advertising promotion, film, legit and other plugs)	
6. Interpretation15
7. Record Quality5
8. Manufacturers' Production Efficiency5
9. Packaging10
(art work, binding, wrapping)	

POPULAR

FRANKIE LAINE (1-10") **80**
Mercury (33) MG-25027

God Bless the Child; Mule Train; Cry of the Wild Goose; Lucky Old Sun; Wrap Your Troubles in Dreams; Don't Cry, Little Children; By the Light of the Stars; West End Blues.

A varied assortment of Laine hits—"Sun," "Mule" and "Goose"—as well as some noted performances and a pair of previously unreleased sides—"God Bless the Child" and "Don't Cry, Little Children"—which should find a brisk sale among the large following which the singer has accumulated in his several years of ascendancy. Most likely of the three Laine LP's issued by Mercury this week.

JUKES	JOCKS
Not suitable.	Potpourri of Laine stuff good for libraries in the convenient LP form.

VIC DAMONE (1-10") **80**
Mercury (33) MG-25028

God's Country; I Have But One Heart; Again; You're Breaking My Heart; Why Was I Born; Don't Say Goodbye; My Bolero; Come Back to Sorrento.

Damone's eight most important recordings are here packaged on the single LP. The singer's legion of admirers should like the idea of the packaging of these top-notch etchings. Reproduction of the kid's work on the LP is far better and has greater definition in micro-groove.

JUKES	JOCKS
Not suitable.	Compactness and fine reproduction of LP make this a desirable library platter.

FRANKIE LAINE (1-10") **76**
Mercury (33) MG-25026

When You're Smiling; Swamp Girl; Kiss Me Again; Satan Wears a Satin Gown; I Get Sentimental Over Nothing; September in the Rain; Carry Me Back to Old Virginny; Black Lace.

A group of second-string diskings by the popular Mr. Laine are packaged here primarily to latch onto the coin of his large following. In this, the LP should fare well. Among the followers, these are noted slicings, tho their proven commercial values originally were middlin' to good.

JUKES	JOCKS
Not suitable.	LP packaging makes these sides easier on library space. Reproduction is better on the LP as well.

FRANKIE LAINE (1-10") **74**
Mercury (33) MG-25025

Two Loves Have I; Stay as Sweet as You Are; I May Be Wrong; Now That I Need You; All of Me; Blue Turning Grey Over You; Old-Fashioned Love; Hold Me.

Of the three Laine LP's issued by the diskery simultaneously, this one stacks up as the weakest by comparison of previous acceptance of these previously released sides with the other packages. It's still Frankie Laine and that alone should account for reasonably sizable returns, if only the platter grabs a corner with his big fan following. "Stay as Sweet as You Are" was never before released. The other seven were.

JUKES	JOCKS
Not suitable.	Compactness and better reproduction of LP makes this a valuable library item.

COUNT BASIE—Count Basie and His Kansas City Seven and Lester Young Quartet (1-10") **70**
Mercury (33) MG-25015

Lester Leaps Again; After Theatre Jump; Destination K. C.; I Never Knew; Just You, Just Me; Afternoon of a Basie-ite; Sometimes I'm Happy. This splendid jazz collection is comprised of re-issued sides from the Keynote catalog. One side is dedicated to small band stuff, by Count Basie's group, which were originally released under the pseudonym of Prince Charming. This is Basie at the height of his powers sparking a remarkable, driving rhythm section which in turn inspired brilliant solo work by tenorist Lester Young, tramist Dickie Wells and trumpeter Buck Clayton. The second side consists of four selections by "Prez" Young with a rhythm section, which includes Slam Stewart on bass and Johnny Guarneri trying to make like Basie on piano. The adoration for Young's tenor styling today and the Basie name and jazz influence should afford this dinking a large hot collector market.

JUKES	JOCKS
Not suitable.	Of historic and class value for jazz spinners.

EARL HINES—Earl Hines and His All-Stars (1-10") **67**
Mercury (33) MG-25018

Thru for the Night; Mountain Air; Father Operates; Blue Moon; Rosetta; Stardust.

"Fatha" Hines' keyboard styling is one of foundations of jazz. On this collection of Keynote matrices, Hines is heard in the company of varied small units comprised of such stellar hot music stars as Coleman Hawkins, Tab Smith, Trummy Young, Jo Jones, Joe Thomas (trumpeter) and Charlie Shavers. The result of these dates produced some uncomplicated, easy flowing and relaxed jazz. The transfer to LP has given the selections far greater reproduction, which doesn't give away their seven or so years' vintage.

JUKES	JOCKS
Not suitable.	Most of these selections will make top picking for jazz spinners.

ALBERT AMMONS — Albert Ammons (1-10") **64**
Mercury (33) MG-25012

St. Louis Blues; You Are My Sunshine; Shufflin' the Boogie; Twelfth St. Boogie; Swanee River Boogie; Boogie Woogie at the Civic Opera; S. P. Blues; The Sheik of Araby.

This is a collection of the most recent wax sliced by Albert Ammons, one of the foremost of the modern boogie-woogie keyboard exponents, prior to his accidental death a few months ago. They do not show Ammons at the height of his abilities but they are nevertheless satisfactory samplings of his gutty keyboarding. Should find favor with purveyors of boogie and with the clique of Ammons' collectors.

JUKES	JOCKS
Not suitable.	Good boogie for both jazz shows and as change-of-pace for pop spinners.

INTERNATIONAL

HUNGARIAN FOLK SONGS—Recorded under supervision of Bela Bartok (4-10") **50**
Ethnic Folkways EFL 1000

This is authentic Hungarian Magyar folk music performed by the peasants from whom it stems. The collection includes male and female vocals, unaccompanied, as well as instrumental pieces for the bagpipe. It is from this music that Bela Bartok found the source inspiration for much of his work, which today has become one of the leading "fads" of the classical field. Bartok supervised the recording of these folk pieces. A 12-page booklet accompanies the album and contains commentary by Bartok's son, Peter, and complete annotation by Henry Cowell. This includes descriptions of the recordings, the Hungarian lyrics and English translations and scores of the pieces. This is a rich folk collector's item and has potential for Bartok fans as well.

JUKES	JOCKS
Not suitable.	Unusual stuff limited to use on authentic folk music shows.

New DECCA Hit!

Lee MORSE



The Girl With the "Heart in Her Voice"

JOZSEF DARJAN
DECCA-27066

DECCA RECORDS

The Honor Roll of Popular Songwriters

By Jack Burton

No. 68—THE TOBIAS BROTHERS (PART II)

(Continued from last week)

In 1914, when Harry Tobias checked out of the family homestead to seek his fame and fortune in New York, Charley Tobias, then 16, was left on his own. His partner in the house-to-house song-selling racket had deserted him. The bubble had burst anyway, since the home in Worcester and vicinity were surfeited with the 10-cents-a-copy music they had peddled. So Charley got a job in a local haberdashery shop.

But Charley Tobias wasn't vitally interested in what the well-dressed man was wearing that season—or any season. He was incurably infected with the song-writing virus, and spent much of his time scribbling lyrics on bits of wrapping paper. He even went so far as to pencil the rhyme schemes with which he was continually inspired on the fronts of collar, shirt and hosiery boxes. And that's where he made a grievous mistake. One afternoon the proprietor, looking for a size 14 collar, finally located it in a box marked "moon, June, spoon." "You're fired!" the boss told him. "I don't wish to deprive the world of a song-writing genius."

Altho Charley Tobias was out of a job, he had an ace in the hole. He could sing a song and sell it. He had demonstrated that to his own satisfaction when, as an 11-year-old boy soprano, he had walked off with the first prize of \$5 in an amateur night contest at a Worcester theater with a parody he had written on Irving Ber-

lin's *Bird of Paradise*. So he talked himself into a job as a song pluggler with a Boston music publishing house, covering the New England territory and working the five-and-dime stores by day and the dance hall at night—a job that called for cast iron pipes.

When the United States went to war in 1916 Charley Tobias was too young to switch from mufti to khaki, and so volunteered to help the Army Recruiting Service. Standing nonchalantly in front of the recruiting truck, parked on Boston Common, he would sing *Over There* or *Good-Bye Broadway, Hello France* to attract a crowd and then be the first to "enlist." The recruiting sergeant would accept him with a comradely slap on the back, pass him thru the truck and, on occasion when volunteers weren't stepping up fast enough, Charley would go around to the front of the truck and "enlist" again. As a recruiting "shill," he sometimes joined the army 25 times a day without ever getting on Uncle Sam's pay roll.

After the close of the war Charley Tobias, seeking other and more profitable fields of conquest, set his course for the Palace and picked Eddie Cantor as his model for a singing act. He trailed Eddie as far west as Pittsburgh, catching two shows daily in order to study and perfect himself in Cantor's mannerisms and style of song delivery. Then, with Cantor's amused consent, he went to New York in 1920 and made his two-a-day premiere at the Harlem Opera House, breaking in

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

Eddie's act two weeks before the blackface headliner got around to doing it himself.

Singing his own songs as well as the hits of the reigning greats of Tin Pan Alley, Charley Tobias clicked in vaude, his starting salary of \$62.50 a week jumping to \$125 and then to \$175 after he had worked the circuit for two months, and one of his numbers, *Hot Roasted Peanuts*, the first whistle song, got a big hand—but no publisher.

There was the rub, the fly in the ointment. Charley Tobias kept on writing songs and the publishers kept turning them down. Even the parents of Edna Gladstone, the girl he married in 1922, saw no future for their prospective son-in-law as a songwriter. In fact, they just couldn't understand how a fellow could earn a living merely by telling jokes and singing.

So in order to have a market for his wares, Charley Tobias started a music publishing house of his own in 1923, with Lou Breaux as a partner, but business was so bad that he had to keep playing vaude to pay the office rent. That same year he helped Nils T. Granlund open Station WHN, and because no regular programs were scheduled, Charley worked as one of the "minute men," going on the air at a moment's notice and entertaining the crystal-set listeners while Granlund dashed out to pick up a late extra for a news broadcast or to corral a passing guest star on the street.

But the tide suddenly turned in 1927 when Charley Tobias's first hit, *Ho Ho, Ha Ha, Me Too*, opened the inner

doors of publishing houses where Charley formerly cooled his impatient heels in inhospitable reception rooms. Even Louis Bernstein, who had told him six years before to stick to vaude and added "You're no songwriter!", humbly capitulated and welcomed him with open arms and check book.

But despite all the successes that followed—and he has had at least one smash hit a year for the past two decades—Charley Tobias still has to plug and sell every song he writes.

"You're only as good as the last song you wrote" is the philosophy he works on, and he has learned from bitter experience that you can't coast along on your past reputation.

His *Rose O'Day*, originally written in 1936, was turned down repeatedly for six years. Finally he published the song himself, and his faith in the number was amply justified. It proved to be one of the outstanding hits of 1942-'43. *The Old Lamplighter* had a similar history. No publisher would touch it when it was written in 1940. But after a six-year hiatus in mothballs it sold better than 2,000,000 records in 1946-'47.

Today, with a top AA rating in ASCAP, Charley Tobias, to make a buck and a hit, must use the same ingenuity and salesmanship he and his brother, Harry, employed back in Worcester, Mass., over 40 years ago when they peddled their mail-order songs from house to house, undeterred by "rain or snow or dark of night."

Songwriting, apparently, is a great life—if you don't weaken.

THE TOBIAS BROTHERS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

Popular Songs

- 1926—**HO HO, HA HA, ME TOO**
Music by Harry M. Woods and Al Sherman. Shapiro, Bernstein & Company, Inc.
- 1927—**JUST ANOTHER DAY WASTED AWAY**
Lyrics by Roy Turk. Shapiro, Bernstein & Company, Inc. (Available on Capitol 15370, Jesse Price.)
- 1928—**A DEW, DEW, DEWY DAY**
With Al Sherman and Howard Johnson. Bourne, Inc.
DON'T BE LIKE THAT
With Archie Goettler and Maceo Pinkard. Shapiro, Bernstein & Company, Inc.
GET OUT AND GET UNDER THE MOON.
With Larry Shay and William Jerome. Bourne, Inc. (Available on Apollo 1154, Little Sans and Lee.)
- 1929—**EVERY DAY AWAY FROM YOU**
With Jay Mills. Shapiro, Bernstein & Company, Inc.
MISS YOU
With Henry and Harry Tobias. Santly-Joy, Inc. (Available on the following records: Decca 24255 in A-621, Bing Crosby; Columbia 37993, Eddy Howard; Columbia 22029, Rudy Vallee; Victor 20-2879, Sammy Kaye.)
WALKING WITH MY SWEETNESS DOWN AMONG THE SUGAR CANE
Music by Peter DeRose. Sidney Clare, lyricist. Bourne, Inc.
- 1931—**WHEN YOUR HAIR HAS TURNED TO SILVER**
Music by Peter DeRose. Edwin H. Morris & Company, Inc. (Available on Decca 24325, Monica Lewis.)
ONE MORE KISS THEN GOOD NIGHT.
Music by Peter DeRose. Edwin H. Morris & Company, Inc.
MAKING THE BEST OF EACH DAY.
With Murray Mencher and Sidney Clare. Bourne, Inc.
- 1932—**SOMEBODY LOVES YOU**
Music by Pete DeRose. Edwin H. Morris & Company, Inc. (Available on the following records: Columbia 20592, Johnny Bond; Capitol 57-727, David Middleton.)
- 1932—**SING A LITTLE LOW DOWN TUNE**
With Murray Mencher and Jack Scholl.

- 1933—**ALICE IN WONDERLAND**
With Murray Mencher and Jack Scholl. Leo Feist, Inc.
IN THE VALLEY OF THE MOON.
With Joe Burke. Edwin H. Morris & Company, Inc. (Available on Decca 24064 in A-1933, Charles Baum orchestra.)
TWO TICKETS TO GEORGIA.
Music by J. Fred Coots. Haven Gillespie, lyricist. Bourne, Inc.
- 1934—**THROW ANOTHER LOG ON THE FIRE**
With Murray Mencher and Jack Scholl, Leo Feist, Inc.
GOOD NIGHT LITTLE GIRL OF MY DREAMS
With Joe Burke, Edwin Morris & Company, Inc.
AN OLD WATER WHEEL.
With Murray Mencher and Jack Scholl, Leo Feist, Inc.
- 1935—**FLOWERS FOR MADAME**
With Murray Mencher and Charles Newman. Harms, Inc.
TINY LITTLE FINGER PRINTS
With Sammy Stept and Charles Newman. Crawford Music Corporation.
A-HUNTING WE WILL GO
Music by Harry Stride. Harry Tobias, lyricist. Shapiro, Bernstein & Company, Inc.
- 1936—**IT'S THE GYPSY IN ME**
With Cliff Friend. Shapiro, Bernstein & Company, Inc.
THE BROKEN RECORD
With Cliff Friend. Chappell & Company, Inc.
- 1937—**I BET YOU TELL THAT TO ALL THE GIRLS**
With Sammy Stept. Crawford Music Corporation.
- 1938—**LITTLE LADY MAKE-BELIEVE**
With Nat Simon. Leeds Music Corporation.
IS THAT THE WAY TO TREAT A SWEET-HEART
With Nat Simon. Leeds Music Corporation.
- 1939—**IT SEEMS LIKE OLD TIMES**
With Sammy Stept. Santly-Joy, Inc.
START THE DAY RIGHT
With Maurice Spitalny and Al Lewis. Harms, Inc.
- 1940—**TRADE WINDS**
With Cliff Friend. Harms, Inc. (Available on the following records: Decca 25024, Bing Crosby; Columbia 17448-D, Nelson Eddy; Decca 24094 in A-1040, Charles Baum orchestra.)

- I HEAR BLUE BIRDS**
With Harry M. Woods. Bregman, Vocco & Conn, Inc.
OR HAVE I
With Sammy Stept. Chappell Company, Inc.
- 1941—**I CAME HERE TO TALK FOR JOE**
With Sammy Stept and Lew Brown. Shapiro, Bernstein & Company, Inc.
- 1942—**WE DID IT BEFORE AND WE CAN DO IT AGAIN**
With Cliff Friend. M. Witmark & Sons, Inc.
ROSE O'DAY
With Al Lewis. Tobias & Lewis, Inc. (Available on Decca 24097 in A-1941, Nat Brandwynne orchestra.)
- 1942—**DON'T SIT UNDER THE APPLE TREE**
With Sammy Stept and Lew Brown. Robbins Music Corporation. (Available on the following records: Decca 18312, Andrews Sisters; Columbia 36992, Modernaires and Paula Kelly; Decca 24312 in A-1942, Bob Grant orchestra.)
- 1943—**FOR THE FIRST TIME I'VE FALLEN IN LOVE**
With Dave Kapp. Shapiro, Bernstein & Company, Inc.
WAIT FOR ME MARY
With Nat Simon and Harry Tobias. Remick Music Corporation. (Available on Decca 18556, Dick Haymes.)
I'M SENDING X'S TO A GIRL IN TEXAS
With Nat Simon. Southern Music Publishing Company.
I WISH THAT I COULD HIDE INSIDE THIS LETTER
With Nat Simon. Shapiro, Bernstein & Company, Inc.
- 1944—**DON'T SWEETHEART ME**
With Cliff Friend. Advance Music Corporation.
JUST A PRAYER AWAY
With Dave Kapp. Shapiro, Bernstein & Company, Inc. This song received the Clef Club award as one of the 10 best-selling songs of 1944-'45. (Available on Decca 23392, Bing Crosby, Ken Darby Singers and Ethel Smith, organist.)
- 1945—**OH, MOYTYE**
With Carmen Lombardo. Tobias & Lewis, Inc.
COCOANUT SONG
With Nat Simon. M. Witmark & Sons, Inc.
- 1946—**I USED TO BE HER ONE AND ONLY**
With Henry and Harry Tobias. World Music Corporation.

- (Available on Victor 20-2048, Sammy Kaye.)
COAX ME A LITTLE BIT
With Nat Simon. Bourne, Inc. (Available on the following records: Columbia 36944, Dinah Shore; Decca 18833, Andrews Sisters.)
NO CAN DO
With Nat Simon. Robbins Music Corporation. (Available on the following records: Columbia 36836, Xavier Cugat; Decca 18712, Guy Lombardo.)
OLD LAMP LIGHTER
With Nat Simon. Shapiro, Bernstein & Company, Inc. (Available on the following records: Decca 23781, Kenny Baker; Capitol 288, Hal Derwin; Columbia 37095, Kay Kyser; Victor 20-1963, Sammy Kaye.)
- 1947—**THAT'S WHERE I CAME IN**
Music by Peter DeRose. Robbins Music Corporation. (Available on the following records: Decca 23809, Ink Spots; Capitol 355, Jo Stafford.)
AS YEARS GO BY
Music by Peter DeRose. Miller Music Corporation.
HOME IS WHERE THE HEART IS
With Dave Kapp. Advanced Music Corporation.
MY YOUNG AND FOOLISH HEART
With Al Lewis. Edwin H. Morris & Company, Inc.
BROTHER
With Henry and Harry Tobias. Tobey Music Corporation.

(See Popular Songwriters, page 61)

SONGWRITERS COMING UP!

FRED AHLERT

In Subsequent Issues *The Billboard* Will Present

HAROLD ARLEN
 NACIO HERB BROWN
 BURTON LANE
 JIMMY VAN HEUSEN
 PETER DE ROSE
 RAY HENDERSON
 ARTHUR SCHWARTZ
 MILTON AGER
 CON CONRAD
 BILLY ROSE
 HARRY WARREN



Record Reviews

RATINGS (100 Point Maximum)
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times (1) for retailers, (2) for operators, (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music now being conducted. N. S. indicates a record is not suitable for approval within the market.

The Categories Point listings are maximums. Song caliber, 15; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
ROBERT MERRILL (Hugo Winterhalter Ork & Chorus) Victor 10-1542	Valencia Solid rendition of the revived oldie is lent added fire by the big Merrill bary pipes.	79--80--80--78
	Wanderin' Merrill tempers his legit styling enough to make a remarkable pop-style rendition of much strength of this Sammy Kaye hit epic ballad. Winterhalter ork-chorus support is excellent. Should be a big one in the pop field. Merrill's fans will like, too.	88--89--87--87
JAN GARBER ORK (Roy Cordell) Capitol 1062	The Shade Went Up Cordell contributes a handsome vocal to this tasty dance dishing of an attractive new ditty.	70--70--70--70
	Keep Your Eyes on the Stars (Frank Macauley-Nick Barile) A Van-Schenck style duo tackle the harmony of a light bounce item which is done up in solid dance style by the Garber crew.	70--70--70--70
SHARKEY & HIS KINGS OF DIXIE-LAND Capitol 1078	Peculiar Rag This batch of New Orleans tootlers beat out a lively two-beat deal which should appeal to the new Dixie-land generation.	70--72--70--68
	Candy Baby Relaxed two-beat item built around a light rhythm ditty which Sharkey warbles.	71--73--70--70
OWEN BRADLEY QUINTET (Dottie Dillard-Jack Shook) Coral 60240	Close Your Pretty Eyes Pretty French waltz with a new English lyric is treated nattily by Bradley. Shook and Dillard sing a harmony duet in adequate fashion.	80--80--80--80
	Say When Sleeper ballad, which has been threatening, should do biz in this rendition if it catches on. Simple, tasteful treatment sells the song all the way.	80--80--80--80
VAUGHN MONROE ORK Victor 20-3818	The Phantom Stagecoach With the flavor of "Riders in the Sky" strongly present, this Western epic ditty comes off as an inferior sequel to the Monroe hit of a year ago. Should do brisk biz nevertheless.	86--86--86--86
	Mexicali Trail Pleasant enough Western ballad from Monroe's "Singing Guns" flicker serves as an adequate enough flip side.	75--75--75--75
THE RHYTHMAS-TERS-JOHN MADDOX Dot 1005	Crazy Bone Rag Capable ivory man knocks out a ragtime solo, drummer makes good block effects in back.	63--63--61--65
	St. Louis Tickle More of the same.	63--63--61--65
TEX BENEKE (Helen Lee) Victor 20-3830	The Tunnel of Love Fair dishing of a new Frank Loesser ditty from the coming "Let's Dance" flicker. Tex and Helen Lee team for the vocal.	68--68--68--68
	Whispering Rain Pretty ballad instrumental is treated neatly in Miller style by the Beneke band. Good dance music.	75--76--75--74
DORIS DAY (Axel Stordahl Ork) Columbia 38887	I've Forgotten You Dodo sings warmly in a rich ork-chorus setting with a lovely, albeit too rich ballad as the material. An artistic effort with appeal restricted mainly to Day fans.	80--83--78--78
	Darn That Dream The thrush revives the Van Heusen-DeLange oldie with a sensitive, feelingful warble which may be strong enough to make for hit wax.	85--86--85--84
THE THREE SUNS-LARRY GREEN Victor 20-3834	Petite Waltz Green's keyboard merges with the Suns for a bright dishing of a waltz in the spirit of old Vienna. Could do brisk biz on strength of the old catchy melodic refrain.	82--85--82--80
	Jet Delightful rendition of the Harry Revel melody should please the spinners. Makes this a sturdy instrumental coupling.	78--80--78--75
FRANCIS CRAIG ORK (Cecil Bailey) MGM 10747	Dreamin' Is My Business This fairish ditty gets a sparkless orking, fair boy vocal. In all, dull stuff.	52--52--52--52
	You (Bob Lamm) Even weaker than flip in all respects.	48--48--48--48
VERA LYNN-BOB FARNON ORK London 724	How Can I Tell Miss Lynn, a strong song saleswoman, does her darndest to make an unimpressive ballad sound better.	63--65--62--62
	Say It Isn't the Night Miss Lynn warbles a lovely new ballad with feeling and sympathy. A noteworthy dishing.	75--80--75--71

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BENNY STRONG ORK Capitol 1064	About That Girl Live, bright dishing of the oldie is patterned in the typical Strong revival style with the maestro capably handling the vocal chores with last chorus ensemble support.	82--84--80--82
	Let's Have a Party Chalk up another tasteful effort for the consistently pleasant Strong crew. Tune's a new and happy bouncer.	75--76--74--76
JIMMY WAKELY (Frank DeVol Ork) Capitol 1066	I Don't Have To Die To Go to Heaven A country-style ballad is treated simply with a pop slant. Wakely does a pleasant job but material is slight in substance.	71--70--70--73
	Sugar Plum Kisses Okay country-style ballad is done neatly in pop fashion by Wakely. Could score with Wakely's followers.	75--75--75--75
ROBERT Q. LEWIS (Archie Bleyer Ork) Columbia (33) 1-696	I'm in Love With the Mother of the Girl I Love The radio comic discloses a likely talk-sing style on this lightweight but attractive tune. His mannerisms tab him as a poor man's Arthur Godfrey on wax.	73--75--73--71
	Steven Got Even Brisk, bright rendition of an up-tempo cornball item—so absurd that it wins you.	75--76--75--74
RUSS CASE ORK (Sally and Roy) MGM 10745	Baby, Obey Me Neither the material nor the treatment is much. It's a boy-gal duet on a featherweight thing from an "Irma" flick.	60--60--60--60
	I Like That A promising rhythm novelty doesn't get the performance it needs. Boy is good, gal is weak. Case orking is clean and bright.	62--62--62--62
PHIL BRITO (Harold Mooney Ork) MGM 10746	For One Kiss of Love Brito does a charm job with English and Italian choruses, but material is earthbound.	65--66--65--64
	You Hold the Reins While I Kiss You Brito is joined by thrush for "cute" boy-gal job on a slight production novelty from a flick called "Square Dance Katie"	62--61--61--60
ANNE SHELTON-ROY ROBERTSON ORK London 725	Seems Like Yesterday An unimpressive effort by one of England's best thrushes.	58--60--55--60
	Humble People Philosophical ballad of lyrical charm is warbled strongly by Miss Shelton. Spinners should find this useful.	72--76--72--68
MANTOVANIX ORK London 723	The Legend of the Glass Mountain From the movie "The Glass Mountain," this rich and lovely theme is handed lush treatment in this etching. Deejays will like.	71--76--70--66
	Festival By the composer of "Warsaw Concerto," this is a lush, melodic, brief piece tinged with a Latinesque flavor. Not a particularly distinguished effort.	65--70--65--61
TED HEATH ORK (Lita Roza-Jack Parnell) London 726	Didn't We Pleasant dance effort by England's top band built around a neat, fluffy rhythm ditty, warbled neatly in duet by drummer Parnell and Miss Roza.	63--70--60--58
	Birmingham Bounce Too much vocal, tho it's done neatly by Parnell, and too little of this excellent band on this country rhythm piece.	66--70--66--62
TOMMY DORSEY ORK (Charlie Shavers-Frances Irvin) Victor 20-3840	Happy Feet If this ditty built on the Miles Shoe jingle catches, then T. D. should catch a big slice of the biz simply on the strength of superb orking; Frances Irvin's warble could have been better.	82--82--82--82
	Birmingham Bounce Current country hit makes good bait for this big band swing treatment. Shavers bats out the vocal. Dishing is dulled somewhat by a bottom-heavy recording.	76--78--75--75
FREDDY MARTIN ORK (Merv Griffin-The Martin Men) Victor 20-3841	Mem'ry Island Pretty new ballad from the coming "Summer Stock" flicker is handed a neat production touch by the Martin crew, while Merv Griffin sings it ingratiatingly.	74--75--74--73
	Jazz Pizzicato A Leroy Anderson piece, this is an infectious instrumental bit played tastefully by the Martin Men. Joe Venuti joins in for a brief and pleasant violin solo. Could be a big one for Martin.	84--85--84--82
FRANKIE CARLE ORK Victor 20-3831	Lollipop Ball Catchy instrumental strain is pleasingly essayed by the Carle band with the maestro knocking out some of his best keyboard on recent wax.	83--85--82--81
	Crazy Little Moonbeam A lovely melody is done up beautifully by Carle's keyboard and crew but the unbilled vocal hurts the over-all potency of the side. Would have made a fine instrumental piece.	71--72--71--70
XAVIER CUGAT ORK Columbia 38886	One At a Time Hokum calypso lyric is delivered unexpressively by Abbe Lane, while the Cugat crew struggles to play a mambo backing and fails to make it little more than tedious. Cugat's following will buy it just the same.	69--70--68--68
	Mambo Jambo Late and dull reading of the Perez Prado mambo exercise. Lacks fire and conviction.	69--70--68--68
JIMMY DORSEY ORK (Terry Shand) Columbia 38879	You Don't Have To Be a Baby To Cry Shand warbles a hillbilly ditty, of which he is a writer, to the sturdy dance orking of J. D.	76--77--75--77
	It's a Long, Long Way to Tipperary (Claire Hogan) Another two-beat effort by the small Dorseyland crew packs spirit and drive. Claire Hogan delivers the lyric to the old war ditty.	81--84--80--80

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST
TUNES
LABEL AND NO. COMMENT

POPULAR

- PERRY COMO**
(Mitchell Ayres Ork)
Victor 20-3846
If You Were My Girl
Perry does an easy, light job with a new, feathery item which reminds strongly of "Dreamer's Holiday." Could catch.
- I Cross My Fingers**
The crooner sings this slowly growing ballad with deep feeling. This rendition should help move the song into the smash class and should be a big one for the singer. Fontane Sisters support superbly.
- DON CORNELL**
(Hugo Winterhalter Ork & Chorus)
Victor 20-3839
Hawaii
Cornell sings this satiric ballad extremely well with the Winterhalter ork-choral backing lending proper atmospheric and humorous touches.
- You Wonderful You**
Pretty new ballad from the coming "Summer Stock" flicker is sold engagingly all the way by Cornell.
- PHIL HARRIS**
(Walter Scharf Ork)
Victor 20-3825
Dig-Dig-Dig Dig for Your Dinner
Chunk of philosophical material from the "Summer Stock" score is punched home in convincing fashion by Harris.
- I've Been Floating Down the Old Green River**
Changing tempi detract in this reading of the oldie, here set in a two-beat pattern.
- SEXTETTE FROM HUNGER-EDDIE SKRIVANEK, DIR.**
MacGregor 1017
Everybody Loves My Baby
Two-beat rundown of the familiar oldie by this West Coast outfit has a firm dance beat running thru the disk.
- If You Knew Susie Like I Know Susie**
This instrumental dishing combines corn with old-fashioned two-beat and makes an ideal Charleston dance disk.
- THE HONEYDREAMERS** (Henri Rene Ork)
Victor 20-3821
I'd Like To Wrap You Up and Put You in My Pocket
Pleasant dishing of a cute but slight ditty by this excellent group.
- Love Goes 'Round on a Merry-Go-Round**
Bright etching of a lightweight novelty rhythm ditty. Could catch a handful of juke coin.
- JO STAFFORD-GORDON MacRAE** (Paul Weston Ork)
Capitol 1061
The Rosary
The great voice blend makes a strong item out of the semi-sacred classic. Could do big country as well as pop biz.
- A Perfect Day**
In much the same vein, the duo gets off another winner.

85--86--84--84
88--88--88--88
75--80--74--72
72--75--72--70
73--75--71--73
68--70--65--70
65--65--65--65
67--68--66--66
69--70--68--68
68--68--66--70
86--86--86--86
86--86--86--86

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST
TUNES
LABEL AND NO. COMMENT

POPULAR

- JANETTE DAVIS-THE MARINERS** (Archie Bleyer Ork)
Columbia 38890
The Charms of the City Ain't for Me
Material ditty—a country girl's salty summary of arguments against city living—is handled neatly by Miss Davis and the group. Ditty's too specialized for general market.
- Have You Ever Been Lonely**
Janette Davis-Bill Lawrence
Dull dueting, by the Godfrey show singers, of a pretty song.
- RAY ANTHONY ORK** (Ronnie Deauville-The Skyliners)
Capitol 1073
Lazy Old Tune
Pretty ditty, a first cousin to "Lazy River," is decked with an engaging, lightly philosophical ditty. Vocal group misses the boat, tho band sounds good.
- Lackawanna Local**
A terse, clean, swinging instrumental with bopplish figures is more in the Lunceford than the Miller tradition Anthonny has been following of late.
- AL BLANK HARMONICA TRIO**
Riviera 116
I Still Get a Thrill Thinking of You
Harmonicas, with guitar, simulate the sound and style of The Harmonicats in a full, beat-full instrumental rendition of the fine ballad revival.
- Txena, Txena, Txena**
Bright group generates a powerful beat in their sparkling instrumental version of the new hit. Should pick up a fair share of the gravy.
- THE MODERNAIRES**
Columbia 3883
Java Jive
The once popular ditty gets a sound vocal job, albeit quite old hat.
- Schenectady**
It would take a mighty good speller to decipher this mystifyingly worded spell-it-out ditty.
- BOB BAILEY-TONY SCOTT QUINTET**
Mercury 5437
Of All Things
"Duchess of Idaho" picture doesn't get much of a chance here, tho Scott provides some exceptionally tasty clarinet work on the ballad.
- Oh, Marguerite**
Another laborious vocal try on a lighter tune. Again Scott and his fly little group provide all the interest.
- LORRY RAINE** (Cliff Parman Ork)
Universal U-192
I'm Bewitched Again
Ordinary hunk of exotica provides nothing to get bothered or bewildered about.
- Nothing Ever Happens to Me**
Contrived opus is chirped pleasantly enough, but there's nothing special here either.

71--75--70--68
67--67--66--68
71--74--70--70
76--78--76--74
77--77--76--78
79--79--78--80
64--65--64--63
50--50--50--50
54--54--55--52
53--54--54--52
56--60--55--54
53--54--53--52

(Continued on page 60)

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Spring Made a Fool of Me #40088

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Waitin' for the Robt. E. Lee
Who #90011

By the Light of the Silvery Moon
Me and My Shadow #60044

Carolina in the Morning
Hot Time in the Old Town #60022

RIVIERA RECORDS

New Releases

BOB EBERLY

No Greater Love
Sunrise Follows Sunset No. 112

AL BLANK HARMONICA TRIO

I Still Get a Thrill
Lazy River No. 116

ROGER COLEMAN

Everything I Love
Too Marvelous for Words No. 114

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Fish Market Boogie
Titi Tom Boogie No. 739

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FOLK TALENT AND TUNES

(Continued from page 51)

Allen's record shop in New York was the scene of a robbery recently, with the thieves escaping with \$100 from the till.

Roy Rogers and Dale Evans (Victor) drew 100,000 people to a parade held recently in Memphis in connection with a Mid-South convention of theater owners. Rogers is currently working on "Trail of Robin Hood," which also features Foy Willing and the Riders of the Purple Sage. . . . Eddie Sosby, KFAB, Omaha, is building a new home there. . . . Roy Starkey, formerly at WHAS, Louisville, has settled in Chicago, where he is doing an e. t. open-end series for Universal Productions. Vic King, chief of the Chi radio production agency, is also working out a video package, which would feature Starkey and Salty Holmes and his frau, Mattie O'Neill. . . . DeZurik Sisters have bought a home in Bellwood, Chicago suburb, and are doing Midwest personals for Bill Ellsworth. . . . Berle Adams, who cut some h. b. and Western sides for London, has dropped his London job in favor of a position with MCA's Coast office.

DISK JOCKEY DOINGS

Foreman Bill and Roma, KYA, San Francisco, had a fire at their ranch, outside the city, recently, with five acres of pasture, several trees and some buildings engulfed during the conflagration. . . . His palomino show horse, Silver, was crippled in the blaze. . . . Fred Haggerty, WFPG, Atlantic City, has become assistant program director, in addition to his heavy h.b. disk duties. . . . Keith Lloyd, who operates his own band, the Boys of the Golden West, in addition to mike work at KVOP, Plainview, Tex., is now being represented by Ray Parker, of Melody Trail Enterprises, Lancaster, Calif. . . . Paul Simpkins, WAPF, McComb, Miss., is producing 10 shows for the State forestry department to be aired on every State station, with e. t. segs featuring the Pike County Pine Toppers. . . . Al Brock, WTAL, Tallahassee, Fla., has formed a band to play dances for weekly student dances at Florida State U. . . . Cuzzin Don now has 150 minutes daily on WOPI, Bristol, Tenn. . . . Cherokee Jack Henley, KMO, Tacoma, Wash., reports that Wave Guthrie, sister of the late Capitol disk star, has completed a book in honor of her brother. Jack Guthrie worked with Henley before his death. . . . Hank Penny (King) KWIK, Burbank, Calif., has inked a p. m. deal with Eames Bishop and Lyle Thayer, the Hollywood office. . . . Frank Porter, WXGI, Richmond, Va., is offering \$50 to the d. j. who offers the best promotion idea for his first MGM release, "Coal Mine Pony." . . . Harry (Mushmouth) O'Connor, KMAC, San Antonio, now has a sponsor for his weekly TV seg, which features Jimmy Giese and the Music Makers and Big Texas Timm. . . . Bob Dyer is now assisting Foxy Wolfe on the daily d. j. shots over WKNX, Saginaw.

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Record Reviews

(Continued from page 59)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	OVER-ALL
POPULAR		
THE JUBALAIRES Capitol 1054	Little Mr. Big Talented vocal group tries for another "Daddy's Little Girl," and comes up with a pleasant-enough, if inconsequential side.	70--70--70--70
	The Old Pianola Group and piano turn in a tonky toe-tapper that's one of the minor links in the chain of recent pianola sides.	71--70--70--73
MARGARET YOUNG (Frank DeVol Ork) Capitol 1075	Hard-Hearted Hannah Thrush, a lesser Beatrice Kay, knows all the red-hot mama vocal gimmicks, but doesn't sell quite strong enough on this happy cornball oldie. Ork kids nicely, especially a Bill Rank-ish tram go.	63--63--62--64
	All Aboard for Dixieland Ork again pulls all stops in a gag Dixie treatment; qual is stylish but shy on projection. Tune's another twenty-ish ricky-ticker.	63--63--62--64
PETE DAILY Capitol 1055	Minnie the Mermaid Buddy DeSylva oldie gets a gang go, with old-time banjo orking. Could pick up some summer juke coin.	70--70--68--72
	Red Rose Romp Instrumental by Daily's Chicago Dixielanders is a sincere effort for two-beat addicts and Charleston terpsterns.	72--73--72--72
COUNTRY & WESTERN		
CARL SMITH Columbia 20712	Washing My Dreams in Tears Smith reaches out in a warm, personal chant style close to Jimmie Dickens. Ditty is an apt little item.	81--81--81--81
	Guilty Conscience Smith projects an innocuous throbber with just the right note of sorrowful accusation.	72--72--72--72
HARDROCK GUNTER & THE PEBBLES Bama 201	Gonna Dance All Night Combo that launched "Birmingham Bounce" follows thru with another arresting novelty side, handsomely projected and recorded. Format is largely vocal-instrumental breaks, smart use of drums.	83--83--82--84
	Why Don't You Show Me That You Care Nostalgic type medium tempo ballad is effectively chanted to a light dance beat.	73--73--73--73
JACK RIVERS Coral 64049	The Wild Guitar A haunting riff figure, led by a wild guitar indeed, echoed by combo, is an infectious come-on for this swinging country instrumental.	84--84--84--84
	Jelly Bean Rag More boogie woogie than rag, this vocal-instrumental stomp makes an okay rural dance side.	72--72--71--73
MONTANA SLIM Victor (45) 48-0352	Apple, Cherry, Mince and Choc'late Cream A light rhythm novelty with an infectiously humorous tag is swung attractively by Slim, with combo pushing smartly in back.	75--75--74--76
	Take It Easy Blues Routine country blues is not promising.	64--64--63--65
HOMER & JETHRO Victor (45) 48-0349	Put That Knife Away, Nellie The able spoof team project humorously on a so-so hillbilly take-off.	72--74--72--71
	Pixen Pete This one is a rib on the bad Western hombre motif. The boys are clever with it.	72--74--72--71
JIM BOYD Victor (45) 48-0353	The Girl in the Picture An undistinguished throbber gets a tepid warbling.	61--61--61--61
	Bear Creek Boogie Lively vocal-combo boogie in the Chattanooga-Birmingham Bounce genre is adequately projected.	65--65--63--67
PEE WEE KING Victor 21-0354	Blue Grass Waltz Gene Stewart's even, straightforward warbling and light, crisp, close-knit combo work make this dancey country waltz ballad a most pleasant side.	73--73--72--74
	Get Together Polka King demonstrates his mastery of the rural polka style in another strong dance side. Light lyric makes an apt wedding with the music; Stewart warbles attractively again.	77--77--76--78
JIMMY SELPH Capitol 1080	Empty Arms and a Broken Heart Routine country rhythm ballad is piped and played listenably.	66--65--63--67
	I'm Just Plain Lonesome Country blues ballad set to a slow drag beat has a standout melody. Selph is persuasive with a falsetto break treatment.	71--71--70--72
TEX RITTER Capitol 1071	I've Got Five Dollars and It's Saturday Night Tex sells this intriguing ditty with conviction and beat. Melody is retentive, has folk charm; touches of boogie lend interest.	83--83--82--84
	Boiled Crawfish Much charm in this localized Creole ditty with French phrases and Louisiana place references. A goodie for the Delta.	73--75--72--72
BIG JEFF & THE RADIO PLAYBOYS Dot 1004	Juke Box Boogie Good-enough country boogie, fair male vocal. Low-register guitar leads way.	63--63--61--65
	You Talk in Your Sleep Tune, a torcher with nice switch in tag line, has potential. Vocal and orking just adequate.	70--70--70--70
ART GIBSON & HIS MOUNTAIN MELODY BOYS Mercury 6262	Any Time, Any Place Flimsy stuff fails to register.	53--55--52--53
	I'm Checkin' In Same comment.	53--54--52--53
TOMMY WILLIAMS Mercury 5436	Happy Anniversary Dedication song could prove useful to deejays with request segs.	66--70--60--66
	Over the Rim of the Sun Williams warbles a routine Western boots-and-saddle song in competent-enough fashion.	65--66--64--66

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
COUNTRY AND WESTERN		
EDDIE MARSHALL & HIS TRAIL DUSTERS Victor 21-0357	The Tom Cat Blues Label's newest acquisition shows plenty of talent in a fine hunk of novelty blues material.	82--82--82--82
	Three Kisses Labored bit of material gives Marshall a chance to show what he can do with a throbber, tho this one does little for him.	69--68--70--68
JESSE ROGERS & HIS '49ERS Victor 21-0359	Slippin' Around With Jole Blon Rogers' version of the novelty hit, based on familiar titles, is a bit late and ordinary to make much of a dent.	72--70--72--76
	Finders Keepers, Losers Weepers Pleasant, innocuous country ballad is warbled warmly by Rogers.	71--72--70--70
SLIM WHITMAN Victor 21-0358	Wabash Waltz Country tenor warbles and yodels a pretty, danceable waltz in appealing fashion.	73--73--72--75
	I'm Crying for You Competent, but hardly unusual throb stuff here.	68--69--68--67
TEX RITTER Capitol 1058	Bad Brahma Bull Well-constructed saga of a bronco-buster should register with Western novelty buyers and moppets.	74--76--78--68
	Blood On the Saddle Gory Western opus is mugged effectively by the talented warbler.	75--75--78--70
FOY WILLING Capitol 1070	Sometime Willing's harmonizers render the pretty pop revival in manner most acceptable for Western consumption.	80--80--80--80
	Texas Blues Up-tempo Western jazz blues gets a competent go by trio and band. Pleasant, but no smash.	70--70--70--70
ADOLPH HOFNER Columbia 20710	Life Passed Me By Pessimistic lyric is fitted to a catchy tune at dancery, toe-tapping tempo. Fine fodder for country boxes.	78--79--77--79
	Heska-Holka Infectious schottische novelty should do okay with Western, country and Midwestern buyers.	75--75--75--76
ESMERELDY MGM 10739	A Good Man in Memphis Sad blues tale is rendered rhythmically by the thrush. Nothing too special, however.	67--66--67--68
	Whoopin' in the Holler Contrived novelty could have been produced in the hills of Greenwich Village.	60--62--60--58
FRANK LUTHER Decca 88042	Laddle, Laddle, Laddle on a Lollipop The Luther personality makes this kiddie-pop novelty a cute, contagious item.	74--74--73--NS
	Whatta Ya Wanna Be The Kenny Brothers and Luther penned this one. Appeal similar to flip.	72--72--72--NS
MOUND CITY BLUE BLOWERS Brunswick 80157	Muskrat Ramble Some erstwhile members of the old Bob Crosby Dixieland crew turn in some okay two-beat for the faithful.	66--67--66--65
	High Society Blues Another Dixie standard provides a fair-enough Charleston side. Lawson, Miller and company provide some solo interest.	67--68--67--66
SACRED		
RED FOLEY Decca 14522	When God Dips His Love in My Heart Foley is masterful with a sincere, warm vocal, filled out with male duo support.	76--76--78--74
	Will the Circle Be Unbroken The popular country sacred tune is warbled with a fine light beat and winning simplicity.	78--78--80--76
WM. MOORE & HIS COUNTRY COUSINS 4 Star 1487	Bugle Call From Heaven Full-flavored sacred song should score with back-country religious buyers.	75--75--76--NS
	Payday in Heaven Group joins Moore for authentic hillbilly harmony on another potent sacred opus. Strong coupling for its market.	74--74--75--NS
INTERNATIONAL		
CANTOR SAMUEL MALAVSKY CHOIR (Jewish) Star of David 1505	Tzena, Tzena, Tzena The new folk-pop smash from Israel gets its first Yiddish-language go by the Cantor's fine family choir. Should find a fair market.	80-80--80--80
	Tzur-Mishelo Traditional type group song is sung in Hebrew by the spirited group.	77--79--77--74
HOT JAZZ		
SIDNEY BECHET-HUMPHREY LYTLETON BAND Savoy 746	I Told You Once, I Told You Twice A fine blues side, reminiscent of the classic "Really the Blues" Mezzrow disk. Voicing is similar, Bechet shines and group blends feelingly.	69--66--69--63
	Georgia Weak rhythm section shows up here as the European cats try to swing in back of Pops. Nice Armstrong-ish horn redeems in part.	60--60--62--58

POPULAR SONGWRITERS

(Continued from 57)

1949—ROSEWOOD SPINET
With Nat Simon, Shapiro, Bernstein & Company, Inc.
(Available on the following records: Columbia 38365, Dinah Shore; Capitol 15357, Gordon MacRae; Mercury 5238, Eddy Howard; Victor 20-3328, Sammy Kaye; Decca 24567, Dick Haymes; MGM 10356, Kate Smith; Monogram 111, Patti Jarvis.)

THE ONE WHO GETS YOU

With Nat Simon. Paxton Music, Inc.
(Available on Decca 24754, Monica Lewis.)
LET ME GROW OLD WITH YOU
With Dave Kapp. Shapiro, Bernstein & Company, Inc.
(Available on the following records: Decca 24740, Dick Haymes; MGM 10499, Johnny Desmond; Columbia 38574, Les Brown orchestra.)
A MILLION MILES AWAY
With Nat Simon. Paxton Music, Inc.

(Available on the following records: Decca 24828, Dick Haymes; Columbia 38459, Jerry Wayne and Dell Trio; Victor 20-3428, Bill Lawrence; MGM 10439, Kate Smith; London 430, Dick James; Signature 15261, Alan Dale; Victor 21-0052, Dave Denney.)
MERRY CHRISTMAS WALTZ
With I. Mosel. Advanced Music Corporation.
(Available on the following records: Columbia 38600, Buddy Clark; Decca 24770, Guy Lombardo; Capitol C78-166, Gordon MacRae.)

1950—THE BOWLING SONG
Music and lyrics by Henry, Harry and Charles Tobias. Edwin H. Morris & Company, Inc.
(Available on Victor (78) 20-3759 and (45) 47-3759, Dick Leibert, organist.)

Stage Songs and Scores

1932—EARL CARROLL'S VANITIES
A revue with Will Fyffe, Milton Berle, Harriet Hector and Helen Broderick. Harms, Inc.
ALONG CAME LOVE
With Henry Tobias and Haven Gillespie.

1935—EARL CARROLL'S SKETCH BOOK
With Murray Mencher and Charles Newman. Sketches by Eugene Conrad and Charles Sherman, and presented by a cast headed by Ken Murray and Jack Haley. Harms, Inc.
THRU THESE PORTALS PASS THE MOST BEAUTIFUL GIRLS IN THE WORLD LET'S SWING IT MOONLIGHT AND VIOLINS AT LAST
With Sam Lewis and Henry Tobias.
GRINGOLA
YOUNG IDEAS
SILHOUETTES UNDER THE STARS SUNDAY NIGHT IN NEW YORK LET THE MAN WHO MAKES THE GUN
By Ray Egan and Gerald Marks.
AUNT LOUISE OF LOUISIANA
By Will Irwin and Norman Zeno Jr.
THE RUSTLE OF A BUSTLE
By Will Irwin and Norman Zeno Jr.

1938—HELLZ-A-POPPIN
With Sammy Fain. Starring Olsen and Johnson in a cast that included the Radio Rogues, Ray Kinney and the Hawaiian Maids, the Charioteers, Hal Sherman and Bettymae and Beverly Crane. This revue held the all-time Broadway musical production record of 1,404 performances until "Oklahoma" took over with a 2,246-performance run, and also rang down the final curtain at the historic Auditorium Theater, Chicago, the cradle of grand opera in the Illinois metropolis and scene of Mary Garden's triumphs. Crawford Music Corporation.
HELLZ-A-POPPIN
FUDDLE DEE DUDDLE
THE GAY NINETIES
ABE LINCOLN SHAGANOLA
IT'S TIME TO SAY ALOHA WHEN YOU LOOK IN YOUR LOOKING GLASS
By Sam Lewis, Stephen Weiss and Paul Mann.

1939—YOKEL BOY
With Sammy Stept. Book and lyrics by Lew Brown, and presented by a cast headed by Buddy Ebsen, Judy Canova, Dixie Dunbar, Phil Silvers, Jackie Heller and Lew Hearn. Chappell & Company, Inc.
LEM AND SUE
I KNOW I'M NOBODY FOR THE SAKE OF LEXINGTON COMES LOVE IT'S ME AGAIN LET'S MAKE MEMORIES TONIGHT JUKIN' GRANDPA HAWKINS UNCLE SAM'S LULLABY HOLLYWOOD AND VINE CATHERINE THE GREAT THE SHIP HAS SAILED I CAN'T AFFORD TO DREAM BEER BARREL POLKA
By Lew Brown, Wladimir A. Timm and Jaromir Vajvoda. Shapiro, Bernstein & Company, Inc.

Songs in Film Musicals

1937—START CHEERING
A Columbia picture with Jimmy Durante and Joan Perry.
MY HEAVEN ON EARTH
With Phil Baker and Sam Pokrass. M. Witmark & Sons.

1940—FORTH LITTLE MOTHERS
An MGM picture with Eddie Cantor, Judith Anderson and Ralph Morgan.
LITTLE CURLY IN A HIGH CHAIR
With Nat Simon. Leo Feist, Inc.

1944—SHINE ON HARVEST MOON
A Warner Bros. picture with Ann Sheridan and Dennis Morgan.
TIME WAITS FOR NO ONE
With Cliff Friend. Remick Music Corporation.
(Available on Sonora 1090, Mark Warnow.)

1945—SARATOGA TRUNK
A Warner Bros. picture co-starring Gary Cooper and Ingrid Bergman.
AS LONG AS I LIVE
With Max Steiner. M. Witmark & Sons, Inc.
(Available on the following records: Victor 20-1732, Dinah Shore; Columbia 20016, Balles Brothers; Columbia 36892, Frankie Carle; Columbia 36723, Benny Goodman Sextet; Columbia 37292, Kay Kyser; Capitol 40035, "Gube" Beaver; Capitol 228, Johnnie Johnston.)

1946—TOMORROW IS FOREVER
An RKO picture co-starring Claudette Colbert

and Orson Wells.
TOMORROW IS FOREVER
With Max Steiner. Advanced Music Corporation.
(Available on the following records: Victor 20-1828, Martha Stewart; Decca 23472, Dick Haymes and Helen Forrest.)

1947—LOVE AND LEARN
A Warner Bros. picture with Jack Carson, Robert Hutton, Martha Vickers and Janis Paige.
WOULD YOU BELIEVE ME?
With William Jerome and Ray Heindorf. Remick Music Corporation.
(Available on the following records: Victor 20-2239, Sammy Kaye; Columbia 37325, Claude Thornhill; Capitol 402, Skitch Henderson orchestra.)

1950—THE DAUGHTER OF ROSY O'GRADY
A Warner Bros. picture with June Haver, Gordon MacRae and James Barton.
AS WE ARE TODAY
With Ernesto Lecuona. Remick Music Corporation.
(Available on the following records: Capitol (78) 935 and (45) F-935, Gordon MacRae; Victor 20-3737 and (47-3737), Hugo Winterhalter orchestra.)



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(also available on 45 R.P.M.)

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Copenhagen (Noller-Straub Duo)
- 5051—The Third Man Theme
Cafe Mozart Waltz
(Francis Charpin Zither Trio)
- 5052—Wishing Star
My Great Desire
(The Max Gordon Trio)

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The Sunshine Song

DIXIELAND by Danny Alvin's
Kings of Dixieland
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235—The Bucket Song
Red Pepper Rag
236—Lassus Trombone
Maple Leaf Rag

HILLBILLY HITS by
Bob Long and his Orch.
(available on 78 R.P.M.)
237—Someone Stole My Heart
Lost and Gone
238—No One To Love
Waltzing With Tears in My Eyes

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and

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And Now... Another Smash Recording...

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WHERE
and WHEN"**

and

"so TALL a tree"

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Jack Egan
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New York

Sell Players To Sell the New Speeds

IT IS a well-recognized and well-substantiated fact that the advent of the new record speeds has brought with it an increased interest in phonograph records. There is little doubt people are more record conscious. Yet there are dealers who report that the total volume of record business and the resulting profit are not keeping pace with the upswing in public interest. An analysis of the market indicates beyond a doubt that perhaps the most important factor to the riddle is the record player and attachment. Sell more record-playing equipment and you sell more disks. Dealers who have increased their disk sales consistently have been promoting players consistently. Conversely, those dealers who report that volume and profits have fallen admit that they have not been selling much record playing equipment.

It is such dealers as Haynes-Griffin, Liberty Music Shops, Harry Sultan or Sam Goody in New York City; Music House in Buffalo; Deibel's in St. Louis; Randy's in Gallatin, Tenn., and Hudson-Ross in Chicago who report that the record business is as good as or better than ever.

And in each case, much credit is given to heavy sales of record players and attachments. In the case of Randy's, hand-wound phonographs were promoted in non-electrified areas with the result that sales of 78 r.p.m. disks have also risen.

It all boils down to one basic and unalterable fact: The record dealer who sells more players and attachments will sell more records.

As for specific dealer success stories, here are a few of the more dramatic examples:

Here's How

(1) "We never have been much of a player store," says George P. Deibel, president of Deibel, Inc., St. Louis, "but last year with display, sales talks and quantities in stock, we sold about 350 players." About 250 of the players were 45 r.p.m. attachments and the remainder \$29.95 Steelman phonos. Aside from the dollar return on player sales, Deibel points out that he built 250 new customers—and that assumes that the rest had owned players previously.

(2) In New York, Sam Goody decided to package players and records. Result: Over 6,000 LP attachments, about 300 45 r.p.m. attachments and 1,500 three-speed phonos were sold. Goody estimates that in every instance the sale of a piece of record playing equipment also meant the sale of at least \$15 dollars worth of disks. Totaling the figures, Goody's concentration on selling players brought in record sales of more than

\$100,000! The latter figure does not take into account subsequent purchases.

(3) Within the space of seven months, Macy's, New York, increased the sale of record players by 300 per cent. While the store does not have statistics to show the corresponding increase in record sales, the department manager, Cliff Norby, says, "Of course record sales have risen as a result of our player sales."

Macy's Experiment

Perhaps the most interesting of the three examples mentioned is Macy's. As in most large radio-TV-phonorecord stores, the responsibility for the buying, stocking and selling of record playing equipment always rested with the radio-TV department. The record department was restricted to selling disks and small accessories. However, the tremendous impact of television in New York wreaked havoc with phono sales. The consumer visiting a radio-TV department was primarily interested in the new and more intriguing video medium. With most radio-TV salesmen working on a commission basis, selling inexpensive record players takes away time and effort from selling the more expensive television sets. Assuming that a salesman receives 5 per cent commission, he must sell 100 record players at \$15 each in order to earn the same total commission as from selling only five TV sets at \$300 each.

At the same time, retail record salespeople need the added stimulus of player sales to increase their average daily sales checks. Record salespeople, Macy's found, were also better able to supply the customer with much-needed record information that was foreign to the highly specialized TV salespeople.

In November, 1949, the responsibility for handling all record playing equipment was shifted from the radio-TV department to the music-record department. As previously noted, sales tripled. The excellent results in the New York store convinced the top Macy brass. A similar switch has been recommended to all other Macy-owned and affiliated stores.

Even before the departmental switch, Macy executives were cognizant of the interdependence of record and record player sales. In stores which have not yet made the change (those where record players still are sold in the radio-TV section) players are displayed in both departments and credit is given to the department which makes the actual sale.

Assuming then, that the case for (See *Sell Players To Sell*, page 66)

Selling Jack-Equipped TV Sets Can Increase Record Sales

THE dealer who sells more record players and attachments will, of course, sell more records. At the same time, the dealer who sells more radio-phonograph combinations and radio-television-phonograph combinations will also sell more records. But what about the dealer who sells a lot of TV sets that do not have three-speed record changers? The largest volume in TV sets is being done in table and console models, which do not have record changers. It is obviously, then, to the advantage of every dealer who maintains a record department to promote only those TV sets which are equipped with phono jacks. All other things being more or less equal (price, discount, franchise, etc.) the dealer who sells a TV-only receiver without a phono jack is depriving himself of the opportunity to sell a player attachment and phonograph records and albums.

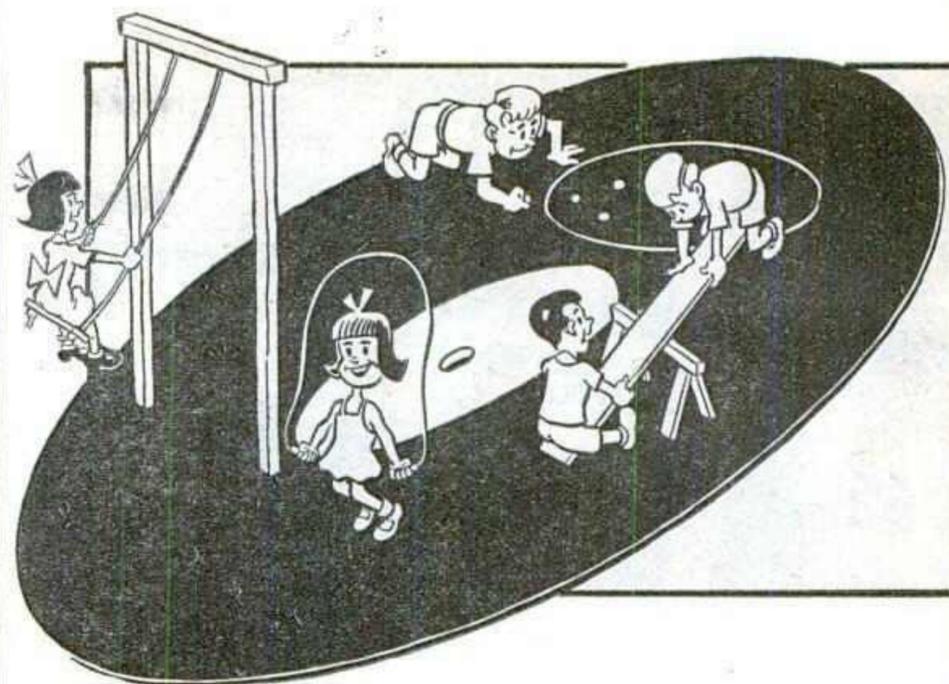
That this fact has been recognized by retailers is borne out by the large department store chains. Almost every chain that handles private label video sets has equipped their receivers with phono jacks. The private label sets handled by such music-record outfits as Grinnell Bros. and Lyon & Healey are also equipped with phono jacks. With private label sets ordinarily priced below branded merchandise, the oft-repeated manufacturers' excuse for failing to so equip sets because of cost is, therefore, refuted. Private

label sets are ordinarily priced below branded merchandise.

It would be foolhardy to urge dealers to sell only those sets which are jack-equipped. Many other factors, besides selling player attachments, are involved in the selling of television receivers. However, dealer pressure upon TV manufacturers can force the manufacturers to make provision in their sets for the attachment of phonographs. No one loses in that case—and the dealer actually gains. A number of the large TV manufacturers have stated privately that they would include phono jacks in all their sets "if there was a demand for it."

Assuming then, that TV sets being sold are equipped with phono jacks, the dealer now has a choice of promoting the sale of such attachments as those made by RCA Victor, Columbia, Webster-Chicago, VM and others. Which one should be promoted? The only reasonable answer is—carry them all, promote them all and let the customer decide for himself. The dealer must be prepared to answer every question on the subject of record players and record speeds. The sales people in both the record and sets departments should be well-versed in the advantages of all players and all record speeds. The fact is, the television serviceman can often be your best salesman for player attachments.

In installing a TV set, no matter (See Jack-Equipped TV on page 66)



"IT'S CHILD'S PLAY TO MAKE 'EM PAY—"

when you use ALL the features and services offered each week in The Billboard. For instance:

WHAT'S NEW?

Read the news stories. Note the ads. Scan the columns viz: MUSIC AS WRITTEN, DEALER DOINGS, VOX JOX. Watch "Possibilities" for Billboard Disk Jockey, Retailers and Operator Picks.

POPULARITY?

Popularity is relative. The Billboard acquaints you with ALL pop's "relatives." First and foremost is HONOR ROLL OF HITS "The Nation's 10 Top Tunes" is determined by a scientific tabulation of various degrees of each song's popularity as measured by the survey features of The Billboard Music Popularity Charts. Included in this tabulation are BEST-SELLING SHEET MUSIC, SONGS WITH GREATEST RADIO AUDIENCES, RECORDS MOST PLAYED BY DISK JOCKEYS AND ON THE JUKES as well as BEST-SELLING Pop Singles, Albums, Childrens, Classical, Folk and Rhythm and Blues.

MAIL COUPON NOW!

Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Andren	Industrial Television
Saybrooks, Mayfield, Sutton and Normandy models.	All sets
Arvin	Meek
All sets	Models XQR, XTR, and XSTP
Bendix	Mercury
All sets	All sets
Capehart	Pilot
All sets	All sets
DuMont	RCA Victor
All sets	All sets
Hallcrafters	Stromberg-Carlson
All sets	All sets
Hoffman	Tele King
All sets	All sets
	Westinghouse
	Arsdley model



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Cincinnati 22, Ohio

7-15

Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

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City Zone State

Occupation or Business

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"ALIBI"

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ABBEY'S

"ALIBI"

IT'S A PIP!

SEE US AT THE
NAMM SHOW AT BOOTH 65...



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There's a

NEF-O-LAC
RECORD COMPOUND

For Every Record Making Requirement

RIGID or SHELLAC

BREAK RESISTANT

(Synthetic or Vinylite)

PURE AND EXTENDED VINYL

For Manufacturing

78-45-33 1/3 R.P.M.

Labels Owners - Pressing Plant Write

A request on your letter-head will bring you sample biscuits.

NOTE:

We do not process records commercially, nor are we "Label Owners." We manufacture compounds only.

NEF O LAC

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A PRODUCT OF J. W. NEFF LABORATORIES, INC.

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Exclusive Sales Agents for U. S., Canada, Central and South America

There's Money in Accessories

WITH TOTAL RECORD sales in retail stores definitely off, prudent shop owners are finding that individual customer sales can be increased by suggestions from the clerk as to pertinent accessories. Just as shoe stores have introduced complete lines of matching merchandise, such as purses, stockings, leather gloves and even small hats, alert record retailers can now offer the steady and earnest disk collector a large number of accessories which will increase his enjoyment of his platters. In fact, proper pushing of accessories has frequently been the factor which so encouraged and delighted a record buyer that he has become an even more steadfast wax customer.

Especially significant to a neighborhood retail shop is word-of-mouth advertising. A store, which can readily supply a requested number, quickly gets lots of friend-to-friend promotion when, at a party, one record fan trots out his disks and the subject of conversation swings into the record groove. In the same sense, accessories get their finest sales demonstration at such gatherings, when other collectors, not yet subjected to the outside equipment which increase listening pleasure and use of disks, are exposed to these additional improvements.

Primary factor in encouraging a really ardent music lover to go into or continue even further into disk buying is the advance in the art of reproducing recorded music. Since the war's end, cartridge manufacturers, phono arm makers, phono motor producers and needle makers, co-operating with the phono-changer makers, have worked to produce an automatic record changer which would be tops as far as reproduction fidelity goes. Record retailers play an important part in maintaining the reproduction quality of this new equipment in many cases. Retailers can supply proper needle requirements for much of this equipment. The needle, because of the infinitesimally small radii of the micro-groove tips and the much lighter weight of the new tone arms, has taken on terrific new emphasis in proper reproduction. Because so many firms participated in the postwar experiment to produce better fidelity, a survey by *The Billboard*, taken in late 1948, revealed that there were approximately 250 different needle requirements in the large number of new players on the market. Since that survey, it can be conservatively estimated that still another 100 different basic needle needs have come on the market.

Needle Replacement

Because micro-groove needles have a finer playing surface, they naturally wear down oftener, thus creating a faster replacement market. Cartridge manufacturers, phono-arm firms and phono-changer people have found, thru dealer survey, however, that the replacement field is not being correctly handled in many cases. Unfor-

tunately, steady record customers, who immediately contact their regular disk retailer when they have needle replacement problems, often are not given the correct needle. Instead, a different type needle, which still plays the disks, but destroys the real fidelity balance, is sold to the customer.

Service for Retailers

In order to assist the retailer to capitalize on the profitable needle replacement market and also to properly replace the damaged needle, needle makers have started a series of supplementary services for retailers, which make it simple to fulfill the special needle requirement of the new equipment. Jensen Industries, I. W. Miller, both Chi needle makers, Duotone, New York supplier, and others have cross-index charts, showing the various needle requirements of the new phono cartridges. Recoton, New York, has a filing box system to assist a retailer to adequately fill the needle need. Walco, the East Orange, N. J., firm, has a cardboard display card, intended to assist the retailer to handle the new needles. Permo, the Chi maker, will soon offer a replacement chart.

While the micro-groove needle market is an entirely new one, there is no real sign that the 78 r.p.m. needle replacement field is slackening off. Here, too, retailers may assist customers by pointing out that needle replacement is extremely necessary not only for proper reproduction, but also to maintain the life of the shellac groove.

7-Inch Storage Albums

The micro-groove 45 platter has added another boost to accessories sales, as has the wide promotion behind the seven-inch LP disk, for the seven-inch storage album market was almost nil, except for storage of kiddie 78 r.p.m. albums. While seven-inch storage albums are not yet offered in as large a range as the contemporary 10 and 12-inch albums, manufacturers, such as Peerless, Lyric, M. M. Cole, and Chicago Album & Specialty, are slowly offering more of the deluxe seven-inch jobs. A large number of retailers have successfully promoted the use of storage albums to customers who never utilized them by giving away the cheaper cardboard storage albums as a reward for buying so many disks. A merchandise card is punched each time a platter is purchased. Giving the first storage albums as a prize interests the buyer in more expensive albums and also in purchasing more cheap storage holders.

Carrying Cases, Racks

While storage album sales still top all other accessories for handling disks, dealers also get a fair profit from record carrying cases and racks. The field of carrying cases, many of which are purchased from (See Prudent Shop Owners, page 67)

Merchandising Ideas Increase Disk Sales

OFTEN ONE DEALER will do well whereas another, as ideally located, will do badly. The answer is likely to be merchandising—for it is known beyond a doubt that merchandising in its different forms more than pays for itself in added sales. The merchandising must be carefully planned and the medium wisely chosen, but once these initial steps are made it will be found that seasonal slumps, the so-called tightening of the consumers' dollar, the impact of television, are not as insurmountable as they sometimes seem.

Here, then, are sales and merchandising ideas that have been tested and proven by record dealers throughout the nation.

Advertising

Everyone agrees that advertising pays. Just about everyone also agrees that continuity in advertising pays even better. But few dealers are quite sure of what "continuity" means. Recent surveys on the subject show that the following schedules should be maintained. In weekly periodicals, one to three ads a month; in newspapers, once a week; on radio, once a week; on television, once a week; in outdoor advertising, showing at least four to six months a year; on car cards, showing four to six months a year, and in point-of-purchase advertising, showing all year.

Continuous small space is considered to be better than the use of infrequent large space. Of utmost importance, and this is of particular value to record dealers, the survey proved that continuity of product advertising is affected by the nature of the product, its cost, logical buying season and frequency of purchase.

Direct Mail

Direct mail advertising is gaining more and more attention from record dealers. With the unlimited supply of mailing pieces offered by record manufacturers, the dealer's cost for direct mail is considerably lessened. In addition, this form of merchandising builds store traffic and increases stock turnover. Among the least expensive ways of utilizing direct mail are adding a handwritten note on the margin of a manufacturer's supplement, setting the distributor to handle the mailing with his addressing equipment, mimeographed postcards or hand-typed notes to specific customers on specific types of recordings.

Other Forms

Many dealers also report success via the use of the telephone to call regular customers with information about new releases. Bonus clubs in various forms have also increased traffic, sales and income. The system of giving one free record with every 10 purchased is used most often, the variations have been tried and found

successful. The use of manufacturer-supplied display material in store windows is increasing, but the more successful dealers report that windows must be changed frequently and regularly or the effectiveness of the advertising is decreased. Inexpensive dealer-made windows have proven to be sales builders for dealers from Long Island to San Francisco. Typical of such displays are the use of live rabbits for Easter promotions, actual doughnuts for promotions of 45 r.p.m. disks, and a live Santa Claus borrowed from the local department store for a few moments each evening at Christmas time.

The Summer Problems

Dealers situated in a metropolitan center from which the public makes a mass exodus during the summer have come up with solutions to their problems of maintaining sales. Silver's Record Shop, South Bend, Ind., has operated a booth for disk sales at Buck Lake Ranch, the folk-music park in near-by Angola. One enterprising dealer in New York supplies free recorded music for a local swimming pool, and intersperses the musical selections with a commercial plug for his shop. Dealers like Len's and Paramount in Philadelphia act as advance sale ticket offices for song festivals or summer concerts. Hirzel's in Lewiston, Idaho, lends records to the local drive-in theater in exchange for screen credits.

Ideas

Here are additional merchandising ideas and the dealers who have used them successfully:

Weinberg's Music Shop, Lexington, Va., set up a bulletin board to which are affixed news items of interest to record buyers. Cartoons, ads and photos are also used.

Carlisle Radio & Record Shop, Carlisle, Pa., gave free lollipops to every child who bought a copy of *Peter Cottontail*.

Shaw Radio Shop, Keokuk, Ia., gives four free records to anyone purchasing a radio. It acquaints customers with the store's disk department.

The Old Trading Post, Lisbon, N. H., uses free personalized disk labels that read, "I belong to _____, but there are plenty more like me at the Old Trading Post."

Paramount Record Shops, Philadelphia, promoted sales with "Take Care of Your Records Week." Windows carried displays of needles, brushes, storage albums, racks, etc.

Broadway House of Music, Milwaukee, and several dealers in other parts of the country, dress their record clerks in costumes that fit in with the promotion of a special disk album.

Mel Collier, Denver, and U. V. (See *Merchandising Ideas on page 67*)



Johnny Matuska & His Bohemian Band

Latest Capitol Releases

"MUZIKY, MUZIKY"
No. 90050

"HAPPY COUPLE WALTZ"
No. 90050

"GOT A LITTLE, GIVE A LITTLE"
(Malo Mam, Malo Dam)

"GOOD MORNING POLKA"
(Rano Ranicko) No. 90064



RADIO 2nd Year
"FRIENDLY GRAINBELT TIME"
Station WNAX
Yankton, S. D.

for a "HOLIDAY IN HAWAII"



Danny Kuaana

Latest ALBUM release

"HOLIDAY IN HAWAII"

Album No. ADF-169 (45) BD-85 (78)

Single Releases

"HE MANAO NO'U IA OE"
(I'm Thinking of You) 3F-647 (45) 647 (78)

"BEAUTIFUL CARNATION"
3F-647 (45) 647 (78)

"E KUU LEI MY DARLING"
(My Sweetheart, My Darling) 3F-632 (45) 4-20149 (78)

"HE U'I"
(You're Beautiful) 3F-633 (45) 4-20150 (78)

Opened June 15th
"At The Poolside"
HOTEL ROOSEVELT
HOLLYWOOD



OLE RASMUSSEN

and his

NEBRASKA CORNHUSKERS

THANKS

RETAILERS and OPERATORS

for the grand way
you have received my

CAPITOL RECORDINGS

"SLEEPY EYED JOHN"
"I'M STILL BETTING ON LOVE"
No. 1049 (78) No. F1049 (45)

"ROCKAWAY"
"SOMEWHERE IN SAN ANTONE"
No. 1079 (78) No. F1079 (45)



DOT SPECIALS

1002 MEAN OLE BOOGIE
DRIFTERS SPECIAL
George Toon & Tennessee
Drifters

1004 JUKE BOX BOOGIE—HOT
YOU TALK IN YOUR SLEEP
Big Jeff & The Radio Playboys

BOOGIE BEAT RAG
1001 HONEST HEART
George Toon & Tennessee
Drifters

and watch these new releases . . .

1005 ST. LOUIS TICKLE
CRAZY BONE RAG
John Maddox

1007 LOVE OR INDIGESTION
CHATTANOOGA STOMP
Cuzzin Clem & The Country
Cousins

1003 TREE OF LEVEL
JESUS MET THE WOMAN
AT THE WELL
The Fairfield Four

1000 BLUEJACK BOOGIE
LATE HOUR BLUES
The Bluejacks

1006 DEAR LORD, LOOK DOWN
UPON ME
SAVIOR, DON'T PASS ME BY
The Fairfield Four

1008 THAT THERE GAL O' MINE
OLD MELLOW MOON
George Toon & Tennessee
Drifters

Dot Distributors to Serve You

W. W. Amann, Shreveport, La.
Benart Dist. Co., Cleveland, Ohio
Burns Dist. Co., Oklahoma City, Okla.
Coastline Dist. Co., Nashville, Tenn.
Frumkin Sales Co., Chicago, Ill.
Fortune Record Dist., Detroit, Mich.
Hit Record Dist. Co., Cincinnati, Ohio
Mangold Dist. Co., Baltimore, Md.

Macy's Record Dist., Houston, Tex.
Macy's Record Dist., Dallas, Tex.
Music Sales Co., Memphis, Tenn.
Music Sales Co., New Orleans, La.
Mangold Dist. Co., Charlotte, N. C.
Record Sales Co., Birmingham, Ala.
Southland Dist. Co., Atlanta, Ga.
West Coast Dist. Co., Tampa, Fla.

Dot Records, Inc.

Gallatin, Tenn. Tel. Gallatin 880-881

Jack-Equipped TV Sets Can Increase Record Sales

(Continued from page 63)

what type, the serviceman has the opportunity to examine the record playing equipment in the home. He can sell as many players and replacement changers as any in-store salesman. This has been proven by the experience of those dealers who send a record playing attachment along with every TV installation-man.

Sales Beachhead

As for the in-store approach to selling jack-equipped video sets and attachments, the dealer is reminded that when any jack-equipped TV set moves into the consumer's home, it represents a sales beachhead for the record dealer alert to the possibilities of increasing his volume by riding the tail of the television comet. A. B. Mills, general sales manager of the RCA Victor home instrument division, states, "There is every indication that television will prove to be as persuasive a salesman for records and allied equipment as radio has been since the early 1930's,

"The sales history of radio-phonographs should be answer enough," says Mills, "for those who see in television the decline of the record industry. As always, the public will want to hear new and favorite music when they want it, and only records offer this 'music you want, when you want it' service.

"It behooves all of us in television and records—the manufacturers, the distributors, and the dealers—to equip out television receivers with either phonographs or phono jacks and to keep the consumer constantly aware of the additional entertainment and enjoyment that can be his with a television receiver containing record-playing facilities."

Mills suggests that even those dealers who do not handle television sets are missing a bet if they do not work out a mutual-aid program with neighboring TV retailers. The dealer who does sell both TV and records, has the golden opportunity to do a

package promotion job. However, cautions Mills, there are some retailers who fail to add that "plus effort" of sales pitch on such extra features as the phono jack.

"It is a mistake to assume that you automatically sell the package when you sell the instrument," he points out. "True, the customer automatically gets the phono jack with the television receiver—but getting and using are two different things. The dealer whose operation is departmentalized must impress his instrument salesman with the importance of selling the purchaser of a television receiver on record-playing equipment and records for the over-all benefit of the store."

A change in sales psychology is needed, Mills suggests. The dealer who has just closed a sale for a \$200 table model TV set may think it petty and hardly worth his while to keep selling in order to add an inexpensive record-player attachment and several dollars' worth of records to the total sale. But, Mills points out, this is important, long-range selling, for the attachment sale automatically creates a new record customer for the dealer.

Mills also suggests that the dealer make use of "silent salesmen" to help put across his record message. Each TV receiver on display should have its own record-player attachment, for a quick and easy demonstration of the receiver's extra feature. In-store displays and placards should stress that every TV set can be a two-way entertainer in the home, and point up the simplicity of plugging in an attachment. An adequate supply of new record releases should be standard equipment in the television department, to enable the customer to hear the record-playing equipment via the set's sound system. The dealer must always bear in mind that the importance of the sale is not the attachment but the creation of a new record customer."

Sell Players To Sell The New Speeds

(Continued from page 62)

selling players in order to sell more records has been proven, it only remains that proper merchandising methods need be discussed. The opinion of the top retail merchandisers can be summed up as "players must first be considered serious purpose musical instruments, then demonstrate them and package them with records."

More specifically, the radio-record-TV buyer for one of the top department store chains tells the sales story this way: "The trend is to set up a separate department to handle records, small radios, record players and accessories. One good radio salesman and one good record salesman are needed to spark the entire staff. These two people can train the rest of the staff. The trend is also away from record listening booths and counter demonstrators. The clerk should demonstrate the record the customer wants on the player rather than the one the clerk wants the customer to buy. Asking about the type of record instrument now being used will tell the clerk which new machine can be sold. Attachments should always be packaged with records—not sold separately. The records for each attachment sale should be carefully selected with the customer's likes in mind.

and shop. He must sell, sell, sell. Package wrappers cannot exist. It is also important to remember that selling a poor quality record player can kill a customer's taste for recorded music. It always amazes me that a dealer who wouldn't think of selling poor-quality radios or musical instruments will sell terrible-sounding phonographs. Saving a customer one or two dollars by selling a cheap phonograph will also backfire the first time the customer has to call in a serviceman for repairs."

Great Potential

To sum up, the potential of the phonograph record industry is greater now than it has ever been. The introduction of the less-expensive, easier-handling and non-breakable records in 33 $\frac{1}{3}$ and 45 r.p.m. speeds has widened the market for record music. The advertising, promotion and publicity attending the introduction of the new speeds has made more people more music-conscious than ever. The introduction of inexpensive record playing attachments has given still further impetus to the total effort. It only remains for the retail dealer to realize that now is the time to take full advantage of the opportunity offered.

No one will buy a record that he can't play. It follows then, that a dealer not only should, but must, sell more players in order to sell more records.

WOW!

* WOW—a disturbing and un-natural change in pitch, caused by even the slightest variation from a constant playing speed.

As a spontaneous exclamation of astonishment, a "wow" is considered acceptable . . . but in a phonograph, a "wow" is decidedly unwelcome. We can assure you that with the

NEW, 3-SPEED, High Fidelity



REK-O-KUT Recitalist

the only "wow" that you will hear will be that of your own pleased amazement. You will hear authentic music reproduction. You will hear absolute tonal balance. You will hear a pleasing blend of brilliant highs with natural bass.

Whether the Recitalist is played for hundreds in an auditorium (with volume raised) or for you alone, while relaxing in the comfort of your living room (with volume greatly subdued)—you will feel the animated presence of the artists evoked for an enchanting and realistic visit.

The Recitalist is a "flexible" instrument. A microphone input enables "mixing" of live music or voice, simultaneously with a recording being played on phono . . . or use as a high fidelity public address system. By connecting an FM or AM tuner in the radio input, the Recitalist becomes a superb broadcast receiver.

The POLYPHONIC SELECTOR, an engineering feature exclusive with REK-O-KUT, maintains tonal balance and equalization for the particular selection being played on any type of record, whether it be a standard pressing, high fidelity broadcast transcription, or long-playing micro-groove—whether of American or foreign make.

The REK-O-KUT Recitalist is the only full-range, three (3) speed portable phonograph that painstakingly balances the response characteristics of amplifier, speaker and speaker enclosure. By carefully compensating the natural resonances of these three components, undesirable reverberations are avoided.

FEATURES

TURNABLE: Precision machined aluminum. Three speeds (78, 45 and 33-1/3 RPM.) Internal rim drive. Heavy duty, dynamically balanced motor.

PICKUP ARM: 16" with dual stylus cartridge. Plays up to 16" broadcast transcriptions, standard commercial pressings and micro-groove records.

SPEAKER: 8" PM type, built to our exacting specifications with 6.8 ounce Alnico V magnet.

AMPLIFIER: Frequency response is controlled by Polyphonic Selector.

Position #1: Uniform within 1db from 50 to 15,000 cycles.

Position #2: Bass up 4db at 100 cycles, treble uniform above 5,000 cycles.

Position #3: Bass up 6db at 100 cycles, treble uniform above 5,000 cycles.

Position #4: Uniform from 50 to 3,000 cycles, increasingly sharp cut-off 14db down at 10,000 cycles.

Model RP-43C (Recitalist) . . . \$179.95 Net
Write for descriptive literature.

REK-O-KUT—Choice of the studio engineer . . . as well as the recording artist.

REK-O-KUT CO., Inc.

38-13 QUEENS BOULEVARD
LONG ISLAND CITY 1, N. Y.

Prudent Shop Owners Find \$\$ in Accessories

(Continued from page 64)

Lyric and Josephson Manufacturing Company, runs from the pasteboard to the aluminum, with even better carriers available from luggage makers. Peerless, Lyric and Decca also handle wire record stands. Again, there's a wide variation intended to interest the average collector as well as the more discriminating collector. The more expensive racks carry their own filing systems, making it possible to pull a disk readily without going thru the whole rack.

Other Accessories

During the past 18 months, a number of liquid preparations, designed to cut down static electricity in reproductions, have been offered to record users. Stati-Clean, manufactured by Walco Products, and Goodell Record Life, made by Minnesota Mining, Minneapolis, and others have bottles of these preparations ranging in price from \$1 to \$2.50. The Zim Products Company, St. Louis, has another playing aid in a record brush, which when attached to the tip of the phonograph, brushes the dust from the disk grooves.

Unfortunately, record firms have not maintained their early postwar policy of keeping up a release of yearly disk catalogs. These catalogs, at one time, proved a regular seller

especially to longhair collectors who wanted to keep up with the yearly releases. Retailers feel that these catalogs should again be made a yearly item, for they point out that the current practice of issuing supplements fails to meet the need. As each of the many supplements is a different size, the ardent longhair fan is discouraged from filing them.

Standard books on music and records offer another profitable sideline for a progressive retailer. RCA Victor has many such volumes: *Relax and Listen*, *The Victor Book of Concertos*, *The Treasury of Grand Opera and Records for Millions*. There are countless books for jazz collectors, including Charles Delaunay's *New Hot Discography*, *The Jazz Record Book* and others. Other books which are consistent sellers for disk fans are general books on disk collecting, books on opera and classical composers and books on the general history of music.

Retailers, hep to the additional money in promoting accessories, often delegate window space and counter space to displays of what's available to get more pleasure from disk listening. Gimmicks tend to enliven the steady displays of disks and artists' pix which dealers normally feature in such display space.

Merchandising Ideas Increase Disk Sales

(Continued from page 65)

Blake, Lubbock, Tex., sponsor local disk jockey shows that are aired directly from the shop.

Theodore Presser Company, Philadelphia, runs community sing session during lunch hours. Office workers flock to the shop to participate.

House of Music, Stockton, Calif., used two-pound bags of kidney beans as giveaways for a special promotion—and the Western trade loved the idea.

Knoxville Music Center, Knoxville, Tenn., sent special letters to fraternity presidents on the near-by University of Tennessee campus. Result was increased traffic.

Longenecker's, Manheim, Pa., cooperates with the local juke box operator by supplying two "surprise" disks for each machine. Title strips give credit to the disk shop, the operator gets two free disks and the

customers like to spend a nickel to discover the "surprise" tune.

Don Leary, Minneapolis, promoted rentals of disk albums at 10 cents a day and also received local publicity on the gimmick and the gifting of used sets to local charities. Many of the renters decided to become buyers after having the albums at home for a day.

The list of specialized merchandising plans can go on interminably. Each dealer can find the one type of selling and promoting that best suits his shop, his clientele and his pocket. It's the dealer who goes after the business that gets the business. Whether it's the 78, 45 or 33 1/2 disks that have the edge in your town, or whether it's all three speeds that the people want, the little extra effort involved in making the people know that your shop is the headquarters for recorded music will invariably pay off.

ATLANTIC RECORDS

MONEY MAKERS



AL HIBBLER

Now Exclusively on Atlantic!
His First Release Already a Smash!
#911 Danny Boy
Song of the Wanderer



RUTH BROWN

Exclusively on Atlantic

The "So Long" Girl Now Hitting With
#907 Where Can I Go
Boy of Mine



STICK MCGHEE

Exclusively on Atlantic

Just Released. Greater Than
"Spo-Dee-Odee"
#912 Let's Do It
She's Gone

LET 'EM MAKE MONEY FOR YOU!

ATLANTIC RECORDS
301 W. 54th Street, New York

We Gave You

"I BELIEVE I'M ENTITLED TO YOU"
"CHOC'LATE ICE CREAM CONE"
"BIG BLUE EYES"
"ANGEL MOTHER"

And Now

<p style="text-align: center;">VAGABOND WALTZ</p> <p style="text-align: center;">RCA Victor 25-1132 Lawrence Duchow</p> <p style="text-align: center;">Dome 10-1001 The Rhythmaires Dance-Tone 338 Phil Reed Latin Amer. 254 Don Pablo Organ Rhythms 378 Glenn Davis</p>	<p style="text-align: center;">PEPPER POT POLKA</p> <p style="text-align: center;">RCA Victor 25-1079 LAWRENCE DUCHOW</p> <p style="text-align: center;">Decca 45106 The Vagabond Orch.</p>
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Watch For

THE WHAT-CHA-MA-CALL-IT SONG

Dome No. 1019
Blaine Smith and Nighta Wheeler

Order Records From Your Distributor • We Supply Sheet Music

COUNTRY MUSIC PUBLISHERS

Russ Hull, Mgr. 20 E. Jackson, Chicago 4

Record Labels & Manufacturers

A TRADE SERVICE FEATURE OF THE BILLBOARD, 2160 PATTERSON STREET, CINCINNATI 22, OHIO

- A-1**
A-1 Records of America
1650 Broadway, Suite 709
New York 19, N. Y.
- Abbey**
Peter Doraine, Inc.
754 10th Ave.
New York 19, N. Y.
- ABC-Eagle Records**
6110 Selma Ave.
Hollywood 28, Calif.
- Academy Records**
1123 Van Ness
Fresno, Calif.
- Acme Records**
747 St. Nichols
New York, N. Y.
- Adelphi Records**
Songcraft, Inc.
1650 Broadway
New York 19, N. Y.
- Admiral Records, Inc.**
771 Seventh Ave.
New York, N. Y.
- Adventure**
Adventure Record Co.
1674 Broadway
New York 19, N. Y.
- Aladdin**
Aladdin Records
451 North Canon Drive
Beverly Hills, Calif.
- Alba Records**
922 East 163d St.
Bronx 59, N. Y.
- Alben**
Alben Record Co.
19 Selden
Detroit 1, Mich.
- Alberti**
Alberti Record Mfg. Co.
1508 Grande Vista Ave.
Los Angeles 23, Calif.
- Alex Records**
1650 Broadway
Suite 301
New York 19, N. Y.
- Algene**
Algene Sound & Radio Co.
1915 Walnut St.
Philadelphia, Pa.
- Allegro**
Allegro Music, Inc.
5 Columbus Circle
New York 19, N. Y.
- Allied Record Manufacturing Co.**
1041 North Las Palmas
Los Angeles 38, Calif.
- Alpha**
Alpha Records, Inc.
501 Madison Ave.
New York 22, N. Y.
- Alvin**
Alvin Music Corp.
1650 Broadway
New York 19, N. Y.
- American Elite**
American Elite Record Co.
778 10th Ave.
New York 19, N. Y.
- American Record Manufacturing Co.**
221 West Venice Blvd.
Los Angeles 15, Calif.
- American Recording Co.**
1 N. LaSalle St.
Chicago 2, Ill.
- Amuke**
Olekson Bros.
159 E. 10th St.
New York 3, N. Y.
- A Natural Hit**
A Natural Hit Record Co.
11842 Success Ave.
Los Angeles 59, Calif.
- Ansa**
Amigo Music Pub. Co.
562 Fifth Ave.
New York 19, N. Y.
- Apex Records**
Care Ballen Record Co.
1416 Wood St.
Philadelphia, Pa.
- Apollo**
Apollo Records, Inc.
457 W. 45th St.
New York 19, N. Y.
- Aqua Records**
4452 Overbrook Ave.
Philadelphia 31, Pa.
- Aquila Records**
475 North Bernard
Chicago 25, Ill.
- ARC**
Artists Relations Corp.
980 Second Ave.
New York 22, N. Y.
- Aragon Recordings**
615 Hastings St. West
Vancouver, B. C., Canada
- Arcadia**
Echoes Music Pub. Co.
6432 Cass
Detroit 2, Mich.
- Arco Records**
American Record Co.
1020 Broad St.
Newark 2, N. J.
- Ardene**
Ardene Record Co.
75 Florida St.
Elizabeth 1, N. J.
- Aristocrat**
Aristocrat Record Corp.
5249 Cottage Grove
Chicago 15, Ill.
- Art Records**
American Recording & Transcription Service
304 Lincoln Rd.
Miami Beach, Fla.
- Artist Records**
2534 W. Pico St.
Los Angeles 6, Calif.
- Artistic Records**
Toni Beaulieu
3318 San Marino
Los Angeles 6, Calif.
- A Superb Record**
A Superb Record Co.
5747 Melrose Ave.
Los Angeles 38, Calif.
- Atlantic**
Atlantic Records
308 West 54th St.
New York 19, N. Y.
- Atlantis**
Mello-Strain Records, Ltd.
1658 Broadway, Room 804
New York 19, N. Y.
- Atomic**
Atomic Record Co.
1522 N. Mariposa
Hollywood 27, Calif.
- Autograph Records**
44 West 77th St.
New York, N. Y.
- Avis Records**
964 South Fedora St.
Los Angeles 6, Calif.
- Bacchanal Recording, Inc.**
103 East 125th St.
New York, N. Y.
- Kenny Baker Records**
Kenart Enterprises
9219 Venice Blvd.
Los Angeles 34, Calif.
- B. & B. Products Co.**
Box 267, Niagara Sq. Sta.
Buffalo, N. Y.
- Back Bay Music Co.**
Little Building
Boston, Mass.
- Bama Record Co.**
905 Bankhead Hotel
Birmingham, Ala.
- Bandwagon**
Bandwagon Records
7 W. 46th St.
New York 19, N. Y.
- Banner**
Banner Records, Inc.
33 Union Square
New York, N. Y.
- Bantam**
Bantam Records
301 West 58th St.
New York, N. Y.
- Bart Laboratories, Inc.**
227 Main St.
Bellville, N. J.
- Barthel Records**
1428 W. Augusta Blvd.
Chicago 22, Ill.
- Bartok**
Bartok Recording Studio
309 West 57th St.
New York, N. Y.
- Beacon**
Davis Record Corp.
1619 Broadway
New York 19
- Belda**
Belda Record & Pub. Co.
209 Broadway Bldg.
35 N. Arroyo Pky.
Pasadena 1, Calif.
- Bell Records**
2382 Pitkin Ave.
Brooklyn 7, N. Y.
- Bell Records**
P. O. Box 196
Honolulu 10, Hawaii
- Belmont Records**
1607 Broadway
New York 19, N. Y.
- Beltona**
London Gramophone Corp.
16 W. 22d St.
New York 10, N. Y.
- Besa**
Besa Records
163 West 23d St.
New York 11, N. Y.
- Biblefone**
50 E. 11th St.
New York 3, N. Y.
- Big Nickel Records**
132 Nassau St.
New York 7, N. Y.
- Bliss**
Bliss Records
1518 North Ave., 45
Los Angeles 41, Calif.
- Blue Bonnet**
Blue Bonnet Music Co.
3235 Ross Ave.
Dallas 1, Tex.
- Bluebird**
RCA Victor Division of ROA
Mfg. Co., Inc.
Camden, N. J.
- Blue Note**
Blue Note Records
767 Lexington Ave.
New York 21, N. Y.
- Blue Records**
Blue Record Co.
9512 South Central Ave.
Los Angeles 2, Calif.
- Blue Ribbon Records**
Blue Ribbon Records
Staunton, Ill.
- Blu-White Record Co., Ltd.**
421 Main St.
Hackensack, N. J.
- Boblink Records**
Lincoln Records, Inc.
8 W. 40th St.
New York 19, N. Y.
- Boney**
Boney Records
1104 North Queen St.
Kinston, N. C.
- Bornand Music Box Record Company**
333 Fifth Ave.
Pelham 65, N. Y.
- Brunswick**
Decca Records, Inc.
50 West 57th St.
New York 19, N. Y.
- Bullet**
Bullet Recording & Transcription Co.
421 Broad St.
Nashville 3, Tenn.
- Cadillac**
Park Avenue Music Publishers
P. O. Box 426, Northwestern
P. O.
Detroit 4, Mich.
- Cafamo**
San Nicolas 360
Havana, Cuba
- Capitol**
Capitol Records, Inc.
1507 N. Vine
Hollywood 28, Calif.
- Caravan Records**
Caravan Records, Inc.
113 W. 57th St.
New York 19, N. Y.
- Carnival**
Banner Records, Inc.
33 Union Square
New York 3, N. Y.
- Castle Records**
5126 South East 37th Ave.
Portland 2, Ore.
- Castle**
Castle Records
1118-30 Washington Blvd.
Venice, Calif.
- Catholic Children's Record Club**
P. O. Box 333, Tuckahoe
Station
Tuckahoe, N. Y.
- Celebrity**
Davis Record Corp.
1619 Broadway
New York 19, N. Y.
- Celps**
Celps Record Co.
3607 S. Avalon Blvd.
Los Angeles 11, Calif.
- Celtic**
Celtic Record Co.
152 West 42d St.
New York 18, N. Y.
- Cetra-Soria**
Raxor Corp.
43 West 64th St.
New York 23, N. Y.
- Challenge Records**
322 North Howard St.
DuQuoin, Ill.
- Chapel Records**
Box 922
Glendale, Calif.
- Cherokee Record Co.**
1578 Broadway, Suite 314
New York 19, N. Y.
- Children's Record Guild**
27 Thompson St.
New York 13, N. Y.
- Circle**
Circle Sound, Inc.
13 E. Third St.
New York 3, N. Y.
- Clarion**
Clarion Record Mfg. Co., Inc.
1310 Callowhill St.
Philadelphia 7, Pa.
- Classic Editions**
Relax Records
47 Norfolk St.
New York 2, N. Y.
- Clipper**
Star Songs
34 Hillside Ave.
New York 34, N. Y.
- Clover**
Clover Records
964 S. Fedora St.
Los Angeles 6, Calif.
- Coast**
Coast Record Mfg. Co.
2534 West Pico Blvd.
Los Angeles 6, Calif.
- Cobra**
516 Fifth Ave.
New York 38, N. Y.
- Cocktail Hour**
Chas. Eckert Co.
4880 Santa Monica Blvd.
Los Angeles 27, Calif.
- Coda**
Coda Record Co.
1291 Sixth Ave.
New York 19, N. Y.
- Co-Ed**
Sorority Fraternity Record & Club of America
12 W. 117th St., Suite B
New York 26, N. Y.
- Collegiate**
Collegiate Recording Co.
423 Broadway
Nashville, Tenn.
- Colonial Records**
686 North Robertson Blvd.
Hollywood 46, Calif.
- Colossal Records**
1242 Main St.
Green Bay, Wis.
- Columbia**
Columbia Records, Inc.
1473 Barnum Ave.
Bridgeport 8, Conn.
- Columbine Records**
Karl Zomar
3120 Federal Blvd.
Denver 1, Colo.
- Command Records**
1066 Main St.
Buffalo, N. Y.
- Commodore**
Commodore Record Co., Inc.
289 Nepperhan Ave.
Yonkers, N. Y.
- Concert Hall**
Concert Hall Society, Inc.
250 West 57th St.
New York 19, N. Y.
- Constellation Records**
Byder Record Co.
23 Main St., Room 8
Amesbury, Mass.
- Continental**
Continental Record Co., Inc.
263 West 54th St.
New York 19, N. Y.
- Co-Op Records**
Grimes Music Publishers
Shubert Theater Bldg.
Philadelphia, Pa.
- Coral**
Coral Records, Inc.
48 W. 57th St.
New York 19, N. Y.
- Cordion**
Scandinavian Music House
625 Lexington Ave.
New York 22, N. Y.
- Cormac Records**
518 South Main Street
Santa Ana, Calif.
- Coronet Records**
186-13 Jamaica Ave.
Hollis, N. Y.
- Courtney**
Courtney Records
1140 E. 80th St.
Los Angeles 1, Calif.
- Cowboy**
Cowboy Record Co.
123 North 12th St.
Philadelphia 7, Pa.
- Cozy Records**
1112 Henry Ave.
Davis, W. Va.
- Craft Record Pressing Co.**
345 Bergen St.
Brooklyn 17, N. Y.
- Crescent**
Crescent Records
6420 Santa Monica Blvd.
Hollywood 38, Calif.
- Criterion**
Capitol Records, Inc.
1507 North Vine St.
Hollywood 28, Calif.
- CRS**
C. R. S. Historical Records
2060 First Ave.
New York 29, N. Y.
- Crystal**
Crystal Record Studio
2356 Dorris Place
Los Angeles 31, Calif.
- Crystallite Records of Calif.**
1521 West Anaheim St.
Long Beach, Calif.
- Cub Records**
Folkways
117 West 46th St.
New York, N. Y.
- Damon Records**
Damon Recording Studios, Inc.
1221 Baltimore Ave.
Kansas City 6, Mo.

- Dana**
Dana Music Co.
115 West 45th St.
New York 10, N. Y.
- Danceland Record Co.**
8346 Linwood
Detroit 6, Mich.
- Dance-Tone**
Dance-Tone Records
1 Boulevard
Revere 51, Mass.
- Dansrite Records**
1522 East Jefferson
Detroit 7, Mich.
- Dart**
Main Stem Records
1693 Broadway
New York 19, N. Y.
- DC Records**
4021 Ninth St. N. W.
Washington 11, D. C.
- Decca**
Decca Records, Inc.
50 West 57th St.
New York 19, N. Y.
- Delvar**
Delvar Recording Co.
6 Main St.
West Orange, N. J.
- De Luxe**
De Luxe Record Co., Inc.
Linden, N. J.
- Derby Records**
767 10th Ave.
New York, N. Y.
- Dial**
Dial Records, Inc.
520 W. 50th St.
New York 19, N. Y.
- Disc-Co Record Co.**
Box 410
Burlington, Ia.
- Discos Allegro**
5 Columbus Circle
New York 19, N. Y.
- Discovery**
Discovery Records
6207 Santa Monica Blvd.
Los Angeles 38, Calif.
- Discotrade**
Discotrade Record Co.
83 Rue Gallait
Brussels, Belgium
- Dixie**
Associated Distributors, Inc.
213½ Second St.
Marietta, O.
- Dome**
Dome Records
Country Music Co. of
Chicago.
20 E. Jackson Blvd.
Chicago, Ill.
- Domino Records**
2136 Seventh Ave.
New York, N. Y.
- Donett Hit Records**
221 Shepler St.
Toledo 9, O.
- Dot Records**
Randy's Record Shop
Gallatin, Tenn.
- Down Town**
Down Town Recording, Inc.
3254 San Pablo Ave.
Oakland, Calif.
- Dudley Records**
Box 176
Denver, Colo.
- Dunn Records**
Music Enterprises, Inc.
3439 College Ave.
Indianapolis 2, Ind.
- Dynamic Records**
747 St. Nicholas
New York, N. Y.
- Eastly Records**
Sonorous Music Co., Inc.
1658 Broadway
New York 19, N. Y.
- Echo Records**
P. O. Box 7037
New Orleans, La.
- Elite**
American Elite, Inc.
778 10th Ave.
New York 19, N. Y.
- Elite Records**
Europa Import Co., Inc.
207 East 84th St.
New York, N. Y.
- Emanon**
Emanon Record Co.
2383 Cortland Ave.
Detroit 6, Mich.
- Empy**
Empy Records, Inc.
115 West 53d St.
New York 19, N. Y.
- Empire**
Empire Recording Studios
1144 Madison Ave.
Redwood City, Calif.
- Ems Recordings**
9 East 44th St.
New York, N. Y.
- Englewood**
Englewood Records
516 Englewood Ave.
Chicago 21 Ill.
- Esoteric Records**
75 Greenwich Ave.
New York N. Y.
- Esquire Records**
1658 Broadway, Suite 468
New York 19, N. Y.
- Ethnic Folkways**
117 West 46th St.
New York, N. Y.
- Etna**
Etna Records
55 W. 42d St.
New York 18, N. Y.
- Everstate Records**
125 North St.
San Antonio, Tex.
- Excelsior**
Excelsior Records Co.
3661 S. Gramercy Pl.
Los Angeles 7, Calif.
- Exit**
Seeco Records, Inc.
1393 Fifth Ave.
New York 19, N. Y.
- F. J. C. Artist Records**
424 MacCabees Bldg.
Detroit 2, Mich.
- F & P Records**
John A. Daley
211 S. Beverly Drive
Beverly Hills, Calif.
- FM Records**
Chas. M. Redman & Assoc.
45 S. 7th St., Suite 735
Minneapolis, Minn.
- Fan Fare Records**
1337 North Orange Dr.
Los Angeles 28, Calif.
- Fenix**
Fabrico DeDisco Peerless
8 de R. L.
Calzado Mariano Escabedia
225
Mexico, D. F.
- Filreco**
Reynold & Puzon, Inc.
240 Broadway
New York 7, N. Y.
- Fine**
Fine Recording Co.
35 Madison St.
Rochester 8 N. Y.
- Fireside Records**
17 Locust St.
Manhasset, N. Y.
- Florida**
Florida Records
Box 131
College Station
New York 30, N. Y.
- Folkcraft**
K. W. Recording Co.
7 Oliver St.
Newark 2, N. J.
- Folk-Star**
Rich-R'-Tone Record Co.
113 West Main St.
Johnson City, Tenn.
- Folkways Records**
117 West 46th St.
New York, N. Y.
- Fortune**
Fortune Record Distributors
12005 12th St.
Detroit 6, Mich.
- Four Star**
4 Star Record Co., Inc.
305 South Fair Oaks
Pasadena, Calif.
- 49th State Hawaii Records**
49th State Hawaii Record Co.
1121 Bethel St.
Honolulu T H.
- Franklin Records**
Music Enterprises, Inc.
3439 College Ave.
Indianapolis, Ind.
- Franwil**
Franwil Records
12 Fountain St.
New Haven, Conn.
- Freedom Records**
Freedom Recording Co.
1322 Oxford St.
Houston 8, Tex.
- Futurama**
Main Stem Records
1693 Broadway
New York 19, N. Y.
- Gala**
Gala Record Corp.
605 W. 42d St.
New York N. Y.
- Gallery Records**
7 West 46th St.
New York 19, N. Y.
- Gavotte**
Gordon V. Thompson, Ltd.
902 Yonge St.
Toronto 5, Ont. Canada
- Gem Records**
Gem Records, Inc.
34 Hillside Ave.
New York 34 N. Y.
- Gilt-Edge Records**
305 South Fair Oaks
Pasadena, Calif.
- Globe**
Globe Record Co., Inc.
2561 W. Pico Blvd.
Los Angeles 7, Calif.
- Gold Medal**
Gold Medal Record, Inc.
140 Boylston St.
Boston 16 Mass.
- Gold-Rain**
Gold-Rain Recording Co.
17357 Birwood
Detroit 21 Mich.
- Gold Star**
Quinn Recording Co.
3104 Telephone Rd.
Houston Tex.
- Gold Tone Record Co.**
1924 W. Seventh St.
Hollywood 5, Calif.
- Golden Records**
Simon & Schuster
699 Madison Ave.
New York 21, N. Y.

DON'T OVERLOAD YOUR INVENTORIES . . .
BUY WHAT YOU NEED, WHEN YOU NEED IT . . . YOU CAN GET ANY
QUANTITY AT ANY SPEED FOR ONLY 5 CENTS OVER WHOLESALE COST

RAYMAR'S SUMMER SPECIAL FROM JULY 15 TO SEPT. 15

ALL 45s ALBUMS and LP ALBUMS

OFFERED TO YOU AT DISTRIBUTOR PRICES. FOR REAL RECORD
PROFITS BUY ONLY WHAT YOU CAN SELL. SELECT FROM OUR COM-
PLETE STOCK OF 33 1/3 & 45 LP ALBUMS AT THE FOLLOWING PRICES:

LIST PRICE	YOUR COST	LIST PRICE 45s	YOUR COST
\$2.85	\$1.77	\$2.31	\$1.43
3.85	2.37	2.42	1.50
4.85	3.00	3.10	1.93
5.45	3.38	3.51	2.18
5.95	3.68	4.51	2.79

This offer applies to our complete stock of 33 1/3 and 45 LP Albums
by Victor, Columbia, Mercury, London, Decca and all other brands.

ALBUM SPECIAL

	List	Your Cost
P-80—GETTING SENTIMENTAL	\$4.00	\$1.50
P-187—SENTIMENTAL DATE	4.00	1.50
P-189—GLENN MILLER—MASTERPIECE VOL. II	4.00	1.50
P-183—PROM DATE—BENEKE	4.00	1.50
P-150—STAR MAKER	4.00	1.50
P-160—DREAMLAND SPECIAL	4.00	1.50
P-188—LET'S DANCE—GOODMAN	4.00	1.50
P-142—ON THE MOONBEAM (5 Records)— VAUGHN MONROE	4.75	1.90

C-124—EXTRA SPECIAL—SONGS BY SINATRA Your Cost \$1.00

Many others at DISCOUNTS up to 75%
Write for list

VICTOR "45" ATTACHMENT			
Style	List	Dealers' Reg. Cost	Our Price
9 JY	\$12.95	\$9.45	\$7.95

Quantity orders of 50 or more, \$7.45.

SPECIAL 3 SPEED SINGLE ARM MACHINES	
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Gotham
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163 W. 23d St.
New York 11, N. Y.

GraySonic
GraySonic Record Co.
709 E. Walnut St.
Freeland, Pa.

Griffon Records
7 West 46th St.
New York 19, N. Y.

Happiness Records
1619 Broadway
New York 19, N. Y.

Hargall
Hargall Records
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New York 19, N. Y.

Harlem Records
Bacchanal Recordings, Inc.
103 East 125th St.
New York, N. Y.

Harmonia
Harmonia Record Corp.
1328 Broadway
New York 1, N. Y.

Harmony Records
47 West 63d St.
New York 23, N. Y.

Hart-Van
Hart-Van Recording Co.
P. O. Box 249
La Grange, Ill.

Haydn Society Records
30 Huntington Ave.
Boston 5, Mass.

High Time Records
Clock Pub. Co., Inc.
1514 1/2 Seventh St.
Santa Monica, Calif.

Highway
Canzonet Record Co.
1244 Arapahoe St.
Los Angeles 6, Calif.

Hill & Country
Apollo Records, Inc.
457 West 45th St.
New York 19, N. Y.

Hillbilly & Gregory
Gregory Record Co.
1695 Broadway
New York 19, N. Y.

Hi-Tone
Signature Recording Corp.
P. O. Box 393
Shelton, Conn.

Hit Records
47 West 63d St.
New York, N. Y.

HL
Harry Lim Recordings
185 Avenue C
New York, N. Y.

Hokem
Grimes Music Publishers
Shubert Theater Bldg.
Philadelphia, Pa.

Hollywood International
Hollywood International Records
985 Menlo Ave.
Los Angeles 6, Calif.

Hollywood Star Records
6525 Sunset Blvd.
Hollywood 28, Calif.

Holmes Royal Records
Holmes Royal Records Co.
1119 S. 10th St.
Wilmington, N. C.

Hootennany Records
People's Artists, Inc.
13 Astor Place
New York 3, N. Y.

Horace Heidt Records
100 Park Ave.
New York, N. Y.

HRS
Empire Record Corp.
2060 First Ave.
New York 29, N. Y.

Humpy Dumpty
Synthetic Plastics Sales Corp.
461 Eighth Ave.
New York, N. Y.

Hy-Tone
Hy-Tone Manufacturing &
Distributing Co.
118 East 30th St.
Chicago 16, Ill.

Iberia Records
Centaur Trading Co.
138 W. 83d St.
New York 23, N. Y.

Ideal
Rio Grande Music Co.
P. O. Box 861
San Benito, Tex.

Imperial
Imperial Records
137-139 N. Western Ave.
Los Angeles 4, Calif.

International
International Record Co.
32-58 62d St.
Woodside, L. I., N. Y.

Intro Records
% Aladdin Records
451 North Canon Dr.
Beverly Hills, Calif.

Island Records
Island Music & Recording Co.
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Toledo 10, O.

Israel
Israel Record Co.
1650 Broadway
Room 304
New York 19, N. Y.

Ivory
Ivory Recording Co.
117 West 48th St.
New York, N. Y.

Jamboree Records, Inc.
50 East 11th St.
New York 3, N. Y.

J. A. T. P.
Mercury Record Corp.
839 South Wabash Ave.
Chicago 5, Ill.

Jazz Information
Commodore Record Co.
289 Nepperhan Ave.
Yonkers, N. Y.

Jazz Man
Jazz Man Records
6420 Santa Monica Blvd.
Hollywood 38, Calif.

Jazzology Records
20 Scotland Rd.
Elizabeth, N. J.

Jubilee Records
Jubilee Record Co.
764 10th Ave.
New York 19, N. Y.

Juke Box
Juke Box Record Co., Inc.
7 West 46th St.
New York 19, N. Y.

Junior
Remington Records, Inc.
263 W. 54th St.
New York 19, N. Y.

Jupiter
Jupiter Records
P. O. Box 225
Los Angeles 28, Calif.

Kappa Records
Kappa Records, Inc.
932 N. Western Ave.
Los Angeles 27, Calif.

Keyboard Records
Box 597
Wallace, Idaho

Key Records
1457 Broadway
New York 18, N. Y.
Philadelphia 2, Pa.

Keystone
Keystone Records
1415 Locust St.

Kiddle Land
Kiddle Land Records
1595 Broadway
New York, N. Y.

Kiddle Tunes
Murray Singer Records
1674 Broadway
New York 19, N. Y.

Kinder-Velt
Besa Records
163 West 23d St.
New York 11, N. Y.

King
King Record Co.
1540 Brewster Ave.
Cincinnati 7, Ohio

Kismet
Kismet Record Co.
227 East 14th St.
New York 3, N. Y.

Kli-o-Pee Records
S' ting Rhythms Recording
Co.
P. O. Box 1555
Santa Ana, Calif.

Knight Records
9100 National Blvd.
Los Angeles 34, Calif.

Laff
Songcraft, Inc.
1650 Broadway
New York 19, N. Y.

Latin-American
Latin-American
15319 Vaughan
Detroit 23, Mich.

Lee Records
c/o Lee Sales Company
733 11th Ave.
New York, N. Y.

Lenox
Remington Records, Inc.
263 W. 54th St.
New York 19, N. Y.

Leslie Records, Inc.
2091 Broadway
New York 23, N. Y.

Liberty
Liberty Music Shops
450 Madison Ave.
New York 22, N. Y.

Liberty Records
Liberty Recording Co.
Henry, Va.

Lido Records
218 West 47th St.
New York, N. Y.

Life Records
84 W. Randolph St.
Chicago 1, Ill.

Lina Records
1712 Madison Ave.
New York, N. Y.

Lincoln Records
Lincoln Records, Inc.
8 W. 40th St.
New York 18, N. Y.

Linden Vinylite Records
Linden Record Corp.
2417 Second Ave.
Seattle 1 Wash.

Linguaphone
Linguaphone Institute
30 Rockefeller Plaza
New York, N. Y.

London
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- Lucky 7 Recording Co.**
1201 Chenevert St.
Houston 3, Tex.
- Luxury Records**
RCA Building
1515 North Vine St. Rm 206
Hollywood 28, Calif.
- Lyric**
Empire Record Corp.
2060 First Ave.
New York 19, N. Y.
- Mac Gregor Records**
729 South Western Ave.
Los Angeles 5, Calif.
- Macy's Records**
1913 Leeland
Houston 3, Tex.
- Madison**
Bell Records, Inc.
2382 Pitkin Ave.
Brooklyn 7, N. Y.
- Magic**
Discotrade
88 Rue Gallait
Brussels, Belgium
- Magic Records**
1650 Broadway
New York, N. Y.
- Magic Records**
International Music Enterprises
6294 St. Denis St.
Montreal, Quebec, Canada
- Magna**
Empire Recording Studios
1144 Madison Ave.
Redwood City, Calif.
- Magnolia**
Horace Heidt Agency, Inc.
100 Park Ave.
New York, N. Y.
- Main Stem**
Main Stem Records
1693 Broadway
New York 19, N. Y.
- Main Street Records**
1619 Broadway
New York 19, N. Y.
- Maple Leaf Records**
Maple Leaf Records, Ltd.
455 Craig St.
W. Montreal, Canada
- Mars**
Master Artist Recording Studios
624 22nd St.
Sacramento, Calif.
- Marvel Records**
852 Elm St.
Manchester, N. H.
- Mastertone Records**
8853 Sunset Blvd.
Hollywood, Calif.
- Maunay Records**
513 North West Nevada St.
Portales, N. Mex.
- Mayfair**
Mayfair Record & Recording Corp.
1650 Broadway
New York 19, N. Y.
- Melford Records**
520 West 50th St.
New York, N. Y.
- Mello Records**
13217 East Jefferson
Detroit 15, Mich.
- Mello-Strain**
Mello-Strain Records, Ltd.
1658 Broadway, Room 304
New York 19, N. Y.
- Melodee**
Melodee Records, Inc.
639 10th Ave.
New York 19, N. Y.
- Melody Trail Records**
1031 Beach Ave.
Lancaster, Calif.
- Mercury**
Mercury Record Corp.
839 South Wabash Ave.
Chicago 5, Ill.
- Mertone**
Mertone Recording Co.
1005 N. Sixth Ave.
Pensacola, Fla.
- Mei Records**
3227 Kensington Ave.
Philadelphia, Pa.
- Metropolitan**
1466 Whipple Walk
Camden, N. J.
- MGM**
MGM Records
701 Seventh Ave.
New York 19, N. Y.
- Micor**
Micor Musical Services
858 Washington Ave.
Albany, N. Y.
- Miltone**
Day Distributing Co.
709 E. 29th St.
Los Angeles 11, Calif.
- Miracle**
Miracle Record Co.
500 E. 63d St.
Chicago 37, Ill.
- Mirror Tone**
Murray Singer Records
1674 Broadway
New York 19, N. Y.
- Modern Records**
686 North Robertson Blvd.
Hollywood 46, Calif.
- Monogram**
Monogram Records
477 Yonge St.
Toronto, Ont., Canada
- Mood Records**
1514 Prospect Ave.
Cleveland 15, Ohio
- Motif Records**
Motif Record Manufacturing Co.
250 Huntington Ave.
Boston, Mass.
- Murray Singer**
Murray Singer Records
1674 Broadway
New York 19, N. Y.
- Musette Records**
113 West 57th St.
New York 19, N. Y.
- Music Master**
Gotham Record Co.
1416 Wood St.
Philadelphia 21, Pa.
- Music for Society**
Music for Society Record Co.
1585 Broadway
New York 19, N. Y.
- Musicana**
Musicana Record Co.
492 Hill St.
London, Ont., Canada
- Musicart Records**
1715 Chestnut St.
Philadelphia 3, Pa.
- Mutual Records**
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Chillicothe, Ill.
- National**
National Record Co., Inc.
1841 Broadway
New York 23, N. Y.
- National Record Mfg. Co.**
(Pressers only)
644 S. Mateo
Los Angeles 21, Calif.
- Neal-Morgan**
Neal-Morgan, Inc.
334 Michigan Bldg.
Detroit 26, Mich.
- Neptune Records**
250 Third St.
Jersey City, N. J.
- New Jazz**
New Jazz Records
782 Eighth Ave.
New York, N. Y.
- New Orleans Record Shop**
439 Baronne St.
New Orleans 13, La.
- North-American Recording Co.**
100 East Ohio St.
Chicago 11, Ill.
- Notary Records**
1650 Broadway
New York, N. Y.
- Odeon**
Decca Records, Inc.
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Organ Rhythm
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Marshfield, Wis.

Pacific
Pacific Record Co.
P. O. Box 611
Berkeley Calif.

Page Records
Page Recording Co.
203 Maple Ave.
Johnstown, Pa.

Palda
Palda Record Co.
8406 Lyons Ave.
Philadelphia, Pa.

Pan
Rex Recording Co.
4815 N. E. Campaign St.
Portland 13, Ore.

Panart Records
Cuban Plastics & Record Corp.
San Miguel 410
Havana, Cuba

Parade Record Co.
107 Lorimer St.
Brooklyn, N. Y.

Paradise Records
Stannard Music Co.
23 Main St., Room 8
Amesbury Mass.

Paradox Records
Paradox Industries, Inc.
55 West 42d St.
Suite 306
New York 18, N. Y.

Paramount
Paramount Record Manufac-
turing Co.
4176 Viola St.
Philadelphia 4, Pa.

Paramount Records
New York Recording Lab.
Port Washington, Wis.

Parkway Records
2320 South Michigan Ave.
Chicago 6, Ill.

Parlophone
Decca Records, Inc.
50 West 57th St.
New York 19, N. Y.

Party
Empire Recording Studios
1144 Madison Ave.
Redwood City, Calif.

Pastel Records
9813 Quincy Ave.
Cleveland 6, Ohio

Pavilion Record Co.
75 Old Broadway
New York, N. Y.

Peacock Records
4104 Lyons Ave.
Houston 10, Tex.

Peak Records, Inc.
11 West 42d St.
New York 18, N. Y.

Pearl
Pearl Records
Box 229
Covington, Ky.

Peerless
Fabrico De Disco Peerless
S. de R. L.
Calzado Mariano Escobeda
225
Mexico, DF.

Penguin
Penguin Recording Corp.
123 William St.
New York 7, N. Y.

Period Records
Period Music Co.
778 10th Ave.
New York, N. Y.

Peter Pan Records
Synthetic Plastic Sales Corp.
461 Eighth Ave.
New York, N. Y.

Pfau Recording Studio
2993 South Delaware Ave.
Milwaukee, Wis.

Phoenix
Phoenix Publications and
Recordings
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Picture Record
638 So. Lucern
Los Angeles 5, Calif.

Picturtone
Picturtone Records, Inc.
116 Imlay St.
Brooklyn 2, N. Y.

Pigalle
International Music Enter-
prises
6294 St. Denis St.
Montreal, Que., Canada

Pix Records
1674 Broadway, Suite 501
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Playa Records
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Plaza Records
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New York 19, N. Y.

Pleasant Records
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New York 19, N. Y.

Polo Records
200 Ferry St.
Newark, N. J.

Poloron Records
30-21 93d St.
Jackson Heights, N. Y.

Polydor
Vox Productions, Inc.
238 W. 55th St.
New York 19, N. Y.

President
President Records
109 Main St.
Little Rock, Ark.

Prestige Records
New Jazz Record Co.
782 Elighth Ave.
New York, N. Y.

Process
Process Record Co.
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Franklin, Pa.

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turing Co.**
1425 Nadeau
Los Angeles 1, Calif.

Pyramid Record Co.
Boulevard Gardens
Woodside, L. I., N. Y.

Quaker
Quaker Music Co.
Room 922, Center City Bldg.
121 North Broad St.
Philadelphia 7, Pa.

Quinn Recording Co.
3104 Telephone Rd.
Houston 3, Tex.

Radio Artist Records
811 Race St.
Cincinnati 2, Ohio

Rainbow
Rainbow Records
767 10th Ave.
New York, N. Y.

Rancho Records
Box 100
Studio City, Calif.

Raymor Records
Nomar Bldg.
Wichita 4, Kans.

RCA Victor
RCA Victor Division
Radio Corp. of America
Camden, N. J.

R-E-B Editions
Rowayton, Conn.

Reco-Art
Reco-Art Sound Recording
Co.
1305 Market St.
Philadelphia 7, Pa.

Record Guild of America
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Brooklyn 32, N. Y.

**Record Pressing Co. of
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1652 Wyandotte St. W.
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Record Processing Co.
10951 West Washington
Blvd.
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Red Bird Records
Byers Music Publishing
Lincoln Highway East
Fort Wayne 8, Ind.

Red Jay
Red Jay Recording Co.
c/o Melocraft Music Co.
1058 Broadway
New York 19, N. Y.

Regal
Regal Records, Ltd.
100 St. George St.
London, Ontario.

Regal
Regal Record Corp.
Linden, N. J.

Regent Records
58 Market St.
Newark 1, N. J.

Rego Records
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Reina
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c/o Bell Song Publ. Co.
6132 De Longpre Ave.
Hollywood 28, Calif.

Relax Records
47 Norfolk St.
New York 2, N. Y.

Religious Tone
Supreme Records
4253 South Main St.
Los Angeles 37, Calif.

Remington Records
263 West 54th St.
New York 19, N. Y.

Rem Records
5280 Hollywood
Hollywood 27, Calif.

Renaissance
American Elite Record Co.
778 10th Ave.
New York 19, N. Y.

Republic
Republic Records
Cecille Music Co., Inc.
580 Fifth Ave.
New York, N. Y.

Rex
London Gramophone Corp.
16 W. 22d St.
New York 10, N. Y.

Rhapsody Records
2671 Cheltenham Rd.
Toledo 6, O.

Richmond
Richmond Records
P. O. Box 143
Dorchester Center, Mass.

Rich-R'-Tone
Rich-R'-Tone Record Co.
113 W. Main St.
Johnson City, Tenn.

Rite a Lyric
Murray Singer Records
1674 Broadway
New York 19, N. Y.

**THIS LETTER TELLS
THE STORY ...**

**KEN
GRIFFIN**

on COLUMBIA RECORDS

- "ROSES"
- "LITTLE SALLY ONE SHOE"
Columbia No. 38826
- "ARE YOU LONESOME TONITE?"
- "WHEN I LOST YOU"
Columbia No. 38827

Personal Management: MILO STELT

Direction: MUTUAL ENTERTAINMENT AGENCY, INC., 203 N. Wabash Ave., Chicago, Ill.

COLUMBIA RECORDS INC.
A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM INC.
BRIDGEPORT & CONNECTICUT

EDWARD WALLERSTEIN
PRESIDENT

June 26, 1950

Dear Ken:

It gives me great pleasure to inform you that during the week of June 19th your first Columbia Record release placed you among the top five best selling pop artists in the Columbia catalog.

I'm sure that succeeding Columbia Record releases by you will keep the Ken Griffin name among the top best sellers.

We are gratified that your first appearance on Columbia is so auspicious and are looking forward to many years of continued happy relations.

With all good wishes,

Sincerely,

E. Wallerstein

Mr. Ken Griffin
c/o Mutual Entertainment Agency
203 North Wabash
Chicago 1, Illinois



Riviera
Rainbow Records
767 10th Ave.
New York, N. Y.

Robin Records
Robin Records Inc.
300 Ridge Bldg.
Kansas City 6, Mo.

Roland Records
170 Second Ave.
New York, N. Y.

Rondo
220 W. Locust St.
Chicago 10, Ill.

Roost Records
72 West 52d St.
New York, N. Y.

Rosas Records
Paul Kalet Enterprises
1650 Broadway
New York 19, N. Y.

Roundup Records
Western Radio Features
Fairmont Hotel
San Francisco 6, Calif.

Rowland Croasdale
Rowland Croasdale Record Co.
Berwyn, Pa.

Royale
Wright Record Corp.
47 W. 63d St.
New York 23, N. Y.

Royalty
Savoy Record Co.
58 Market St.
Newark 1, N. J.

SBW Recording Co.
17719 Pierson
Detroit 19, Mich.

S. D. Records
1637 North Ashland Ave.
Chicago 22, Ill.

S. & G. Records
1401 Mateo St.
Los Angeles 21, Calif.

SMC
Spanish Music Center
1291 Sixth Ave.
New York 19, N. Y.

Sacred Records
Sacred Records, Inc.
342 North LaBrea
Los Angeles 36, Calif.

Savoy
Savoy Record Co.
E3 Market St.
Newark 1, N. J.

Scandinavia
Scandinavian Music House
625 Lexington Ave.
New York 22, N. Y.

Schirmer
G. Schirmer, Inc.
3 East 43d St.
New York 17, N. Y.

Schooner Records
1929 Military
Detroit, Mich.

Score
Aladdin Records
4918 Santa Monica Blvd.
Hollywood 27, Calif.

Seeco
Seeco Records, Inc.
1393 Fifth Ave.
New York 19, N. Y.

Selective
Selective Record Co.
6255 Langdon Ave.
Van Nuys, Calif.

Sensation Records
3731 Woodward
Detroit 1, Mich.

Serenade
Serenade Records
Box 537
Toledo, Ohio

Seva
Seva Record Co.
45 East 49th St.
New York 17, N. Y.

Sharp Records
James H. Martin, Inc.
2614 West North Ave.
Chicago 47, Ill.

Shaw Record Processing, Inc.
1914 Dana Ave.
Cincinnati, Ohio

Shelby
Shelby Music Pub. Co.
1205 Griswold St.
Detroit 26, Mich.

Shelton
Signature Recording Corp.
P. O. Box 393
Shelton, Conn.

Signature
Signature Recording Corp.
P. O. Box 393
Shelton, Conn.

Silver Records
425 Vine St.
Evansville Ind.

Silver Bell—Syrena
33 Parker Ave.
Passaic, N. J.

Silver Record Pressing Co.
469 West Broadway
New York 12, N. Y.

Silver Star
Silver Star Record Co.
1121 Morningside Dr.
Fort Worth 3, Tex.

Sing-a-Tune
Sing-a-Tune Record Co.
c/o Irving Miller
4031 Denny Ave.
North Hollywood, Calif.

Greetings NAMM Members

WE MEET AGAIN

Try the following records:

- "ALL I DO IS DREAM OF YOU"
recorded by Larry Vincent #700
- "THE TENDER BARTENDER" #900
- "PEACE OF MIND" (Published by Dubonet Music)
- "IF I HAD MY LIFE TO LIVE OVER"
(The Original by Larry Vincent)

A Surprise Song Recorded by the Original Barbary Coast Boys

"HAVE A GOOD TIME IN YOUR PRIME"

Hear the Rest—Then Hear the Best—Larry Vincent's Pearl Record of "OUR LADY OF FATIMA"

P.S.: Plenty of good material in our extra-special novelty numbers. Remember "The Freckle Song"? We have a lot more like it. Pearl Records sold and shipped everywhere.

Box 229
Covington, Ky.

Pearl RECORDS



Lester Williams

MACY'S

BLUES AND RHYTHMS

LESTER WILLIAMS
"DON'T TREAT ME SO LOW DOWN"
"Dowling Street Hop" **MACY'S #5006**

HUBERT ROBINSON
"OLD WOMAN BOOGIE"
"Answer to Wintertime Blues" **MACY'S #5007**

JUST RELEASED!

SMOKY HOGG
"BABY, BABY"
"Change Your Ways" **MACY'S #5008**

STILL GOING STRONG!

- ★ "WINTERTIME BLUES" — Lester Williams — MACY'S #5000
- ★ "ALL I NEED IS YOU" — Lester Williams — MACY'S #5004
- ★ "WHERE WERE YOU PRETTY BABY" — Hubert Robinson — MACY'S #5005
- ★ "YOU GOTTA GO" — Smoky Hogg — MACY'S #5003

HILLBILLY AND WESTERN

JUST RELEASED!

MORRIS MILLS
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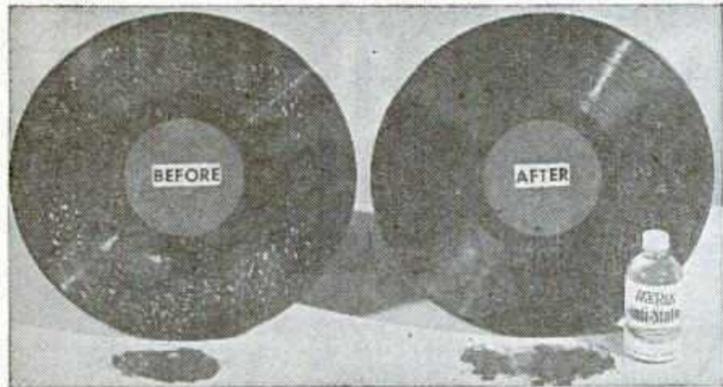
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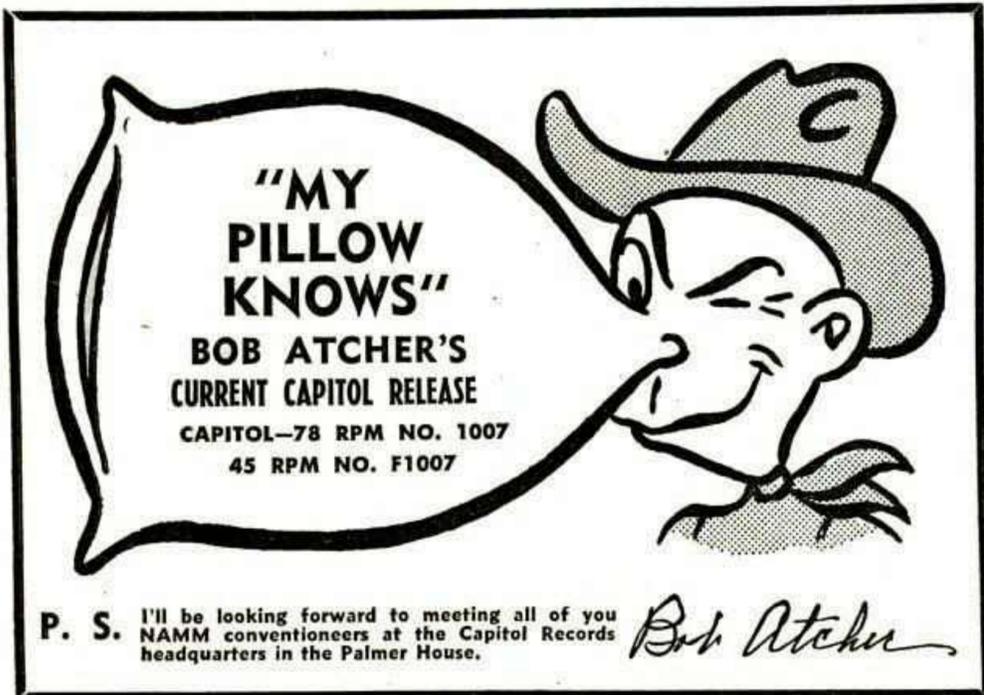
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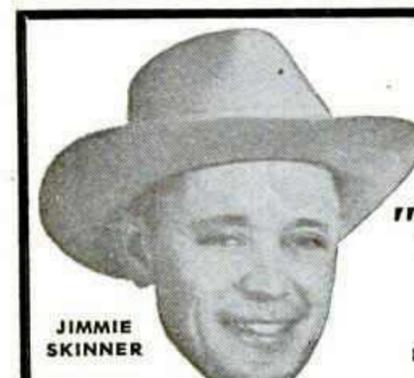
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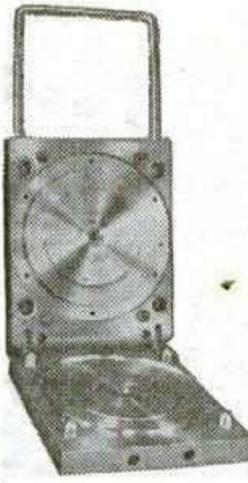
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record report
AND FORECAST OF TOMORROW'S SONG HITS

COMO ✓ **IF YOU WERE MY GIRL** (Duchess) — **CLICK** Perry Como (RCA Victor) latches on to this likely tune for a "Top-Play" disc. Como talent never better!

TRADE RAVES! ✓ **GOODNIGHT, IRENE** (Spencer) — Sensational side by Gordon Jenkins' Orch. and the Weavers. Rated strong record possibility and "picked" by Billboard.

GETTING ACTION ✓ **GIVE A BROKEN HEART A CHANCE TO CRY** (Porgie)—Eddie Fisher & Hugo Winterhalter (RCA Victor) getting action. Lee Shearin's (London) disc called by Billboard "strong tune potential . . . an okay showcase."

RHYTHM HIT ✓ **PINK CHAMPAGNE** (Venice)—Tops in Rhythm & Blues lists, via Joe Liggins' (Specialty) version. New release by Ralph Flanagan (RCA Victor) brings the tune into pop demand.

TOP DECK ✓ **THE MORE I KNOW ABOUT LOVE** (Regent)—"Makes you wanna listen," say critics of Dick Jurgens' (Columbia) platter. A Top-Deck tune.

SCORES BIG ✓ **GOOD MORNING, JUDGE** (Tannen) — Wynonie Harris (King) is basking in the spotlight with this sparkling ditty. "Should score in a big way," report juke box operators. A strong number for deejays.

BILLBOARD TIP ✓ **RIPPY-TIPPY TUNE** (Claremont) — A Billboard "Tip"! "Russ Morgan's (Decca) RIPPY-TIPPY TUNE is a dancey, catchy novelty in his pleasant, commercial corn groove." A sure-fire hit.

TOMORROW'S HIT ✓ **LONESOME DARLING** (Dreyer) — Lee Morse, great singing star of the late '20s, is back in the limelight with this tune for Decca. Heads the Billboard "Tip" list of "Tomorrow's Hits."



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Starting Heavy Summer Tour of the U.S.A.**

**DIRECTION
JAMES DENNY**
WSM Artist Service Bureau
Nashville, Tennessee

The Billboard's 3d Annual Recap of Top Record Artists

CATEGORIES

- Top Selling Popular Artists Over Retail Counters
- Top Selling Rhythm and Blues Artists Over Retail Counters
- Top Selling Folk Artists Over Retail Counters

Explanation of Tabulation Process, Together With Pertinent Facts Necessary For Full Understanding of Survey

ON THESE CHARTS will be found the results of *The Billboard's Semi-Annual Summary of Top Selling Artists Over Retail Counters*. It should be noted that these tables indicate sales during a six-month period only—specifically, the period from January 1 thru June 30, 1950. Many disks, such as *Rag Mop*, were released, achieved their sales peak and declined within the six-month period. Other disks were released late in this same period and have not as yet reached a maximum sales peak. Still other disks, even tho they are on the way down, are receiving scattered votes. It should also be noted that the tabulations are based upon single-record sales, with no credit given the artists for albums sold.

In the various charts devoted to pop, hillbilly and other categories, it will be noted that numerals appear before the titles of some records. These numerals, which are explained in foot notes, indicate that other talent was featured on the disks. An example is Victor's disking of *I Said My Pajamas*. Martin is credited with 872 points for this disk. Fran Warren, who was also featured on the disk, is credited with the same number of points. All cases where more than one name is featured on a disk are treated similarly. Note, however, that artists are credited with points only in the event they receive billing on the disk. For instance, points gathered by Victor's disking of *It Isn't Fair* are credited to Sammy Kaye. Don Cornell, vocalist with the band, is not featured on the label and therefore receives no credit.

Careful perusal of the tabulations will show that quite often the total score of an artist is hyped tremendously by one or two smash disks. This phenomenon is of great

importance in grasping the full meaning and limitations of the tabulations, and is explained more fully in the legend accompanying the tabulation of each category, viz, pop, hillbilly, rhythm and blues, etc.

The process of making up the survey is as follows: Each week *The Billboard* tabulates questionnaires received from all over the country to determine which disk is selling best. A "tab file" of Remington Rand tabulating cards has been set up, with each card prepunched with a code for song, artist, label and classification of artist (male, female, band, instrumental). As the questionnaires are received a card with a code which corresponds to the song mentioned on the questionnaire is "pulled" and placed in the vote box. After questionnaires have been tabulated, the cards in the vote box are "repeat punched" and in addition to the coding mentioned before they now carry a code for the date of issue to be used, classification of the questionnaire (juke, disk, retail) and vote. After the weekly charts for *The Billboard* are finished these cards are stored to be used in the semi-annual poll.

Every six months, the cards which have been stored are tabulated and a summary card for each record is cut. This card carries a code for song, artist, label and vote value. These summary cards are first sorted in descending vote value of song and then by artist's code, and are once more tabulated. This tabulation results in a second summary card carrying the code for artist and his total vote (a grand total of all his songs).

These "second" summary cards are sorted in descending vote value and tabulated, this final tabulation representing the total votes for each artist in order of popularity and containing under each artist his songs listed in descending vote value.

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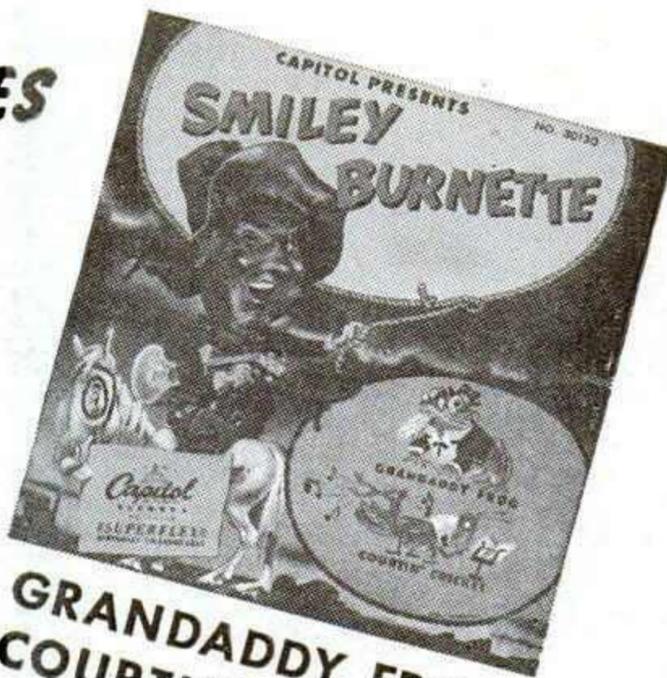
Smiley Burnette

CAPITOL RECORDING ARTIST

**HIS LATEST
HIT
RELEASES**



**BLUE BOTTLE FLY
SMART ALEC CROW**
No. 30129



**GRANDDADDY FROG
COURTIN' CRICKET**
No. 30130

WATCH FOR HILARIOUS FALL RELEASES

(TO BE ANNOUNCED)

**BEST IN THE
FIELD BY FAR
ON CHILDREN'S
RECORDS & ALBUMS**



**TOP SELLING POPULAR ARTISTS
OVER RETAIL COUNTERS**

**Jenkins, Martin, Brewer Tops as Pop
Best Sellers; Many Artists Ride
Into Prominence on One-Disk Smashes**

IN STUDYING these tabulations it is necessary to be aware of the fact that one or two smash records will often catapult an otherwise mediocre artist into a commanding position. Such a smash may or may not be an accident, and no hasty conclusions should be drawn about the artist. In subsequent months such an artist may fulfill the prophecy inherent in such a hit record. However, such occasional smash disks often turn out to be in the nature of "freaks," and an artist riding such a hit should not be construed as being superior to—or even the equal of—numerous solid recording artists who sell consistently but don't hit a high enough peak to make this chart.

A prime example of one disk swaying the tabulation so strongly as to shove the artist into a high position is London's cutting of *Music! Music! Music!*. Out of a total of 3,073 points garnered by Theresa Brewer to take third place in this category, 2,933 were scored by *Music!*.

An even more outstanding example of one disk moving an artist into a solid position is *Third Man Theme*, also cut by Lon-

don. Anton Karas scores 2,831 with this one disk—sufficient to give him fifth place. Ames Brothers are another example. Out of a total of 2,679, one disk, *Rag Mop*, scored 1,407 and another, *Sentimental Me*, scored 1,141. Here, of course, there are strong indications that the vocalists possess qualities of consistency, particularly in view of other records appearing in their tabulation. Another one-disk success is Eileen Barton, with *If I Knew You Were Coming I'd've Baked a Cake*. This scored 2,066 and landed Miss Barton right behind Crosby.

The phenomenon of the one-or-two-record smashes sometimes works heavily to the disadvantage of top and consistent recording artists. It is not so evident in the case of Decca's Gordon Jenkins and Victor's Tony Martin, both of whom had enough solid hits to score first and second, respectively. On the other hand, Theresa Brewer beats out the Andrews Sisters; Anton Karas and Ames Brothers score ahead of such consistent sellers as Sammy Kaye and Guy Lombardo; Red Foley comes under the wire ahead of Bing Crosby.

NOTE: Neither albums nor standard sales are included in these tabulations

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS		
1. G. Jenkins	1. I Can Dream Can't I? (Dec 24705)	1485	3827		
	My Foolish Heart (Dec 24830)	1142			
	Bewitched (Dec 24983)	533			
	1. I Wanna Be Loved (Dec 27007)	454			
	Don't Cry Joe (Dec 24720)	164			
	Dreamer's Holiday (Dec 24738)	19			
	Where in the World (Dec 24983)	14			
	2. Blueberry Hill (Dec 24752)	6			
	2. That Lucky Old Sun (Dec 24752)	5			
	Tell Me Why (Dec 24738)	2			
	1. I've Just Got to Get Out of the Habit (Dec 27007)	2			
	Perhaps Perhaps, Perhaps (Dec 24720)	1			
	1. With Andrews Sisters				
	2. With Louis Armstrong				
	2. Tony Martin	There's No Tomorrow V(78)20-3582; (45)47-3078		1883	3103
		1. I Said My Pajamas V(78)20-3613; (45)47-3119		872	
		Valencia V(78)20-3755; (45)47-3755		104	
		Marta V(78)20-3613; (45)47-3119		96	
		1. Have I Told You Lately That I Love You V(78)20-3613; (45)47-3119		54	
I Don't Care If the Sun Don't Shine V(78)20-3755; (45)47-3755		27			
Roulette V(78)20-3695; (45)47-3219		22			
1. Darn It Baby, That's Love V(78)20-3710; (45)47-3243		11			
1. An Ordinary Broom V(78)20-3777; (45)47-3777		10			
A Thousand Violins V(78)20-3582; (45)47-3078		6			
Bye Bye Baby V(78)20-3598; (45)47-3104		5			
I Still Get a Thrill V(78)20-3799; (45)47-3799		5			
Peace of Mind V(78)20-3799; (45)47-3799		4			
Toot Toot Tootsie V(78)20-3556; (45)47-3049		2			
1. That We Is Me and You V(78)20-3710; (45)47-3243		2			
1. With Fran Warren					
3. T. Brewer		Music, Music, Music London(78)604; (45)30023	2933	3073	
		Choo!n' Gum London(78)678; (45)30100	121		
		Honky Tonkin' London(78)678; (45)30100	11		
		Ol' Man (London 78)	4		
		1. Copper Canyon London(78)562; (45)30007	4		
		1. With Bobby Wayne			
		4. Andrews Sisters	1. I Can Dream Can't I? (Dec 24705)		
2. Quicksilver (Dec 24827)	522				
1. I Wanna Be Loved (Dec 27007)	454				
6. Wedding Samba (Dec 24841)	111				
5. Charley My Boy (Dec 24812)	97				
2. Have I Told You Lately That I Love You (Dec 24827)	41				
Open Door Open (Dec 24822)	37				
5. She Wore a Yellow Ribbon (Dec 24812)	36				
Merry Christmas Polka (Dec 24748)	11				
Stars Are the Windows of Heaven (Dec 24965)	11				
Blossoms on the Bough (Dec 24822)	11				
3. Jolly Fella Tarantella (Dec 24965)	10				
4. Old Piano Roll Blues (Dec 27024)	10				
2. Ask Me No Questions (Dec 24942)	8				
Choo!n' Gum (Dec 24998)	8				
Muskrat Ramble (Dec 24991)	6				

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS		
	Walk With a Wiggle (Dec 24991)	5			
	Whispering Hope (Dec 24717)	2			
	1. I've Just Got to Get Out of the Habit (Dec 27007)	2			
	Christmas Island (Dec 23722)	1			
	1. With Gordon Jenkins Ork				
	2. With Bing Crosby				
5. A. Karas	3. With Guy Lombardo		2831		
	4. With Al Jolson				
	5. With Russ Morgan Ork				
	6. With Carmen Miranda				
	Third Man Theme London(78)536; (45)3005	2831			
	6. Ames Brothers	Rag Mop (Coral 60140)		1407	2679
Sentimental Me (Coral 60140 and 60173)		1141			
Music, Music, Music (Coral 60153)		86			
Hoop Dee Doo (Coral 60209)		24			
Stars Are the Windows of Heaven (Coral 60209)		16			
Blue Prelude (Coral 60173)		5			
7. Sammy Kaye		It Isn't Fair V(78)20-3609; (45)47-3115	2025	2649	
		Wanderin' V(78)20-3680; (45)47-3203	271		
		Roses V(78)20-3754; (45)47-3754	179		
		Echoes V(78)20-3595; (45)47-3101	73		
	1. Old Piano Roll Blues V(78)20-3751; (45)47-3751	62			
	Careless Kisses V(78)20-3595; (45)47-3101	18			
	My Lily and My Rose V(78)20-3609; (45)47-3115	10			
	Bicycle Song V(78)20-3680; (45)47-3203	7			
	1. Juke Box Annie V(78)20-3751; (45)47-3751	3			
	Boom Boom of Roses V(78)20-3441; (45)47-2908	2			
	Last Mill Home V(78)20-3545; (45)47-3038	2			
	Tiddley Winkie Woo V(78)20-3754; (45)47-3754	2			
	1. With Eddie Cantor and Lisa Kirk				
8. Guy Lombardo	Third Man Theme (Dec 24839)	1680	2630		
	Enjoy Yourself (Dec 24825)	513			
	Dearie (Dec 24899)	260			
	Wedding Samba (Dec 24838)	25			
	Hop Scotch Polka (Dec 24704)	20			
	Peter Cottontail (Dec 24951)	20			
	Homecoming Waltz (Dec 24714)	18			
	There's a Lovely Lake in Loveland (Dec 24838)	13			
	Tiddley Winkie Woo (Dec 27005)	12			
	Stars Are the Windows of Heaven (Dec 24965)	11			
	Blue Skirt Waltz (Dec 24714)	11			
	1. Jolly Fella Tarantella (Dec 24965)	10			
	Answer She Is Yes No (Dec 24999)	9			
	Farewell Samba (J 24804)	9			
	Rain or Shine (Dec 24825)	6			
	Play Hurdy Gurdy Play (Dec 24999)	5			
	Wonderbar (Dec 24812)	4			
The River Seine (Dec 24765)	3				
Christmas Island (Dec 23722)	1				
1. With Andrews Sisters					
9. Red Foley	Chatanooga Shoe Shine Boy (Dec 46205)	2470	2538		
	Birmingham Bounce (Dec 46234)	21			
	M-I-S-S-I-S-S-I-P-P-I (Dec 46241)	21			
	Sugarfoot Rag (Dec 46205)	8			
	Chocolate Ice Cream Cone (Dec 46234)	7			
	Tennessee Border No. 2 (Dec 46151)	6			
	Sunday Down in Tennessee (Dec 46197)	3			

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ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS		
10. Bing Crosby	Dear Hearts and Gentle People (Dec 24798)	1014	2370		
	1. Quicksilver (Dec 24827)	522			
	Mule Train (Dec 24798)	219			
	1. Have I Told You Lately That I Love You (Dec 24827)	41			
	White Christmas (Dec 23778)	41			
	Sunshine Cake (Dec 24875)	24			
	2. Way Back Home (Dec 24800)	21			
	Home Cookin' (Dec 27019)	14			
	Bibbidi Bobbidi Boo (Dec 24863)	13			
	3. Big Movie in the Sky (Dec 24853)	13			
	3. Yodel Blues (Dec 24853)	9			
	1. Ask Me No Questions (Dec 24942)	8			
	Sorry (Dec 24826)	5			
	I Didn't Slip, I Wasn't Pushed, I Fell (Dec 24018)	4			
	So Tall a Tree (Dec 24018)	2			
	The Horse Told Me (Dec 24875)	1			
	You're All I Want for Christmas (Dec 24659)	1			
	1. With Andrews Sisters				
	2. With Fred Waring Ork				
	3. With Russ Morgan Ork				
	11. Eileen Barton	If I Knew You Were Coming I'd've Baked a Cake Mercury (78)5392; (45)5392X45; (National 9103)		2066	2066
12. Frankie Laine	Cry of the Wild Goose Mercury (78) 5363; (45)5363X45	984	1899		
	Mule Train Mercury (78)5345; (45) 5345X45	613			
	Swamp Girl Mercury (78)5390; (45) 5390X45	100			
	That Lucky Old Sun (Mercury 5316)	74			
	Stars and Stripes Forever Mercury (78)5421; (45)5421X45	60			
	Satan Wears a Satin Gown Mercury (78)5358; (45)5358X45	19			
	Don't Do Something to Someone Else Mercury (78)5332; (45)5332X 45	17			
	Black Lace Mercury (78)5363; (45) 5363X45	16			
	A Kiss for Tomorrow Mercury (78) 5390; (45)5390X45	10			
	Thanks for Your Kisses Mercury (78)5421; (45)5421X45	6			
	13. Perry Como	Hoop-Dee-Do V (78)20-3747; (45) 47-3747		685	1591
		Dreamer's Holiday V (78)20-3543; (45)47-3030		463	
		Bibbidi Bobbidi Boo V (78)20-3607; (45)47-3113		175	
		I Wanna Go Home V (78)20-3586; (45)47-3082		74	
		On the Outgoing Tide V (78)20- 3747; (45)47-3747		58	
A Dream Is a Wish Your Heart Makes V (78)20-3607; (45)47-3113		37			
Ave Maria V (78)20-0436; (45)52- 0071		36			
Let's Go To Church Next Sunday Morning V (78)20-3763; (45)47- 3763		22			
If You Were Only Mine V (78)20- 3763; (45)47-3763		13			
The Lord's Prayer V (78)28-0436; (45)52-0071		12			
Please Believe Me V (78)20-3684; (45)47-3211		9			
Did Anyone Ever Tell You Mrs. Murphy? V (78)20-3684; (45)47- 3211		5			
Hush Little Darling V (78)20-3586; (45)47-3082		1			
Meadows of Heaven V (78)20-3543; (45)47-3036		1			
14. M. Whiting		1. Slipping Around (Cap 40224)	672	1137	
		1. Let's Go To Church Next Sunday Morning Cap (78)960; (45)F-960	159		
		1. Broken Down Merry-Go-Round Cap (78)800; (45)F-800	80		
		2. I Said My Pajamas Cap (78)841; (45)F-841	72		
	3. Blind Date Cap (78)102; (45)F-102	44			
	1. The Gods Were Angry With Me Cap (78)800; (45)F-800	38			
	My Foolish Heart Cap (78)934; (45) F934	31			
	1. I'll Never Slip Around Again Cap (78)40246; (45)F-40246	18			
	Sorry Cap (78)776; (45)F-776	13			
	1. Wedding Bells Cap (78) 40224; (45)F-40224	4			
	Dream Peddlers Serenade Cap (78) 879; (45)F-879	3			
	A - Razz - a - Ma-Tazz Cap (78)1027; (45)F-1027	2			
	3. Home Cookin' Cap (78)1042; (45) F-1042	2			
	Be Mine Cap (78)841; (45)F-841	1			
	I've Just Got To Get Out of the Habit Cap (78)1027; (45)F-1027	1			
	Stay With the Happy People Cap (78)934; (45)F-934	1			
	The Sun Is Always Shining Cap (78) 776; (45)F-776	1			
	1. Why Do You Say Those Things? Cap (78)960; (45)F-960	1			
1. With Jimmy Wakely					
2. With Frank DeVol					
3. With Bob Hope					

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS		
15. Fran Warren	1. I Said My Pajamas V(78)20-3613; (45)47-3119	872	1061		
	2. Dearie V(78)20-3696; (45) 47-3220	79			
	1. Have I Told You Lately That I Love You? V(78)20-3613; (45) 47-3119	54			
	Envy V(78)20-3551; (45)47-3044...	20			
	1. Darn It, Baby That's Love V(78) 20-3710; (45)47-3710	11			
	I Almost Lost My Mind V(78)20- 3686; (45)47-3209	10			
	1. An Ordinary Broom V(78)20- 3777; (45)47-3777	10			
	You're in Love With Someone V(78)20-3551; (45)47-3044	8			
	1. That We Is Me and You V(78)20- 3710; (45)47-3243	2			
	1. With Tony Martin				
	2. With Lisa Kirk				
	16. Billy Eckstine	My Foolish Heart (MGM 10623)...		754	1013
		Sitting By the Window (MGM 10602)		92	
		I Wanna Be Loved (MGM 10716)		38	
		Baby, Won't You Say You Love Me? (MGM 10643)		20	
Roses (MGM 10684)		20			
1. Dedicated To You (MGM 10690)		19			
My Destiny (MGM 10684)		17			
1. You're All I Need (MGM 10690)		16			
You're Wonderful (MGM 10562)		13			
Free (MGM 10643)		11			
Lost in a Dream (MGM 10602)		7			
Fool's Paradise (MGM 10562)		5			
Somehow (MGM 10383)		1			
1. With Sarah Vaughan					
17. Jimmy Wakely		1. Slipping Around (Cap 40224)	672	999	
	1. Let's Go To Church Next Sunday Morning Cap(78)960; (45)F-960	153			
	1. Broken Down Merry-Go-Round Cap(78)800; (45)F-800	80			
	1. Gods Were Angry With Me Cap(78) 800; (45)F-800	38			
	Peter Cottontail Cap(78)929; (45) F-929	19			
	1. I'll Never Slip Around Again Cap (78)40246; (45)F-40246	18			
	Dust Cap(78)40283; (45)F-40283	11			
	1. Wedding Bells (Cap 40224)	4			
	Under the Anheuser Bush Cap(78) 1024; (45)F-1024	3			
	1. Why Do You Say Those Things? Cap(78)960; (45)F-960	1			
	1. With Margaret Whiting				
	18. Bill Snyder	Bewitched (Tower 1473)	961		961
	19. Jo Stafford	1. Dearie Cap(78)858; (45)F-858	275		820
		1. Bibbidi Bobbidi Boo Cap(78)782; (45)F-782	143		
		1. Whispering Hope Cap(78)690; (45)F-690	98		
1. Echoes Cap(78)782; (45)F-782		95			
1. Wunderbar Cap(78)768; (45)F- 768		38			
1. Beyond the Sunset Cap(78)868; (45)F-868		31			
1. Down the Lane Cap (78)969; (45) F-969		23			
Diamonds Are a Girls Best Friend Cap(78)824; (45)F-824		22			
Yodel Blues Cap(78)793; (45)F-793		21			
Scarlet Ribbons Cap(78)785; (45) F-785		19			
Simple Melody Cap(78)1039; (45) F-1039		17			
Open Door Open Arms Cap(78)824; (45)F-824		12			
Happy Times Cap(78)785; (45)F- 785		9			
On the Outgoing Tide Cap(78)946; (45)F-946		5			
1. Ask Me No Questions Cap(78) 946; (45)F-946		4			
Sometime Cap(78)1053; (45)F-1053		4			
1. Monday, Tuesday, Wednesday Cap(78)858; (45)F-858		3			
If I Ever Love Again Cap(78)742; (45)F-742		1			
1. With Gordon MacRae					
20. Gordon MacRae		1. Dearie Cap(78)858; (45)F-858	275	781	
		1. Bibbidi Bobbidi Boo Cap(78)782; (45)F-782	143		
		1. Whispering Hope Cap(78)690; (45)F-690	98		
		1. Echoes Cap(78)782; (45)F-782	95		
		1. Wunderbar Cap (78)768; (45)F-768	38		
		1. Beyond the Sunset Cap(78)868; (45)F-868	31		
	Dear Hearts & Gentle People Cap (78)777; (45)F-777	31			
	1. Down the Lane Cap(78)969; (45) F-969	23			
	Mule Train Cap(78)777; (45)F-777	22			
	Two-Faced Heart Cap(78)924; (45) F-924	11			
	1. Ask Me No Questions Cap(78)946; (45)F-946	4			
	Half a Heart Is All You Left Me Cap(78)842; (45)F-842	3			
	1. Monday, Tuesday, Wednesday Cap (78)858; (45)F-858	3			
	River of Smoke Cap(78)959; (45) F-959	3			
	Stars and Stripes Forever Cap(78) 1021; (45)F-1021	1			
	1. With Jo Stafford				

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ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS		
21. Russ Morgan	Sentimental Me (Dec 24904).....	323	758		
	Johnson Rag (Dec 25442)	185			
	1. Charley, My Boy (Dec 24812).....	97			
	Hoop Dee Doo (Dec 24986)	43			
	1. She Wore a Yellow Ribbon (Dec 24812)	36			
	Blue Christmas (Dec 24766)	29			
	Down the Lane (Dec 24986)	15			
	On the Outgoing Tide (Dec 24966)	9			
	You Dreamer, You (Dec 27006)	9			
	Careless Kisses (Dec 24814)	8			
	Where Are You Blue Eyes? (Dec 24819)	2			
	Copper Canyon (Dec 24904)	2			
	1. With Andrews Sisters				
	22. Dinah Shore	Dear Hearts and Gentle People Col (78)38605; (33)1-1368)		530	708
		It's So Nice To Have a Man Around the House Col(78)38689; (33)1-469)		104	
Bibbidi Bobbidi Boo Col(78)38659; (33)1-437)		33			
Sitting By the Window Col(78)38672; (33)1-454)		18			
1. Ask Me No Questions Col(78)38760; (33)1-582)		7			
1. You've Been Playing Checkers Col(78)38760; (33)1-582)		7			
Scarlet Ribbons Col(78)38672; (33)1-454)		5			
Happy Times Col(78)38659; (33)1-437)		3			
2. Wedding Dolls Col(78)38663; (33)1-441)		1			
1. With Dusty Walker					
2. With George Morgan					
23. Doris Day		Bewitched Col(78)38698; (33)1-480)	286	639	
		Hoop Dee Doo Col(78)38771; (33)1-591)	110		
		Quicksilver Col(78)38638; (33)1-497)	102		
		I Said My Pajamas Col(78)38709; (33)1-497)	61		
	Enjoy Yourself Col(78)38709; (33)1-497)	38			
	I Didn't Slip, I Wasn't Pushed, I Fell Col (78)38818; (33)1-637) ...	28			
	Canadian Capers Col(78)38595; (33)1-353)	18			
	Crocodile Tears Col(78)38638; (33)1-407)	11			
	I Don't Wanna Be Kissed Col(78)38679; (33)1-463)	9			
	Bluebird on Your Windowsill Col (78)38611; (33)1-376)	8			
	The Game of Broken Hearts Col (78)38637; (33)1-405)	6			
	Now That I Need You Col(78)38507; (33)1-251)	4			
	The River Seine Col (78)38611; (33)1-376)	4			
	I'll Never Slip Around Again Col (78)38637; (33)1-405)	2			
	Imagination Col(78)38698; (33)1-480)	1			
1. Save a Little Sunbeam Col (78)38676; (33)1-460)	1				
1. With Ray Noble Ork					
24. Mills Brothers	Daddy's Little Girl (Dec 24872) ...	577	637		
	1. I Gotta Have My Baby Back (Dec 24813)	19			
	1. Fairy Tales (Dec 24813).....	8			
	On a Chinese Honeymoon (Dec 24694)	3			
1. With Ella Fitzgerald					
25. Dick Todd	Daddy's Little Girl (Rainbow 80088)	516	521		
	She's My Easter Lilly (Rainbow 90088)	5			
26. Dick Haymes	The Old Master Painter (Dec 24801)	439	520		
	Roses (Dec 27008)	43			
	I Still Get a Thrill (Dec 27008) ...	21			
	1. Count Every Star (Dec 27042)....	9			
	Scarlet Ribbons (Dec 24829)	6			
	A Little Bit Independent (Dec 27020)	2			
1. With Artie Shaw Ork					
27. Gene Autry	Peter Cottontail Col(78)38750; (33)1-575)	302	510		
	Rudolph the Red-Nosed Reindeer Col(78)38610; (33)1-375)	199			
	Here Comes Santa Claus Col(78)20377; (33)2-392)	9			
28. Freddy Martin	I've Got A Lovely Bunch of Coco-nuts V(78)20-3554; (45)47-3047	249	473		
	Music, Music, Music V(78)20-3693; (45)47-3217)	189			
	Wilhelmina V(78)20-3693; (45)47-3217)	11			
	Bluebird On Your Windowsill V(78)20-3554; (45)47-3047)	9			
	Third Man Theme V(78)20-3797; (45)47-3797)	6			
	Blossoms on the Bough V(78)20-3590; (45)47-3089)	5			
	Home Town Band V(78)20-3614; (45)47-3120)	4			
29. Arthur Godfrey	1. Go To Sleep, Go To Sleep, Go To Sleep Col(78)38744; (33)1-469) ..	302	469		
	Candy and Cake Col(78)38721; (33)1-547)	102			

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
	1. But Me I Love You Col(78)38744; (33)1-569	8	
	Scattered Toys Col(78)38785; (33)1-606	1	
	Gone Fishin' Col(78)38852; (33)1-668	1	
	1. With Mary Martin		
30. Jack Teter Trio	Johnson Rag London (78)501; (45) 30004	429	429
31. Ray Bolger	1. Dearie (Dec 24873).....	294	420
	1. I Said My Pajamas (Dec 24873)...	6	
	1. If I Knew You Were Coming I'd've Baked a Cake (Dec 24944)	60	
	1. With Ethel Merman		
31. Ethel Merman	1. Dearie (Dec 24873).....	294	420
	1. I Said My Pajamas (Dec 24873) ..	66	
	1. If I Knew You Were Coming I'd've Baked a Cake (Dec 24944).	60	
	1. With Ray Bolger		
33. Mindy Carson	My Foolish Heart V(78)20-3681; (45)47-3204	262	406
	Candy and Cake V(78)20-3681; (45)47-3204	122	
	Be Mine V(78)20-3725; (45)47-3725.	8	
	All the Bees Are Buzzing Around My Honey V(78)20-3602; (45) 47-3108	5	
	1. Go To Sleep, Go To Sleep, Go To Sleep V(78)20-3618; (45)47-3718.	4	
	Little Darlin', Little Darling V(78) 20-3725; (45)47-3725	2	
	Too Whit Too Whoo V(78)20- 3602; (45)47-3108	2	
	You're Different V(78)20-3530; (45)47-3017	1	
	1. With Don Cornell		
34. Patti Page	With My Eyes Wide Open I'm Dreaming Mercury (78)5344; (45) 5344 x 45	310	388
	I Don't Care if the Sun Don't Shine Mercury (78)5396; (45) 5396 x 45	50	
	Dear Hearts and Gentle People (Mercury 5336)	11	
	I'm Gonna Paper All My Walls With Your Love Letters Mercury (78)5396; (45)5396 x 45	7	
	The Game of Broken Hearts (Mer- cury 5336)	7	
	Broken Down Merry-Go-Round (Mercury 6231)	8	

(Top 34 Artists Out of 234 Tabulated)

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- DANCING TAMBOURINE
- VINO VINO 25-1157
- CAN CAN GIRL
- NBC POLKA 20-3388
- MANHATTAN HOP 48-0041
- NEW ACCORDION POLKA
- EXPECTATION WALTZ 25-1125
- BOWLING ALLEY POLKA
- VILLAGE BAND 25-1116

RCA VICTOR RECORDS

**TOP SELLING FOLK ARTISTS
OVER RETAIL COUNTERS**

**Foley, Williams, Wakely Lead Field
As Top Folk Talent; Occasional Hit
Disks Hypo Standing of Lesser Talent**

TOP selling folk tabulation is also indicative of how one or two smash disks can boost an artist into a top-selling category. In the case of the leaders, such as Red Foley in the No. 1 spot, Hank Williams in second place and Jimmy Wakely in third, the phenomenon is not immediately noticeable inasmuch as these artists are consistent enough to have a batch of disks strong enough to pull plenty of points. But even the toppers, upon analysis, owe much to one or two disks. Foley, for instance, racked up 5,861 points, of which 3,165 accrued from *Chattanooga Shoe Shine Boy*. This is the same disk which placed Foley ahead of Bing Crosby in the pop tabulation. In this latter, Foley scored a total of 2,536, of which 2,470 were traceable to *Chattanooga*.

Farther down on the list, however, the one-disk smash appears more clearly. Moon Mullican, for instance, scores 1,108 and lands in seventh place with his King disk, *I'll Sail My Ship Alone*. Delmore Brothers, with a total of 393, in 14th place, garnered 371 with their King disk of *Blues Stay Away From My Door*. Owen Bradley, in 19th place, scored 194, of which 185 came from *Blues Stay Away From My Door* on Coral.

Farther down on the list are a flock of artists who made the chart strictly on one disk. These include Three Suns with *Beyond the Sunset*; Stuart Hamblen, *But I'll Go Chasin' Women*; Ben Franklin, *Slipping Around With Jolie Blon*; Bud Messner, *Slipping Around With Jolie Blon*; Tex Williams, *With Men Who Know Tobacco Best*; Web Pierce, *New Panhandle Rag*.

NOTE: Neither albums nor standard sales are included in these tabulations

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
1. Red Foley	Chattanooga Shoe Shine Boy (Dec 46205)	3165	5861
	Birmingham Bounce (Dec 46234)	758	
	1. Tennessee Border #2 (Dec 46200)	535	
	M-I-S-S-I-S-S-I-P-P-I (Dec 46241)	259	
	Sugarfoot Rag (Dec 46205)	246	
	Steal Away (Dec 14505)	155	
	Choc'late Ice Cream Cone (Dec 46234)	150	
	Sunday Down in Tennessee (Dec 46197)	112	
	Careless Kisses (Dec 46201)	105	
	Just a Closer Walk With Thee (Dec 14505)	88	
	I Gotta Have My Baby Back (Dec 46201)	66	
	1. Don't Be Ashamed of Your Age (Dec 46200)	64	
	Have I Told You Lately That I Love You? (Dec 46206 and Dec. 46014)	62	
	Let's Go to Church Next Sunday Morning (Dec 46235)	50	

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
	Tennessee Border (Dec 46151)	13	2691
	Tennessee Polka (Dec 46170)	9	
	Old Kentucky Fox Chase (Dec 46241)	7	
	I'm Throwing Rice at the Girl That I Love (Dec 46170)	6	
	Every Step of the Way (Dec 46197)	5	
	Tennessee Saturday Night (Dec 46136)	4	
	Remember Me (Dec 46235)	2	
	1. With Ernest Tubb		
2. Hank Williams	Long Gone Lonesome Blues (MGM 10645)	1436	
	Why Don't You Love Me (MGM 10696)	327	
	My Bucket's Got a Hole in It (MGM 10560)	298	
	I Just Don't Like This Kind of Livin' (MGM 10609)	207	
	My Son Calls Another Man Daddy (MGM 10645)	108	
	Lovesick Blues (MGM 10352)	102	

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VICTOR #21-0332

THE COUNTRY & WESTERN DISK JOCKEYS PICK:
WHAT, WHERE AND WHEN.....Pee Wee King.....Victor 21-0332

*BONAPARTE'S RETREAT RECORDED BY THESE ARTISTS

GENE KRUPA	VICTOR
KAY STARR	CAPITOL
BUZZ BUTLER	DECCA
LEON MC AULIFFE	COLUMBIA

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
	May You Never Be Alone (MGM 10609)	92	
	Wedding Bells (MGM 10401)	29	
	I'm So Lonesome I Could Cry (MGM 10560)	23	
	House Without Love (MGM 10696) ..	19	
	Lost Highway (MGM 10506)	15	
	You're Gonna Change (MGM 10506)	12	
	Mind Your Own Business (MGM 10461)	11	
	Mansion on the Hill (MGM 10328) ..	7	
	There'll Be No Tear-Drops Tonight (MGM 10461)	3	
	I'm a Long Gone Daddy (MGM 10212)	1	
	Never Again (MGM 10352)	1	
3. J. Wakely	1. Slipping Around (Cap 40224)....	732	2604
	1. Let's Go to Church Next Sunday Morning Cap(78)960; (45)F-960	693	
	1. Broken Down Merry-Go-Round Cap(78)800; (45)F-800.....	494	
	1. Gods Were Angry With Me Cap (78)800; (45)F-800	384	
	1. I'll Never Slip Around Again Cap (78)40246; (45)F-40246.....	103	
	Dust Cap(78)40283; (45)F-40283 ...	100	
	Peter Cottontail Cap(78)929; (45) F-929	38	
	1. Why Do You Say Those Things? Cap(78)960; (45)F-960.....	36	
	1. Wedding Bells (Cap 40224).....	9	
	1. Six Times a Week and Twice on Sunday Cap(78)40246; (45)F-40246	5	
	One Has My Name (Cap 15162)....	4	
	Telling My Troubles to My Old Guitar (Cap 40187)	4	
	Someday You'll Call My Name (Cap 40153)	2	
	1. With Margaret Whiting		
4. M. Whiting	1. Slipping Around (Cap 40224).....	732	2456
	1. Let's Go to Church Next Sunday Morning Cap(78)960; (45)F-960	693	
	1. Broken Down Merry-Go-Round Cap(78)800; (45)F-800.....	494	
	1. Gods Were Angry With Me Cap (78)800; (45)F-800.....	384	
	1. I'll Never Slip Around Again Cap (78)40246; (45)F-40246.....	103	
	1. Why Do You Say Those Things? Cap (78)960; (45)F-960.....	36	
	1. Wedding Bells (Cap 40224).....	9	
	1. Six Times a Week and Twice on Sunday Cap(78)40246; (45)F-40246	5	
	1. With Jimmy Wakely		
5. E. Tubb	I Love You Because (Dec 46213)...	735	2191
	1. Tennessee Border #2 (Dec 46200)..	535	
	Letters Have No Arms (Dec 46207)..	529	
	Unfaithful One (Dec 46213)	80	
	Throw Your Love My Way (Dec 46234)	75	
	1. Don't Be Ashamed of Your Age (Dec 46200).....	64	
	Slipping Around (Dec 46173)	63	
	Blue Christmas (Dec 46186)	35	
	Give Me a Little Old Fashioned Love (Dec 46243)	27	
	I'll Take the Back Seat for You (Dec 46207)	19	
	Warm Red Wine (Dec 46175)	13	
	Let's Say Goodbye Like We Said Hello (Dec 46144)	7	
	My Filipino Rose (Dec 46175)	6	
	My Tennessee Baby (Dec 46173)....	3	
	1. With Red Foley		
6. E. Arnold	Little Angel With a Dirty Face V(78) 0300; (45)48-0300	558	2082
	Why Should I Cry? V(78)0300; (45) 48-0300	510	
	Take Me in Your Arms and Hold Me V(78)21-0146; (45)48-0150	322	
	Mama and Daddy Broke My Heart V (78)21-0146; (45)48-0150	302	
	There's No Wings on My Angel V(78) 21-0134; (45)48-0137	187	
	You Know How Talk Gets Around V(78)21-0134; (45)48-0137	55	
	I'm Throwing Rice at the Girl That I Love V(78)21-0135; (45)48-0138 ..	29	
	Echo of Your Footsteps V(78) 21-0051; (45)48-0083	26	
	Cuddle Buggish Baby (V 21-0342)..	19	
	Christmas V(78)0124; (45)48-0127..	16	
	Don't Rob Another Man's Castle V (78)21-0002; (45)48-00420	11	
	Will Santa Come to Shanty Town? V(78)21-0124; (45)48-0127	10	
	One Kiss Too Many V(78)21-0051; (45)48-0083	9	
	Show Me the Way Back to Your Heart V(78)21-0083; (45)48-0080.	9	
	Enclosed, One Broken Heart (V 21-0342)	9	
	Just a Little Lovin' V(78)21-0135; (45)48-0138	6	
	There's Not a Thing V(78)21-0002; (45)48-0042	4	
7. Moon Mullican	I'll Sail My Ship Alone (King 830) ..	1108	1108
8. Tennessee Ernie	Cry of the Wild Goose Cap(78)40280; (45)F-40280	418	961
	Anticipation Blues Cap(78)40258; (45)F-40258	273	
	Mule Train Cap(78)40258; (45) F-40258	173	
	My Hobby Cap(78)985; (45)F-985..	46	

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- ★ **TEXAS SLIM** KING 4377 THINKING BLUES MOANING BLUES
- ★ **SPIRIT OF MEMPHIS QUARTET** KING 4371 HE NEVER LEFT ME ALONE IF JESUS HAD TO PRAY

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- ★ **JOHNNY LONG** KING 15051 HELLO SHORTHY'S GOT TO GO
- ★ **TERRY SHAND** KING 15052 MISTER HONKY-TONK DREAM STREET
- ★ **SISTER SLOCUM** KING 15050 CHARLESTON VARSITY DRAG
- ★ **MILTON DELUGG** KING 15048 SOME DAY WHEN DREAMS COME TRUE MARIMBA

FOLK-WESTERN

- ★ **COWBOY COPAS** KING 870 THE POSTMAN JUST PASSES ME BY THE ROAD OF BROKEN HEARTS
- ★ **GRANDPA JONES** KING 867 FIVE-STRING BANJO BOOGIE UNCLE EPH'S GOT THE COON
- ★ **MOON MULLICAN** KING 868 YOU DON'T HAVE TO BE A BABY TO CRY SOUTHERN HOSPITALITY
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- ★ **DELMORE BROTHERS** KING 873 SOME DAY YOU'LL PAY MY HEART WILL BE CRYIN'
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ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
	I've Got the Feed 'Em in the Morning Blues Cap(78)985; (45)F-985	25	
	Blues, Stay Away From Me (Cap 40254)	18	
	Smokey Mountain Boogie Cap(78) 40212; (45)F-40212	6	
	Country Junction (Cap 15430)	2	
9. "Little" Jimmie Dickens	Hillbilly Fever Col(78)20677; (33) 2-563	501	848
	A-Sleeping at the Foot of the Bed Col(78)20644; (33)2-411	213	
	F-O-O-L-I-S-H M-E Col(78)20692; (33)2-625	32	
	If It Ain't One Thing It's Another Col(78)20692; (33)2-625	29	
	Lovin' Lies Col(78)20677; (33)2-472 Then I Had To Turn Around and Get Married Col(78)20677; (33) 20563	24	
	Rose From the Bridal Bouquet Col(78)20662; (33)2-472	20	
	Country Boy Col(78)20585; (33) 2-238	12	
	My Heart's Bouquet Col(78)20598; (33)2-292	11	
		6	
10. L. Payne	I Love You Because (Cap. 57-40238) . I'm a Lone Wolf Cap(78)920; (45) F-920	584	628
		42	
11. E. Britt	1. Quicksilver V(78)21-0157; (45)48- 0168	262	487
	2. Beyond the Sunset V(78)20-3599; (45)47-3105	169	
	1. Acres of Diamonds V(78)21-0302; (45)48-0302	37	
	1. Yodel Blues V(78)21-0157; (45) 48-0168	7	
	1. Tell Her You Love Her V(78) 21-0312; (45)48-0312	5	
	The Last Straw (V 21-0339)	4	
	Chime Bells V(45)48-0143	3	
	1. With Rosalie Allen 2. With Three Suns and Rosalie Allen		
12. R. Allen	1. Quicksilver V(78)21-0157; (45)48- 0168	262	480
	2. Beyond the Sunset V(78)20-3599; (45)47-3105	169	
	1. Acres of Diamonds V(78)21-0302; (45)48-0302	37	
	1. Yodel Blues V(78)21-0157; (45) 48-0168	7	
	1. Tell Her You Love Her V(78)21- 0312; (45)48-0312	5	
	1. With Elton Britt 2. With Three Suns and Elton Britt		
13. J. L. Wills	Rag Mop (Bullet 696)	394	461
	Peter Cottontail (Bullet 700)	53	
	Coyote Blues (Bullet 711)	13	
	Near Me (Bullet 696)	1	
14. Delmore Bros.	Blues Stay Away From My Door (King 803)	371	393
	Pan American Boogie (King 826) . . .	16	
	I Swear By the Stars (King 855) . . .	6	
15. G. Aubrey	Peter Cottontail Col(78)38750; (33) 1-575	223	360
	Poison Ivy Col(78)20665; (33)2-484 Roses Col 38816; (33)1-633	39	
	Rudolph, the Red-Nosed Reindeer Col(78)38610; (33)1-375	32	
	Dust Col(78)20681; (33)2-578	26	
	Mule Train (Col 20651)	20	
	Here Comes Santa Claus Col(78) 20377; (33)2-392	14	
		6	
16. K. Roberts	Chocolate Ice Cream Cone (Coral 64032)	184	271
	Hillbilly Fever (Coral 64032)	66	
	When I Yoo Hoo in the Valley (Coral 64027)	14	
	I Never See Maggie Alone (Coral 64012)	11	
	Billy and Nanny Goat (Coral 64045) There's a Bluebird on My Windowsill (Coral 64021)	2	
17. Hank Thompson	Give a Little, Take a Little Cap(78) 40264; (45)F-40264	88	201
	Standing on the Outside Cap(78) 876; (45)F-876	66	
	Whoa Sailor Cap(78)40218; (45) F-40218	35	
	All That Goes Up Must Come Down Cap(78)876; (45)F-876	7	
	Green Light (Cap 15187)	5	
	Swing Wide Your Gates of Love Cap(78)40218; (45)F-40218	3	
	Tomorrow Night (Cap 40169)	3	
	Soft Lips (Cap 40211)	2	
18. Pee Wee King	Bonaparte's Retreat V(78)21-0111; (45)48-0114	165	202
	Rag Mop V(78)21-0168; (45)48-0179 Birmingham Bounce V(78)21-0332; (45)48-0332	22	
	Tennessee Polka V(78)21-0086; (45) 48-0085)	10	
	What, Where and When V(78)21- 0332; (45)48-9332	4	
		1	
19. Owen Bradley	Blues Stay Away From Me (Coral 60107)	185	194
	Gods Were Angry With Me (Coral 60152)	9	

Otis, Little Esther, Ivory Joe Hunter High Scorers in Rhythm-Blues Division; One-Disk Artists Numerous

TOP SELLING RHYTHM & BLUES ARTISTS OVER RETAIL COUNTERS

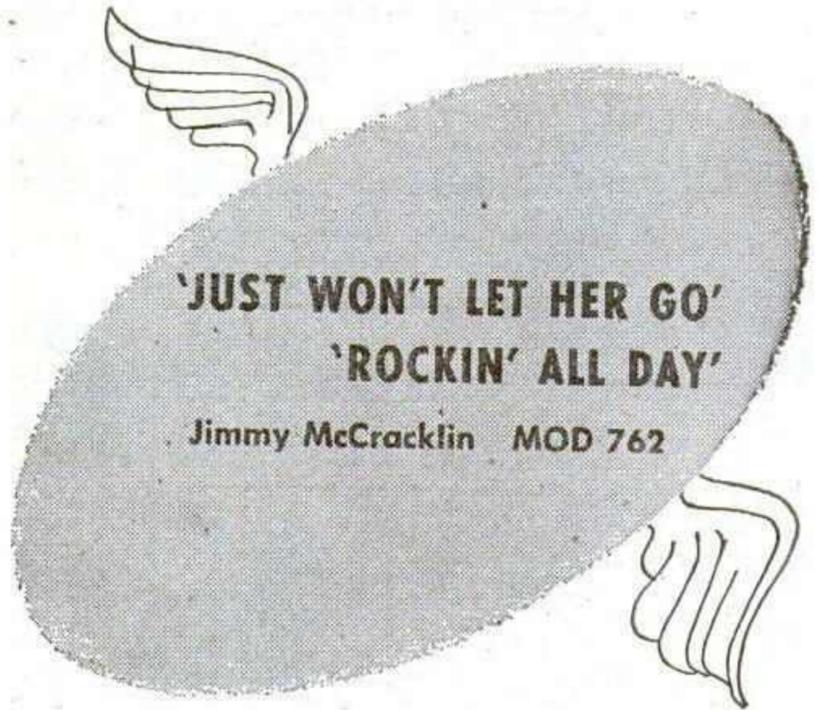
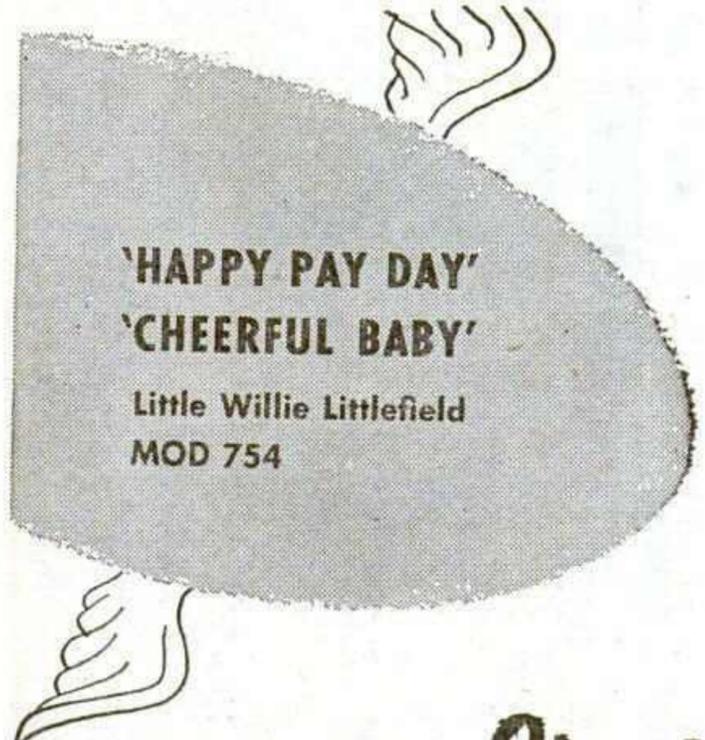
THE toppers in the Rhythm and Blues category, Johnny Otis, Little Esther and Ivory Joe Hunter, are each represented by a sizable number of strong-selling disks. The Robins, however, make fourth place on the strength of one disk, *Double Crossing Blues*, on Savoy, which scored 1,779 out of their total of 1,822. A one-disk hit, *Why Does Everything Happen to Me?* bounced Roy Hawkins into eighth place. Ditto E. Wiley with *Cry, Cry Baby*

on *Sittin In*; Doc Sausage, *Rag Mop*, on Coral; Peppermint Harris, *Raining in My Heart*, *Sittin In*; J. Fulton, *Every Day I Have the Blues*, *Swingtime*; Paul Gayten, *I'll Never Be Free*, Regal; Annie Laurie, same tune, same label, and numerous others. In fact, fully 50 per cent of those who made the lower reaches of this tribulation (rhythm and blues) did so on the strength of one record.

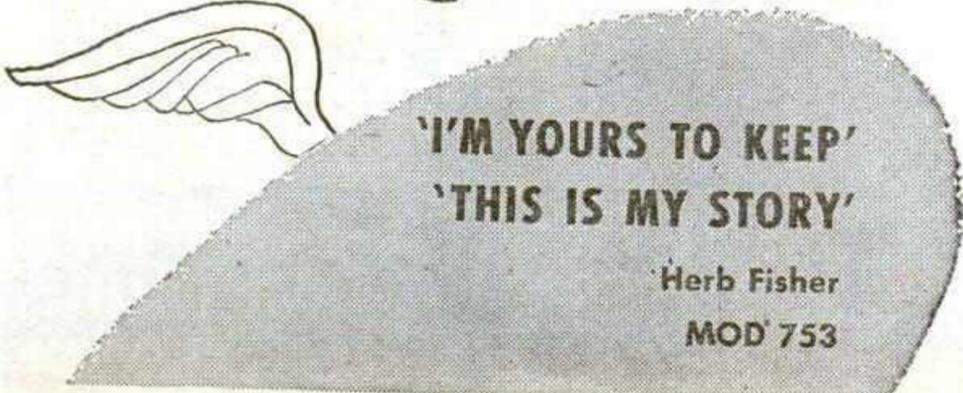
NOTE: Neither albums nor standard sales are included in these tabulations

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
1. J. Otis Ork	1. Double Crossing Blues (Savoy 731)	1779	3061
	2. Mistrusting Blues (Savoy 735)	1005	
	Cry Baby (Regal 1016)	118	
	2. Misery (Savoy 735)	88	
	Turkey Hop (Savoy 732)	57	
	Blues Nocturne (Savoy 733)	5	
	3. There Ain't No Use Begging (Savoy 738)	5	
	2. Mean Ole' Gal (Modern 20-748)	4	
	1. With Little Esther and The Robins		
	2. With Little Esther		
3. With The Robins			
2. Little Esther	1. Double Crossing Blues (Savoy 731)	1779	3028
	1. Mistrusting Blues (Savoy 750)	1005	
	Cupid's Boogie (Savoy 750)	152	
	1. Misery (Savoy 735)	88	
	1. Mean Ole' Gal (Modern 20-748)	4	
3. Ivory Joe Hunter	1. I Almost Lost My Mind (MGM 10578)	1396	2475
	I Need You So (MGM 10663)	677	
	I Quit My Pretty Mama (King 4326)	186	
	Guess Who (King 4306)	125	
	S. P. Blues (MGM 10618)	66	
	Landlord Blues (King 4306)	17	

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
4. The Robins	Jealous Heart (King 4314)	5	1822
	Please Come Back Home Baby (4 Star 1376)	8	
	1. Double Crossing Blues (Savoy 731)	1779	
5. L. Darnell	If It's So Baby (Savoy 726)	38	1639
	2. There Ain't No Use Begging (Savoy 738)	5	
	1. With Little Esther and J. Otis Ork		
6. J. Liggins	2. With J. Otis Ork		825
	For You My Love (Regal 3240)	1333	
	I'll Get Along Somehow (Regal 3236)	271	
7. L. Jordan	Pack Your Bags and Go (Regal 3260)	26	661
	Lost My Baby (Regal 3240)	9	
	Pink Champagne (Specialty 355)	698	
7. L. Jordan	Rag Mop (Specialty 350)	103	661
	Don't Put Me Down (Specialty 339)	13	
	Answer to Teardrop Blues (Specialty SP 362)	11	
	Saturday Night Fish Fry (Dec 24725)	510	
	School Days (Dec 24815)	117	
	Hungry Man (Dec 24877)	13	
	Heed My Warning (Dec 24981)	8	
Push Ka Pee Shee Ple (Dec 24877)	7		



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ARTISTS	RECORD NAME, LABEL AND NO.	POINTS	TOTAL POINTS
	Beans and Cornbread (Dec 24673)	8	
	Baby's Done Gone Bye Bye (Dec 24981)	1	
8. R. Hawkins	Why Does Everything Happen to Me? (Modern 20-734)	591	591
9. D. Washington	It Isn't Fair (Mercury 8169)	251	584
	I Only Know (Mercury 8163)	232	
	I Wanna Be Loved (Mercury 8181)	55	
	Journey's End (Mercury 8169)	29	
	Good Daddy Blues (Mercury 8154)	12	
	Lost John Blues (Mercury 8148)	3	
	Baby, Get Lost (Mercury 8148)	2	
10. J. Witherspoon	Big Fine Girl (Modern 20-721)	262	482
	No Rollin' Blues (Modern 20-721)	196	
	Drinkin' Beer (Modern 20-737)	24	
11. A. Milburn	Walkin' Blues (Aladdin 3049)	192	327
	I'm Just a Fool in Love (Aladdin 3043)	47	
	Anybody's Blues (Aladdin 3056)	16	
	Real Pretty Mama (Aladdin 3038)	46	
	Let's Make Christmas Merry, Baby (Aladdin 3037)	13	
	Empty Arm Blues (Aladdin 3032)	9	
	Tell Me How Long the Train's Been Gone (Aladdin 3043)	4	
12. E. Wiley	Cry, Cry Baby (Sittin In 545)	322	322
13. R. Milton	Information Blues (Specialty 349)	293	319
	Where There Is No Love (Specialty 358)	26	
14. T. Bradshaw	Well, Oh Well (King 4357)	279	314
	Gravy Train (King 4337)	35	
15. C. Brown	My Baby's Gone (Aladdin 3051)	218	279
	Homesick Blues (Aladdin 3039)	45	
	Tormented (Aladdin 3044)	14	
	My Time Is Expensive (Peacock 1504)	2	
16. L. Hampton	Rag Mop (Dec 24855)	257	277
	Turkey Hop (Dec 24992)	20	
17. King Cole Trio	I Almost Lost My Mind Cap(78) 889; (45)F-889	155	268
	1. For You My Love Cap(78)847; (45) F-847	70	
	Mona Lisa Cap(78)1010; (45)F-1010	22	
	My Mother Told Me (Cap 70050)	17	
	Exactly Like You (Cap 70050)	4	
	1. With Nellie Lutcher		
18. Doc Sausage	Rag Mop (Regal 3251)	259	259
19. B. Eckstine	My Foolish Heart (MGM 10623)	92	215
	Sitting By the Window (MGM 10602)	74	
	Baby, Won't You Say You Love Me (MGM 10643)	15	
	Free (MGM 10643)	14	
	1. Dedicated To You (MGM 10690)	13	
	Fool's Paradise (MGM 10562)	4	
	Body and Soul (MGM 10501)	3	
	1. With Sarah Vaughan		
20. P. Harris	Raining in My Heart (Sittin In 543)	193	193
21. J. Fulton	Every Day I Have the Blues (Swing-time 196)	187	187
22. P. Gayten	1. I'll Never Be Free (Regal 3258)	185	185
	1. With Annie Laurie		
22. A. Laurie	1. I'll Never Be Free (Regal 3258)	185	185
	1. With Paul Gayten		
24. Fats Domino	The Fat Man (Imperial 5058)	178	178
25. The Shadows	I've Been a Fool (Lee 200)	143	143
26. R. Brown	Boogie At Midnight (De Luxe 3300)	99	139
	Hard Luck Blues (De Luxe 3304)	40	
27. Frank Culley	After Hours Session (Atlantic 888)	112	112
28. W. Harris	Sittin' On It All the Time (King 4330)	79	105
	I Like My Baby's Pudding (King 4342)	18	
	Drinkin' Wine (King 4292)	8	
29. Sugar Chile Robinson	Caldonia Cap(78)70056; (45)F-70056	13	104
	Numbers Boogie (Cap 57-70037)	91	
30. S. Hogg	Little School Girl (Modern 20-704)	91	91
31. L. Johnson	Confused (King 4336)	84	84
32. The Orioles	Forgive and Forget (Jubilee 5016)	69	79
	What Are You Doing New Years Eve (Jubilee 5017)	8	
	Kiss and a Rose (Jubilee 5009)	2	
33. B. Wright	Blues for My Baby (Savoy 710)	40	77
	Thinking Blues (Savoy 733)	19	
	You Satisfy (Savoy 710)	18	
34. R. Render	Sneaking Around (London 1700)	75	75
35. J. King	3 x 7 = 21 (Imperial 5055)	69	69

(Top 35 Out of 70 Artists Tabulated)

34 DISTRIBUTORS CAN'T BE WRONG ABOUT

Specialty records!

"WE ARE SELLING your entire catalog, and in our opinion SPECIALTY is the hottest line in the country."

—Evelyn and Art Sheridan
AMERICAN RECORD DISTRIBUTORS, Inc.
Chicago, Illinois.

"SPECIALTY RECORDS ARE our most consistent money makers."

—O. P. Goldberg
MANGOLD DISTRIBUTING CO.
Charlotte, N. C.

"YOUR BLUES AND RHYTHM hits, such as Pink Champagne, are a welcome shot in the arm, but we can always count on the SPECIALTY Catalog for steady sellers."

—Jim Warren
CENTRAL RECORD SALES CO.
Los Angeles, California.

"IN ANALYZING SALES of the year SPECIALTY Records is one of the very few companies that has a minimum of 99% turnover."

—Lawrence Salzman
SUNLAND SUPPLY CO., Inc.
El Paso, Texas

ARE YOU SELLING YOUR SHARE OF SPECIALTY RELEASES?

By Joe Liggins
Roy Milton
Jimmy Liggins
Camille Howard
Pilgrim Travelers
Brother Joe May
Soul Stirrers
Sister Wynona Carr

Specialty records

8508 SUNSET BLVD. HOLLYWOOD 46, CALIF.

INTRO making quite a splash with

1. THIRD MAN THEME

played boogie-woogie by
NICK STUART and ORCHESTRA IN 6001

2. a terrific square dance album one of america's best

JOE LEWIS—caller IN 50

and now!

captivating, catchy, original

LEO AND HIS TRIO

3. WON'T YOU COME OVER TO MY HOUSE

JAZZ ME BLUES IN 6002
(sure-fire juke box hit!)

•••••

WATCH HIT CHARTS FOR

CHARLES BROWN

REPENTANCE BLUES

I'VE GOT THAT OLD FEELING AL 3060



Music Industry Trade Show and Convention

July 10-13, 1950 Palmer House, Chicago

CONSOLIDATED PROGRAM

Sunday, July 9

10:00 a.m.—Registration, fourth floor foyer
2:00 p.m.—NAMM Board of Directors Meeting—private dining room No. 9

Monday, July 10

9:00 a.m.—Exhibits open
10:30 a.m.—NAMM press conference—private dining room No. 7
12 noon—Opening luncheon—Grand Ballroom, Hugh W. Randall and Raymond P. Moley, speakers
3:30 p.m.—NAMM Sales Training Film Premier—Grand Ballroom
3:30 p.m.—Ladies' Annual Tea and Entertainment—Illinois Room
6:00 p.m.—Exhibits close

Tuesday, July 11

10:00 a.m.—NAMM Annual Business Meeting—Grand Ballroom
12 noon—Exhibits open
6:00 p.m.—Exhibits close

Wednesday, July 12

9:00 a.m.—Exhibits open
9:30 a.m.—Management Forum—Grand Ballroom (until noon)
10:00 a.m.—Selling Instrument Repairs—Crystal Room
11:30 a.m.—Merchandising Accessories—Crystal Room
12 noon—NAMM Board of Directors Meeting—private dining room No. 9
6:00 p.m.—Exhibits close
7:00 p.m.—Music Industry Banquet—Grand Ballroom—Stevens Hotel

Thursday, July 13

9:00 a.m.—Exhibits open
9:30 a.m.—Retail Salesmanship Forum
5:00 p.m.—Exhibits close

CONVENTION HIGHLIGHTS

BUSINESS FORUM

Wednesday, July 12—9:30 a.m.-12:30 p.m.

Management Forum

Chairman: Earl Campbell, NAMM Director

PROFITING FROM NATIONAL MEDIA

1. Music and the Inferiority Complex
George R. Marek, Music Editor, House Beautiful Magazine. Mr. Marek will stress the importance of national media in developing the customer's ego as a positive sales factor.

2. Let the National Magazine Build Volume for You
Cort N. Palmer, Merchandising and Promotion Manager, House Beautiful Magazine. Mr. Palmer will discuss the powerful potentialities of national magazines in promoting musical instrument sales today, tomorrow and months hence.

FITTING THE AMC PROGRAM TO YOUR OWN STORE

1. A Glance Backward and a Long Look Ahead
William A. Mills, Executive Secretary, American Music Conference. Introductory statement. How AMC has set the stage for your own store promotion.

2. Developing Community Support
Edgar S. Borup, Field Staff, American Music Conference. How AMC field men work. How you can capitalize on what has been done. How to get something done in your town.

3. Developing Your Biggest Market—the Schools
Forrest L. McAllister, Field Staff, American Music Conference. What is a good school music program? How does your town measure up? How to utilize AMC's field staff in your trade areas.

4. Ready To Go To Work for You—Here's How
Marion S. Egbert, Field Staff, American Music Conference. How to get piano classes in your town. Help available in organizing string programs, elementary school bands and orchestras. How to get adult beginners started, stimulating music in recreation. Organizing choral clinics. Developing music festivals. How the field staff can help you.

5. How One Store Follows Thru
Harry N. Kennard, Educational Director, Lyon & Healy, Inc., Chicago. Using AMC material in store follow-up. Presenting your program to the schools. Interesting the children, selling the parents. Adults, too, are customers.

Selling Instrument Repairs

Wednesday, July 12—10 a.m.-11 a.m.

Chairman: Ivan C. Kay, President AMS

1. Make Your Shop Attractive—Erick Brand, Repair Supplies, Elkhart, Ind.
2. Selling Professional Repairs—Ivan C. Kay, President, Affiliated Musicians Service of America, Inc., Chicago.
3. Wholesale Repairs—Fred Kirschner, Dorn & Kirschner, Chicago.
4. Newspaper Advertisements Sell Repairs—Jig Adams, The Horn Shop, Corpus Christi, Tex.
5. How to Sell Repairs by Mail—Charlie Grane, Manager, Loma Cooper Musical Instrument Service, Chicago.
6. Word-of-Mouth . . . Small Talk Builds Repair Business—Gene Slick, Slick's Band House, Anderson, Ind.
7. Unusual Methods Sell Repairs—Dale Williams, Conn Store, Erie, Pa.
8. How to Sell School Repairs—Owen H. Meyers, Continental Music, Div. of C. G. Conn, Chicago.

Merchandising Accessories

Wednesday, July 12—11:30 a.m.-12:30 p.m.

Chairman: Leonard Pantaleno, Henry Teller & Son, Chicago

1. Accessories in the Larger Music Store—Joseph Schneider, Willis Music Company, Cincinnati.
2. Small Store Accessory Volume—Howard Kelly, H. V. K. Music Store, Chicago.
3. Mutes Make More Sales—William Berg, Humes & Berg Manufacturing Company, Chicago.
4. Wholesaler Views Accessories—David Wexler, David Wexler & Company, Chicago.

Retail Salesmanship

Thursday, July 13—9:30-Noon

Chairman: Paul E. Murphy, NAMM Director

Speaker—James C. Taylor, retailing expert of the University of Houston, director of the Houston Retail Institute, mentor of scores of employee relations and sales clinics, and author of many articles on the subject of adult distributive education. Mr. Taylor will discuss the present day need for more and better trained salesmen and will outline steps necessary in developing such programs in local communities or taking advantage of programs already established. Salient points of the talk will be:

1. You Have It, But What About Your Employees?
2. Who Are Your Salesmen?
3. How To Pass It On—When and How Much?
4. Never Too Often If Different.
5. The Long Look.

SPECIAL ALLIED EVENTS

Sunday, July 9

- 4:00 p.m.—National Association of Musical Merchandise Wholesalers—Executive Committee—private dining room No. 1
6:00 p.m.—National Association of Musical Merchandise Wholesalers—Annual Meeting, Dinner—Crystal Room
6:00 p.m.—National Association of Musical Merchandise Manufacturers—Annual Meeting—private dining room No. 5
8:00 p.m.—National Piano Travelers' Association—Annual Meeting—private dining room No. 6

Monday, July 10

- 3:00 p.m.—Trade Practice Committee Meeting—private dining room No. 1
6:00 p.m.—National Piano Travelers Annual Jamboree—Grand Ballroom

Tuesday, July 11

- 8:00 a.m.—National Association of Musical Merchandise Wholesalers—Salesmen's Breakfast—private dining room No. 9
9:00 a.m.—National Association of Band Instrument Manufacturers—Annual Meeting—private dining room No. 6

Wednesday, July 12

- 8:00 p.m.—Twenty-Forty Club Breakfast—private dining room No. 9

MANUFACTURER EVENTS

Monday, July 10

- 7:45 a.m.—R. Galanti & Bros., breakfast, private dining room
8:00 a.m.—Kay Musical Instrument Company, breakfast, private dining room No. 9

Tuesday, July 11

- 5 p.m. to 7 p.m.—Magnavox Company, cocktail party, Grand Ballroom

Wednesday, July 12

- 6 p.m. to 7 p.m.—Winter & Company, cocktail party, Red Lacquer Room

Get on the Trail of Hits with
"THE HIT MAKER"

RED FOLEY

**"SUNDAY DOWN IN
TENNESSEE"**

DECCA 46197
NASHVILLE

**"CHATTANOOGIE
SHOE SHINE BOY"**

DECCA 46205
CHATTANOOGA

**"BIRMINGHAM
BOUNCE"**

DECCA 46234
BIRMINGHAM

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**ZOOMING
ON TO
MORE & MORE
HITS**

**WHERE TO
NOW,
PAUL***

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Performance...

... 1951 Sylvania Television gives your prospective customers an astonishingly new and breath-taking experience in television viewing. Once they look at the "Movie-Clear" pictures with the blacker blacks, whiter whites, and softer, more subtle grays... and once they listen to the deep, mellow "Studio-Clear" tone—produced by Sylvania's higher-fidelity, static-free FM circuits—you'll have customers instead of prospects. And, 1951 Sylvania Television has the exclusive "picture-framing" motif that assures distortion-free pictures from any angle... plus Sylvania's new built-in antenna that triples previous reception effectiveness.



Beauty...

... here without doubt, are television sets that set a new high in beauty and elegance of design... and for 1951, Sylvania gives you a greater-than-ever variety of models in a greater-than-ever variety of sizes. There are stunning blondes, gorgeous walnut and mahogany cabinets—smoothly finished and hand-rubbed with laminated front panels—each possessing its own distinctive manner of adding grace and charm to any setting.

Price...

... every model in every size is priced to open your doors to more customers and new, greater profits. Yes, never before in television history has one line offered dealers, distributors and consumers so much. Beauty, Performance, Price—with a name that's synonymous with the ultimate in quality. Any way you look at it, your best television line for 1951 is Sylvania.

...the television line that's 1951's consumer choice

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