

Hillbilly Is Our Business



By **SIDNEY NATHAN**
President, King Records Dist. Co.

The entire staff of the King Record Distributing Company welcomes you to the Coin Machine Industries Convention and may you all have a pleasant and successful stay in Chicago.

To you, the juke box operators of America, we offer our most sincere thanks for playing such a great part in the phenomenal growth of our company.

Less than two years ago King pressed its first record and today we have the largest hillbilly catalogue in the world, and have become the number one manufacturer of hillbilly, western and folk phonograph records.

Speaking of number one . . . that, coincidentally, is the number of our display booth in the main exhibition hall of the Sherman Hotel. We are anxious for each of you to pay us a visit and talk over any problems of the business. Your suggestions, as always, will be deeply appreciated. Remember . . . booth number one in the main exhibition hall.

Now a word about hillbilly music. More and more the operators are realizing that hillbilly, western and folk records pay off and are becoming stiff competition to pop platters. Better song material, excellent musicianship and trained voices are largely responsible for this rise in popularity. The so-called hillbilly music has found its place in American music. It is American music.

The King Record Company is constantly on the lookout for new outstanding talent and our recording sessions are held at key cities throughout the country. We were the first company to specialize in hillbilly, western and folk music. King was first with such tremendous hits as "Filipino Baby," "Rainbow At Midnight," "Hillbilly Boogie," "Freight Train Boogie," "Steel Guitar Stomp" and many others. We have brought many new artists into the field that have become stars overnight.

The King Record Company is self sustaining in production. We operate our own mill room for the manufacture of biscuits, have one of the most modern and efficient plating departments in the country and maintain a round the clock schedule in our press rooms. In addition we have a complete printing plant.

Our engineering department is constantly striving for better quality and longer life of record. After two years of development we will put up our label against that of any other company for quality, tone, and longevity.

Record Roundup, our monthly publication, is the only magazine of its kind that offers complete and unbiased coverage of the hillbilly, western and folk field. It is distributed to record retailers throughout the country for free pickup by the customer. You will receive a souvenir copy at the convention.

We would like to thank *The Cash Box* for this opportunity to address the Coin Machine Industries.

Happy convention and we'll be seeing you there.

EXCELSIOR RECORDS



Proudly Presents

Mr. "FIVE by FIVE"

JIMMY RUSHING

"THE BLUES KING" Singing
TWO OLDIES AND TWO
NEW HITS

Accompanied by
JIMMY MUNDY & His Orch.

EXCELSIOR No. 503

"I'VE GOTTA HAVE YOU, THAT'S ALL"

Backed by

"I WANT A LITTLE GIRL"

EXCELSIOR No. 502

"GOOD MORNING BLUES"

Backed by

"THURSDAY BLUES"

"Going Strong — A Real Nickel Magnet"

EXCELSIOR No. 501 — BUDDY BANKS SEXTETTE

"HI-JINKS BLUES" Backed by "NAME IT AND CLAIM IT"

EXCELSIOR No. 142 — JOHNNY OTIS & HIS ORCH.

"HARLEM NOCTURNE"

ORDER FROM

EXCELSIOR DIST. CO.
1065 N. Fairfax Ave.
Hollywood, Calif.

WM. AMMAN DIST. CO.
115 Olive St.
Shreveport, La.

RECORD SALES CO.
2117 - 3rd Ave.
Birmingham, Ala.

RUNYON SALES CO.
593 - 10th Ave.
New York, N. Y.

MUSIC SALES CO.
680 Union Ave.
Memphis, Tenn.

M-S DIST. CO.
1350 E. 61st St.
Chicago, Ill.

DAVID ROSEN
855 Broad St.
Phila., Pa.

MUSIC SALES CO.
303 N. Peters St.
New Orleans, La.

IDESSA MALONE
3530 Hastings St.
Detroit, Mich.

EXCELSIOR RECORD CO.

1065 NO. FAIRFAX AVENUE, HOLLYWOOD 46, CALIF.

(Phones: RO. 8375 - GL. 5597)