

Cleveland Phono Merchants Select "You Were Only Fooling" As July Hit Tune



JACK COHEN
President,
Cleveland Phono Merchants Assoc.

CLEVELAND, O.—Jack Cohen, president of the Cleveland Phonograph Merchants Association, this past week disclosed that "You Were Only Fooling," recorded on MGM Records by Blue Barron and his orchestra, had been selected by the trade association as the Hit Tune for the Month of July.

This recording has already given indication of becoming popular in Cleveland, and has received considerable notice from record fans.

Promotion of the tune is in the hands of Sanford Levine, CPMA vice-president and chairman of the association advertising committee. Main promotion will be done by placing "You Were Only Fooling" with special title strips in the more than 3,000 juke boxes throughout the Greater Cleveland area.

THAT RECORD SMELLS!

NEW YORK—The next time you hear somebody exclaim "that record smells"—you can take it for granted that it does.

Bob Duberstein, vee pee of Modern Record Distributors, this city, this past week disclosed to the trade that his firm is currently working on a promotion tie-up with several leading perfume firms to put out records that—smell.

Aroma of each platter will coincide with the type of song offered on each recording. Delicate, fragrant songs will fairly reek with the odor of "Heavenly Bliss," while jazzy ditties might smell of "Swish" etc.

Plans as yet have not been disclosed just how the perfume odor will escape from the recording. The perfume might be placed in a vial on the record label or manufactured right with the biscuit itself.

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Race Record Reviews

RACE DISK O' THE WEEK

"How Did She Look" (2:56)

"Never In A Million Years" (2:55)

LESLIE SCOTT with COLEMAN HAWKINS ORCH.
(Victor 20-2919)



LESLIE SCOTT

● The silvery gilded pipes of Leslie Scott combined with the gala orchestral support of the Coleman Hawkins ork will definitely put this piper on the map as a top notch nickel nabber. It's the top deck that looms as the big winner,

with Leslie spooning the magic wordage of "How Did She Look" in beautiful fashion. The balladeer's smooth, full fashioned delivery emphatically shows his sincere and excellent vocal qualities in high light on this platter. Ditty, a strong ballad is gilded with loads of deep meaning which Leslie shows to wonderful advantage. Solo spot by Coleman Hawkins on the sax adds to the tunes winning ways all the more. Flip an oldie titled "Never In A Million Years" has the pair, Leslie and Coleman, back again in grand manner for another possible winner. Ops should remember this ditty well since it scored heavily not too long ago. "How Did She Look" is bound to attract a ton of coin play and put the spotlight on Leslie Scott. Latch on!

"Would It Be Asking Too Much" (2:41)

"Star Dust"

DELTA RHYTHM BOYS
(Decca 25395)

● Pair of favorable sides by the Delta Rhythm Boys spring out here with the offering of "Would It Be Asking Too Much" and "Star Dust" needing the wax. Topside spills in slow harmonic tones that satisfy, with the group displaying their tender tones in beautiful fashion. Song itself won't stop traffic, but nevertheless it does make for pleasant listening. Flip is the ever loving standard "Star Dust," with the vocal combo back again for another mellow performance. Altho the platter itself won't arouse loads of phono action, ops who need fillers might go for this duo.

"Telegram Blues" (2:31)

"Good Boy" (2:51)

BROWNIE MCGHEE
(Disc 6088)

● Sharp heavy tones of Brownie McGhee and a pair of blues sides that should boost ops phono take. Topside, titled "Telegram Blues" spills around the title with Brownie offering the slow, shuffle wordage in able fashion. Ditty whirls in stock race tempo with adequate ork backing furnished by a guitar and piano filling the background. Flip, "Good Boy" has Brownie parroting the top deck with another slow, weary waxing. It's blues at its best and sure to come in for its fair share of phono play. Take note of the balladeer's wide popularity—then run out and latch on!

"Close Your Eyes" (2:56)

"Tea For Two" (2:47)

SYLVIA SIMS
(DeLuxe 1113)

● Throaty warbling of chirp Sylvia Sims and a pair of sides which might be used to ops' advantage. Wax, titled "Close Your Eyes" and the old favorite "Tea For Two" shows the thrush in top vocal manner as she purrs the heavy romantic wordage. Top deck, a slow deep piece should make the quiet crowd stand up and take notice. Wordage of the song itself makes for favorable listening pleasure, while the top notch ork backing adds luster and polish to the platter. Flip has Sylvia spooning the magic wordage of "Tea For Two" in her own inimitable styling. Top deck is the one to watch.

"I Can't Go On Without You" (2:50)

"Fare Thee Well, Deacon Jones" (2:49)

BULL MOOSE JACKSON
(King 4230)

● Here's another bell-ringer for music ops—and a sure one at that! It's Bull Moose Jackson on stage again with a pair that rate like a spade flush. Actually this pair deserve more "splash" than just a regular review—it's that good. Jackson's top notch tonsils spill in glowing manner on the top deck, "I Can't Go Without You," to beckon an avalanche of phono play. Fervent feeling that Jackson displays in his rendition spikes the platter, with the strong, depth and meaning in his delivery assuring its phono success. Wax spills in slow mood, with some excellent orchestral backing rounding out the side. Flip shows as another comer, with Jackson back again for the offering of "Fare Thee Well, Deacon Jones." Ditty is built on a spiritual message, with the wordage coming in for a load of laughter and merriment. Don't miss the top deck—it's a cinch to clinch with your phono fans.

"Walkin' In A Daze" (2:38)

"La Danse" (2:44)

HOT LIPS PAGE ORCH.
(Columbia 30130)

● Hep vocal flavor and the solid beat of Hot Lips Page and his boys showcase this pair and spell heavy phono play for music ops. Long missing from the phonos as a name attraction, this duo should sked Page and his boys into the limelight again. Top deck, "Walkin' In A Daze" weaves in slow tempo with Hot Lips howling the blues lyrics. Page puts all the riff and holler one can want into his vocal spot to shine brightly throughout the platter. Flip, an all instrumental bit has the crew displaying their instrumental wares in first rate manner, with the maestro taking the spotlight himself on a sharp horn spot which glows. Beat is mellow and fast, and just right for the crowd that loves to jump. Both sides are a blue ribbon package of wax—lend an ear in this direction.

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