

Music Publishers Set Plans To Hypo Sheet Sales Market

NEW YORK—Representatives of the major music publishing firms were scheduled to meet here this past week to get together and exploit ideas and possibly new promotional avenues to bolster the sale of sheet music throughout the nation.

Sheet music sales have for some time been behind, in comparison to expected sales on a given popular song. Veteran publishers pointed out that

many of the nation's top recorded hits, while racking up peak mechanical disk sales, fell far behind in the sheet sale department.

Execs of the top publishers called a confab to sit down and approach the problem from every possible angle. It was also disclosed that dee-jays Jack Lacy and Paul Brenner had been invited to get an "outsider's approach to the basic problem."

Meeting was suggested by a group of top pubs after Lou Levy, prexy of Leeds Music made a public suggestion for a \$99 piano, as one of the potent forces that might increase sheet music sales.

Current hot sheet seller is "Stars Are The Windows Of Heaven", which has reportedly gone beyond all expectations. Recorded versions of the song have as yet not met with the similar success that the sheet sales have.

ABBEY RECORDS HOT PARADE

Best Sellers

15003
"PIANO ROLL BLUES"
by Lawrence "Piano Roll" Cook

15006
"I USED TO LOVE YOU"
by Lawrence "Piano Roll" Cook

30014
"CALL ME DARLING"
by Bobby Marshall

Just Released
30016
"DOBY AT THE BAT"
by Fat Man Humphries

ABBEY RECORDS, INC.
754 10th Avenue New York, N. Y.

BABY, WON'T YOU SAY YOU LOVE ME

From 20th Century-Fox's "WABASH AVENUE" recorded by

BILLY BUTTERFIELDLondon
NAT "KING" COLECapital
BOBBY COLTAdmiral
BILLY ECKSTINEM-G-M
ELLA FITZGERALDDecca
HERB JEFFRIESColumbia
RAY ROBBINSCapitol

LEO FEIST, INC.

Standard Songs are MONEY MAKERS!

"THE CHARLESTON"

Recorded by

SPIKE JONES—Victor
PEE WEE HUNT—Capitol
ART WHITE—Varsity

Pub. By: HARMS, INC.

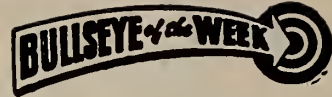
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

A HIT!
Al Hibbler's
"DANNY BOY"
Atlantic 911

ATLANTIC RECORDING CORP.
301 W. 54th St.
New York

THE CASH BOX

"Folk" and "Western" Record Reviews



"THROW YOUR LOVE MY WAY" (2:31)
"GIVE ME A LITTLE OLD FASHIONED LOVE" (3:00)

ERNEST TUBB
(Decca 46243)

● Vocal flavor of this fresh pair of sides is the sort of material music ops will go for—and go for in a big way. Both ends of the wax are top notch juke box songs, and should be greeted with excellent reaction on the part of ops and fans alike. Top deck is a clever ode, with Tubb wailing the infectious lyrics in smooth, clear style throughout. The tune itself makes you wanna sing with it, as

does the captivating melody. On the other end, Tubb shows his versatility, and comes back with still another hot side. Tune itself echoes the sentiments of the title, with Tubb in great voice throughout. It's a tune that will win consistent juke box silver, and has his many fans yelling loud and long for this one. Ops should get with this biscuit in a hurry—and by the boxful, too!

"EVERYTHING'S OKAY" (2:49)
"TOO MANY PARTIES" (2:48)

LUKE THE DRIFTER
(MGM 10718)

● Folk philosophy by Luke The Drifter might catch some coin in those locations that have a call for this brand. Luke reads a pair of poems that make a lot of sense, and also weave quite a wax story, too. Light instrumental background adds to the winning potential of the platter. Ops who use this brand might lend an ear.

"ENCLOSED, ONE BROKEN HEART" (2:35)
"CUDDLE BUGGIN' BABY" (2:25)

EDDY ARNOLD
(RCA Victor 21-0342)

● Widely popular Eddy Arnold comes up with another potential winner in this latest disk pairing "Enclosed, One Broken Heart" and "Cuddle Buggin' Baby." Top deck is a straight folk lament, with Eddy spouting the tender lyrics in smooth style. Flip side picks up some with the tune wheeling around the title. Top deck should score.

"MEAN MAMA BOOGIE" (2:48)
"CHEROKEE WALTZ" (2:26)

JOHNNY BOND
(Columbia 20704)

● Wax styled by Johnny Bond and his Red River Valley Boys makes for fairly nice listening pleasure. Altho the sides won't stop traffic, they should hold their own. The name popularity of the combo will attract a fair share of attention to this duo—ops might listen in and then take it from there.

"THE CANDY MAN" (2:30)
"THAT'S JUST MY HAND YOU'RE HOLDING" (2:15)

DOYE O'DELL
(Mercury 6259)

● Western flavor by Doye O'Dell, and the set-up of a pair of effective sides in this fresh duo. Top deck is a cute bid for wax fame that should catch on with phono fans. The flip side stays happy, and has Doye weaving a light-hearted romantic ode. Both sides make for good juke box listening pleasure.

"LOSE YOUR BLUES" (2:45)
"OVER AN OCEAN OF GOLDEN DREAMS" (2:52)

RED KIRK
(Mercury 6257)

● New sides by Red Kirk, teamed with Jerry Byrd on steel guitar, might catch on with music ops and fans alike. Top deck of this one is a clever blues ode, with the flip echoing the tones of the title. Red's vocal work is smooth throughout, with some great instrumental backing seeping through both sides. Ops should feature this one.

"ON THE ROAD BACK TO OLD SAN ANTONE" (2:51)
"ROSE OF THE RANGE" (2:47)

VIC ANTHONY
(Autograph 817)

● Top notch country ditty that just can't miss is this fresh one by Vic Anthony. Tune is essentially an ode to San Antone, but Vic's crystal clear tonsils gild the tune into something wonderful. It's tempting music throughout, with excellent ork backing coming thru, too. Flip side is just as good, and shows Anthony at his best. We like the top deck, and we're sure you will too.

THE PERFECT RECORD FOR ALL JUKE BOXES!
"THREE LITTLE RINGS"
by
THE FONTANE SISTERS
on RCA VICTOR 20-3814 (47-3814)
The Famous Ballantine Jingle With Lyrics

THE LITTLE GENERAL

says:
It's A Big Hit
In England!

"OH YOU SWEET ONE"
Get With It

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

"BE HONEST WITH ME"

RECORDED BY

DEAN MARTINCapitol
ROY ACUFFColumbia
GENE AUTRYColumbia
JIMMY WAKELYCoral
BING CROSBYDecca
BILL LAWRENCEVictor

J. J. ROBBINS & SONS, Inc.
1619 Broadway N. Y. C.

"HE WILL SET YOUR FIELDS ON FIRE" (2:51)
"WE ARE CLIMBING JACOB'S LADDER" (2:53)

MADDOX BROTHERS and ROSE
(4 Star 1473)

● Vocal hymns tinted in the spiritual vein by the Maddox Brothers and Rose should earn their keep with the crowd that goes for this material. Top deck features a male vocal, while the flip has Rose in the spotlight. Sides weave in slow tender tempo, and echo the sentiments of the title. Ops who have a call for this might listen.

"YOU'RE BARKING UP THE WRONG TREE NOW" (2:27)
"WHEN I GET RICH" (2:28)

RED SOVINE
(MGM 10717)

● Novelty tones of this pair are sure to win more applause from Red Sovine's growing bevy of fans. Both ends of the platter make for wonderful listening pleasure, in addition to a host of laughter. Vocal flavor of the wax is in excellent keep with the material offered. Ops should lend an ear in this direction.