

Four Lads Examine New Wurlitzer



BUFFALO, N. Y.—The Four Lads, Okeh Record stars, are pictured above with Phil Mills (center) general manager of Century Music, Buffalo distributor for Wurlitzer. The group has just inspected the new Wurlitzer phonograph which plays 104 sides and mixes 45s and 78s in the same machine.

Syd Nathan, King Prexy, First To Agree To One Tone Level Meeting

CINCINNATI, OHIO — Syd Nathan, president of King Records, this week announced that he would like to be the first to go along with *The Cash Box* suggestion that all record companies get together to decide upon one tone level for recording.

In a letter to the editor, he stated: "Your April 5th issue has an editorial on record levels, with which I am in 100% agreement."

"As a manufacturer, I have felt for some time that the levels on records have been amateurish and to correct and arrive at a happy medium, we have been buying two of each category, rhythm and blues, hillbilly and western, pop, put out by the important companies, which include several independents, and for months have been checking levels on these records."

"We finally arrived at a happy medium and have stayed with it, after arriving at it by comparison with the other releases, by other companies, to the best of our ability allowing for the

human element to enter the picture to some slight extent. However, we shoot for, and nine times out of ten get, the compromise level we are shooting for, based on the above method of checking.

"I want to be the first to say that I will go along in an effort to make this possible and I am willing to meet, or have our engineer meet, with any men appointed by other companies."

Gimmick of the Week!

Gimmick of this week is a flyer sent out by Fred Mann of RCA Victor. The edges of the page are singed and the message reads: If you think this letter is unusual, wait till you hear Tony Martin's RCA Victor recording of "Kiss Of Fire."

A nod to Fred Mann for creative promotion.

Patti At BMI Exhibit



CHICAGO, ILL.—Patti Page is shown in front of the BMI Music Hall at the NARTB Convention (National Association of Radio and Television Broadcasters) held in Chicago last week. Two of *The Cash Box* statuettes displayed in the case were won by Patti, one for being the best female singer of 1951, the other for her smash disk, "Tennessee Waltz."

Tops in Pops... for Ops!

ROSEMARY CLOONEY

singing...

HALL AS MUCH

backed by

"POOR WHIP-POOR-WILL"

Columbia 39710

4-39710 (45 rpm)



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