

POP FOLIOS FLOURISH

Reprint Houses Feed New Markets, Get \$\$

NEW YORK, March 3.—The publishing of song folios, long considered the special domain of major firms, is slowly but increasingly becoming a reprint business patterned after that of the book publishing industry. Within the last few years, reprint houses have started to flourish in the music business much as the book field has seen the rise of the "pocket" and "dollar" reprints.

Typical of the folio reprint operation is the Chas. H. Hansen Music Company here, the similar firms exist both here and in other parts of the country. Hansen, who heads his own firm and the Ethel Smith pubbery, has built his reprint business to the point where an increasing number of music firms are willing to grant folio rights to his firm. Other reprint houses are Nat Tannen and Fred Waring's Shawnee Press here, Oahu Publishing Company in Cleveland, and Hal Leonard Music in Winona, Minn. Tannen and Shawnee specialize in choral folios, Leonard in band arrangements, and Oahu in string-instrument and accordion folios.

Hansen publishes pop folios in simplified scoring for elementary pianists, Western, sacred and barbershop-quartet folios, and pop

song folios for uke, trumpet, clarinet, saxophone, accordion and trombone. Timing of new releases is based on picking up hit tunes. Recent issues, for example, included *Tennessee Waltz*, *Can Anyone Explain, I'd've Baked a Cake*, and *Jealous Heart* and *Cry of the Wild Goose*. Pubbery uses the same material in \$1 folios containing 20 songs and 60-cent reprints with six tunes.

Royalty Basis

Tho many firms still publish their own folios, an equal number find it economical to hand the rights to outfits like Hansen's on royalty basis. Cost of printing and distributing folios is now so high that many pubbers prefer to sell the rights.

Tho the simplified piano reprints are usually issued at the same time that the original pubber is selling his own sheet music, there is apparently little competition between the two. Folios, it is felt, are sold thru outlets other than those doing the big sheet music business. Simplified version doesn't have left hand chords, giving single notes for each hand.

Typical of the pubberies represented in recent Hansen folios are Beacon, Laurel, Knickerbocker, Southern, Acuff-Rose, Robert and Paxton. According to Hansen, prospects for the future look exceedingly bright. Firms who've been holding out on reprint rights and those who have been publishing their own folios are beginning to switch to the reprint houses.

Reiter Reps Spain Authors

NEW YORK, March 3.—Sociedad General de Autores de Espana, the Spanish author's society, has appointed Frederick J. Reiter its new representative here. Reiter replaces Llopis De Olivares.

Reiter's first action on assuming the post was a notification of all record companies that SGAE is not a member of BIEM, the international mechanical collection society. Licenses can be granted only by Reiter, and all accountings must be made to him.

SGAE has agreements here with both the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., the latter negotiated for last fall.

Reiter, a well-known lyric writer and copyright lawyer in Germany until 1933, and subsequently connected with music publishing activities in Austria, Italy, Spain and Cuba, plans promotional activity to encourage performance of Spanish music here.

Columbia Vs. Goody Set for March 27

NEW YORK, March 3.—Columbia Records' appeal against the decision handed down last December in its fair-trade suit against dealer Sam Goody has been held over for March 27. Case will come up in the appellate division, New York State Supreme Court.

Diskery has already filed its brief, but Goody's lawyer, A. M. Lowenthal, is still working on the dealer's brief. As reported last week in *The Billboard*, American Bookseller's Association this week filed a petition to enter the case as amicus curiae.

POLYMUSIC MUCH ALIVE

NEW YORK, March 3.—The supplementary trade service listing of record labels issued by *The Billboard* last month erroneously placed Polymusic Records under the heading of "kills." Mail sent to Polymusic at an address originally given to *The Billboard* was returned as undeliverable. Difficulty apparently was caused by the diskery using the address of its press agent.

Fact is, Polymusic is still in business, but at another address which will be correctly listed in forthcoming *Billboard* record label supplements.

RELEASE JUMP COST S-B STAFFORD DISK

NEW YORK, March 3.—Shapiro-Bernstein lost a Jo Stafford record on its tune *My Love Serenade* when Coral this week jumped an April 1 release date with an Ames Brothers version. Stafford has been set by Columbia to etch *Love*, but the dinking was canceled when the jump became known. First reports had Charley Grean iceboxing a Tony Martin etching of *Serenade* which was already cut, but it now appears that Victor will release the tune after all. According to the pubbery, the Stafford disk was the only known casualty. Professional Manager George PinCUS says that two Decca versions are on the way. Coral's explanation is that its hand was forced because the flip tune on the Ames disk, *I Love You Too Much*, a Leeds tune, was appearing on competitive disks.

King, Federal Open in N. Y., Shift Staffers

NEW YORK, March 3.—King Records and its new subsid, Federal Records, have reopened offices here, with Henry Glover and Ralph Bass in charge of talent and recording activities for the respective labels. Emphasis will continue on rhythm and blues. Headquarters for both labels, of course, continue in Cincinnati under Prexy Syd Nathan. The King-Federal line operates with 34 wholly-owned distributing branches, the only specialty indie to do so.

Bass and Glover also plan to hype the labels' pubbing subsides here; they are handling Armo, Raje and C. & J. pubberies, all Broadcast Music, Inc., affiliates. Writers Carolyn Leigh and Gladys De Jesus have been signed to exclusive pacts with Armo and Raje respectively. New artists with Federal include warbler Joe Bailey and Marion Page, the young English jazz 88-er.

CINCINNATI, March 3.—To implement the plan of vigorously promoting its King, Federal and Deluxe lines, King Records, Inc., here, thru Vice-President and General Sales Manager J. S. Kelley Jr., this week announced the shift of two of its staff in the promotion and sales divisions.

Effective March 1, Jim Wilson, Detroit representative, will become national disk jockey promotion manager. He will contact all radio stations east of the Rockies. Carl Kline, Charlotte, N. C., who has been with King in a sales capacity, will become field sales supervisor of 14 branches thru the South and Southwest.

On January 1 Harry Russin, former King credit manager, became field sales supervisor over 14 branches in the Midwest and East. Mrs. Helen Kline continues as supervisor of all branches with the exception of those on the Coast, where Al Sherman handles operations.

DISCOVERY

Mellin Gets Unpublished Columbo Mss.

NEW YORK, March 3.—Pubber Bobby Mellin has uncovered and acquired the publishing rights to 20 previously unpublished Russ Columbo manuscripts. The 20 songs will be placed in Mellin's Broadcast Music, Inc., wing, Algonquin Music.

Those of Columbo's songs published prior to his death in the mid-30s are licensed thru the American Society of Composers, Authors and Publishers. The newly found songs credit both words and music to the late crooner.

First song to be activated from the 20 will be *I'm Yours To Command*. Song is slated for April 1 activity, and several recordings have been made of it with Billy Eckstine on MGM and Herb Jeffries on Coral already in the bag.

TV-Phono Merchandising

NEW YORK, March 3.—Radio-TV manufacturing firms continued this week to disclose their financial statements for 1950, and in each case the figures bore out the fact that television business was great last year. Radio Corporation of America showed an 84 per cent increase in net earnings (see separate story). Admiral disclosed an all time high in net earnings and sales up 129 per cent, and Stromberg-Carlson reported a 27 per cent increase in sales volume and corresponding increases in net earnings. Yet the National Credit Office also disclosed this week that 19 electronics firms had failed during 1950.

Shurack Sets "Pep-Up" Promotion Campaign . . .

Shurack Sales Company, national rep for the Shura-Tone phono line has set up a special promotion thru its distributors. Firm will give one free phonograph with each 25 of a number ordered. Results are reported to be excellent.

Four New Portables Introduced by GE . . .

General Electric Company this week announced four new portable radios to be ready for retailers during April. Sets are available in plastic cabinets and will list for \$36.95 and \$46.50. All new radios are AC-DC and battery sets.

Motorola Sets Record Advertising Campaign . . .

Advertising campaign set by Motorola for the first half of 1951

Tune Dex Quits After 8 Years

NEW YORK, March 3.—The Tune Dex Service, a card filing system incorporating current published songs, is folding due to an inadequate subscription, according to a letter of notification forwarded to the Musical Publishers' Protective Association (MPPA) by its publisher, George Goodwin.

Tune Dex has been in business for eight years and of late has averaged some 50 cards per month, each containing a miniature leaf sheet and pertinent information on each song.

Original intent of Tune Dex was to service all offshoots of the music business—radio, TV, films, bands, etc. But the bands didn't go for it and imperiled the project all the way. Service was intended strictly for trade consumption and sold for \$12 per year.

Goodwin's mate for Tune Dex, Song Dex, which covers public domain songs, will remain in business. This service is open for public subscription.

MCA on Spree, Signs Singers

NEW YORK, March 3.—Music Corporation of America has been on a talent signing spree in the past week or so, notably in the music-disk field.

The agency pacted Mario Lanza (RCA Victor), Mary Mayo, Johnny Parker, Jimmy Wakely (all Capitol) and Tony Bennett (Columbia) to regular three-year, with three-year option, agency deals.

DOWNEY GOES RELIGIOSO

NEW YORK, March 3.—Veteran warbler Morton Downey has been signed to wax for Decca Records. Downey will be used by the label exclusively for the waxery's Faith Series, a catalog specializing in religious and semi-religious slicings. Downey last recorded for the defunct Majestic waxery.

However, his first release for Decca will couple a pair of nostalgic standards, *Home, Sweet, Home* with *Love's Old Sweet Song*. Platter will be issued at the end of this month. Downey currently is in his second year of his own video show on CBS-TV.

is reported to be at a rate \$1,000,000 greater than for the same period last year. Firm will expand its national ad budget and hold its local budget at the same level as last year. Campaign will include TV, radio, outdoor, newspaper and magazine advertising.

NARDA To Battle on Mass. State Laws . . .

The Massachusetts chapter of the National Appliance and Radio Dealers' Association is set to put up a stiff battle against proposed legislation in that State to control TV servicing. Three bills on the topic have been introduced in the Legislature.

Spike Jones \$16,320 In Two Ohio Stands

CINCINNATI, March 3.—Spike Jones and his band of entertainers chalked a rousing \$9,820 in a single performance at the new sports arena in Troy, O., Wednesday night (28).

In two performances at the RKO Albee Theater here, Thursday night (1), with ducats scaled from \$1.23 to \$3.08, the Jones crew pulled a tepid \$6,500. Some 3,000 persons saw the two shows here.

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