The Stars Who Make the Hits are on RCA Victor 45 RPM!

"Talk about 'live-talent' tone quality... the new RCA Victor system of recorded music sure has it." — SAMMY KAYE.

"Wonderfully distortion-free... difficult to believe you are not hearing an actual performance." — PERRY COMO.

"Brilliant quality... the final answer to a musician's dream of decades." — TOMMY DORSEY.

"The new RCA Victor records have superb tone quality... the finest in the world to play." — VAUGHN MONROE.

"The uncanny fidelity of RCA Victor's 45 record still brings a new and even more exciting 'live' sound to the audience..." — EDDY ARNOLD.
Dealers Report Tremendous Public Interest!

New Profit-Building Space-Saving 45 RPM Fixtures!

They'll simplify 45 rpm merchandising—house your stock of 45 rpm records—serve as adequate sales counter space. Plenty of display value, too...they're real traffic-stoppers! This and several other fixtures available soon through your RCA Victor distributor. Inquire now!

New Profits Aids Ready!

Your Surest Selling Job

New Sales Training Film will help Victrola "45" record and player turnover!

"Back To School" display for use starting August 15—help you cash in on the big youth market of late August and September! Properly used, this display will help boost your sales of both the Victrola "45" record and player. Your RCA Victor distributor has details.

45 RPM PLAYS EASIER!

Just one touch of a button plays 10 sides automatically—on the world's fastest changer! Easier to load—no more "spindle-seeking"! One hand does it!
Customers Offered Wealth of New 45 RPM Titles!

Complete New Catalog!

This new Victrola "45" catalog lists all releases through August! 28 pages of singles, albums: pops, classics, standards... the works! You can get it NOW. Order quantity you want from your RCA Victor distributor. And watch for regular new releases of Victrola "45" records. (EVERY ONE is matched on 78 rpm, too!)

45 RPM COSTS LESS!

Only 95¢ for the new Red Seal records, others only 65¢. Plug-in player for present sets only $24.95. 6 other table and console models suit every purse!

VAUGHN MONROE

“SILVER LINING” ALBUM

RCA VICTOR Album P-246 (78 rpm)
RCA VICTOR Album WP-246 (45 rpm)

“Look for the Silver Lining”
“A Kiss in the Dark”
“Who”
“Shine On Harvest Moon”
“Time on My Hands”
“Avalon”

You select only “the music you want, when you want it” on 45 rpm! Stack up the 10 sides you want, in the order you want them! The choice is strictly yours!

VAUGHN MONROE’s famous voice sounds so real on “45” records, you have to hear it to believe it! Vaughn’s is a voice listeners want more and more of!

THE BILLBOARD 111th ANNUAL COLLEGE MUSIC POLL

America’s All Around

THEATRES, HOTELS, BALROOMS and on MUSICALS

www.americanradiohistory.com
MONROE
No. 1 Band Attraction!!!

and...

No. 1
BAND ON RECORDS

"SOMEDAY"
(You'll Want Me to Want You)
RCA VICTOR 20-3010 (78 rpm)
RCA VICTOR 47-2986 (45 rpm)

"RIDERS IN THE SKY"
RCA VICTOR 20-3411 (78 rpm)
RCA VICTOR 47-2902 (45 rpm)

"RED ROSES FOR A BLUE LADY"
RCA VICTOR 20-3319 (78 rpm)
RCA VICTOR 47-299 (45 rpm)

WILLARD ALEXANDER INC.
30 ROCKEFELLER PLAZA
NEW YORK

EXCLUSIVE MANAGEMENT

Direction:
MARSHARD MUSIC

The Billboard NAMM Trade Show and Convention Section......................... July 30, 1949 ............ Page 5
Crowded apartments and small rooms can accommodate the compact 45 rpm system with ease! A whole record library goes on a bookshelf! They've even got 45 rpm in trains, planes, submarines!

PERRY COMO's 45 rpm records give listeners the most listening pleasure, packed into a minimum of space!
for RCA VICTOR'S
Great Singing Star

Perry COMO

and now...

HERE'S HIS LATEST AND GREATEST OF THE YEAR

GIVE ME
YOUR
HAND

backed by
I WISH I HAD A RECORD
(Of the Promises You Made)

RCA VICTOR 20-3521 (78 rpm)
47-2997 (45 rpm)

The Victrola "45" record and player
selling story is unforgettable dramatized
in a new training film, "Your Surest
Selling Job"! Ask your distributor to
screen it for you and your sales per-
sonnel!

PERRY COMO on 45 rpm records
is a sure sales-getter. He sounds so
natural, it is difficult to believe you
are not hearing an actual performance!
It's a 45 RPM... for the SAMMY

There are only brief seconds between records on the Victrola "45" changer! It's smooth, silent, speedy!

SAMMY KAYE's recorded music is super-smooth on RCA Victor "45s". It's got that "live-talent tone quality!"

On the Air for CHRYSLER-PLYMOUTH
with "The SAMMY KAYE SHOWROOM"

Coming on TV
His famous "SO YOU WANT TO LEAD A BAND"

...and SMASHING Records on...
LOCATION
ONE-NITER and THEATRE DATES

Swing and Sway Music of...

KAYE

Personal Management: DAVID KRENGEL, 607 Fifth Ave., New York City

The amazing simple, sturdy 45 rpm changer has far fewer parts than conventional changers—it stays out of trouble! Never any "cycle" difficulties!

SAMMY KAYE's smooth-as-silk styling is super-sensational on "45" records! Chases troubles and blues away!

The Billboard NAMM Trade Show and Convention Section

Page 9
Look at the BRIGHT SIDE of your Record Picture

Currently IN THEIR 2nd MONTH at New York's Famous ROOSEVELT HOTEL

The "45" extra-light Silent Sapphire pick-up and pure Vinylite records add up to virtually NO "needle chatter." Turn the volume down to zero and prove it!

THE THREE SUNS on wax are always tops — but on "45" records they're terrific! So clear, so free from surface noise!

Al Nevins Guitar
Morty Nevins Accordion
Artie Dunn Organ & Vocals

Personal Management
HERB KESSLER
Direction
MUSIC CORPORATION OF AMERICA

The "45" extra-light Silent Sapphire pick-up and pure Vinylite records add up to virtually NO "needle chatter." Turn the volume down to zero and prove it!

THE THREE SUNS on wax are always tops — but on "45" records they're terrific! So clear, so free from surface noise!

45 RPM
Virtually no surface noise!

Page 10............. July 30, 1949............ The Billboard NAMM Trade Show and Convention Section
Here's a Great Single!!
that haunting hit tune
written by THE THREE SUNS
Lyrics by Bob Merrill)
"LOVERS' GOLD"
(78 rpm) RCA VICTOR 20-3503
(45 rpm) RCA VICTOR 47-2964

A Special SPECIAL!
"SCOTCH HOT"
backed by
"THE WINDMILL SONG"
(78 rpm) RCA VICTOR 20-3520
(45 rpm) RCA VICTOR 47-2996

Remember "BUSY FINGERS"
and "THE THREE SUNS PRESENT..."

Here's Another Album Winner
THE THREE SUNS SERENADE ALBUM
(RCA VICTOR ALBUM P-241)

A Solid Click in
THEATRES, HOTELS
and CLUBS
throughout the NATION!!

The attractions of the 45 rpm sys-
tem are creating brand-new player
owners! ... besides causing 78 rpm
owners to add the finer, more eco-
nomical system to their equipment!
THE THREE SUNS' "45" record-
ings are really going places! Their
audience is growing fast!

The Billboard NAMM Trade Show and Convention Section..................July 30, 1949............Page 11
The Victrola “45” player and records were designed together, to work together! Only RCA Victor could do it—because only RCA Victor makes both records and instruments! TEX BENEKE is at his recorded best on 45 rpm! No wonder Beneke fans are buying so many of those “made-for-each-other” 45 rpm records and changer!
THEATRE
NEW YORK
August 3

Beneke
"in the MILLER mood"

Latest RCA-VICTOR Release

"LAVENDER COFFIN"
"A KISS AND A ROSE"
RCA-VICTOR NO. 20-3476 (45 RPM NO. 49-2937)

NBC—THESAURUS
Booking: MUSIC CORP. OF AMERICA

Pure Vinylite "45" records stand up to handling, moving, mailing—
they're non-breakable!

TEX BENEKE and his orchestra are
terrific on non-breakable "45"
records! Every subtlety of arrange-
ment comes over!
... figure these raves in terms of record sales, then stock these TOP...

RCA VICTOR RECORDS

by that romantic song stylist...

TONY MARTIN

ANGELS NEVER LEAVE HEAVEN
RCA VICTOR 20-3454 (78 rpm)
RCA VICTOR 47-2918 (45 rpm)
MY HEART BEATS FASTER

ONCE AND FOR ALWAYS
RCA VICTOR 20-3553 (78 rpm)

IF YOU STUB YOUR TOE ON THE MOON

CIRCUS
RCA VICTOR 20-3458 (78 rpm)
RCA VICTOR 47-2917 (45 rpm)

NO NO AND NO

You can hold 10 of the light 7-inch Vinylite records in one hand easily! No need to touch or mar the music grooves. Larger center hole means the end of "spindle-seeking"!

TONY MARTIN'S "45" records are really leading the turntables... and sound out-of-this-world wonderful!

According to Webster...

**Versatile** means

Turning with ease from one thing to another; as a man of versatile genius.

But in music it means

**Ray McKinley**

**HIS VOCALS**

**HIS DRUMS**

Currently

**ON TOUR OF THE NATION’S HOTELS AND BALLROOMS**

**BOOKED SOLID thru NOVEMBER!**

and

**THE MOST VERSATILE BAND IN THE LAND**

**on RCA VICTOR RECORDS**

**SPIRITUALS**

**MISSOURI WALKIN’ PREACHER**

**ROMANTIC SONGS**

**I'M NOT TOO SURE OF MY L'AMOUR**

**ARIZAY—ARIZAY**

**YOU CAME A LONG WAY FROM ST. LOUIS**

**SIMILAU**

**I WANT TO BE LOVED**

PLUS his latest... a **from the IRVING BERLIN MUSICAL, MISS LIBERTY**

"**ONLY FOR AMERICANS**"

backed by "**EVERY NIGHT IS SATURDAY NIGHT**"

RCA VICTOR 20-3507 (78 rpm) • 47-2979 (45 rpm)

**15**

**45 RPM**

**Distortion free!**

45 rpm disks have ALL the music recorded in the "quality zone"—all away from the center of the record, where subtle distortion creeps into ordinary recordings.

**RAY MCKINLEY'S** orchestra on 45 rpm is like a McKinley original performance; it's so vividly alive, so completely free from distortion!
“MUSIC BY MARTIN”

FREDDY MARTIN

HIS SINGING SAXOPHONE AND HIS ORCHESTRA

RCA VICTOR Records

Currently Getting Big Play Everywhere
“ROSEANNA”

AND

“A SUNDAY OUT IN THE COUNTRY”

RCA VICTOR 20-3484
and on 45 — No. 47-2943

MUSIC DEALERS...
CHECK YOUR STOCK OF
THESE ALL TIME FAVORITES!

- “CONCERTO IN B FLAT MINOR” 20-2083
- “WARSOW CONCERTO” 20-1829
- “BUMBLE BOOGIE” 20-1829
- “PIANO PORTRAITS” 20-2165
- “WHITE CHRISTMAS” 27-946

ORDER FROM YOUR DISTRIBUTOR

MUSIC DEALERS... See FREDDY MARTIN
WHILE IN FOR THE NAMM CONVENTION
STARLIGHT ROOF — Waldorf-Astoria

BEST SELLING
ALBUMS BY
FREDDY MARTIN
ON 78 AND 45 RPM

CONCERTOS FOR DANCING
P-169
RHYTHMS FROM LATIN AMERICA
P-213
MUSICAL SUITE
P-124

CONCERTO IN B FLAT MINOR
WARSOW CONCERTO
BUMBLE BOOGIE
PIANO PORTRAITS
WHITE CHRISTMAS

ORDER FROM YOUR DISTRIBUTOR

45 RPM...
The industry goes for it!

Big-name record and instrument manufacturers have joined the swing to 45 rpm! One more sure indication that 45 rpm is going places!

FREDDY MARTIN recordings have a new, amazing reality on “45” disks! Fans are going for them in a big way!

As the stars who make the hits are seen,

RCA VICTOR 45 RPM RECORDS

The Billboard NAMM Trade Show and Convention Section ........................................... July 30, 1949 ................................ Page 17
America Acclaims... a great new singing star!

Bill LAWRENCE

...an Immediate Hit on ARTHUR GODFREY'S Radio and Television Shows

...a Tremendous Success on THE CHESTERFIELD SUPPER CLUB

...and now!

HEADED FOR SMASHING RECORD SALES WITH THESE CURRENT HITS...

LITTLE FISH IN A BIG POND (from Miss Liberty)
backed by
IF YOU COULD ONLY LEARN TO LOVE ME
(78 rpm) RCA VICTOR 20-3470
(45 rpm) RCA VICTOR 47-2932

ALL YEAR 'ROUND
backed by
I'LL KEEP THE LOVELIGHT BURNING (In My Heart)
(78 rpm) RCA VICTOR 20-3489
(45 rpm) RCA VICTOR 47-2948

PERSONAL MANAGEMENT: RITCHIE LISELLA
DIRECTION: MUSIC CORP. OF AMERICA
PUBLICITY: GEORGE B. EVANS

RCA VICTOR 45 RPM RECORDS

The famous "Golden Throat" tone system—the finest in RCA Victor history—now sounds greater than ever, with the RCA Victor 45 rpm system!

BILL LAWRENCE'S golden voice has more magic than ever before on 45 rpm records.

Page 16.................. July 30, 1949.................. The Billboard NAMM Trade Show and Convention Section
RCA Victor's Glamorous Singing Star

Jane Pickens

Just signed for the starring role in the Musical Version of "The Little Foxes" opening on Broadway in October.

Personal Management: M. Gale

Music Corporation of America
National Concert Artists Corporation

New "45" platters are offered week after week, featuring all the famous RCA Victor hit-makers! Complete RCA Victor 45 rpm catalog now available!

Jane Pickens is going over bigger and bigger on her regularly released 45 rpm records! Every shade of tone comes out so clear!
Your Favorite RCA Victor Red Seal Recording Artist

Robert MERRILL

BARITONE
Metropolitan Opera Company

PERSONAL MANAGEMENT: M. GALE
NATIONAL CONCERT ARTISTS CORPORATION

Great names in music have seen and heard the "45" system of recorded music—and have "gone overboard" for it—called it the greatest recorded music ever! ROBERT MERRILL, famous baritone of the "Met," is winning a bigger audience than ever on "45" records! Bob, like all the stars, enthuses over the "45" system!
Latest VICTOR Release
"ARIZONA WALTZ"
No. 20-3496

SPADE COOLEY
the KING
of WESTERN SWING
America's Largest Western Band
Another SMASH Hit
"DON'T CALL ME SWEETHEART ANYMORE"
RCA-VICTOR No. 20-3496

Now Available
"SQUARE DANCES" ALBUM
RCA-VICTOR NO. P249

"45" records are perfect as gifts—they can be mailed anywhere without fear of breakage! No special packing required!

SPADE COOLEY on "45" records is greater than ever! His country and western songs really come alive! And people everywhere are mailing them as gifts!

Page 20 ............... July 30, 1949 .................... The Billboard NAMM Trade Show and Convention Section
GREETINGS, MUSIC DEALERS...
FROM
RCA VICTOR'S PEE WEE KING....
AND HIS GOLDEN WEST COWBOYS

"TENNESSEE WALTZ"

Personal Representative
JAMES ALLEN
ROSAW ALLEN HILLBILLY MUSIC CENTER
141 West 54th St.
New York, N. Y.

6 FAT DUTCHMEN
Consistently Tops at the Cash Register
RCA VICTOR RECORDING ARTISTS

GET THESE LATEST HITS
"FAT MAN'S POLKA" "UPSIDE DOWN POLKA"
"SKAL, SKAL, SKAL" "OUTDOOR WALTZ"
No. 20-3453 and on 45 RPM
48-0053
HAROLD LOEFFELMACHER
New Ulm, Minnesota

RCA Victor offers 7 beautifully styled "45" models! More and more manufacturers are coming out with their "45" cabinet and console designs! MUSICAL ARTISTRY emerges in all its original brilliance on "45" records! Fans are spinning the best in music on every style and kind of 45 rpm models!

The Billboard NAMM Trade Show and Convention Section......................... July 30, 1949 ............... Page 21

www.americanradiohistory.com
SHE'S AT THE COPA NOW AND A HIT!!!

Wonderful Tune!!!
Wonderful Lyrics!!!
Wonderful Rendition!!!

THE IRVING FIELDS TRIO

RCA Victor recording of
THAT WONDERFUL GIRL OF MINE
backed by SCALAWAG

Sings on RCA Victor 20-3480
"ONE MORE TIME"
and
"TWELVE O'CLOCK"
(and all is well)

Pure Vinylite non-breakable records and the extra-light pickup on the "45" changer, means far longer life for "45" records! They last 10 times as long as conventional records! EVERY TYPE OF MUSIC has a brand-new reality on "45" records! And your customers can now enjoy their favorite types of music on records that last 10 times longer!

RCA VICTOR 45 RPM RECORDS

Page 22... July 30, 1949... The Billboard NAMM Trade Show and Convention Section
...Top Notch Talent
...Top Notch Tunes
...and a Top Notch Label

...add up to
HIT RECORDINGS
by the
CHEE CHEE Girl--

ROSE MURPHY
on RCA VICTOR
Here's her current Winners ...

GIRLS WERE MADE TO TAKE
ROSETTA

CARE OF BOYS
GEE I WONDER WHAT THE
MATTER CAN BE

HONEYSUCKLE ROSE
YOU WERE MEANT FOR ME

The basic player unit is small and light . . . easy to move it to any room in the house! Model 9EY3 is completely portable, has carrying case!

GREAT RCA VICTOR ARTISTS are scoring now and greater successes on "45" records! Enjoy them wherever you go . . . on a portable "45" player!
1 Sounds Better!
First completely distortion-free tone in the history of recorded music! Virtually no surface noise. Famous exclusive "Golden Throat" tone system! Nothing ever like it!

2 Plays Easier!
Just one touch of a button plays 10 sides automatically — the world's fastest changer! Easier to load — no more "spindle-seeking"! One hand does it.

3 Costs Less!
Only 95¢ for the new Red Seal records, others only 65¢. Plug-in player for present sets only $24.95. 6 other table and console models suit every purse!

4 The Music You Want!
You select only "the music you want, when you want it" on 45 rpm! Stack up the 10 sides you want, in the order you want them! The choice is strictly yours!

5 New Store Fixture!
In production now to aid sales of the Victrola "45" system are a big new combination demonstrator, display player and record stocker, and 2 new traffic-stopping display stands!

6 Uses Minimum Space!
Crowded apartments and small rooms can accommodate the compact 45 rpm system with ease! A whole record library goes on a bookshelf! They've even got 45 rpm in trains, planes, submarines!

7 Sales-Aid Movie for Musicaides!
The Victrola "45" record and player selling story is unforgettable dramatized in a new training film, "Your Secret Selling Job"! Ask your distributor to screen it for you and your sales personnel!

8 World's Fastest Changer!
There are only brief seconds between records on the Victrola "45" changer! It's smooth, silent, special!

9 Trouble-Free!
The amazingly simple, sturdy 45 rpm changer has far fewer parts than conventional changers — it stays out of trouble! Never any "cycles" difficulties!

10 Virtually No Surface Noise!
The "45" extra-light Silent Sapphire pick-up and pure Vinylite records add up to virtually NO "needle chatter." Turn the volume down to zero and prove it!

11 The Market Is Growing!
The attractions of the 45 rpm system are creating brand-new player owners! . . . besides causing 78 rpm owners to add the finer, more economical system to their equipment!

12 Made for Each Other!
The Victrola "45" player and record sets were designed together, to work together! Only RCA Victor could do it — because only RCA Victor makes both records and instruments!

13 Non-Breakable!
Pure Vinylite "45" records stand up to handling, moving, mailing — they're non-breakable!

14 Easier To Load!
You can hold 10 of the light 7-inch Vinylite records in one hand easily! No need to touch or mar the music grooves. Larger center hole means the end of "spindle-seeking"!

15 Distortion-Free!
45 rpm disks have ALL the music recorded in the "quality zone" — all away from the center of the record, where minute distortion creeps into ordinary recordings!

16 Golden Throat!
The famous "Golden Throat" tone system — the finest in RCA Victor history — now sounds greater than ever with the RCA Victor 45 rpm system!

17 The Industry Goes for It!
Big-name record and instrument manufacturers have joined the swing to 45 rpm! One more sure indication that 45 rpm is solar places!

18 Regularly Released!
Now "45" platters are offered weekly new records by all the famous RCA Victor hit-makers! Complete new RCA Victor 45 rpm catalog now available!

19 Endorsed by Artists!
Great names in music have seen and heard the "45" system of recorded music and have "gone overboard" for it — called it the greatest recorded music ever!

20 Ideal for Mailing!
"45" records are perfect as gifts — they can be mailed anywhere without fear of breakage! No special packing required!

21 Models for Everyone!
RCA Victor offers 7 beautifully styled "45" models! More and more manufacturers are coming out with their "45" cabinet and console designs!

22 Lasts 10 Times Longer!
Pure Vinylite non-breakable records and the extra-light pick-up on the "45" changer mean far longer life for "45" records! They last 10 times as long as conventional records!

23 Portable!
The basic player unit is small and light . . . easy to move it to any room in the house! Model 5EY3 is completely portable, has carrying case!

The stars who make the hits are on RCA VICTOR Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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Greetings, Dealers—AT YOUR NATIONAL CONVENTION!!!

from

Guy Lombardo
and His Royal Canadians

WHILE IN NEW YORK...

...DROP IN
WITH YOUR GUESTS
at the
Starlight Roof
OF THE
WALDORF-ASTORIA

Current
DECCA
Releases...

(DECCA 24661)
THERE'S SOMETHING
ABOUT PAREE
backed by
SAN

(DECCA 24669)
FRANKIE AND JOHNNY
backed by
ONE FOR MY BABY
(And One More for the Road)

(DECCA 24669)
DREAMY OLD NEW ENGLAND HOME
backed by
COQUETTE
The Music Industry
—July, 1949

The 49th annual Music Industry Trade Show and Convention, sponsored by the National Association of Music Merchants, brings together all the facets of the music industry at a moment of development and change.

For some, the time is one of fear and doubt. For others, the period is full of challenge and promise. For some, stagnation and slow sales. For others, the present moment is one of adaptation to a business which in some ways is changing. But the change is an evolutionary one, and those who are able and competent will survive.

Let's not be corny, nor too optimistic, nor excessively pessimistic. Let's remember, however, that music is the basic entertainment form. No technological change can hurt it for very long, and technological change will in the long run produce a better product for the consumer, who in the final analysis is going to spend more for a superior product.

Bogies, Problems

A number of bogies harass the manufacturer, distributor, music publisher and dealer: Slow sheet music sales, a declining disk market, the impact of new record speeds, the integration of television into the music picture as the coaxial cable and network programming and kinescoping carry the new medium into new markets.

These situations pose a variety of problems for the music business. One of these is public relations. Now, more than ever, it is necessary that the consumer's fear of obsolescence be dissipated. It is important that the buyer be made to realize that his fear on this score is more apparent than real, whether the matter in question be records or TV. It is important, too, that this public relations and promotion job be taken up by all segments of the industry, ranging from major manufacturers to dealers. All segments of the industry, thus sheer necessity, must re-evaluate their promotional methods, carefully examine all pertinent advertising media and plan intelligent campaigns designed to raise the music business to a higher prosperity level. In the best of times, such a procedure is good sense. In times of slack sales, or when for one reason or another public confusion increases, such procedure is mandatory.

In order to lend this promotional drive ballast, in order that all progressive elements of the music business might be enabled to push to a peak of prosperity, it is necessary that the music business drop their faults and do some constructive planning. We refer specifically to the record situation. We've examined it time on end, and at this point there's nothing as pertinent as stating that, for the good of the business, all companies had better accept the fact that the industry is now a three-speed one, and that as soon as companies make material available on all three speeds the public mind will become clarified and will be able to decide what it wants. Between the time we go to press and the time you read this, it is possible that a blueprint for accepting the fact—accompli—that fact that three speeds are here—will have been drawn up. We hope so. It seems a matter of prestige and personalities at the time of writing. Quick action is needed, for with such action the outlook for fall business would be measureably brightened.

This trade show, we understand, is the first "normal" one since 1940. The times, of course, are anything but normal. Some shadow overlies the sunshine—but for those with the proper amount of moxie, merchandising know-how, courage, for those who thrive on a business whose changing aspects demand the utmost in business acumen, the outlook is good. For the individual in the music business, the question is: Are you with it?

Paul Ackerman
Music Editor

The Music Staff:

New York
Hal Weisman
Jerry Wexler
Bill Connors
Bob Yettis

Washington
Ellen Reif

Chicago
Johnny Skipp
Cy Weiriger

Cincinnati
Bob Doak

The Billboard NAMM Trade Show and Convention Section

July 30, 1949

Page 27.
Greetings and Thanks...

from EDDY ARNOLD

the TENNESSEE PLOWBOY...

PERSONAL APPEARANCES

FORT WORTH, TEXAS ........................................ $8,323
DALLAS, TEXAS .............................................. 6,245
OKLAHOMA CITY, OKLA .................................. 7,612
WASHINGTON, D. C. ...................................... 9,280
PALACE THEATRE, JACKSONVILLE, FLA.................. 6,120
PALACE THEATRE, TAMPA, FLA............................. 4,278
NORFOLK, VA .................................................. 7,330
ROANOKE THEATRE, ROANOKE, VA...................... 2,555
RICHMOND, VA ................................................ 3,923
RALEIGH, N. C ............................................... 2,730
LITTLE ROCK, ARK .......................................... 4,309
MONROE, LA ................................................... 1,881
ROXY THEATRE .................................................

ATLANTA, GA. (one week) Over 13,000

All except WASHINGTON date at $1.00 top price

BREAKING RECORDS COAST TO COAST

AND NOW ON THE SCREEN

EDDY ARNOLD

SOON TO BE SEEN

STARRING IN THESE TWO

COLUMBIA PICTURES

"HOEDOWN" and "FEUDIN' RHYTHM"

Producer COLBERT CLARK
Director RAY NAZARRO - "HOEDOWN"
Director EDWARD BERNS - "FEUDIN' RHYTHM"

WATCH FOR THEM! EDDY SINGS YOUR FAVORITE MELODIES!
COMING SOON TO YOUR FAVORITE THEATER!

Exclusive Management
Exclusive RCA VICTOR RECORDING ARTIST

AND HIS GUITAR

RADIO GUEST APPEARANCES

RCA VICTOR SHOW...
SPIKE JONES SHOW (3 times)...
PAUL WHITEMAN SHOW...
DON McNELLS BREAKFAST CLUB...
WE THE PEOPLE...
COMMAND PERFORMANCE...
LUNCHEON AT SARDI'S...
WESTERN HIT REVIEW...
PRINCE ALBERT...
GRAND OLE OPRY—NBC...

FEATURED—This month's release:
"MARCH of TIME"

RADIO CURRENTLY SINGING STAR
CHECKERBOARD JAMBOREE

MUTUAL NETWORK—PURINA MILLS
(Monday thru Friday)

BROWN RADIO PRODUCTIONS
Nashville, Tennessee

Hear EDDY ARNOLD sing...
"I'M THROWING RICE" (at the girl that I love)
Featured in the Columbia picture "HOEDOWN"

EDDY ARNOLD'S
New RCA VICTOR Release
"I'M THROWING RICE"
(AT THE GIRL THAT I LOVE)
"SHOW ME THE WAY"
(BACK TO YOUR HEART)"

78 R.P.M. No. 21-0083 — 45 R.P.M. No. 48-0080

Now Available
at your RCA VICTOR RECORD DEALER

HILL and RANGE SONGS Inc.
BEVERLY HILLS, CALIFORNIA

The Billboard NAMM Trade Show and Convention Section

July 30, 1949

Page 29
A MAN lived by the side of the road and sold hot dogs.
He was hard of hearing so he had no radio.
He had trouble with his eyes so he read no newspapers.
But he sold good hot dogs.

HE PUT up signs on the highway telling how good they were.
He stood by the side of the road and cried: "Buy a hot dog, Mister."
And people bought.
He increased his meat and bun orders.
He bought a bigger stove to take care of his trade.
He got his sons home from college to help him.
But then something happened...
His son said, "Father, haven't you been listening to the radio? There's a big depression on. The European situation is terrible. The domestic situation is worse."

Whereupon the father thought, "Well, my son's been to college, he reads the papers and listens to the radio, and he ought to know."

So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway and sell. And his hot dog sales fell almost overnight.

"You're right, son", the father said to the boy, "We certainly are in the middle of a great depression."

Reprinted from THE REPORTER OF DIRECT MAIL ADVERTISING
A Good Product Makes for a Good Market

This was a truism in the early days of the record business when recordings were made acoustically. A top-notch waxing of Enrico Caruso, Amelita Galli Curci, John Steel, John MacCormack, or any of the early recording artists, moved merchandise. Tho the industry has had its ups and downs since those days of manual, non-electronic players, the essential truth has persisted: Given a good artist, a good tune and the best possible mechanical reproduction, you have the makings of a hit. Generally, all elements must be combined in the record. That is, it is not enough to have a good tune. Nor is it sufficient to have a good artist; nor is it sufficient to have good orchestral backing. The combination makes the hit. And that holds true today just as it did back in the days when the singer bellowed into the mike. And the proof of this truism is not hard to find. Just take a quick look, and in those allegedly dark days of 33, 45 and 78 you'll find that a good product still sells.

Consistent, Intelligent Promotion Pays Off

But as true as is the foregoing, it is just as true that one catalytic agent is necessary to spark and sell off the consumer demand. The seller of hot dogs really went to town when he put up signs along the highway telling how good were his wares. He burgeoned even more when he stood by the side of the road and in language loud and persuasive urged the passersby to partake of a product which, he assured them, was tops in its class.

So it is with records. You're dead, as they say, if you lack the basic material—the talent and tunes. But given those ingredients, and a good distributor set-up, you're in business in A Big Way if you give your product a promotional push. Time was when a man could build a fine moussetrap and everybody would beat a path to his door. Time was when a man made a good record and everybody bought it. Now is the time when everybody buys it IF: the manufacturer and dealer use promotional savvy via black and white advertising, via time and space on the kilocycles, direct mail, appeals to special customer listings, smart window displays, clever merchandising tactics, disk jockey aid, etc.

There's no end to ingenuity in this matter, and a gander at the tabulation of Questions 11, 12 and 13 will indicate how many dealers are using their gray matter to clear their inventories and make a buck on hot pops. There's the man who specializes in grab bag sales; another who wraps up a "Peek-a-Boo Package"—five for a dollar, no peeking, no refunds. There's the man who makes up albums by various artists and includes a slow seller as well as a best seller. He says he moves stock very well this way. Then there's the chap who tells his good customers to take home recommended records and return them after two days in the event they don't like them. He says they generally keep the records. Then, of course, there's the record bonus club idea, and disk giveaways on air shows, and the man who knows his customers' wishes so well that he can phone them to tell them what new stock he has and what they will like. He says he sells records this way. Just take a look at answers to Questions 11, 12 and 13 and you'll see what promotion devices are used to hike sales in a dull season—that is, dull for those who are too dull promotionally.

All this, of course, has a meaning for the manufacturer as well as the dealer. Whether a disk "will happen" or whether it will die will depend in large measure upon the aggressiveness and imagination of the man.
A Little Knowledge Is A Dangerous Thing

ALEXANDER POPE pointed out this remarkable fact in the 18th Century, "Thou didst it in rhyme. A dear friend of ours, whose business was hot dogs rather than poetry, learned the same thing in the 20th Century. It seems he had been listening to rumors. There was, some said, a big depression and he had better be careful. Apparently, too, there was a European situation, which is always had. Also to be considered was the domestic situation, which it seems is rather good and generally seems scheduled to become worse.

Later on in this century, in fact, just the other day, more people determined that they too would find that depression. It was a hot dog vendor who did it, why couldn't a record manufacturer or a dealer or a distributor?

Not such a tough job—particularly with all those stories in the papers about LP and 45, and how they would confuse the customer so that record-wise he was impotent. So they first blamed it on Columbia. Then they blamed it on RCA. Meanwhile, the dealers, with their ear to the ground, picked up the aggravating clinkers and discordant notes of the disk business.

"Gotta get careful," they said. "Take down our signs. Pull our advertising off the air. Pull in our horns. Buy less. Don't listen to those record salesmen. We certainly are in the middle of the depression, and in the good old summertime, too."

And this brings us quite up to date. For the Billboard survey of record dealers indicated that an increasing number of dealers—just like the hot dog man—are pulling in their horns. Here are some quotes on what dealers are doing:

"Cut down standing orders."
"Conservative buying."
"Reduced quantity of buying, both in selections and amount."
"Careful buying."
"Careful orders."
"Say no to salesmen with hot tips."
"Less quantity buying."

The moral of it all!... YOUR BUSINESS IS WHAT YOU MAKE IT.

Your Business Is What You Make It...

THE times, we think, are rough, but not necessarily out of joint. We think many dealers, distributors and manufacturers need to be shocked out of their timidity, their passiveness, their tendency to accept a defeatist attitude. To accept the latter is to court disaster. On the other hand, to gear your business psychology to the changing industry and the new advances in records and players, is to hitch your wagon to a star.

It's important that the industry face squarely up to facts—chief of which is that three speeds are here. Virtually all important phonograph manufacturers have accepted this; it's the record manufacturers accepted it, and it's time for the dealers to get behind the ball and pitch all speeds without giving any preferential treatment to either. As The Billboard has maintained before, three speeds are here for the foreseeable future, and whether the industry returns to two or one will depend upon how quickly the public makes up its mind. The sooner it makes up its mind, the better—and the public will make up its mind most rapidly when manufacturers make available material on all three speeds. To delay the process is to delay the return of a prosperous disk industry. The immediate months ahead are vital for those who want to avoid the fate of our friend who sold hot dogs. It's necessary that as the months go by, continued progress is made in the direction of making every home old-fashioned which cannot play the new speed disks.
Music Industry Trade Show and Convention

Hotel New Yorker and Manhattan Center, New York City
July 25, 26, 27, 28

CONSOLIDATED PROGRAM

Sunday, July 24
10:00 a.m.—Registration (Ballroom Foyer, second floor)
2:00 p.m.—NAMM Board of Directors Meeting (Parlor A, third floor)

Monday, July 25
8:30 a.m.—Exhibits open
10:00 a.m.—First conference (North Ballroom, second floor)
12 noon—Opening luncheon (Grand Ballroom, second floor)
High W. Randall and Albert P. Stewart, speakers
3:30 p.m.—Ladies Annual Tea and Entertainment (North Ballroom, second floor)
6:00 p.m.—Exhibits close

Tuesday, July 26
9:00 a.m.—Exhibits open
9:00 a.m.—Management Forum (Grand Ballroom, second floor)
11:00 a.m.—Marketing Forum (Grand Ballroom, second floor)
11:00 a.m.—Instrument Repair Workshop (North Ballroom, second floor)
4:00 p.m.—Exhibits close

Wednesday, July 27
9:00 a.m.—NAMM Annual Business Meeting (Grand Ballroom, second floor)
1:00 p.m.—Exhibits open
9:00 a.m.—Exhibits close

Thursday, July 28
9:00 a.m.—Exhibits open
9:00 a.m.—Merchandising Forum (Grand Ballroom, second floor)
11:00 a.m.—Record and Television Forum (Grand Ballroom, second floor)
12 noon—NAMM Board of Directors Meeting (Panel Room, third floor)
5:00 p.m.—Exhibits close
7:00 p.m.—Music Industry Banquet (Grand Ballroom, the Waldorf Astoria)

CONVENTION HIGHLIGHTS

Opening Luncheon
Monday—12 noon—Grand Ballroom
Convention Opening Ceremonies
President's Annual Message
Albert P. Stewart, Director
Musical Organizations, Purdue University
Guest Speaker
"Music and Happiness"

Music Industry Banquet
Thursday—7 p.m.
The Waldorf Astoria
Grand Ballroom
Presentation of New Officers and Directors
All-Star Musical Revue
Dancing—Music by Ray Watson Orchestra
A special cocktail lounge will be available in the East Foyer of the Grand Ballroom

MANUFACTURER EVENTS

Sunday, July 24
4:00 p.m.—Harmony Company Distributors Cocktail Party (North Ballroom, second floor)

Tuesday, July 26
3:00 p.m.—C. G. Conn, Ltd., Dealers' Meeting (North Ballroom, second floor)
4:00 p.m.—Monroe Sander Corporation Cocktail Party (Panel Room, third floor)
6:00 p.m.—Magnavox Company Cocktail Party (Grand Ballroom, second floor)
6:30 p.m.—Sawyer & Sons Dinner (Hotel Pierre)

Wednesday, July 27
2:15 p.m.—Allen B. DuMont Laboratories, Inc. Tour of new television receiver manufacturing plant, East Paterson, N. J.

Special Allied Events

Sunday, July 24
2:00 p.m.—National Association of Musical Merchandisers Wholesalers—Executive Committee (Parlor B, third floor)
6:00 p.m.—National Association of Musical Merchandisers Wholesalers—Annual Meeting, Dinner (Panel Room, third floor)
8:00 p.m.—National Piano Travelers Association—Annual Banquet Meeting (Parlor A, third floor)

Monday, July 25
6:30 p.m.—National Piano Travelers Association Annual Banquet (Grand Ballroom, second floor)

Tuesday, July 26
2:00 p.m.—Trade Practice Committee—Annual Meeting (Parlor A, third floor)

Page 34 ………… July 30, 1949

BIZNESS FORUM

Tuesday, July 26—8:30-11:00

Management Forum
Chairman: Ray S. Erlandson, NAMM Vice-President

1. Retailer's Role in the Nation's Capital
   Howard W. Jones, Jr., President, American Retail Federation, Washing-
   ton, D.C. Mr. Jones reviews the Washington scene with special emphasis on legis-
   lative action.

2. Merchandising: Planning, Buying and Control
   T. Dart Ellisworth, Editor, Journal of Retailing, Staff Member, New York
   University School of Retailing, New York City. Mr. Ellisworth discusses mer-
   chandising control systems, selecting up-merchandising budgets, and stock
   sales ratios.

3. Good Employees, a Program, Incentive—Road to Profit
   Clarence M. Pettit, Manager, Piano Department, R. H. Macy & Company,
   New York City. Mr. Pettit outlines a yardstick for selecting music store
   personnel, describes employee advancement programs and incentives
   which attract new employees.

Marketing Forum
Tuesday, July 26—11:00-12:30
Chairman: Harry E. Callaway,
NAMM Director

1. Is Your Sales Force Producing?
   Vue Lyn Sprague, Merchandising Consultant to Motorola, Inc., Chicago.
   Mr. Sprague outlines the importance of sales preparation, follow-through
   and presentation by salesmen.

2. AMC Working in Your Store
   Paul A. Schuehle, Director, Ludwig College of Music, St. Louis. Mr.
   Schuehle tells how a successful program for building better music facili-
   ties and increasing music store business thru AMC information and materi-
   als. William Howard Besseley, President, Whitive Music Company, Dallas.
   Mr. Besseley, Past-President, NAMM, discusses features of the program
   used by Dallas dealers to build interest in music.

3. Making Advertising Dollars Pay
   Donald W. Hobard, Research Director, Curtis Publishing Company, Phila-
   delphia.
   Mr. Hobard emphasizes the importance of advertising in relation to the
   merchandising and promoting of musical instruments.

Merchandising Forum
Thursday, July 28—8:30-11:00
Chairman: Joseph C. Salig

1. Selling Music to the Home
   Richard A. Ader, Publisher, House Beautiful Magazine, New York
   City. Mr. Aderer reviews the growth of music in the American home.

2. Music at Work for You
   E. B. McDuff, President, Ginnell Bros., Detroit. Mr. McDuff reviews
   the current American Music Conference activities.

3. Working at the Grand Room
   Forrest L. McAllister, AMC Director of Research, Chicago. Mr. Mc-
   Allister tells how AMC work is carried on in the field.

4. Door-to-Door Selling
   Earl Lapham, Managing Editor, Retailing Daily, New York City. Mr.
   Lapham tells how "door-to-door" selling can be adapted to the music
   business.

Records and Television Forum
Thursday, July 28—11:00-12:30
Chairman: Ted Korton, NAMM Director

1. Dual Market in Television
   John W. Craig, President and General Manager, Crosley Division,
   AVC, Cincinnati.
   Mr. Craig discusses the markets for both console and table TV sets.

2. Evolution in Records
   J. B. Elliott, Vice-President in charge of Consumer Products, RCA Victor
   Division, Camden, N. J.
   Edward E. Sevrin, President, Columbia Records, Inc., Bridgeton,
   N. J. These two authorities will discuss the record business and its
   problems in an objective manner, stressing the consumer's attitude and
   reception of the varied speeds.

The Billboard NAMM Trade Show and Convention Section
Thanks a million, Music Merchants
for your wonderful cooperation
in the continued success
of our
Published Choral Arrangements
Instrumental Publications
Decca Records

Fred Waring
A Full List of Exhibitors and Their Room Numbers for the Convenience of Visitors to the NAMM Convention:

**Fisher Radio Corp.** Room 715
**Clarke Farner** Room 607
**Marvin J. Frank** Room 611
**Freedman & Cohen** Room 711, 712
**French American Reed Mfg. Co.** Room 606
**Jesse French & Sons Division, H. A. Selmer, Inc.** Rooms 942, 943
**R. Galanti & Bro., Inc.** Room 501
**General Electric Co.** Rooms 721, 722, 723
**Golden Record Co.** Room 602
**Gretch & Brenner, Inc.** Room 603
**Fred Gretsch Mfg. Co.** Room 601
**Grossman Music Corp.** Room 615
**Guilbault Co.** Rooms 850, 961, 962

**Haddorff Piano Co.** Room 855
**Hammond Instrument Co.** Rooms 731, 732, 733
**Harley Davidson** Room 605
**Harmony Co.** Room 631
**Hershorn Musical Instrument Co., Inc.** Room 657
**His Master's Voice Co. of America** Rooms 400, 401
**Hohner Music Corp.** Room 405
**Hofner & Co.** Room 406
**Ike & Palm Piano Co.** Room 533

**Jansen Piano Co., Inc.** Rooms 156, 157, 158
**Jenco Musical Products** Rooms 548, 571
**Jewel Radio Corp.** Room 718

**Kay Musical Instrument Co.** Room 643
**Koch & Campbell Co., Inc.** Room 627, 628
**Krausbroer Bros.** Room 528, 529
**Krause Grand Piano Co.** Room 600
**Wm. Knabe Harmonicas** Room 547
**Kravitz & Bennington, Inc.** Room 581

**Larsen** Room 51
**L. G. Leslie Mfg. Co., Inc.** Room 513
**Leedy Drums (Div. of C. G. Conn., Ltd.)** Room 524
**Lanier Piano Mfg. Co., Inc.** Room 567
**Litho Mfg. Corp.** Room 545
**Linton Mfg. Co., Inc.** Room 521
**Mayfield Mfg. Co., Inc.** Room 505
**Mazza Mfg. Co., Inc.** Room 504
**Melody Music (Inc. of C. G. Conn.)** Room 533

**Maccione Organ Co.** Rooms 728, 730
**Magnifica Distributors, Inc.** Room 585
**MagnaMover Co.** Room 602
**Magnifica Records Co.** Room 93
**Melvin (H. C. Melvin & Sons) Co., Inc.** Room 508
**Marvin Musical Products Corp.** Rooms 152, 153
**Mauro Music Co., Inc.** Room 557
**Matsushita Electrical Co., Ltd.** Room 541
**Matsushita Electric Indus. Co., Ltd.** Room 543
**Mazza Music, Inc.** Room 507
**Mazza Mfg. Co., Inc.** Room 504
**Meadowlark (Division of Maccione) Co.** Room 510
**Medley Records** Room 616
**Mellano Accordion** Room 525
**Memories Records** Room 617
**Mercury Record Corp.** Room 563

**National Piano Co.** Rooms 968, 969
**National Sales Corp.** Room 564
**New American Reed Mfg. Co.** Room 965
**New York Band Instrument Co., Inc.** Room 966
**New England Music Co.** Room 567
**Nelson Televison Instrument Co., Inc.** Rooms 43, 44
**North American Philips Corp.** Room 702

**O. Pagani & Bro., Inc.** Room 100
**Pan-American Band Instruments (Division of C. G. Conn., Ltd.)** Room 559

**Pancord, Inc.** Rooms 508, 509
**Pardis Television Corp.** Room 513
**Patterson Corp.** Room 517
**Peerless Camera Corp.** Room 543
**Pentron Corp.** Room 548
**Perlin Camera Co.** Room 531
**Permar Inc.** Room 549
**Perkins, Inc.** Room 550
**Phillip Radio Corp.** Rooms 85, 86
**Polka Accordian Co., Inc.** Room 35
**Pratt & Underwood Corp.** Room 39
**Pratt, Read & Co., Inc.** Rooms 801, 802
**RCA Victor Division of Radio Corp. of America, Jersey City, N. J.** Rooms 170, 171, 172

**Radio & Television Equip. Co., Inc.** Room 54
**Radio & Television Retailing** Room 49
**Radyne Mfg. Corp.** Room 51
**Record Guild of America, Inc.** Room 42
**Record Mfg. Co., Inc.** Room 43
**Reedacor Co.** Room 22
**Recoton Corporation** Room 20
**Remle Musical Products, Inc.** Room 35
**John H. Geri Co.** Room 19
**Rippen Piano Fabriek, N. V., Rooms 954, 955, 956
**Rune Industries** Room 34
**Russell Music Instruments, Inc.** Room 33

**St. Louis Music Supply Co., Inc.** Room 59
**Semper & Son, Inc.** Room 117
**Savoy-Regent-Rep Record Co.** Room 58
**Schlegel Instruments Corp.** Room 131
**Scheri & Roth, Inc.** Room 140
**Seabury Laboratories, Inc.** Room 44
**Seaborg Mfg. Co.** Room 39
**Shea & Arlen, Inc.** Room 43
**Shurlock & Shure, Inc.** Room 44
**Simone Bros.** Room 53
**Simons, Inc.** Room 54
**Six Brothers Piano Co.** Room 64
**Singerland Drum Co.** Room 45
**Skye, H. Kingsbury & Sons** Room 127
**Schilder & Co., Inc.** Room 131
**Sonex Industries, Inc.** Room 131
**Somola Accordian Co.** Room 131
**Sorkin Music Co., Inc.** Rooms 45, 46
**Stryer Piano Co., Inc.** Room 47
**Starrett Exhibit Corp.** Rooms 71, 72, 73, 74
**Strahan Piano Co., Inc.** Room 358
**Story & Clark Piano Co., Inc. Rooms 503, 504, 505
**Strambourg-Carlson Co., Parlor "G," Room 75
**Symphonette Records** Room 359
**Synthetic Plastics Sales Co.** Room 360

**Tang & Dinner, Inc.** Room 517
**Tep King Corp., N. Y.** Room 704
**Henry Teller & Son Inc.** Room 518
**Tom Mason & Co., Inc.** Room 519
**Trade Television Corp.** Rooms 198, 199
**Tri-Art Piano Corp.** Rooms 195, 196
**Turner** Rooms 115, 116

**U. "Uniforms by Ostwald," Inc.** Room 114
**U. S. Musical Mercantile Co.** Room 35

**V.M. Corp.** Room 70
**Vega Co.** Room 64
**Vega Electronics Corp.** Rooms 744, 745
**Ve Lo's** Room 131
**Vickers Ltd.** Room 55
**Voco, Inc.** Room 17

**W. & Y. Corp.** Room 30

**Walcott Products, Inc.** Room 35
**Walter Corporation** Room 36
**Weaver Piano Co., Inc.** Room 40
**West Chester Instruments, Inc.** Room 56
**David Wexler & Co.** Rooms 59, 60
**W. F. L. Drum Co.** Room 64
**H. Z. Umbrella Co.** Room 65
**Wills Music Co.** Room 66
**Wilson & Co., Inc.** Room 67
**Wolfe's Play-By-Color** Room 68
**Woodwind Co.** Room 69

**X.** Room 571

**Zenith Radio Corp.** Rooms 699, 699, 700
**Avedis Zildjian Co.** Room 60
**Wm. H. Zimmerman Co.** Room 19
KEY MAN... in your 1949 record picture...

AND

HIS "MUSIC IN THE MORGAN MANNER"

I CAN'T BELIEVE IT (BUT IT'S TRUE)

To be released

DECCA RECORDS

The Billboard NAMM Trade Show and Convention Section

July 30, 1949

Page 37
CONSUMERS, DEALERS, OPERATORS ALL SAY:

“BEST BY TEST!”

Mercury

NON-BREAKABLE PLASTIC RECORDS

MUSIC FOR EVERY TASTE

LONG PLAY  HILLBILLY  WESTERN
POPULAR  CLASSICAL  POLKAS
KIDDIE TUNES  JAZZ  FOREIGN

Bring This Coupon To The Mercury Record Booth 99-100 For A FREE Non-Breakable MERCURY RECORD

GOOD FOR ONE NON-BREAKABLE MERCURY RECORD

NAME  ADDRESS  CITY  STATE

(Please Check)

DEALER  OPERATOR

PRESENT AT BOOTH 99-100
### Classical 10000 Series

| 12 Inch | $4.85 |
|---------|
| KRACHATURIAN Concerto for Violin & Orchestra MG10000 |
| ERNA SACK Sings Strauss, Lehár & Popular Favorites MG10001 |
| VIYALDI Concerto Certo in D Minor MG10002 |
| MOZART Divertimento in C Major MG10002 |
| GIMAROSA Concerto for Oboe & Strings MG10003 |
| MILAN Pavane & Giga for English Horns MG10003 |
| WILLIAMS Concerto for Oboe & Strings MG10003 |
| STRAUSS WALTZES Chansons & Rêveries Play Two Flutes MG10005 |
| SCHUBERT String Quartet No. 14 in D Minor, Death and the Maiden Fine Arts Quartet MG10008 |
| ERNA SACK Musical Treasures MG10009 |
| BRAHMS Quartet in C Minor MG10010 |
| BRAHMS Quartet No. 3 in G Minor Op. 60 MG10011 |
| GOSTAKOVICH Trio in E Minor Op. 67, with David Oistrakh, Violin MG10012 |
| CHASINS AND KEENE Two Piadas MG10025 |

### Classical 15000 Series

| 10 Inch | $3.85 |
|---------|
| TCHAIKOVSKY 1812 Overture MG15000 |
| R. STRAUSS Don Juan—Symphonic Poem MG15001 |
| SCHUMANN Symphony No. 4 in D Minor MG15004 |
| STRAUSS WALTZES Berlin Philharmonic Orchestra MG15004 |

### Semi-Classical 20000 Series

| 12 Inch | $4.85 |
|---------|
| ALFRED NEWMAN Popular Classics MG20000 |
| ORGAN & CHIMES—Ring Out Xmas Bells 12 Famous Hymns MG20001 |
| STRAUSS & WALDETEUFEL Waltzes MG20002 |
| ALFRED NEWMAN—Operatic & Musical Favorites MG20003 |
| GYPSY MUSIC—Alexander Haas, Nicholas Matthey MG20004 |
| ALFRED NEWMAN Captain From Castile Favorite Melodies MG20005 |
| JOSE MELIS—Piano Stylings MG20006 |

### Jazz at the Philharmonic

| 10 Inch | $3.85 |
|---------|
| VOLUME 8 (12" Record) MG35000 |
| VOLUME 9 (12" Record) MG35002 |

### Popular 25000 Series

| 10 Inch | $2.85 |
|---------|
| STUDENT PRINCE MG25001 |
| SOUTH PACIFIC—Kiss Me, Kate MG25002 |
| JAN AUGUST, Piano MG25003 |
| TONY MARTIN Sings MG25004 |
| BILLY ECKSTINE Sings MG25005 |
| BENAY BENNET Sings All Time Old Time Favorites MG25006 |
| FRANKIE LAINE Favorites MG25007 |
| ALEC WILDER Overtures MG25008 |
| MACHITO and His Latin American Music MG25009 |
| FRANCES LANGFORD Rainbow Rhapsody MG25010 |
| EDDY HOWARD Selected Song Favorites MG25011 |
| ALBERT AMMONS Boogie Piano Stylings MG25012 |
| EDGAR O'BRIEN My—Beloved MG25013 |

### Kiddie Selections 30000 Series

| 10 Inch | $2.85 |
|---------|
| SONGS FOR LITTLE FOLKS MG30000 |
| KIDDIE CLASSICS MG30001 |
| TWO TON BAKER Kiddie Favorites MG30002 |
| IRENE WICKER, Goldflock Alphabet Fun MG30003 |
| TWO TON BAKER MG30004 |
| IRENE WICKER Xmas Music and Stories MG30004 |
| JOHN GARFELD—Herman Ring in Rabbit Town MG30005 |
| JACOB CARSON—Willie and Hannibal MG30005 |
The Nation's Top Tunes

Based on reports received last three days of Week ending July 22

HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS" is a registered trademark and the issuing of the list has been authorized by The Billboard. Use of either term not to be used without The Billboard's consent.

This Week

1. SOME ENCHANTED EVENING
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

2. AGAIN
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

3. RIDERS IN THE SKY
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
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   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
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   Electrical transcription libraries:
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   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

4. BABY, IT'S COLD OUTSIDE
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

5. FOREVER AND EVER
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
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   Electrical transcription libraries:
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   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

6. BALI HA'
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

7. ROOM FULL OF ROSES
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

8. I DON'T SEE ME IN YOUR EYES ANYMORE
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

9. A WONDERFUL GUY
   "EVERYWHERE"
   "LATEST"
   "THE US"
   "BIG"
   "Waltzes"
   "LORD"
   "WALTZ"
   "STILL"
   "DO"
   "WILLING"
   "GO"
   "20.2926"
   "20-3434"
   312; BUGSY BLENNERSTON
   "WALTZES"
   Electrical transcription libraries:
   "LEDRA-4000"
   "VIRTUE-3000"
   "LEONARD-2000"
   "STANDARD"
   "BERLIN"
   www.americanradiohistory.com

10. YOU'RE BREAKING MY HEART
    "EVERYWHERE"
    "LATEST"
    "THE US"
    "BIG"
    "Waltzes"
    "LORD"
    "WALTZ"
    "STILL"
    "DO"
    "WILLING"
    "GO"
    "20.2926"
    "20-3434"
    312; BUGSY BLENNERSTON
    "WALTZES"
    Electrical transcription libraries:
    "LEDRA-4000"
    "VIRTUE-3000"
    "LEONARD-2000"
    "STANDARD"
    "BERLIN"
    www.americanradiohistory.com
Vaughn's new "SILVER LINING" album!

It's here now—Vaughn's album of 6 great standards from the smash movie! All available as singles too!

VAUGHN MONROE

Look For The Silver Lining
AND A Kiss In The Dark
Who
Shine On Harvest Moon
Time On My Hands
AND Avalon

RCA Victor 20-3447
(47-2946*)
RCA Victor Album P-246 (WP-246*)

This Week's Release!

POPULAR

Claude Thornhill
20-3508 (47-2978*)

Ray McKinley
20-3507 (47-2979*)

vaughn Monroe
20-3510 (47-2981*)

Wayne King
20-3511 (47-2982*)

Johnny Bradford
20-2512 (47-2988*)

Ach Du Lieber Augustin Schmittzel Bank

Joe DiVino
15-1119 (51-0014*)

Country and Western

Tennessee Polka
The Nashville Waltz
Walts With Me
Roll Along Kentucky Moon
I Want To Go There
I've Been Lath'ring In On Heaven

Pee Wee King
21-0066 (46-0055*)

Homer Haynes
21-0067 (46-0056*)

HARMONIERS QUARTET
21-0068 (46-0057*)

THE CERTAIN SEVEN

(Those that no dealer can afford to be without)

RCA Victor 21-0080 (48-0077*)

Wake Up Susan
AND Wagonner

RCA Victor 21-0081 (48-0078*)

6/8 To The Barn
AND Ida Red

RCA Victor 21-0082 (48-0079*)

BLUES

Easy Baby
Lost And Blue

Easy Baby
Lost And Blue

Eddie "Sudzaman" Penigar
31-0006 (50-0029*)

Rhythm

Illinois Jacquet
31-0037 (50-0031*)

Dealers! Are you reaping in those profits with RCA Victor's new Multi-Play Needle? Countertop displays, Co-op Mats, and national advertising add up to easy sales.

RCA Victor Division, Radio Corporation of America, Camden, N. J.

The Billboard NAMM Trade Show and Convention Section

July 30, 1949

Page 41
BLUE SKIRT WALTZ
Leading Polka Band Triumph
Recorded on 19 top discs!
NOW... emerging as a big POPULAR HIT

Special Release on DECCA Records!
recorded by
GUY LOMBARDO

TING-A-LING
(Waltz of the Bells)
Ringing in an old favorite for a new hit...

Blue BARRON (M-G-M)
KEN GRIFFIN (Rondo)
GORDON MacRAE (Capitol)
P. REED-Gene JONES (Dance-Tone)
THE THREE SUNS (RCA-Victor)

Another Ballad Sensation
by the writers of "Red Roses for a Blue Lady"

YOU'RE HEARTLESS

BUD BREES (Capitol)
SHEP FIELDS (M-G-M)
PHIL REED (Dance-Tone)

A Classic Melody...will live forever

THE DREAM OF OLWEN

Recorded by
GLORIA CARROLL (Dance-Tone)
MARJORIE HUGHES (Columbia)
JOHNNY PECON (Capitol)
THE FOUR TUNES (RCA-Victor)

One more to come

SMASHING INTERNATIONAL WALTZ HIT!

The Billboard
MUSIC POPULARITY CHARTS

Sheet Music
Based on reports received last three days of Week Ending July 22.

BEST-SELLING SHEET MUSIC
These lists are the actual sheet music sales and is based on copies received each week from all the nation's sheet music publishers, using our new
accompanying a greatest number of names. (1) Indicates time is in a film; (2) indicates time is in both musicals; (3) information time is available on records.

POSITION

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>52,820</td>
</tr>
<tr>
<td>2</td>
<td>&quot;A&quot;—YOU'RE BREAKING MY HEART</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>48,630</td>
</tr>
<tr>
<td>3</td>
<td>RED ROSES FOR A BLUE LADY</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>44,220</td>
</tr>
<tr>
<td>4</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>40,330</td>
</tr>
<tr>
<td>5</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>36,180</td>
</tr>
<tr>
<td>6</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>31,980</td>
</tr>
<tr>
<td>7</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>27,670</td>
</tr>
<tr>
<td>8</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>23,330</td>
</tr>
<tr>
<td>9</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>19,020</td>
</tr>
<tr>
<td>10</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>14,710</td>
</tr>
<tr>
<td>11</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>10,400</td>
</tr>
<tr>
<td>12</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>6,090</td>
</tr>
<tr>
<td>13</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>1,680</td>
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<tr>
<td>14</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>1,680</td>
</tr>
<tr>
<td>15</td>
<td>&quot;A&quot;—YOU'RE ADORABLE</td>
<td>M. KAVANAGH</td>
<td>Chappell</td>
<td>1,680</td>
</tr>
</tbody>
</table>

ENGLAND'S TOP TWENTY

POSITION

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>M. KAVANAGH</td>
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<td>Chappell</td>
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<td>1,680</td>
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</tbody>
</table>

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, $10.

Name .................................................. $ 10 enclosed
Address ..............................................
City .................................................. Zone, State...

The Billboard NAMM Trade Show and Convention

Page 42 .............................................. July 30, 1949
### SONGS WITH MOST VOCAL AND INSTRUMENTAL PLAYS IN KEY REGIONS (2D SYSTEM)

<table>
<thead>
<tr>
<th>Song</th>
<th>Week of July 15-21</th>
<th>CL-Commercial Instrumental Plays</th>
<th>G-L-Commercial Vocals Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>A Kiss and a Rose</em> (R)</td>
<td>4</td>
<td>60</td>
<td>0</td>
</tr>
<tr>
<td><em>A Wonderful Guy</em> (South Pacific) (M)</td>
<td>4</td>
<td>84</td>
<td>0</td>
</tr>
<tr>
<td><em>You've Adorable</em> (M)</td>
<td>7</td>
<td>42</td>
<td>0</td>
</tr>
<tr>
<td><em>And Still Goes</em> (M)</td>
<td>6</td>
<td>90</td>
<td>0</td>
</tr>
<tr>
<td><em>Noon Hits (South Pacific)</em> (M) (R)</td>
<td>9</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td><em>You'll Be Understanding</em> (R)</td>
<td>7</td>
<td>90</td>
<td>0</td>
</tr>
</tbody>
</table>

(Continued on page 82)

### SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Focused Friday, July 30, 8 a.m. and ending Friday, July 30, 8 a.m.

The following list gives the greatest popularity on programs based on network stations in New York, Chicago, Los Angeles, and Baltimore. The list is based upon John C. Postum's Audience Index. The Index is compiled from radio logs made available to Research, Inc. by the radio stations in Los Angeles, Chicago, New York, and Baltimore.

- The number in parentheses following the title indicates the station where the record received the highest listening for the week.
- The number in parentheses following the title indicates the number of times the record was played.
- The number in parentheses following the title indicates the number of times the record was played.
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- The number in parentheses following the title indicates the number of times the record was played.
- The number in parentheses following the title indicates the number of times the record was played.
- The number in parentheses following the title indicates the number of times the record was played.
"You're Breaking My Heart"... One Knockout After Another!

"Again"

Vic Damone

Only Mercury has the Hits on Non-Readable

MERCURY 5271

MERCURY 5261

And Coming Soon Another Knockout!
### BEST-SELLING CHILDREN'S RECORDS

*Records listed are those children's records selling best in the nation's retail music stores, according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LITTLE TOOT (One Record)</td>
<td>Glenn Miller</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>2</td>
<td>MINI WEINER-THIN MULTIPLES</td>
<td>Casper</td>
<td>Capitol</td>
</tr>
<tr>
<td>3</td>
<td>BABY'S BIRTHDAY (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>4</td>
<td>THE LITTLE PUG (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>5</td>
<td>POLKA HOP (One Record)</td>
<td>Jimmy Dorsey</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>6</td>
<td>DANCE YOURSELF (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>7</td>
<td>FIDDLE FADDLE (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>8</td>
<td>GOLDFINO THE GIANT (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>9</td>
<td>WALTZ TIME (One Record)</td>
<td>Jimmy Dorsey</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>10</td>
<td>ROEMER'S RHAPSODY (One Record)</td>
<td>b.o.</td>
<td>Columbia 78s</td>
</tr>
</tbody>
</table>

### RETAIL RECORD SALES

**BASED ON REPORTS RECEIVED LAST THREE DAYS OF WEEK ENDING JULY 22**

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

*Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE MAESTRO'S WALTZ</td>
<td>Arturo Toscanini</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>THE PLAYS TRIO</td>
<td>Arthur Mendelssohn</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>3</td>
<td>THE SONGS OF BACH</td>
<td>Johann Sebastian Bach</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>4</td>
<td>THE DANCES OF MONTEZ</td>
<td>José María Monteza</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>THE CONFETTI OF THE BAY</td>
<td>John McCormack</td>
<td>Columbia 78s</td>
</tr>
</tbody>
</table>

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

*Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Albums are listed according to greatest sales.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE MAESTRO'S WALTZ</td>
<td>Arturo Toscanini</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>THE PLAYS TRIO</td>
<td>Arthur Mendelssohn</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>3</td>
<td>THE SONGS OF BACH</td>
<td>Johann Sebastian Bach</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>4</td>
<td>THE DANCES OF MONTEZ</td>
<td>José María Monteza</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>THE CONFETTI OF THE BAY</td>
<td>John McCormack</td>
<td>Columbia 78s</td>
</tr>
</tbody>
</table>

### BEST-SELLING POPULAR RECORD ALBUMS

*Albums listed are those selling best in the nation's retail record stores (dealers), according to The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THE MAESTRO'S WALTZ</td>
<td>Arturo Toscanini</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>THE PLAYS TRIO</td>
<td>Arthur Mendelssohn</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>3</td>
<td>THE SONGS OF BACH</td>
<td>Johann Sebastian Bach</td>
<td>Columbia 78s</td>
</tr>
<tr>
<td>4</td>
<td>THE DANCES OF MONTEZ</td>
<td>José María Monteza</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>THE CONFETTI OF THE BAY</td>
<td>John McCormack</td>
<td>Columbia 78s</td>
</tr>
</tbody>
</table>
**MOST-PLAYED JUKE BOX RECORDS**

Records listed are those receiving the greatest play in the jukebox in the country. Listed under the title of each are the most played records and other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart Part V.

**POSITION**

1. **RIDERS IN THE SKY**...V. Monroe Orch.
2. **SOME ENCHANTED EVE**...P. Crosby-J.
3. **SOME ENCHANTED EVE**...I. Monroe-M. Andrews
4. **FOREVER AND EVER**...R. Monroe Orch.
5. **FOREVER AND EVER**...K. Morgan Orch.
6. **ROOM FULL OF ROSES**...K. Morgan-B. Cavallaro
7. **BABY, IT'S COLD OUTSIDE**...D. Bailey
8. **BABY, IT'S COLD OUTSIDE**...A. Monroe
9. **BABY, IT'S COLD OUTSIDE**...E. Fitzgerald-L. Jordan
10. **DON'T SEE ME IN YOUR EYES ANYMORE**...A. Monroe
11. **SOME ENCHANTED EVE**...M. Monroe-P. Ray
12. **SOME ENCHANTED EVE**...P. Ray-A. Monroe
13. **THAT'S MY BABY**...D. Bailey-K. Morgan
15. **THAT'S MY BABY**...E. Fitzgerald-L. Jordan
16. **BAD ADVICE**...A. Monroe
17. **BAD ADVICE**...M. Monroe-A. Monroe
18. **BAD ADVICE**...A. Monroe
19. **SOME ENCHANTED EVE**...A. Monroe
20. **BAD ADVICE**...M. Monroe-A. Monroe
21. **BAD ADVICE**...A. Monroe
22. **BAD ADVICE**...M. Monroe-A. Monroe
23. **BAD ADVICE**...A. Monroe
24. **SOME ENCHANTED EVE**...M. Monroe-A. Monroe
25. **BAD ADVICE**...A. Monroe
26. **BAD ADVICE**...M. Monroe-A. Monroe
27. **BAD ADVICE**...A. Monroe
28. **BAD ADVICE**...M. Monroe-A. Monroe
29. **BAD ADVICE**...A. Monroe
30. **BAD ADVICE**...M. Monroe-A. Monroe

---

**BEST-SELLING POPULAR RETAIL RECORDS**

(Continued from page 44)

1. **TWISTED HOURS**...A. Minchow Orch.
2. **SUNSHINE**...A. Minchow Orch.
3. **MOM**...A. Minchow Orch.
4. **PROMISES**...A. Minchow Orch.
5. **THE LAST OF THE TRUE LOVE SONGS**...K. Morgan-B. Cavallaro
6. **THAT'S MY BABY**...K. Morgan-B. Cavallaro
7. **BAD ADVICE**...K. Morgan-B. Cavallaro
8. **BAD ADVICE**...K. Morgan-B. Cavallaro
9. **BAD ADVICE**...K. Morgan-B. Cavallaro
10. **BAD ADVICE**...K. Morgan-B. Cavallaro
11. **BAD ADVICE**...K. Morgan-B. Cavallaro
12. **BAD ADVICE**...K. Morgan-B. Cavallaro
13. **BAD ADVICE**...K. Morgan-B. Cavallaro
14. **BAD ADVICE**...K. Morgan-B. Cavallaro
15. **BAD ADVICE**...K. Morgan-B. Cavallaro
16. **BAD ADVICE**...K. Morgan-B. Cavallaro
17. **BAD ADVICE**...K. Morgan-B. Cavallaro
18. **BAD ADVICE**...K. Morgan-B. Cavallaro
19. **BAD ADVICE**...K. Morgan-B. Cavallaro
20. **BAD ADVICE**...K. Morgan-B. Cavallaro
21. **BAD ADVICE**...K. Morgan-B. Cavallaro
22. **BAD ADVICE**...K. Morgan-B. Cavallaro
23. **BAD ADVICE**...K. Morgan-B. Cavallaro
24. **BAD ADVICE**...K. Morgan-B. Cavallaro
25. **BAD ADVICE**...K. Morgan-B. Cavallaro

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**WARNING!**

In selecting these charts for buying purposes, readers are urged to pay particular attention to the information listed under each record. Otherwise, a record may be charted without being available for sale. This is particularly true in the case of records released during the past few weeks or months. Readers should also check with dealers for the availability of records currently listed in this issue.
**BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS**

Records listed are country and Western records that sold best in stores according to *The Billboard*’s special weekly survey among a selected group of retail stores, the majority of whose customers purchase country and Western records.

<table>
<thead>
<tr>
<th>Number</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LOVE SICK BLUES</td>
<td>Hank Williams &amp; His Drifting Cowboys</td>
<td>MGM 16352-BMI</td>
</tr>
<tr>
<td>2</td>
<td>ONE KISS TOO MANY</td>
<td>Eddy Arnold, the Tennessee Plowboy</td>
<td>V 21-0051-BMI</td>
</tr>
<tr>
<td>3</td>
<td>THE ECHO OF YOUR LOVE</td>
<td>Eddy Arnold, the Tennessee Plowboy</td>
<td>V 21-0051-BMI</td>
</tr>
<tr>
<td>4</td>
<td>TENNESSEE SATURDAY</td>
<td>Red Foley, the Cumberland Valley</td>
<td>D 48192</td>
</tr>
<tr>
<td>5</td>
<td>TENNESSEE POLKA</td>
<td>Roy Baker</td>
<td>D 48170</td>
</tr>
<tr>
<td>6</td>
<td>NEVER AGAIN</td>
<td>Hank Williams &amp; His Drifting Cowboys</td>
<td>MGM 16352-BMI</td>
</tr>
<tr>
<td>7</td>
<td>I'M THROWING RICE AT E.</td>
<td>Eddy Arnold</td>
<td>Cap 57-04135</td>
</tr>
<tr>
<td>8</td>
<td>PANHANDLE RAG</td>
<td>L. McAuliffe &amp; His Western Swing Band</td>
<td>Cal 2044</td>
</tr>
<tr>
<td>9</td>
<td>HADACAL DOGGIE</td>
<td>B. Nellos &amp; His Dixie Blue Boys</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>BEFORE YOU CALL</td>
<td>D. Landers</td>
<td>MGM 16427</td>
</tr>
<tr>
<td>11</td>
<td>WEDDING BELLS</td>
<td>H. Williams &amp; His Drifting Cowboys</td>
<td>MGM 16427</td>
</tr>
<tr>
<td>12</td>
<td>SOMEDAY YOU'LL CALL MY NAME</td>
<td>J. Wadley</td>
<td>Cap 57-04153</td>
</tr>
<tr>
<td>13</td>
<td>I'M BITING MY FINGERTIPS, NAILS AND THINKING OF E.</td>
<td>Tubb-Andrews Sisters &amp; Texas Troubadours</td>
<td>D 42292-BMI</td>
</tr>
</tbody>
</table>

**RECORDING EXCLUSIVELY FOR MGM RECORDS**

**WRITING EXCLUSIVELY FOR ACUFF-ROSE PUBLICATIONS**

**THE BILLBOARD NAMM TRADE SHOW AND CONVENTION SECTION**

*WE DO NOT SELL RECORDS SELL MUSIC AVAILABLE* 
2510 FRANKLIN ROAD NASHVILLE, TENNESSEE
The "COUNTRY BOY" who took "AN OLD COLD TATER" and ... Made them National Hits!

"LITTLE JIMMY" DICKENS

FEATURED STAR ON
GRAND OLE OPRY
WSM, Nashville

HAVE YOU HEARD MY LATEST?
"I'LL BE BACK A' SUNDAY"
AND
"MY HEART'S BOUQUET"
Columbia No. 20598
Still Selling Big!
"COUNTRY BOY"
Columbia 20585 (2-238)
"TAKE AN OLD COLD TATER"
Columbia 2-548 (2-139)
Affiliated With ACUFF-ROSE Publishers

COLUMBIA RECORDS


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The Billboard NAMM Trade Show and Convention Section

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www.americanradiohistory.com
T. TEXAS TYLER SIGNS NEW FIVE YEAR CONTRACT
WITH 4 STAR RECORD CO.

4 Star Proxy
T. TEXAS TYLER
Bill McCall
The man with a million friends

Don Pierce

LATEST 4 STAR RELEASES
Still Going Strong!

#1346 "COUNTRY BOY"
"SHOW ME THE WAY BACK TO YOUR HEART"

#1321 "PLEASE BELIEVE IN ME"
"SOFT LIPS"

"DAD CAME MY DOG AWAY"

4 Star Records
FOR THE BEST IN FOLK MUSIC
305 So. Fair Oaks Ave., Pasadena, Calif.

CHARLES LUNDY
AND THE VIRGINIA VALLEY BOYS

MERCURY
RECORD ARTISTS

LOOK AT THESE HITS
"SENDING MY HEART IN THIS LETTER"
"LOVER'S FAREWELL"
"DYING LOVER"

REPRESENTED BY ARNEL-THOMAS, INC.
P. O. BOX 93
KINGSPORT, TENNESSEE

The Billboard NAMM Trade Show and Convention Section
July 30, 1949
Page 51
THE BILLBOARD PICKS:

To the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into beat selling list droped or most heard feature of the Charts.

GIVE ME A SONG WITH A BEAUTIFUL MELODY

KAY LAMBERDE

DECCA 4795

For forthright presentation of a song that really has a "pop" quality, Kay Lamberde's appealing rendering should add to her density collection of hits with this exciting. The melody is tuneful and simple, and it's story the farthest thing from a "hit song." A great record, in every way, but always seems to pose perfect dancing tempo.

THE DISK JOCKEYS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a yearly survey among them on what time the record retailers think tomorrow will be.

1. DON'T BELLE AN OLD-FASHIONED MAN

DICK HAYES

WASHINGTON, D.C.

WXTF (AM) 1080

2. WHO DON'T KNOW IN HEAVEN?

WILLIAM TRAVIS

COLUMBIA 38517

3. WHERE ARE YOU NOW THAT I NEED YOU?

EVELYN KNOTT

COLUMBIA 38518

4. THE GALLIPOLI CORDEN

COLUMBIA 38519

5. VII. PAGANINI

FRANCIS BUTLER

COLUMBIA 38520

6. I CAME FOR YOU

ALISON DAY

COLUMBIA 38513

7. WHISPERING NOISE

STAFFORD-MACKENZIE

COLUMBIA 38511

THE RETAILERS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a yearly survey among them on what time the record retailers think tomorrow will be.

1. THAT'S ME

WILLIAM TRAVIS

WXTF (AM) 1080

2. MY HEART IS DYING FOR YOU

EVELYN KNOTT

COLUMBIA 38518

3. BROKEN KISS

ALISON DAY

COLUMBIA 38513

4. EASY MONEY

RUSSELL DAY

COLUMBIA 38515

5. HOW DO YOU KNOW IN HEAVEN?

WILLIAM TRAVIS

COLUMBIA 38517

6. I WILL TELL YOU THE WAY I THINK OF YOU

I. RUSSELL DAY

COLUMBIA 38515

7. YOU ARE MY HONEY

ALISON DAY

COLUMBIA 38513

THE OPERATORS PICK:

Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a yearly survey among them on what time the record operators think tomorrow will be.

1. MAYBE IT'S BECAUSE

DICK HAYES

WASHINGTON, D.C.

WXTF (AM) 1080

2. I'VE GOTTEN SO USED TO YOU

WILLIAM TRAVIS

COLUMBIA 38517

3. KEEP THE LOVELIGHT BURNING

WILLIAM TRAVIS

COLUMBIA 38517

4. WHERE ARE YOU NOW THAT I NEED YOU

ALISON DAY

COLUMBIA 38513

5. BE GOOD GOOD, GOOD TO ME

WILLIAM TRAVIS

COLUMBIA 38517

FOlk TALENT AND TUNES

(Continued from page 50)

arranger, Eddie Bennett, and Rudy Scooter is no longer working the Nashville territory for Fred Blythe's Fairway Music. Blythe is in Hollywood and has leased a two-year pact with Bullet... T. Rex Tyler (4 Star) is touring the Pennsylvania folk music parks.

Disk Jockey Doings: Fred Christiansen, of WMEP, Memphis, reports that Dee McLean, Eddie Hill's group at that station, is Leon Gambrel, who makes Western wear at KBWC, Corpus, Calif., has his own record, working dates in the vicinity... Jan F. S. Who does three hours of music disk spinning at WJZ in Atlanta, reports that the McCoy Brothers of that station are auditioning for a Columbia pact... He is running a Victor label bust today with his disk jockey shots... Cherokee Sue Graham, of WQXQ, Clarksville, Va., says that Jack Osborne has returned to that station after a while with a "Old Dominion Dance" at WIVA, Rich mond, Va., Hughes Alison, heard two and-a-half hours daily at WAGA, Augusta, now is working with Corby Kinsey (Morton)... Beautiful Bob McKenzie, of KXLA, Calif., is doing a one-night-per-week appearance at one of his sponsors, the "Ole Corral," local novelty which features Chuck Hayes and His Gang of Blue, accordion player, tenor sax, and vocals. Dick Rodgers, who pushes Western music via his WHEK, Akron, Ohio, and in promotions is the personal manager of George Montgomery (Columbia). He writes that Eddie Wayne and the Starlight Rangers, Vic Martin, violin; Robert Dailer, steel guitar; Jackie Lewis, bass, and Wayne's rhythm guitar, are waxing for King...

Tex Williams (Capitol) was operated on suddenly two weeks ago and is reported recovering rapidly... Rosalie Allen (Victor) and her hubby called last week for an extended vacation in Bermuda. Paul R. Peterson, of Nye, N. Y., is new personnel manager for Tex Jim Robertson (Victor). Robertson starts three weeks of East Coast work touring August 14, with Shade Zane and Shade Zane, of International Artists, New York, doing the booking. Robertson may start a weekly show over NBC, to be called "The Lazy Daze Ranch broadcast... Marge Engler, WTOL, Toledo, has taken over the Top Ten list, local levy, where she presented her Maumee Valley Boys... The Maumee Valley Playboys, is working outdoor dates in the Detroit territory... Gerry McGee and His Radio Barn Dance Gang (WWJY), Waterford, N. Y., opened a talk music park this spring Park, which is called "Dry Island Ranch," is located at Waterford, N. Y.
COLUMBIA Records
Going Strong: "BABY, IT'S COLD OUTSIDE"
Current Winner: "LOVER'S GOLD"
Her Latest: "HOMEWORK" (Columbia No. 38514) from Irving Berlin's MISS LIBERTY
Just Released: "THROUGH A LONG AND SLEEPLESS NIGHT" (Columbia No. 38539)

and Again...
FOR THE 1949-50 SEASON
Star of the OXYDOL Show
3 NIGHTS A WEEK, 7:15-7:30 P.M., E.S.T.
CBS Coast to Coast
YOUR PROFIT

Clear the tracks for the new LP selling season! Now is the time to check your inventories, fill in the gaps, stock your shelves! LP is growing, growing, growing! Its popularity constantly stimulated by sensational new successes in every category of music; its fame consistently supported by lively advertising and promotion.

NEW ADVERTISING IN 12 NATIONAL MAGAZINES!

GREAT NEW MERCHANDISING AND PROMOTION PLANS!

EXCITING NEW RELEASES!

MORE AND MORE CUSTOMERS!

THESE NATIONAL MAGAZINES WILL BRING LP ADVERTISING

COLUMBIA

Page 54, July 30, 1949. The Billboard NAMM Trade Show and Convention Section.
LINE FOR ’49

SURE PROFITS, STEADY PROFITS, EXTRA PROFITS!

FULL STEAM AHEAD

Come and See Us!
At Booths 19, 20, 21
NAMM CONVENTION
New York City, July 25 to July 28

RECORDS

The Billboard NAMM Trade Show and Convention Section ...................... July 30, 1949 .......... Page 55
Record Reviews

RATED (100 Point Maximum)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEARL BAILEY</td>
<td>&quot;Ibiza&quot;</td>
<td>Columbia 3039</td>
<td>78-77-75-75</td>
</tr>
<tr>
<td>LES BROWN</td>
<td>&quot;Jumping the Broom&quot;</td>
<td>Columbia 3040</td>
<td>75-77-77-77</td>
</tr>
<tr>
<td>JOHNNY Desmond</td>
<td>&quot;I Was a Lover Before&quot;</td>
<td>Decca 47-7-10</td>
<td>78-70-78-78</td>
</tr>
<tr>
<td>CLAUDE THORNHILL</td>
<td>&quot;I'm a Fool to Want You&quot;</td>
<td>Columbia 3041</td>
<td>79-70-69-69</td>
</tr>
<tr>
<td>PHIL BRITO</td>
<td>&quot;I'm Just Lonesome for You&quot;</td>
<td>Columbia 3042</td>
<td>77-77-77-77</td>
</tr>
<tr>
<td>BEATRICE KAY</td>
<td>&quot;Hang on the Bell&quot;</td>
<td>Columbia 3043</td>
<td>78-76-68-68</td>
</tr>
<tr>
<td>HERB JEFFRIES</td>
<td>&quot;Hanky Panky&quot;</td>
<td>Columbia 3044</td>
<td>79-70-75-75</td>
</tr>
</tbody>
</table>

Page 56. July 30, 1949. The Billboard NAMM Trade Show and Convention Section
ABC-EAGLE RECORDS

List Price (Plus Tax)

DEALERS AND OPS!

This Is It! Break Down That Customer Rebellion!

NEVER BEFORE has the trade been offered vinyl-type flexible break-resistant recordings of hit tunes by popular artists for retail to the public at any-where near the startling low list price of 39c (plus 2½c Fed. Tax) . . . . At the trade price of 24c!

ABC-EAGLE can offer a quality product at this sales stimulating price only thru volume sales and direct distribution from plant to dealer and operator.

TERMS: Trade price 24c plus 2½c tax,

f.o.b. Hollywood — C.O.D.

Minimum Order—Box of 25
Any One Number or Assorted
(Orders accompanied by check expedited)

Current ALBUM Releases *

List

49'er Songs By CHARLEY MARSHALL

"The Old Maverick"

ONLY!

WHAT MAKES YOUR HEAD SO RED & WALLS OF ZION & RAILROAD CARS ARE COMING & DON'T YOU HEAR JERUSALEM MOAN & I CAME FROM SALEM CITY

79c

Colorado Ranger & OZIE WATERS & Texas Tombstones

SPRINGTIME IN THE ROCKIES & UTAH TRAIL HOME ON THE RANGE & SUNSET ON THE WASATCH

LIST

DUDE MARTIN and his Roundup Gang

Radio Roundup

RODEO ROSE & BRONCO BUSTER & WONDER

IF YOU BURN ALL MY LETTERS & OLEO-MARGARINE & OKLAHOMA SWEETHEART & DUTCH WARBLER

ALBUM TRADE PRICES:

List — 79c (plus 5c Tax) — Trade Price — 49c Plus Tax

List — $1.19 (Plus 7½c Tax) — Trade Price — 74c Plus Tax

ABC-EAGLE RECORDS 6110 SELMA, HOLLYWOOD 28, CALIF.
PARKER, HARRY
(The 30's)
My Old Kentucky Home.

BUDDY CLARK
(Fine Tone (60196))
"I'm Sorry"

DORIS DAY
(Decca 5304)
"Little White Lies"

JOAN SWINNERTON
(MGM 1019)
"Deep in My Heart"

LAURA PALMER
(Decca 7200)
"Indian Love Call"

ELIZABETH SUMMER
(Mercury 630)
"It's All Right"

KATHLEEN MARTIN
(Decca 601)
"Jealous"

ROBERT COWAN
(Decca 603)
"April Love"

THE SATURDAYS
(Decca 604)
"Fred"

FRANKIE CARLSON
(Decca 605)
"You're the One"

THANKS
MUSIC MERCHANTS
FOR ALL YOUR COOPERATION
IN THE PAST.

WATCH FOR MY NEW
DECCA RECORDS
Sincerely,
JACK OWENS

Page 58... July 30, 1949... The Billboard NAMM Trade Show and Convention Section

BILLY BRIGGS
Darling Waits 73-73-73-73.
Pretty Baby Boogie 64-66-66-68.

BIG JEFF
Watchman's three minute story of a young miner in the California country treat.

After We Are Through Don't muss.
The following abbreviations are being used throughout the list of Advance Record Releases:

Call = Columbia
Decca = Decca
Durant = Durant
RCA = RCA Victor
Vocalion = Vocalion

The following labels will continue to be included in this section:

Blues: Decca Blues, Decca Juvenile Blues, Decca Shellac, Decca Specialty, Decca Transcriptions
Contemporary: Decca Contemporary, Decca Specialty
Country: Decca Country, Decca Specialty
International: Decca International, Decca Specialty
Jazz: Decca Jazz, Decca Specialty
Roads: Decca Roadside, Decca Specialty
Rhythm & Blues: Decca Rhythm and Blues, Decca Specialty
Savoy: Decca Savoy, Decca Specialty
Tonalion: Decca Tonalion, Decca Specialty
Vocalion: Decca Vocalion, Decca Specialty
Westminster: Decca Westminster, Decca Specialty

Bewitched

Did

The

Guess

P.

20-3514; 24698 (491

vance

numbers

F.yes-Volga

Tiara,

Bradford

One

Fun

30.0005:

To

With

MOM

Col

Bluebird

(Now!

Sellosky

Decca

38233)

(Rey

Decca

10487

Shearing

Jazz

Serenade

...
BRAHMS: TRAGIC OVERTURE, 72
OP. 81—Amsterdam Concertgebouw—London Recorders, H. H. Scott, director (12"-78) Capitol-Telefunken EDL 810

Huntington-Krolikoff, R. B. V.

BRUNEL: DE PROFUNDA, 28
H. A. Olsen, tenor—G. Favel, organist—American Cathedral Chorale. (10"-78) Cap-Telefunken EDL 5032

Huntington-Krolikoff, R. B. V.

SCHUMANN, R.: SYMPHONY NO. 4, 73
Orch. of the Philharmonic Society of N. Y.—Richard Rodgers, conductor (12"-78) Mercury EDL 801

Huntington-Krolikoff, R. B. V.

SIBELIUS: SYMPHONY NO. 3, 19
Orch. of the Philharmonic Society of N. Y.—Richard Rodgers, conductor (12"-78) Mercury EDL 801

Huntington-Krolikoff, R. B. V.

SCHUMANN, R.: DE PROFUNDA, 28
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Huntington-Krolikoff, R. B. V.
The Honorable Roll of Popular Songwriters

By Jack Burton

NO. 30—WILLIAM C. HANDY

About the time the "Bix" Beiderbecke was toughing out that terrific teaching trip, another "young man with a horn" had just started to trumpet his virtuosity in a more serious light. It wasn't much of a horn—just a battered brass cornet. A circus wind-summer was about to sell it to a junkman when William Christopher Handy, an ambitious Negro boy with music in his heart and two bits in his pocket, came along and bought the lot for a dollar—25 cents down and the balance when he got it. But it was not a junked instrument, and out of it all, in 1912 poured the first blues—the grass roots of syncopation.

Will Handy was born in Florence, Ala., November 16, 1873. Eight years after the surrender at Appomattox, was he in free people. Both his father and grandfather were Negro ministers, who preached and practiced the old-time Methodism, and while there was musical talent in the family, fiddling and guitar playing were forbidden and songs were sung only in church.

But music was as indispensable to Will Handy as the air he breathed, and so with the first pennies and dimes that were earned as a result of gathering nuts and making eye soup, he bought a cornet. If he ever got out of it, however, was a stern reprimand and a smack over the buttocks. His father, however, took the cornet instrument back to the store and traded it for a dictionary.

The Wanderlust

For the next two years, young Handy paid penance behind a plow, toiling to provide his mother's dainty mind and show his instead of the Negro Agricultural and Mechani-

College near Huntsville, Ala., the blues were born as the "Daddy of the blues" conceived them—with "blue notes," "blue chords" and "breaks." Ed. W. Crump, the political boss of Memphis, should get an assist in this historic delivery. Al- though the Mayor lacked height in the mayoralty election, he needed Handy's support in the vote, so he hired Will Handy and his colored band to boot the dive keepers, the gamblers and other high-rollers of the Beale Street district to the polls. Handy knew that no ordinary tune out of the band's repertoire would do the trick. So he sat down and wrote some of the "special songs" he had heard in the shuffle joints, which would appeal to those Beale Street voters who lived on a hog-rind diet but liked to jest.

Since we can't select ballasts in this issue for one of Handy's "special songs," we will quote Will Handy's virgin blue tune work for Mister Crump for what it's worth. The Beale Street adopted the tune as its very own and sang it to set of providential lyrics that opened the platform on which the reform candidate was campaigning. These lyric that set something like this:

"Mister Crump won't no easy riders here.

I'm going to the bull-house anyhow.

Mister Crump can go an' catch his own

self some air.

In just a few months Handy conceived his first blues, William Handy changed the name from Mister Crump to Handy, published it at his own expense, and later sold all his rights to the New York sheet music publisher for $50 cash. With the other blues Handy had written, Handy had at last financing enough money to open his own publishing house to print

and promote them, and the royalties they now yield him are reputed to be around $25,000 annually.

Will Handy himself had good reason to pay tribute to Handy because the depression when the bottom dropped out of the sheet music business and cancela-

tion. Instead of filing a bankruptcy petition, which would have left Handy's small way out, Handy licked the slump the hard way, selling his home in Harlem to raise ready cash and running his eyesight by overwork.

"St. Louis Blues"

Today, at the age of 78, the "Daddy of the Blues," who has a Memphis park named in his honor, is totally blind. He drags those rose-colored glasses. Like most suc-

cesses, Handy's "St. Louis Blues" was a product of this age of three-score and ten, but it blessed Handy with fame and the praise of that Handsy Salassiou's royal band played the St. Louis Blues as a battle song when Mussolini's troop invaded Egypt, and that Prince George of England had played the British Guards. "St. Louis Blues" has been immortalized that "St. Louis woman with the diamond"

But Will Handy prides most of all in his music, which he calls "his babies," and because he has been paid $500 for a dollar on the installment plan. He has mastered his valves and lip-and has learned and mastered this historic instrument and song that put Memphis and St. Louis on the map. His musical map is his guarantee of a cloud in the celestial brass section, his "St. Louis Blues" and the "Daddy of the Blues" is the best of them all.

OLIVER "BOOGIE" WILSON

All of William C. Handy's numbers are published by Handy Brothers Music Company, Inc.

PERSISTENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright. Since many popular songs are musical hits, sheet music was produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*)

In the publisher listing, the name of the present publisher, and not the original song and publisher in public domain (titles first copyrighted in 1882 or before) have no publisher credit.

The listing of songs, as is necessary complete.

The Billboard NAMM Trade Show and Convention

July 30, 1949

Page 63
TIME MAGAZINE SAID—
"MR. B. GOES TO TOWN . . .
His version of Ellington's 'Caravan' had the fans
hitting the trail (along with more than
1,000,000 record buyers)."

THEN CAME—
"FOOL THAT I AM"
"BEWILDERED" "SOMEHOW"

NOW—
MR. B. GOES TO TOWN
AGAIN FOR THE DEALER

WITH
"CRYING" • "TEMPTATION"
(MGM-10458)

AND JUST RELEASED—
"I LOVE YOU"
from the Broadway Hit Musical "Miss Liberty"
BACKED WITH
"GOODBYE"
(MGM-10472)

BILLY ECKSTINE

Exclusive MGM Recording Artist
Personal Management: MILTON EBBINS
Direction—
WWW WILLIAM MORRIS AGENCY, Inc.
Retail Record Survey

An Analysis of Current Industry Trends, As Seen From the Dealer’s Point of View, and Presented as a Special Service by The Billboard

KEY problems and dealer-manufacturor relationships are revealed in The Billboard’s record dealer survey, results of which are based upon a cross-section of dealers polled throughout the country. The survey gives dealers’ opinions and views regarding quality of service given by different disk companies; helpfulness of salesmen of various companies; dealers’ policies in the ordering of current hit pop records; acceptance of LP and 45 r.p.m. records on both the dealer and consumer level; status of dealers’ inventories; methods (other than return privileges and price reductions) whereby inventories have been reduced; allocation of advertising funds; dealers’ opinions on most potent advertising media; sources of information used by dealers as a guide in buying records, and other matters.

It will be noted that not all dealers answered every question. Returns on the questionnaire, however, are quite high, the total making up a very good sample. Questionnaires were mailed to 3,453 dealers during June. Survey results, therefore, can be considered as truly mirroring current conditions in the disk business.

PART I
DEALER SECTION

Questions:

1. Of the record companies, which give the best all-around service?
2. Of the record companies, which company gives you the BEST AND FASTEST DELIVERY SERVICE?
3. Of the record companies, which company has the most HELPFUL SALES MEN?
4. HOW OFTEN DO YOU ORDER Current Hit pop records?
5. Do you carry LP records?
6. If your answer is yes, check the statement below that best describes how LP RECORDS ARE SELLING FOR YOU: good, satisfactory, disappointing.
7. Do you carry 45 R.P.M. Records?
8. If your answer is yes, check the statement below that best describes how 45 R.P.M. RECORDS ARE SELLING FOR YOU: good, satisfactory, disappointing.
9. Have you reduced your inventory since January 1, 1949?
10. If you have reduced your inventory check answer below that best describes how much: about right, down but not nearly enough.
11. If you have reduced inventories, list various means you have used (other than return privileges and price reductions).
12. What proportion of your advertising budget has been on: “Close outs”; 78’s; 45’s; LP’s?
13. Of all the advertising and promotion media you use, PLEASE NUMBER, IN THE ORDER OF THEIR IMPORTANCE, the most effective.
14. PLEASE NUMBER, IN THE ORDER OF THEIR IMPORTANCE, the sources of information you use as a guide to buying records.
15. Who buys records for your store?
16. Does the same person who buys records for your store also buy radios, phonographs, and (if you carry them) television sets?
NEW RONDO ALBUM WILL BREAK ALL RECORDS FOR SENSATIONAL SALES!

Ken Griffin at his very best... thrilling Christmas carols as only inimitable Ken Griffin can produce on his organ... with bells, chimes and the celesta.

Rondo Album No. 1010 to retail at $3.15... on break resistant plastic.

Cut out and mail the coupon below to

Rondo records... 329 S. Wood... Chicago, Ill.
Or mail direct to your Rondo Distributor.

Please send Rondo Album No. 1010... "Merry Christmas from Ken Griffin"

Quantity... Please ship [date].
Ship to...
Address...
City... State...

KEN GRIFFIN'S
NO BOOTH!
NO OVERHEAD!
NO HIGH PRESSURE!... JUST HITS!

ON DERBY—SEPIA HITS

Doby's Boogie
Dob's Boogie
No. 713
Do's Black—Piano

Hog Head
Hog Head
Freddie Mitchell with Orch.

Kiss My Wrist
Kiss My Wrist
Doc Perry with Orch.

Traveling Doc
Traveling Doc
Freddie Mitchell with Orch.

Slider
Slider
Freddie Mitchell with Orch.

The Derby
The Derby
Freddie Mitchell with Orch.

The Beau
The Beau
Joe Black

Midnight Ride
Midnight Ride
Joe Black

Charmaine
Charmaine
Don't Blame Me

Big Black
Big Black

No. 714
Joe Black

No. 715
Joe Black

ON RAINBOW HONEY TONK PIANO HITS

I Found a Million Dollar Baby (In a Five and Ten Cent Store)

No. 70011
Eddie "Gin" Miller

Lily of Laguna

No. 80077
St. Bernard Waltz

Strolling (Group Vocal)

No. 70033
Whispering Ramona

Avalon Ballin' The Jack

No. 70066
I Just Found Out—Bring It On Down

RACE HIT No. 10094

DERBY RECORDS—RAINBOW Recording INC.
PHONE Lu-2-4680—767 10th Ave. N. Y. C., N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

Capitol Tops for All Around Service; Decca 2nd; MGM, Mercury Lead Indies

BY a relatively wide margin, Capitol was credited by dealers as giving them the best all around service. Tabulation of the major distributors gives Cap the nod with a score of 136; Decca in second place with 127; RCA Victor third with 111, and Columbia fourth with 103. Among the indies, MGM and Mercury scored one and two, with 101 and 97 points respectively. King and London follow with 44 and 28 respectively. The score of 16, followed, with seven and six respectively. All other labels (26) scored a combined total of 59.
## Dealer Section

### The Billboard Retail Record Survey

**Question 2**

**Of the record companies, which company gives you the best and fastest service?**

<table>
<thead>
<tr>
<th>MAJOR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>191</td>
</tr>
<tr>
<td>Decca</td>
<td>140</td>
</tr>
<tr>
<td>Columbia</td>
<td>106</td>
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<tr>
<td>RCA Victor</td>
<td>84</td>
</tr>
<tr>
<td>No answer</td>
<td>52</td>
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<table>
<thead>
<tr>
<th>OTHERS</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Mercury</td>
<td>104</td>
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<tr>
<td>MGM</td>
<td>88</td>
</tr>
<tr>
<td>King</td>
<td>41</td>
</tr>
<tr>
<td>London</td>
<td>21</td>
</tr>
<tr>
<td>Tempo</td>
<td>12</td>
</tr>
<tr>
<td>Dana</td>
<td>7</td>
</tr>
<tr>
<td>Rondo</td>
<td>5</td>
</tr>
<tr>
<td>All others</td>
<td>27 (23 labels mentioned)</td>
</tr>
<tr>
<td>No answer</td>
<td>221</td>
</tr>
</tbody>
</table>

**Capitol, Decca One-Two on Deliveries; Mercury Leads Indies, With MGM Second**

Capitol, which scored first place for giving dealers the best all-around service, also was credited with giving best and fastest delivery service. The Coast major gathered a score of 191, with Decca running second with 140. Columbia and RCA Victor reverse their positions on this question, Columbia scoring third with 106 and RCA Victor fourth with 84.

Among the indies, Mercury in the top slot with 104, as against MGM's second place score of 88. King and London, third and fourth respectively, with 41 and 31, and Tempo fifth with 12. Dana and Rondo scored seven and five respectively, whereas all other labels (23) scored a combined total of 27.

**Question 3**

**Of the record companies, which company has the most helpful salesmen?**

<table>
<thead>
<tr>
<th>MAJOR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>158</td>
</tr>
<tr>
<td>Columbia</td>
<td>152</td>
</tr>
<tr>
<td>Capitol</td>
<td>121</td>
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<tr>
<td>Decca</td>
<td>64</td>
</tr>
<tr>
<td>No answer</td>
<td>75</td>
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</table>

<table>
<thead>
<tr>
<th>OTHERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercury</td>
<td>64</td>
</tr>
<tr>
<td>MGM</td>
<td>62</td>
</tr>
<tr>
<td>King</td>
<td>33</td>
</tr>
<tr>
<td>London</td>
<td>22</td>
</tr>
<tr>
<td>Tempo</td>
<td>7</td>
</tr>
<tr>
<td>Dana</td>
<td>6</td>
</tr>
<tr>
<td>All others</td>
<td>32 (22 labels mentioned)</td>
</tr>
<tr>
<td>No answer</td>
<td>310</td>
</tr>
</tbody>
</table>

**RCA Salesmen Most Helpful, Columbia Next; Mercury and MGM Score Again**

RCA Victor has the most helpful salesmen, according to returns on The Billboard's poll crediting that company with a score of 158. RCA is closely followed by Columbia, a very good second with a score of 152. Capitol, which scored first in questions one and two, falls to a strong third here with 121. Decca is far behind the three leaders in this category with a score of 64. Among the indies, Mercury and MGM score first and second with 64 and 62 respectively. King and London ran third and fourth with 33 and 22. Tempo in fifth slot with seven, beat out Dana's six. All other labels (22) scored a combined total of 32.
**DEALER SECTION**

**The Billboard**

**Retail Record Survey**

**PART 1**

**QUESTION △ HOW** often do you order Current Hit pop records?

**ANSWER △**

- Several times a week: 184
- About once a week: 332
- About twice a month: 46
- About once a month: 3
- No Answer: 4

Current Hit Pop Disks Ordered Once Weekly by Most Dealers

*Question No. 4, "How often do you order current hit pop records?"*

According to returns on the survey, by far the majority of dealers order current hit pop about once a week. This was indicated by 332 dealers. Another 184 dealers said they ordered "several times a week," indicating an ambitious attempt to get with a hit rapidly in order to get the most out of it. A relatively small number are more lackadaisical—46 answering that they order "about twice a month," and three answering "once a month."

Many companies, notably RCA with its Triple S delivery system on 45 r.p.m. disks, are trying to speed up deliveries.

---

**A Great Addition to Our List of Outstanding Labels**

**PAN-AMERICAN RECORD DISTRIBUTORS**

* Largest Independent Record Distributors for the States of MICHIGAN and OHIO
* Are Proud To Announce Their Appointment by **MERCURY RECORDS**

as Distributors for the State of MICHIGAN and the TOLEDO, O., Territory.

3747 Woodward Ave.,
Detroit 1, Mich.
Phone TEmple 3-1830
Do You carry LP records?

| Carry LP records | 472 |
| Do not carry LP records | 91 |
| No answer | 6 |

If your answer is yes, check the statement below that best describes how LP RECORDS ARE SELLING FOR YOU.

Good | 160
Satisfactory | 182
Disappointing | 125
No answer | 6

Do You Carry 45 R.P.M. Records?

Carry 45 R.P.M. records | 481
Do not carry 45 R.P.M. records | 77
No answer | 6

If your answer is yes, check the statement below that best describes how 45 R.P.M. RECORDS ARE SELLING FOR YOU.

Good | 88
Satisfactory | 157
Disappointing | 229
No answer | 9

LP, 45 Have Wide Distribution; Consumer Acceptance High on LP, With 45 Climbing

Questions 5 thru 8, inclusive, reveal pertinent information with regard to one of the most controversial aspects of the record industry today, namely, dealer and consumer acceptance of LP and 45 r.p.m. disks. In interpreting the tabulations on these questions, and in comparing the dealer and consumer acceptance of both speeds, it is wise to bear in mind the length of time each system has been on the market. Columbia's LP is now about one year old. RCA's 45 r.p.m. system was unveiled in March and wasn't available on the merchandise counters until one month later.

With this time element as a frame of reference, the survey indicates the following: Both systems have wide distribution and a varying, though considerable acceptance. Of those answering the question, "Do you carry LP records?" 472 answered affirmatively, while 91 answered in the negative. With regard to how LP records are selling, 160 dealers answered "good," 182 said "satisfactory" and 125 said "disappointing."

With regard to RCA's 45 r.p.m. disks, distribution seems to be slightly better than Columbia's LP. Of dealers answering, 481 said they carry 45's, as against 77 who do not. Consumer acceptance of 45 r.p.m. disks is by no means as high as consumer acceptance of LP's, but bearing in mind the time element the 45 makes a creditable showing. Of those answering the question, "How are 45 r.p.m. records selling?" 85 dealers answered good, 197 said satisfactory and 229 said disappointing. The next few months would seem to be crucial with respect to relative consumer acceptance of the two systems, with acceptance likely to be affected by promotion and merchandising savvy, as well as good talent and tunes.

On this page are brief statistical charts on questions 5 thru 8.
If you have reduced your inventory check answer below that best describes how much:

**Reduced inventory since January 1, 1949... 484**

Did not reduce inventory since January 1, 1949... 77

No answer... 8

**IF YOU have reduced your inventory, list various means you have used (other than return privileges and price reductions).**

**IF YOU have reduced inventories, list methods of moving disk merchandise.**

Questions 9 thru 11 deal with inventory problems and will therefore be treated in one story. It is apparent from the survey returns that since January 1, 1949, the vast majority of dealers have reduced their inventory. While a considerable number, however, have reduced their inventory to the point where they consider it about right, the majority of dealers feel they still have a long way to go. Here are the figures:

In answer to "How have you reduced your inventory?" 484 say yes, and 77 answer no.

A total of 153 dealers state their inventory is now "about right.

A total of 284 dealers state their inventory is down, "but not nearly enough.

It should be noted, of course, that the above figures do not reflect the final impact of RCA's clearance sale, which wound up July 2. RCA dealers have stated, however, that the sale moved "several million dollars worth of merchandise." The figures, too, do not reflect the dent in inventories to be made by Decca's clearance sale, which was scheduled after this survey was tabulated.

Fact that a good many dealers have successfully reduced their inventories and are pinning for the Big Push in the fall indicates that considerable flexibility and imagination is being used by the more promotion-minded and aggressive dealer. This is borne out by answers to Question 11, which asks dealers to list various means other than return privileges and price reductions, whereby they reduced inventories. Here are some of the methods:

(1) Dealer phones customers when he gets new disks he thinks they would like; (2) gives away records or albums as bonus for purchase of a certain amount of merchandise; (3) special mailing lists; (4) trades with dealers in other locations; (5) push hit numbers to give a bigger return on dead stock; (6) free records with radio combinations purchased in store; (7) bonus records for steady customers; (8) mailing letters to good classical customers; (9) perpetual inventory on all albums and singles; (10) by giving salesmen different labels each week on which to concentrate; (11) boxing one old number each week for counter display; (12) surprise packages and dollar day sales; (13) co-operate with theaters on musical films; (14) extensive window displays; (15) by placing records that are not called for in the storage bins so that customers can see and hear them; (16) large outdoor signs in addition to extensive mailing lists and window displays; (17) packaged records—four for one dollar, eight unsealed; (18) grab bag; (19) typing special lists of old, but good, records and suggesting them to customers; (20) public-address system thru store and entrances; (21) store displays; (22) salesmanship and disk-jockey aid; (23) suggestive selling; (24) five records for one dollar—no jockeying, no refunds, no exchanges; (25) knowing stock and customers; (26) private sale thru record club of new and old merchandise; (27) putting old groups together and giving them new headlines; (28) making up albums by various artists, and including in each album a slow seller as well as a best seller; (29) tab system, in order to know the records easier and know the stock better; (30) unsold albums, with lists sent to record buyers on dealer's mailing list; (31) package of 25 pre-selected records given with each combi selling for over $1.00. Orders limited to top 30 pop, top 15 race and top 15 hillbilly; (32) "enchantment" over slow merchandise; (33) push back numbers along with new ones; (34) contact with school libraries; (35) bring old numbers to the customers' attention; (36) by asking customers if they have broken my records which they would like to have replaced; (37) offer clerks good commissions on all old merchandise; (38) opening a small branch store in a small town; (39) pushing older merchandise and using the color card system to mark those items to be pushed; (40) more self-service (41) taking the records out of dead albums and sell them singly; (41) organizing a record bonus club; buy 10 disks, get one free; (42) allow customers to buy merchandise home with two days return privilege.

Dealers also mentioned closer study of The Billboard, use of tips in Tuesday, The Billboard's sister publication. Many dealers also mentioned advertising in the different media—direct mail, newspapers, radio (including giveaway records), co-op advertising, advertising with the local theater; gift wrapping and delivery service.

A number of the above methods are unusual; some are sold examples of good merchandising, others are fairly routine, the effective use of the established advertising media. A subsequent section of this survey (Question 13) a tabulation will be given indicating which advertising media the dealers consider most effective.

Before leaving Question 11, however, it is noteworthy to report that quite a number of dealers are trying to solve their inventory problems in a "conservative" or "cautious" buying. The implications of this are treated in an initial section of the RANM supplement in conjunction with the results of the survey, and they have a ride hit records for all they are worth, is, of course, a sighted procedure.
**PART I**

**The Billboard Retail Record Survey**

**12.** WHAT proportion of your advertising budget has been on: "Close-Outs"; 78's; 45's; LP's?

**ANSWER.**

- "Close-Outs" ........................................ 13.75%
- 45's .................................................. 16.59%
- 78's .................................................. 54.15%
- LP's .................................................. 12.56%
- No answer ........................................... 2.95%

**13.** Of ALL the advertising and promotion media you use, PLEASE NUMBER, IN ORDER OF THEIR IMPORTANT, the most effective.

**ANSWER.**

- Radio .................................................. 673
- Direct mail .......................................... 665
- Personal appearance ................................ 159
- Newspapers ......................................... 974
- Window display ...................................... 758
- Other .................................................. 38
- No answer ...........................................

**Scoring:**
- 1st choice ........ 3 votes
- 2d choice .... 2 votes
- 3 to end .... 1 vote

**Advertising Budget Spent Preponderantly on 78 Disks; Newspapers and Window Displays Rated Best Media**

How does the dealer allocate his funds, and what advertising media are considered the most effective?

According to the survey tabulations, the dealer is appointing by far the greatest proportion of his advertising dollar to the regulation 78 r.p.m. records. Dealers answering this question (12) indicated that 54.15 per cent of their advertising funds was thus spent. The high percentages, it is believed, is due to the rash of sales!

Interestingly enough, the next highest allocation goes to 45 r.p.m. records, figures indicating that 16.59 per cent of funds are thus allocated. Promotion of LP disks account for another 12.56 per cent, and "close-out" sales account for another 13.75 per cent.

As for most effective advertising media, newspapers are by far the first choice. Scoring method for this question (13) gave three to first choice, two to second and one to third choice. On this basis, newspapers tallied 974, as against window displays, which tallied 758. Radio and direct mail ran very close for second and third position, scoring 673 and 665 respectively. Other forms of advertising drop off sharply. Personal appearances score 159, with other media scoring 38. A listing of the figures are appended.

**PART I**

**The Billboard Retail Record Survey**

**14.** Please number, in the order of their importance, the sources of information you use as a guide to buying records?

**ANSWER.**

- Customers' Request .................................. 1,236
- Personal opinion ....................................... 741
- Record salesmen's advice .......................... 610
- Trade paper editorial features .................... 551
- Direct mail from mfr. and dist. .................. 541
- Trade paper ads ....................................... 498
- Other .................................................. 64

**Customer Requests, Personal Opinion, Other Factors, Influence Dealers in Buying Disks**

The dealer, in buying records, is guided by a number of sources of information in which he places considerable credence. By far the chief source to the customer, the tabulation scoring 1,236 points for this source, is the man of three votes for a first choice, two for a second and one for a third. In second position is "Personal Opinion," with a score of 741.

In third place as a guide to record buying is the dealer's inventory system, with a score of 610. The advice of record salesmen is also a weighty factor, this classification scoring 551. Trade paper editorial features tally 541, followed by direct mail from manufacturer and distributor, 530. Trade paper ads have a high value, scoring 498. "Other" sources total a score of 64.

**PART I**

**The Billboard Retail Record Survey**

**15.** Who buys records for your store?

**ANSWER.**

- Store Manager ........................................ 177
- Record Department Manager ..................... 321
- Someone in Record Department ................... 69
- No Answer ...........................................

**16.** Does the same person who buys records for your store also buy radios, phonographs, and (if you carry them) television sets?

**ANSWER.**

- One buyer for records and all other merchandise .... 193
- Different buyers for records ........................ 328
- No answer, don't carry anything but records ......... 46
In reply to a question concerning the dealer's feelings about the current credit situation, the dealers' replies were unanimous in that the dealers were demanding less credit. The distributors, on the other hand, were responding to the dealers' demands by not granting credit. However, it was evident from the survey that the distributors were not willing to grant credit to dealers in rural areas, which was evident from the distributors' replies. Also evident was the distributors' desire to maintain a high level of inventory at every possible outlet and toward increasing the volume of sales.

Part II

Questions:

1. In your opinion, are record dealers demanding less credit compared to the credit situation three months ago?
2. In your opinion, are dealers demanding less credit than manufacturers' lines of records?
3. Have you dropped any lines of records due to the credit situation?
4. If you have dropped any lines of records, please name them.
5. Are distributors demanding less credit compared to the credit situation three months ago?
6. If you have dropped any lines of records, please name them.
 Dealers Credit Standing Off in Some Quarters, But No
Major Peril Indicated

The percentages as quoted above are at some variance with those for
similar and allied industries. Credits have been generally tightening up in
most retail and wholesale fields, and bankruptcy proceedings have been
climbing, but Dun and Bradstreet figures for the record, radio and television
fields have shown only that the retail establishments most recently opened are
in the worst financial condition. Well-established dealers
are still as sound as they were in prewar days, and the general
credit situation in the industry is slightly better than that for other re-
tail fields.

Dealers' Inventories Too High
Generally, But Too Low on Hit
Pop Records, Distribs Say

One of the major points upon
which both dealers and distribu-
tors generally agree is the size of
dealer stocks. Only 12 per cent of the
distributors felt that dealer invento-
ries were too high, as against the
49 per cent who believed that
stocks were too high. However, al-
most 42 per cent of the distributors
who replied to the Billboard ques-
tionnaire did not answer the question
about dealer inventories.

One third of the distributors were
of the opinion that while inventories
were generally too high, dealers were
not carrying sufficient stocks of the
hit pop records in the class of Riders
in the Sky or Baby, It's Cold Outside.
Distributor Section

The Billboard Retail Record Survey

Question 5
Are dealers demanding too much service?

Answer

No ........................................ 62

Yes ........................................ 31

Dealers Not Demanding Too Much Service From Dists

Once again the dealers and distributors were in general agreement on a point of previous major conflict. Two-thirds of the distributors responding to The Billboard survey of the opinion that dealers were not requesting too much service from their distributors. This pointed up the growing feeling in the record industry that co-operation among dealers, distributors and manufacturers would return record sales to the position they held in the peak years.

General business conditions recently have called for increased service all along the line. Dealers have found it to their own advantage to give more and better service to the consumer, and distributors agree. Again this is not a trend that prevails in the record business alone. Retailers and distributors in all fields have been increasing and improving service to the end that more sales will result.

Distributor Section

The Billboard Retail Record Survey

Question 6
If you have recently added any manufacturer's line of records, radios or television, please name them.

Answer

(See text below)

Question 7
If you have simultaneously dropped any lines, please name them.

Answer

(See text below)

Dists Showing Interest in TV Lines

No major or unusual trends were evident in the distributors' replies to questions concerning lines added or dropped recently. As new television areas opened up, distributors were showing a great deal of interest in handling video sets and some reported the addition of such brands as Admiral, Hoffman, Olympic, etc. New record labels such as the Horace Heidt Magna line were extending their distribution and a few scattered changes of lines and distributors were noted. Survey results still pointed out that distributors will take on new lines that appear to have sales potential, this despite the admitted drop in record sales.

The only thing resembling a trend was the number of distributors who reported that they were dropping accessory lines. Several record needle firms were reported to have cut distributorships and several questionnaires only listed "some accessory lines" as being dropped.

No major changes were noted that would prejudice future shake-ups and no distributors reported cancelling radio and television lines except for those who gave up the defunct Moline radio brand.
You’ll Go For...

"STINKY CHEESE"
A New Knockout Novelty By...

TWO-TON BAKER
The Friendliest Guy In Show Business

THE MERCURY RECORD MAKER'S LATEST RELEASE

"I Like Stinky Cheese"

MERCURY RECORD NO. 5303

NOW'S YOUR STOCK OF "TWO-TON" BAKER'S CHILDREN'S RECORDS?

ORDER THESE STANDARDS FROM YOUR MERCURY DISTRIBUTOR:

| "I WUV A WABBIT" | AND AVAILABLE SOON ON LONG PLAYING RECORDS! |
| "I'M A LITTLE TEAPOT" | |
| MUPP-24 | |
| "I'M A LONELY LITTLE PETUNIA" | "EVERYBODY HAS A LAUGHING PLACE" |
| MUPP-25 | |
| NURSERY RHYMES (Album) | "BOOMER THE BASS DRUM" |
| MMP-4 | MMP-11 |
| "GUS THE GOPHER" | |

Radio

W-G-N- Mutual
"Two-Ton Baker The Music Maker"

The Billboard NAMM Trade Show and Convention Section.

July 30, 1949

Page 75
The Billboard's Semi-Annual Retail Records' Sales Summary

In succeeding pages will be found The Billboard Semi-Annual Retail Record Sales Summary of best selling disks in the different categories, and top artists and labels. Sixteen tabulations, covering the first half of 1949, comprise the whole. The reader, in perusing these charts and using them for reference, should realize that the tables indicate comparative sales during a six-month period only.

For instance, many records, such as "Cruising Down the River," were released, achieved their sales peak and declined within the six-month period. On the other hand, many other records were released late in the six-month period and have not yet reached their maximum sales potential. Other disks may have reached their peak, but will still continue to sell very well before declining into limbo. "Riders in the Sky," for instance, came along late during the six-month time period, and it is likely that before it runs its course it will surpass "Cruising Down the River" in total sales.

Another word of caution: The tabulations take no account of album or standard sales, except in tabulations concerned with children's records and classical and pop albums. This is indicated in the head on each chart.

Statistically, the semi-annual compilation represents a recapitulation of the weekly tabulations of The Billboard which are made from questionnaires returned by retailers. Each week, after the pop charts were completed, the vote values were posted to a master summary card which included song, artist, label, class (male, female, instrumental). After six months the master summary cards were totalled and punched on Remington cards according to song title, artist, label and classification (retail, disk, jive, male, female, instrumental or band).

The cards were then sorted according to song and artist and tabulated. This produced the top song by artist chart (Top Selling Pop Record Artist), which would include any song that had received any votes in first six-month period. This chart differs from that of last year in this way: In this year's tabulation, songs that did not receive enough votes to make the charts in The Billboard received credit for these songs in the semi-annual tabulation. Guy Lombardo is a case in point. While not making many firsts and seconds, he usually received a fair amount of votes on all his recordings which brought him to a higher position in the Artist category than if he had been credited with just the songs that made the pop charts in The Billboard.

### Categories

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<tr>
<th>Category</th>
<th>Description</th>
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<td>Top Popular Retail Record Sellers</td>
<td>Represents the best-selling retail records for the period.</td>
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<tr>
<td>Top Selling Popular Artists Over Retail Counters</td>
<td>Shows the top-selling artists compared to retail counters.</td>
</tr>
<tr>
<td>Company Labels on Popular Retail Records</td>
<td>Lists the best-selling companies for the retail market.</td>
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<tr>
<td>Top Folk Retail Record Sellers</td>
<td>Highlights the top-selling folk records.</td>
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<tr>
<td>Top Selling Folk Artists Over Retail Counters</td>
<td>Compares the best-selling folk artists to retail sales.</td>
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<tr>
<td>Company Labels on Top Selling Folk Records</td>
<td>Identifies the top-selling folk companies.</td>
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<td>Rhythm and Blues Retail Top Record Sellers</td>
<td>Focuses on the rhythm and blues retail records.</td>
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<tr>
<td>Top Selling Rhythm and Blues Artists Over Retail Counters</td>
<td>Compares rhythm and blues artists to retail sales.</td>
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<td>Top Selling Company Labels on Rhythm and Blues Records Over Retail Counters</td>
<td>Highlights the top-selling company labels in the rhythm and blues genre.</td>
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<td>Top Selling Popular Record Albums</td>
<td>Displays the top-selling popular record albums.</td>
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<td>Shows the top-selling companies with popular record albums.</td>
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<td>Top Selling Classical Single Records Over Retail Counters</td>
<td>Focuses on the best-selling classical singles retail sales.</td>
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<td>Top Children's Record Sellers</td>
<td>Features the top-selling children's records.</td>
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<tr>
<td>Company Labels With Best Selling Children's Records</td>
<td>Identifies the top-selling companies with children's records.</td>
</tr>
</tbody>
</table>
AMERICA'S GREATEST SONG STYLIST

ELLA Fitzgerald

LATEST BEST-SELLING DECCA RECORDS

DECCA 24646
LOVERS' GOLD
BLACK COFFEE

DECCA 24644
BABY, IT'S COLD OUTSIDE
DON'T CRY, CRY BABY

DECCA 24581
OLD MOTHER HUBBARD
I WANT TO LEARN ABOUT LOVE

DECCA 24659
HAPPY TALK
GONNA WASH THAT MAN
RIGHT OUT OF MY HAIR

DECCA 23956
OH, LADY BE GOOD
FLYING HOME

PERSONAL MANAGEMENT: M. GALE
48 W. 48TH ST., N. Y. C.
START YOUR SUBSCRIPTION NOW

Start your subscription now in time to get The Billboard with the complete coverage of the 1949 NAMM convention.

START YOUR SUBSCRIPTION NOW

Start your subscription now in time to get the August issue of Turnover with its important practical features that help you to sell more, more profitably.

MAIL THIS SPECIAL OFFER COUPON TODAY

YES! Send me the next 10 issues of Billboard plus the next 10 issues of Turnover plus my FREE COPY of Turnover's 10 Tested Profit Ideas.

ALL FOR ONLY $3.00

RECEIVE

- A FREE copy of this idea-filled booklet by merely enclosing $3 with this coupon.
- TURNOVER'S 100 TESTED PROFIT IDEAS

Send this Coupon Today

THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST.  CINCINNATI 22, OHIO
The Billboard's Semi-Annual

**TOP POPULAR RETAIL RECORD SELLERS**

*Note:* Neither albums nor standard sales are included in these tabulations.

The top-selling record of the first half of this year was "Cruising Down the River," by Russ Morgan and his orchestra on the Decca label. The dulcet sound of Morgan has earned him one of the hottest recording artists of the year.

![Image of Russ Morgan](image)

<table>
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<tr>
<th>RECORD</th>
<th>ARTIST</th>
<th>LABEL &amp; NUMBER</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>1. Cruising Down the River</td>
<td>Russ Morgan Ork</td>
<td>Decca 24568</td>
<td>6302</td>
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<tr>
<td>2. A Little Bird Told Me</td>
<td>Evelyn Knight-Star-dusters</td>
<td>Decca 24514</td>
<td>5993</td>
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<td>3. Riders in the Sky</td>
<td>Vaughn Monroe Ork</td>
<td>Victor 20-3411; 47-2902</td>
<td>5765</td>
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<td>4. Cruising Down the River</td>
<td>Blue Barron Ork</td>
<td>MGM 10246</td>
<td>5035</td>
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<td>5. Far Away Places</td>
<td>Blue Barron - Ken Darby Choir</td>
<td>Decca 24592</td>
<td>5024</td>
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<td>6. Buttons and Bows</td>
<td>Dinah Shore</td>
<td>Col 38284</td>
<td>3756</td>
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<td>7. Forever and Ever</td>
<td>Russ Morgan Ork</td>
<td>Decca 24589</td>
<td>3282</td>
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<td>8. Galway Bay</td>
<td>Bing Crosby</td>
<td>Decca 24585</td>
<td>3181</td>
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<td>9. Forever and Ever</td>
<td>Perry Como-M. Ayres</td>
<td>Victor 20-3347; Ork 47-2892</td>
<td>3061</td>
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<td>10. Powder Your Face With Sunshine</td>
<td>Evelyn Knight - The Stardusters</td>
<td>Decca 24530</td>
<td>2707</td>
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<td>11. So Tired</td>
<td>Russ Morgan Ork</td>
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<td>12. Red Roses for a Blue Lady</td>
<td>Vaughn Monroe Ork</td>
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<td>13. Again</td>
<td>Gordon Jenkins Ork-J. Graydon</td>
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<td>15. Far Away Places</td>
<td>Perry Como-H. Rene Ork</td>
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<td>17. &quot;A&quot; You're Adorable</td>
<td>Perry Como-Fontane Sisters-M. Ayres</td>
<td>Victor 20-3381; 47-2899</td>
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<td>18. Far Away Places</td>
<td>Margaret Whiting - The Crew Chiefs</td>
<td>Cap 15278</td>
<td>1593</td>
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<td>19. I've Got My Love To Keep Me Warm</td>
<td>Les Brown Ork</td>
<td>Col 38324</td>
<td>1573</td>
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<td>20. Lavender Blue</td>
<td>Sammy Kaye Ork</td>
<td>Victor 20-3100</td>
<td>1510</td>
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<td>21. My Darling, My Darling</td>
<td>Jo Stafford - Gordon MacRae - The Star-lighters</td>
<td>Cap 15270</td>
<td>1469</td>
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<td>22. Careless Hands</td>
<td>Mel Torme-S. Burke Ork</td>
<td>Cap 15379</td>
<td>1390</td>
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<td>23. Some Enchanted Evening</td>
<td>Perry Como-M. Ayres Ork</td>
<td>Victor 20-3402; 47-2896</td>
<td>1240</td>
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<tr>
<td>24. &quot;A&quot; You're Adorable</td>
<td>Jo Stafford - Gordon MacRae - Paul Weston Ork</td>
<td>Cap 15393; 1150</td>
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<table>
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<tr>
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<tbody>
<tr>
<td>25. I Don't See Me in Your Eyes</td>
<td>Gordon Jenkins - The Stardusters</td>
<td>Decca 24576</td>
<td>1058</td>
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<td>26. Sunflower</td>
<td>Russ Morgan Ork</td>
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<td>27. Again</td>
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<td>28. Sweet Georgia Brown</td>
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<td>29. I Love You So Much It Hurts</td>
<td>Mills Brothers</td>
<td>Decca 24550</td>
<td>826</td>
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<td>30. Red Roses for a Blue Lady</td>
<td>Guy Lombardo Ork</td>
<td>Decca 24549</td>
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<td>31. All I Want for Christmas Is My Two Front Teeth</td>
<td>Spike Jones and His City Slickers</td>
<td>Victor 20-3177</td>
<td>888</td>
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<td>32. I've Got My Love To Keep Me Warm</td>
<td>Mills Brothers</td>
<td>Decca 24550</td>
<td>780</td>
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<tr>
<td>33. Need You</td>
<td>Jo Stafford-Gordon MacRae</td>
<td>Cap 15393</td>
<td>770</td>
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<tr>
<td>34. Blue Skirt Waltz</td>
<td>Frankie Yankovic and His Yanks - The Marilyn Sisters</td>
<td>Col 12384-F</td>
<td>772</td>
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<tr>
<td>35. Again</td>
<td>Vic Damone-G. Custer Ork</td>
<td>Mercury 5261</td>
<td>676</td>
</tr>
</tbody>
</table>

(First 35 Out of a Total of 572 Songs)

The Billboard NAMM Trade Show and Convention Section............... July 30, 1949 .............. Page 79
Dear Music Dealers,

Thanks for all your wonderful cooperation in putting over "A Little Bird Told Me" and "Powder Your Face With Sunshine." My latest Decca release, they tell me, looks like a winner. It's been picked by your fellows, the Juke Box Operators and the D.J.'s as a future hit. "Be Good To Me" is the title. The number is Decca 24655.

Sincerely yours,
Evelyn Knight

P.S. "You're So Understanding"
### TOP SELLING POPULAR ARTISTS OVER RETAIL COUNTERS

<table>
<thead>
<tr>
<th>ARTISTS</th>
<th>RECORD NAME, LABEL AND NO.</th>
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### ARTISTS | RECORD NAME, LABEL AND NO. | TOTAL POINTS |
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<td><strong>22. Frankie Yankovic</strong></td>
<td>Blue Skirt Waltz (Columbia 15394)</td>
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<td>You Were Only Foolin' (Capitol 15336)</td>
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<td>How It Lies (Capitol 15343)</td>
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<td>Wabash Cannon Ball (Capitol 15410)</td>
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<td>Steady Daddy (Capitol 15314)</td>
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<td>If I Could Be With You (Rex 23266)</td>
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<td>Billy Eckstine</td>
<td>Bewitched (MGM 10349)</td>
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<td>Chas (Columbia 10309)</td>
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<td>Somewhere (MGM 10301)</td>
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<td>What's My Name? (MGM 10303)</td>
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<td>Poola Rush In (MGM 10311)</td>
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<td>Blue Moon (MGM 10311)</td>
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<td>No Orchid for My Lady (MGM 10300)</td>
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<td>A New Shade of Blue (MGM 10420)</td>
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<td>J. Mercer-M.</td>
<td>Baby, It's Cold Outside (Capitol 87-367)</td>
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<td>Whiling</td>
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<td>Gordon MacRae</td>
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<td>Lover's Gold (Capitol 87-628)</td>
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<td>Tring-a-Long (Capitol 87-628)</td>
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<td>A Chapter In My Life Called Mary (Capitol 15455)</td>
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<td>Bumbling Rose (Capitol 15178)</td>
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<td>Amos Brothers</td>
<td>You, You, You Are the One (Coral 160018)</td>
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<td>Crushing Down the River (Coral 60015)</td>
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<td>For Away Places (Coral 60014)</td>
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<td>St. Bernard Waltz (Coral 60005)</td>
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<td>More Beer (Coral 60015)</td>
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<td>L. Hayton</td>
<td>Gramercy on 10th Avenue, Parts 1 and 2 (MGM 30174)</td>
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<td>Doris Day</td>
<td>Again (Columbia 38477)</td>
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<td>My Dream Is Yours (Columbia 38778)</td>
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<td>Someone Like You (Columbia 38477)</td>
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<td>If I Could Be With You (Columbia 38453)</td>
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<td>I'm Beginning To Miss You (Columbia 38455)</td>
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<td>Everywhere You Go (Columbia 38457)</td>
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<td>How It Lies (Columbia 38453)</td>
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<td>It's Magic (Columbia 38158)</td>
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<td>Pretty Baby (Columbia 38952)</td>
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<td>Ray Bolger</td>
<td>Once In Love With Amy (Decca 40065)</td>
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<td>Frank Sinatra</td>
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<td>Some Enchanted Evening (Columbia 38448)</td>
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<td>Half It (Columbia 38448)</td>
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<td>Huckleberry (Columbia 38405)</td>
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<td>Once In Love With Amy (Columbia 38403)</td>
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<td>Corona Club, Cummie Co (Columbia 38471)</td>
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<td>Night After Night (Columbia 38456)</td>
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<td>Ray Noble</td>
<td>Lady Of Spain (Victor 20-3503)</td>
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<td>I've Got My Love To Keep Me Warm (Victor 20-3510)</td>
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<td>Down by the Station (Columbia 38456)</td>
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<td>The Streets of New York (Columbia 38609)</td>
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<td>J. Fulton</td>
<td>Sunflower (Tower 1464)</td>
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<td>(First 35 out of 202)</td>
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The Young Man Who Sings the Old Songs

BENNY STRONG

NOW EXCLUSIVELY ON

Capitol

RECORD DEALERS, PLEASE NOTE:
ALL BENNY STRONG HITS SUCH AS
"THAT CERTAIN PARTY"
"5 FT. 2' EYES OF BLUE"
and others will be available at your Capitol Distributor

WATER FOR MY FIRST CAPITOL RELEASE
GREETINGS NAMM

STAR MAKER

MGM Records

HIT MAKER

There's Yes! Yes! In Your Eyes
Twenty-Four Hours of Sunshine
Crying
Love Sick Blues
Slaughter on Tenth Avenue
Words and Music
Cruising Down the River
Caravan
"A" You're Adorable
I'm Looking Over A Four Leaf Clover

You Were Only Fooling
Life Gits T'ee-Jus Don't It
Blue Bird of Happiness
Baby Face
Somehow
As You Desire Me
Down By The Station
Wedding Bells
Mam'zelle

The Greatest Name in Entertainment

Page 84, July 30, 1949, The Billboard NAMM Trade Show and Convention
<table>
<thead>
<tr>
<th>LABEL</th>
<th>RECORD NO., SONG AND ARTIST</th>
<th>TOTAL POINTS</th>
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<tbody>
<tr>
<td>1. Decca</td>
<td>24598 Cruising Down the River (B. Morgan)</td>
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<td>24510 A Little Bird Told Me (F. Knight)</td>
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<td>24532 Far Away Places (Bing Crosby)</td>
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<td>24568 Forever and Ever (E. McRae)</td>
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<td>24605 Galaxy Boy (Hong Crosby)</td>
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<td>24630 Forever Your Face With Sunshine (E. Knight)</td>
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<td>24631 So True (E. McRae)</td>
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<td>24686 Again (G. Jenkins)</td>
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<td>24690 I Don't See You Any More (G. Jenkins)</td>
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<td>24698 Sundowner (E. McRae)</td>
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**NOTE:** Neither albums nor standard sales are included in these tabulations.

<table>
<thead>
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<th>LABEL</th>
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<tbody>
<tr>
<td>6. Mercury</td>
<td>6051 Again (V. Daniels)</td>
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<td>6056 So In Love (P. Page)</td>
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<td>6060 On a Slow Boat to China (E. Howard)</td>
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<td>6072G Candy Kisses (E. Howard)</td>
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<td>6077G All Right Louie, Drop That Gun (A. Knecht)</td>
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<td>6088 Love Me, Love Me, Love Me (E. Howard)</td>
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<td>6091M Money, Markle &amp; Chapp (P. Page)</td>
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<td>6097G Boastin' (E. Lewis)</td>
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<td>6098G You're Breaking My Heart (G. Jones)</td>
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<td>6099G Kiss Me Sweet (K. Kent)</td>
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<td>6100G *89 songs totaling</td>
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<td>7. London</td>
<td>6105 Again (V. Lynn)</td>
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<td>6109 Be Blue (A. Shelton)</td>
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<td>6110 Galaxy Boy (A. Shelton)</td>
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<td>6115 Cruising Down the River (E. McRae)</td>
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<td>6119 Forever and Ever (E. Field)</td>
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<td>6123 I Love You So Much I'm Yours (E. Field)</td>
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<td>6125G Kiss Me Goodnight (E. Shelton)</td>
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<td>6129G Lavender Blue (V. Lynn)</td>
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<td>6130G The Mistaken Kiss (E. Shelton)</td>
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<td></td>
<td>6130G Powder Your Face With Sunshine (E. McRae)</td>
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<th>LABEL</th>
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<tr>
<td>8. Tempo TR.........</td>
<td>6130G Sweet Georgia Brown (E. Jones)</td>
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<td>6134G You, You, You Are the One (Ames Bros)</td>
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<td>6134G Don't Think Twice, It's All Right (G. Jones)</td>
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<td>6135G Kiss Me (E. Jones)</td>
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<tr>
<td>9. Coral</td>
<td>6138G My Darling, My Darling (J. &amp; M. MacRae)</td>
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<td>6139G Careless Hands (J. &amp; M. MacRae)</td>
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<td>6140G &quot;You're Adorable (J. Bland, G. MacRae)</td>
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<td>6145G Again (J. &amp; M. MacRae)</td>
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<td>6146G Silver Spoon Waltz (T. York &amp; given)</td>
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<td>6147G Cruising Down the River (J. Smith)</td>
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<td>6147G Baby, It's Cold Outside (J. Messer, W. Stafford, G. White)</td>
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<td>6148G So True (E. Parker)</td>
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<td>6149G So True (E. Parker)</td>
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<td>6150G *154 songs totaling</td>
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<td>10. Tower</td>
<td>6150G Cruising Down the River (B. Barron)</td>
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<td>6157G Five Foot Two, Eyes of Blue (J. Brown)</td>
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<td>6158G That Certain Party (B. Strong)</td>
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<td>6159G Run Like the Wind (B. Strong)</td>
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<td>6164G *3 songs totaling</td>
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<th>LABEL</th>
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<tr>
<td>11. Supreme</td>
<td>6167G A Little Bird Told Me (P. Watson)</td>
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<td>6168G All Right, Louie, Drop That Gun (W. &amp; W. Kenton)</td>
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<td>6168G East of Suez (G. Ventura)</td>
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<td>6168G It's Forever Blowing Bubbles (G. Ventura)</td>
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**Top 12 Labels Out of 32 Tabulated**

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<td>5. MGM</td>
<td>6166G Cruising Down the River (H. Barron)</td>
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<td>6167G Sugar Shaw (Lee Shapleigh)</td>
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<td>6168G You Were Only Foolin' (G. Marlow)</td>
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<td>6169G West Coast Blues (H. Williams)</td>
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<td>6170G Beautiful Eyes (A. Marlow)</td>
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<td>6171G On a Slow Boat to China (A. Marlow)</td>
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<td>6172G Powder Your Face With Sunshine (B. Barron)</td>
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<td>6173G Dixie (R. Rose)</td>
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<td></td>
<td>6174G Dixie De Do on an Old Kansas (A. Marlow)</td>
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*Due to space limitations, other records which earned points during the period of this summary, could not be listed individually. The total number of each unlisted records, as well as their aggregate points, have been included in the "Total Points" column for the label.*
"THE HIT MAKER"

RED FOLEY

NO. 1 STAR OF "GRAND OLE OPRY"
WSM-NBC

Still singing his heart out on these DECCA hits...

"I'M THROWING RICE AT THE GIRL I LOVE"
"TENNESSEE POLKA"
LOOK OUT FOR...
"I WISH I HAD A NICKEL—TWO CENTS—THREE EGGS AND A POST CARD"

THANKS.
MUSIC MERCHANTS...
FOR THE SWELL JOB YOU DID ON
"TENNESSEE SATURDAY NIGHT"
"TENNESSEE BORDER"
"CANDY KISSES"

AFFILIATED WITH
HILL AND RANGE SONGS

DECCA RECORDS

MANAGEMENT: BILL ELLSWORTH
75 EAST WACKER DRIVE, CHICAGO, ILLINOIS
**TOP FOLK RETAIL RECORD SELLERS**

**NOTE:** Neither albums nor standard sales are included in these tabulations.

<table>
<thead>
<tr>
<th>RECORD</th>
<th>ARTIST</th>
<th>LABEL &amp; NUMBER</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>1. Don't Rob Another Man's Castle</td>
<td>Eddy Arnold</td>
<td>Victor 21-0002: 48-0042</td>
<td>1900</td>
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<tr>
<td>2. Love Sick Blues</td>
<td>Hank Williams and His Drifting Cowboys</td>
<td>MGM 10352</td>
<td>1054</td>
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<td>3. Candy Kisses</td>
<td>G. Morgan</td>
<td>Capitol 15243</td>
<td>1220</td>
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<td>4. I Love You So Much It Hurts</td>
<td>J. Wakesly and Cowboy Band</td>
<td>Capitol 15243</td>
<td>1320</td>
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<td>5. Bouquet of Roses</td>
<td>Eddy Arnold, the Tennessee Plowboy and His Guitar</td>
<td>Victor 20-2305</td>
<td>1319</td>
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<td>6. One Has My Name</td>
<td>J. Wakesly</td>
<td>Capitol 15243</td>
<td>1143</td>
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<td>7. Tennessee Saturday Night</td>
<td>Red Foley-the Cumberland Valley Boys</td>
<td>Decca 46152</td>
<td>1099</td>
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<td>8. A Heart Full of Love</td>
<td>Eddy Arnold</td>
<td>Victor 20-3174</td>
<td>796</td>
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<td>9. Tennessee Border</td>
<td>R. Foley</td>
<td>Decca 46151</td>
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<td>10. One Kiss Too Many</td>
<td>Eddy Arnold, the Tennessee Plowboy</td>
<td>Victor 21-0021</td>
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<td>11. The Echo of Your Footsteps</td>
<td>Eddy Arnold, the Tennessee Plowboy</td>
<td>Victor 21-0051</td>
<td>589</td>
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<td>12. Please Don't Let Me Love You</td>
<td>G. Morgan</td>
<td>Capitol 20547</td>
<td>487</td>
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<td>13. I'm Biting My Fingernails and Thinking of You</td>
<td>E. Tubb-Andrews Sisters-Texas Troubadours</td>
<td>Decca 24592</td>
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<td>14. Let's Say Goodbye Like We Said Hello</td>
<td>E. Tubb</td>
<td>Decca 46144</td>
<td>462</td>
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<td>15. Then I Turned and Walked Slowly Away</td>
<td>E. Arnold</td>
<td>Victor 20-3174</td>
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<td>16. Candy Kisses</td>
<td>E. Brits and the Skykoppers</td>
<td>Victor 21-0006</td>
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<td>17. Just a Little Lovin'</td>
<td>E. Arnold, the Tennessee Plowboy and His Guitar</td>
<td>Victor 20-3013</td>
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<td>18. Candy Kisses</td>
<td>R. Foley</td>
<td>Decca 46151</td>
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<td>19. There's Not a Thing</td>
<td>Eddy Arnold</td>
<td>Victor 21-0002</td>
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<td>20. Take an Old Gold Tater</td>
<td>J. Dickens</td>
<td>Col 20548</td>
<td>265</td>
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<td>21. Wedding Bells</td>
<td>H. Williams and His Drifting Cowboys</td>
<td>MGM 10401</td>
<td>263</td>
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<td>22. Candy Kisses</td>
<td>Cowboy Copas</td>
<td>King 777</td>
<td>224</td>
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<td>23. Rainbow in My Heart</td>
<td>G. Morgan</td>
<td>Col 20549</td>
<td>223</td>
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<td>24. Tennessee Waltz</td>
<td>P. W. King &amp; His Golden West Cowboys</td>
<td>Victor 10-2660</td>
<td>192</td>
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<tr>
<td>25. Life Gets Too Jus, Don't It?</td>
<td>C. Robinson</td>
<td>MGM 10224</td>
<td>178</td>
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</table>

(Top 25 Out of 164 Tabulated)

*The Billboard NAMM Trade Show and Convention Section..................July 30, 1949..................Page 87*
WEEK AFTER WEEK
Hank Williams
LEADS 'EM ALL!

LOVESICK BLUES
M-G-M 10352

NEVER AGAIN
M-G-M 10352

WEDDING BELLS
I'VE JUST TOLD MAMA GOODBYE
M-G-M 10401

HANK'S LATEST M-G-M HIT!
MIND YOUR OWN BUSINESS
THERE'LL BE NO TEAR-DROPS TONIGHT
M-G-M 10461

THE BILLBOARD'S SEMI-ANNUAL
TOP SELLING FOLK ARTISTS OVER RETAIL COUNTERS

NOTE: Neither albums nor standard sales are included in these tabulations

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>RECORD NAME, LABEL AND NUMBER</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>1. E. Arnold</td>
<td>Don't Rob Another Man's Castle (V 31-0062)</td>
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<td>Bouquet of Roses (V 29-2056)</td>
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<td>A Heart Full of Love (V 20-3174)</td>
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<td>One Kiss Too Many (V 21-0003)</td>
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<td></td>
<td>The Echo of Your Footsteps (V 21-0051)</td>
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20-651 'AIRMAIL SPECIAL'
20-652 'ALL THE THINGS YOU ARE'

VOLUME IV
20-681 'HOW HIGH THE MOON'
20-682 'HOW HIGH THE STARS'

SINGLE JAZZ RECORDS
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3. 'I LOVE YOU SO'
   'THE BOP HOP' 20-675 . . . PEE WEE CRAYTON
4. 'DUBBLE BUBBLE'
   'PRIMAVERA' 20-687 . . . "WILD" BILL MOORE
5. 'WHEN YOUR LOVER HAS GONE'
   'I'LL NEVER KNOW WHY' 20-689 . . . CHARLES BROWN
6. 'AIN'T MISBEHAVING'
   'GOOD FOR NUTHIN' JOE' 20-680 . . . KAY STARR
7. 'HOBO BLUES'
   'HOOGIE BOOGIE' 20-688 . . . JOHN LEE HOOKER
8. 'WHO'S BEEN JIVIN' YOU'
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<td>S. R. Tharpe-M. Knight-S. Price Trio</td>
<td>Decca 40800</td>
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</table>

(Top 25 Out of 195 Tabulated)
Here's your "INVITE"...

APOLLO RECORDS
Cordially invites you to attend "OPEN HOUSE"
at their home office
457 West 45th Street
New York, N.Y.
during the NAMM Convention
July 25 to 28
**NOTE:** Neither albums nor standard sales are included in these tabulations

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(Top 35 Out of 85 Artists)
THE BILLBOARD'S SEMI-ANNUAL
TOP SELLING COMPANY
LABELS ON RHYTHM
AND BLUES RECORDS
Over Retail Counters

NOTE: Neither albums nor standard
sales are included in these tabulations

LABEL | RECORD NUMBER, SONG AND ARTIST | TOTAL POINTS
--- | --- | ---
1. Aladdin | 1054 Trouble Blues (C. Brown) | 98 3016
1034 Chicken Shack Boogie (M. McNeilly) | 160
805 Hold Me (A. McNeilly) | 114
806 Bewildered (A. McNeilly) | 116
800 Get Yourself Another Fool (C. Brown) | 192
806 In the Middle of the Night (E. McNeilly) | 151
801 Long Time (C. Brown) | 98
801 It Took a Long Time (A. McNeilly) | 18
801 It's Nothing (C. Brown) | 17
809 Jalilriga Paddle (A. McNeilly) | 10
8015 Low Down Dog (L. Turner) | 5

2. Savoy | 603 House (P. Williams) | 280 2985
693 Deacon's Hop (L. McNeilly) | 662
767 Cornbread (C. Singer) | 154
601 That Always Be In Love With You (x-kay) | 14
600 Bee Stew (L. Singer) | 56
897-39 (E. Williams) | 21
800 London Donnie (D. Ross) | 19
856 I Feel So Good (E. Davis) | 19
830 California Hop (L. McNeilly) | 19
670 Waxey Maxie (E. Williams) | 17
682 Wild Willy (L. McNeilly) | 5
664 We're Gonna Rock (P. Williams) | 3
561 My Fault (E. McNeilly) | 3
560 Walking Around (P. Williams) | 1
564 Mongo Blues (E. McNeilly) | 1

3. King | 4309 Little Girl, Don't Cry (B. M. Jackson) | 219 1425
4300 Blue Rhythm Blues for Red Boy (E. Harris) | 199
4337 Puttin' In (E. Thorne) | 189
4300 Drinking Blues, Drunk-O-Dee (E. Harris) | 184
4309 I Feel That Old Age Coming On (W. Harris) | 184
4310 Good Rockin' Tonight (E. Harris) | 183
4309 So Tired (L. Hunter) | 183
4300 I Like It (L. Hunter) | 183
4300 Pleasing You (L. Hunter) | 183
4300 What Did You Do to Me? (L. Hunter) | 183
4309 Bewildered (L. Johnson) | 137
4300 Don't Ask Me Why (B. M. Jackson) | 137
4300 Love Me Tonight (B. M. Jackson) | 137
4300 The Right Way (E. McNeilly) | 137
4300 Baby (E. McNeilly) | 137
4300 Don't Go Away (E. MeNeilly) | 137
4300 I Can't Go On Without You (B. M. Jackson) | 137

4. De Luxe | 4303 Rockin' at Midnight (E. Brown) | 211 1212
3124 Long About Midnight (E. Brown) | 211
3124 Four Years in the Morning (E. Brown) | 211
3124 Baby, Baby (E. Brown) | 211
3124 Good Rockin' Tonight (E. Brown) | 211
3124 Hip Shakin' Blues (C. Newman) | 211
3124 Telephone Blues (C. Newman) | 211
3124 Miss Funk Played (J. Brown) | 211
3124 Judgment Day Blues (J. Brown) | 211
3124 Annah's Blues (L. Laurens) | 211

5. Modern | 4377 Boogie Chillen (J. L. Hooker) | 608 1242
481 Texas Hop (P. W. Crayton) | 201
463 Robo Blues (L. L. Hooker) | 171
26-624 Blues After Hours (P. W. Crayton) | 66
462 House Boogie (J. L. Hooker) | 59
4306 Empty Bedroom Blues (D. Johnson) | 57
4306 Rock Island Blues (P. W. Crayton) | 55
4306 Dallas Blues (J. Dixon Trio) | 53
4307 Little Girl, Don't Cry (Kings) | 45
4307 Out of the Blue (L. Brooks) | 45

6. Donax | 4309 Up Above My Head (E. Thorne) | 123 1146
4303 Cutie Shaw (L. Jordan) | 113
4303 Lonesome And Lost (L. Jordan) | 113
4309 I Don't Care Who Knows (E. Thorne) | 113
4309 Robin's Blues (E. Thorne) | 113
4309 You Broke Your Promise (J. Jordan) | 113
4309 He's All I Need (E. Thorne, R. Price) | 113
4309 A Chicken Shack Boogie (J. Hampton) | 113
4309 It's Too Proud To Bear (E. Thorne) | 113
4309 Baby, Too Old To Know (E. Thorne) | 113
4309 The Big, Cold Outside (E. Thorne) | 113
4309 Daddy O (L. Jordan) | 113
4309 Girlie (M. Brothers) | 113
4309 You Were Only Foolish (Talk Soup) | 113
4309 Hungry, Hungry and Hungry (L. Jordan) | 113
4309 Gospel Train (M. Thorns) | 113
4309 Have You Got The Gumption? (L. Jordan) | 113
4309 Move On Up A Higher Level (E. Thorne, R. Price Trio) | 113
4309 I Love You So Much It Hurts (M. Brown) | 113
4309 Run Joe (L. Jordan) | 113
4309 Little Dog (L. Jordan) | 113
4309 Journey In The Sky (L. Jordan) | 113
4309 You're Gonna Do It Baby! (L. Jordan) | 113
4309 Every Man To His Own Profession (L. Jordan) | 113
4309 Lover's Gold (E. Thorne) | 113
4309 Say Something Sweet To Your Sweetheart (Talk Soup) | 113
4309 Don't Burn The Candle At Both Ends (L. Jordan) | 113
4309 Little Girl, Don't Cry (E. Thorne) | 113
4309 Gone Again (L. Hampton) | 113

7. Atlantic | 4309 Drinkin' Wine, Spoo-Doo-Doo-Doo (R. McNeilly) | 113
4309 Cold Shoe (E. Culler) | 113
4309 The Spook (E. Morris Jr) | 113

8. Supreme | 4309 Ain't Nobody's Business (L. Williams) | 113
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4309 Long Gone (E. Brown) | 113
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4309 Last Freight (E. Crayson) | 113

10. MGM | 4309 Bewildered (E. Crayson) | 235
4309 Caravan (E. Crayson) | 140
4309 Something (E. Crayson) | 140
4309 Blue Moon (E. Crayson) | 140
4309 What's My Name? (E. Crayson) | 140
4309 Everything I Have To Say (E. Crayson) | 140
4309 Food Rush In (E. Crayson) | 140
4309 A New Shade Of Blue (E. Crayson) | 140

11. Commodore | 4309 Wrapped Up In A Dream (Do Be Me) | 230

12. Ballad | 4309 De Luxe Rock (E. McNeilly) | 230
4299 I'm A Good Man But A Poor Man (G. Giant) | 230

13. Victor | 4309-8235 D'Natural Blues (L. Milliday) | 235
4309-8236 Cornbread (E. Crayson) | 235
4309-8237 Cornbread (E. Crayson) | 235
4309-8238 Birdcall (E. Crayson) | 235
4309-8239 Birdcall (E. Crayson) | 235
4309-8240 Birdcall (E. Crayson) | 235
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(Top 32 Labels Out of 32 Labels Tabulated)
# Top Selling Popular Record Albums

**That's Perry Como making with the lyrics in the center of this photo. Not only is he one of the biggest selling artists in the current single market, but his "Supper Club Favorites" album on Victor was one of the faster moving things in the first half of this year.**

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<th>Album</th>
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<td>To Mother</td>
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<td>Dusty Manuscripts</td>
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(Top 35 out of 283 Albums)
### Company Labels with Top Selling Popular Record Albums

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*Due to space limitations, other albums which earned points during the period of this summary, could not be listed individually. The total number of such unlisted albums, as well as their aggregate points, are carried here, and have been included in the "Total Points" column for the label.*
LESLIE DISTRIBUTORS CORPORATION
Record Wholesalers
732 Tenth Avenue
New York 19, New York

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We are in business to supply you with:
RECORDS THAT YOU CAN SELL
The records you want, The quantity you want, The label you want, The artist you want, AND WHEN YOU WANT THEM.
We can supply you with records that you may not be able to obtain from your present sources. No order too small, and of course, no order too large.
All orders shipped within 24 hours after receipt.
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NOTE: Neither albums nor standard sales are included in these tabulations.

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>RECORD &amp; NUMBER</th>
<th>POINTS</th>
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<tr>
<td>1. Jose Iturbi</td>
<td>Clair De Lune (Victor 11-8851, 49-0178)</td>
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<td>Chopin’s Polonaise (Victor 11-8848, 49-0134)</td>
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<td>Fiedler, Conductor, Jalousie (Victor 12160)</td>
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<td>Warsaw Concerto (Victor 11-8863, 49-0253)</td>
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<td>Fiddle Faddle (Victor 10-1397)</td>
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<td>Second Hungarian Rhapsody (Victor 12-0763)</td>
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<td>Sabre Dance (Victor 12-0208)</td>
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<td>Malaguena (Victor 4306)</td>
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<td>Waltz Serenade (Victor 11-0727)</td>
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<td>4. Bidu Sayao</td>
<td>Bachianas Brasileirus (Columbia 71760-D) One Fine Day (Columbia 12320)</td>
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<td>5. First Piano Quartet, Liszt: Second Hungarian Rhapsody (Victor 12-0251) Gypsy Air (Victor 12-0425)</td>
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<td>6. Philadelphia Ork, Stokowski, Director, Liszt: Second Hungarian Rhapsody (Victor 14422) Tales of Vienna Woods (Victor 15428) Blue Danube (Victor 15425)</td>
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<td>7. L. Welitsch</td>
<td>Recitative and Aria from Der Freischutz (Columbia 32777)</td>
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<td>8. Liverpool Symphony Ork, Sir Malcolm Sargent, Director, Faure: Pavane (Columbia 71717-D)</td>
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<td>9. Artur Rubinstein</td>
<td>Liszt: Liebestraum (Victor 56357)</td>
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<td>8. Philadelphia Symphony, Eugene Ormandy</td>
<td>Stars and Stripes Forever (Victor 11-8451)</td>
<td>16</td>
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(Top 10 out of 20 tabulated)
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**TOP SELLING CLASSICAL SINGLE RECORDS OVER RETAIL COUNTERS**

**NOTE:** Neither albums nor standard sales are included in these tabulations.

The Boston "Pops" Orchestra, a large chunk of the Boston Symphony conducted by Arthur Fiedler, is responsible for a number of the fastest-moving classical wax in the Victor Red Seal catalog.

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<table>
<thead>
<tr>
<th>RECORD</th>
<th>ARTIST</th>
<th>LABEL &amp; NUMBER</th>
<th>P.O.</th>
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</thead>
<tbody>
<tr>
<td>1. Clair de Lune</td>
<td>Jose Iturbi</td>
<td>V 11-0851</td>
<td>49-0176</td>
</tr>
<tr>
<td>2. Chopin's Polonaise</td>
<td>Jose Iturbi</td>
<td>V 11-0848</td>
<td>49-0134</td>
</tr>
<tr>
<td>4. Jalousie</td>
<td>Boston Pops; Arthur Fiedler, Con.</td>
<td>V 12130</td>
<td>18-1074</td>
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<tr>
<td>5. Warsaw Concerto</td>
<td>Boston Pops; Arthur Fiedler, Con.</td>
<td>V 11-8963</td>
<td>49-0252</td>
</tr>
<tr>
<td>6. Bachianas Brasileiras</td>
<td>Leo Litwin, Pianist</td>
<td>Col. 71760</td>
<td>D 11-7277</td>
</tr>
<tr>
<td>8. Recitative and Aria From Der Freischütz</td>
<td>L. Weillisch</td>
<td>Col. 72777</td>
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</tr>
<tr>
<td>9. Fiddle Faddle</td>
<td>Boston Pops; Arthur Fiedler, Con.</td>
<td>V 10-1397</td>
<td></td>
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</tbody>
</table>

(Top 10 Out of 30 Tabulated)
Serge Koussevitzky, who retired from leadership of the Boston Symphony Orchestra this year, leaves behind a vast Victor recorded repertoire of top selling favorites.

One of Victor’s gold mines in the classical catalog is Arthur Totschin, whose work has been represented on best-selling charts for many years.

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**ALBUM** | **ARTIST** | **LABEL & NO.** | **POINTS**
---|---|---|---
3. Chopin’s Favorites . . . . First Piano Quartet | Col MX-316 ML-2049 | 49
4. Encore . . . . First Piano Quartet | ML-1227 | 49
5. Rachmaninoff Concerto No. 2 in C Minor | Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann | V 1073 | 36
6. Rimsky-Korsakov Scheherazade | San Francisco Symphony Orchestra, Pierre Monteaux, conductor | V DM-926 | 22
8. Grieg’s Concerto in A. Rubinstein | V DM-900 | 21
10. Highlights of Madame L. Albanese-J. Melton, RCA | V MO-1088 | 19
11. Highlights of Madame | Barbery | V 1064 | 19
12. Handel: Excerpts | L. Olivier-Philharmonia Ork; M. Mathiesen, director | V DM-1275 | 14
13. Franz Lehár Waltzes | London Symphony | London L-10 | 12
14. Franz Lehár Waltzes . . . . London Symphony | (Top 15 out of 50 tabulated)
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THE BILLBOARD'S SEMI-ANNUAL

TOP CHILDREN'S RECORD SELLERS

Frank Luther's Decca sets for children pioneered the kidisk field and have retained a prominent sales position in the field from the outset.

RECORD, ARTIST, LABEL & NUMBER

1. Little Orlay-Uncle Lumpy Album (Two Records) Fred Waring and Pennsylvanians Decca CUS-7 5
2. Bugs Bunny and the Tortoise (Two Records) Mel Blanc-Billy May Cap DBX-33 10

1. Little Toot (One Record) Don Wilson-The Starlighters Cap DAS-80, CASF 3001 25
2. Bozo at the Circus (Two Records) Alan Livingston-Vance "Pinto" Colvig Cap BBX-34, DBX-114 15
3. Bozo Under the Sea (Two Records) Vance "Pinto" Colvig, Alan Livingston Cap DBX-9 10
4. Bugs Bunny and the Tortoise (Two Records) Mel Blanc-Billy May Cap DBX-33 10
5. Bugs Bunny and the Tortoise (Two Records) Mel Blanc-Billy May Cap DBX-33 10
7. Little Orlay-Uncle Lumpy Album (Two Records) Fred Waring and Pennsylvanians Decca CUS-7 5
8. Bozo Sings (Two Records) Alan Livingston-Vance "Pinto" Colvig Cap DBS-84, CBSF 3002 10
9. Nursery Rhymes (Two Records) Frank Luther Decca CS-5 5
10. Genie, the Magic Record (One Record) Peter Lind Hayes Decca CU-102 25
11. Bozo and His Rocket Ship (Two Records) Alan Livingston-Vance "Pinto" Colvig Cap BBX-85, DBX-118 10
13. Uncle Remus (Three Records) Johnny Mercer and Original Cast Cap CC-40 5
14. Mother Goose (One Record) F. Luther Decca CU-100 25
15. Little Engine That Could (Two Records) P. Wing Victor Y-341 5

(Top 15 Out of 41 Tabulated)

Der Bingle chats with the versatile Fred Waring (left), whose etching "Little Orlay" was one of the pioneers for children's favorites of this half-year.
Ipotesi

4.

THE CHILDREN'S MINIUS

COMM

DBX-99

DBX-03

DBX-65

DBX-03

DB-66

CU-106

Y-333

CU-116

MMP-5

(Top 6 out of 6 tabulated)

The Billboard NAMM Trade Show and Convention Section...July 30, 1949...Page 105
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