There's a "45" fixture to fit your needs!

Unanimously acclaimed! Tested and approved fixtures that parallel the phenomenal public acceptance of the RCA Victor 45 rpm system!

Thousands and thousands of record dealers are "fixturing up" to give more profitable service to the ever-increasing army of "45" buyers!

Whether your store is large or small, there are money-making "45" fixtures for you. Each bears a family resemblance, which permits you to start with as little as a Counterette and build, fixture by fixture, as your needs require.

Designed by experts, these convenient, attention-getting merchandisers streamline your "45" business ... make selling easier, and produce more profits per square foot than any other fixture in the history of the industry!

See them on display in Private Dining Room 14, at the Palmer House. Available through your RCA Victor distributor.

- The RECORDETTE - 24" x 32" x 56". Displays 12 albums. Self-service on 575 singles. For wall or aisle space. 3 big drawers store 168 albums or 1512 singles. Divider cards for easy selection. 2K2529.

- The COUNTERETTE - 16" x 24" x 7". Self-service counter unit for 300 singles (or equivalent albums). Use near key traffic spots to supplement larger fixtures, or place three abreast on your Hutch base. Player platform at slight additional cost. R-104.

- The HUTCH - 48" x 24" x 36". Displays 18 albums, 690 singles. Stocks 300 albums or 2700 singles. 6 drawers, 40 divider cards. Sliding shelf for demonstrator unit. 2K2527.

- The SELLERETTE - 48" x 24" x 14". All-purpose counter unit. 42 albums or 312 singles. Player platform. Use on stock-drawer base unit if you wish. 2K3604. Additional album display for Sellerette (as illustrated) can be quickly attached to present model.

- The HIGHBOY - 52" x 24" x 81". Displays 78 albums or 648 singles. Stocks 324 albums or 3150 singles. Really dominating display! 6 drawers, easy pull. Plywood dividers make 21 bins per drawer. 3K3529.

The BILLBOARD, NAMM CONVENTION SECTION, SECTION II, JULY 15, 1950.
DEALERS AND DISTRIBUTORS!

OVER $300,000

WILL BE SPENT THIS FALL TO HELP YOU SELL RECORDS

CREATED AND PRODUCED BY

The CHILDREN’S RECORD GUILD

TO THE PARENTS AND CHILDREN OF AMERICA!

That’s right! Over $300,000 will be spent this Fall in a huge advertising and publicity campaign to bring “Children’s Record Guild” records before every man, woman and child in America! Look at the national magazines and newspaper supplements that will carry our advertising! List, Look, Better Homes & Gardens, This Week, Parents’ Magazine, American Weekly, New York Times Magazine Section and many, many others — a total circulation of over 5,000,000 — a readership of almost 150,000,000!

HERE’S YOUR MESSAGE TO PARENTS — IRRESISTIBLE!

Every thoughtful parent will want Children’s Record Guild records because they combine FUN AND EDUCATION! Every record is pre-tested in nursery schools and primary schools to make sure that children will love and enjoy them! Every record delights and entertains the child by teaching him new skills or games, appealing songs or fascinating stories . . . by encouraging him to “join in” and sing, dance, play . . . and find expression for his own imaginative ideas! At the same time — every record helps the child enjoy, understand and appreciate “good music” . . . music that will enrich his life and be a companion for all his years! No wonder Children’s Record Guild records have been hailed by parents, teachers, and critics as “wholesome” . . . “entertaining” . . . “of extraordinary excellence.”

MORE

Yes, our national campaign will send customers to your store — so you’ll better be ready for them . . . and ready for a big, repeat volume. For once your customers actually see how their children respond to these records — they’ll be back for more . . . especially since the $1.10 price is “just right.” Naturally all of these records are unbreakable!

So here’s your opportunity to build up sales and profits in your children’s record department — not with one-shot hit-or-miss records — but with month-to-month best-sellers! Block up the Children’s Guild records NOW! We already have 10 titles (5 in each age group) and dozens more are now being pre-tested and readyed for pressing. In addition to our $300,000 Fall campaign — we’ll back you up to the limit with literature, direct mail pieces, display cards, cooperative advertising, radio and television.

See Us at the Chicago Show!

and get complete information about Children’s Guild records —

OR, if you can’t make it there, just mail the coupon below to

IRV KATZ, Sales Manager

He’ll be glad to send you the complete story about our records, price lists, discounts, etc.

Mr. Irv Katz, Sales Manager
Children’s Record Guild, Dept. 222
27 Thompson Street, New York 13, N. Y.

Dear Irv: I’d like to get a slice of the business your $300,000 Fall Campaign is sure to create. Send me complete information on the Children’s Guild records.

My Name ____________________________________________
Company Name ________________________________________
Address ______________________________________________
City ____________________________________________ Zona ______ State ______

HERE’S WHAT PARENTS, EDUCATORS, CRITICS SAY ABOUT “CHILDREN’S RECORD GUILD”

“A new opportunity for teacher myself. I have been searching for something like this for my own children.” . . . Mrs. L. L. J. Hill, Guild Chair, “The Children’s Record Guild is the ideal way to bring music to the young child.” . . . Walter Hendel (Conductor, Dallas Symphony Orch.). . . . “ . . . all the records submitted by the Children’s Record Guild have been chosen by my teacher students as the finest and most valuable in the field of children’s—initial education.” . . . Dr. Felix Quinter—Prof of Music, Connecticut State Teachers’ College.

“I want to tell you how much we all—Larry, her father, and I—enjoy your records. Music time has now become fun for the whole family.” . . . Mrs. W. E. S., Chicago, Illinois.

... of uniform excellence. The material is fresh and the production first rate.”
NEW YORK, June 3—Guy Lombardo may wrap up his biggest year in show business at the end of 1950, according to current indications. The maestro, who opened the swank Starlight Room of the Waldorf Thursday (1) with warbler Vic Damone, is racking up smash business on Decca disks and on his road trips, and is scoring heavily via air time.

A check on Lombardo's disk sales buttresses the belief that the Decca artist stands a good chance of out-selling any name in the disk czy's roster this year. It's figured his total sales may well hit $7,000,000 or $8,000,000. Outstanding among his major releases is The Third Man Theme, which has chalked up 377,000 sales as of Thursday. Orders on Decca for The Third Man in the last two weeks totaled 41,000. Enjoy Yourself has hit 398,000, with 4,000 ordered in the last two weeks. Decca's total is 146,000.

With 4,000 ordered the last two weeks, The season Peter Cotton Tail hit a total 84,000. Two rather new releases, The Answer She Is Yes! and Where Are You Going to Be When?, have each sold 100,000. A third release, by Teddy Whittaker and The Waltz King, has sold 65,000.

In addition to these figures on the maestro's newer releases, his catalog of piano albums, Volume No. 2, for instance, has continued to sell heavily. Twin Tracks, Volume No. 2, has sold 35,000, and Volume No. 1, has sold 150,000. All of these releases are on Decca.

On the road, Lombardo has been doing heavy—indeed, in many instances, record-breaking—busily, prior to his opening at the Hiawatha on his tour of approximately 60 engagements. On his tour, he will be accompanied by his Royal Canadians, and successful in the matter of record, and with his recent releases on Decca, he can look forward to a successful new year in show business.
The best LP salesman since LP itself!

The Columbia LP Changer Attachment Model 104

A $32.95 value sells for only $16.95

Changes all sizes of 33 1/3 LP records automatically.

VISIT US AT THE NAMM CONVENTION - BOOTH 10, 11 AND 12
First—the record itself, providing everything from a 3-minute pop hit to a 50-minute symphony! And the finest, largest catalog in the business to sell from! And now the changer that fits the records—for the records that fit the music—an unbeatable combination for boosting LP record sales—for winning more new LP record fans—for ringing up sure, steady profits! Yes! The Columbia Model 104 LP Changer Attachment is the final proof that one speed is all you need.

**DEMONSTRATE!** Show your customers how the Columbia LP Changer steps up the enjoyment of all LP Records—7-, 10- and 12-inch! Gives hours of listening pleasure with a single loading.

**DISPLAY!** Smart, sturdy, compact, efficient—the Columbia Model 104 has plenty of come-on in itself. Feature it—keep it in action!

**SELL!** Show how readily Model 104 can convert any radio, radio-phonograph or TV set into a modern, up-to-the-minute instrument!

Every sale you make creates an ever-growing market for more and more LP records!

Here's help

- Store and Window Displays
- Merchandising Features
- Radio and TV Promotions
- National Magazine Ads
- Publicity Campaign
- Complete Co-Op Program

**COLUMBIA LP RECORDS**

Originator of 33 1/3 LP Records—One Speed ... One System ... One Record For Every Type of Music

"Columbia," "Masterworks," and @ Trade Mark Reg. U. S. Pat. Off. Made in Canada

The Billboard NAMM Trade Show and Convention Section....... July 15, 1950........ Page 5
Opening August 3rd at the Empire Room of the PALMER HOUSE Chicago

EVELYN KNIGHT

DECCA RECORDS

latest release:

"CHERRY STONES"
backed by
"ALL DRESSED UP TO SMILE"
Decca #27103

Direction: WILLIAM MORRIS AGENCY
Personal Management: Thomas P. Sheils

Page 8
July 15, 1950
The Billboard NAMM Trade Show and Convention Section
THEIR FIRST RECORD TOGETHER!
Father and son... as a singing team that is delighting America

GARY and BING CROSBY

PLAY A SIMPLE MELODY
Coupled with
SAM'S SONG (THE HAPPY TUNE)

BOTH WITH MATTY MATLOCK'S ALL STARS
DECCA 27112

NAMM SHOW!
SEE DECCA
BOOTH #95
Palmer House, Chicago

America's fastest selling records

The Billboard NAMM Trade Show and Convention Section... July 15, 1950... Page 9
love ya madly fellas!

Many thanks for making our DECCA recording of "I WANNA BE LOVED" the number one record hit of the country today!

The Andrews Sisters

Currently
CHICAGO THEATRE
Chicago

Exclusively
DECCA RECORDS

Opening July 21
ROXY THEATRE
New York

Management - LOU LEVY NEW YORK - HOLLYWOOD
Spike Jones and his City Slickers

Current RCA VICTOR Release

CHARLESTONO-MIO

coupled with

I KNOW A SECRET
(78) 20-3727 (45) 47-3727

RCA VICTOR Records

Opening Aug. 11-24

CALA-NEVA LODGE
LAKE TAHOE
California

START OF NEW
"Musical Depreciation"
TOUR OF 1951

Sacramento, Calif.,
San Jose, Calif.,
Redding, Calif.,
Klamath Falls, Oregon,
Eugene, Oregon,
Portland, Oregon

Moses Lake, Washington,
Spokane, Washington,
Spokane, British Columbia,
Nanaimo, British Columbia,
Victoria, British Columbia,
Vancouver, British Columbia

Bellingham, Washington,
Everett, Washington,
Tacoma, Washington,
Seattle, Washington,
Salem, Oregon,
Coquille, Oregon

Medford, Oregon,
Eureka, Calif.,
Berkeley, Calif.,
Fresno, Calif.,
Stockton, Calif.,
Bakersfield, Calif.

* We hope our new plans suit you to a TV —
We'll keep you posted

Personally Managed by

ARENA STARS, INC. ........................................ Ralph Wonders, President
366 North Camden Drive .................................. Beverly Hills, California

The Billboard NAMM Trade Show and Convention Section ........... July 15, 1950 ........... Page 11
Bill Snyder

and his "BEWITCHED" Piano
and Orchestra

Still Leading!
His Famous
BEWITCHED
Tower No. 1473
MY DREAM CONCERTO
backed with
RIDIN' THE OFFBEAT
Tower No. 1474

AND NOW!
The Greatest of them all
Bill Snyder Plays:
MY SILENT LOVE
Backed with
CHOPPIN' UP CHOPIN

PERSONALLY MANAGED BY
ARENASTARS, INC.
366 North Camden Drive
BEVERLY HILLS, CALIFORNIA

Homer and Jethro

Latest RCA VICTOR Releases
"PUT THAT KNIFE AWAY, NELLIE"
coupled with
"PIZEN PETE"
(78) 21-0349 (45) 48-0349

"I'VE GOT TEARS IN MY EARS"
"SHE MADE TOOTHPICKS OF THE TIMBER OF MY HEART"
(78) 21-0162

PERSONALLY MANAGED BY
ARENASTARS, INC.
366 North Camden Drive
Helen Grayco

Just Signed to Record Exclusively on

LONDON RECORDS

Thanks to: TOOTS CAMARATA

Personally Managed by
ARENA STARS, INC. Ralph Wonders, President
366 North Camden Drive Beverly Hills, California

“Mr. Dixieland”
NAPPY LAMARE
And His Strawhat Strutters

Latest Capitol Release
“IT AIN’T GONNA RAIN NO MO’”
coupled with
“THIS IS THE LIFE”
No. 1047

Featured on TV
“DIXIELAND SHOWBOAT”
Paramount’s
KTLA
Hollywood
Monday 7:30 P.M.

Thanks to: KLAUS LANDSBERG

Currently EXTENDED ENGAGEMENT
HOLLYWOOD-PALLADIUM

The Billboard NAMM Trade Show and Convention Section ........ July 15, 1950 ........ Page 13
BLUE BARRON
plays the novelty sensation...

OH LITTLE FISH

BACKED BY
"I AIN'T GONNA TAKE IT SETTIN' DOWN"
MGM 10729

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.
IN EVERY RECORD CATEGORY
M-G-M Records Are Better Than Ever!

BEST SELLING POP SINGLES

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<tr>
<th>Artist</th>
<th>Title</th>
<th>Speeds</th>
</tr>
</thead>
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<tr>
<td>BILLY ECKSTINE</td>
<td>I Wanna Be Loved</td>
<td>78 R.P.M. M-G-M 10716</td>
</tr>
<tr>
<td></td>
<td>Stardust</td>
<td>45 R.P.M. M-G-M K10716</td>
</tr>
<tr>
<td>ART MOONEY</td>
<td>Mississippi</td>
<td>M-G-M Non-Breakable 10721</td>
</tr>
<tr>
<td></td>
<td>The Breeze Is My Sweetheart</td>
<td>M-G-M Non-Breakable 10723</td>
</tr>
<tr>
<td>JOHNNY DESMOND</td>
<td>Pigalle</td>
<td>M-G-M Non-Breakable 10724</td>
</tr>
<tr>
<td></td>
<td>Stars (Are The Windows Of Heaven)</td>
<td>M-G-M Non-Breakable 10726</td>
</tr>
<tr>
<td>BILL FARRELL</td>
<td>Baby, What Else Can I Do?</td>
<td>M-G-M Non-Breakable 10728</td>
</tr>
<tr>
<td></td>
<td>Don't Say Monna Tonight</td>
<td>M-G-M Non-Breakable 10730</td>
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<tr>
<td>ART LUND</td>
<td>Mona Lisa</td>
<td>M-G-M Non-Breakable 10732</td>
</tr>
<tr>
<td></td>
<td>When My Stage Coach Reaches Heaven</td>
<td>M-G-M Non-Breakable 10734</td>
</tr>
<tr>
<td>FRANK PETTY TRIO</td>
<td>Bless Your Heart</td>
<td>78 R.P.M. M-G-M 10735</td>
</tr>
<tr>
<td></td>
<td>At Sundown</td>
<td>45 R.P.M. M-G-M K10735</td>
</tr>
<tr>
<td>BLUE BARRON</td>
<td>I Ain't Gonna Take It Settin' Down</td>
<td>78 R.P.M. M-G-M 10737</td>
</tr>
<tr>
<td></td>
<td>Oh Little Fish</td>
<td>45 R.P.M. M-G-M K10739</td>
</tr>
<tr>
<td>GEORGE SHEARING QUINTET</td>
<td>I Didn't Know What Time It Was,</td>
<td>M-G-M Non-Breakable 10740</td>
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<tr>
<td></td>
<td>How's This?</td>
<td>M-G-M Non-Breakable 10742</td>
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<tr>
<td>DAVID ROSE</td>
<td>American Hoe' Down</td>
<td>78 R.P.M. M-G-M 10743</td>
</tr>
<tr>
<td></td>
<td>Time And Time Again</td>
<td>45 R.P.M. M-G-M K10743</td>
</tr>
<tr>
<td>THE MELODEONS</td>
<td>Sam's Song (The Happy Tune)</td>
<td>M-G-M Non-Breakable 10745</td>
</tr>
<tr>
<td></td>
<td>Tippy Canoodle Canoe</td>
<td>M-G-M Non-Breakable 10747</td>
</tr>
</tbody>
</table>

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

BEST SELLING FOLK AND WESTERN RECORDS

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Speeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>HANK WILLIAMS</td>
<td>Why Don't You Love Me</td>
<td>M-G-M Non-Breakable 10749</td>
</tr>
<tr>
<td></td>
<td>A House Without Love</td>
<td>M-G-M Non-Breakable 10751</td>
</tr>
<tr>
<td>ARTHUR (Guitar Boogie) SMITH</td>
<td>I'm Afraid Of Wimmin'</td>
<td>M-G-M Non-Breakable 10753</td>
</tr>
<tr>
<td></td>
<td>I. H. Boogie</td>
<td>M-G-M Non-Breakable 10755</td>
</tr>
</tbody>
</table>

BEST SELLING RHYTHM AND BLUES RECORDS

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Speeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>IVORY JOE HUNTER</td>
<td>Let Me Dream</td>
<td>78 R.P.M. M-G-M 10757</td>
</tr>
<tr>
<td></td>
<td>Gimme A Pound O' Ground Round</td>
<td>45 R.P.M. M-G-M K10759</td>
</tr>
</tbody>
</table>

BEST SELLING POP ALBUM

Recorded directly from the Sound Track of the
New M-G-M Technicolor Musical

ANNIE GET YOUR GUN
Betty Hutton • Howard Keel
Available All 3 Record Speeds
78 R.P.M. M-G-M 50
45 R.P.M. M-G-M K50
33 1/3 Long Playing M-G-M Long-Playing Record E-509

BEST SELLING CHILDREN'S ALBUM

TOM AND JERRY AT THE CIRCUS
Narrated by Francis de Sales
Album M-G-M 51-A

On All Three Record Speeds
78 R.P.M. (Non-Breakable) M-G-M Records Are Better Than Ever!
45 R.P.M.
33 1/3 R.P.M. (Long Playing)

See You at The
NAMM CONVENTION
BOOTH 104

The Billboard NAMM Trade Show and Convention Section July 15, 1950 Page 15
FOLK MUSIC'S FAVORITE

Ernest TUBB

AND HIS

TEXAS TROUBADOURS

TOP SELLING FOLK ARTIST IN
RETAIL SALES AND IN JUKE
BOX PLAYS IN '49 AS SHOWN
IN THE BILLBOARD'S 4TH AN-
NUAL MUSIC-RECORD POLL.

'49 AND '50 HITS . . . THANKS TO YOU, MR. MUSIC MERCHANT
★ "SLIPPIN' AROUND"
★ "BLUE CHRISTMAS"
★ "WHITE CHRISTMAS"
★ "I'M BITIN' MY FINGERNAILS AND
THINKING OF YOU" with the Andrews Sisters
★ "LET'S SAY GOODBYE LIKE WE SAID HELLO"
★ "HAVE YOU EVER BEEN LONELY"
★ "TENNESSEE BORDER NO. 2"

with Red Foley—Decca No. 46200

Latest Double Barreled Hit
Flying High on The Billboard's Pop Charts

"THROW YOUR LOVE MY WAY"

AND

"GIVE ME A LITTLE
OLD FASHIONED LOVE"

DECCA NO. 46243

And Still Ringing the Cash Register

"I LOVE YOU BECAUSE"
"UNFAITHFUL ONE"
"LETTERS HAVE NO ARMS"
"I'LL TAKE A BACK SEAT FOR YOU"

Star of

GRAND OLE OPRY

WSM, NASHVILLE

Represented by

JAMES R. DENNY

WSM Artist Service Bureau — Nashville, Tennessee
"The Most Imitated Band In The Land"

TEX BENEKE
AND HIS
"MUSIC IN THE MILLER MOOD"

Hear Tex Beneke's Latest RCA VICTOR Recording
"TZIN TZUN TZAN"
Backed by "DREAMIN' IS MY BUSINESS"

Personal Management: DON W. HAYNES — Direction: MUSIC CORPORATION OF AMERICA

The Billboard NAMM Trade Show and Convention Section ......... July 15, 1950 ......... Page 17,
Another hot summer seller

"I'VE FORGOTTEN YOU"
and
"DARN THAT DREAM"

Columbia 38887 or 7-inch LP 1-708
Order it—Install it—Feature it!

COLUMBIA RECORDS

FIRST, FINEST, FOREMOST IN RECORDED MUSIC... ORIGINATOR OF 33 1/3 LP—"ONE SPEED IS ALL YOU NEED"

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The Billboard
NAMM
-CONVENTION
SECTION
• July 15, 1950

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This week's New Releases... on RCA Victor

Ships Coast to Coast, Week of July 16

POPULAR

PHIL HARRIS
Dig-Dig-Dig Dug for Your Dinner
I've Been Floating Down the Old Green River 20-3833—(47-3833)*

Here comes the DANCE BANDS again!

TEX BENEKE
The Tunnel of Love
Whispering Rain 20-3830—(47-3830)*

Here comes the DANCE BANDS again!

FRANKIE CARLE
The Lellypuff Ball
Crazy Little Moonbeam 20-3831—(47-3831)*

THE THREE SUNS and LARRY GREEN
Petite Waltz
Jet 20-3834—(47-3834)*

THE HONEYDREAMERS
I'd Like to Wrap You Up and Put You in My Pocket
Love Goes 'Round on a Merry-Go-Round 20-3831—(47-3831)*

COUNTRY

FEE WEE KING and his GOLDEN WEST COWBOYS
Blue Grass Waltz
Get Together Polka 21-0334—(48-0334)*

JUNE CARTER with THE CARTER SISTERS & MOTHER MAYBELLE
The Baldheaded End of the Broom Root, Hog or Die 21-0333—(48-0333)*

RHYTHM-BLUES

GENE GILDEAUX
I've Got What It Takes
Dynamow 25-0091—(50-0091)*

POP-SPECIALTY

ERNIE WYTE and his POLKA BAND
Tutti Frutti—Polka
Joey's Got a Girl—Polka 25-1166—(51-1166)*

*5 r.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.

1. Indicates records which, according to actual sales, are recognized hits. This trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

2. Designates record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sale charts (week of July 8). Obviously, rare things!

5. Bewitched
Larry Green with the Honeydreamers 20-3726—(47-3726)*

5. Count Every Star
Hugo Winterhalter 20-3665—(47-3224)*

5. Cuddle Buggin' Baby
Eddie Arnold 21-0342—(48-0342)*

5. Hoop-Dee-Doo
Perry Como with the Fontaine Sisters 20-3747—(47-3747)*

5. I'm Movin' On
Hank Snow 21-0328—(48-0328)*

5. It Isn't Fair
Sammy Kaye Ork with Don Cornell 20-3666—(48-3115)*

5. Little Angel With the Dirty Face
Why Should I Cry?
Eddy Arnold 21-0306—(48-6560)*

5. My Foolish Heart
Mindy Carson 20-3681—(47-5204)*

5. Roses
Sammy Kaye Ork 20-3754—(47-3754)*

5. Third Man Theme
Freddy Martin Ork 20-3797—(47-3797)*

5. Valencia
Tony Martin 20-3755—(47-3755)*

...indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

5. My Destiny
La Vie En Rose
Hugo Winterhalter's Orch and Chorus 20-3622—(47-3892)*

5. Wanderin'
Robert Merrill with Hugo Winterhalter's Orch and Chorus 10-0142—(48-2443)*

TIPS

La Vie En Rose
Tony Martin 20-3819—(47-3819)*
No. 3 Retailers' Pick, Billboard, July 5
No. 1 Billboard Pick, July 1

Sam's Song
Freddy Martin 20-3756—(47-3768)*
No. 3 Operators' Pick, Billboard, July 4

Three Little Rings
The Fontaine Sisters 20-3814—(48-3814)*
No. 7 Operators' Pick, Billboard, July 8

The stars who make the hits are on RCA VICTOR Records

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

Page 20.........July 15, 1950.........The Billboard NAMM Trade Show and Convention Section
The Industry Today

as 1,000 dealers see it

AN EDITORIAL

The Billboard has long lamented the fact that the music industry, generally, and the publishing and sheet music facets of the business, specifically, operate year in and year out with very little substantial research to guide them. It is, of course, true that some of the major record companies, as well as a number of the manufacturers of radio, phonos and TV sets, do make periodic market studies, and from these stem many good solid merchandising ideas. The industry, over-all, nevertheless continues to grope its way down the dark hall of the future.

It is with particular pleasure, then, that The Billboard, in this supplement, presents its third annual study of market conditions in the music industry. Never before have so large a number of dealers responded to The Billboard's marketing questionnaire, and never before have the facts and retailer opinions revealed here been so sorely needed.

1,000 Dealers Speak

Almost 1,000 retailers shed light in this study on many, if not all, of the most pressing problems facing the industry today. The 33 1/2 r.p.m. platters, for example, are leading the new speed race in the larger cities, but the 45 disks are out front in the smaller towns (this is the first year, incidentally, that The Billboard has broken down its findings into towns over and under 100,000 population); sheet music jobbers are disgracefully lax in soliciting the business of the average record shop; except in the smallest towns the shop which carries just records and sheet music is virtually a thing of the past; almost all record dealers, today, carry instruments, sets and other lines of merchandise. These are just a few of the findings of this study. The Billboard presents them, not particularly, as irrefutable, final, conclusive truths in all cases. It merely says that these findings represent the opinions of and data furnished by almost 1,000 dealers in the United States, who think enough of their own businesses, and of the industry of which they are a part, to take the time (and it required time) to answer The Billboard's exhaustive questionnaire.

Analyse Findings

The Billboard can only hope that the manufacturers, distributors and others who hold the responsibility for meeting the needs of the dealer will spend at least as much time and thought analyzing these findings (and some of the stories not based on the survey) as did the dealers who supplied the information.

The Billboard knows that dealers throughout the country will find in these studies and stories much food for thought, and more than a few solid, business-getting ideas. At least one idea would seem to be thoroughly substantiated. It's one that a great many dealers have been practicing very profitably for some time, and one which The Billboard has been emphasizing for years. It is the theme of this supplement—

Players sell records—
so sell both.

Most dealers do, why don't you?
TOP TUNES OF THE DAY

**POPULAR**

<table>
<thead>
<tr>
<th>78 rpm</th>
<th>45 rpm</th>
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<tbody>
<tr>
<td>&quot;MONA LISA&quot;</td>
<td>1010 F1010</td>
</tr>
<tr>
<td>&quot;NOLA&quot; and &quot;JEALOUS&quot;</td>
<td>1014 F1014</td>
</tr>
<tr>
<td>&quot;BONAPARTE'S RETREAT&quot;</td>
<td>936 F936</td>
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<tr>
<td>&quot;BLIND DATE&quot;</td>
<td>1042 F1042</td>
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<td>&quot;SAM'S SONG&quot; and &quot;IVORY RAG&quot;</td>
<td>962 F962</td>
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<tr>
<td>&quot;HAPPY FEET&quot;</td>
<td>1052 F1052</td>
</tr>
<tr>
<td>&quot;SENTIMENTAL ME&quot;</td>
<td>933 F933</td>
</tr>
<tr>
<td>&quot;PLAY A SIMPLE MELODY&quot;</td>
<td>1039 F1039</td>
</tr>
<tr>
<td>&quot;I LOVE YOU BECAUSE&quot;</td>
<td>983 F983</td>
</tr>
<tr>
<td>&quot;HOOP-DEE-DOO&quot;</td>
<td>980 F980</td>
</tr>
<tr>
<td>&quot;MISSISSIPPI&quot;</td>
<td>1072 F1072</td>
</tr>
<tr>
<td>&quot;A PERFECT DAY&quot; and &quot;THE ROSARY&quot;</td>
<td>1061 F1061</td>
</tr>
<tr>
<td>&quot;THE OLD PIANO ROLL BLUES&quot;</td>
<td>970 F970</td>
</tr>
<tr>
<td>&quot;SNOOKEY OOKUMS&quot; and &quot;ROOTEE TOOTEE&quot;</td>
<td>1074 F1074</td>
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<tr>
<td>&quot;MAMBO JAMBO&quot;</td>
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<tr>
<td>&quot;NO OTHER LOVE&quot; and &quot;SOMETIMES&quot;</td>
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**TEX WILLIAMS**

<table>
<thead>
<tr>
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<tr>
<td>&quot;Happy Feet&quot;</td>
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<td>&quot;I've Got Five Dollars And It's Saturday Night&quot;</td>
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<td>&quot;Sometime&quot;</td>
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<td>&quot;Sugar Plum Kissed&quot;</td>
<td>1036 F1036</td>
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<td>&quot;Sleepy Eyed John&quot;</td>
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<td>&quot;Sugar Baby&quot;</td>
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<td>&quot;Cane Bottom Chair&quot;</td>
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<td>&quot;Under The Anheuser Bush&quot;</td>
<td>1024 F1024</td>
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<tr>
<td>&quot;Take A Look At This Broken Heart Of Mine&quot;</td>
<td>1016 F1016</td>
</tr>
<tr>
<td>&quot;I'll Sail My Ship Alone&quot;</td>
<td>952 F952</td>
</tr>
</tbody>
</table>

**CAPITOL'S FORECASTER PREDICTS**

Hot Hits Ahead for Summer Months!

Check This List of Searching Best Sellers

**TOP TUNES OF THE DAY**

**JOE "FINGERS" CARR**

- of Original "Sam's Song" Fame And The Carr-Hops

"SNOOKEY OOKUMS" and
"ROOTEE TOOTEE"

78 rpm No. 1074 45 rpm No. F1074

**RAY ANTHONY**

And His Orchestra

America's Favorite Dance Band

"LAZY OLD TUNE" and "LACKAWANNA LOCAL"

78 rpm No. 1073 45 rpm No. F1073

**NAT "KING" COLE**

"MONA LISA"
fastest selling record in America

78 rpm No. 1010 45 rpm No. F1010

"A LITTLE BIT INDEPENDENT"

78 rpm No. 1068 45 rpm No. F1068

**TEX WILLIAMS**

"Happy Feet"

"ABOUT THAT GIRL"

78 rpm No. 1064 45 rpm No. F1064

**BENNY STRONG**

And His Orchestra

"Let's Have a Party" over for

"ABOUT THAT GIRL"

78 rpm No. 1064 45 rpm No. F1064

**CAPITOL RECORDS**

Hollywood

WELCOME... NAMM CONVENTIONEERS!

Glenn Wallichs and Floyd Bittaker will be on hand to greet you, and convey new merchandising ideas for the coming year.

PALMER HOUSE Booths 63 & 64

Page 22... July 15, 1950... The Billboard NAMM Trade Show and Convention Section
The Billboard's 3d Annual Retail Record Store Survey*

Questions

1. Of the record companies, which three give you the best all-round service?
2. Of the record companies, which three give you the best and fastest delivery service?
3. Of the record companies, which three send you the most helpful salesmen?
4. Of the record companies, which three have the most helpful and informative release sheets and direct mail?
5. How often do you order current hit pop records?
6. Which of the two new speeds are selling the highest gross dollar volume for you now?
7. Do you believe the record industry will eventually come down to a one or two-speed industry from the present three?
8. Besides records, which of the following items does your store sell?
9. If you do not sell any of the above items, have you recently contemplated adding at least small players and attachments?
10. If you are selling 45 and 33 r.p.m. player attachments, does your record department handle the buying and selling of these or does the set department?
11. Do you sell sheet music?
12. If you do not sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department?
13. If you do not currently handle sheet music, have you ever seriously considered selling it?
14. Please check just two of the following sources of information that are the biggest help to you when buying records.
15. In your opinion, which single record company runs the most helpful trade advertising?

*This survey was taken by mailing questionnaires to 2,096 Billboard subscribers who are classified as retail music-record stores. Nine hundred eighty-eight of these record dealers responded to the questions listed above.

Players sell records, so sell both. Most dealers do, why don't you?
STILL MAKING and BREAKING RECORDS

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

<table>
<thead>
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<th>POSITION</th>
<th>WEEKS</th>
<th>NEXT TO DATE/WEEK</th>
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<td></td>
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<tr>
<td>8 4 1</td>
<td>WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696</td>
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</tr>
<tr>
<td>8 1 1</td>
<td>LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645</td>
<td></td>
</tr>
<tr>
<td>30 1 1</td>
<td>LOVESICK BLUES Hank Williams—MGM No. 10352</td>
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COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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<tr>
<th>POSITION</th>
<th>WEEKS</th>
<th>NEXT TO DATE/WEEK</th>
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<td>6 1 1</td>
<td>WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696</td>
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<tr>
<td>12 1 1</td>
<td>LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645</td>
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MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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<tr>
<th>POSITION</th>
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<td>WHY DON'T YOU LOVE ME? Hank Williams—MGM No. 10696</td>
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<tr>
<td>8 1 1</td>
<td>LONG GONE LONESOME BLUES Hank Williams—MGM No. 10645</td>
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</tr>
<tr>
<td>25 1 1</td>
<td>LOVESICK BLUES Hank Williams—MGM No. 10352</td>
<td></td>
</tr>
</tbody>
</table>

HANK WILLIAMS

FEATURED STAR ON WSM GRAND OLE OPRY
NASHVILLE, TENNESSEE

Extensive Personal Appearance
Tour Throughout the United States
This Summer.

Recording Exclusively for M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

REPRESENTED BY WSM ARTIST SERVICE BUREAU NASHVILLE, TENNESSEE

Page 24 ........ July 15, 1950 .......... The Billboard NAMM Trade Show and Convention Section
**The Billboard's Third Annual Retail Record Store Survey**

**Question 1**
Of the record companies which THREE give you the best all-round service? (Please list in order of “best service”)

1. (1) Decca 2. (2) RCA Victor 3. (3) Capitol

**Question 2**
Of the record companies, which THREE give you the best and fastest delivery service? (Please list in order of fastest delivery)

1. (1) Decca 2. (2) RCA Victor 3. (3) Columbia

**Question 3**
Of the record companies, which THREE send you the most helpful salesmen? (Please list in order of helpfulness of salesmen)

1. (1) Decca 2. (2) RCA Victor 3. (3) Columbia

---

Victor, Decca Take Service Honors, Each Scoring Two Firsts; Mercury Tops Indies; New Indies Emerge in Service Category

RCA Victor and Decca during the last year greatly sharpened up their service to dealers. Capitol fell off somewhat. Columbia did not vary greatly. This is apparent in the answers to Questions 1 thru 4, which deal with various facets of the service problem. In toto, Victor scored first and second, and Decca first, two second and one third.

Decca and Victor score one-two on the matter of giving dealers the best all-round service. Dealers totaling 970, answering the question, “Of the record companies which three give you the best all-round service?”, gave Decca a total of 1,679 and Victor a total of 1,474. Capitol, third, scored third with 1,318 and Columbia fourth with 1,101. Scoring system gives three points for first place, two for second and one for third. It will be noted that there is not too much spread between the different positions. Yet the point difference between say, first place and fourth, is considerable.

In last year’s survey, the majors in the order of their scoring were Capitol, Decca, Victor and Columbia. This year, Capitol, Victor, Decca and Columbia will be noted, this year falls to third whereas Columbia stays in fourth spot.

With regard to giving dealers the best and fastest delivery service, Decca and Victor again take one-two positions. With 946 dealers answering this question, Decca totaled 1,679 to lead by a wide margin. Victor, runner-up, tallied 1,523 to beat out Capitol’s score of 1,200. Columbia racked up 1,063.

Comparison with last year indicates a parallel with Question 1. Capitol, in top spot then, dropped to third. Victor, in fourth spot last year, has come up to second. Columbia, third last year, is now fourth. In answer to the query as to which companies send the most helpful salesmen, RCA Victor and Columbia score one and two, thus duplicating their last year’s showing. A total of 891 dealers answered this question. Victor, it will be noted, has a strong edge in the salesmen’s department, scoring 1,623 as against Columbia’s 1,045. Decca, fourth last year, rose to third in the current survey with a tally of 1,028. Columbia last year, is now fourth with 929.

The Indies

Among the Indies, Mercury appears to be top dog as far as the service aspects of Question 1, 2 and 3 are concerned. This year, Mercury is runner-up to Decca in the matter best all-round service, best and fastest delivery service and most helpful salesmen.

King and London follow MGM on best all-round service, best and fastest delivery service, and most helpful salesmen.

RCA Victor and Decca again take first and second respectively as the companies who send the most helpful and informative release sheets and direct mail. Victor’s lead here is a large one—953 dealers answering the question to give the delivery a score of 1,084 points. Decca tallied 1,480 as against Capitol’s 1,480, Columbia’s place fourth with 1,028.

Among the Indies, MGM takes top spot with 171, beating out London’s 163. Mercury, first among the Indies in other aspects of service, is in helpful salesmen, and scores are a close 1,082. King, Coral and Cetra-Soria follow.
Current Hit Pop Disks Ordered Once a Week by Most Dealers

QUESTION NO. 5, "How often do you order current hit pop records?" is closely bound up with two facets of the record business—namely, the degree of service a dealer gets from manufacturers and distributors, and secondly, the dealer's own initiative in buying and merchandising a record while that disk is hot. According to returns on this question, which was answered by 981 dealers, by far the great majority order current hits once a week. Of those answering, 852 stated so. A much lesser number, 233, order twice a week. This latter figure indicates aggressive servicing on the manufacturer-distributor level and also more buying on the part of the dealer. A small number, 61, order as often as every day. Only 14 order once a month.

ANSWER

| How often do you order current hit pop records? (Check the answer below that best describes your answer) |
|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
| ( ) Daily .................................. | ( ) About twice weekly | ( ) About once a week |
| ( ) About twice a month | ( ) About once a month |

| QUESTION 6 Which of the two new speed records are selling the highest gross dollar volume for you now? |
|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
| ( ) 33 LP records | ( ) 45 RPM records |

33½ and 45 Speeds Run Virtually Neck and Neck; Majority of Dealers Believe Industry Will Remain 3 Speed, Or Settle Down to 33½ and 45 Only

There is no doubt that the most controversial and possibly the most important single situation in the record business for the past several years has been the question of which of the two new speed records (33½ or 45) has been making the most progress. What if only one is most likely to last, on which type of disk are dealers doing the largest dollar volume? Two questions in this year's study were designed to develop some answers in this situation.

The answers indicate that in the battle for dealer and consumer favor the two new speeds are running just about neck and neck. The over-all answers of 926 dealers responding to the question, "Which of the two new speed records are selling the highest gross dollar volume for you now?" gives an edge of 11.66 percentage points (517 dealers against 409) to the 45 r.p.m. speed.

However a study of the breakdown of replies by large cities (over 100,000 population) and smaller cities (those under 100,000) reveals that the big town merchant is doing a larger dollar volume on the 33½ speed. Here 53.74 per cent of the dealers (or 113) said this was the case, against 46.26 per cent (or 99) who said they were doing more with the 45. In the smaller towns, however, where 712 dealers in all responded (as against the 214 total for the big cities), 59.71 per cent (or 418) said they were doing a greater dollar volume on 45, as against 40.29 per cent who said 33½ was their dollar volume leader.

Certainly as music merchants convene for their midsummer 1950 convention neither the Columbia nor Victor camp can claim a decisive all-out victory.

The second phase of the new speed question entered the realm of opinion, with the question, "Do you believe the record industry will eventually come down to a one or two-speed industry from the present three?" (Check the answer below that best describes what you think will eventually occur. Base your opinion on present sales trends in your shop.)

( ) Remain a three speed industry ( ) End up two speeds—45 and 33½ ( ) End up two speeds—45 and 78 ( ) Go back to 78 only ( ) End up 25 only ( ) End up 45 only.

More dealers believe it will end up 33½ and 78 only, than believe it will end up 45 and 78 only. One hundred sixteen dealers say 33½ and the old 78 will be left in the long run, and 87 believe 33½ will fall by the wayside and it will settle down to 45 and 78. But almost twice as many dealers believe (122 against 62) that it will be a 45 r.p.m., industry, rather than a 33½ industry, the two groups of course, or 94 dealers believe that it will eventually settle down to one speed, rather than two or remain at three.

And there are 22 dealers out of the 976 who believe it will eventually settle down to one speed, the good old 78 r.p.m.
Large Quantities of Disk Players Sold Thru Record-Music Retailers; TV, Radio-Phono Sets Big Items

A GLANCE at the replies to Question No. 8 quickly proves that disk dealers sell plenty of record-playing equipment of all types. Fact is, the dealers who replied to this questionnaire sold 4,901 pieces of record playing equipment in one week. And it must be remembered that the month of June, when the survey was taken, is not the "hot season" for player and equipment sales. In addition, for the purposes of this survey it is assumed that the TV sets sold did not have record players. Excluding TV sets, the average dealer sold more than eight pieces of record playing equipment.

The survey also shows that more dealers in both the small and large cities handle 45 r.p.m. attachments than handle 33 1/3 r.p.m. attachments but the percentage of difference narrows considerably in the large towns. Apparently, then, the consumer in the larger city is more LP conscious than the small-town record-buyer.

The television market serves to point out that the lack of video reception in the small cities has kept the dealer from handling TV sets. It is in these same cities that almost 29 per cent of the dealers sell radio-phonograph consoles. As TV reception becomes available, many dealers appear to concentrate their efforts on selling video.

The small-town dealers are more apt to sell 45 r.p.m. attachments, wire or tape radio-phonographs, self-amplified 45 r.p.m. phonos and three-speed manual phonographs. On the other hand, the large-town dealers appear to concentrate their efforts behind LP attachments, TV sets, three-speed automatic phonographs and three-speed replacement changers. Efforts to sell kiddie phonos is evenly divided between both types of dealers.

The most selling item is the 45 attachment, followed by TV sets, the self-amplified 45 player, LP attachments, radio-phonograph consoles, three-speed manual phonos, replacement changers and wire or tape bring up the rear in the order named.

Only 102 dealers restrict themselves to the sales of records only and it is in the smaller cities that such dealers are most apt to be found. Only 29 dealers in large cities handled nothing but records.

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*If all records only

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<td>9</td>
<td>Towns OVER 100,000</td>
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<td></td>
<td>Shores</td>
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<tr>
<td>Total number who did not sell anything listed in Question 8 other than records</td>
<td>29</td>
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<tr>
<td>Total of those who answered &quot;yes&quot; or that they do contemplate adding at least players or attachments</td>
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</tr>
<tr>
<td>Total of those who answered &quot;no&quot; or that they do not contemplate adding anything</td>
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<th>If you are selling 45 and 33 1/3 r.p.m. player attachments, does your record department handle the buying and selling of these or does the set department?</th>
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<tr>
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<td>( ) Our record counter handles buying and selling of the new speed players and attachments</td>
</tr>
<tr>
<td></td>
<td>( ) Our set department handles the buying and selling of the players and/or attachments</td>
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<td></td>
<td>( ) Other answers or remarks</td>
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<td>Shores</td>
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</tr>
<tr>
<td>Our set department handles the buying and selling of those players and/or attachments</td>
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<tbody>
<tr>
<td></td>
<td>( ) Yes</td>
</tr>
<tr>
<td></td>
<td>( ) No</td>
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62.81% of Dealers Sell Players And Attachments in Record Rather Than Set Department As Trend Sweeps Industry

The comparatively recent trend which finds more and more stores transferring their interest from selling records and attachments from the record department over to the record counter seems to be snowballing. All together, 62.81 per cent of the 874 dealers who responded to this question indicate that they are buying and selling players and attachments via their record departments. Only 27.57 per cent, on the other hand, still believe the purchase and sale of players and attachments to be a set department function. A great many stores, on the other hand, have followed the practice of setting the gadgets in both departments.
Pubbers Talk About Selling Sheet Music, But Don't Try To Sell It; Many Dealers Not Even Contacted

The tabulation on Questions 11 thru 13, dealing with the sale of sheet music, reveals a remarkable latitude in the merchandising of this product. The problem is currently a very pointed one, inasmuch as major segments of the music industry—notably the publishers and songwriters and their official trade organizations—Music Publishers' Protective Association and Songwriters' Protective Association—are attempting to find ways and means of boosting the sale of sheets. According to indications in the tabulation, much of the blame for the decline of sheet music sales must be placed right in the laps of the publishers and jobbers. The latter, apparently, have failed to do even an initial sales job in very many stores.

This failing is strongly indicated in answers to Question 12, which queries the dealers as follows: "If you do not sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department?" Answers to this query reveal that 47.69 per cent of those who do not sell sheets have never been approached by a jobber or publisher.

To return to first facts: Question 11, asking whether the dealer sold sheet music, was answered by 970 dealers. Figures indicate that of this total, 432 stores do not sell sheets, whereas another 75 used to sell sheets but do not now. This makes a total of 507 stores who don't sell, out of a total of 970 stores answering. The figures also indicate that a total of 463 do sell sheets. Almost all of these, 446, sell pop music, 292 sell classical, 302 sell instructional music and 330 sell standards.

These figures, considered in the light of the revelations in the tabulation of Question 12, indicate a number of interesting conclusions. Firstly, almost one-half of the music dealers throughout the country do not sell sheets. Only a very small percentage of these, 7.73 per cent, dropped sheet music after having sold it. This means that the great majority of those who do not sell sheets have never bothered to give the product a chance. It also means, as previously indicated, that publishers and jobbers have been lax and have failed to do a missionary job. As for music dealers themselves, the evidence also points to failure to give the product a try.

Analysis of returns on Question 12 gives specific evidence as to the extent of negligence on the part of publishers and jobbers. Figures show 243 dealers, or 47.69 per cent of those who do not sell sheets, have never been approached by a music jobber or publisher. Another 59 dealers, or 11.64 per cent, state they were approached "before 1949 or can't remember"; only 28 dealers, or 5.60 per cent, say they have been approached "since January 1, 1950." Perhaps the clincher to the sad saga appears in the returns on Question 13, which asks the non-sheet music stores whether they have ever seriously considered selling sheets. Figures show that 17.8, or 35.28 per cent, have seriously considered it.

In other words, the field would seem to be wide open for aggressive publishers and jobbers with energy enough to get out into the field and contact dealers. Many dealers, peculiarly enough, themselves say they have seriously considered the product, but it is obvious that they have not had enough urging to take the plunge.

Conclusion of the figures will show some differences when comparing the situation in small towns with that in large cities. Both the differences are minor and do not cloud the general impression. This impression can be summed up thusly: Everyone talks about selling sheet music, but nobody really does much about it.
Trade Paper Editorial Content, Ads Most Helpful to Dealers in Deciding Which Records To Buy; Customer Requests Run Second

We step up to take a big, big bow on this question. Dealers clearly indicate that they use trade-papers (and we hold much evidence to indicate they mean The Billboard) as their No. 1 “biggest help” in buying records. A total of 87 dealers said trade paper editorial features are their biggest help; and another 32 dealers said the trade paper ads are their most helpful guide, giving trade papers a 119 score or 91.47 per cent of the total vote. Runner-up as “biggest help in buying records” was customer requests, which polled 116 mentions and 49.38 per cent of the total. (Percentages for all factors exceed 100 because respondent was asked to mention two most helpful guides in each case.)

Manufacturers’ and distributors’ release sheets, and direct mail, rank third most helpful in the case of both big town and smaller city dealers. Beyond that point, the two groups differ slightly. The smaller town dealers rank record salesman advice fourth, their own opinions fifth, disk jockey shows sixth, and jube box op suggestions seventh. The bigger town dealers use their own opinions more than they do record salesman advice, and rank jockey shows and jube box op suggestions sixth and seventh respectively.

RCA Victor’s Trade Advertising Smash Standout; More Dealers Find It “Most Helpful” Than All Competitors Combined

RCA Victor scored a decisive beat over all its competitors insofar as record companies’ trade advertising is concerned. Out of 87 dealers responding to the question, more than half (48) said that RCA Victor runs the most helpful trade advertising. Decca and Capitol ran almost neck and neck as a rather poor second and third, getting the nod from 123 and 105 dealers respectively. Columbia scored in fourth place, with 82 dealers of the opinion that the bridgeport plutony’s trade advertising was most helpful.

Lacking a full study of RCA Victor’s over-all trade advertising, but using the diskery’s trade copy in The Billboard as the substantial portion of the measuring stick it represents, the partial conclusion may be drawn that dealers like and appreciate a specific kind of trade copy. Victor’s weekly full-page ad has been a simple and completely honest listing of records which, according to the company’s own figures, are selling in greatest quantities. This appears under a “Going Strong” heading. A second feature is a listing of records “Coming Up.” This is based, not on Victor’s own opinion, but on commentary on the records by top disk jockeys, The Billboard, retailer and operator “Dicks,” etc. The ad also carries a simple listing of the company’s new releases, without comment on the merit of the records. In addition to this weekly full page, the company uses a substantial number of single-artist single-record pages, half-pages, etc., doing the more conventional job of selling specific platter with superlatives.

ANSWER 15

<table>
<thead>
<tr>
<th>NAMES OF COMPANY MENTIONED IN ORDER OF TOTAL VOTES</th>
<th>Towns OVER 100,000</th>
<th>Towns UNDER 100,000</th>
<th>TOTAL</th>
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<tr>
<td></td>
<td>Stores</td>
<td>%</td>
<td>Stores</td>
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<tr>
<td>RCA Victor</td>
<td>111</td>
<td>59.67</td>
<td>379</td>
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<tr>
<td>Decca</td>
<td>25</td>
<td>13.44</td>
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<td>1.08</td>
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<td>MGM</td>
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<tr>
<td>King</td>
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<td>3</td>
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<td>Ceora Sofia</td>
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<td>—</td>
<td>1</td>
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<td>0.54</td>
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<tr>
<td>Modern</td>
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<td>44</td>
<td>118</td>
<td>162</td>
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</table>
PHONOGRAPH DEALERS’ BUYING GUIDE

Phonographs

Alton Toy Co.
205 West Wacker Drive, Chicago 6, Ill.

Altec Industries, Inc.
1 Union Square, New York 6, N. Y.

Arthur Astley Mfg. Co.
Dorchester, Pa.

Ara Electronic Corp.
225 West 17th St., New York 11, N. Y.

Audio

Walter & Maple St., Ames, Ind.

Audio Industries
1001 Green St., Michigan City, Ind.

Audio Radio Corp.
829 Howard Avenue, Phoenix, Ariz.

Barber & Williams
251 Fanwood Ave., Upper Darby, Pa.

Boom Radios Corp.
224 North Desplaines, St., Chicago, Ill.

Blimire Radio Corp.
13 Avenue A, New York, N. Y.

Bosch Bros.
221 W. 146th St., New York 25, N. Y.

David Bogen Co.
601 Broadway, New York 12.

Columbia Records, Inc.
Beacon, Conn.

Continental Electronics, Ltd.
81 Fine St., New York 5, N. Y.

415 S. Aberdeen St., Chicago 7, Ill.

Crosley Electronics, Inc.
55 Ferris St., Brooklyn 11, N. Y.

Dakota Radios, Inc.
Bo. 7490, 2412 S. Dexter Drive, Delaware, Ohio.

Decca Records, Inc.
321 West 17th St., New York 11, N. Y.

Dynavox Corp.
401 3rd St., Long Island City, N. Y.

Echovox Electronic Corp.
41 Chestnut St., New Haven 11, Conn.

Electronic Mfg. Corp.
80 University Place, New York 13.

237 Broadway, New York 11.

Electronic Devices Co.
600 W. 20th St., New York 11, N. Y.

Emerson Radio & Phonograph Corp.
117 Eighth Ave., New York 11, N. Y.

General Sales Corp.
104 Euclid Ave., New York, N. Y.

General Electric Co.
Electronics Park, Syracuse 1, N. Y.

General Television & Radio Corp.
212 S. LaSalle St., Chicago, Ill.

Chico Electronics, Inc.
220 West 17th St., New York 23.

Hale Shavers, Inc.
125 West 64th St., New York 23, N. Y.

Harold Shaver, Inc.
113 Broadway, New York, N. Y.

Hofco Mfg. Corp.
4500 Broadway, Chicago 40, Ill.

Hoffman Radio Corp.
3751 South Hill St., Los Angeles 7, Calif.

Hudson Electronics Corp.
110 East Third St., Mif. Vernon, N. Y.

Jackson Industries, Inc.
3947 Allier Street, Chicago 16, Ill.

Jerges, Inc.
110 Jony Ave., Grand Rapids, Mich.

Lincoln Engineering Co.
510 Avenue of the Americas, New York 11, N. Y.

Marine Radio Corp.
4545 Augusta Blvd., Chicago 21, Ill.

Master Music Mfg. Co.
69 West Washington St., Chicago 2, Ill.

Carr.
238 West 18th St., Chicago 10, Ill.

Pacific Electronics
1011·1013 First Ave., Spokane, Wash.

Phonograph Corp. of America
7 West 45th St., New York, N. Y.

Parafonics Mfg. Corp.
54 Franklin St., New York 13, N. Y.

Radio & Phonograph Corporation
Camden, N. J.

Ray-Dyne Mfg. Corp.
White Rock, A. C.

Record-O-Vax, Inc.
721 North Market Ave., Hollywood 46, Calif.

Rheo-Kut Co.
1979 Dickens Ave., Chicago 11, Ill.

Rosen Electronics
295 Fifth Ave., New York 16, N. Y.

Sheridan Electronics Corp.
2852 South Michigan Ave., Chicago 16, Ill.

Shuretone Co.
1123 Broadway, New York, N. Y.

Sympathetic Radio & Electronic Corp.
291 Main St., Cambridge, Mass.

Ture																																																																																																																																																																																																																																																																																		

Radio and/or Television Combinations With Phonograph

Admiral Corp.
6000 Cortland St., Chicago 47, Ill.

Air King Products Co., Inc.
170 51st St., Brooklyn 24, N. Y.

Andres Radio Corp.
21-61 Breda Place North, Long Island City 1, N. Y.

41 St. Joe's Ave., Trenton 9, N. J.

A.R.P. Products, Inc.
7507 Lake St., River Forest, Ill.

Automatic Mfg. Co.
1033 Broadway Ave., Boston, Mass.

Brandt Radio & Television Corp.
921 West Dickens Ave., Chicago 23, Ill.

Bendix Radio, Division of Bendix Aviation Corp.
East 11th Street, Baltimore 4, Md.

Bruckner & Scholle, Inc.
244 Madison Ave., New York 16, N. Y.

Capacitron-Farnsworth Corp.
3700 Frontier St., Fort Wayne 1, Ind.

Crosley Radio Division
1125 Arlington Avenue, Cincinnati 20, O.

Crosley Radio Division
5681 13th Ave., Los Angeles 28, Calif.

Essex Radio Mfg. Corp.
125 11th Ave., Los Angeles 11, Calif.

Fisher Radio & Television Corp.
4744 South Home Ave., Kokomo, Ind.

Fisher Electronics Corp.
4744 South Home Ave., Kokomo, Ind.

Fortin Mfg. Corp.
1125 Arlington Avenue, Cincinnati 20, O.

General Electric Corp.
18th Ave. South, Long Island City 1, N. Y.

General Motor Corp.
6200 North Western Ave., Chicago 29, Ill.

General Television & Radio Corp.
3137 25th Ave., Long Island City 1, N. Y.

General Electric Corp.
18th Ave. South, Long Island City 1, N. Y.

General Motor Corp.
6200 North Western Ave., Chicago 29, Ill.

General Television & Radio Corp.
3137 25th Ave., Long Island City 1, N. Y.

Genuine Leather. Every Model is built to high quality standards and competitively priced.

YOU CAN SEE THE DIFFERENCE—YOU CAN HEAR THE DIFFERENCE

THE COMPLETE CUSTOM MADE PROFIT LINE

Accommodates all sizes of records. Available in all speeds—Single 78 RPM—Three Speed Manual—Three Speed Automatic. Ask to see the Collectible line—an unusual group—highly styled in genuine genuine leather. Every Model is built to high quality standards and competitively priced.

MODEL 30

Single Speed

78 r.p.m.

MODEL 31

Three Speed Manual

MODEL 347

Three Speed Automatic

MODEL 135

Genuine Leather. Every Model is built to high quality standards and competitively priced.

JUNIOR JUKE

You will never meet the outstanding sound—line... constant in quality. Guarantee.

BOOTH 74

National Music Show

Chicago

Fisher Radio Corp.
41 East 47 St., New York, N. Y.

Fried Radio Corp.
200 Hudson St., New York 13, N. Y.

General Electric Co.
Electronics Park, Syracuse 1, N. Y.

General Television & Radio Corp.
274-17 Lehmann Court, Chicago 17, Ill.

The Hallicrafters Co.
2633 Indiana Ave., Chicago 16, Ill.

Hoffman Radio Corp.
7351 South Hill St., Los Angeles 13.

Jackson Industries, Inc.
58 East 40th St., Chicago, Ill.

Lear, Inc.
119 West Ave., Grand Rapids, Mich.

Mercury Mfg.
2131 Butter Road, Fort Wayne 1, Ind.

Maine Radio & Television Corp.
70 Washington St., Brooklyn 1, N. Y.

Marx Television, Inc.
112-93 Colonial Ave., Corona, N. Y.

John Peck Industries, Phoenix, Ariz.

Mattison Television & Radio Corp.
999 Broadway, New York 3, N. Y.

Mercedes, Inc.
4545 Augusta Blvd., Chicago 21, Ill.

Nash-Sparkes Industries
Columbus, Indiana.

Orbit Electronics & Television, Inc.
84-01 28th Rd., Long Island City 1.

Packard-Bell Co.
1218 West Olympic Blvd., Los Angeles 5, Calif.

Photos

Tidepool Co., 1160 St., Philadelphia 34, Pa.

Philco

79-06 56th St., Long Island City 1, N. Y.

Rex-Dyne Mfg. Corp.
Wynnewood, Pa.

Raytheon Mfg. Co.
5981 2nd Ave., Breon 58, Mass.

Radio Corp. of America
1300 Main St., North Haven, Conn.

Scientific Laboratory, Inc.
1907 North Eramo Drive, Chicago, Ill.
Columbia's Refreshingly NEW Singing Star

"ME AND MY IMAGINATION"

and

"TO ME YOU'RE A SONG"

Columbia 38872

The Nation's Top Tunes

Based on reports received last three days at Week Ending July 7

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

1. BEWITCHED

By Richard Rodgers and Loren Hart

Recorded by Chalpury

2. LAST WEEK

Recorded by: A. J. August-J. Murad's Harmonastics, Inc. 53970; Chalpury


5. ELECTRICAL STAR

By Disney/Venue


6. ELECTRICAL STAR

By Disney/Venue


7. ELECTRICAL STAR

By Disney/Venue


8. ELECTRICAL STAR

By Disney/Venue


9. ELECTRICAL STAR

By Disney/Venue


10. ELECTRICAL STAR

By Disney/Venue


Electrical transcription libraries: Bob Creasy, Standard.

WARNING

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HYI

FLYING HIGH...

JOHN PHILIP SOUSA'S...

"STARS AND STRIPES FOREVER"

RCA VICTOR RECORDS...

The Billboard NAMM Trade Show and Convention Section .......... July 15, 1950 .......... Page 33
### BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music dealers. Songs are listed according to greatest number of copies sold. (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available in records.

<table>
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<tr>
<th>POSITION</th>
<th>Weeks</th>
<th>Last</th>
<th>This to date</th>
<th>Week/Week</th>
<th>Publishers</th>
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<tr>
<td>1</td>
<td>6</td>
<td>1</td>
<td>1. THIRD MAN THEME, THE (F) (R)</td>
<td>Chapell</td>
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<tr>
<td>2</td>
<td>5</td>
<td>2</td>
<td>2. BEWITCHED (R)</td>
<td>Chapell</td>
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<tr>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3. MY FOOLISH HEART (F) (R)</td>
<td>Sankey-Joy</td>
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<tr>
<td>4</td>
<td>3</td>
<td>4</td>
<td>4. OLD PIANO ROLL BLUES, THE (R)</td>
<td>Leeds</td>
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<tr>
<td>5</td>
<td>2</td>
<td>5</td>
<td>5. MONA LISA (F) (R)</td>
<td>Famous</td>
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<tr>
<td>6</td>
<td>1</td>
<td>6</td>
<td>6. I WANNA BE LOVED (R)</td>
<td>Supreme</td>
<td></td>
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<td>7</td>
<td>8</td>
<td>7</td>
<td>7. HOPE-DEE-DOO (R)</td>
<td>E. H. Morris</td>
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<td>8</td>
<td>7</td>
<td>8</td>
<td>8. SENTIMENTAL ME (R)</td>
<td>Krickeracker</td>
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<td>9</td>
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<td>9. I DON'T CARE IF THE SUN DON'T SHINE (R)</td>
<td>Famous</td>
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<td>10. STARS ARE THE WINDOWS OF HEAVEN (R)</td>
<td>Pickwick</td>
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<td>11</td>
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<td>11. COUNT EVERY STAR (R)</td>
<td>Parrott</td>
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<td>12. SAM'S SONG (R)</td>
<td>Sam Viras</td>
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<td>13</td>
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<td>13. PLAY A SIMPLE MELODY...</td>
<td>Berlin</td>
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<tr>
<td>14</td>
<td>1</td>
<td>14</td>
<td>14. DOWN THE LANE (R)</td>
<td>Broadcast Music</td>
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<td>15</td>
<td>1</td>
<td>15</td>
<td>15. SOMETIME (R)</td>
<td>Witmark</td>
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### ENGLAND'S TOP TWENTY

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<tr>
<th>POSITION</th>
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<th>Last</th>
<th>This to date</th>
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<td>1. MY FOOLISH HEART</td>
<td>Sankey-Joy</td>
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<td>2</td>
<td>5</td>
<td>2</td>
<td>2. DORIS...</td>
<td>Laurel</td>
<td></td>
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<td>3</td>
<td>4</td>
<td>3</td>
<td>3. BEWITCHED</td>
<td>Chapell</td>
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<td></td>
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<td>4</td>
<td>3</td>
<td>4</td>
<td>4. OK, YOU SWEET ONE</td>
<td>Southern General Music</td>
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<td>5</td>
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<td>5. LET'S DO IT AGAIN</td>
<td>London Robert Music</td>
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<td>6</td>
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<td>6. THAT OLD PIANO ROLL BLUES</td>
<td>Leeds</td>
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<td>7</td>
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<td>7. JEALOUS HEART</td>
<td>New World Acuff-Rose</td>
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<td>8. C'EST SI BON</td>
<td>Peter Maurice Leeds</td>
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<td></td>
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<td>9</td>
<td>7</td>
<td>9</td>
<td>9. DADDY'S LITTLE GIRL</td>
<td>Tim</td>
<td>London</td>
<td></td>
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<td>10</td>
<td>6</td>
<td>10</td>
<td>10. TWO ON A TANTER</td>
<td>E. H. Morris</td>
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<tr>
<td>11</td>
<td>5</td>
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<td>11. I REMEMBER THE CORN FIELDS...</td>
<td>Arcadia Leeds</td>
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<td>12</td>
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<td>12. CHATTANOOGA SHOE SHINE BOY...</td>
<td>Acuff-Rose</td>
<td></td>
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<td>13</td>
<td>3</td>
<td>13</td>
<td>13. QUICKSILVER...</td>
<td>E. H. Morris</td>
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<td>14</td>
<td>2</td>
<td>14</td>
<td>14. A LOAD OF HAY</td>
<td>John Field</td>
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<td>15</td>
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<td>15. DOWN IN THE GLEN</td>
<td>L. Wright Mills Music</td>
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<tr>
<td>16</td>
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<td>16. ME AND MY SHADOW...</td>
<td>Francis Day Steve</td>
<td></td>
<td></td>
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<tr>
<td>17</td>
<td>1</td>
<td>17</td>
<td>17. ENJOY YOURSELF</td>
<td>Morris Morris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>1</td>
<td>18</td>
<td>18. THE NIGHT THE FLOOR FELL IN...</td>
<td>Southern</td>
<td></td>
<td></td>
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<tr>
<td>19</td>
<td>1</td>
<td>19</td>
<td>19. SOMEBODY AT THE END OF THE RAINBOW</td>
<td>Edward Cox</td>
<td></td>
<td></td>
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<tr>
<td>20</td>
<td>1</td>
<td>20</td>
<td>20. CHERRY STONES</td>
<td>John Field Robbins Music</td>
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</table>

*Publisher not available as The Billboard goes to press.*

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**AW CUT IT OUT!**

**SUBSCRIPTION ORDER FORM**

**THE BILLBOARD**

2160 Patterson St.
Cincinnati 22, Ohio

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

Name: ___________________________  [ ] $10 enclosed

Address: _________________________  [ ] Bill me

City: ____________________________  Zone: ___________  State: ___________

Occupation or Business: _______________________

---

Copyrighted material
Perry Como
likes—
"IF YOU WERE MY GIRL"
Perry Como
sings—
"IF YOU WERE MY GIRL"
Perry Como
records—
"IF YOU WERE MY GIRL"
Perry Como
has a **Hit** in...

"IF YOU WERE MY GIRL"

by . . . JOHNNY BRADFORD and TONY RAMANO

**RCA VICTOR Records**

45 rpm 47-3846
78 rpm 20-3846

**DUCHESS MUSIC CORPORATION**

ARNOLD SHAW, V.-P. & Gen. Prof. Mgr.

CHECK KARDALE
Chicago

DOC BERGER
East Coast D-J Exploitation

BOB STERN
West Coast D-J Exploitation

SONNY GOLDEN
Hollywood

AD LIB CUTTINGS ... Dick Harvey WSPF, Portsmouth, Va., opening his big band at Virginia Beach Ballroom between shows ... Jack Rys, KTSI, Minneapolis, can reach many thousands of Gulf fans in Galveston for next three weeks. It's out of the mountains to the sea in my big back yard ... Bud W. Bowman, KVNI, Coeur d'Alene, Idaho, is featuring old Edison vertical and records. He feels so much "they're digging the old platters out of attics and sending them in." One disk raves Sergei Rachmaninoff playing selections from Chopin and Mozart, and Bowman wonders if this might be a recording by Ken Jackson, KFPG, Bellingham, Wash., who will marry Joan King August 28 ... Ted Nabors, KTTE, Houston, has found a new outlet for "history" on his Theater Guild presentation of "Lady of Fatima," a part originally intended for Don Ameche, who has, alas, also in the play, making it the first legit appearance for both in almost 25 years ... John Winterhalter of Detroit, quoted in the New York Times, says "the house was less than mustard just brought home another baby girl, our second." ... Robert DeMott, WDEL, Wilmington, Del., is running a puppet show off the station's TV tag, "The Magic Picture." ... Sieger Lewis of Milan, N.C., doyenne of Latin j. d. news during the week-end just prior to his Copa date in Pitts.-Towne, WJHP, Minneapolis, Minn., City, Ind., and fraud expect a new little d. j. next month.

MUCH ADO ABOUT BLOOPERTS ... When Don Bell, KKNX, Des Moines, inverted the word "bloopert" into the word "blooperoo," to describe something indescribable and unmentionable, he set off one of the keenest promotion campaigns in radio. The station announcers are heard introducing variously colored background music complete with architect, weatherman, gadget column editor and librarian, and staged a contest for the perfect Bloopert. Des Moines went Bloopert-mad during the contest, with "Bloopert Specials" on menus, "Bloopert Races" at local speedway, and "Bloopert Plays" in baseball. Entries, ranging from odd art objects to kermesics, were displayed in a Bloopert competition. The Bloopert was a shapeless blob of gray clay, designed by Bell as "the most nondescript, nearest nothing of all."

GAB BAG ... Question-and-answer man Hugh Guild, WTOP, Washington, muses "Son's Song" for a rehash of "Wouldn't It Be Fun?" in the case of a record by a lot of young people from Bernardine Hildebrand, WTNJ, Orangeburg, S.C., who wonders if the Fannin-Wilson hit, "Ain't That My Man," is the perfect Bloopert. Des Moines went Bloopert-mad during the contest, with "Bloopert Specials" on menus, "Bloopert Races" at local speedway, and "Bloopert Plays" in baseball. Entries, ranging from odd art objects to kermesics, were displayed in a Bloopert competition. The Bloopert was a shapeless blob of gray clay, designed by Bell as "the most nondescript, nearest nothing of all."

AB CD TALKS ... "Here's your spool today," a sponsor's message, is how "decoy" is spelled in some Pacific stations. No one seems to know what "decoy" means, other than that it is a word that is used in some broadcast programs. "Decoy" is used in some programs as a way of introducing a new program or feature. It is also used as a way of indicating that something is going to happen in the future. This message is printed in red and yellow ink on a white background. It is a way of getting attention and is used frequently by radio people in their daily work.
I Wanna Be Loved
My Foolish Heart
My Destiny
Roses
Stardust

Billy Eckstine

M-G-M Records
The Greatest Name in Entertainment

Personal Management: Milton Ebbins

Direction: William Morris Agency

The Billboard NAMM Trade Show and Convention Section......July 15, 1950......Page 37
SAMMY

"I thought she was a local
but she was a fast express"

RCA VICTOR Records
KAYE

...coupled with a Terrific Proven Hit !!!

"THE OBJECT OF MY AFFections"

following his Tremendous Hit "ROSES"

The Billboard NAMM Trade Show and Convention Section...........July 15, 1950........Page 39
### BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top 10 retail record stores. Listings are based on the IDA's retail dealers, representing many important market areas. Records listed numerically, according to greatest sales. The "*" symbol of each record is also listed.

| Position | Record | Artist | Label | Originals | Sales
|----------|--------|--------|--------|----------|------
| 1        | "I Want to Be Loved" | Various Artists | Columbia | 45-7978 | 10,000
| 2        | "Take Me or Leave Me" | Various Artists | Columbia | 45-7979 | 9,500
| 3        | "I'll Be Seeing You" | Various Artists | Columbia | 45-7980 | 9,000
| 4        | "You Are My Sunshine" | Various Artists | Columbia | 45-7981 | 8,500
| 5        | "When Love Is Young" | Various Artists | Columbia | 45-7982 | 8,000

### Dealer Doings

**NEWS AND CHATTER**

Randy Bean, manager of Station WCHV, Charlottesville, Va., is leaving the station to open a record shop to be called The Music Center. Local people, including station owner, Charles Barham Jr., are setting up the new shop, which will carry records, radios, phonos, musical instruments and sheet music.

**GOODNIGHT, MY LITTLE ONE**

Tzena, Tzena, Stardust

**ENLIGHTMENT**

Ray Brown and His Orchestra

**IMAGINATION**

Dorothy Donegan

**LET ME BE LOVED**

Dorothy Donegan

**IMAGINATION**

Dorothy Donegan

**KEEP IT MOVING**

Dorothy Donegan

**LET ME BE LOVED**

Dorothy Donegan

**IMAGINATION**

Dorothy Donegan

**MEDITATION**

Dorothy Donegan

**MORE THAN A MEMORY**

Dorothy Donegan

**WE WOULD LIKE**

"We would like to hear from near-by sheet music jobbers. Have plenty of cash to offer if and would like to add sheets and collections to our stock."—Fred Scott, Record Shop, Charleston, W. Va.

**MERCHANDISING TIPS**

"We have added to our record department the Webster-Chicago line of portable, club-size disk shops, equipped with changeable attachments and wire recorders. We hope this will bring in new customers with new, by converting all our customers to the new products."

**HOMICIDE**

Amy McDonald, H. & S. Pogue Company, Cincinnati, Ohio, by putting up a window display of an overstock album at a reduced price. It attracts plenty of customers and results in good sales merchandise.

**BILL BIRD**

Jerry Tiber Company, Plainfield, N. J. The local dancing school popular records in teaching the students. We find out what songs they are using and try to stock the local dancing school.

**LARRY YOUNG**

Young's Home Utilities, Gilmore, Pa. Local Wal-Mark Store最 excellent best way to let the customer sell himself. We use no high-pressure methods. On sacred or spiritual records, however, we use each of this type of recording in a standard storage album, and when the customer asks for a second one, hand him the whole album. He sees the other records, listens to them and usually buys several albums.

**GREGGSON'S RECORD SHOP**

Winston-Salem, N. C. We put an整个 plan to begin featuring a single vocalist each week and put out some heavy publicity on the selection. Business has been slow down because of the hot weather and I'm hoping that this may be the promotional extra we need. We have the space and promotion via postcard mailing, displays and suggestion selling."

**JACK HOWLEY**

General Appliance Store, Jeffersonville, Ind. We put an artist rack in the middle of the sales floor. We used green stock envelopes with a record of one of the posters in the envelope. We sold thousands of these in shops which would have been sitting on our shelves for weeks. It paid off to the customer's eye."—John Wade, Cleveland.

### NEEDLE NEEDLES SALES

"We are enjoying unusually good record sales and beating the summer slump," writes Viola M. Jess, manager of Dave's Music Shop, Chicago. "For every purchase of five new records we give the customer a $5.00 value needle. We were able to buy this needle in a close-out sale for a much lower price in lots of 600. Of course, a cheaper needle could have been used. The customer is given a card to insert into the sales department. We keep a duplicate for our mailing list. We stamp the card after each purchase. When the card has five stamps, the customer gets the free needle. This keeps our customers interested and helps us build up our customers, too."

### BARGAIN BAR

"A new twist for increasing store traffic. A large selection of reissued prices has been found by Town and Country Music, Westport, Conn. The shop has set up a "bargain bar" in a remote corner of the store. The counter carries surplus 78-r.p.m. albums at "ridiculously lost prices"-as low as 10 cents a record-to become eligible to buy the bargain merchandise otherwise a $1.00 or more record or at regular prices. The shop is open to the public."
For your Listening Pleasure
...and exclusively on Parade Records

MISHEL PIASSTRO

"And His Famous Strings"

It is with great pride that Parade Records is privileged to bring to the American Public the music it has enjoyed for so many years via the Radio. Ten beautiful selections on one 10" record. Also available on 45 rpm.

Czardas (Monti)
Are Maria (Schubert)
The Flight of the Bumble Bee (Rimsky-Korsakov)
Danube Waves (Ivanovic)
Butterfly Etude (Chopin)
Bolero (Biset)
The Swan (Saint-Saens)
Pizzicato Polka (DeLina)
Humoresque (Dvorak)
Moment Musical (Schubert)

Parade proudly presents a series of 12 of the world's favorite operas. One complete opera on each 12" LP record. Beautifully narrated by "Mr. Opera" himself.

MILTON CROSS

Excerpts From

Carmen
Faust
Aida
Madame Butterfly
Tristan & Isolde
Marriage of Figaro

Rigoletto
La Boheme
Tannhauser
La Traviata
Pagliacci
Lohengrin

JESSE CRAWFORD

"Poet of the Organ"

8 STRAUSS WALTZES on 10" 33 1/3 LP Record
Blue Danube
Emperor Waltz
Tales From the Vienna Woods
Artist Life

TOP TUNES FROM HIT SHOWS

Some Enchanted Evening
Ballad of a Wandering Love
So in Love

ALL TIME HITS

Deep Purple
Alice Blue Gown
Lullaby
More Than You Know

PARADE OF XMAS CAROLS

The above selections are all on 10" LP records and are also available on 45 and 78 rpm

PARADE RECORDS CO. INC.
107 Lorimer St. EVERGREEN 4-7565-6 Brooklyn 6, N.Y.

THE KINGS

"OF POLKA RHYTHM"

8 Polkas on one 10" LP record featuring the following artists and their orchestras:
1. Melody Kings
2. The Three Kings
3. Walt Podushek

The Billboard NAMM Trade Show and Convention Section...July 15, 1950...Page 42
Classical Records

Because all classical labels are not recorded on all speeds it is difficult to present a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparison between LP and 45 titles. It will be noted Titles are stressed and no division is made between singles and albums.

Best Selling LP Classical Titles

Last This Week
2. Bartok Symphony No. 3 in E Flat Major, NBC Symphony Orch., A. Tischler, conductor, V/5050-3109.
3. Rachmaninoff: Concerto for Piano and Orch. No. 2 in C Minor, A. Rubinstein, NBC Symphony Orch., V. Goltsman, conductor, V/45084/1-4510.
4. Tchaikovsky: Swan Lake, St. Louis Symphony Orch., V. Goltsman, conductor, V/5355-3103.

Best Selling 45 RPM Classical Titles

Last This Week
1. Rachmaninoff: Concerto No. 2 in C Major, Opus 18, A. Rubinstein, NBC Symphony Orch., V. Goltsman, conductor, V/45094/1-1275.

Advance Classical Record Releases

(Includes Semi-Classic)

Bach: Choral Fantasia and Fugue in D Minor; Fantasia in G Minor; Overture to the French Messe in G Major; Brandenburg Concertos No. 2, 3, 4, 5, 6; —V/3505-1058.

classical; Waltzes: Album-A. Brahms; (1-15); V/3505-1192; $2.69.

Folk Music of Romania Album: 4-10" Ethnic Folk-E Lois. 519.

Francis: Symphony in D Minor Album—San Francisco Symphony Orch. (45)-75; V/3505-1262.

George From the Desert Song Album—E. Whittemore-F. Gerney-J. Carrol: The Christ Child-S. Gendron; (45)-77; V/3505-1264.

Gems From the Desert Song Album—E. Whittemore-F. Gerney-J. Carrol: The Christ Child-S. Gendron; (45)-77; V/3505-1264.

lale Andersen: One and Only Your Love Song; I Can't Help Myself; It's All In The Game; It's All Red Roses; V/3505-1265.

Mirth: Walzer, Rumania Album;—V/3505-1266.

Overture to the Desert Song Album—E. Whittemore-F. Gerney-J. Carrol: The Christ Child-S. Gendron; (45)-77; V/3505-1264.

Romeo and Juliet: Piano Album-N. Rindfleisch; V/3505-1267.


Wagner: Isolde's Ride; (12" Long-Play); V/3505-1268.

Classical Record Reviews

The ranking, shown by the large boldface numbers, is an indication of sales potential. Popularity of the competitive version; availability of competitive titles; same name of the talent; interpretation and recording technique, and disc quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-95 indicates an excellent disc, using the same values as a provisory 70-79, good 60-69 satisfactorily 50-59, poor 0-49.

CHOPIN: SONATA No. 2, B FLAT MINOR FANTASIE; F MINOR—Gustav Niemz (1-125); V/3505-1269.


Wagner: Isolde's Ride; (12" Long-Play); V/3505-1268.

Koussevasky: Symphony No. 261-Rondo C, (3-7") V/3505-1270.

Satie: Songs & dances of Satie; (2-33") V/3505-1271.

Classical Record Reviews

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Satie: Songs & dances of Satie; (2-33") V/3505-1271.

Chopin: Sonata No. 2, B Flat Minor; F Minor; Fantasie; E-flat minor—Gustav Niemz (1-125); V/3505-1269.

V/3505-1269.

V/3505-1269.

V/3505-1269.
The Song With the Charm of Yesteryear and the Appeal of Today

1812
(EIGHTEEN-TWELVE)

Words by
BOB HILLIARD

Music by
ROBERT ALLEN

Moderato Tenderly

WALTER WINCHELL says

"... Add song-hit predictions:
The ditty tagged '1812,' a novelty ballad by Bob Hilliard, daddy of 'Dearie' and 'Dear Hearts and Gentle People'..."
**MUSIC DEALERS:** Your customers will want both sides!

**JUKE BOX OPERATORS:** You get Two Hits for the Price of One!

---

**Latest DECCA Hit**

"I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVE"

Backed with "THANKS, MR. FLORIST"

DECCA No. 27055

Don't miss this hit! "CROSS YOUR HEART" "YOUR A SWEETHEART"

DECCA No. 24935

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**JACK OWENS**

**MUSIC POPULARITY CHARTS**

**PART VI**

**Juke Box Record Plays**

Based on reports received last three days or week ending July 7

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**Most-Played Juke Box Records**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the inner half of this Music Popularity Chart, Part I.

**POSITION**

Weeks Last This to Date: Week/Week

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**WARNING!**

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a recording has held its position. A record's popularity has increased or decreased. This information is shown to the left of the name under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually large drop, or if its position changes from "This Week" versus "last week" shows a sharp drop, readers should buy with caution.

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**Page 44 . . . . July 15, 1950 . . . . The Billboard NAMM Trade Show and Convention Section**
For every $1.00 worth of obsolete 78 RPM records of ANY LABEL

you desire to return you purchase $3.00 worth of fast moving 33\(^\frac{1}{3}\) RPM long playing Mercury Records. 25% of the $3.00 purchase can be Mercury 45 RPM singles.

Over 150 fast moving 33\(^\frac{1}{3}\) LP selections

- Magnificent classics
- Complete selection Jazz At The Philharmonic
- Superb semi-classics
- "POP" Kiddie, Folk and Dance releases

Call your Mercury Distributor or write to Mercury Records, 839 S. Wabash Ave., Chicago 5, Ill.
**SINGLES**

**VA VA NINA—FINAL DE LA UN AMOR**

**TONDA EL QUINTO—VIE COCO YO**

**WHEN AND FOREVER**

**AND WHEN**

**THAT'S MY DESIRE**

**CHURCH NIGHT**

**MY MAMA SAYS NO, NO**

**SHADE**

**YOU'S GET IN MY EYES**

**SWEET AS YOU ARE**

**ON AN EDGE**

**AS YOU DESIRE**

**GUITT**

**I KISS YOUR HANDS, MADAM**

**I'M NOT SORRY ANY MORE**

**IF I LOVE AGAIN**

**WILL YOU FORGET ME**

**SHINE**

**BE TOGETHER AGAIN**

**SUGAR BLUE**

**THE WONDERS IN NEW ORLEANS**

**WHERE ARE YOU SMILING**

**YOU'RE IN MY HEART ALONE**

**SOMETHING ELSE**

**WHERE THE RED, RED ROBIN**

**SUNSHINE WHERE OR WHEN**

**BAYOU**

**RAPID TIDE JOE**

**HERE**

**WHEN I'M OLD AND GREY**

**IMMORAL**

**CALと一緒に**

**THE SATURDAY MARCH**

**THE CROW**

**THE BOY WITH THE RHYTHM IN HIS PANTS**

**TEARIN'**

**ALMA-MA TAA-ZZ**

**I LIVED A LIFETIME FOR YOU**

**YOU WENT BREAKING UP WITH YOUR FRIEND**

**THE SHEIK OF ARABIA**

**CELEBRATE ME BACK TO ME**

**ALWAYS**

**I CAN'T GET STARTED**

**DANCE YOUR SKIN**

**LITTLE FRIED RIBS**

**SILENT NIGHT**

**DADDY**

**BROTHER BILL**

**THE GIRL TWAS MY MARY**

**JAN'S JAM**

**BRAD HUCHO**

**PIN, DONNA PAPER ALL MY WALLS WITH**

**YOU**

**JESUS**

**BRIGHT WINDS WILLY**

**YESTERDAYS**

**MIDNIGHT BELLS**

**VIL**

**MIDTOWN MONO**

**CHRISTMAS TIME NUMBER 4**

**WALTZ**

**TODAY**

**TONIGHT**

**TODAY**

**BREMEN CARNIVAL**

**ON THE ISLE OF MAY**

**BLACK AND BLUE**

**THAT OLD LADY IN DREAMS**

**THAT OLD SWINGING**

**TOMORROW GRAY OVER YOU**

**I CAN'T BELIEVE THAT YOU'RE IN LOVE**

**LITTLE SKIES**

**LET ME TAKE YOU**

**FULL MOON**

**AND BARE ARMS**

**SKIES **

**SLEEP**

**YOUR LOVER  **

**AND MANY, MANY MORE**

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**ALBUMS**

**THE BLONDE WATER OF RIVER TISIA**

**THE BLACK BIRD OF THE RIVERS**

**DON'T CRY, SWELL HEADED**

**DON'T BUT THE LONELY HEART**

**DRINK TO ME ONLY WITH THINE EYES**

**STREET SCENE**

**THE YOUNG PRETTY GIRL (NEW VOGUE)**

**PRELUDE—PEDRO DE VARQ**

**THE MAGIC RINGS (1939)**

**THE CONFESSION—the PASSIONATE**

**WONDERS OF THE NEW WORLD**

**FULFILLMENT IN THE NEW WORLD**

**ST. ANNE IN A MAJOR**

**DANCE OF THE COMEDIANS**

**MULE TRAIN**

**SADNEN**

**SATAN BEARS A SATIN GOWN**

**BABY JUST FOR ME**

**THE CRY OF THE WILD DOGS**

**BLIND LADY**

**WHERE I BELONG**

**DON'T KNOW WHETHER ROUND**

**WORM**

**GOLDEN ORCHID**

**ON THE ALAMO**

**SUNNY ISLE**

**WALTZ OF PAM**

**I HAVE A SONG COMIN'**

**PODRO**

**SEUL SUK**

**THE GIRL WHO'S MARLEY**

**JAN'S JAM**

**BERN*HUCHO**

**PIN, DONNA PAPER ALL MY WALLS WITH**

**YOU**

**JESUS**

**BRIGHT WINDS WILLY**

**YESTERDAYS**

**MIDNIGHT BELLS**

**VIL**

**MIDTOWN MONO**

**CHRISTMAS TIME NUMBER 4**

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**AND BARE ARMS**

**SKIES **

**SLEEP**

**YOUR LOVER  **

**AND MANY, MANY MORE**

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**The Billboard NAMM Trade Show and Convention Section... July 15, 1950... Page 47**
COME AND SEE US AT THE NAMM SHOW... BOOTH 92-93
Record Possibilities

**THE BILLBOARD PICKS:**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**LA VIE EN ROSE**

*Bill Croce with Axel Stordahl's Orch.*

*Decca 27111*

Bing's at his crooning best in handling melodic coverage of a pair of strong ballad threats. Disking's particularly effective jock e.s. merchandising.

**GOODNIGHT, LADY**

*Frank Sinatra with Mitch Miller Orch.*

*Columbia 38992*

With Gordon Jenkins' knitting of this Bud's Leadbetter-Alan Greef pick it's scoring heavily, this strong Sinatra-Miller interpretation figures to get a sizable share of the action.

**SNOOZE DOWNS**

*Joe "Finger" Carr.*

*Capitol 2074*

Carr may have the spell to his knitting of "Sam's Song" in this intriguing slice of a near-forgotten Irving Berlin slice.

The correct catalog number of the Bing and Cary Crosby recording of "Sam's Song" and "Simple Melody" is Decca 27112. It was incorrectly listed as Decca 27111 last week.

**THE DISK JOCKEYS PICK:**

*PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. **COTTON CANDY AND A TOY BALLOON**
   *Ray Brown.*
   *Mercury 5429*

2. **FRANKIE**
   *Ray Anthony Orch.*
   *Capital 1951*

3. **SAMP'S SONG**
   *Fred Martin Orch.*
   *Victor 47-3798*

4. **I CROSS MY FINGERS**
   *Perry Como.*
   *Victor 20-3464*

5. **LA VIE EN ROSE**
   *Tony Martin.*
   *Victor 20-3819*

6. **PEASLE**
   *Johnny Desmond.*
   *MGM 10756*

**THE RETAILERS PICK:**

*PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. **AT SUNSET**
   *Frank Petti Trio.*
   *MGM 10735*

2. **I CROSS MY FINGERS**
   *Perry Como.*
   *Victor 20-3464*

3. **M-S-S-I-S-S-I-P-P-I**
   *Kay Starr.*
   *Capitol 1072*

4. **PHANTOM STAGE COACH**
   *Vanguard Morris.*
   *Victor 20-3018*

5. **I THOUGHT SHE WAS A LOCAL**
   *Sammy Kaye Orch.*
   *Victor 20-3025*

**THE OPERATORS PICK:**

*PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Juke box operators think tomorrow's hits will be:

1. **HAPPY FEET**
   *Dean Martin.*
   *Capital 1052*

2. **VAGABOND SHOES**
   *Vic Damone.*
   *Mercury 5429*

3. **MAY I TAKE TWO GIANT STEPS**
   *Ellen Barton.*
   *National 9112*

4. **ME AND MY IMAGINATION**
   *Betty Brewer.*
   *Decca 27527*

5. **PIGALLE**
   *Johnny Desmond.*
   *MGM 10756*

6. **I'M SADIFULF**
   *Nancy Caron.*
   *Victor 20-3025*

**THE COUNTRY & WESTERN DISK JOCKEYS PICK:**

*PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. **LOSE YOUR BLUES**
   *Red Kirby.*
   *Mercury 6257*

2. **YOU DON'T HAVE TO BE A BABY TO CRY**
   *Moe Million.*
   *King 868*

3. **SUGAR PLUM KISSES**
   *Jimmy Wakely.*
   *Decca 5566*

4. **SLIDERS AROUND WITH JOE BLOO**
   *Bud Maxoner and Bill Franklin.*
   *Aladdin 15004*

5. **GONE FISHIN'**
   *Texas Jim Robertson-Three Suns.*
   *Victor 20-3024*

6. **CHERRYKITE WALTZ**
   *Jim Beeler.*
   *Columbia 2074*

7. **REMEMBER ME**
   *Stuart Hamblin.*
   *Columbia 20714*

8. **GUILTY CONSCIENCE**
   *Carl Smith.*
   *Columbia 20713*

**MAIL IT NOW!**

If you have not yet mailed this week's pop chart, please do it now.

*www.americanradiohistory.com*
Folk (Country & Western) Record Section

Recorded listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on reports from weekly surveys among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION

1 1. WHY DON'T YOU LOVE ME?... H. Williams... MGM 2049-BMI
2 2. GOLDFISH... H. Williams... MGM 2049-BMI
3 3. THROW YOUR LOVE MY WAY... E. Tubb... Dee 42843-BMI
4 4. M-I-S-S-I-S-S-I-P-P-I... R. Foley... Dee 42843-BMI
5 5. CHOCOLATE CHARM... R. Foley... Dee 42843-BMI
10 10. I'M Mov'n' ON... K. Ston... WTVXW-ERIONE... 4513-4-938
11 11. CUDDE BUGGEE BABY... E. Arnold... WTVXW-ERIONE... 4513-4-942
15 15. LONG LOVE SONG... R. Williams... Decca 42843-BMI
8 8. BIRMINGHAM SONG... R. Foley... Dee 42843-BMI
31 31. I LOVE YOU BECAUSE... L. Payne... Cap 37-42285-BMI

FOLK TALENT AND TUNES

By Johnny Sipei

ARTISTS' ACTIVITIES

Murray Nash, Mercury country music chief, reports that Lester Flatt and Earl Scruggs are now working regularly at WCYB, Bristol, Va., Homer and Jethro (Vic Font) set for the Chicago Theater, opening for two weeks July 14, after which they return to the Capitol Theater, Washington, for a week. Uncle Dave Macon and the Sept. Rambler's, WGBS, Miami, have inked with Red Bird disks, the former, a la Ind., the latter, Lloyd Bryan and his Idaho Ramblers are doing a six-week tour with Sen. Glenn Taylor, who is up for full re-election. Boys are heard daily from KBEL, Pocatello, Idaho. Shorty Warren and the East Coast cowboy are now with London disks. Al Dexter, new with King, reports that he will re-enter the nitery biz in Dallas before January 1. His Bridgeport Club was raised by fire early this year.

Larry Miller, WSDA, York, Pa., reports that Danny Shaver, WFLO, Farmville, Va., has left the Melody Mountaineers of that station to re-form his Rough Riders. Pee Wee King back on WAVE, Louisville, with his own daily J. J. joint. Peale Faircloth, WNEX, Macon, Ga., has hired Beaudelaux Bryan, the songwriter and singer for Tammy Music, to work in his band. His deal works Friday nights at the Barn, Cochran Field, Ga.; Deacon Moore, KXLA, Pasadena, Calif., reports that Marie and June Travis are out on an Eastern tour. Paul Simmons WAPF, McComb, Miss., reports that the Jodges Brothers, of that station, are linking with 4 Star. Wayne Johnston, KAMQ, Amarillo, Tex., is working on the new "Saturday Night Jamboree" from the Sports Arena there. Lee Stewart, WHAT, Philadelphia, is now doing personal in theaters with a group from the station.

George Morgan (Columbia) became father of a daughter July 6 at Highland, N. C., mother was still being heard via cts. over a number of Midwest and Southern radio outlets. He has placed several songs, Hall & Range, of which he intends to cut next month. Bobby Gregory, formerly with MGM, has cut his own disks on his new Hillbilly label. Gregory used an unusual combo—marimba, musical saw, fiddle, banjo, accordion, and bass.—The Georgia Crackers, WHKC, Columbus, Ga., report that they drew 3,000 people June 20 at the opening of their G-Bar-C Ranch, outside Columbus. Ernest Tubb and the Texas Troubadours were headliners and did the business despite rainy weather. Park has Cowboy Copas July 18, and Kenny Roberts, July 22. B.B. Woodall, formerly with King, and Smitty and Tennessee Smith, latter act now at WAGA, Atlanta, have gone with Bullet label. The Smoky Mountaineers, Hoke Jenkins and Harold, Bryan, and Janice Lucas, have joined WSF, Atlanta, according to Cottonier Carrier of that station.

Orrville Clardy, the Raymonville, Tex., other, has cut his first sides for Blue Ribbon disks. Ray Parker, of Valley Hill Music, Hollywood, has inked Doyle Sams, of WLOF, Toccoa, Ga., to a writing pact and placed him on Enterprise label. Dee Stone, who operates the mutual waxery at Bassett, Va., has worked out a deal with Parker for Valley Hill to handle Mutual records on the Coast. Scotty Swan is working with his partner, Maggie, on the Chippewa Valley Barn Dance daily over WCAU, Eau Claire, Wis.

Jimmy Wakely appeared with the Bob Hope show at the Paramount Theater, San Francisco, July 3. Al Lewis and His Delaware Valley Rangers are now at WITM, Trenton, N. J. Jimmy Myers, the Philadelphia publicist, reports that Mac McGuire and his band have inked with Capitol Records. They air from WITL, Philadelphia, over the Mutual web Saturdays. Pee Wee Miller and His Oak Valley Boys are now heard daily on WJAM, Camden, N. J.

Smiley Wilson and the Range Partners have added a blackface team, Bill and Booker T. Jink, for personal. Frank Locklin (4-Star) has disbanded his orch and is now appearing daily on KLEE, Houston. He has a new song folio being prepared. Rosalee (see FOLK TALENT AND TUNES on page 6).
RHYTHM & BLUES RECORDS

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BETTER THAN "FAT MAN"

FATS DOMINO

ON IMPERIAL RECORD NO. 5085

"HEY! LA BAS BOOGIE"

"BRAND NEW BABY"

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### RHYTHM & BLUES RECORD REVIEWS

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<tr>
<td>WYNONIE HARRIS</td>
<td>Good Morning, Judge</td>
<td>72–72–71–73</td>
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<tr>
<td>THE RAY-O-VACS</td>
<td>Stormy Night Blues</td>
<td>83–83–82–84</td>
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<tr>
<td>BEN SMITH QUARTET</td>
<td>Where Did She Go?</td>
<td>45–45–45–45</td>
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<tr>
<td>THELMAR CARPENTER</td>
<td>Pie in the Basket</td>
<td>68–70–68–66</td>
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<td>SUGAR CHILE ROBINSON</td>
<td>The Bases Were Loaded</td>
<td>75–76–75–74</td>
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<td>FELIX CROSS ORK</td>
<td>You're Great to Me</td>
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### CHARTS

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<td>July 15, 1950</td>
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### INTERESTING FIGURES

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FOR EVERY $3.00 WORTH OF LONDON ffr3 LONG PLAYING RECORDS YOU PURCHASE, YOU MAY RETURN FOR CREDIT $1.00 WORTH OF ANY 78 RPM DISCS OF ANY BRAND LABEL!

This unprecedented offer is open to you NOW... UNTIL AUG. 15TH, 1950 CONTACT YOUR LONDON DISTRIBUTOR IMMEDIATELY!

Page 54...July 15, 1950...The Billboard NAMM Trade Show and Convention Section
Columbia's Great Singing Star!!!

ALAN DALE

RADIO
CBS—“Sing It Again”
Saturday 10-11 P.M.

TELEVISION
CBS—“Alan Dale Show”
Friday 11-11:30 P.M.

LATEST RECORD RELEASE
“YOU WONDERFUL YOU”
From the M-G-M Picture “SUMMER STOCK”

“OF ALL THINGS”
From the M-G-M Picture “DUCHESS OF IDAHO”

Opens
PARAMOUNT THEATRE
Mid-August

www.americanradiohistory.com
NEW DECCA HIT!

Lee MORSE

The Girl With the "Heart in Her Voice"

- The large hit list number in each re- ported by Billboard magazine is based on nine key categories, each of which is weighted by a maximum number of points. The best possible rating is 100. Maximum are 70, 79 is likely to be a turning point for the music trade now being conducted.

The percentage of box operators and拚bers is indicated in hit list comment to the left of each heading within each review.

THE RATES
(100 points—the maximum)
50-69
69-79
79-89
89-99
99-100
excellent
very good
good
satisfactory
poor

THE CATEGORIES
1. Production Idea
2. Vocal Quality
3. Caliber of Material
4. Manufacturers' Distribution Power
5. Artist's Respectability
6. Promotional Effort
7. Record Quality
8. Manufacturers' Production Efficiency
9. Package

JUPES
Not suitable.

COUNT BASIE—Count Basie and His Kansas City Swingers and Lester Young Quartet (1-30)
Mercury (33) MG-25033
Lester Young, Photograph From The Jazz Jamboree: Volume I. The title, "I Only Know," is not very revealing, but if you are interested, you will find the album inside the music magazine. This is an excellent example of how much can be done with a few simple words.

JUPES
Not suitable.

INTERNATIONAL
HUNGARIAN FOLK SONGS—Purchased under supervision of Bela Bartok (5-10)
Ethnic Folklorists FPL 1000
This is authentic Hungarian music, fork, noted for its dance rhythms and the rhythm section, which is not always the case in other albums.

JUPES
Not suitable.

UNION IDEAS

THE GIRL WITH THE "Heart in Her Voice"

Vic Sarabian (1-13)
Mercury (33) MG-25025
Like the Country: I Have But One Heart, Again, You're Breaking My Heart, Why Woe, I Bring Don't Say Goodbye, My Valentine, Come Back to Tomorro.

JUPES
Not suitable.

EARL MINE—Earl Hines and His All-Stars (1-12)
Mercury (33) MG-25010
This for the Night, Mountain Air, Father Cannot, Mornin' Glory, Whoa St. Louis Blues.

JUPES
Not suitable.

ALBERT AMMONS—Albert Ammons (1-10)
Mercury (33) MG-25015
St. Louis Blues You Are My Sunshine, Shuffle and the Boogie, Twist, St. Louis Blues, Swannee River Boogie, Bumble Boogie Wobble, A Little More, Bumble Boogie Wobble, Next Time, Blues.

JUPES
Not suitable.

THE BILLBOARD MUSIC POPULARITY CHARTS
PART XI

ALBUM AND LP REVIEW RECORDS

FRANKIE LANE (1-10)
Mercury (33) MG-25020
God Bless the Child (Male Tracks) On or the Wild Geese; Lucky Girl Don't Miss Your Troubles in Dreams; Don't Cry, Little Children; By the Light of the Southern Star (Deluxe Version).

JUPES
Not suitable.

WILLIAM JONES: Pianist of Laine stuff good for librarites in the con- verging LP form.

FRANKIE LANE (1-10)
Mercury (33) MG-25025
Sun Down Time, I Stay as Sweet as You Are; I May Be Wrong; Now That I Found You; All of Me. Blue Turning Grey Over You; Kids are Kidding.

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COUNTER BASIE—Count Basie and His Kansas City Swingers and Lester Young Quartet (1-10)
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COUNT BASIE—Count Basie and His Kansas City Swingers and Lester Young Quartet (1-10)
Mercury (33) MG-25033
Lester Young, Photograph From The Jazz Jamboree: Volume I. The title, "I Only Know," is not very revealing, but if you are interested, you will find the album inside the music magazine. This is an excellent example of how much can be done with a few simple words.

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JUPES
Not suitable.
Eddie's act two weeks before the blackface headline got around to Oregon.

Singing his own songs as well as the hits of the reigning greats of Tin Pan Alley, Charley Tobias entertained a virus in vaude, his starting salary of $25.90 a week rose to $175 a week plus $125 after he had worked the circuit for two months, and one of his numbers, "Hey Rosey, Take Me Home," the first waltzie song, got a big hand—but no publication.

There was the rub, the fly in the ointment. Charley Tobias kept on writing them, and the publisher would submit them without turning them down. Even the parents of Edna Gladstone, the girl he married, weren't sure how to treat the potential non-in-law as a songwriter. In 1929, he wrote, "Hey Rosey, Take Me Home," just to see how a fellow could earn a living merely by telling jokes and singing. To prove to his friends, who were about as close to the business as Charley Tobias ever got, Charley Tobias started a music publishing house, Music Company, in 1929, with Lou Broue as a partner, but business was so bad that he had to keep free lance: "I opened my office, but because no regular programs were scheduled, Charley worked as one of the "dancing girls" at the Tilt Club, at a moment's notice and entertaining the clientele. Even my father and his friends derided that I had no business being in the music business at all. But the tide suddenly turned in 1925 when Charley Tobias's first hit, "Ho Ho Ho, Ho Ho," opened the initial doors of publishing houses where Charley formerly cooled his impatient沿 the wall."

But despite all the successes that followed, the house did not last more than one smash hit for a year or two, and eventually Tobias still has to plug and sell every song he writes. "You're only as good as the last song you sold," he says, "and that's what keeps me working on new songs, and having learned from bitter experience that you can't coast on your past successes, he's now been back in the business for six years. Finally he published his song himself, and his faith in the future of his name more than justified. He's had a string of more than a dozen hits, and it proved to be one of the outstanding song-writing successes in the business. The first hit of a few years ago had a similar history. No publisher would touch it when it was written in 1940, but when a chance bid on a hit by him in the metal market sold it better than 2,000,000 records in the United States.

Today, with a top AA rating in ASCAP, Charley Tobias, to make a buck with his hit, must use the same ingenuity and salesmanship he used to make his first hit, "Ho Ho Ho, Ho Ho." Tobias, probably more than 40 years ago when they peddled their mail-order songs from a small room in the back of his house, are busy on today's sheet music, "Rain or snow or dark of night."

Songwriting, apparently, is a great life—if you don't weaken.

---

THE TOBIAS BROTHERS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

Popular Songs

1926—HO HO HA, HA ME TOO

1927—MUSIC CHAIR

1928—AND ANOTHER DAY VANISHED AWAY

Lyrics by Roy Turk. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245 (on 3 original 78s), King Collection 3979, Majesty Collection 1252, Specialty Records 3004, and 20-2048, Sammy Kaye.

1929—EVERY DAY AWAY FROM YOU

With Louie Silvers, Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1930—WHEN YOUR HAIR HAS TURNED FROM BLACK

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1931—SOMEONE LOVES YOU

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Marako Lewis.

1932—ONE MORE KISS THEN GOODNIGHT

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1933—LET'S STAY ON THE FARM

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1934—THE WINDS OF AUTUMN

Music by Peter Glenn. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1935—A GIRL WHO IS A GIRL

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1936—HURRY,::)

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1937—A CHANCE MEET

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1938—MY WAY

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1939—DO YOU WANT TO MARRY ME?

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1940—SOMETHING TO TALK ABOUT

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1941—I HEAR BLUE BIRDS

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1942—I'M GONNA GET MARY

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1943—JUST A SHOUT AWAY

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1944—DON'T SWEETHEART ME

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1945—SHOOT ME A LOOK

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1946—DID I BRING MY GUITAR

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1947—WHERE THE HEART IS

With Murray Mencher and Sidney Clare. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245.

1948—YOUNG AND FOOLISH HEART

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1949—SHAKE YOURSELF IN THE SHAKE

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

1950—FRAPPS!...I WERE HOMECOMING

Music by Peter Delius. Sidney Clare, orchestrator. Shapiro, Bernstein & Company, Inc.

Available on the following records: Deca 25245, Specialty Records 3004, and 20-2048, Sammy Kaye.

(See Popular Songwriters, page 61)

SONGWRITERS COMING UP!

FRED AHLERT

In Subsequent Issues The Billboard Will Present

HAROLD ARLEN

NADINE HEUMER

MARGARET HENREY

JIMMY VAN HEUSEN

RAY HENDERSON

MILTON KAPLAN

HARRY WARKEN

The Billboard NMM Trade Show and Convention Section....July 15, 1950.....Page 57
Record Reviews

ARTIST TUNES COMMENT

BENNY STRONG ORK Capitol 1054

82--84--80--82

About That Girl

Lie, bright gliding of the chimes is patterned in the original Swenson record with more robustly winded effect. Turning conductor's handling the vocal chorus with last chord ensemble suggests.

Let's Have a Party

Check up another tactful effort for the consistently pleasant Swing crew. Here's a new and happy hue.

JIMMY WALKLEY (Frank DeVay Ork) Capitol 1056

71--76--74--78

Don't Worry To Die To Go To Heaven

A hardy little ballad is treated lightly with a pop chart. Mystery does a pleasant job but material is lightly.

Sugar Plum Kisses

You don't have to be a maestro to play it. Demure voices in pop fashion by Waylen. Could score with Waylen's readers.

ROBERT Q. LEWIS (Archie Brown Ork) Columbia 133-1946

73--73--73--71

I'm In Love With the Mother of the Girl

The radio comic discloses a likely talkative style on this lightweight but entertainment tune. His reversion takes him as a pop. Here's Arthur Balintson on war.

RUSSE CASE ORK (Sally Ruby) MGM 10745

75--76--74--75

Break
direct reaction of an up-tempo cornell line—so about that it wins.

BABY, OBAY MA

It's a boy-doo on a fashionshifter from an "ombre" film.

PHIL BRITO (Haward Mooney Ork) MGM 10746

65--66--65--54

May Day

Bob dote on a charm on with English and Italian versions, publicity a earworm.

You Hold the Reins While I Kiss You

Bob is elated by the "linen" boy-pal job on a night production. In a film called "Square Dance Katie." (Classic)

ANNE SHELTON--ROY ROBERTSON London 725

56--59--60--55

A Day Commemorating the First Day

And one of America's best known.

HUMBLE PEOPLE

Philharmonic rhythm of lively chimes is worked by Hopkin. Smith. Swenson should find this useful.

MANTOVANIX ORK London 723

72--76--72--68

A Countdown of the Glass Mountain

From the inside "The Million Dollar," this rich and slowly thrum is handed fresh trend in thisMelody. Decker will like.

FRED HEATH ORK (Lisa Roa-Bosa) London 726

65--66--65--61

Why the Night

By the editor of "Vogue," this is a lovely, melodic, brief piece tinged with a Latinwestern tint. Not a marginally distinguished effort.

DOROTHY HEATH ORK (Lisa Roa-Bosa) London 726

65--66--65--60

Way

Pleasant dance effort by England's top band built around a neat, finely finished piece worked in dust by drummer Farmer and Milt Rose.

BIRMINGHAM BOUNCE

The much noted, the hit done nearly by Farmer, and the style of this excellent band on this country proven piece.

TOMMY DORSEY ORK (Ark-Shavers-Frances) Irving 20-3906

62--61--62--58

Happy Feet

Just built on the Mills Bros single capture. then D. T. should catch a big slice of the big simply on the strength of a superb piece. France's famous work could have been better.

BIRMINGHAM BOUNCE

Current country hit makes good ball for this big band swing treatment. Startles bust out the way. Dancing. Arthur Balintson for a bottom-heavy recording.

MERRY'IN

Pretty new ball from the coming "Summer Stock" in London is now ready for mass production touch by the Martin crew, while Merv Griff. Sleep It Ingratigatingly.

JACK PLESIACI

A Larry Anderson piece, this is an infectious instro. music styled by the Martin crew. Joe Vinzali for a job well done, and pleasant version.

FRANKIE CARLE ORK Capitol 20-3931

82--83--82--81

Could be a big one for Martin.

THE THREE SUNS--LARRY GREEN

89--84--84--82

Lapoo Bally

Catcher instrumental strain is primarily scored by the band with the main knockout out some of his best keyboard on recent war.

CRASH LITTLE MOONBEAM

A lovely melody is done up beautifully by Carney's keyboard and crew but the uncalled vocal hurts the main appeal of the title. There should make this fine instrumental piece.

ONE OR A TIME

Huey Callaghan (later is delivered uncomplimentary by Abe Law, while the Gogus crew struggle to play a monotonous tune and fails to make the best possible with original piece.

MAMBO JAMBO

The idea is an idea of the famous Frankie Casen musical exercise. Late fire and condition.

JIMMY DORSEY ORK (Terry Shand) Columbia 5099

77--75--77--75

You Don't Have To Be a Baby To Cry

should not be a mistake. It is a sturdy, sturdy dance staple of J. D. (Frank)

81--84--80--80

Another fine, long-time toper to play. An sturdy dance staple of J. D. (Frank)

81--84--80--80

THE BILLBOARD MAMMOTH TRADE SHOW AND CONVENTION SECTION
If You’re Looking... WE’VE GOT IT!!

LAZY NEWTON

RAINBOW RECORDS

New Releases

BOOTH #82 NAMM Convention
ALL SPEEDS 78-45-33 1/3

DICK TODD
Daddy’s Little Boy
Red Apple Cheeks $40055

BUDDY WILLIAMS and
his Golden Echo Mules
On the Mall
Spring Made a Fool of Me $40038

EDDIE "PIANO" MILLER

Waltzin’ for the Rob. E. Lee Who
By the Light of the Silvery Moon Mo and My Shadow $50044
Carolines In the Morning
Hot Time In the Old Town $60022

RIVIERA RECORDS

New Releases

BOB EBERLY
No Greater Love
Sunrise Fellows Sunset No. 112

AL BLANK HARMONICA TRIO
I Still Get a Thrill
Lucky River No. 116

ROGER COLEMAN
Everything I Love
Too Marvelous for Words No. 114

DERBY RECORDS

New Releases

FREDDIE MITCHELL ORCH.
Summertime Boogie
Music Makers Boogie No. 741
Fish Market Boogie
Till You Boogie No. 729

MAIN OFFICE New York City 767 10th Avenue
BRANCH OFFICE Los Angeles, Calif. 4952 W. Jefferson Blvd.

STAR OF DAVID RECORDS

CANTOR SAMUEL MALAVSKY
and Family Choir

The Singers of Israel
Tone Taxi Tunes No. 1505

The Billboard NAMM Trade Show and Convention Section...July 15, 1950...Page 59
FOLK TALENT AND TUNES
(Continued from page 81)

Allen's record shop in New York was the scene of a robbery recently, with the thieves escaping with $100 from the till.

Roy Rogers and Dale Evans (Victor) drew 100,000 people to a parade held recently in Memphis in conjunction with a Mid-South convention of theater owners. Rogers is currently working on "Trail of Robin Hood," which also features Fearless Fanning and Dusty the Purple Sage. Eddie Soby, KFAB, Omaha, is building a new home there.

Roy Starkey, formerly at WHAS, Louisville, has settled in Chicago, where he is doing a 6 a.m. open-end series for Universal Productions. Vic Kings, chief of the Chit radio promotion agency, is also working out a video package which would feature Starkey and Sally Holmes and her friend, Mattie O'Neill. DeZurik Sisters have bought a home in Bellwood, Chicago suburb, and are one Midwest radio calls for Bill Ellsworth.

DIEK JOQECY DOINGS
Foreman Bill and Roma. KYA, San Francisco, had a fire at their ranch, outside the city, recently, with five acres of pasture, several trees and some buildings engulfed during the conflagration. His palomino show horse, Silver, was crippled in the blaze. Fred Haggerty, WPFG, Atlantic City, has become assistant program director, in addition to his heavy h.b. disk duties. Keith Lloyd, who operates his own band, the Boys of the Golden West, in addition to make work at KPNT, St. Louis, is now being represented by Ray Parmer, of Melody Trail Enterprises, Lancaster, Calif.

Paul Simpkins, WAPF, McComb, Miss., is producing 10 shows for the State forestry department to be aired on every State station, with no fees featuring the top personnel. Al Brock, WTAI, Tallahassee, Fla., has formed a band to play dances for weekly student dances at Florida State U. Cuzin Don now has 150 minutes daily on WOPI, Bridgeport, Conn., and the Redhead Jack Henley, KMO, Tacoma, Wash., reports that Wave Guthrie, sister of the late Capitol disc, has completed a book in honor of her brother.

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146 WEST 37TH PLACE
LOS ANGELES 7, CALIF.
PHONE AD 3-2228

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Record Reviews
(Continued from page 89)

ARTIST
TUNES
COMMENT

THE JUBILARES
Capitol 2034
Little Mr. Big
Talented vocal groups offer for another "Daddy's Little Girl," and comes up with a pleasing-enough, if immemorially
63--61--62--64

The Old Palomino
Dad's a cowboy, and there's a tawny-tanned desperado that's one of the more effective discs in the fall million sales lists. The
63--61--62--64

MARGARET YOUNG
Bell (Va. Orch) Capitol 1073
Hard-Hearted Hannah
Washes a Jackson Browne record, employing all the red-hot male vocal effectiveness, but doesn't make quite enough on this
63--61--62--64

PETE DAILY
Capitol 1056
Minnie the Mournard
Buddy Lyle's got a song gig, with midrange backup vocals. Cadie puts up some turnkey jingle value.
70--68--72--72

CARL SMITH
Colomba 20712
Washing My Dreams in Tears
Smith reaches out in a warm, personal current style close to Jimmy Van Heusen. Ditzy is a bit thin here.
81--81--81--81

HOMER & JETHRO
Victor 40-0349
Can Do All Night
Cerne that inspired "Chirnwich Bouncer" follows with another more familiar-style, happily projected and recorded. Forest is nicely vocalized,
83--88--82--84

HARDROCK GUNTER & THE PEBBLES
Bar 255
Put That Knife Away, Nellie
The duet show team project humorously on a sexy possible twinkle cap. Vocal tip-

JACK RIVERS
Coral 40495
The Wild Guitar
A threshold both appealing, led by a wild guitar indeed, echoed by cornbread, is an infectious come-on for this middle-of-the-
84--84--84--84

MONTANA SLIM
Victor (45) 40-0352
Apple, Cherry, Mince and Chocolate
Cream
A light version notably with an infectiously humorous tag is swing attractiveness by Slim, with cornbread playing the role of
75--75--79--76

JOHNNY WINTER
Capitol 1060
I've Got Five Dollars and It's Saturday Night
The title is pretty clearly, "Cowboy Jamboree" Darby's "Cowboy Jamboree" Darby's "Cowboy Jamboree" Darby's "Cowboy Jamboree"
83--83--83--83

BIG JEFF & THE RADIO PLAYBOYS
July 23rd
Jake's Box Boogie
Gremours country region backed by a gypsy and played intensively.
63--63--61--65

GLEN HAMMOND
MAMMY 256
You Talkin' in Your Sleep
Ten a. m. girls switch in a tag line, has potential. Vocal and swing line adequate.
70--70--70--70

RONNIE LEE
Capitol 1079
Nothin' But Bud
A troubled country variant backed by a gypsy and played intensively.
53--53--52--53

DICKIE COOPER
Capitol 1061
Any Time, Any Place
Folksy, stiff Fall is required. Vocal strength.
53--54--52--53

PETE DAILY
Capitol 1056
I'm Checkin' In
Low register.
53--54--52--53

TONY TOMMY WILLIAMS
Mammy 256
Happy Anniversary
Dectional long could prove initial to delivery with request tags.
66--65--66--66

Tommy Williams
Mammy 256
Over the Rim of the Sun
Williams offers a more Western-bred and-singable song in competent-enough fashion.
COUNTRY AND WESTERN

The Tom Cat Blues

Label: Capitol 22595

This killer Labeled bit of material gives Marshall a chance to show once more that when he's on with a stepper, the guy that built for him.

Spillin' Around With Jole Blon

Label: Columbia 34029

I'm a little bit late and a little bit out of tune, it's a bit late and ordinary to make a lot of a dent.

Finders Keepers, Losers Weepers

Label: Columbia 34399

Pleasure, merei-ously called tears is wailed warmly by Rogers.

Wabash Blues

Label: Columbia 34647

Country songs washers and peddlers, deucey dust in awing fashion is appealing.

I'm Crying for You

Label: Columbia 34749

Con Game but family truth shuck stuff here.

Bad Bradsha Ball

Label: Columbia 34875

Well constructed music of a bunch-buster should regal with western nearly roses and hoppers.

Bloody On the Saddle

Label: Columbia 35029

Gary Western music is mapped effectively by the skilled worker.

Sometimes

Label: Columbia 35140

William harmonium renders the pretty pop revival is sooner more acceptable for Western consumption.

Texas Blues

Label: Columbia 35274

Up-tempo Western Jazz blues gets a competent go by this reliable outfit.

Life Passed Me By

Label: Columbia 35425

Peachy-rhotic lyric is lifted to a country tune at endeavor, American music finds its way to country lots.

Heska-Helka

Label: Columbia 35575

Infectious country-sounding should do okay with Westerners and country invaders.

A Good Man in Memphis

Label: Columbia 35726

Such rallick lots are presented technically by the brass.

Whoopin' in the Holler

Label: Columbia 35837

Country music should have been produced in the hills of Greenwoods Village.

FRANK LUTHER

Decca 8094.

Red Dog, Laddie Laddie on a Lollipop

The Lutcher personality makes this worker pop a daring sound for the world.

What Ya Wanna Be

Label: Decca 81118

The Kenny Brothers and Luther pushed this early.

MOUNT CITY BLUE BLOWERS

Brownie 1635.

Muskat Ramble

Some notable members of the old Rob Cooper Delco. Delco crew two in some manner for the folk/flip.

High Society Blues

Label: Brownie 1645.

Another share standard provides a fair-enough Charleston side. Lammie, Miller and company provide some real interest.

SACRED

When God Dips His Love in My Heart


Fritz music with a swing worn wild, filled out with moke dub support.

 Wassup, Charlie Be Unbroken

Label: Bluebird 87.29.

The popular country vocal tune is worked with a fine light beat and winking amplification.

Payday in Heaven

Label: Bluebird 87.38.

Group piece theme for authentic rhythm harmony or another potent sacred debt, strong coupling for its market.

INTERNATIONAL

CANTOR, SAMUEL MALAVSKY CHOIR

Jewish Guild, Star of David 1959.

Tsena, Tsena, Tsena

Label: Jewish Guild 1635.

Tsena, Tsena, Tsena

Label: Jewish Guild 1645.

Tsena, Tsena, Tsena

Label: Jewish Guild 1655.

Tsena, Tsena, Tsena

Label: Jewish Guild 1665.

Two
can
saddle
Tsena, Tsena, Tsena

Label: Jewish Guild 1675.

Tsena, Tsena, Tsena

Label: Jewish Guild 1685.

Tsena, Tsena, Tsena

Label: Jewish Guild 1695.

Tsena, Tsena, Tsena

Label: Jewish Guild 1705.

Tsena, Tsena, Tsena

Label: Jewish Guild 1715.

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Label: Jewish Guild 1725.

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Label: Jewish Guild 1745.

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Label: Jewish Guild 1755.

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Label: Jewish Guild 1765.

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Label: Jewish Guild 1775.

Tsena, Tsena, Tsena

Label: Jewish Guild 1785.

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Label: Jewish Guild 1835.

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Label: Jewish Guild 1845.

Tsena, Tsena, Tsena

Label: Jewish Guild 1855.

Tsena, Tsena, Tsena

Label: Jewish Guild 1865.

Tsena, Tsena, Tsena

Label: Jewish Guild 1875.

Tsena, Tsena, Tsena

Label: Jewish Guild 1885.

Tsena, Tsena, Tsena

Label: Jewish Guild 1895.

Tsena, Tsena, Tsena

Label: Jewish Guild 1905.

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Label: Jewish Guild 1915.

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Label: Jewish Guild 1925.

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Label: Jewish Guild 1935.

Tsena, Tsena, Tsena

Label: Jewish Guild 1945.

Tsena, Tsena, Tsena

Label: Jewish Guild 1955.

Tsena, Tsena, Tsena

Label: Jewish Guild 1965.

Tsena, Tsena, Tsena

Label: Jewish Guild 1975.

Tsena, Tsena, Tsena


Tsena, Tsena, Tsena


Tsena, Tsena, Tsena

Label: Jewish Guild 2005.

Tsena, Tsena, Tsena

Label: Jewish Guild 2015.

Tsena, Tsena, Tsena

Label: Jewish Guild 2025.

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Label: Jewish Guild 2035.

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Label: Jewish Guild 2055.

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Label: Jewish Guild 2065.

Tsena, Tsena, Tsena

Label: Jewish Guild 2075.

Tsena, Tsena, Tsena

Label: Jewish Guild 2085.

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Label: Jewish Guild 2095.

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Label: Jewish Guild 2545.

Tsena, Tsena, Tsena

Label: Jewish Guild 2555.
IT IS a well-recognized and well-substantiated fact that the advent of the new record speeds has brought with it an increased interest in phonograph records. There is little doubt that people are more record conscious. Yet there are dealers who report that the total volume of record business and the resultant profits are not keeping pace with the upswing in public interest. An analysis of the market indicates beyond a doubt that perhaps the most important factor to the retailer is the record player and attachment. Sell more record-playing equipment and you sell more discs. Dealers who have increased their disc sales consistently have been promoting players consistently. Conversely, those dealers who report that volume and profits have fallen admit that they have not been selling much record playing equipment.

It is such dealers as Haynes-Griffin, Liberty Music Shops, Harry Sulton or Sam Goody in New York City; Music House in Buffalo; Deibel's in St. Louis; Randy's in Galaxia, Tenn., and Hudson-Ross in Chicago who report that the record business is as good as or better than ever.

And in each case, much credit is given to heavy sales of record players and attachments. In the case of Randy's, hand-wound phonographs were promoted in non-electrified areas with the result that sales of 300 r.p.m. discs have also risen.

It all boils down to one basic and unalterable fact: The record dealer who sells more players and attachments will sell more records.

As for specific dealer success stories, here are a few of the more dramatic examples:

Here's How

(1) "We never have been much of a player store," says George P. Deibel, president of Deibel, Inc., St. Louis, "but last year with display, sales this and quantities in stock, we sold about 350 players." About 250 of the players were 45 r.p.m. attachments and the remainder $29.00 Steelman phonos. Aside from the dollar return on player sales, Deibel points out that he built 250 new customers—and that assumes that the rest had owned players previously.

(2) In New York, Sam Goody decided to package players and records. Records, 1,000 LP attachments, and about 300 45 r.p.m. attachments and 1,000 three-speed phonos were sold. Goody claims that in every instance the sale of a piece of record playing equipment also meant the sale of at least $15 dollars worth of discs. Totaling the figures, Goody's concentration on selling players brought in record sales of more than $100,000. The latter figure does not take into account subsequent purchases.

(3) Within the space of seven months, Macy's, New York, increased the sale of record players by 300 per cent. While the store does not have statistics to show the corresponding increase in record sales, the department manager, Cliff Norby, says, "Of course record sales have risen as a result of our players."

Macy's Experiment

Perhaps the most interesting of the three examples mentioned is Macy's. At its large radio-TV-phono-record stores, the responsibility for the buying, stocking and selling of record playing equipment was always handled with the radio-TV department. The record department was restricted to selling discs and small accessories. However, the tremendous impact of television in New York wreaked havoc with phonos sales. The consumer visiting a radio-TV department was primarily interested in the new and more intriguing video medium. With most radio-TV salesmen working on a commission basis, selling inexpensive record players takes away time and effort from selling the more expensive television sets. Assuming that a salesman receives 5 per cent commission, he must sell 100 record players at $15 each in order to earn the same total commission as from selling only five TV sets at $300 each.

At the same time, retail record salespeople need the added stimulus of player sales to increase their average daily sales checks. Record salespeople, Macy's found, were also better able to supply the customer with much-needed record information that was foreign to the highly specialized TV salespeople.

In November, 1949, the responsibility for handling all record playing equipment was shifted from the radio-TV department to the music-record department. As previously noted, sales tripled. The excellent results in the New York store convinced the top Macy brass. A similar switch has been recommended to all other Macy-owned and affiliated stores.

Even before the departmental switch, Macy executives were cognizant of the interdependence of record and record player sales. In stores which have not yet made the change (those where record players still are sold in the radio-TV section) players are displayed in both departments and credit is given to the department which makes the actual sale.

Assuming then, that the case for (See Sell Players To Sell, page 66)
Selling Jack-Equipped TV Sets Can Increase Record Sales

The dealer who sells more record players and attachments will, of course, make more records. At the same time, the dealer who sells more radio-phonograph combinations and radio-phonograph phonograph combinations will also sell more records. But what about the dealer who sells a lot of TV sets that do not have three-speed record changers? The largest volume in TV sets is being done in table and console models, which do not have record changers. It is obviously, then, to the advantage of every dealer who maintains a record department to promote only those TV sets which are equipped with phonos jacks. All other things being more or less equal (price, discount, franchise, etc.) the dealer who sells a TV-only receiver without a phonos jack is depriving himself of the opportunity to sell a player attachment and phonograph sets and albums.

That this fact has been recognized by retailers is borne out by the large department store chains. Almost every chain that handles oriented label video sets has their receivers with phonos jacks. The private label sets handled by such music-record outfits as Grinnell Bros. and Lyon & Healy are also equipped with phonos jacks. With private label sets ordinarily priced to below branded merchandise, the oft-repeated manufacturers' excuse for failing to so equip sets because of cost is, therefore, refuted. Private label sets are ordinarily priced below the regular manufacturers.

WHEN'S NEW?

WHAT'S NEW?

Read the news stories. Note the ads. Scan the columns via MUSIC AS WRITTEN. DEALER DOINGS, VOX JOX. Watch "Possibilities" for Billboard Disk Jockey, Retailers and Operator Picks.

POPULARITY?

Popularity is relative. The Billboard acquaints you with ALL pop's "relatives." First and foremost is HONOR ROLL OF HITS "The Nation's 10 Top Tunes" is determined by a scientific tabulation of various degrees of each song's popularity as measured by the survey features of The Billboard Music Popularity Charts. Included in this tabulation are BEST-SELLING SHEET MUSIC, SONGS WITH GREATEST RADIO AUDIENCES, RECORDS MOST PLAYED BY DISK JOCKEYS AND ON THE JUIES as well as BEST-SELLING Pop Singles, Albums, Childrens, Classical, Folk and Rhythm and Blues.

MAIL COUPON NOW!

The following list of television sets equipped with phonos jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Jack-Equipped Video Sets

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$500</td>
<td>Equipped with record changer</td>
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</table>

When you use ALL the features and services offered each week in The Billboard. For instance:

"IT'S CHILD'S PLAY TO MAKE 'EM PAY--"

The Billboard NAMM Trade Show and Convention Section... July 15, 1950... Page 65
Everybody’s Got An “Alibi”

But Wait Till You Hear...

Abbey’s

It’s A Pip!

See us at the Namm show at Booth 65...

Abbey Records
Pete Doraine, Inc.
418 West 49th Street New York 19, N.Y. PAlza 7-6696

Name Your Speed...
Name Your Price!

There’s a
NEF-O-LAC
RECORD COMPOUND
For Every Record Making Requirement
Rigid or Shellac
Break Resistant
(Synthetic or Vinylite)
Pure and Extended Vynils
For Manufacturing
78-45-33½ R.P.M.

Labels Owners – Pressing Plant Write
A request on your letterhead will bring you samples free.

NOTE:
We do not process records commercially, nor are we “Label Owners.” We manufacture com-
pletely only.

Binney & Smith Co., 41 East 42nd Street, New York City
Exclusive Sales Agents for U.S., Canada, Central and South America

There’s Money in Accessories

With total record sales in retail stores definitely off, prudent shop owners are finding that individual customer sales can be increased by suggestions from the clerk as to pertinent accessories. Just as shoe stores have introduced complete lines of matching merchandise, such as purses, stockings, leather gloves and even small hats, alert record retailers can now offer accessories that will increase his enjoyment of his platters.

In fact, proper pushing of accessories has become so encouraged and delighted a record buyer that he has become an even more steadfast wax customer.

Especially significant to a neighborhood retail disk shop is word-of-mouth advertising. A store, which can readily supply a requested number, quickly gets lots of friend-to-friend promotion when, at a party, one record fan trots out his disks and the subject of conversation swings into the record groove. In the same sense, accessories get their finest sales demonstration at such gatherings, when other collectors, not yet subjected to the outside equipment which increases listening pleasure and use of disks, are exposed to these additional improvements.

Primary factor in encouraging a really ardent music lover to go into or continue even further into disk buying is the advance in the art of reproducing recorded music. Since the wax cut, cartridge manufacturers have been working on the design of needle arm makers, phono motor producers and needle makers, etc., operating with the phonograph changer makers, have worked to produce an automatic record changer which would be tops as far as reproduction fidelity goes. Record retailers play an important part in maintaining the reproduction quality of this new equipment in many cases. Retailers can supply proper needle requirements for much of this equipment. The needle, because of the infinitesimal small radii of the micro-groove tips and the much lighter weight of the new tone arms, has taken on terrific new emphasis in proper reproduction. Because so many firms have participated in the postwar experiment to produce better fidelity, a survey by The Billboard, taken in late 1946, revealed that there were approximately 250 different needle requirements in the large number of new platoons which market. Since that survey, it can be conservatively estimated that still another 100 different radio needle needs have come on the market.

Needle Replacement
Because micro-groove needles have a finer playing surface, they naturally wear down oftener, thus creating a faster replacement market. Cartridge manufacturers, phonograph arm makers and phonograph changer people have found that dealer survey, however, that the replacement field is not being correctly handled in many cases. Unfor-

Fortunately, steady record customers, who immediately contact their regular retailer when they have needle replacement problems, are often not given the correct needle. Instead, a different type needle, which still plays the discs, but destroys the real fidelity balance, is sold to the customer.

Service for Retailers
In order to assist the retailer to capitalize on the profitable needle replacement market and also to properly replace the damaged needle, needle makers have started a series of supplementary services for retailers, which make it simple to fulfill the special needle requirements of the new equipment. Jensen Industries, I. W. Miller, both needle makers, Duro- tone, New York supplier, and others have cross-index charts, showing the various needle requirements of the new phono cartridges. Recoton, New York, has a filing box system to assist a retailer to adequately fill the needle need. Walco, the East Orange, N. J., firm, has a cardboard display card, intended to assist the retailer in handling the new needles. Perma, the Chi maker, will soon offer a replacement chart.

While the micro-groove needle market is an entirely new one, there is no real sign that the 78 r.p.m. needle replacement field is slackening off. Here, too, retailers may assist customers by pointing out that needle replacement is extremely nec-

The 7-Inch Storage Albums

The micro-groove changer manufacturer has added another boost to accessories sales, as has the wide promotion behind the seven-inch EP disk. The seven-inch storage album market was almost nil, except for storage of kiddie 78 r.p.m. albums. Wall-in seven-inch storage albums are not yet offered in as large a range as the con-

temporary 10 and 12-inch albums, manufacturers, such as Peerless, Elyte, M. M. Cole, and Chicago Album & Specialty, are slowly offering more of the deluxes seven-inch discs. A large number of retailers have successfully promoted the use of storage albums to customers who never utilized them by giving away the cheaper cardboard storage albums as a reward for buying so many 7-inch discs. A merchandise card is punched each time a platter is purchased. Giving the first storage album to a customer interests the buyer in more expensive albums and also in purchasing more cheap storage holders.

Carrying Cases, Racks

While storage album sales still top all other accessories categories, cardboard storage discs, dealers also get a fair profit from record carrying cases and racks. The field of carrying cases, many of which are purchased from

(See Prudent Shop Owners, page 87)
Merchandising Ideas Increase Disk Sales

Johnny Matuska & His Bohemian Band

Latest Capitol Releases

"MUZIKY, MUZIKY"
"HAPPY COUPLE WALTZ"
No. 90050

"GOT A LITTLE, GIVE A LITTLE"
(Malo Mam, Malo Dam)
"GOOD MORNING POLKA"
(Rano Ranicko)
No. 90064

for a "HOLIDAY IN HAWAII"

Latest album release
"HOLIDAY IN HAWAII"
Album No. ADF-169 (45) BD-85 (78)
Single Releases

"HE MANAO NO'U IIA OE"
(I'm Thinking of You) 3F-647 (45) 647 (78)

"BEAUTIFUL CARNATION"
3F-647 (45) 647 (78)

"E KUU LEI MY DARLING"
(My Sweetheart, My Darling) 3F-632 (45) 4-20149 (78)

"HE U'I"
(You're Beautiful) 3F-633 (45) 4-20150 (78)

Opened June 15th
"At The Poolside"
HOTEL ROOSEVELT
HOLLYWOOD

www.americanradiohistory.com

Everyone agrees that continuity in advertising pays. Just about everyone also agrees that continuity in advertising pays even better. But few dealers are quite sure of what "continuity" means. Recent surveys on the subject show that the following schedules should be maintained. In weekly periodicals, one to three ads a month; in newspapers, once a week; on radio, once a week; on television, once a week; in outdoor advertising, showing at least four to six months a year; on car cards, showing four to six months a year, and in point-of-purchase advertising, showing all year.

Continuous small space is considered to be better than the use of infrequent large space. Of utmost importance, and this is of particular value to record dealers, the survey proved that continuity of product advertising is assisted by the nature of the product, its cost, logical buying season and frequency of purchase.

Direct Mail
Direct mail advertising is gaining more and more attention from record dealers. With the unlimited supply of mailing pieces offered by record manufacturers, the dealer's cost for direct mail is considerably lessened. In addition, this form of merchandising builds store traffic and increases stock turnover. Among the least expensive ways of utilizing direct mail are adding a handwritten note on the envelope, once a month or more; inserting a newspaper ad, the following schedule should be observed. Setting the distributor to handle the advertising with his advertising equipment, mimeographed postcards or hand-typed notes to specific customers on the various types of recordings.

Other Forms
Many dealers also report success via the use of the telephone to call regular customers with information about new releases. Bonus clubs in various forms have also increased traffic, sales and income. The system of giving one free record with every 10 purchases has been tried and found successful. The use of manufacturer-supplied display material in store windows is increasing, but the more successful dealers report that windows must be changed frequently and regularly or the effectiveness of the advertising is decreased. Inexpensive dealer-made windows have proven to be sales builders for dealers from Long Island to San Francisco. Types of such displays are the use of live rabbits and a large Santa Claus borrowed from the local department store for a few moments each evening at Christmas time.

The Summer Problem
Dealers situated in a metropolitan center from which the public makes a mass exodus during the summer have come up with solutions to their problems of maintaining sales. Silver's Record Shop, South Bend, Ind., has operated a booth for disk sales at Buck Lake Ranch, the folk-music park in near-by Angola. One enterprising dealer in New York supplies free recorded music for a local swimming pool, and intersperses the musical selections with a commercial plug for his shop. Dealers like Len's and Paramount in Philadelphia act as advance sale ticket offices for sons festivals or summer concerts.

Ideas
Here are additional merchandising ideas and the dealers who have used them successfully:

- Weinberg's Music Shop, Lexington, Va., set up a bulletin board to which are affixed news items of interest to record buyers. Cartoons, ads and photos are also used.
- Carlisle Radio & Record Shop, Carlisle, Pa., gave free paddles to every child who bought a copy of Peter Corstall's "Shaw Radio Shop, Keokuk, Ia., gives four free records to anyone purchasing a radio. It acquaints customers with the store's disk department.
- The Old Trading Post, Lisbon, N. H., uses free personalized disk labels that read, "I belong to—— but there are plenty more like me at the Old Trading Post!"
- Paramount Record Shops, Philadelphia, promoted sales with "Take Care of Your Records Week." Windows carried displays of needles, brushes, storage albums, racks, etc.
- Broadway House of Music, Milwaukee, and several dealers in other parts of the country, dress their record clerks in costumes that fit in with the promotion of a special disk album.
- Mel Collier, Denver, and U. V. (See Merchandising Ideas on page 67)
Jack-Equipped TV Sets 
Can Increase Record Sales

(Continued from page 63)

what type, the serviceman has the opportunity to examine the record playing equipment in the home. He can sell as many players and replacement changers as any in-store salesman. This has been proven by the case histories, the dealer with a good record playing attachment along with every TV installation man.

As for the in-store approach to selling jack-equipped video sets and record players, the dealer is reminded that when any jack-equipped TV set moves into the consumer’s home it represents a sales opportunity for the record dealer alert to the possibility of increasing his volume by riding the tail of the television comet. A. B. Mills, general sales manager of the RCA Victor home instrument division, states, “There is every indication that television will prove to be as persuasive a salesman for records and allied equipment as radio has been since the early 1930’s.”

“The sales history of radio-phonographs should be answer enough,” says Mills. “For those who see in television the decline of the record industry, as always, the public will want to hear new and favorite music when they want it, and only records offer the music they want, when they want it”.

“It behooves all of us in television and record sales, the manufacturers, the record distributors, and the dealers— to equip out television receivers with their phonographs or phone jacks and to keep the consumer constantly aware of the additional entertainment and enjoyment that can be his with a television receiver containing record-playing facilities.”

Mills suggests that even those dealers who do not handle television sets may sell a lot if they do not work out a mutual-aid program with neighboring TV retailers. The dealer who sells both TV and records, has the golden opportunity to do a package promotion job. However, careful, there are some retailers who fail to realize the “sale effort” of sales pitch and extra features as the phone jack.

“It is a mistake to assume that you automatically sell the package because you sell the instrument,” he points out. “True, the customer automatically gets the phone jack with the television receiver—but getting and using are two different things. The dealer whose operation is departmentalized is at a disadvantage in handling the instrument salesman with the importance of selling the purchase of a television receiver on record-playing equipment and records for the ever-call benefit of the instrument.”

A change in sales psychology is needed, Mills suggests. The dealer who has just closed a sale for a new table model set may think it petty and hardly worth his while to keep selling in order to add an inexpensive record-player attachment and several dollars’ worth of records to the total sale. But, Mills points out, this is important, long-range selling, for the dealer automatically creates a new record customer for the dealer.

Mills suggests that the music business, when any record play is plugged, be a two-way entertainer in the home, and point up the record player by plugging in an attachment. An adequate supply of new record releases should be standard equipment in the television department, to enable the customer to hear the record-playing set via the attachment system. The dealer must always bear in mind that the instrument sale is not the attachment but the creation of a new record customer.

Sell Players To Sell The New Speeds

(Sold from page 62)

selling players in order to sell more records has been proven, it only remains that proper merchandising methods are discussed. The opinion of the top retail record dealers can be summed up as “players must first be considered serious purpose musical instrument business, the dealer can demonstrate them and package them with records.”

More specifically, the radio-record-TV business for one of the top department store chains tells the sales story this way: “The trend is to set up a separate and separate department to handle records, small radios, record players and accessories. One good radio salesman and good record salesman are needed to spark the entire staff. These two people can train the rest of the staff. The trend is also away from record listening booths and counter demonstrations. The clerk should demonstrate the record the customer wants on the player rather than wait for the clerk wants the cus- tomar to buy. Asking about the type of record instrument now being used will tell the retailer which new phonographs can be sold. Attachments should always be packaged with records—not sold separately. The records for each attachment sale should be carefully selected with the customer’s likes in mind.”

“At the present stage of the three- 

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“At the present stage of the three-
Prudent Shop Owners Find $3 in Accessories

(Continued from page 54)

Lyric and Josephson Manufacturing Company, runs from the pastboard to the stage, with even lesser carriers available from luggage makers. Peerless, Lyric and Decca also handle the record stands. Again, it's a wide variation intended to interest the average collector as well as the discriminating collector. The more expensive stands carry their own filing systems, making it possible to pull a disk readily without going thru the whole rack.

Other Accessories

During the past 18 months, a number of liquid preparations, designed to cut down static electricity in reproduction, have been offered to record users. Stati-Clean, manufactured by Walco Products, and Council Record Life, made by Minnesota Mining, Minneapolis, and others have bottles of oil compositions ranging in price from $1 to $2.50. The Zim Products Company, St. Louis, has another playing aid in a record brush, which when attached to the tip of the phonograph, brushes the dust from the disk record.

Unfortunately, record firms have not maintained their early postwar policy of making available a volume of information on yearly disk catalogs. These catalogs, at one time, proved a regular seller especially to longhair collectors who wanted to keep up with the yearly releases. Retailers feel that these catalogs should again be made a yearly item, for they point out that the current practice of issuing supplements fails to meet the need. As each of the many supplements is of different size, the ardent longhair fan is discouraged from filing them.

Standard books on music and records offer another profitable sideline for a progressive retailer. RCA Victor has many such volumes: Relax and Listen, The Victor Book of Concerto, The Treasury of Great Opera and Records for Millions. There are countless books for jazz collectors, including Charlie Delaney's New Hot Discography, The Jazz Record Book and others. Other books which are consistent sellers for disk fans are general books on disk collecting, books on opera and classical composers and books on the general history of music.

Retailers, hop to the additional money in promoting accessories, often delegate window space and counter space to displays of what's available to get more pleasure from disk listening. gimmicks tend to entice the buyers with displays of disks and artists' pix which dealers normally feature in such display space.

Merchandising Ideas Increase Disk Sales

(Continued from page 51)

Blake, Lubbock, Tex., sponsor local disk jockey shows that are aired directly from the shop.

Theodore Presser Company, Philadelphia, runs community sing session during lunch hours. Office workers flock to the shop to participate.

House of Music, Stockton, Calif., used two-pound bags of kidney beans as give-aways for a special promotion — and the Western trade loved the idea.

Knoxville Music Center, Knoxville, Tenn., sent special letters to fraternity presidents on the near-by University of Tennessee campus. Result was increased traffic.

Longmeadow's, Manheim, Pa., cooperates with the local juke box operator by supplying two "surprise" disks for each machine. The machine gives credit to the disk shop, the operator gets two free disks and the customers like to spend a nickel to discover the "surprise" tune.

Don Leary, Minneapolis, promoted rentals of disk albums at 18 cents a day and also received local publicity on the gimmick and the giving of disk sets to local charities. The renters decided to become buyers after having the albums at home for a day.

The list of specialized merchandising plans can go on interminably. Each dealer can find the one type of selling and promoting that best suits his shop, his clientele and his pocket. It's the dealer who goes after the business that gets the business. Whether it's the 78, 45 or 33⅓ disks that have the edge in your town, or whether it's all three speeds that the people want, the extra effort involved in making the people know that your shop is the headquarters for recorded music will invariably pay off.

REK-O-KUT Recitalist

The only "wow" that you will hear will be that of your own pleasure. You will hear authentic music reproduction.

You will have absolute control balance.

You will hear a pleasing blend of brilliant highs with natural base.

Whether the Recitalist is played for hours in an auditorium (with volume raised) or for you alone, while relaxing in the comfort of your living room, or with volumes portant. Directly reproduced for the animated presence of the people who expect for an entertainment and vibration will.

The Recitalist is a sturdy instrument. A microphone brings each "bullet" of live music or voice, simultaneously with a recording being played on phone or phonograph or as a high fidelity public address system. By connecting on 78 or 45 in. turntable in the record player, the Recitalist becomes a superb broad- cast receiver.

ORTHOFONIC PICKUP, an embracing feature exclusive with REK-O-KUT. The orthofonic pickup is a new feature and specification that for the particular selection being played on any type of record, whether it is a standard pressing, disk fidelity broadcast transmission, or high-fidelity reproducing whether of American or foreign make.

The REC-O-KUT Recitalist is the only full-range, three disc portable phonograph that painstakingly balances the reproducible characteristics of amplifiers, speaker and speaker enclosures. By carefully compensating the natural resonances of those components, undesirable reverberations are avoided.

FEATURES

TUNABLE: From 78 to 45 to 33 1/3 speeds. A switch, 78, 45 and 33 1/3 speeds. Internal dial, turntable, record changer. 7" record changer. Pickup Arm: 15" with dual sapphire needles. Three 33 1/3 speed transmitters, two 45 speed transmitters, setting on top.

BASS: 18 lbs., built to get maximum sound. Pickup: 3 lbs., built to get maximum sound. Abilifier: Frequency response controlled by Orthofonic pickup. 3 lbs., built to get maximum sound. Pickup: 2 lbs., built to get maximum sound.

Specifications:

Powerful Pickup with Balanced Arm: 600 watts or more. Switchable Direction: up or down. Slight distortion: 0.03% or less.

Dimensions:

Model 30-4016, 11 1/2" x 13 1/2" x 3 1/2". Needs for descriptive literature. REC-O-KUT — Choice of the studio engineer... as well as the recording artist.

REK-O-KUT CO., Inc.

38-13 Queens Boulevard
Long Island City 1-15

The Billboard NAMM Trade Show and Convention Section... July 15, 1950... Page 67
DON'T OVERLOAD YOUR INVENTORIES... BUY WHAT YOU NEED, WHEN YOU NEED IT... YOU CAN GET ANY QUANTITY AT ANY SPEED FOR ONLY 5 CENTS OVER WHOLESALE COST

RAYMAR'S SUMMER SPECIAL FROM JULY 15 TO SEPT. 15

ALL 45s ALBUMS and LP ALBUMS
OFFERED TO YOU AT DISTRIBUTOR COST. FOR REAL RECORD PROFITS BUY ONLY WHAT YOU CAN SELL. SELECT FROM OUR COMPLETE STOCK OF 33 1/3 & 45 LP ALBUMS AT THE FOLLOWING PRICES:

<table>
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This offer applies to our complete stock of 33 1/3 and 45 LP albums by Victor, Mercury, London, Decca and all other brands.

ALBUM SPECIAL

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Many others at DISCOUNTS up to 75%
Write for list

Orders and inquiries invited from exporters—any catalog sent on request. When specified, orders will be shipped Parcel Post, Special Delivery—otherwise they will be with regular mail. Please send money order with orders.

IT IS MORE PROFITABLE TO BUY AS YOU SELL—TAKE ADVANTAGE OF OUR SERVICE—ORDER ALL YOUR RECORD NEEDS FROM ONE SOURCE

RAYMAR SALES CO.

84-32 164TH STREET
JAMAICA, N. Y.

Olympia 8-4012

Olympia 8-4013

The Billboard NMM Trade Show and Convention Section... July 15, 1950...

Page 69
Hill & Country
Apollo Records, Inc.
209 West 42nd St.
New York 19, N. Y.

Hillis & Gregory
Gregory Records Co.
1395 Broadway
New York 19, N. Y.

Hi-Tone
Signature Recording Corp.
F. O. Box 328
Shelton, Conn.

Hit Records
67 West 63rd St.
New York, N. Y.

Hollom
Grimes Music Publishers
Shubert Theater Bidg.

Hollywood International
Hollywood International Rec.
808 Melo Ave
Los Angeles 6, Calif.

Hollywood Star Records
628 Sunset Blvd.
Hollywood, Calif.

Holmes Royal Rec.
Holmes Royal Records Co.
1138 R. 45th St.
Wilmingon, N. C.

Hootennanny Records
People's Artists, Inc.
13 Acor Place
New York 5, N. Y.

Horace Heidt Rec.
100 Park Ave.
New York 22, N. Y.

HRS
Empire Record Corp.
2030 First Ave.
New York 39, N. Y.

Humpty Dumpty
Synthet Music Sales Corp.
461 Eighth Ave.
New York, N. Y.

Hy-Tone
Hy-Tone Manufacturing & Distributing Co.
116 East 30th St.
Chicago 16, Ill.

Iberia Records
Carter Trading Co.
133 W. 82nd St.
New York 23, N. Y.

Ideal
Gino Grande Music Co.
P. O. Box 851
San Benito, Tex.

Imperial
Imperial Records
434 W. 57th St.
New York 19, N. Y.

International
International Record Co.
33-58 62 St.
Woodside, L. I., N. Y.

Intro Records
3 Aladdin Recs.
451 North Canon Dr.
Bevery Hills, Calif.

India Records
India Music & Recording Co.
2399 Franklin St.
Toledo 10, O.

Israel
Israel Recs.
1545 Broadway.
Room 304
New York 19, N. Y.

Irving
Irving Recording Co.
115 W. 39th St.
New York 19, N. Y.

J. M. T. P.
J. M. T. P. Recs.
15 East 40th St.
New York, N. Y.

Jamboree Records, Inc.
53 East 59th St.
New York 22, N. Y.

K. P.
K. P. Recs.
260 Nopperman Ave.
Younger, N. Y.

Jazzman
Jazzman Recs.
1540 Broadway
New York 19, N. Y.

Jim Stores
Jim Stores Co.
150 W. 25th St.
New York 11, N. Y.

Jimmie's
Jimmie's Recs.
150 W. 25th St.
New York 11, N. Y.

Jazz Records
Jazz Records, Inc.
260 Nopperman Ave.
Younger, N. Y.

Klaxon Recs.
Klaxon Recs.
1540 Broadway
New York 19, N. Y.

Klub-Kosmets
Klub-Kosmets Recs.
273 E. 141th St.
New York 3, N. Y.

Klub-O-Pee Records
Klub-O-Pee Records
P. O. Box 1250
Santa Ana, Calif.

Juke Box
Juke Box Recs., Inc.
7 W. 46th St.
New York 19, N. Y.

Julie Records
Julie Records
211 W. 57th St.
New York 19, N. Y.

Kappa Records
Kappa Records, Inc.
933 W. 87th St.
New York 2, N. Y.

Keystone
Keystone Records
1415 Louise St.

Kiddie
Kiddie Records
1500 Broadway
New York, N. Y.

Kiddie Tuners
Kiddie Tuners
1500 Broadway
New York, N. Y.

Kinder-Velt
Kinder-Velt Recs.
150 W. 25th St.
New York 11, N. Y.

King
King Records
1540 Broadway
New York 19, N. Y.

Kismet
Kismet Recs.
217 E. 116th St.
New York 3, N. Y.

Kismet
Kismet Recs.
217 E. 116th St.
New York 3, N. Y.

Klub-O-Pee Records
Klub-O-Pee Records
P. O. Box 1250
Santa Ana, Calif.

Knights Records
Knights Records
1100 National Bldg.
Los Angeles 34, Calif.

Lafl
Lafl Records
1400 Broadway
New York 19, N. Y.

Latin-American
Latin-American

Lee Records
Lee Records
733 112th Ave.
New York, N. Y.

Lenox
Lenox Records
290 W. 86th St.
New York 19, N. Y.

Leslie Records
Leslie Records
2091 Broadway
New York 32, N. Y.

Liberty
Liberty Records
309 Madison Ave.
New York, N. Y.

Liberate
Libertarian

Lido Records
Lido Records
219 West 46th St.
New York, N. Y.

Life Records
Life Records
84 W. Randolph St.
Chicago 6, Ill.

Linda Records
Linda Records
1719 Madison Ave.
New York, N. Y.

Lincoln Records
Lincoln Records
150 W. 46th St.
New York 19, N. Y.

Lindenball Records
Lindenball Records
2417 Second Ave.
Seattle 11, Wash.

LinguaPhone
LinguaPhone Institute
New York, N. Y.

London
London Gramophone Corp.
16-18 W. 25th St.
New York 10, N. Y.
Lone Star
Louis Star Publishing & Recording Co.
2910 Pachlane Ave.
Dallas, Tex.

Loop Records
1221 North St. N. W.
Washington 11, D. C.

Lucky 7 Recording Co.
1201 Chestnut St.
Houston 3, Tex.

Luxury Records
NCA Building
1158 Vine St. E.
Hollywood 28, Calif.

Lyric
Empire Record Corp.
3506 First Ave.
New York 10, N. Y.

MacGregor Records
220 South Western Ave.
Los Angeles 5, Calif.

Maddox's Records
313 Leeland
Houston 9, Tex.

Maddox
Roi Records, Inc.
2382 Fifth Ave.
Brooklyn 7, N. Y.

Magic
Dinocarne
88 Rue Callais
Brussels, Belgium

Magic Records
1002 Broadway
New York 24, N. Y.

Magic Records
International Music Enterprises
6204 St. Denis St.
Montreal, Quebec, Canada

Magna
Empire Recording Studios
116 Madison Ave.
Redwood City, Calif.

Magnolia
Horace Welh Agency, Inc.
100 Park Ave.
New York, N. Y.

Main Stem
Main Stem Records
1933 Broadway
New York 21, N. Y.

Main Street Records
1619 Broadway
New York 19, N. Y.

Maple Leaf Records
Maple Leaf Records, Ltd.
565 Oak St.
W. Montreal, Canada

Mars
Master Artist Recording Studios
634 22nd St.
Sacramento, Calif.

Marvel Records
562 Kim St.
Manchester, N. H.

Mastertones Records
2833 Sunset Blvd.
Hollywood, Calif.

Maunard Records
430 North West Nevada St.
Portales, N. Mex.

Mayfair
Mayfair Record & Recording Corp.
125 Broadway
New York 19, N. Y.

Melford Records
260 West 40th St.
New York, N. Y.

Melo Records
1217 East Jefferson
Detroit 15, Mich.

Mello-Strain
Mello-Strain Records, Ltd.
1868 Broadway, Room 204
New York 19, N. Y.

Melodee
Melodee Records, Inc.
636 10th Ave.
New York 19, N. Y.

Melody
Melody Records
1013 Beach Ave.
Lancaster, Calif.

Mercuric
Mercuric Record Corp.
615 South Balboa Ave.
Chicago 5, Ill.

Montana
Montana Recording Co.
1200 N. Sixth Ave.
Pensacola, Fla.

Moe Records
3217 Kensington Ave.

Metropolitan
1466 Whipple Walk
Camden, N. J.

MGM
MGM Records
301 Seventh Ave.
New York 19, N. Y.

Mijor
Mijor Music Services
622 Washington Ave.
Albany, N. Y.

Milton
Milton Distributing Co.
706 S. 30th St.
Los Angeles 11, Calif.

Miracle
Miracle Records
600 E. 60th St.
Chicago 37, Ill.

Mirror Tone
Mirror Singer Records
1294 Broadway
New York 19, N. Y.

Modern Records
626 North Robertson Blvd.
Hollywood 49, Calif.

Monogram
Monogram Records
477 Yonge St.
Toronto, Ont., Canada

Mood Records
1514 Prospect Ave.
Cleveland 18, Ohio

Moff Records
Moff Record Manufacturing Co.
252 Huntington Ave.
Boston, Mass.

Murray Singer
Murray Singer Records
1274 Broadway
New York 19, N. Y.

Musette Records
113 West 57th St.
New York 19, N. Y.

Music Master
Graham Record Co.
1415 Wood St.
Philadelphia 24, Pa.

Music for Society
Music for Society Record Co.
1350 Broadway
New York 19, N. Y.

Musicana
Musicana Records
285 Hill St.
London, Ont., Canada

Musicart Records
717 Chestnut St.
Philadelphia 3, Pa.

Mutual Records
167 North Second St.
Chillcotin, Ill.

National
National Record Co., Inc.
1641 Broadway
New York 23, N. Y.

National Record Mfg. Co.
(Pressers only)
664 S. Mateo
Los Angeles 21, Calif.

Neal-Morgan
Neal-Morgan, Inc.
308 Michigan Blvd.
Detroit 30, Mich.

Neptune Records
310 Third St.
Jersey City, N. J.

New Jazz
New Jazz Records
768 Eighth Ave.
New York, N. Y.

New Orleans Record Shop
428 Bourbon St.
New Orleans, La.

North-American Recording Co.
190 East Ohio St.
Chicago 11, Ill.

Notary Records
1636 Broadway
New York, N. Y.

Odeon
Odeon Records, Inc.
90 West 37th St.
New York 19, N. Y.

Old Timer Records
300 Court Street
N. Y.

Orleans Record Co.
1636 Broadway
New York, N. Y.

Philadelphia, 19

Phoenix, Ariz.

Ospal Records
Canada, Toronto

S O W A S R T S,

5132 De Longpre Ave.
Hollywood 28, Calif.

The Billboard NAMM Trade Show and Convention Section

July 15, 1950.
THIS LETTER TELLS THE STORY...

KEN GRIFFIN

on COLUMBIA RECORDS

- "ROSES"
- "LITTLE SALL Y ONE SHOE"
- "ARE YOU LONESOME TONITE?"
- "WHEN I LOST YOU"

Columbia No. 34536

Personal Management: MILO STELTON
Direction: MUTUAL ENTERTAINMENT AGENCY, INC., 203 N. Wabash Ave., Chicago, Ill.

Columbia Records

Oppportunity Records, Music Enterprises, Inc., 3459 College Ave., Indianapolis, Ind.

Orchid Record Corp., 1149 Pennsylvania Ave., Baltimore 17, Md.

Organ Rhythm, Irving Nagel, 201 N. Central Ave., Marshfield, Wis.

Pacific, Pacific Record Co., P.O. Box 611, Berkeley, Calif.


Pan, Pan Recording Co., 4212 N. B. Campaign St., Portland 13, Ore.

Panart Records, Cuban Plastic & Record Corp., San Miguel 410 Havana, Cuba.

Parade Record Co., 107 Lodmer St., Brooklyn, N.Y.

Paradise Records, Starmaker Music Co., 20 Main St., Room 8, Amhurst, Mass.

Paradox Records, Paradox Industries, Inc., 59 West 45th St., New York 18, N.Y.

Paramount, Paramount Record Manufacturing Co., 4178 Vine St., Cincinnati, Ohio.

Paramount Records, New York Recording Lab., 184 Van Wyck Blvd., Hempstead, N.Y.

Parkway Records, 2220 South Michigan Ave., Chicago 8, Ill.

Parlophone, Decca Records, Inc., 50 West 72nd St., New York 19, N.Y.

Party Engine, Recording Studios, 1154 Madison Ave., Redwood City, Calif.

Pastel Records, 8813 Quincy Ave., Cleveland 8, Ohio.

Pavilion Record Co., 1201 Broadway, New York, N.Y.

Pescador Records, 4104 Lyson Ave., Houston, Tex.

Pep Records, Inc., 11 West 42nd St., New York 10, N.Y.

Pearl, Pearl Records, Box 239, Cortington, Ky.

Peerless, Para-fab De Disco Peerless, 48 S. E. L., Calexico Mariano, Mexico, D.F.

Penquin, Penguin Recording Corp., 123 William St., New York 7, N.Y.

Perit, Period Music Co., 737 10th Ave., New York, N.Y.

Peter Pan Records, Synthetic Plastic Corp., 441 Eighth Ave., New York, N.Y.

Phila, Recording Studio, 3958 South Lawrence Ave., Milwaukee, Wis.


Picture, Picture Record, 638 So. Lucerne, Los Angeles 5, Calif.

Picturetunes, Picturetunes Records, Inc., 116 Elyria St., Brooklyn 2, N.Y.

Pigalle, International Music Enterprises, 8254 St. Denis St., Montreal, Que., Canada.

Pic Records, 1974 Broadway, Suite 501, New York, N.Y.

Playa Records, e/o Pearl Record Co., Box 259, Cortington, Ky.

Plaza Records, 201 W. 46th St., New York 19, N.Y.

Pleasant Records, 1419 Broadway, 410 W. New York 19, N.Y.

Polio Records, 200 Perry St., Newark, N.J.

Polycom, Polycom Records, 32-21 62nd St., Jackson Heights, N.Y.

Polydor, Vox Tradutions, Inc., 101 W. 45th St., New York 18, N.Y.

President Records, 150 Main St., Little Rock, Ark.

Presige, Prestige Records, New York Record Co., 282 Eighth Ave., New York, N.Y.


Puccio Record Manufacturing Co., 1425 Nadesu, Los Angeles 1, Calif.

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

RCA Victor, RCA Victor Division, Radio Corp. of America, Camden 2, N. J.

R-E-B Editions, 410 Broadway, 410 W. New York 19, N.Y.

RCA, Record Guild of America, 100 M. S. Benedict, St. W., Windsor, Ont., Canada.

RCA Victor, Recording Co., 10045 West Washington Blvd., Chicago, Ill.

Red Bird Records, Byers Music Publishing Lincoln Highway East, Fort Wayne 8, Ind.


Regel, Regal Records, 1874 Broadway, New York 19, N. Y.

Regal, Regal Record Corp., 583 Market St., Newark 1, N. J.

Regal, Grand Central Music Co., 1400 Greenleaf, Detroit 31, Mich.


Relax Records, 47 North St., New York 2, N.Y.

Religious Tone, Supreme Records, 4893 South Main St., Los Angeles 27, Calif.

Remington Records, 525 West 34th St., New York 19, N. Y.


Renaissance, Americane lite Record Co., 778 10th Ave., New York 19, N. Y.

Republic, Republic Records, Cecile Music Co., Inc., 505 Fifth Ave., New York, N. Y.

Rex, London Gramophone Corp., 15 W. 22nd St., New York 19, N. Y.

Rhapsody Records, 3071 Chatham Rd., Toledo 6, O.

Richmond, Richmond Records, P. O. Box 140, Dorchester Center, Mass.

Rich-Tone, Rich-Tone Record Co., 119 W. Main St., Johnson City, Tenn.

Rite A Lyric, Maitland Records, 1764 Broadway, New York 19, N. Y.

Columbia Records, Inc., 1178 Broadway, New York 19, N. Y.
Greetings NAMM Members

WE MEET AGAIN

Try the following records:
• "ALL I DO IS DREAM OF YOU" recorded by Larry Vincent #700
• "THE TENDER BARTENDER" #900
• "PEACE OF MIND" (Published by Dubonet Music)
• "IF I HAD MY LIFE TO LIVE OVER"
  (The Original by Larry Vincent)

A Surprise Song Recorded by the Original Barbary Coast Boys

"HAVE A GOOD TIME IN YOUR PRIME"

Hear the Rest—or Hear the Rest—Larry Vincent's Pearl Record of
"OUR LADY OF FATIMA"

P.S.: Plenty of good material in our extra-special novelty numbers. Remember "The Frannie Song"! We have a lot more like it. Pearl Records sold and shipped everywhere.

Box 229
Covington, Ky.

PEARL RECORDS

Collectors' Items
SHARKEY'S Dixieland Band
and BILLY HAMILTON'S Rag Pickers

Music by D'YARGA & Rhythm HOWDY DAWES

Dance Music With a New Sound

KAPPA RECORDS

932 No. Western Ave.
Hollywood 27, Calif.

Phone: Hlampstead 8775

HIT OF THE SHOW: MERIX ANTI-STATIC

* Keeps Records Dust-Free
* Stops Cracking Noise
* Stops Skip Electricity

EVERY RECORD IS A CUSTOMER!
GIANT 4 oz. size retails for only .98c

Dealers, Wholesalers:
FOR EXTRA PROFITS BE SURE TO VISIT
Booth #76. Begun Associate Distributors...
or write direct to manufacturer.

MERIX CHEMICAL COMPANY

Riviera Records
507 16th Ave.
New York, N. Y.

Robin Records
Robin Records Inc.
300 Ridge Rd.
Kansas City, Mo.

Roland Records
170 Record Ave.
New York, N. Y.

Rondo
235 W. Locust St.
Chicago 10, Ill.

Roots Records
75 West 52nd St.
New York, N. Y.

Rossa Records
Paul Ross Enterprises
1250 Broadway
New York 19, N. Y.

Roundup Records
Western Radio Features
Patronized Hotel
San Francisco 6, Calif.

Rowland Crossdale
Rowland Crossdale Record Co.
Berwyn, Pa.

Royale
Royale Record Corp.
47 W. 60th St.
New York 19, N. Y.

Royalty
Snavely Record Co.
58 Market St.
Newark 1, N. J.

SEB Recording Co.
1775 Pieno.
Detroit 19, Mich.

S. D. Records
1807 North Ashland Ave.
Chicago 22, Ill.

S. & G. Records
1461 Mato St.
Los Angeles 21, Calif.

SMC
Spanish Music Center
1291 30th Ave.
New York 10, N. Y.

Sacred Records
Sacred Records, Inc.
343 North LaBrea
Los Angeles 26, Calif.

Savery
Savery Record Co.
53 Market St.
Newark 1, N. J.

Scandinavia
Scandinavian Music House
255 Lexington Ave.
New York 22, N. Y.

Sichmer
G. Schumacher, Inc.
9 East 48th St.
New York 17, N. Y.

Shoonger
Shoonger Records
1000 Military
Detroit 1, Mich.

Score
Abaldin Records
4018 Santa Monica Blvd.
Los Angeles 27, Calif.

Seeco
Seeco Records, Inc.
1308 Fifth Ave.
New York 19, N. Y.

Selective
Selective Record Co.
6253 Langton Ave.
Van Nuys, Calif.

Sensation Records
9711 Woodward
Detroit 1, Mich.

Serenade
Serenade Records
Box 537
Toledo, Ohio

Skye
S Smyth Records
42 East 40th St.
New York 17, N. Y.

Sharp Records
James H. Martin, Inc.
2016 Washington Ave.
Chicago 47, Ill.

Shaw Record Processing
Box 1814
Dana Ave.
Cincinnati, Ohio

Shelby
1205 Griswold St.
Detroit 26, Mich.

Shelton
Shelton Record Distributors
150 Ridge Rd.
Kansas City, Mo.

Silver Records
Silver Records Co.
32, 01. Evansville Ind.

Silver Bell
Silver Bell Records
52 Parker Ave.
Pinehurst, N. C.

Silver Record Pressing Co.
401 West Broadway
N. Y. Y. Y. Y.

Silver Star
Silver Star Records
1609 Morningside Dr.
Fort Worth 3, Tex.

Sing-a-Tune
Sing-a-Tune Record Co.
C/o Irving Miller
4031 Denby Ave.
North Hollywood, Calif.

Schema
Schema Signature Recording Corp.
P. 0. Box 293
Sherman, Conn.

Signature
Signature Recording Corp.
P. 0. Box 293
Sheraton, Conn.

Silver Records
625 Vine St.
Evanston Ind.

Silver Records
401 West Broadway
N. Y. Y. Y. Y.

Silver Records
Silver Star Record Co.
1609 Morningside Dr.
Fort Worth 3, Tex.

Sing-a-Tune
Sing-a-Tune Record Co.
C/o Irving Miller
4031 Denby Ave.
North Hollywood, Calif.

Macy's

BLUES AND RHYTHMS

LESTER WILLIAMS
"DON'T TREAT ME SO LOW DOWN"
"Dowling Street Hop"

HUBERT ROBINSON
"OLD WOMAN BOOGIE"
"Answer to Wintertime Blues"

SMOKY HOGG
"BABY, BABY"
"Change Your Ways"

HILLBILLY AND WESTERN

MORRIS MILLS
"DON'T PLAY THIS RECORD"
"I'd Like To Slip Around With You"

HARRY "Jole Blon" CHOATES
"GRA MAMOU"
"Cat'n Around"

BOB GREEN'S FILLING STATION SWING BAND
"SOMEBODY STOLE MY RAG MOP"
"You Just Don't Know"

RAMBLIN' TOMMY SCOTT
"SMOKY MOUNTAIN SUNSET"
"She Ain't What She Used To Be"

COUSIN BOB RODGERS
(dr. original Jimmy's true cousin)
"DRIFTIN'"
"Blue Yodel Number 1"

WIRE OR PHONE YOUR ORDERS TO

MACY'S RECORDING COMPANY

1913 LEELAND Ph. ATwood 6363
HOUSTON, TEX.

Shelton
Shelton Signatures Recording Corp.
P. O. Box 293
Sheraton, Conn.

Silver
Silver Record Pressing Co.
401 West Broadway
N. Y. Y. Y. Y.

Silver
Silver Star Record Co.
1609 Morningside Dr.
Fort Worth 3, Tex.

Sing-a-Tune
Sing-a-Tune Record Co.
C/o Irving Miller
4031 Denby Ave.
North Hollywood, Calif.

Macy's

BLUES AND RHYTHMS

LESTER WILLIAMS
"DON'T TREAT ME SO LOW DOWN"
"Dowling Street Hop"

HUBERT ROBINSON
"OLD WOMAN BOOGIE"
"Answer to Wintertime Blues"

SMOKY HOGG
"BABY, BABY"
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"Blue Yodel Number 1"

WIRE OR PHONE YOUR ORDERS TO

MACY'S RECORDING COMPANY

1913 LEELAND Ph. ATwood 6363
HOUSTON, TEX.

Bridley Distributing Co.
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Major Distributing Co.
New York, N. Y.

Baron Distributing Co.
Van Nuys, Calif.
Music Sales Co.
New Orleans, La.

Cola Distributing Co.
Charlotte, N. C.

The Billboard NAMM Trade Show and Convention Section...July 15, 1950...Page 73

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25-100 RECORDS—35% DISCOUNT

100 OR MORE—38% DISCOUNT

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"Phonograph Records"

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N. Y. C., N. Y.

Plaza 7-3188

---

2 More PEACOCK Record Hits
Released July 1st

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Another Juke Box Pay Off

ELMORE NIXON Scores With

“My Wish for You” Peacock #1537

“Alabama Blues”

COMING SOON!!! Release on Floyd Dixon’s

“Sad Journey Blues” Peacock #1544

“She’s Understanding”

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• LOW WARPAGE

• LONG WEAR

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410 Frelinghuysen Avenue

Digboro 3-3253

Rexford, N. J.

---

Page 74...July 15, 1950.....The Billboard NAMM Trade Show and Convention Section
Just Released—Another
HILLBILLY HIT
BY JIMMIE SKINNER
"You Don't Know My Mind"
BACKED BY ——— "Lula Lee"
Radio Artist Record No. 256.
OTHER BEST SELLERS BY JIMMIE SKINNER
RA235 — "Jimmie's Yodel Blues" (tribute to Jimmie Rodgers), backed by "I Believe in a Girl (that you saw in the movie)."
RA247 — "Will You Be Satisfied That Way?" (picked by disc jockeys in Billboard). ALL RECORDS BREAK-RESISTANT—ORDER FROM YOUR DISTRIBUTOR OR RADIO ARTIST RECORDS
811 RACE ST.  CINCINNATI, OHIO
Listen to Jimmie Skinner Record Shop on WCYE, Tues. & Sat., 12:05 midi, EST. (1530 on dial). DISTRIBUTORS—Some Territory Open!

We're in production of 45 R. P. M. RECORDS AND COMPOUND TREMENDING DIES and can replace every replacement. Request today how BARNARY INTERCHANGEABLE INSERT DIES can save you money, time, increasing production. See, on your standard 78 or 45 R. P. M. Dies.
* Fast * Accurate * Guaranteed

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Barnary Manufacturing Company, Inc.
70 Woodlawn Street
Bridgetown, B. Connecticut

GIVE TO THE DAMON RUNYON CANCER FUND
The Billboard NAMM Trade Show and Convention Section. . . . . July 15, 1950 . . . . . . Page 75
A TOP ATTRACTION IN USA AND CANADA*

HANK SNOW

"The Singing Ranger" and His Rainbow Ranch Boys

NEAREST RECORDING HIT!
COUNTRY & WESTERN RECORDS MOST PLAYED
BY DISK JOCKEYS

"I'M MOVING ON"
RCA VICTOR (78) 21-0328  (45) 48-0328
and on the other side
ANOTHER "MARRIAGE" HIT!

"WITH THIS RING I THEE WED"

There's No Business Like
"SNOW" Business

Watch for the
HANK SNOW ALBUM
on 45 rpm Records

*Recently Completed Record-Breaking
Tour of the Dominican Provinces.....
Starting Heavy Summer Tour of the U.S.A.

DIRECTION
JAMES DENNY
WSM Artist Service Bureau
Nashville, Tennessee

Page 76...........July 15, 1950........The Billboard NAMM Trade Show and Convention Section
The Billboard's 3d Annual Recap of Top Record Artists

CATEGORIES

- Top Selling Popular Artists Over Retail Counters
- Top Selling Rhythm and Blues Artists Over Retail Counters
- Top Selling Folk Artists Over Retail Counters

Explanation of Tabulation Process,
Together With Pertinent Facts Necessary
For Full Understanding of Survey

ON THESE CHARTS will be found the results of The Billboard’s Semi-Annual Summary of Top Selling Artists Over Retail Counters. It should be noted that these tables indicate sales during a six-month period only—specifically, the period from January 1 to June 30, 1950. Many disks, such as "Rag Mop," were released, achieved their sales peak and declined within the six-month period. Other disks were released late in this same period and have not as yet reached a maximum sales peak. Still other disks, even though they are on the way down, are receiving scattered votes. It should also be noted that the tabulations are based upon single-record sales, with no credit given the artists for albums sold.

In the various charts devoted to pop, hillbilly and other categories, it will be noted that numerals appear before the titles of some records. These numerals, which are explained in foot notes, indicate that other talent was featured on the disk. For example, in Victor’s disking of "I Sold My Pajamas," Martin is credited with 872 points for this disk. Fran Warren, who was also featured on the disk, is credited with the same number of points. All cases where more than one name is featured on a disk are treated similarly. Note, however, that artists are credited with points only in the event they receive billing on the disk. For instance, points gathered by Victor’s disking of "It Don’t Mean a Thing" are credited to Sammy Kaye. Don Cornell, vocalist with the band, is not featured on the label and therefore receives no credit.

Careful perusal of the tabulations will show that quite often the total score of an artist is boosted tremendously by one or two smash disks. This phenomenon is of great importance in grasping the full meaning and limitations of the tabulations, and is explained more fully in the legend accompanying the tabulation of each category, viz., pop, hillbilly, rhythm and blues, etc.

The process of making up the survey is as follows: Each week The Billboard tabulates questionnaires received from all over the country to determine which disk is selling best. A "tab file" of Remington Rand tabulating cards has been set up, with each card pre-punched with a code for song, artist, label and classification of artist (male, female, band, instrumental). As the questionnaires are received a card with a code which corresponds to the song mentioned on the questionnaire is "pulled" and placed in the vote box. After questionnaires have been tabulated, the cards in the vote box are "regroup punched" and in addition to the coding mentioned before they now carry a code for the date of issue to be used, classification of the questionnaire (juke, disk, retail) and vote. After the weekly charts for The Billboard are finished these cards are stored to be used in the semi-annual poll.

Every six months, the cards which have been stored are tabulated and a summary card for each record is cut. This card carries a code for song, artist, label and vote value. These summary cards are first sorted in descending vote value of song and then by artist’s code, and are once more tabulated. This tabulation results in a second summary card carrying the code for artist and his total vote (a grand total of all his songs).

These "second" summary cards are sorted in descending vote value and tabulated, this final tabulation representing the total votes for each artist in order of popularity and containing under each artist his songs listed in descending vote value.
SCREEN'S LEADING WESTERN COMEDIAN

Smiley Burnette
CAPITOL RECORDING ARTIST

HIS LATEST HIT RELEASES

BLUE BOTTLE FLY
SMART ALEC CROW
No. 30129

GRANDADDY FROG
COURTIN' CRICKET
No. 30130

WATCH FOR HILARIOUS FALL RELEASES
(TO BE ANNOUNCED)

BEST IN THE FIELD BY FAR ON CHILDREN'S RECORDS & ALBUMS

Capitol RECORDS
HOLLYWOOD

Page 78........July 15, 1950........The Billboard NAMM Trade Show and Convention Section
Jenkins, Martin, Brewer Tops as Pop Best Sellers; Many Artists Ride Into Prominence on One-Disk Smashes

IN STUDYING these tabulations it is necessary to be aware of the fact that one or two smash records will often catapult an otherwise mediocre record into a commanding position. Such a smash may not be an accident, and no casual conclusions should be drawn about the artist. In subsequent months such an artist may fulfill the prophecy inherent in such a hit record. However, such occasional smash disks often turn out to be in the nature of "freaks," as the artist in question is not capable of maintaining such a high level if properly handled. Such a phenomenon is not so much sweeping the tabulation so strongly as to show the artist into a high position is London's cutting of "Witchcraft." Out of a total of 2,558 points recorded by Theresa Brewer to take third place in this category, 2,035 were scored by Music. An even more outstanding example of one disk propelling an artist into a solid position is "Mr. Theme," also cut by London.

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

The Billboard's Third Annual Survey of Top Record Artists

<table>
<thead>
<tr>
<th>ARTISTS</th>
<th>RECORD NAME</th>
<th>LABEL AND NO.</th>
<th>TOTAL POINTS</th>
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<td>G. Jenkins</td>
<td>I Can Dream Can't I (Dec 24705)</td>
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<td>My Foolish Heart (Dec 24898)</td>
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<td>Bewitched (Dec 24893)</td>
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<td>I Wanna Be Loved (Dec 27007)</td>
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<td>Don't Cry (Dec 27203)</td>
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<td>Dreamer's Holiday (Dec 27202)</td>
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<td>Where In the World (Dec 24883)</td>
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<td>Blueberry Hill (Dec 24877)</td>
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<td>That Lousy Old Gun (Dec 24882)</td>
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<td>Do You Want Me (Dec 24878)</td>
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<td>I've Just Got to Get Out of This Habit (Dec 27007)</td>
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<td>Perhaps Perhaps Perhaps (Dec 27208)</td>
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<td>With Andrews Sisters</td>
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<td>With Louis Armstrong</td>
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<td>Tony Martin</td>
<td>There's No Tomorrow V(78)20-3862; (45)3113-7069</td>
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<td>I Said My Pajamas V(78)10-2661; (45)3113-7219</td>
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<td>Valencia V(78)10-2672; (45)3113-7562</td>
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<td>Marta V(78)10-2691; (45)47-3115</td>
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<td>Have I Told You Lately That I Love You V(78)10-2661; (45)47-3119</td>
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<td>I Still Get If the Sun Don't Shine V(78)10-2695; (45)47-3125</td>
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<td>Rosemary V(78)10-2690; (45)47-3120</td>
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<td>Dear Mr. Daddy, That's Love V(78)10-2660</td>
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<td>An Ordinary Broom V(78)10-2777; (45)47-3777</td>
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<td>A Thousand Windmills V(78)10-2787; (45)47-3797</td>
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<td>Bye Bye Baby V(78)10-2614</td>
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<td>That Girl, That Girl That Girl V(78)10-2620; (45)47-3796</td>
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<td>Peace That Field Footstep V(78)10-2788</td>
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<td>This Is Me And You V(78)10-2619; (45)47-2624</td>
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<td>With Fran Warren</td>
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<td>T. Brewer</td>
<td>Music, Music, Music London(78)621, (45)30022</td>
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<td>Use Your Head London(78)676; (45)30100</td>
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<td>Hunk of My Love &quot;(45)178&quot;)</td>
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<td>Of Men</td>
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<td>Copper Canyon London(78)1562; (45)30003</td>
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<td>With Bobby Wayne</td>
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<td>Andrews Sisters</td>
<td>I Can Dream Can't I (Dec 24705)</td>
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<td>Quick Silver (Dec 24827)</td>
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<td>I Wanna Be Loved (Dec 27015)</td>
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<td>Wedding Bells, (Dec 24641)</td>
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<td>Charley My Boy (Dec 24715)</td>
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<td>Have I Told You Lately That I Love You V(78)10-2661; (45)47-2538</td>
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<td>Open Door Open Door (Dec 24720)</td>
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<td>She's More a Yellow Ribbon (Dec 24812)</td>
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<td>Merry Christmas Polka (Dec 24784)</td>
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<td>We Three Kings of Christmas (Dec 24805)</td>
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<td>Old Field Holla Blues (Dec 27024)</td>
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<td>Ask Me No Questions (Dec 24645)</td>
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<td>Choo Choo Train (Dec 24646)</td>
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<td>Munchkin Ramble (Dec 24991)</td>
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<table>
<thead>
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<th>ARTISTS</th>
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<td><strong>Sister Train</strong> (Dec 24784)</td>
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<td><strong>White Christmas</strong> (Dec 24978)</td>
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<td><strong>Way Back Home</strong> (Dec 24980)</td>
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<td><strong>Bibbidi Bobbidi Boo</strong> (Dec 24688)</td>
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<td><strong>Big Movie In The Sky</strong> (Dec 24680)</td>
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<td><strong>I Ask Me No Questions</strong> (Dec 24649)</td>
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<td><strong>Sorry</strong> (Dec 24626)</td>
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<td><strong>I Didn't Slip</strong></td>
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<td><strong>I Wasn't Pushed</strong></td>
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<td><strong>I Fell</strong> (Dec 24618)</td>
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<td><strong>You're All I Want for Christmas</strong> (Dec 24688)</td>
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<td>And With Andrews Sisters</td>
<td><strong>With Fred Waring Orchestras</strong></td>
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<td><strong>With Russ Morgan Orchestras</strong></td>
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<tr>
<td>Eileen Barton</td>
<td>If I Knew You Were Coming I'd've Baked a Cake Mercury(78)5930; (45)55023X45; (National 9108)</td>
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<td>Frankie Laine</td>
<td><strong>Cry of the Wild Goose Mercury(78) 5930; (45)55023X45</strong></td>
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<td><strong>Mule Train Mercury(78)5930; (45)55023X45</strong></td>
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<td><strong>That Lucky Old Sun Mercury(78)5930</strong></td>
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<td><strong>Satan Wears a Satin Gown Mercury(78)5930; (45)55023X45</strong></td>
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<td><strong>Do You Do Something to Someone Else Mercury(78)5930; (45)55023X45</strong></td>
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<td><strong>Black Lace Mercury(78)5930; (45)55023X45</strong></td>
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<td><strong>A Kiss For Tomorrow Mercury(78) 5930; (45)55023X45</strong></td>
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<td><strong>Thanks For Your Kisses Mercury(78)5930; (45)55023X45</strong></td>
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<td>Perry Como</td>
<td><strong>Hoop-Doo-Doo V(78)20-2747; (45)47-2747</strong></td>
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<td><strong>Dreamer's Holiday V(78)20-3543; (45)47-2030</strong></td>
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<td><strong>Bibbidi Bobbidi Boo V(78)20-5607; (45)47-2113</strong></td>
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<td><strong>A Dream Is a Wish Your Heart Makes V(78)20-3607; (45)47-3113</strong></td>
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<td><strong>Ave Maria V(78)20-6430; (45)5532-0073</strong></td>
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<td><strong>Let's Go To Church Next Sunday Morning V(78)20-3703; (45)47-3763</strong></td>
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<td><strong>If You Were Only Mine V(78)20-3703; (45)47-3763</strong></td>
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<td><strong>The Lord's Prayer V(78)20-3548; (45)47-0971</strong></td>
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<td><strong>Please Believe Me V(78)20-3548; (45)47-3231</strong></td>
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<td><strong>Did Anyone Ever Tell You Mrs. Murphy? V(78)20-3548; (45)47-3231</strong></td>
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<td><strong>Hush Little Baby V(78)20-3285; (45)47-3083</strong></td>
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<td><strong>Meadows of Heaven V(78)20-3283; (45)47-3093</strong></td>
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<td>M. Whiting</td>
<td><strong>Slipping Around (Cap 60244)</strong></td>
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<td><strong>Let's Go To Church Next Sunday Morning (Cap 781909); (45)P-906</strong></td>
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<td><strong>Broken Down Merry Go Round (Cap 781909); (45)F-900</strong></td>
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<td><strong>I Said My Prayers (Cap 781911); (45)F-954</strong></td>
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<td><strong>Blind Date Cap(78)102; (45)F-1052</strong></td>
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<td><strong>The Clubs Were Angry With Me Cap(78)800; (45)F-800</strong></td>
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<td><strong>Mr. Foolish Heart Cap(78)1004; (45)F-954</strong></td>
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<td><strong>Sorry Cap(78)790; (45)F-756</strong></td>
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<td><strong>Wedding Belts Cap(78)40224; (45)F-40224</strong></td>
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<td><strong>Dream Poodles Serenade Cap(78)870; (45)F-876</strong></td>
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<td><strong>A - Bunt - e a - Marcia Cap(78)9027; (45)F-1027</strong></td>
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<td><strong>House Cookin Cap(78)9027; (45)F-1027</strong></td>
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<td><strong>With Jimmy Wakely</strong></td>
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<td>15. Fran Warren</td>
<td>I Sold My Palomino V(78)20-3515; (45)4-8719</td>
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<td>Mirrors V(78)20-3505; (45)F-3930</td>
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<td>Envy V(78)20-3521; (45)4-8724</td>
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<td>1. With Tony Martin</td>
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<td>2. With Elsie Faith</td>
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<td>16. Billy Eckstine</td>
<td>My Foolish Heart (MGM 10082);</td>
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<td>Sitting By the Window (MGM 10068)</td>
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<td>I Wanna Be Loved (MGM 10715)</td>
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<td>Baby, Won't You Say You Love Me? (MGM 10648)</td>
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<td>Roses (MGM 10986)</td>
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<td>My Destiny (MGM 10024)</td>
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<td>1. With Sarah Vaughan</td>
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<td>17. Jimmy Wakely</td>
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<td>I'll Never Slop Around Again Cap (78)10056; (45)F-990</td>
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<td>Dust Cap (78)10088; (45)F-990</td>
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<td>Why Do You Be There Cap (78)1080; (45)F-990</td>
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<td>18. Bill Snyder</td>
<td>Bewitched (Tower 1473)</td>
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<td>19. Jo Stafford</td>
<td>Dearie Cap (78)1880; (45)F-858</td>
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<td>Bibbidi Bobbidi Boo Cap (78)785; (45)F-382</td>
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<td>Whispering Hope (Cap 78)690; (45)F-382</td>
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<td>Echoes Cap (78)784; (45)F-382</td>
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<td>Simple Melody Cap (78)10088; (45)F-990</td>
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<td>Open Door Open Arms Cap (78)1020; (45)F-990</td>
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<td>Happy Times Cap (78)785; (45)F-382</td>
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<td>On the Outgoing Tide Cap (78)786; (45)F-990</td>
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<td>1. Ask Me No Questions Cap (78) 990; (45)F-990</td>
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<td>Monday, Tuesday, Wednesday Cap (78)868; (45)F-858</td>
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<td>If I Ever Love Again Cap (78)745; (45)F-745</td>
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<td>Yodel Blues Cap (78)790; (45)F-785</td>
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<td>Happy Times Cap (78)785; (45)F-382</td>
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<td>On the Outgoing Tide Cap (78)786; (45)F-990</td>
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<td>Monday, Tuesday, Wednesday Cap (78)868; (45)F-858</td>
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<td>If I Ever Love Again Cap (78)745; (45)F-745</td>
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</tbody>
</table>

The Billboard NAMM Trade Show and Convention Section .... July 15, 1950 .... Page 81
**ANOTHER SMASH HIT!**

**available on Crystalette RECORDS ONLY!**

**KAY STARR**

**DIXIELAND BAND**

and "Flying Too High"

Crystalette #CR-630

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- I'M CONFESSION' - HONEYSUCKLE ROSE CR 627
- WHO'S FOOLING WHO - ALL OF ME CR 618
- STORMY WEATHER - NIGHT AND DAY CR 606
- ST. LOUIS BLUES - AFTER YOU'VE GONE CR 601
- SWEET LORRAINE - LOVE ME OR LEAVE ME CR 602

EXCLUSIVE Crystalette

**KAY STARR ALBUM**

**KAY STARR ALBUM**

1521 W. Anaheim St. Long Beach, California

PHONE OR WRITE YOUR LOCAL DISTRIBUTOR

---

**ARTISTS**

**RECORD NAME, LABEL AND NO.**

**POINTS**

21. Russ Morgan

- Sentimental Me (Dec 24994) ... 978
- No More Dew On You (Dec 24945) ... 185
- I Can't Help Myself (Dec 24942) ... 115
- I Can't Help Myself (Dec 24945) ... 125
- I Don't Know Why (Dec 24945) ... 115

22. Dinah Shore

- Dear Hearted and Gentle People Col (78)38055; (33)1-1568 ... 130
- It's So Nice To Have A Man Around The House Col(78)38096; (33)1-1469 ... 104
- quilted Silver Col(78)38096; (33)1-1497 ... 38
- Blue Christmas (Dec 24765) ... 20
- Down the Lane (Dec 24766) ... 15
- On the Outgoing Tide (Dec 24767) ... 9
- You Dreamer, You (Dec 27008) ... 0
- Charmless Kisses (Dec 24144) ... 15
- Where Are You Blue Eyes? (Dec 24716) ... 12
- Copper Canyon (Dec 24504) ... 2

23. Doris Day

- Bewitched Col(78)38566; (33)1-469 ... 205
- Moon Dee Dee Col(78)38771; (33)1-359 ... 110
- quilted Silver Col(78)38566; (33)1-497 ... 103
- I Held My Pajamas Col(78)38770; (33)1-497 ... 61
- Enjoy Yourself Col(78)38770; (33)1-497 ... 38
- I Didn't Slip, I Wasn't Pushed, I Fell Col(78)38771; (33)1-467 ... 28
- Canadian Capers Col(78)38055; (33)1-528 ... 13
- Crocodile Tears Col(78)38563; (33)1-467 ... 11
- I Don't Wanna Be Kissed Col(78)38770; (33)1-465 ... 9
- Bluebird on Your Windmill Col (78)38561; (33)1-378 ... 1
- The Game of Broken Hearts Col (78)38567; (33)1-405 ... 5
- Now That I Need You Col(78)38067; (33)1-351 ... 4
- The River Seine Col(78)38611; (33)1-378 ... 4
- I'll Never Slip Around Again Col(78)38617; (33)1-405 ... 3
- Imagination Col(78)38649; (33)1-609 ... 1
- Save A Little Sunshine Col (78)38676; (33)1-460 ... 1
- With Ray Noble Orb ... 1

24. Mills Brothers

- Daddy's Little Girl (Dec 24872) ... 977
- I Quota, Have My Baby Back (Dec 24813) ... 40
- I Quota, Have My Baby Back (Dec 24813) ... 13
- On A Chinese Houseboat Col (78)38649; (33)1-528 ... 3
- I With Ella Fitzgerald ... 1

25. Dick Todd

- Daddy's Little Girl (Rainbow 80068) ... 514
- She's My Father's Little Girl (Rainbow 80068) ... 5

26. Dick Haymes

- The Old Master Painter (Dec 24891) ... 439
- Rose (Dec 27006) ... 43
- I'll Still Go On (Dec 27006) ... 21
- I Count Every Star (Dec 27042) ... 21
- I'll Never Slip Around Again Col(78)38617; (33)1-405 ... 2
- A Little Hit Diamond (Dec 27040) ... 3
- I With Ella Fitzgerald ... 1

27. Gene Autry

- Peter Cocktail Col(78)38750; (33)1-575 ... 302
- Rudolph the Red-Nosed Reindeer Col(78)38750; (33)1-575 ... 100
- Here Comes Santa Claus Col(78)38750; (33)1-575 ... 9

28. Freddy Martin

- I've Got A Lovely Bunch of Coconuts V(78)30-3554; (45)47-3847 ... 473
- Music Me-Me-Me V(78)30-3690; (45)47-3217 ... 190
- Willa Mae V(78)30-3690; (45)47-3217 ... 190
- Bluebird On Your Window sill V(78)30-3554; (45)47-3947 ... 3
- Third Man Theme V(T)30-3797; (45)47-3847 ... 7
- Blossoms On The Bough V(78)30-3690; (45)47-3217 ... 4
- Home Town Band V(T)30-2014; (45)47-3200 ... 4

29. Arthur Godfrey

- I Go To Sleep, I Go To Sleep, Go To Sleep Col(T)38474; (33)1-469; Candy and Cake Col(78)38721; (33)1-447 ... 932

TOTAL POINTS

21. Russ Morgan ... 758
22. Dinah Shore ... 700
23. Doris Day ... 693
24. Mills Brothers ... 677
25. Dick Todd ... 531
26. Dick Haymes ... 520
27. Gene Autry ... 510
28. Freddy Martin ... 473
29. Arthur Godfrey ... 468

Page 82 ....... July 15, 1950 ....... The Billboard NAMM Trade Show and Convention Section
Cash in on the Accordion Artistry of...

Joe DiViano and his Orchestra

BUFFALO GAL DANCING TAMBOURINE 25-1165
VINO VINO CAN CAN GIRL 25-1157
NBC POLKA 20-3388
MANHATTAN HOP 48-0041
NEW ACCORDION POLKA EXPECTATION WALTZ 25-1125
BOWLING ALLEY POLKA VILLAGE BAND 25-1116

RCA VICTOR RECORDS
Foley, Williams, Wakely Lead Field
As Top Folk Talent; Occasional Hit Disks Hypo Standing of Lesser Talent

Top selling folk tabulation is also indicative of how one or two smash disks can boost an artist into a top-selling category. In the case of the leaders, such as Red Foley in the No. 1 spot, Hank Williams in second place and Jimmy Wakely in third, the phenomenon is not immediately noticeable as much as these artists are consistent enough to have a batch of disks strong enough to pull plenty of points. But even the topers, upon analysis, owe much to one or two disks. Foley, for instance, racked up 5,861 points, of which 3,106 accrued from Chattanoogie Shoe Shine Boy. This is the same disk which placed Foley ahead of Bing Crosby in the pop tabulation. In this latter, Foley scored a total of 2,356, of which 5,419 were traceable to Chattanoogie.

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

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<tr>
<th>ARTISTS</th>
<th>RECORD NAME, LABEL AND NO.</th>
<th>TOTAL POINTS</th>
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<tr>
<td>1. Red Foley</td>
<td>Chattanoogie Shoe Shine Boy (Dec 46200)</td>
<td>5861</td>
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<td>Birmingham Bounce (Dec 46256)</td>
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<td>I. Tennessee Border #2 (Dec 46200)</td>
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<td>I-I-S-I-I-S-I-I-P-Y (Dec 46241)</td>
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<td>Steal Away (Dec 14650)</td>
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<td>Chug-aye Ice Cream Cone (Dec 46236)</td>
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<td>Sunday Down in Tennessee (Dec 46171)</td>
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<td>Careless Kisses (Dec 46201)</td>
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<td>Just a Glider Walk With That (Dec 14560)</td>
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<td>Iotta Have My Baby Back (Dec 46201)</td>
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<td>I. Don't Be Ashamed of Your Age (Dec 46300)</td>
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<td>Have I Told You Lately That I Love You? (Dec 46086 and Dec 46014)</td>
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<td>Let's Go to Church Next Sunday Morning (Dec 46231)</td>
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<td>2. Hank Williams</td>
<td>Long Gone Lonesome Blues (MGM 10545)</td>
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<td>Why Don't You Love Me (MGM 10560)</td>
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<td>My Bucket's Got a Hole In It (MGM 10566)</td>
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<td>I Just Don't Like This Kind of Lovin' (MGM 10580)</td>
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He Wrote the Song!!
He Recorded the First!!

"BONAPARTE'S RETREAT"

"WHAT, WHERE, WHEN"

"BIRMINGHAM BOUNCE"

Now Making Retailers — Juke Box Operators & Disk Jockeys Happy With...

"WHAT, WHERE, WHEN"

Flip Side

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WHAT, WHERE AND WHEN"
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I Hope You Like...

"IF IT AIN'T ONE THING IT'S ANOTHER"

Columbia Record No. 20629

Featured on GRAND OLE OPRY
WSM, Nashville, Tenn.

Thanks to Music Dealers all over America for the wonderful cooperation you gave on.

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Columbia Record No. 20677 &

"SLEEPIN' AT THE FOOT OF THE BED"
Columbia Record No. 20644

Personal Manager: WSM
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Otis, Little Esther, Ivory Joe Hunter High Scorers in Rhythm-Blues Division; One-Disk Artists Numerous

The toppers in the Rhythm and Blues category, Johnny Otis, Little Esther and Ivory Joe Hunter, are each represented by a sizable number of strong-selling disks. The Robins, however, make fourth place on 47 strength of a disk, Double Crossing Blues, on Savoy, which scored 1,779 out of their total of 1,893. A one-disk hit, Why Does Everything Happen To Me? bounced Roy Hawkins into eighth place. Little E. Wiley with Cry, Cry Baby on Sittin In; Doc Sausage, Roy Noy, on Coral; Peppermint Harris, Burning In My Heart; Sittin In; J. Fulton, Every Day I Have the Blues, Swingtime; Paul Gayten, I’ll Never Be Free, Regal; Annie Laurie, same tune, same label, and numerous others. In fact, July 60 percent of those who made the lower reaches of this compilation (rhythm and blues) did so on the strength of one record.

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

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<td></td>
<td>2. Mistrusting Blues (Savoy 730) 1005</td>
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<td></td>
<td>3. Cry Baby (Regal 1016)           1138</td>
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<tr>
<td>2. Little Esther</td>
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**TOP SELLING RHYTHM & BLUES ARTISTS OVER RETAIL COUNTERS**

**The Billboard’s Third Annual Survey of Top Record Artists**

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<td>6. Landlord Blues (King 4506) 17</td>
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**MODERN RECORDS**

**HAPPY PAY DAY**

'CHEERFUL BABY'

Little Willie Littlefield

MOD 754

**JUST WON’T LET HER GO**

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Jimmy McCracklin MOD 762

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Herb Fisher MOD 753

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No lie, kids! They’re flying off the presses—and when you stock them, they’ll fly off the shelves. They’re mellow, they’re magnificent, they’re MODERN!
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<td>The Fat Man (Imperial 5056)</td>
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<td>I've Been a Fool (Les 200)</td>
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<td>Booze At Midnight (De Luxe 5200)</td>
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<td>Hard Luck Blues (De Luxe 5201)</td>
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<td>After Hours Session (Atlantic 886)</td>
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<td>Sittin' On It All the Time (King 4520)</td>
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<td>I Like My Baby's Puddin' (King 4524)</td>
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<td>Drinkin' Wine (King 4622)</td>
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<td>Caldwell Cap(70036), (45)-F-905</td>
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<td>Numbers Booze (Cap 70036), (45)-F-905</td>
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<td>Little School Girl (Modern 20-704)</td>
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<td>Confused (King 4366)</td>
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<td>Forgive and Forget (Jubilee 5018)</td>
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<td>What Are You Doing New Years Eve (Jubilee 5017)</td>
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<td>Aces and Aces (Jubilee 5020)</td>
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<td>Blues For My Baby (Savoy 710)</td>
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<td>Thinking Blues (Savoy 723)</td>
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<td>You Satisfy (Savoy 710)</td>
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<td>Breaking Around (London 1709)</td>
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<td>S. J. King</td>
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(Top 35 Out of 70 Artists Tabulated)

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CONSORTED PROGRAM

Sunday, July 9
10:00 a.m.—Registration, fourth floor foyer
2:00 p.m.—NAMM Board of Directors Meeting—private dining room No. 3

Monday, July 10
9:00 a.m.—Exhibits open
10:00 a.m.—NAMM press conference—private dining room No. 7
12 noon—Opening luncheon—Grand Ballroom, Hugh W. Randall and Raymond P. Moley, speakers
3:30 p.m.—NAMM Sales Training Film Premier—Grand Ballroom
3:30 p.m.—Ladies' Annual Tea and Entertainment—Illinois Room
6:00 p.m.—Exhibits close

Tuesday, July 11
10:00 a.m.—NAMM Annual Business Meeting—Grand Ballroom
12 noon—Exhibits open
6:00 p.m.—Exhibits close

Wednesday, July 12
9:00 a.m.—Exhibits open
9:30 a.m.—Management Forum—Grand Ballroom (until noon)
10:00 a.m.—Selling Instrument Repairs—Crystal Room
11:30 a.m.—Merchandising Accessories—Crystal Room
12 noon—NAMM Board of Directors Meeting—private dining room No. 8
6:00 p.m.—Exhibits close
7:00 p.m.—Music Industry Banquet—Grand Ballroom—Stevens Hotel

Thursday, July 13
9:00 a.m.—Exhibits open
9:30 a.m.—Retail Salesmanship Forum
5:00 p.m.—Exhibits close

CONVENTION HIGHLIGHTS

BUSINESS FORUM

Wednesday, July 12—9:30 a.m.—12:30 p.m.
Management Forum
Chairman: Earl Campbell, NAMM Director

PROFITING FROM NATIONAL MEDIA

1. Music and the Inferiority Complex
   George R. Marek, Music Editor, House Beautiful Magazine. Mr. Marek will stress the importance of national media in developing the customer's ego as a positive sales factor.

2. Let the National Magazine Build Volume for You
   Cost N. Palmer, Merchandising and Promotion Manager, House Beautiful Magazine. Mr. Palmer will discuss the powerful potentialities of national magazines in promoting musical instrument sales today, tomorrow and months hence.

FITTING THE AMC PROGRAM TO YOUR OWN STORE

1. A Glance Backward and a Long Look Ahead
   William A. Mills, Executive Secretary, American Music Conference. Introductory statement. How AMC has set the stage for your own store promotion.

2. Developing Community Support
   Edgar S. Borup, Field Staff, American Music Conference. How AMC field men work. How you can capitalize on what has been done. How to get something done in your town.

3. Developing Your Biggest Market—the Schools
   Forrest L. McAllister, Field Staff, American Music Conference. What is a good school music program? How does your town measure up? How to utilize AMC's field staff in your trade areas.

4. Ready To Go To Work For You—Here's How
   Marion S. Egbert, Field Staff, American Music Conference. How to get piano classes in your town. Help available in organizing singing programs, elementary school bands and orchestras. How to get adult beginners started, stimulating music in recreation. Organizing choral clinics. Developing music festivals. How the field staff can help you.

5. How One Store Follows Thru
   Harry N. Kennard, Educational Director, Lyon & Healy, Inc., Chicago. Using AMC material in store follow-up. Presenting your program to the schools. Interesting the children, selling the parents. Adults, too, are customers.

Selling Instrument Repairs

Wednesday, July 12—10 a.m.—11 a.m.
Chairman: Ivan C. Kay, President AMS
1. Make Your Shop Attractive—Erick Brand, Repair Supplies, Elkhart, Ind.

Merchandising Accessories

Wednesday, July 12—11:30 a.m.—12:30 p.m.
Chairman: Leonard Puntaleno, Henry Teller & Son, Chicago

Retail Salesmanship

Thursday, July 13—9:30—Noon
Chairman: Paul E. Murphy, NAMM Director

Speaker—James C. Taylor, retailing expert of the University of Houston, director of the Houston Retail Institute, mentor of scores of employees, salesmen and sales managers, author of many articles on the subject of adult distributive education. Mr. Taylor will discuss the present day need for more and better trained salespeople and will outline steps necessary in developing such programs in local communities or taking advantage of programs already established. Salient points of the talk will be:
1. You Have It. But What About Your Employees?
2. Who Are Your Salesmen?
3. How To Pass It On—When and How Much?
4. Never Too Often II Different.
5. The Long Look.

SPECIAL ALLIED EVENTS

Sunday, July 9
4:00 p.m.—National Association of Musical Merchandise Wholesalers—Executive Committee—private dining room No. 1
6:00 p.m.—National Association of Musical Merchandise Wholesalers—Annual Meeting, Dinner—Crystal Room
6:00 p.m.—National Association of Musical Merchandise Manufacturers—Annual Meeting—private dining room No. 5
8:00 p.m.—National Piano Travelers’ Association—Annual Meeting—private dining room No. 6

Monday, July 10
5:00 p.m.—Trade Practice Committee Meeting—private dining room No. 1
6:00 p.m.—National Piano Travelers Annual Jamboree—Grand Ballroom

Tuesday, July 11
8:00 a.m.—National Association of Musical Merchandise Wholesalers—Salesmen’s Breakfast—private dining room No. 8
9:00 a.m.—National Association of Band Instrument Manufacturers—Annual Meeting—private dining room No. 6

Wednesday, July 12
8:00 p.m.—Twenty-Four Club Breakfast—private dining room No. 9

MANUFACTURER EVENTS

Monday, July 10
7:45 a.m.—R. Galanti & Bros., breakfast private dining room
8:00 a.m.—Kaye Musical Instrument Company, breakfast private dining room No. 9

Tuesday, July 11
5 p.m. to 7 p.m.—Magnavox Company, cocktail party, Grand Ballroom
Wednesday, July 12
6 p.m. to 7 p.m.—Winter & Company, cocktail party, Red Lace Room

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Get on the Trail of Hits with "THE HIT MAKER"

RED FOLEY

"SUNDAY DOWN IN TENNESSEE"
DECCA 46197
NASHVILLE

"CHATTANOOGIE SHOE SHINE BOY"
DECCA 46205
CHATTANOOGA

"BIRMINGHAM BOUNCE"
DECCA 46234
BIRMINGHAM

WHERE TO NOW, PAUL!

ZOOMING ON TO MORE & MORE HITS

Star of "GRAND OLE OPRY"
WSM, Nashville
Management:
BILL ELLSWORTH
75 East Wacker Drive, Chicago, Illinois

DECCA RECORDS
Performance...

...1951 Sylvania Television gives your prospective customers an astonishingly new and breath-taking experience in television viewing. Once they look at the "Movie-Clear" pictures with the blacker blacks, whiter whites, and softer, more subtle grays...and once they listen to the deep, mellow "Studio-Clear" tone—produced by Sylvania's higher-fidelity, static-free FM circuits—you'll have customers instead of prospects. And, 1951 Sylvania Television has the exclusive "picture-framing" motif that assures distortion-free pictures from any angle...plus Sylvania's new built-in antenna that triples previous reception effectiveness.

Beauty...

...here without doubt, are television sets that set a new high in beauty and elegance of design...and for 1951, Sylvania gives you a greater-than-ever variety of models in a greater-than-ever variety of sizes. There are stunning blondes, gorgeous walnut and mahogany cabinets—smoothly finished and hand-rubbed with laminated front panels—each possessing its own distinctive manner of adding grace and charm to any setting.

Price...

...every model in every size is priced to open your doors to more customers and new, greater profits. Yes, never before in television history has one line offered dealers, distributors and consumers so much. Beauty, Performance, Price—with a name that's synonymous with the ultimate in quality. Any way you look at it, your best television line for 1951 is Sylvania.

...the television line that's 1951's consumer choice

SYLVANIA ELECTRONICS CORPORATION
RADIO & TELEVISION DIVISION • 254 RANO STREET, BUFFALO 7, N. Y.