

# Six Bandleaders In Search of — ? Fabulous "Rudolph"

## Expected to Equal Last Year's Sales



NEW YORK—Six bandleaders (left to right) Benny Strong, Tommy Dorsey, Sammy Kaye, Guy Lombardo, Shep Fields and Vincent Lopez represent a multi-million dollar aggregation who made like maestros recently at the Roosevelt Hotel where Lombardo is appearing.

NEW YORK—Johnny Marks' "Rudolph The Red Nosed Reindeer" is taking up this year where it left off last. In 1949 Gene Autry's record sold over two million copies. From July through September of this year, Columbia sold a quarter of a million copies. Total sales for the song are expected to do at least as well as the 2 million mark with fifteen additional recordings besides transcriptions. The Autry record is being distributed in 78 rpm, 45, LP, and two versions for kids in 78 and LP, five ways in all.

Last year Autry's recording had the distinction of being the biggest selling disk in the history of Canada.

Sheet music sales are also booming with over 200,000 copies already sold this year.

Gene Autry has done another Johnny Marks tune, "When Santa Claus Gets Your Letter" and that's selling very well too.

Johnny Marks, by the way, has been invited to attend the National Hobby Show in Boston. He will be presented as a person who turned his original hobby of songwriting into a very profitable enterprise as a leading songwriter and publisher.

**THE CASH BOX REPORTS**

**THE NATION'S**

**3195**

**HILLBILLY FOLK & WESTERN JUKE BOX TUNES**

## Linke Reorganizes Mercury Executives Office Set-up

NEW YORK—Dick Linke has reorganized his business activities whereby his immediate office will be geared for record promotion while he has engaged Weber & O'Rourke as his associates to handle publicity on all Linke's accounts. Linke will supervise all publicity but the actual operation will be done by Weber & O'Rourke.

As previously announced, Linke has established a Chicago office to handle his record artists in the Windy City. Bob Watson handles the Chicago set up.

Linke is also negotiating with several west coast record men in hopes of opening an office in Hollywood.

Plans also call for bringing in someone in the New York set-up as Linke's assistant in handling record promotion for Doris Day, Gordon MacRae, Bill Farrell, Jack Smith and Times-Columbia.

## Mercury Executives Attend N. Y. Confab

NEW YORK—Mercury execs Irving Green, president and Art Talmadge, VP, arrived in New York for a distributors meeting this weekend at the Astor Hotel. Eastern distributors will hear talks from Green and Joe Carlton who's in charge of Eastern sales. Big push is expected on Frankie Laine's "I'm Gonna Live Till I Die" just released by the diskery.

## King Records Sets New Label

NEW YORK—Sidney Nathan, president of King Records said this week that at a recent board of directors meeting it was decided that King would put another label on the market making three in all namely King, Deluxe and now Eagle.

The platter has secured the services of Ralph Bass who spent several years with Black and White Records and recently was with Savoy. He will be in charge of all rhythm and blues talent for the new label and the flavor of his recordings will be different from those now produced on King and Deluxe labels.

Eagle records will be distributed through the King company-owned branches totalling 33 throughout the country.

## Regal Signs Milton Larkin

LINDEN, N. J.—Regal Records this week expanded its rhythm and blues roster with the signing of Milton Larkin and his X-Rays.

Larkin gathered considerable success during the last year with a hit recording of "I'll Always Be In Love With You."

The diskery has big things planned for Milt in conjunction with the release of his first Regal record, "Tennessee Waltz" backed by "Best Friend Blues."

## Duchess Music Head Produces NBC Show

NEW YORK—A new show, "Songwriters' Hall of Fame" is scheduled to make its debut on about six NBC outlets beginning November 18, from 12 to 12:30 p.m. Each half hour will feature another songwriter and the idea will be to push sheet music.

As the series develops, it will demonstrate the importance of the juke box industry in promoting the sale of sheet music and records.

Arnold Shaw VP. & General Manager of Duchess Music who will be the producer, planned the program with Ted Cott, NBC's new manager. Kenneth Banghart will announce and Leonard Saft will write the script.

- 1** I'M MOVING ON  
Hank Snow  
(RCA Victor 21-0328)
- 2** LOVE BUG ITCH  
Eddy Arnold  
(RCA Victor 21-0382)
- 3** I'LL SAIL MY SHIP ALONE  
Moon Mullican  
(King 830)
- 4** I'LL NEVER BE FREE  
Tenn. Ernie-Kay Starr  
(Capitol 1124)
- 5** WHY DON'T YOU LOVE ME?  
Hank Williams  
(MGM 10696)

### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

**GOODNIGHT, IRENE**  
Red Foley & Ernest Tubb  
(Decca 46255)

**REMEMBER ME, I'M THE ONE WHO LOVES YOU**

Stuart Hamblen  
(Columbia 20714)

**MONA LISA**  
Moon Mullican  
(King 886)

**THROW YOUR LOVE MY WAY**

Ernest Tubb  
(Decca 46243)

**IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME**

Lefty Frizzell  
(Columbia 20739)

PICKED AS  
Record of the Month  
BY JUKE BOX ASS'NS OF  
WASH. & BALTIMORE

**Dick BROWN'S**

**"DID YOU THINK OF ME JUST THEN"**

JUBILEE 4011

Jubilee RECORD CO., INC.  
315 WEST 47TH STREET NEW YORK, N.Y.

GREAT STANDARDS  
by MABEL WAYNE

**RAMONA**

**IN A LITTLE SPANISH TOWN**

**IT HAPPENED IN MONTEREY**

LEO FEIST, INC.

SHAKESPEARE said  
"THE PLAY'S THE THING"  
we say  
PLAY  
**THE THING**

Hear PHIL HARRIS on RCA Victor  
HOLLIS MUSIC, INC.  
129 W. 52nd St., N. Y. C. 19