

King Drives For Added Sales

CINCINNATI, OHIO — Sydney Nathan, president of King Records and Ralph Bass A & R head of Federal, returned this week from a sales trip that was originally intended to last three days but stretched into eleven.

The basis of the trip, which took them through Columbus, Indianapolis, Louisville and Nashville was to switch branch offices from mere order takers to salesmen. In keeping with this new concept, all bookkeeping was taken away from the branches and transferred to the main office. This is intended to give managers and salesmen more time to get out and sell.

Even in this short period, results have already been evident with a greater volume being reported from the New York and Baltimore offices.

It is King's contention that if each of their 35 branches boosted sales 100 records a week, it would build up a volume of 3,500 a week or an additional 14,000 records per month.

During this same trip, Ralph Bass signed two new artists for the Federal label, blues singer Charles Maxwell and the Preston Love orchestra.

A-1 Distributors Formed

NEW ORLEANS, LA—Dick Struggell this week announced the formation of A-1 Record Distributors with headquarters in this city to handle a number of rhythm and blues lines for the Louisiana and Mississippi territory.

Among the lines that he will exclusively represent in this area are Specialty, Imperial, Aladdin, Swing Time, Score and Intro.

Sister Tharpe To Marry

WASHINGTON, D. C.—Sister Rosetta Tharpe will be married on July 1st to Russell Morrison, an executive at the Savoy Ballroom in New York. The ceremony will take place in Griffith Stadium during Sister Tharpe's annual engagement there.

Okeh Jazz Label Revived by Columbia

NEW YORK—In an effort to regain ground in the rhythm and blues field, Columbia Records announced that it will revive its famous Okeh label, at one time the hallmark of stellar jazz performances on disks, with the first release scheduled for June 4.

Reserved exclusively for rhythm and blues waxings, the purple Okeh label will feature selections from outstanding releases of the past as well as new artists and material.

Heading up the operation will be Danny Kessler, currently head of Columbia's rhythm and blues department. Kessler will serve in the capacities of A & R head and sales manager. He came to the company six months ago to do disk jockey promotion.

The old Okeh label was a low priced one selling at 35 cents. The new one will be regularly priced at 89 cents for the 78 rpm disk. Releases will also be put out on 45 and 33 rpm.

Brown & Dee of Tucker Band Killed in Crash

NEW YORK—Don Brown, 29, and Bill Dee, 31, of Tommy Tucker's band were both killed on May 19 when their automobile went out of control and crashed through a hardware store in Sloatsburg, N. Y.

Brown, who was vocalist and Dee (known in private life as Bill DeSantolo) a saxophone player, were homebound following a performance of the band in New York City. After the crash, the injured men were taken to Good Samaritan Hospital in Suffern, N. Y. where they died within three hours of each other.

Merit To Sell Direct To Ops

NEW YORK—Merit Records, a subsidiary of Regal, who recently announced a new 49 cent line, will work directly with operators on their new hits due to resistance of distributors. The line, which will feature new hits in all fields will be sold to ops at 30 cents.



The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

- | | | |
|---|--|---|
| 1
HOW HIGH THE MOON
Les Paul & Mary Ford
(Capitol 1451) | 1
HOW HIGH THE MOON
Les Paul & Mary Ford
(Capitol 1451) | ROCKET 88
Jackie Brenston
(Chess 1458) |
| 2
TOO YOUNG
Nat "King" Cole
(Capitol 1449) | 1
I APOLOGIZE
Billy Eckstine
(MGM 10903) | BLUE AND LONESOME
King Perry
(Specialty) |
| 3
SIXTY MINUTE MAN
Dominoes
(Federal 12022) | ROCKET 88
Jackie Brenston
(Chess 1458) | CHICA BOO
Lloyd Glenn
(Swingtime) |
| 4
I APOLOGIZE
Billy Eckstine
(MGM 10903) | BLACK NIGHT
Charles Brown
(Aladdin 3076) | DO SOMETHING FOR ME
Dominoes
(Federal) |
| 5
PLEASE SEND ME SOMEONE TO LOVE
Percy Mayfield
(Specialty 375) | CHICA BOO
Lloyd Glenn
(Swingtime) | TOO YOUNG
Nat "King" Cole
(Capitol 1449) |
| 6
I WON'T CRY ANYMORE
Dinah Washington
(Mercury 8211) | DO SOMETHING FOR ME
Dominoes
(Federal) | STACKED DECK
Billy Wright
(Savoy) |
| 7
I'LL WAIT FOR YOU
Ruth Brown
(Atlantic) | DON'T TAKE YOUR LOVE AWAY FROM ME
Laurie Tate & Joe Morris
(Atlantic 923) | TEA FOR TWO
Dave Bartholemew
(Decca) |
| 8
COOL WATER
Four Tunes
(RCA Victor 20-3967) | WHAT WILL I TELL MY HEART?
Al Hibbler
(Chess 1445) | WEAK MINDED BLUES
Louis Jordan
(Decca 27547) |
| 9
BLACK NIGHT
Charles Brown
(Aladdin 3076) | KOREA BLUES
Bayou Boys
(Chess 1449) | TEND TO YOUR BUSINESS
James Wayne
(Sittin' In) |
| 10
HOPEFULLY YOURS
The Larks
(Apollo 1180) | TOO YOUNG
King Cole
(Capitol 1449) | DON'T YOU LIE TO ME
Fats Domino
(Imperial) |

Ride a Winner!

"RIDIN' THE BOOGIE"

by
LOU SARGENT
Chess # 1465
NEW Chess SENSATION

CHESS RECORDS 5429 Cottage Grove Ave. Chicago, Ill.

Heard It Yet?

APOLLO MORRIS LANE'S

Exciting Recording of
"B. O. PLENTY'S RETURN"
and
"BLUE JEANS"
Saxtional Stuff
Apollo # 808

APOLLO RECORDS, INC.
457 W. 45 ST. N. Y.

★AWARD O' THE WEEK★



"IF YOU WERE MINE"
and
"IRENE'S BOOGIE"
by
PAUL MONDAY
Peacock 1570

● "Here's a blues number that should take off . . . Monday pours everything possible into it. Ops too will be getting everything possible when they get this one up in their machines." Cash Box—May 19

Going Strong # 1569

"HAPPY BIRTHDAY TO YOU" and "DEAREST MOTHER"

Peacock Records, Inc. Houston 10, Texas