



# Music Guild

SURVEYS ★ PROGRAMMING ★ RESEARCH ★ VIEWS ★ NEWS

NO. 397

JAN. 10, 1955

## HIT RECORD SELECTIONS OF THE WEEK

Records designated below as "Possibilities" are those which attained the greatest public response in the weekly survey conducted by the Music Guild of America for the Hit Parade Program Service.

Hit Parade "Possibilities" are listed as an aid to effective and timely programming. To help you "ride" with these "possibilities," Hit Parade automatically issues point-of-sale promotional title strips in coded colors - - Yellow (Popular); Orange (Western); Lavender (Harlem); Blue (All-Time), and Green (Holiday). White is for flip side unless both sides are hits.

### HIT PARADE POSSIBILITIES

Position	Yellow Title Strip	Artist	White Title Strip
55	UNSUSPECTING HEART	Sunny Gale - Vi 5952	**Let Me Go Lover
67	OLD TIME MEDLEY	Der Crazy Otto - Polydor - 22009 (Decca)	**German Medley
68	MOBILE	Julius La Rosa - Cadence 1251	I Hate To Say Hello
70 (W)	THE MOON IS ON FIRE	Teresa Brewer - Cor 61315	(*** Dec. 6 on 'Let Me Go Lover')

### WESTERN HIT PARADE POSSIBILITIES

	Orange Title Strip	Artist	White Title Strip
39 (W)	CATTLE CALL	Slim Whitman - Imp 8281	(*** Dec. 13 on 'When I Grow Too Old To Dream')
46	MR. SANDMAN	Chet Atkins - Vi 5956	Set A Spell
51	I'M GONNA FALL OUT OF LOVE WITH YOU	Webb Pierce - De 29391	**In The Jailhouse Now
55	WHERE DOES A BROKEN HEART GO	Joe Reeves - Abbott 174	*The Wilder: Your Heart Beats The Sweeter The Love

### HARLEM HIT PARADE POSSIBILITIES

	Lavender Title Strip	Artist	White Title Strip
14	PLEDGING MY LOVE	Johnny Ace - Duke 136	No Money
34	KO KO MO	Gene and Eunice - Combo 64	You And Me
54 (W)	COME BACK	Ray Charles - At 1050	(*** Jan. 3 on 'I've Got A Woman')

(W) Indicates title was previously printed on white strip as per date shown.

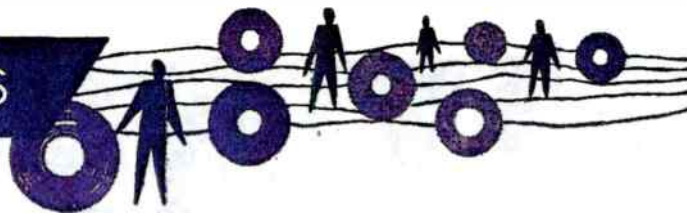
"HIT PARADE" . . . the Brand Name Music Service  
 "Hit Parade," is a registered trade mark (No. 408,366, U. S. Pat. Off.)  
 "Hit Parade" coded color title strips identify your music service as the best in America.

"Hit Parade" service is an aid to location security.

HIT PARADE PROGRAM SERVICE  
 545 Fifth Avenue, New York 17, N. Y.

SEVENTH YEAR OF PUBLICATION

# PREVUE RATINGS



Record sides rated below with \*\*\* are this week's Hit Parade "Possibilities" (excellent). A side with \*\* is a potential "Possibility" (very good). A side with \* is good. Should either side of any listed record improve its rating, the record will be listed here again. Music Guild of America measures public response through a national network of Prevue Testing Stations. Thus, we obtain reliable and fast information for tabulation of Prevue Ratings, Record source, Programming Guides, and Hit Parade "Possibilities." An immediate hit will be shown simultaneously on all lists.

## POPULAR

Title	Artist	Label	Number	Title
***UN SUSPECTING HEART	S. Gale	- Vi	5952	**Let Me Go Lover
***OLD TIME MELODY	Der Crazy Otto	- Polydor	-	**German Medley
			22009 (Decca)	
***MOBILE	J. La Rosa	- Cadence	1251	I Hate To Say Hello
***THE MOON IS ON FIRE	T. Brewer	- Cor	61315	(*** Dec. 6 on 'Let Me Go Lover')
**Melody Of Love	McGuire Sist.	- Cor	61334	*Open Up Your Heart
**Unsuspecting Heart	T. Stevens	- AA	101	How Can I
**The Song From Desiree	P. Weston	- Co	40359	Maria, Maria, Maria
**Paper Valentine	Mills Bros.	- De	29382	*The Urge
**Ko Ko Mo	Dooley Sist.	- Tampa	2001	*Heart Throb
**Someday, Sweetheart	P. Ford	- Cap	3015	**Song In Blue
**Far Away	Hi Fi Four	- Vi	5971	My Little Nest Of Heavenly Blue
				**Perdido
**For You	Three Suns	- Vi	5961	(*** ec 20 on 'My Love Song
**After My Laughter Came Tears	B. Manning	- Cap	3014	To You')
**I Sold My Heart To A Junkman	Four Tunes	- Jub	5174	*Good News
**Petite	P. Faith	- Co	40390	*Ching Ching-A-Ling
*Hearts Of Stone	McGuire Sist.	- Cor	61335	The Naughty Lady of Shady Lane
*Till My Love Comes To Me	D. Day	- Co	40408	There's A Rising Moon
*Blue Mirage	G. Lombardo	- De	29377	Greensleeves
*Belle From Barcelona	D. Martin	- Cap	3011	Confused
*Where Do I Go	Twin Tunes	- Cor	61319	*You Are The Most
*The Song I Heard Last Night	A. Dale	- Cor	61325	Learn To Croon
*Your For The Asking	B. Stewart	- Mgm	11902	A Million Stars
*Birth Of The Blues	L. Dee	- De	29360	Plantation Boogie
*My Tzatskele	S. Gibson	- D. Jo - Vi	5987	Win Or Lose
*Guss I Had Too Much To	J. Adams	- Co	40415	Snow Dreams
Dream Last Night				
*One Has My Name, The	D. Noel	- Frat	502	Is My Baby Blue Tonight
Other Has My Heart				

## WESTERN

***CATTLE CALL	S. Whitman	- Imp	8281	(*** Dec. 13 on 'When I Grow Too
				Old To Dream')
***MR. SANDMAN	C. Atkins	- Vi	5956	Set A Spell
***I'M GONNA FALL OUT OF	W. Pierce	- De	29391	**In The Jailhouse Now
LOVE WITH YOU				
***WHERE DOES A BROKEN	J. Reeves	- Abbott	174	*The Wilder Your Heart Beats
HEART GO				The Sweeter The Love
**Tennessee Mambo	Bonnie Lou	- King	1414	*Train Whistle Blues
**You're Not A Top In The Bucket	Flatt-Scruggs	- Co	21295	Foggy Mountain Special
*Which One Should I Choose	R. Sovine	- De	29335	Outlaw
*One Day Later -	Bob & Rob	- De	29336	The Waltz You Saved For Me
*Blue Champagne	L. Ellis	- Me	70529	Boogie Blues
*Blue Lights & Broken Hearts	R. Williams	- Cor	5002	Honky Tonk Angel

## HARLEM

***PLEDGING MY LOVE	J. Ace	- Duke	136	No Money
***KO KO MO	Gene & Eunice	- Combo	64	You And Me
***COME BACK	R. Charles	- At	1050	(*** Jan. 3 on 'I've Got A Woman')
**Ling Ting Tong	The Charms	- Deluxe	6076	**Bazoom
**My Heart's Delight	D. Staton	- Cap	3010	*What Do You Know About Love
**Birth Of The Blues	S. Davis, Jr.	- De	29393	**Love (Your Magic Spell)

New 45 rpm record releases for Prevue testing are forwarded Prepaid by surface or air express to Music Guild of America, 100 Astor Street, Newark 5, N. J.



# NEWS FOR YOU

## RHYTHM AND BLUES (HARLEM) TREND SPARKS RECORD BUSINESS

### It's Stimulus for Our Industry

Every definite trend that manifests itself in the popular record field is an aid to business health. Vogues, fads and trends in popular music are the vitamins in our industry. Not long ago, gimmicks and vocal groups inspired public interest and acclaim. Things started hopping with the mambo. Now, the definite trend is toward rhythm and blues. More and more tunes with rhythm and blues origins are breaking through as popular records.

In some instances, the vocal, gimmick and mambo influences were grafted on to the rhythm and blues trend. As we have learned, through observation, no disc jockey, a & r man, or publicity campaign can create a trend. It is the public that renders the verdict on artists, tunes and styles. Our surveys have been showing that the public now wants rhythm and blues.

Our surveys have shown how "Hearts of Stone," recorded by the Charms on the Deluxe label, leaped to the top of the Harlem Hit Parade. The Fontane Sisters, on Dot, and the McGuire Sisters on Coral, leaped right in with their versions. Other Harlem Hit Parade tunes have become top numbers on Popular Hit Parade. "Earth Angel" and "Ling Ting Tong" are among the recent ones. And the upcoming "Ko Ko Mo" seems headed for the top, too.

This reflects public preference for this type of tune and as such, sparks the sort of in-

terest that pays off in the coin slots. So cater to that public interest and to the rhythm and blues trend. It is paying off for the manufacturers. Make it pay off for you. Musical trends always stimulate our business. Right now, it's rhythm and blues that will keep you out of the red.

\*\*\*\*\*



### LOCATION OWNER SUED!

#### Operator Collects \$1,070 for Breach of Contract

The value of a contract as an aid to location security was given practical proof last month in Brooklyn's Second District Municipal Court when a judge ruled that a location owner had to pay \$1,070 for damages and court costs to Nat Cohen of the C. O. Vending Service because the location owner had replaced Cohen's music service with a phonograph from another operator.

Cohen, who had a contract with the location owner, promptly sued. **AND COLLECTED!**

As was pointed out in Music Guild Bulletin No. 389 (Nov. 15, 1954), a "written contract is a form of insurance."

We repeat: "Get a contract, and get it in writing!"



Fronces Yanowitz, LeRoy S. Record, Florence Forman, Stanley Spass

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## PUBLIC'S INTEREST IN RECORDS REFLECTED BY ADDED D-J SHOWS

### INCREASED NUMBER OF DISC JOCKEY PROGRAMS WILL HAVE FAVORABLE EFFECT ON BUSINESS

Public interest in recorded music is one of the factors that has prompted radio stations, local and network, to increase the number of disc jockey programs now on the air. Disc jockeys with sectional reputations are being imported by major networks to pilot stations in New York. Even some independent radio stations with popular disc jockey programs have made arrangements to broadcast the shows nationally. Some observers believe this will result in greater popularity of recorded music. Other observers believe it is the popular appeal of recorded music, heard on juke boxes, that has increased the popularity of disc jockey programs.

An executive producer at one of the major networks told the Music Guild: "I took a swing around the country a few months ago and boy! it certainly opened my eyes. Or should I say my ears? Once you get West of the Hudson, you learn an awful lot from listening to the juke boxes."

He didn't want to mention specific names, but he referred to a recording star, popular in the New York area, who embarked on a tour of night stands with a prominent orchestra leader. "It was disastrous. Away from New York, they didn't pull at all."

It was this executive's contention that the disc jockeys reflected public taste but didn't mold it. The true barometer of preference was the juke box, where customers pay to hear what they like instead of listening to what disc jockeys like.

"That's changing, too," our informant went on. "Disc jockeys now base their programs on surveys such as the Music Guild. Incidentally, I find Music Guild authoritative and factual and use it as a guide to programming. It's also important because it gives me the national picture, not a sectional one. Shall I tell you why that's important? Because a record that becomes a hit in a certain area will eventually become a hit everywhere. Sometimes, though, a record that's passe in one area suddenly catches on in

another. The Music Guild survey gives me the whole picture."

To cater to this national interest, to air "the whole picture," the networks have been broadcasting shows by disc jockeys with area reputations. Recently, for instance, CBS brought Bill Randle to New York from Cleveland where he was the most popular D-J in the area. There are rumors that Howard Miller, Chicago's leading D-J, will do a show from New York. Other disc jockeys of local repute are also being considered for New York spots. From New York, D-J shows will be broadcast nationally either by direct wire or tape.

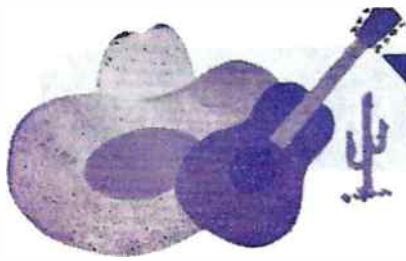
Another factor leading to the increase in the number of disc jockey programs is the fact that it is economically wise. Most of the important sponsorship money has been siphoned off by television. A disc jockey program is comparatively cheap to produce.

"But no matter how cheap, it would be false economy to schedule disc jockey programs unless the public wanted them," said the executive. "The public wants them, because the public wants to listen to records. On records they can hear favorite artists doing favorite tunes."

Our informant also said this pointed to an increase in juke box play. The juke box and the disc jockey complement each other, with one adding to the popularity of the other. Both were concerned with the same commodity - - recorded music

To go further, he said that just as the popularity of a disc jockey program depends upon its adherence to public taste, so did a successful juke box installation depend upon the programming of records he catered to public preferences. "No reputable disc jockey would think of making up a program without a guide," said the interviewee. "I can't understand a juke box operator not using a guide for a programming format."

To sum up, he thought the disc jockeys and the juke box operators both were in a rising market where all signs point to increased business so long as programming is based on factual surveys of preference rather than individual divinations.



# WESTERN

Each recording is listed in order of its measured response on MGA survey.

## WESTERN HIT PARADE ★★ ★★

- 1 MORE AND MORE (1)  
W. Pierce - de
- 2 LOOSE TALK (2)  
C. Smith - co
- 3 LET ME GO LOVER (3)  
H. Snow - vi
- 4 IF YOU AIN'T LOVIN' (4)  
F. Young - cap
- 5 I DON'T HURT ANYMORE (5)  
H. Snow - vi
- 6 ONE BY ONE (7)  
Foley-Wells - de
- 7 HEARTS OF STONE (7)  
R. Foley - de
- 8 IF YOU DON'T SOMEBODY ELSE WILL (6)  
Jimmy & Johnny - checker
- 9 TWO GLASSES JOE (11)  
E. Tubb - de
- 10 THIS IS THE THANKS I GET (9)  
E. Arnold - vi

## POSSIBILITIES ★★ ★

- 11 THAT CRAZY MAMBO THING (14)  
H. Snow - vi
- 12 THIS OLD HOUSE (12)  
S. Hamblen - vi
- 13 BEWARE OF "IT" (10)  
Johnnie & Jack - vi
- 14 THE NEW GREEN LIGHT (13)  
H. Thompson - cap
- 15 PENNY CANDY (15)  
J. Reeves - abbott
- 16 YOU'RE NOT MINE ANYMORE (17)  
W. Pierce - de
- 17 KISS CRAZY BABY (18)  
Johnnie & Jack - vi
- 18 COURTIN' IN THE RAIN (16)  
T. T. Tyler - 4 star
- 19 THOU SHALT NOT STEAL (19)  
K. Wells - de
- 20 COMPANY'S COMIN' (21)  
P. Wagoner - vi
- 21 THE NEXT VOICE YOU HEAR (20)  
H. Snow - vi
- 22 I LOVE YOU MOSTLY (36)  
L. Frizzell - co
- 23 HEPCAT BABY (24)  
E. Arnold - vi
- 24 AS TIME GOES BY (33)  
M. Robbins - co
- 25 OLE PAPPY TIME (28)  
S. Hamblen - vi
- 26 EVEN THO (22)  
W. Pierce - de
- 27 WHAT 'CHA GONNA DO NOW (27)  
T. Collins - cap

## PROGRAMMING GUIDE

Week Ending January 10, 1955

- 28 I DREAMED OF A HILLBILLY HEAVEN (26)  
E. Dean-Sage & Sand
- 29 SHAKE RATTLE AND ROLL (25)  
B. Haley - de
- 30 SURE FIRE KISSES (23)  
Hill-Tubb - de
- 31 LET ME BE THE FIRST TO KNOW (28)  
Wilburn Bros. - de
- 32 WHEN I GROW TOO OLD TO DREAM (32)  
S. Whitman - imp
- 33 MORE THAN ANYTHING ELSE IN THE WORLD (31)  
C. Smith - co
- 34 I HOPE MY DIVORCE IS NEVER GRANTED (30)  
K. Wells - de
- 35 DIXIE BREAKDOWN (35)  
Reno-Smile - ki
- 36 ARE YOU MINE (44)  
Lorrie-Deval - abbott
- 37 NEVER (45)  
Tuttles - cap
- 38 HURTS ME TO MY HEART (34)  
York Bros. - ki
- 39 CATTLE CALL (56)  
S. Whitman - imp
- 40 CALL ME UP (52)  
M. Robbins - co
- 41 KISSES DON'T LIE (54)  
C. Smith - co
- 42 OUT BEHIND THE BARN (40)  
J. Dickens - co
- 43 GO, BOY, GO (38)  
C. Smith - co
- 44 I'VE FORGOTTEN YOU (47)  
H. Snow - vi
- 45 I'VE BEEN THINKING (53)  
E. Arnold - vi
- 46 MR. SANDMAN (109)  
C. Atkins - vi
- 47 HONEY LOVE (39)  
Carlises - me
- 48 A PLACE FOR GIRLS LIKE YOU (37)  
F. Young - cap
- 49 LOOKING BACK TO SEE (46)  
Hill-Tubb - de
- 50 YOU CAN'T HAVE MY LOVE (41)  
Jackson-Gray - de
- 51 I'M GONNA FALL OUT OF LOVE WITH YOU (P)  
W. Pierce - de
- 52 SINGING HILLS (42)  
S. Whitman - imp
- 53 THE HOOK (49)  
R. Robbins - vi
- 54 OCEANS OF TEARS (51)  
S. James - cap
- 55 WHERE DOES A BROKEN HEART GO (P)  
J. Reeves - abbott

Number to the right of each record indicates its position last week. (P) means Prevue.

# POPULAR PROGRAMMING

Each recording is listed in order of

Week Ending

## HIT PARADE ★★★

- 1 HEARTS OF STONE (5)  
Fontane Sisters - dot  
Charms - deluxe
- 2 LET ME GO LOVER (1)  
J. Weber - co  
T. Brewer - cor  
P. Page - me
- 3 NAUGHTY LADY OF SHADY LANE (4)  
Ames Bras. - vi  
A. Bleyer - cadence
- 4 THAT'S ALL I WANT FROM YOU (8)  
J. P. Morgan - vi
- 5 MELODY OF LOVE (13)  
B. Vaughn - dot  
4 Aces - de  
D. Carroll - me
- 6 MAKE YOURSELF COMFORTABLE (6)  
S. Vaughan - me
- 7 MR. SANDMAN (2)  
Chordettes - cadence  
4 Aces - de
- 8 TEACH ME TONIGHT (3)  
DeCastro Sisters - abbott  
J. Stafford - co
- 9 COUNT YOUR BLESSINGS (7)  
E. Fisher - vi
- 10 NO MORE (11)  
DeJohn Sisters - epic  
McGuire Sisters - cor  
G. Lombardo - de

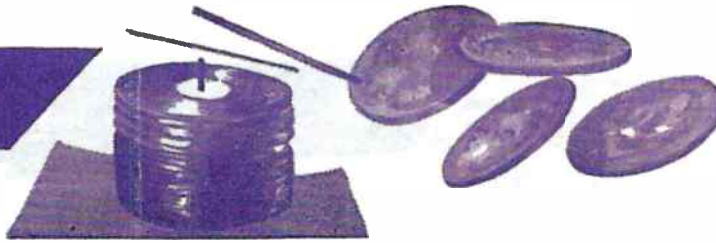
## POSSIBILITIES ★★★

- 11 PAPA LOVES MAMBO (9)  
P. Como - vi
- 12 I NEED YOU NOW (10)  
E. Fisher - vi
- 13 HOLD MY HAND (14)  
D. Carnell - cor
- 14 DIM, DIM THE LIGHTS (17)  
B. Haley - de
- 15 MAMBO ITALIANO (16)  
R. Clooney - co
- 16 SONG OF THE BAREFOOT CONTESSA (20)  
H. Winterhalter - vi
- 17 IF I GIVE MY HEART TO YOU (15)  
D. Day - co  
D. Lor - major
- 18 SHAKE RATTLE AND ROLL (18)  
B. Haley - de

- 19 LAND OF DREAMS (19)  
H. Winterhalter - vi
- 20 MY LOVE SONG TO YOU (29)  
B. Manning - cap
- 21 HOME FOR THE HOLIDAYS (12)  
P. Como - vi
- 22 THE THINGS I DIDN'T DO (24)  
P. Como - vi
- 23 HAJJI BABA (21)  
K. Cole - cap
- 24 BLESS YOUR HEART (30)  
Fontane Sisters - dot
- 25 RUNAROUND (28)  
3 Chuckles - x
- 26 SINCERELY (45)  
McGuire Sisters - cor
- 27 NO MAN IS AN ISLAND (32)  
D. Cornell - cor
- 28 TWEEDLEDEE (61)  
G. Gibbs - me  
L. Baker - ot  
V. Young - cap  
Lancers - cor
- 29 THIS OLE HOUSE (27)  
R. Clooney - co
- 30 HEY THERE (22)  
R. Clooney - co
- 31 IT'S A WOMAN'S WORLD (25)  
Four Aces - de
- 32 EARTH ANGEL (64)  
Penguins - dootone  
L. Baxter - cap  
G. Mann - sound
- 33 OPEN UP YOUR HEART (42)  
Cowboy Sunday School Chorus - de  
McGuire Sisters - cor  
Lancers - cor
- 34 ST. LOUIS BLUES MAMBO (33)  
R. Maltby - X
- 35 BAZOOM (I NEED YOUR LOVIN') (36)  
The Cheers - cap
- 36 CARA MIA (23)  
D. Whitfield - lan
- 37 LING TING TONG (47)  
5 Keys - cap
- 38 MOOD INDIGO (38)  
N. Petty Trio - X
- 39 WHITHER THOU GOEST (26)  
Paul-Ford - cap
- 40 MUSKRAT RAMBLE (31)  
McGuire Sisters - cor
- 41 SILK STOCKINGS (46)  
P. Como - vi

Number to the right of each record indicat

# GUIDE



its measured response on MGA survey.

January 10, 1955

- |  |  |  |
|--|--|--|
| 42 SMILE (39)<br>K. Cole - cap   | 66 OPEN UP THE DOG HOUSE (63)<br>Martin-Cole - cap   |  |
| 43 TARA'S THEME (41)<br>L. Holmes -mgm   | 67 OLD TIME MEDLEY (134)<br>Crazy Otto - Polydor   |  |
| 44 UNBELIEVABLE (37)<br>K. Cole - cap  | 68 WHISPERING (70)<br>P. Whiteman - cor  |  |
| 45 THAT'S WHAT I LIKE (34)<br>Don, Dick, Jimmy - crown   | 69 MOBILE (71)<br>J. LaRosa - cadence  |  |
| 46 I WANT YOU ALL TO MYSELF (35)<br>K. Kallen - de   | 70 THE MOON IS ON FIRE (89)<br>T. Brewer - cor   |  |
| 47 HAPPY BABY (48)<br>B. Haley - de<br>L. Baxter - cap   | ★★   |  |
| 48 FANNY (44)<br>E. Fisher - vi  | 71 THE FINGER OF SUSPICION (93)<br>J. Froman - cap<br>D. Gray - de<br>D. Valentino - lon             |  |
| 49 I'M A FOOL TO CARE (49)<br>Paul-Ford - cap  | 72 HURT (78)<br>R. Hamilton - epic   |  |
| 50 MANDOLINO (40)<br>L. Paul - cap   | 73 STARDUST MAMBO (72)<br>R. Maltby - X  |  |
| 51 DON'T LET THE KIDDY GEDDIN' (43)<br>K. Kallen - de  | 74 YOURS (75)<br>D. Contino - me   |  |
| 52 TIME WAITS FOR NO ONE (67)<br>Hilltoppers - dot   | 75 SONG FROM DESIREE (76)<br>P. Weston - co<br>J. Desmond - cor<br>B. Crosby - de<br>J. Froman - cap |  |
| 53 ALL AT ONCE (50)<br>D. Cornell - cor  | 76 PUPALINA (79)<br>Gaylords - me<br>G. Lombardo - de<br>J. Durante - de                             |  |
| 54 TAKE EVERYTHING BUT YOU (52)<br>K. Kallen - de  | 77 PAPER VALENTINE (P)<br>Mills Bros. - de   |  |
| 55 UNSUSPECTING HEART (73)<br>S. Gale - vi<br>T. Stevens - AA<br>G. Shaw - vi<br>J. Froman - cap | 78 NOBODY'S SWEETHEART (80)<br>J. Cooper - anchor<br>J. Ray - co                                     |  |
| 56 DRINK, DRINK, DRINK (65)<br>M. Lanza - vi   | 79 WHEN WE COME OF AGE (74)<br>J. James - mgm  |  |
| 57 I LOVE YOU MADLY (66)<br>4 Coins - epic   | 80 IF YOU BELIEVE (77)<br>J. Ray - co  |  |
| 58 WHY (59)<br>J. Morgan - kapp  | 81 HOCUS POCUS (90)<br>P. Page - me  |  |
| 59 HEAVEN WAS NEVER LIKE THIS (54)<br>E. Fisher - vi   | 82 KO KO MO (P)<br>Dooley Sisters - tampa  |  |
| 60 WE'LL BE TOGETHER AGAIN (53)<br>R. Clooney - co   | 83 HONEY BABY (87)<br>A. Mooney - mgm  |  |
| 61 THE HIGH AND MIGHTY (56)<br>V. Young - de   | 84 SOMEDAY SWEETHEART (88)<br>Les Paul - cap   |  |
| 62 BECAUSE OF YOU (57)<br>S. Davis, Jr. - de   | 85 THE BANDIT (84)<br>Johnston Bros. - lon   |  |
| 63 WHEN I HOLD YOU IN MY ARMS (60)<br>L. Monte - vi  |  |  |
| 64 IN A LITTLE SPANISH TOWN (62)<br>R. Carlyle - X   |  |  |
| 65 I KEEP CRYING (55)<br>Hurricanes - audivox  |  |  |

as its position last week. (P) means Prevue.



# H A R L E M

## PROGRAMMING GUIDE

Week Ending January 10, 1955

Each recording is listed in order of its measured response on MGA survey.

### HARLEM HIT PARADE ★★☆☆

- 1 EARTH ANGEL (2)  
Penguins - dootone
- 2 HEARTS OF STONE (1)  
Charms - deluxe
- 3 SINCERELY (3)  
Moonglows - chess
- 4 TEACH ME TONIGHT (7)  
D. Washington - me
- 5 LING TING TONG (8)  
4 Keys - cap  
Charms - deluxe
- 6 YOU UPSET ME (5)  
B. B. King - rpm
- 7 POISON IVY (6)  
W. Mabon - chess
- 8 RECONSIDER BABY (4)  
L. Fulsom - checker
- 9 HURT (10)  
R. Hamilton - epic
- 10 FOR SENTIMENTAL REASONS (52)  
Rivileers - baton

### POSSIBILITIES ★★☆☆

- 11 TWEEDLE DEE (11)  
L. Baker - at
- 12 NEVER LET ME GO (9)  
J. Ace - duke
- 13 SHOO-DOO-DE-DO (13)  
B. Lester - checker
- 14 PLEDGING MY LOVE (58)  
J. Ace - duke
- 15 EVERY DAY I HAVE THE BLUES (16)  
B. B. King - rpm
- 16 MAKE YOURSELF COMFORTABLE (12)  
S. Vaughan - me
- 17 I LOVE YOU MADLY (18)  
Charlie & Ray - herald
- 18 LAND OF DREAMS (26)  
Winterhalter-Heywood - vi
- 19 I'M READY (15)  
M. Waters - chess
- 20 I NEED YOUR LOVE (22)  
P. W. Crayton - imp
- 21 MAMBO BABY (19)  
R. Brown - at
- 22 I DON'T HURT ANYMORE (14)  
D. Washington - me
- 23 BABY LET'S PLAY HOUSE (30)  
A. Gunter - excello
- 24 LAST NIGHT (17)  
Little Walter - checker
- 25 LET ME GO LOVER (28)  
J. Weber - co  
Counts - dot
- 26 HURTS ME TO MY HEART (24)  
F. Adams - Herald

- 27 STINGY LITTLE THING (35)  
Midnighters - fed
- 28 THINKING OF YOU (27)  
F. Domino - imp
- 29 DON'T DROP IT (21)  
W. Harrison - sav
- 30 LET'S WALK (20)  
R. Brown - alad
- 31 EBBTIDE (31)  
R. Hamilton - epic
- 32 SO ALL ALONE (33)  
B. Lester - checker
- 33 MELLOW DOWN EASY (29)  
Little Walter - checker
- 34 KO KO MO (88)  
Gene & Eunice - combo
- 35 GOD ONLY KNOWS (25)  
Capris - gotham  
Crystals - deluxe
- 36 TOMORROW NIGHT (44)  
L. Baker - at  
L. Johnson - ki
- 37 BYE BYE YOUNG MEN (54)  
R. Brown - at
- 38 GIVE AND TAKE (23)  
C. Willis - okeh
- 39 HAJJI BABA (37)  
K. Cole - cap
- 40 WHOLE LOTTA LOVE (49)  
B. B. King - rpm
- 41 MARY LEE (34)  
Rainbows - robin
- 42 ANNIE HAD A BABY (32)  
Midnighters - fed
- 43 CRAZY CRAZY LOVE (38)  
Charms - deluxe
- 44 DREAM (36)  
D. Washington - me
- 45 I KNOW (41)  
F. Domino - imp
- 46 OH WHAT A DREAM (43)  
R. Brown - at
- 47 SHE'S THE ONE (48)  
Midnighters - fed
- 48 I'VE GOT A WOMAN (53)  
R. Charles - at
- 49 STAR OF LOVE (40)  
R. Hamilton - epic
- 50 LOVE ME (42)  
F. Domino - imp
- 51 SOMEDAY (51)  
Drifters - at
- 52 THE LETTER (39)  
Medallions - dootone
- 53 ANNIE'S AUNT FANNIE (45)  
Midnighters - fed
- 54 COME BACK (89)  
R. Charles - ot
- 55 BIP BAM (47)  
Drifters - at

Number to the right of each record indicates its position last week. (P) means Prevue.



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# **“ALL-TIME” PROGRAMMING GUIDE**

**TO BE PUBLISHED ONCE A MONTH  
IN FUTURE BULLETINS**

The “All-Time” Programming Guide, heretofore published on this page of the Music Guild Bulletin every week, will henceforth be published once a month.

Our respondents and testers report that weekly change in popularity ratings of “all-time” records is too slight to warrant weekly revisions in the guide. They believe a monthly tabulation would suffice and serve as a more practical barometer of “All-Time” ratings.

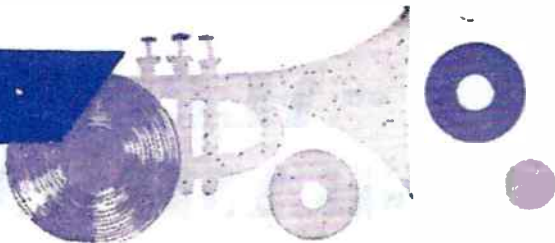
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*Watch for  
the New  
▶ Arrowline*

**THE ARROWLINE WILL HELP YOU SCORE!**

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# PREVUE RECORDS



*Sterling Title Strip Co. lists each week's record release to advise the trade that title strips have been printed and are available for immediate shipment even before the records can be purchased. Order strips by catalog number. Prices and information on request.*

*Class: P (Popular); W (Western); H (Harlem); A (All-Time).*

## ADVANCE RECORD RELEASE BULLETIN AND TITLE STRIP ORDER FORM

Cards	No.	Class	Artist	Title	Title
<b>Audivox Release</b>					
—	114	P	D. Collins	<b>Tweedle Dee</b>	<b>Get Happy</b>
<b>Capitol Release No. 458</b>					
<b>Available 1-31</b>					
—	3031	P	Hutton Sist.	<b>Ko Ko Mo</b>	<b>Heart Throb</b>
—	3032	P	5 Keys	<b>Close Your Eyes</b>	<b>Doggone It You Did It</b>
—	3033	P	J. Froman	<b>I Wonder</b>	<b>I'll Never Be The Same</b>
—	3034	W	M. Moore	<b>Cow-Cow Boogie</b>	<b>Rock-Rockola</b>
—	3035	W	Rangers	<b>The Carpenter's Son</b>	<b>Heavenly Cannon Ball</b>
<b>Cardell Release</b>					
—	3069	P	J. A. Lear	<b>I'll Tell The World I Love You</b>	<b>Gi-Gi-Gi-Gira Con Me</b>
<b>Coral Release</b>					
—	61339	P	T. Brewer	<b>I Gotta Go Get My Baby</b>	<b>What More Is There To Say</b>
<b>Deluxe Release No. 9-55</b>					
<b>Available 1-24</b>					
—	6065	H	Charms	<b>Two Hearts</b>	<b>The First Time We Met</b>
—	6079	H	R. Ferguson	<b>I'm Tellin' You</b>	<b>You Been Away Too Long</b>
—	2031	P	D. Ippolito	<b>Camptown Races Mambo</b>	<b>Can't Do It Mambo</b>
—	6075	H	Thunderbirds	<b>Baby Let's Play House</b>	<b>Pledging My Love</b>
<b>Flair Release</b>					
—	1060	H	S. Gunter	<b>You're Mine</b>	<b>Why</b>
<b>Jan Release</b>					
—	5002	P	A. Soyka	<b>Take My Heart Polka</b>	<b>Sleepy Valley Oberek</b>
—	5000	P	A. Soyka	<b>Pedro Polka</b>	<b>Squeeze Box Oberek</b>
—	5001	P	A. Soyka	<b>Candlelight Polka</b>	<b>Chi Chi Polka</b>
<b>Jay Dee Release</b>					
—	797	H	Mellows	<b>Smoke From My Cigarette</b>	<b>Pretty Baby. What's Your Name</b>

**King Release No. 9-55**

Available 1-24

— 1430	W	Country Cats	Sun Shadows	Hop-Scotch
— 1431	W	Swanee Boys	I Don't Worry	Fires A-Comin'
— 4771	H	B. Jennings	Darn That Dream	Blue Grass
— 1432	P	B. Bennett	Poison Ivy	You Upset Me Baby
— 1434	W	York Bros.	That's All I Want From You	A Chip On Your Shoulder

**Mercury Release**

— 70528	P	P. Page	You Too Can Be A Dreamer	Everlovin'
— 70529	P	Crew Cuts	Ko-Ko-Mo	Earth Angel
— 70530	P	S. Torrent	Hindustan	Sam
— 70527	W	C. Reed	Cry Like A Baby	I'm Gonna Get Some Sleep Tonight

**RCA Victor Release No. 55-4 Available 1-14**

— 5994	P	P. Como	Ko-Ko-Mo	You'll Always Be My Lifetime Sweetheart
— 5993	P	L. Monte	How Important Can It Be	Truly Yours
— 5981	P	La Falce Bros.	The Devil's Highway	Maria, Maria, Maria
— 5992	P	Socarras	I've Got My Love To Keep Me Warm	Mood Indigo
— 5990	W	S. Hamblen	If We All Said A Prayer	My Brother
— 5991	W	B. Cody	Tell It Right	Butterfly Heart
— 5984	W	C. Stewart	Remington Ride	Singing Wheels

**RCA "X" Release No. 55-1 Available Immediately**

— 0087	P	B. Darnell & B. Clooney	Ko Ko Mo	So All Alone
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**Tampa Release**

— 100P		Dooley Sist.	Ko-Ko-Mo	Heart Throb
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**Mr. Manufacturer:**

Sterling Title Strip Company will print, pack and ship strips in any quantity to every one of your distributors **WITHIN 24 HOURS AFTER RECEIPT OF YOUR ORDER!**

More and more manufacturers are using this speedy service.

Why not you?

# Sterling Title Strip Co.

2 EAST 45th STREET, NEW YORK 17, N. Y.

MURRAY HILL 2-7783

P. S. Operators always ask their record jobbers or distributors for Sterling Title Strips.

**STERLING TITLE STRIP CO., 2 EAST 45th STREET, NEW YORK 17, N. Y.**



# OFFICIAL HIT PARADE

Reg. U. S. Pat. Off.



Based on the Survey conducted by The Music Guild of America

NO. 397

JAN. 10, 1955

### HIT PARADE

- |                              |                             |
|------------------------------|-----------------------------|
| 1 HEARTS OF STONE            | 6 MAKE YOURSELF COMFORTABLE |
| 2 LET ME GO LOVER            | 7 MR. SANDMAN               |
| 3 NAUGHTY LADY OF SHADY LANE | 8 TEACH ME TONIGHT          |
| 4 THAT'S ALL I WANT FROM YOU | 9 COUNT YOUR BLESSINGS      |
| 5 MELODY OF LOVE             | 10 NO MORE                  |

### HIT PARADE POSSIBILITIES

- |                                  |                           |
|----------------------------------|---------------------------|
| 11 PAPA LOVES MAMBO              | 21 HOME FOR THE HOLIDAYS  |
| 12 I NEED YOU NOW                | 22 THE THINGS I DIDN'T DO |
| 13 HOLD MY HAND                  | 23 HAJJI BABA             |
| 14 DIM, DIM THE LIGHTS           | 24 BLESS YOUR HEART       |
| 15 MAMBO ITALIANO                | 25 RUNAROUND              |
| 16 SONG OF THE BAREFOOT CONTESSA | 26 SINCERELY              |
| 17 IF I GIVE MY HEART TO YOU     | 27 NO MAN IS AN ISLAND    |
| 18 SHAKE RATTLE AND ROLL         | 28 TWEEDLE DEE            |
| 19 LAND OF DREAMS                | 29 THIS OLE HOUSE         |
| 20 MY LOVE SONG TO YOU           | 30 HEY THERE              |

### WESTERN HIT PARADE

- |                        |                                   |
|------------------------|-----------------------------------|
| 1 MORE AND MORE        | 6 ONE BY ONE                      |
| 2 LOOSE TALK           | 7 HEARTS OF STONE                 |
| 3 LET ME GO LOVER      | 8 IF YOU DON'T SOMEBODY ELSE WILL |
| 4 IF YOU AIN'T LOVIN'  | 9 TWO GLASSES JOE                 |
| 5 I DON'T HURT ANYMORE | 10 THIS IS THE THANKS I GET       |

### WESTERN HIT PARADE POSSIBILITIES

- |                            |                                    |
|----------------------------|------------------------------------|
| 11 THAT CRAZY MAMBO THING  | 21 THE NEXT VOICE YOU HEAR         |
| 12 THIS OLD HOUSE          | 22 I LOVE YOU MOSTLY               |
| 13 BEWARE OF "IT"          | 23 HEP CAT BABY                    |
| 14 THE NEW GREEN LIGHT     | 24 AS TIME GOES BY                 |
| 15 PENNY CANDY             | 25 OLE PAPPY TIME                  |
| 16 YOU'RE NOT MINE ANYMORE | 26 EVEN THO                        |
| 17 KISS CRAZY BABY         | 27 WHAT 'CHA GONNA DO NOW          |
| 18 COURTIN' IN THE RAIN    | 28 I DREAMED OF A HILLBILLY HEAVEN |
| 19 THOU SHALT NOT STEAL    | 29 SHAKE RATTLE AND ROLL           |
| 20 COMPANY'S COMIN'        | 30 SURE FIRE KISSES                |

### HARLEM HIT PARADE

- |                    |                            |
|--------------------|----------------------------|
| 1 EARTH ANGEL      | 6 YOU UPSET ME             |
| 2 HEARTS OF STONE  | 7 POISON IVY               |
| 3 SINCERELY        | 8 RECONSIDER BABY          |
| 4 TEACH ME TONIGHT | 9 HURT                     |
| 5 LING TING TONG   | 10 FOR SENTIMENTAL REASONS |

### HARLEM HIT PARADE POSSIBILITIES

- |                               |                          |
|-------------------------------|--------------------------|
| 11 TWEEDLE DEE                | 21 MAMBO BABY            |
| 12 NEVER LET ME GO            | 22 I DON'T HURT ANYMORE  |
| 13 SHOO-DOO-DE-DO             | 23 BABY LET'S PLAY HOUSE |
| 14 PLEDGING MY LOVE           | 24 LAST NIGHT            |
| 15 EVERY DAY I HAVE THE BLUES | 25 LET ME GO LOVER       |
| 16 MAKE YOURSELF COMFORTABLE  | 26 HURTS ME TO MY HEART  |
| 17 I LOVE YOU MADLY           | 27 STINGY LITTLE THING   |
| 18 LAND OF DREAMS             | 28 THINKING OF YOU       |
| 19 I'M READY                  | 29 DON'T DROP IT         |
| 20 I NEED YOUR LOVE           | 30 LET'S WALK            |

### ALL TIME HIT PARADE

- |                   |                         |
|-------------------|-------------------------|
| 1 MAMBO No. 5     | 6 FRENESI               |
| 2 PEG O' MY HEART | 7 PERFIDIA              |
| 3 BLUE TANGO      | 8 GOODNIGHT IRENE       |
| 4 HEARTACHES      | 9 I CAN'T GET STARTED   |
| 5 STARDUST        | 10 YOU MADE ME LOVE YOU |

HIT PARADE PROGRAMMING AND PROMOTION STIMULATES BUSINESS

(For Location Use and Display)