

Mercury 78 RPM Albums Before LP and 45

Produced by Frank Daniels

Introduction

Mercury Records began in 1945 as a small label with pressing plants in Saint Louis and Chicago, immediately boasting that they were capable of producing records rapidly. That boast became a promise, as Mercury's singles took off in popularity – leading to the release of albums.

Mercury's figurehead was an image of the Roman deity, at first drawn in profile. By May, 1946, the company had switched to a younger, friendlier image of Mercury and was looking for someone to represent the company. They found Eddie Gaedel, a young friendly-looking gentleman who was 3'7" tall. He traveled around promoting Mercury's discs and was pictured on some of their releases. After he left Mercury, Gaedel famously went to work for the St. Louis Browns baseball organization. On August 19, 1951, he pinch-hit one time and was walked by the pitcher. The opposing team complained, leading to a rule requiring the Commissioner of Baseball to approve player contracts. Gaedel died in 1961 at the age of 36 – apparently the result of a beating.



Mercury Shooting At 700,000 Disk Within the Year

CHICAGO, Oct. 6.—Another boost toward putting Chi on the map as a record-producing center came this week with the opening of the Mercury Record plant here. New independent label, which is already pressing plenty platters a week, intends to hike production to 700,000 disks weekly, within the next year with 72 presses in St. Louis and 48 in their Chi outlet.

The Mercury label appears as a definitely permanent bid for recognition among diskeries because Irving Green, prey of the firm and a veteran manufacturer of plastic and resin manufacturing equipment, has set up a self-sustaining unit for making biscuits in both the Chi and St. Louis outlets. Present set-up includes all the equipment that is necessary to make the record.

Mercury's plant is being watched by the industry because of its completely automatic pressing line. Which, because of a number of revolutionary timing devices, enable a novice to turn out a well-pressed record. At the present time, the entire pressing line is manned by women who previously have had no experience in record-pressing. Currently both plants are working on an 8-hour day shift, but Green asserted that he was doubling the shift within a couple months. Mercury's complete automatic pressing plant helps it to overcome the current shortage of workers needed to handle manual presses used by most other firms.

Mercury's Little Man Comes to Life; A Disk-Biz 'Johnny'

CHICAGO, June 1.—Newest promotional stunt in the record field is take-off on Philip Morris's Johnny gimmick. Mercury Records has hired a "Mercury Man," a three-foot, seven-inch midget. Twenty-year-old Mercury man's real name is Eddie Gaedel and he will be used primarily to contact disk jockeys, autograph Mercury disks at department and retail stores when they are released, put in appearances at Mercury distributors throught the country, and appear at places where Mercury attractions are being featured.

Much of Mercury's future promotion will be tied around Mercury Man, and a contest will be held thru record stores and counters to give him a surname. Life-sized cuts are being made and will be placed on display at Mercury distributor's windows and show counters throught the country. The Mercury Man is garbed in an aluminum-winged helmet, winged boots, red cape and trousers.

Mercury execs here added that he will be used as a central character in a series of kid albums also. Mercury Man bowed here in his promotional role by giving away 150 records nightly at College Inn nitery, where Buddy Rich is currently appearing.

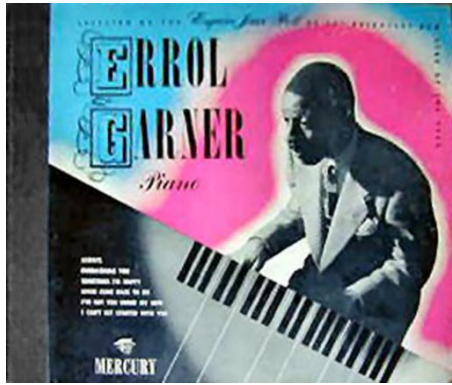
Mercury's "10 Series" of albums began with a mixture of different styles. The companies different lines allowed them to grow while other small labels were not flourishing. This attracted the attention of several artists and producers, including Norman Granz – a big name in jazz. Granz had released several volumes of *Jazz at the Philharmonic* which were widely acclaimed. During 1948, the year of the union ban, Mercury and Granz came to an agreement allowing his Clef discs to be issued by Mercury and drawing Granz into the Mercury stable of artists. Mercury also purchased

the Keynote line of jazz recordings – cementing their position as a major jazz label.

Mercury began releasing classical records in the LP format in February, 1949, and by July they had over 40 LPs on the market. Shortly after Mercury went into LPs they started releasing 45 RPM discs; these listings contain albums that were released before the advent of the other two speeds.



A-10 Series Albums

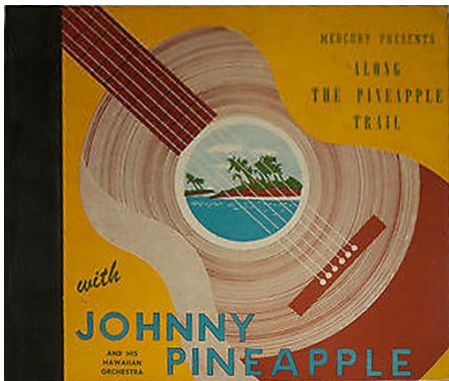


PIANO SOLOS ALBUMErrol GarnerMercury A-10
 Always
 Embraceable You
 I Can't Get Started With You
 I've Got You Under My Skin
 L'Ever Come Back to Me
 Sometimes I'm Happy

A-10 Erroll Garner *Piano Solos*
 Release Date: Early summer, 1946

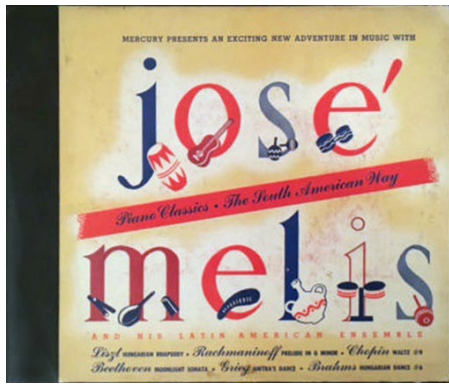


A-11 Frank Parker *Songs from My Heart to You*
 Release Date: Early summer, 1946

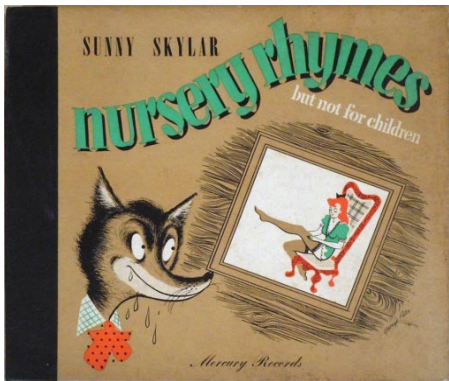


... Mercury Records
 to release six sides by Johnny Pine-
 apple. . . .

A-12 Johnny Pineapple *Along the Pineapple Trail*
 Release Date: Summer, 1946

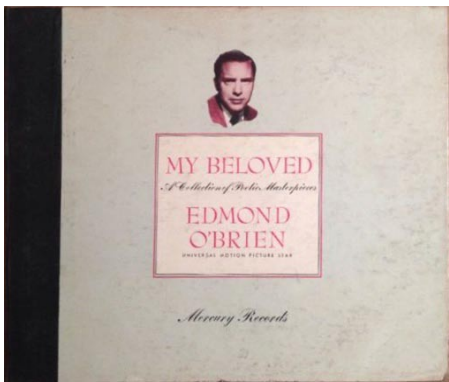


A-13 José Melis *Piano Classics the South American Way*
 Release Date: Summer, 1946



A-14 Sunny Skylar *Nursery Rhymes but Not for Children*
 Release Date: Summer, 1946

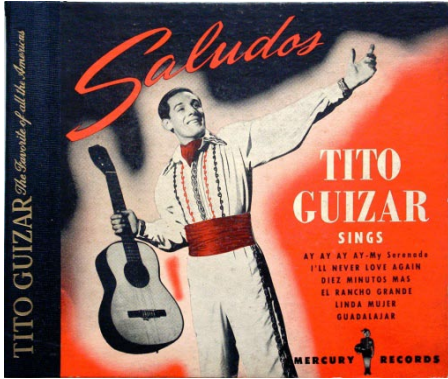
Platter Palaver
 Sunny Skylar has signed to do a series of albums for Mercury Records. First one, which will use some of Skylar's own compositions plus his voice, will be called *Bedtime Stories*, *But Not for Children*. . . .



A-15 Edmond O'Brien *My Beloved*
 Release Date: Summer, 1946

MERCURY RECORDS
 OFFICES: 228 NORTH LA SALLE STREET, CHICAGO 1, ILLINOIS
 RECORD PLANTS: 215 SOUTH FROBIA STREET, CHICAGO, ILLINOIS
 839 SOUTH WABASH AVENUE, CHICAGO 5, ILLINOIS
 1700 NORTH GARRISON STREET, ST. LOUIS, MISSOURI

My Beloved



A-16 Tito Guizar *Saludos*
 Release Date: Late Fall, 1946

Guizar To Cut For, Get Piece Of Merc Disks

HOLLYWOOD, May 25. — Singer Tito Guizar reported to have bought an interest in Mercury Records in addition to cutting for label. Mercury recently signed a number of Hollywood personalities including John Garfield and Jack Carson to cut sides but Guizar case is first reported as a part ownership deal as well as platter attraction.

How Mercury set-up will effect Guizar's Victor recordings for the Mexican and South American field has not been revealed so far. Among first Guizar platterings for Mercury will be several songs from his forthcoming Columbia picture, *Thrill of Brazil*.



A-17 Jack Fina *Ten Talented Fingers*
 Release Date: Fall, 1946

fizzled. Jimmy Hilliard, Mercury recording supervisor, also is in town to cut a batch of sides by Tito Guizar, Jack Fina's band and Frances Langford.



A-18 Ralph Edwards *Let's Have a Party*
 Release Date: November, 1946

Merc Cuts Edwards House Party Package

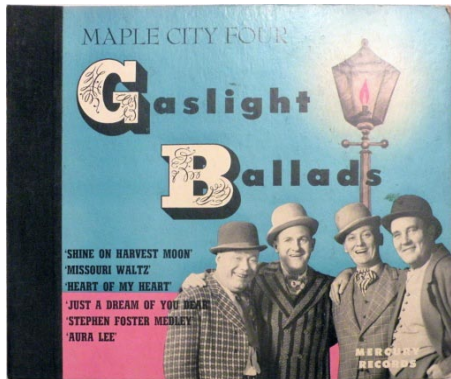
CHICAGO, Nov. 2. — Mercury Records Berle Adams has worked out a record album deal with Ralph Edwards, emcee of NBC's Saturday eve *Truth or Consequences*. Edwards was recorded on three-record album called *Let's Have a Party*, adding up to a 20-minute session of Edwards' emsinging, with sound effects and music, games at a house party.

Sides contain games such as musical chairs, the *Banana Game* and Dixie cup race, together with seven other house party gimmicks. While album will promote Edwards, he'll do vice versa by plugging album as a give-away on his consistently above-average Hooperating airer. Mercury execs are trying to work out deal with Duz, sponsor of the show, for retail store promotion.



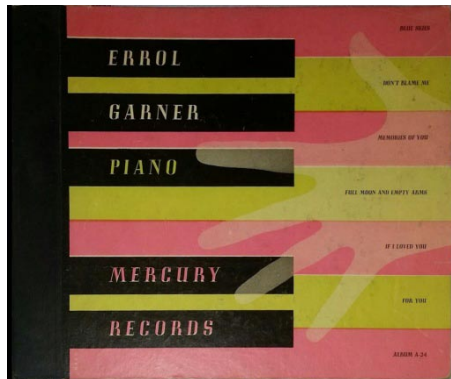
A-22 Frankie Laine *Frankie Laine Sings*
 Release Date: BB April 5, 1947 (Advance)

Show Album
ME AND JULIET80
 Isabel Bigley, Bill Hayes, Joan McCracken, Ray Walston, Mark Dawson, Jackie Kelk (1-12")
 V (33) LOC 1012
 Tho the Broadway show got anything but rave reviews, there's every certainty that the Rodgers and Hammerstein name can still carry either a show or an original cast album. The hoopla is strong enough from the diskery and the producers to create sales for this package. Singing in the album are Mark Dawson, Bill Hayes, Isabel Bigley, Joan McCracken, Arthur Maxwell and Bob Fortier. None are particularly strong vocalists. And in only a few instances does the recording stimulate a visual picture of the stage activities. Only a very few ditties in the score figure to break out and attract customers. Yet it's a well-done package and should do well among the show album buyers.



A-23 The Maple City Four *Gaslight Ballads*
 Release Date: BB April 5, 1947 (Advance)

'So This Is Love' Album Due July
 NEW YORK, June 20.—RCA Victor will start shipments to distributors and dealers on July 17 of its newest motion picture sound track album, "So This Is Love." Album features the picture's star, Kathryn Grayson, in selections from pop standards to operatic arias.
 Picture is the life story of Grace Moore, based on the former operatic star's autobiography. Album will be available on EP and LP. Former will list for \$3 and the latter for \$4.45.

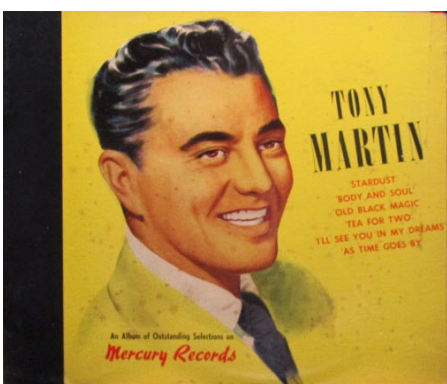


A-24 Erroll Garner *Erroll Garner Piano (#2)*
 Release Date: 1947



A-25 Frances Langford
Release Date: Summer, 1948

Rainbow Rhapsody



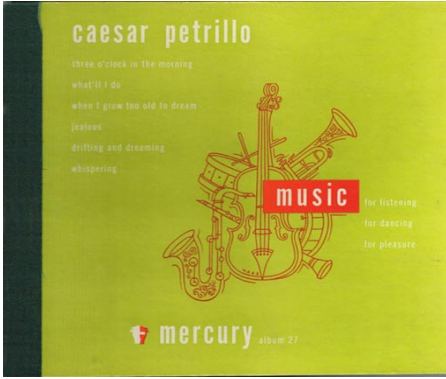
A-26 Tony Martin
Release Date: BB Fall, 1948

An Album of Outstanding Selections



A-27 Romy Gosz *Polka Album*
Release Date: Fall, 1947 (as singles); not released as an album

Roman "Romy" Gosz recorded an album for Mercury in 1947. Although the singles were released, and those singles are labeled as being from album A-27, the album did not appear, and the number was later given to an album by Caesar Petrillo.



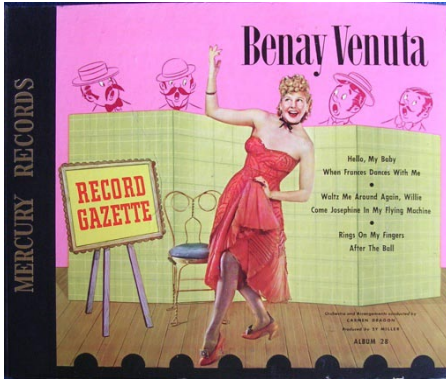
A-27

Release Date:

Caesar Petrillo *Music for Listening, for Dancing, for Pleasure*

BB November 27, 1948

CAESAR PETRILLO'S MUSIC FOR LISTENING; FOR DANCING, FOR PLEASURE ALBUM 64
 —CAESAR PETRILLO ORK (3-10")
 (Mercury 27)
 Three o'Clock in the Morning; What'll I Do?; When I Grow Too Old To Dream; Jealous; Drifting and Dreaming; Whispering.
 This collection of nostalgic oldies follows the formula all the way, offering mellow, practically brassless orking, with fiddles, flutes and smooth trombones alternating in straight melodic sequences. It's a useful, tasteful job, but lacks a real angle for salability, unless Petrillo's late-evening air shows from Chicago have built up a hungry fan-following. The cover is tasteful also, but punchless.
JUKES Not suitable.
JOCKS Old favorites will fill many a request spot.



A-28

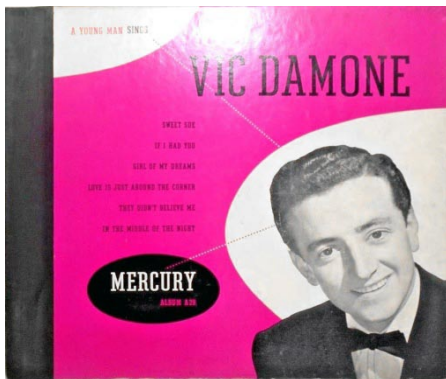
Release Date:

Benay Venuta

BB July 17, 1948

Record Gazette

RECORD GAZETTE—BENAY VENUTA 78
 (3-10")
 Benay Venuta
 (Carmen Dragon Ork)
 (Mercury A28)
 Hello, My Baby; When Frances Dances With Me; Waltz Me Around Again, Willie; Come Josephine in My Flying Machine; Rings on My Fingers; After the Ball.
 Benay Venuta, w.k. flicker and legit thrush, has gathered a group of oldies with the Gay '90s flavor for her first platter album. Assisted by barbershop vocal crew, gal captures both the sentimental and light-hearted moods of the high button shoe era chirping ditties such as "After the Ball"; "Hello, My Baby," and "Rings on My Fingers." Carmen Dragon's orking more than adequate. Biurb and thrush's picture on inside flap serves to introduce Venuta to disk buyers.
JUKES In the taverns where they like to sing along to the old-time tunes.
JOCKS Fine for change of pace or solid Gay '90s programming.



A-29

Release Date:

Vic Damone *Vic Damone*

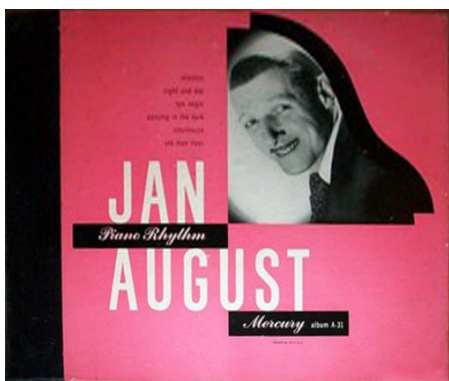
BB August 7, 1948

Vic Damone Album—Vic Damone (3-10")
 Mercury A 29
 Girl of My Dreams . . . Mercury 1051
 If I Had You . . . Mercury 1050
 In the Middle of the Night . . . Mercury 1052
 Love Is Just Around the Corner . . . Mercury 1051
 Sweet Sue . . . Mercury 1050
 The Didn't Believe Me . . . Mercury 1052



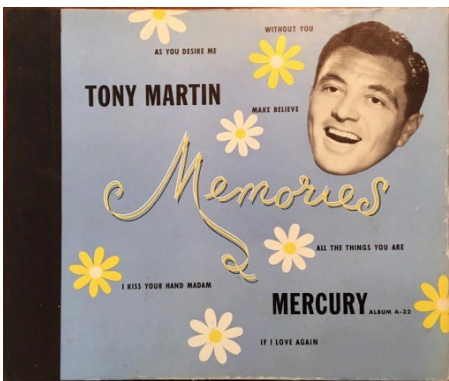
All Time-Old Time Favorites Album (3-10")
 Tiny Hill . . . Mercury A-30
 Angry
 I'll Keep on Loving You
 Skirts
 Who's Sorry Now?
 You Gotta Quit Cheatin' on Me
 You Gotta See Your Mama Every Night

A-30 Tiny Hill *Tiny Hill Album (All Time-Old Time Favorites)*
 Release Date: BB June 5, 1948; Review August 14, 1948



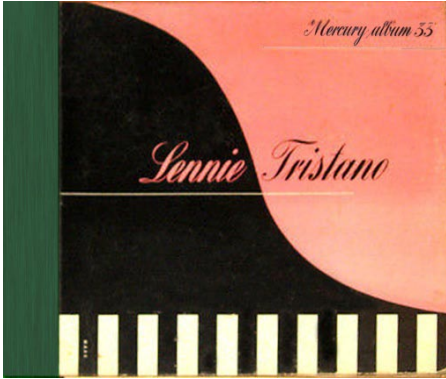
CHICAGO, Dec. 13.—After months of confusion over Jan August's future as a recording artist following his squabble with Diamond platters, August this week popped up as a Mercury waxing talent. Mercury execs, explained only that Murray Nadell, attorney for August, had told the *Miserlou* 88-er that he was free to ink with another firm, after conferences with AFM execs made August a free agent. According to a Mercury spokesman, August has signed a three-year paper with the firm and will cut 16 sides with his trio before the January 1 work-stoppage. The Mercury releases will include some of his Diamond best-sellers, such as *Miserlou* and *Malaguena*.

A-31 Jan August *Piano Rhythm*
 Release Date: Summer, 1948



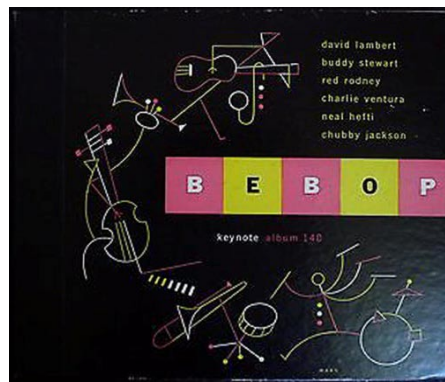
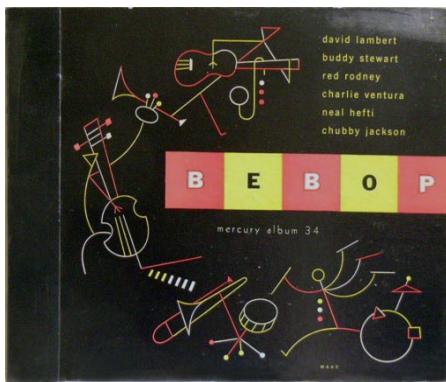
TONY MARTIN MEMORIES 73
 ALBUM—Tony Martin (3-10")
 (Mercury A 32)
 As You Desire Me; Without You; Make Believe; All the Things You Are; I Kiss Your Hand Madam; If I Love Again.
 Here's another package of platters featuring the schmaltzy romantic Tony Martin crooning, cut during the warbler's days of service under the Mercury banner. Material here, standard stuff with all crooning barys, is well suited to Martin's manner of chanting. All are in the dreamy mode, as ork sets lush, soft-light scene thruout, definitely subdued behind the full Martin tenor. "All the Things You Are," "Make Believe," and the currently revived "I Kiss Your Hand Madam" are Tony's top efforts.
JUKES Fine for the dreamy, holding hands spots.
JOCKS All rate a whirl.

A-32 Tony Martin *Memories*
 Release Date: BB August 14, 1948



A-33 Lennie Tristano
 Release Date: Fall, 1948
 A reissue of Keynote No. 147.

Lennie Tristano



A-34 Various Artists
 Release Date: Late 1948
 A reissue of Keynote No. 140.

Bebop

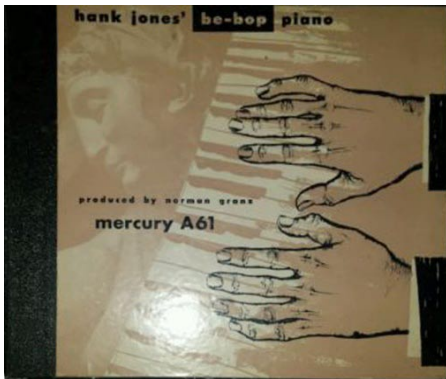


NEW SONGS OF PALESTINE 60
 ALBUM — INTERNATIONAL CHORUS — A. W. BINDER, DIR. (3-10")
 (Mercury A-35)
 Song of the Signal Man; We Have the Strength; Israel's Heroes; Song of Faith; Song of the Jewish Partisans; Songs of the Emek; This Way!
 Originally issued on the Keynote label, this album contains songs of the new Palestine sliced before Israel was declared a nation by the United Nations. They are authentically performed in the original Hebrew. Liner notes contain the Hebrew lyrics with the English translations for them. This is the kind of package which will do best in Jewish neighborhoods but which could draw some sales in class shops where customers are folk music-minded.
JUKES **JOKES**
 Not suitable. **I. e. w. i. s. h.** stations and folk music shows should look at this package.

A-35 A.W. Binder *New Songs of Palestine*
 Release Date: BB December 4, 1948



A-36 Chubby Jackson & Bill Harris Chubby Jackson & Bill Harris
 Release Date: Late 1948
 A reissue of Keynote No. 123



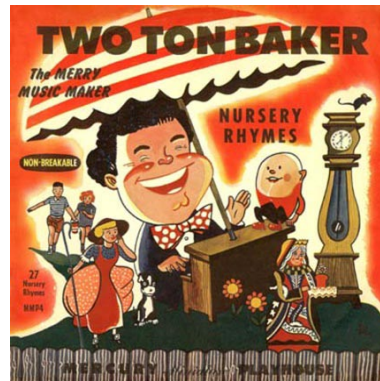
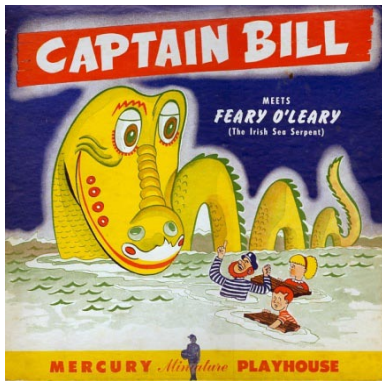
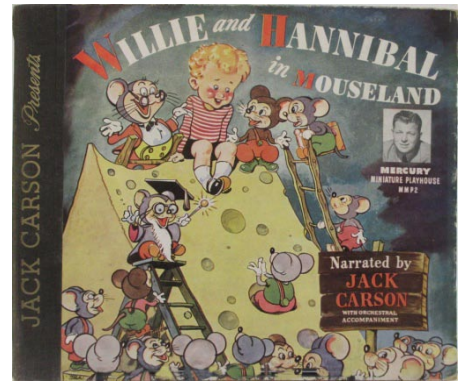
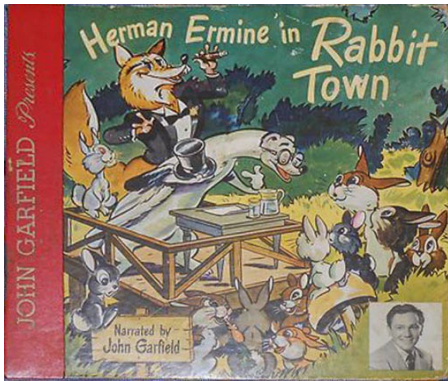
BE-BOP PIANO (3-10") **59**
 Hank Jones, Piano
 (Mercury A-61)
 Tea for Two; Yesterdays; Blues for a Lady Day; Blue Room; Night We Called It a Day; You're Blase.
 Biggest commercial drawback for this package at the moment is the fact that Hank Jones enjoys most of his popularity among musicians—and in that group among only the hip footers. But when and if the public picks up on Jones' piano pickings this package could develop into a worthy stock item. His style is much like that of Art Tatum with Earl Hines probably serving as his other chief influence. Deceiving is the "Be-Bop" title tag on the album for there is only some small smattering of bop piano herein. Interesting cover and Granz's first-person liner notes round out the worthy musical package.
JUKES
 Not suitable.
JOCKS
 Jazz jocks should go for some of these sides; others might like 'em, too.

A-61 Hank Jones Be-Bop Piano
 Release Date: BB December 4, 1948
 A reissue of Clef 104

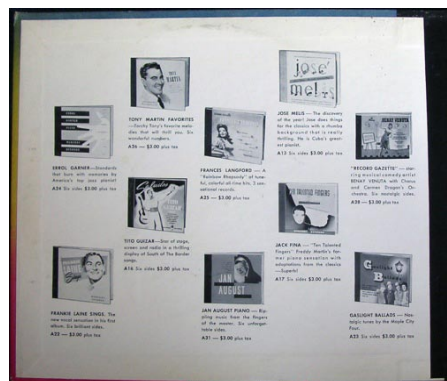


A-69 Alfred Newman Captain From Castile
 Release Date: BB January 1, 1949 (advance)
 A reissue of Majestic MZ-6 (December, 1947)

Mercury Miniature Playhouse Series

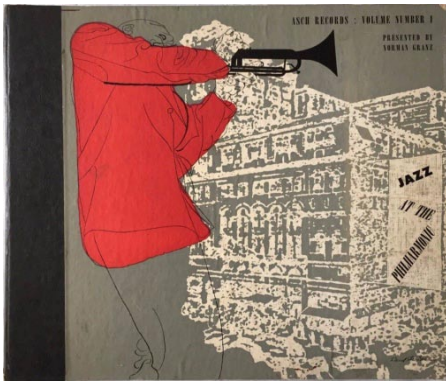


- MMP-1** John Garfield *Herman Ermine in Rabbit Town*
- Release Date: Fall, 1946
- MMP-2** Jack Carson *Willie and Hannibal in Mouseland*
- Release Date: Fall, 1946
- MMP-3** Don Doolittle *Captain Bill Meets Feary O'Leary*
- Release Date: Fall, 1946
- The Herman Ermine album is about racism. "Some of my best friends have been black rabbits." The series as a whole was popular; by the end of the 1946 Mercury had released several of them.
- MMP-4** Two-Ton Baker *Nursery Rhymes*
- Release Date: Fall, 1946
- MMP-5** Two-Ton Baker *Christmas Party*
- Release Date: Fall, 1946 Possibly intended as album A-21.



Single Numbers	Artist	Source	Album
1001 to 1003	ERROLL GARNER	-	A-10
1004 to 1006	JOSE MELIS	-	A-13
1007 to 1009	FRANK PARKER	-	A-11
1010 to 1012	JOHNNY PINEAPPLE	-	A-12
1013 to 1015	SUNNY SKYLAR	-	A-14
1016 to 1018	EDMUND O'BRIEN	-	A-15
1019 to 1021	TITO GUIZAR	-	A-16
1022	unknown		
1023 to 1025	JACK FINA & HIS ORCH	-	A-17
1026 to 1028	FRANKIE LAINE	-	A-22
1029 to 1031	MAPLE CITY FOUR	-	A-23
1032 to 1034	ERROL GARNER	-	A-24
1035 to 1037	ROMY GOSZ	-	A-27*
1038 to 1040	TONY MARTIN	-	A-26
1041 to 1043	CAESAR PETRILLO	-	A-27
1046 to 1048	BENAY VENUTA	-	A-28
1047 to 1049	FRANCES LANGFORD	-	A-25
1050 to 1052	VIC DAMONE	-	A-29
1053 to 1055	TINY HILL	-	A-30
1056 to 1058	JAN AUGUST	-	A-31
1059 to 1061	TONY MARTIN	-	A-32
1062 to 1064	LENNIE TRISTANO TRIO	Keynote	A-33
1065 to 1067	VARIOUS ARTISTS	Keynote	A-34
1068 to 1070	INTERNATIONAL CHORUS	-	A-35
1071 to 1073	CHUBBY JACKSON SEPTET	Keynote	A-36
1074 to 1076	MAGYAR GYPSY ENSEMBLE	Keynote	A-37

Jazz at the Philharmonic



JAZZ AT THE PHILHARMONIC ALBUM	Asch 453
How High the Moon, Parts 1 and 2.....	Illinois Jacquet and All Stars...Asch 453-1
How High the Moon, Part 3.....	Illinois Jacquet and All Stars...Asch 453-2
Lady Be Good, Part 1.....	Illinois Jacquet and All Stars...Asch 453-3
Lady Be Good, Parts 2 and 3.....	Illinois Jacquet and All Stars...Asch 453-3

Asch 453 Norman Granz (Various) *Jazz at the Philharmonic, Volume Number 1*
 Release Date: BB November 17, 1945
 Reissued by Stinson in Fall, 1947. See below for the Mercury release.



JAZZ AT THE PHILHARMONIC AL- Lester Young and All-Star Oak (Super-	
BUM—VOLUME II (2-12") vided by Norman Granz)	Disc 501
Blues for Norman (Parts 1 and 2).....	Disc 2001
I Can't Get Started (Parts 1 and 2).....	Disc 2002

Disc 501 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 2*
 Release Date: 1946
 Reissued by Mercury c. 1950.



NORMAN GRANZ JAZZ AT THE PHILHARMONIC ALBUM, VOL. III (2-12")	Disc 503
Crazy Rhythm, Parts 1 and 2.....	Disc 2003
Sweet Georgia Brown, Parts 1 and 2.....	Disc 2004

Disc 503 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 3*
 Release Date: BB September 28, 1946
 Reissued in 1949 as Mercury 11039 to 11041.



NORMAN GRANZ—JAZZ AT THE PHILHARMONIC—Vol. 4 (Disc 504)
 It's another listen in on a Norman Granz jazz concert, with the wax retaining the enthusiasm of the concert audience. And for the listener enthusiasm runs highest for a lively Blues that spreads over three sides the sorcery of Shorty Nadine at the piano, who interweaves the blues theme with Les Paul's stellar guit' pickings. There's also musical meat in the improvisings of saxers Jack McVea and Illinois Jacquet along with the trombone slides of J. J. Johnson. For the remaining three sides the jazz acers ride it furiously for Lester Leaps. An impressionistic cover, shadowing instruments and playing fingers, makes for an attractive album design.

Disc 504 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 4*
 Release Date: BB March 1, 1947
 Reissued by Mercury c. 1950.



JAZZ AT THE PHILHARMONIC,
 Vol. V. (3-10") Disc 507
 Body and Soul, Parts 1 and 2 Disc 6028
 Body and Soul, Parts 3 and 4..... Disc 6029
 Rosetta, Parts 1 and 2..... Disc 6027

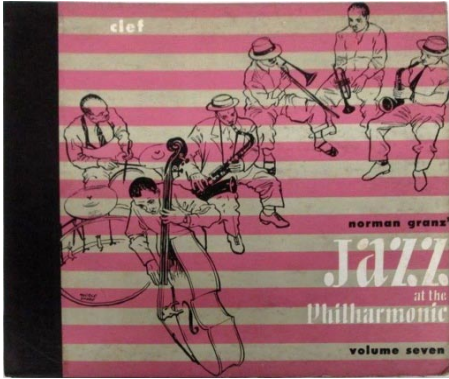
Disc 507 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 5*
 Release Date: BB July 12, 1947
 Reissued in 1949 as Mercury 11030 to 11032.



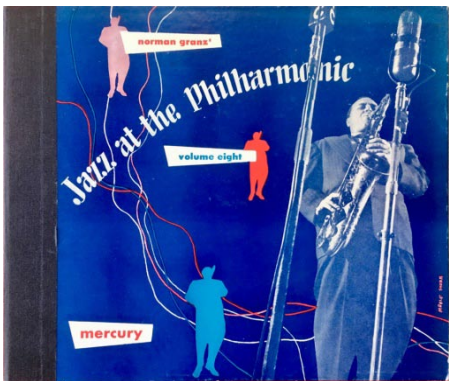
**Norman Granz Ork
 Tees Off Sept. 24**

NEW YORK, Sept. 6.—Norman Granz's *Jazz at the Philharmonic* tees off its fifth tour September 24 at the Brooklyn Academy of Music, hopping from there to Baltimore (25), the Philadelphia Academy of Music (26), the Newark Mosque Theater (27) and a midnight concert at New York's Carnegie Hall the same night. Granz plans to hit more than 50 cities on this tour.
 Among the sidemen accompanying him are jazz acers Coleman Hawkins, Bill Harris, Flip Phillips, Howard McGhee and Ray Brown, plus vocalist Helen Humes. Granz has just released his sixth album of *Jazz at the Philharmonic* on his new Clef label.

Clef 100 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 6*
 Release Date: BB September 13, 1947
 Contains discs numbered 101, 102, and 103. Reissued November, 1948, as Mercury 11003-11005.



Clef 101 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 7*
 Release Date: Early 1948
 Contains discs numbered 104, 105, and 106. Reissued November, 1948, as Mercury 11006-11008.



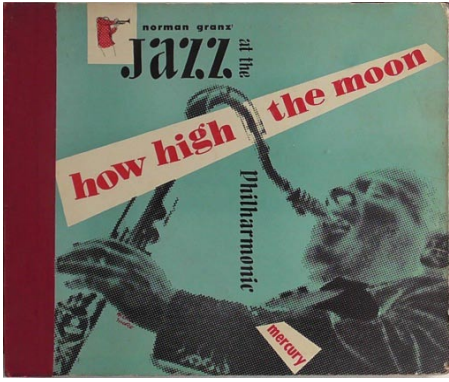
Irv Green, Mercury prexy, this week concluded a deal with Norman Granz to handle distribution under the Mercury label of Albums 6 to-8 of the *Jazz at the Philharmonic* series, plus additional albums cut by Granz, including *Bebop Piano*, *How High the Moon* and *Perdido*. These albums were previously distributed on Granz's short-lived Clef label.

Mercury has purchased a set of eight masters from Wisconsin polka orkster Samm Madden, which were returned to him when Chord label Prexy Mike Cudahy went to the Coast recently to join Perfection Plastics, a pressery. In addition, Mercury has purchased masters made privately before the ban by Florida radio hillbillies Peewee Jenkins and His Barn Dance Buddies and Daisy Mae and Old Brother Charlie.

NORMAN GRANZ'S JAZZ AT THE PHILHARMONIC VOL. 8 80
ALBUM—ILLINOIS JACQUET-FLIP PHILLIPS-BILL HARRIS-HOWARD McGHEE-JO JONES-RAY BROWN-HANK JONES (3-10")
 (Mercury JATP Vol. 8)
 The six sides of this package are filled with improvisations based on Duke Ellington's "Perdido." Performed by a solid group of top jazz citizens including Illinois Jacquet, Flip Phillips, Howard McGhee, Jo Jones, Bill Harris, etc., this JATP package comes as close to being a commercial ware as any of its predecessors—and these have done well. These sides provide the maximum in capturing crowd excitement, to a point where some of the music is drowned out. But that seems to be an advantageous selling point rather than a detriment with this type package.

JUKES	JOCKS
Sides I and II	Jazz shows could
could draw race	use this.
play.	

Mercury Vol. 8 Norman Granz (Various) *Jazz at the Philharmonic, Vol. 8*
 Release Date: BB November, 1948
 Contains discs numbered 11000-11002. Despite the announcement in *Billboard* that Vol. 8 was a reissue from Clef, apparently it was new to Mercury.



HOW HIGH THE MOON (2-10") 75
 Jazz at the Philharmonic
 (Mercury JATP 11009-10)
 As jazz albums go this one must be considered as a superior thing both on the basis of content (performing artists and their efforts, that is) and commercial values ("Moon" plus JATP stars equals box office). The package was picked off at a JATP concert in Pittsburgh and the recording is far above the levels achieved by other of the albums in this series. Soloists include tenor men Coleman Hawkins and Flip Phillips, altoist Willie Smith, trumpeter Buck Clayton, drummer Buddy Rich, pianist Kenny Kersey (his is an outstanding solo), tromist Trummy Young and bassist Benny Fonville. Attractive cover and pix of the star attractions in action in the liner.

JUKES	JOCKS
Not suitable.	Jazz spinners will
	dig this; others
	may like the drive
	of side four's ending.

Mercury 11009-10 Norman Granz (Various) *How High the Moon*
 Release Date: BB November 6, 1948
 A reissue of *Jazz at the Philharmonic, Vol. 1*.

Here is an early ad for Mercury records in the LP format:

Your Cash Register Will Ring A Merry Tune With

Mercury

LONG PLAYING MICROGROOVE RECORDS

PLACE YOUR ORDERS NOW AT BOOTHS 99-100 FOR EARLY DELIVERY

CLASSICAL	10000 Series	CLASSICAL	15000 Series	POPULAR	25000 Series	
	12 Inch	10 Inch	10 Inch	10 Inch	10 Inch	
	\$4.85		\$3.85		\$2.85	
KHACHATURIAN Concerto for Violin & Orchestra David Oistrakh, Soloist	MG10000	TCHAIKOVSKY 1812 Overture		STUDENT PRINCE	MG25001	
ERNA SACK Sings Strauss, Lehar & Popular Favorites	MG10001	R. STRAUSS Don Juan—Symphonic Poem in D Minor	MG15000	SOUTH PACIFIC— Kiss Me, Kate	MG25002	
VIVALDI Concerto Grosso D Minor		SCHUMANN Symphony No. 4 in D Minor	MG15001	JAN AUGUST , Piano	MG25003	
MOZART Divertimento in D	MG10002	STRAUSS WALTZES Berlin Philharmonic Orchestra	MG15004	TONY MARTIN Sings	MG25004	
CIMAROSA Concerto for Oboe & Strings		SEMI-CLASSICAL			BILLY ECKSTINE Sings	MG25005
MILAN Pavane & Giga for English Horns		20000 Series 12 Inch \$4.85			BENAY VENUTA Sings All Time-Old Time Favorites	MG25006
WILLIAMS Concerto for Oboe & Strings	MG10003	ALFRED NEWMAN Popular Classics	MG20000	FRANKIE LAINE Favorites	MG25007	
STRAUSS WALTZES Chasins & Keene Play Two Pianos	MG10005	ORGAN & CHIMES— Ring Out Xmas Bells 12 Famous Hymns	MG20001	ALEC WILDER Octets	MG25008	
SCHUBERT String Quartet No. 14 in D Minor. Death and the Maiden— Fine Arts Quartet	MG10008	STRAUSS & WALDTEUFEL Waltzes	MG20002	MACHITO and His Latin American Music	MG25009	
ERNA SACK Musical Treasures	MG10009	ALFRED NEWMAN— Operatic & Musical Favorites	MG20003	FRANCES LANGFORD Rainbow Rhapsody	MG25010	
BRAHMS Quartet in C Minor	MG10010	GYPSY MUSIC— Alexander Haas, Nicholas Matthey	MG20004	EDDY HOWARD Selected Song Favorites	MG25011	
BRAHMS Quartet No. 3 in G Minor Op. 60	MG10011	ALFRED NEWMAN Captain From Castile Favorite Melodies	MG20005	ALBERT AMMONS Boogie Piano Stylings	MG25012	
SHOSTAKOVICH Trio in E Minor Op. 67, with David Oistrakh, Violin	MG10012	JOSE MELIS— Piano Stylings	MG20006	EDMOND O'BRIEN My Beloved	MG25013	
CHASINS AND KEENE Two Pianos	MG10025	JAZZ AT THE PHILHARMONIC.			KIDDIE SELECTIONS	
		35000 Series 10 Inch \$3.85			30000 Series 10 Inch \$2.85	
		VOLUME 8 (Perdido)	MG35000	SONGS FOR LITTLE FOLKS		
		VOLUME 10 (Endido) (I Surrender Dear)	MG35002	MG30000		
				MG30001		
				MG30002		
				MG30003		
				MG30004		
				HG30005		



**LONG PLAYING
MERCURY
CLASSICS**

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