



A PRODUCT OF RADIO CORPORATION OF AMERICA
MADE IN U.S.A.

X RECORDS

SIDE
1

**Produced by
Frank Daniels**

- 1. Album label styles**
- 2. Clips from Trade Magazines**
- 3. Album listings**
(LX-3000 to LVA-3040
and other LPs)

Label Styles

Albums

Label 54

Yellow label with black print

Years: April-May, 1954

Numbers: LX-3000 through LX-3009; LPX-3010 to 3012



Label 54a

White label with red print

No print at the bottom of the label

Years: May, 1954, to May, 1955

Numbers: LX-3000 to 3009; LPX-3010 to 3012;

LVA-3013 to 3037; LXA-3013 to 3035



Label 54b

Red/White Label

White label with red print

"Long 33 1/3 Play" at the bottom of the label

Years: May, 1955, to December, 1955

Numbers: LVA-3037 to LVA-3040; LXA 3032, 3035 to 3056



Clips from Trade Magazines

Billboard, April 11, 1953

Victor to Issue 89c Label For Sale by Indie Distribs

New Label, to Be Launched in Fall, Will Compete With Present RCA Line

By NEV GEHMAN
NEW YORK, April 4. — Next September RCA Victor will introduce a brand new record label. The Billboard learned exclusively this week. The new label, as yet unnamed, will be competitive in every field except classical with its parent label, RCA Victor, and will be sold thru independent distributors throughout the country. It will be priced at 89 cents, including federal tax.

The final decision to market this new line, which is called label "X" for the purpose of this story, came this week with the agreement by RCA President Frank Folsom to the proposal submitted by Manie Sacks, newly appointed head of the RCA Victor record department. Sparked by Sacks, the project has been classified as top secret within the organization for some weeks while every angle, includ-

ing all legal aspects, was investigated. The first that Folsom knew about it was when Sacks presented the completely wrapped-up proposal to him on Wednesday (1).

Completely Independent
According to Sacks, who confirmed the decision, organizational plans for the new label are only on paper at this point, but label "X" will operate completely independent of the parent label. It will have its own sales force and recording staff. It will have its own roster of artists. In the artist field, Sacks said that label "X" will bid for established disk names as well as build new record talent. It is not contemplated at this juncture to use label "X" as a proving ground for artists and then move the successful ones up to the RCA Victor label, as was done in the past with Bluebird.

In all probability label "X" will also be physically removed from the Victor offices in Radio City. Present thinking favors locating the subsidiary in the company's 24th Street building, where the Victor recording studios are housed. Staffwise, Sacks plans to bring in most, if not all, of the personnel from the outside rather than shift present RCA Victor personnel.

The only decision reached thus far about the name for label "X" is that it will not be Bluebird. Bluebird has been RCA Victor's subsidiary label for some years, but has always been marketed by regular RCA Victor distributors. The elimination of Bluebird from consideration is believed to be because this label is presently used both for low-priced classic and kiddie records.

The determination by RCA Victor to issue a subsidiary label thru independent distributors is a major change for the company which, in the past, has always worked exclusively thru its franchised distributors, but it is a question that has been given close thought sporadically during the last three years. In 1950, for example, serious consideration was given to a label for indie distributors, primarily geared to make the company a stronger factor in the rhythm and blues field. The present RCA Victor step was motivated, according to Sacks, by two factors: added business and the building of new talent, with concentration in all music fields except classical.

When label "X" hits the field in September, as presently planned, RCA Victor will be the third major record label to have made the move towards indie distribution in the post-war era. Decca made the start some four years ago with the Coral line, which has proved eminently successful. About six months ago Columbia re-activated its Okeh label and headed for indie distribution in quest for r.&b. business. Since then Okeh has branched out into the pop and hillbilly fields.

Billboard, August 8, 1953

Hilliard Seen Label X Head; Kessler to RCA

Further Changes Expected at Two Record Companies

NEW YORK, Aug. 1. — RCA Victor record department this week hired Danny Kessler to handle a.&r. promotion and sales on the diskery's rhythm and blues disks. Kessler, who leaves Columbia Records' Okeh subsidiary for the new post, will take over at Victor on August 17. Meanwhile, Columbia has named Marvin Holtzman to succeed Kessler at Okeh, and strongest contender for the top a.&r. post for Victor's proposed label "X" is Jimmy Hilliard, Decca's former recording chief.

January 1 is now considered to be the Victor target date for starting the label "X" project. If so, then Hilliard will probably move into the Victor set-up in September or October. Hilliard is currently on vacation and not due back here for another two weeks.

Kessler's new position is an unusual one for vacation and not due back here for another two weeks. Kessler's new position is an unusual one for vacation and not due back here for another two weeks. Kessler's new position is an unusual one for vacation and not due back here for another two weeks.

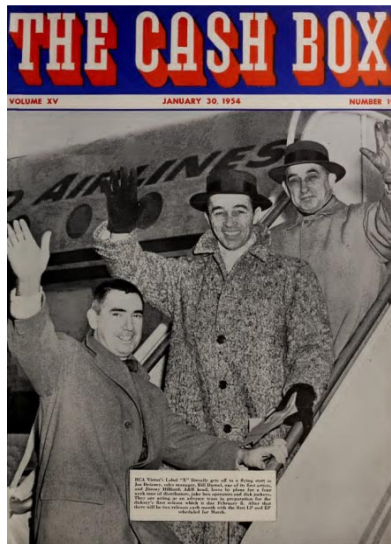
(Continued on page 32)

Billboard, November 21, 1953

RCA Victor has not yet settled on a name for Label "X"—a tag handed the project in a Billboard story months ago. It is even possible, he said, that the line would be called Label "X." The date for launching Label "X" is January 1. Hilliard will start recording for that date about December 1. Plans call for recording pop, country and western, and rhythm and blues records. Also planned is an analysis of the children's record market which may lead to the issue of kidisks. Also planned are album releases—about 25 packages during the first year of operation.

The first package release about March may consist of six albums with one per release thereafter and a heavier issue on or about September.

Cash Box, January 30, 1954



Billboard, April 3, 1954

LABEL 'X' RE-ISSUES JAZZ

Finds Pure Gold in RCA Vaults With First 10 LP's

NEW YORK, March 27.—Label "X," the new RCA Victor subsidiary label, issued this week its first 10 LP recordings of jazz reissues. Dipping deeply into the almost limitless vaults of the parent company, the recording firm has come up with a series of LP's that can only be described in one way—pure gold.

Every record in the release will be of interest to jazz collectors, especially the college crowd, to whom many of the bands and soloists featured on the disks are only a legend.

Jimmy Yancey: Blues and Boogie; Rex Stewart and his Boogie; Rex Stewart and his Chickasaw Syncopators; Ben Pollack and his orchestra; Bennie Moten's Kansas City orchestra; Eddie Condon's Hot Shots; Johnny Dodds' Washboard band; Original Dixieland Jass band; Jelly Roll Morton's Red Hot Peppers; Back-grounds of Jazz, Vol. 1. ("X" Records. L.X. 3000-3009. Ten 10-inch LP's.)

Of all the releases in the set, possibly the most exciting is the Jimmy Lunceford orchestra platter. Few bands, except those of Fletcher Henderson and Count

Basie, have had the same influence on the swing era as the Lunceford crew. The orchestra was based on power and precision, and both are in evidence here, with such cuttings as "White Heat," "Jazzocracy," "Swingin' Uptown" and "Breakfast Ball." Sy Oliver's arrangements and Willie Smith's alto work are outstanding on this collection.

Pollack Ork

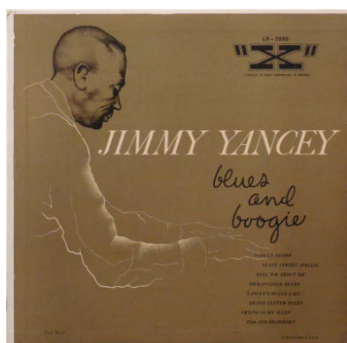
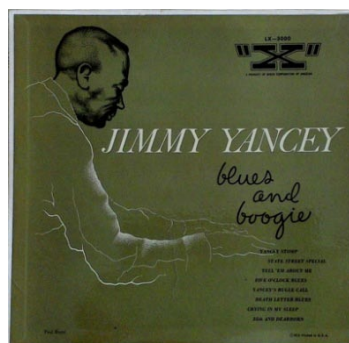
The Ben Pollack orchestra set features the young Benny Goodman, just out of his teens, but showing much of the musicianship that made him one of the top jazzmen in the business a few years later. In addition, jazzmen such as Jimmie McFarland, Jack Teagarden and a swinging Glenn Miller can be heard on the set.

These are but a few of the outstanding sets in the release. Others include the special band within a band, the Rex Stewart crew, then a part of a great Duke Ellington orchestra; the driving Bennie Moten orchestra of the middle 1920's which fused New Orleans and Kansas City styles into a new and exciting type of music; the Eddie Condon Hotshots, playing some memorable two-beat jazz, and even featuring some blues-blowing by Red McKenzie. Also represented are such stellar jazz names as Jelly Roll Morton's Red Hot Peppers; the Original Dixieland Jass band; Johnny Dodds' Washboard band; the great

Cash Box, April 17, 1954

"X"'s vault series, by the way, appears to be a phenomenal seller. The albums were mistakenly listed as selling for \$3.00. The actual price is \$3.85. . . .

Albums – Original Vault Series (LX-3000 to LX-3009)



Jimmy Yancey: Blues and Boogie; Rex Stewart and ork; Jimmy Lunceford and His Chickasaw Syncopators; Ben Pollack and his ork; Bennie Moten's Kansas City ork; Eddie Condon's Hot Shots; Johnny Dodds' Washboard band; Original Dixieland Jass band; Jelly Roll Morton's Red Hot Peppers; Backgrounds of Jazz, Vol. 1. ("X" Records, LX 3000-3009. Ten 10-inch LP's.)

LX-3000 Jimmy Yancey *Blues and Boogie*

Release Date: BB April, 1954

The original cover was olive green; later covers were chocolate/brown.



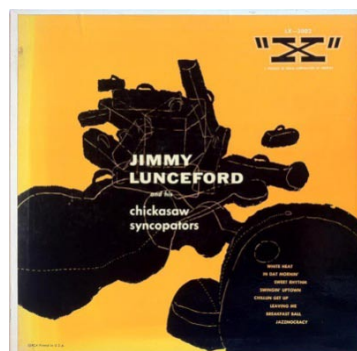
REX STEWART and his orchestra—"X" Records LX-3001 (1-10" LP)—List: \$3.85

MOBILE BAY; LINGER AWHILE; MY SUNDAY GAL; WITHOUT A SONG; SUBTLE SLOUGH; SOME SATURDAY; POOR BUBBER; MENELIK-THE LION OF JUDAH.

In what is described as "Ellington with a difference" we have the melodic jazz with the Ellington influence, but not yet the Ellington sophistication. Disk is composed of a series of mighty listenable and relaxing items featuring such famous jazz names as Rex Stewart, trumpet; Harry Carney, sax; Ben Webster, sax; Duke Ellington, piano; Jimmy Blanton, bass; Sonny Greer, drums; and Lawrence Brown, trombone. Another of the "X" Vault Originals series. Rex's trumpet solos are the highlight of the disk. His work on "Poor Bubber" and "Menelik," two previously unissued numbers, are worthy of the price of the LP.

LX-3001 Rex Stewart *Rex Stewart and his Orchestra*

Release Date: BB April, 1954



JIMMY LUNCEFORD and his Chickasaw Syncopators—"X" Records LX-3002 (1-10" LP) List \$3.85

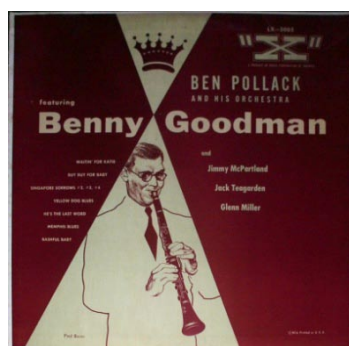
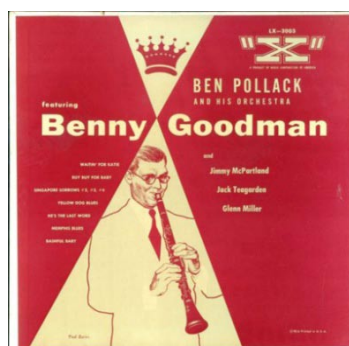
WHITE HEAT; IN DAT MORNIN'; SWEET RHYTHM; SWINGIN' UPTOWN; CHILLUN GET UP; LEAVING ME; BREAKFAST BALL; JASSNOCRACY.

"X" digs deep into the RCA Victor vaults for another jazz collectors' item and comes up with eight sides by Jimmy Lunceford and his band. The tunes were recorded in 1930 when the band was young in age and development and in 1934 when the band had reached its fullest power. Lunceford, a name that must be placed on top of the list with the jazz giants who were such great influences in the development of jazz, has with him such top sidemen as Willie Smith, Eddie Wilcox, Sy Oliver and others too numerous to mention. Collectors' must.

LX-3002 Jimmy Lunceford *And his Chickasaw Syncopators*

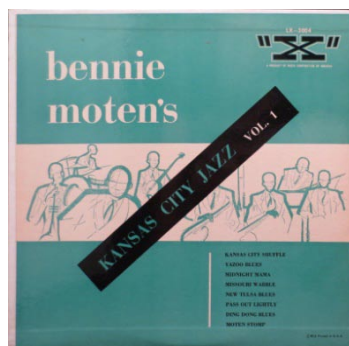
Release Date: BB April, 1954

Some (later?) covers have a slightly deeper (orange) background.



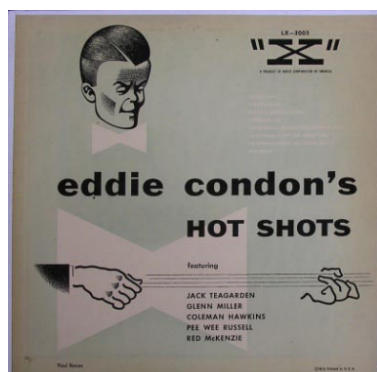
FEATURING BENNY GOODMAN—Ben Pollack and his Orchestra—"X" Records LX-3003 (1-10" LP). List: \$3.00
 WAITIN' FOR KATIE; BUY, BUY FOR BABY; SINGAPORE SORROWS #2, #3, #4; YELLOW DOG BLUES; HE'S THE LAST WORD; MEMPHIS BLUES; BASHFUL BABY.
 Another of the "X" releases taken from the old RCA Victor masters. This one is of the famous Ben Pollack band and features such all time greats, in addition to Benny, as Jimmy McPartland; Jack Teagarden and Glenn Miller. The latter is no small sales factor in view of his current popularity via the flicker and several best selling albums. Sound is rather crude compared to the Benny Goodman and Glenn Miller orchestras of later years but the stylings are of interest as portraying the "flaming twenties". Of definite interest to the jazz collectors.

LX-3003 Ben Pollack *Featuring Benny Goodman*
 Release Date: BB April, 1954
 Later covers have a darker background.



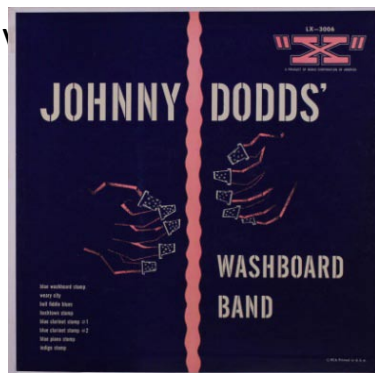
BENNIE MOTEN'S KANSAS CITY JAZZ (Vol. 1)—"X" Records LX-3004 (1-10" LP) List: \$3.85
 KANSAS CITY SHUFFLE; YAZOO BLUES; MIDNIGHT MAMA; MISSOURI WABBLE; NEW TULSA BLUES; PASS OUT LIGHTLY; DING DONG BLUES; MOTEN STOMP.
 One of the "X" label Vault Originals, of the initial ten historical disks, is this one of Bennie Moten's Kansas City Orchestra. The period portrayed on this release is the early 1920's and is the nucleus of what was later to become the famous Count Basie swing band. Basie took over the Moten band when Bennie died. Here we get the beginning of the repeated riffs, to become the trademark of Kansas City jazz. A collector's must. Series is reported selling like wild fire.

LX-3004 Bennie Moten *Kansas City Jazz, Vol. 1*
 Release Date: BB April, 1954
 Earlier covers are more teal; later covers are more green.



EDDIE CONDON'S HOT SHOTS—"X" Records LX-3005 (1-10" L. P.). List: \$3.00, featuring Jack Teagarden, Glenn Miller, Coleman Hawkins, Pee Wee Russell, Red McKenzie
 HELLO LOLA; ONE HOUR; TAILSPIN BLUES; NEVER HAD A REASON TO BELIEVE IN YOU; COPENHAGEN; THAT'S A SERIOUS THING; I'M GONNA STOMP MR. HENRY LEE #1; I'M GONNA STOMP MR. HENRY LEE #2.
 Another of the "X" Vault Originals proves itself a must for the collector. Condon, who features the Chicago brand of jazz gives a spirited and harsh musical picture of the bathtub gin, tommy gun days of Al Capone, et al. Listener tunes an ear in on the early Glenn Miller, and blue blower Red McKenzie who gets a trumpet sound out of a tissue paper covered comb. In addition to the record's historical value, the buyer will get full value in musical enjoyment.

LX-3005 Soundtrack *Murderer's Row*
 Release Date: BB April, 1954



LX-3006 Johnny Dodds *Washboard Band*
Release Date: BB April, 1954

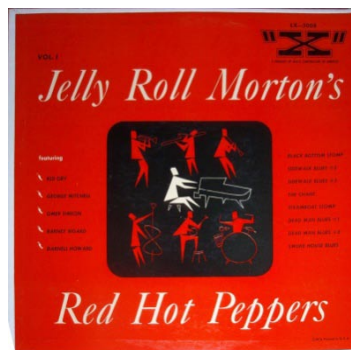
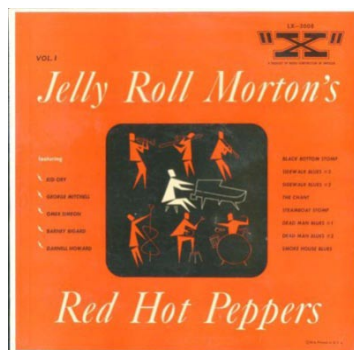


LX-3007 *The Original Dixieland Jass Band*
Release Date: BB April, 1954
Later covers are slightly brighter.

THE ORIGINAL DIXIELAND JAZZ BAND—"X" Records LX-3007 (1-10" LP)
List: \$3.85

DIXIE JAZZ BAND ONE-STEP, LIVERY STABLE BLUES, SKELETON JANGLE, TIGER RAG, SENSATION RAG, RUIN' THE BLUES, MOORIN' BLUES, CLARINET MARMALADE

While not the first white jazz band, the O.D.J.B. is the most famous, having moved into New York and taken the town by storm about the time the first world war was ending. For collectors this disk is invaluable, featuring such history names as Nick LaRocca, cornet; Eddie Edwards, trombone; Larry Shields, clarinet; Henry Ragas, piano; and Tony Sbarbaro on the drums. Most of these names are unfamiliar except to those who have acquainted themselves with the complement of the early bands. Another in the series of "X" vault originals that are reported selling like hot cakes.



JELLY ROLL MORTON'S RED HOT PEPPERS—"X" Records LX-3008 (1-10" LP). List: \$2.00

BLACK BOTTOM STOMP, SIDEWALK BLUES #1, SIDEWALK BLUES #2, THE CHAMP, STAMBOUR STOMP, DEAD MAN BLUES #1, DEAD MAN BLUES #2, SMOKE HOUSE BLUES

When RCA opened its vaults and decided to release its old jazz masters on the new "X" label, it made available, if the Jelly Roll Morton disk is an example, items of tremendous historical interest to followers of jazz discography. Extensive liner notes carefully presented and of extreme value to anyone interested in this type of release. Sidemen with Jelly Roll Morton are the famous Kid Ory on the trombone; George Mitchell, cornet; Omer Simeon, clarinet; John St. Cyr, banjo; John Lillday, bass; Andrew Hinitre, drums; Darrel Howard and Barney Bigard, clarinets. There are some Jelly Roll Morton records available, but the number is strictly limited. It is an important event to collectors whenever a new disk is issued by the man who many credit with being the originator of jazz. However, even those who take issue with this will certainly agree that he was one of the most important influences in the development of jazz.

LX-3008 Jelly Roll Morton *Jelly Roll Morton's Red Hot Peppers*
Release Date: BB April, 1954
Earlier covers are more orange; later covers are more red.



THE JUG BANDS "Backgrounds of Jazz Vol. 1" "X" Records LX-3009 (1-10") LP) List: \$3.85
 DIXIELAND JUG BLOWERS—BANJORENO; SOUTHERN SHOUT; NATIONAL BLUES; BOODLE AM SHAKE; MEMPHIS BAND—STINGY WOMAN; NEWPORT NEWS; SUN BRIMMERS; OVER-SEAS STOMP.
 Of extreme collector value in that the music represents an era of pre-recorded jazz. Although the actual recordings were made in 1920 and 1928 when jazz recordings already showed an advanced sound, the music played and instruments used on this release portray an earlier period. Use of the jug, and kazoo, indicate an era when instruments were often homemade and had not reached the stage of later development. A rare collectors item. Etchings have that quality that perhaps marks the music as at the stage where blues and syncopated jazz had about reached the point where jazz moves out on its own.

LX-3009 Various Artists *The Jug Bands*
 Release Date: BB April, 1954
 Backgrounds of Jazz, Vol. 1

During the month of May, 1954, the "X" label prepared three more releases. They regarded these to be popular releases rather than Jazz releases, and so they prefixed the albums with LPX- instead of LX-

- ☐ "Irving Berlin Waltzes"
Jose Bethancourt and His Marimba Ork
 "45EP" EXB-3010 Long Play LPX-3010
- ☐ "When Day Is Done" C. Sharpe-Minor
 "45EP" EXB-3011 Long Play LPX-3011
- ☐ "South of the Border"
Roy Smeck and His Island Quartet
 "45EP" EXB-3012 Long Play LPX-3012

Albums – Transitional Popular Albums (LPX-3010 to LPX-3012)



LPX-3010

Jose Bethancourt

Irving Berlin Waltzes

Release Date:

BB May, 1954



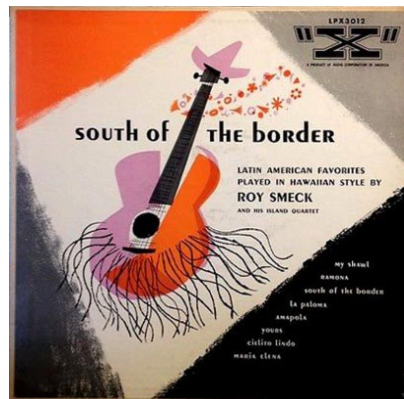
LPX-3011

C. Sharpe-Minor

When Day is Done

Release Date:

BB May, 1954



LPX-3012

Roy Smeck

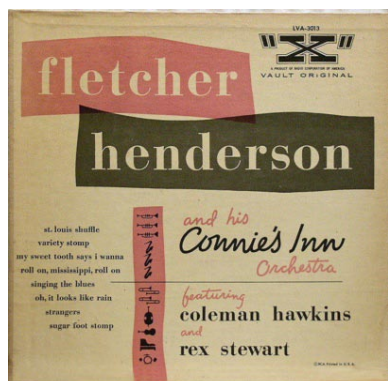
South of the Border

Release Date:

BB May, 1954

It became apparent immediately that "X" should not use the same prefix for its popular and Vault Originals series. All releases numbered after 3012 were separated into two series: LVA- for the Vault Originals and LXA- for popular albums. These series initiated with the number 3013 in late May, 1954.

Albums – Vault Originals (LVA-3013 to LVA-3040)



FLETCHER HENDERSON and his Connie's Inn Orchestra—"X" Records
LVA-3013 (1-10" LP) List: \$3.85

ST. LOUIS SHUFFLE; VARIETY STOMP; MY SWEET TOOTH SAYS I WANNA; ROLL ON, MISSISSIPPI, ROLL ON; SINGING THE BLUES; OH, IT LOOKS LIKE RAIN; STRANGERS; SUGAR FOOT STOMP.

No jazz collection is complete without something by Fletcher Henderson, who represents one of the top influences in guiding jazz from the small band to the big band. Fletch, who was called for by Benny Goodman when Benny was headed for the heights and whose arrangements are generally accepted as being one of the strongest factors in the success of the Goodman band, is also famous for his own Harlem music, which this album presents. The earlier Henderson band is pictured, and its roughness is apparent against the later Connie's Inn Orchestra. Some of the greatest names in jazz served apprenticeship under the wing of Fletch. This album features the sax of Coleman Hawkins and the trumpet of Rex Stewart in addition to its all star line-up of sidemen. Will no doubt enjoy the great success that the earlier "X" releases met with.

LVA-3013

Fletcher Henderson

And His Connie's Inn Orchestra

Release Date:

BB May, 1954



LVA-3014

Wingy Manone

Volume 1

Release Date:

BB May, 1954



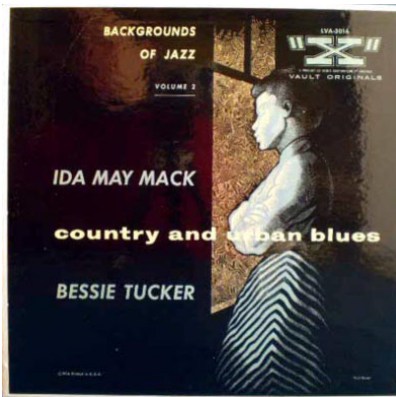
LVA-3015

Mezz Mezzrow

Swing Session

Release Date:

BB May, 1954



LVA-3016 Various Artists *Country and Urban Blues*
 Release Date: BB May, 1954
 Backgrounds of Jazz, Vol. 2



LVA-3017 Jean Goldkette *Big Band Jazz of the 20's*
 Release Date: *Record Changer* September, 1954



LVA-3018 King Oliver *Uptown Jazz*
 Release Date: *Record Changer* September, 1954

LVA-3019 Unreleased



LVA-3020 The Missourians *Harlem in the 20's*
Release Date: *Record Changer* September, 1954



LVA-3021 The Washboard Rhythm Kings *Washboard Jazz at its Wildest*
Release Date: *Record Changer* October, 1954
"Vault Originals" appears on the label from now on.

LVA-3022 Unreleased



LVA-3023 Earl Hines *Piano Solos*
Release Date: *Record Changer* October, 1954

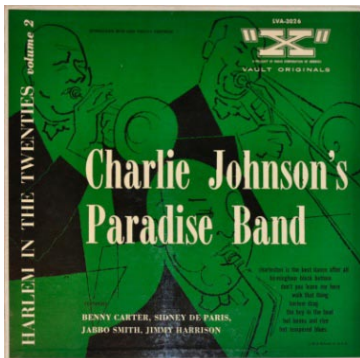


LVA-3024 Sidney Bechet *And His New Orleans Feetwarmers*
Release Date: *Record Changer* October, 1954



LVA-3025 Bennie Moten *Kansas City Jazz, Volume 2*
Release Date: *Record Changer* October, 1954

BENNIE MOTEN'S KANSAS CITY JAZZ—Volume 2—“X” Vault Originals
LVA-3025 (1-10" LP) List: \$3.85
TWELFTH STREET RAG; SUGAR; SLOW MOTION; TOUGH BREAKS; JUST RITE; TROUBLE IN MIND BLUES; GET LOW-DOWN BLUES; KANSAS CITY BREAKDOWN.
Volume 2 of the Bennie Moten's Kansas City Jazz completes the trip from the rough early New Orleans style of jazz to the smoother but still stomping style of jazz that the band developed. Of historical value, a collectors item, the music although dated, still has an appeal to the ear and feet. This is a tribute to the lasting qualities of the musicianship of the Moten aggregation which Basie was to take over at Moten's death and develop into one of the prime swing bands of the swing era.



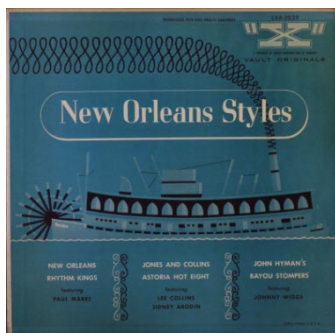
LVA-3026 Charlie Johnson's Paradise Band *Harlem in the Twenties Volume 2*
Release Date: *Record Changer* November, 1954



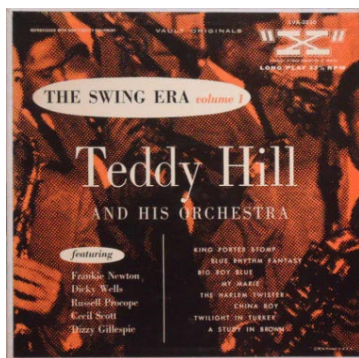
LVA-3027 Tommy Ladnier *Tommy Ladnier*
Release Date: *Record Changer* December, 1954



LVA-3028 Jelly Roll Morton *Red Hot Peppers Vol. 2*
Release Date: *CB* December, 1954



LVA-3029 Various Artists *New Orleans Styles*
Release Date: *CB* December, 1954



LVA-3030 Teddy Hill *The Swing Era, Vol. 1*
 Release Date: *Record Changer* January, 1955



LVA-3031 McKinney's Cotton Pickers *Big Band Jazz of the Twenties, Vol. 1*
 Release Date: *Record Changer* January, 1955



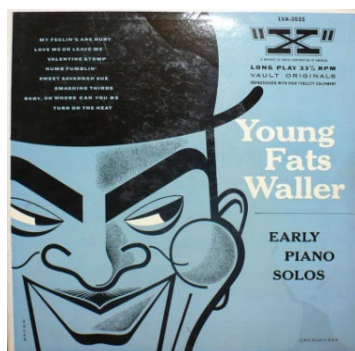
LVA-3032 Various Artists *Kings of the Blues*
 Release Date: *Record Changer* January, 1955
 Backgrounds of Jazz, Vol. 3



LVA-3033 Red Allen *Ridin' With Red Allen*
 Release Date: *Record Changer* February, 1955



LVA-3034 Bunny Berigan/Wingy Manone *Swing Session: 1935*
 Release Date: *Record Changer* February, 1955



LVA-3035 Fats Waller *Young Fats Waller*
 Release Date: *Record Changer* March, 1955



LVA-3036 Joe Venuti/Eddie Lang *Joe Venuti and Eddie Lang*
Release Date: *Record Changer* March, 1955



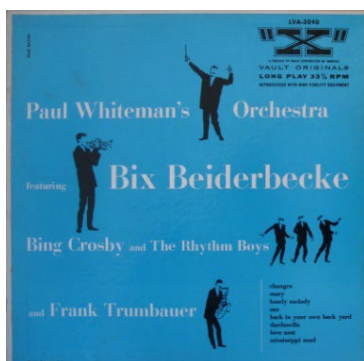
LVA-3037 Duke Ellington *Early Recordings, Volume One*
Release Date: *Record Changer* May, 1955



LVA-3038 Bennie Moten *Kansas City Jazz, Volume 3*
Release Date: *Record Changer* May, 1955

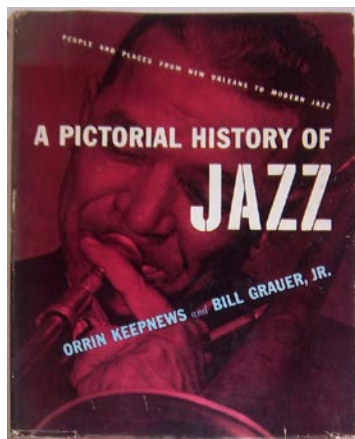


LVA-3039 Tiny Parham *South Side Jazz*
 Release Date: *Record Changer* September, 1955
 Chicago Jazz from the Twenties



LVA-3040 Paul Whiteman *Featuring Bix Beiderbecke*
 Release Date: *Record Changer* September, 1955

Orrin Keepnews and Bill Grauer were the producers of the Vault Originals series for Label "X". Both had written for *Record Changer* – which (by this time) Grauer owned, and the two were the brain trust behind Riverside Records. In fall, 1955, they published a book together about jazz history.



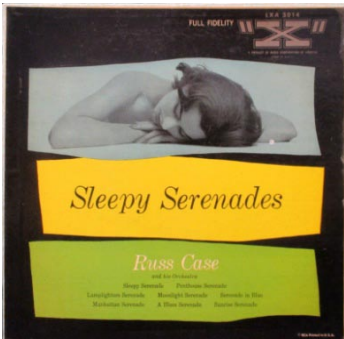
... Orrin Keepnews and Bill Grauer, props of Riverside Records and producers of the Label "X" Vault Originals jazz re-issues, are preparing a new book, "A Pictorial History of Jazz," which will be published in the fall by Crown Publishers.



Albums – Popular Series (LXA-3013 to LXA-3056)



LXA-3013 Ben Light *Ben Light Salutes the States*
Release Date: BB May, 1954



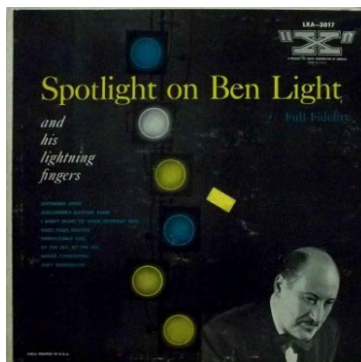
LXA-3014 Russ Case and Orchestra *Sleepy Serenades*
Release Date: BB June, 1954



LXA-3015 Lighthouse Singers *Christmas Carols*
Release Date: BB August, 1954



LXA-3016 Roy Smeck *Christmas in Hawaii*
Released: c. August, 1954



LXA-3017 Ben Light *Spotlight*
Released: fall, 1954



LXA-3018 C. Sharpe-Minor *Songs of Inspiration*
Released: fall, 1954



LXA-3019 Susan Reed *I Know My Love*
Released: fall, 1954



LXA-3021 Neal Hefti *Music of Rudolf Friml*
Release Date: BB February 5, 1955



LXA-3022 Pick Temple *Folk Songs of the People*
Release Date: *Record Changer* March, 1955



LXA-3025 Tony Pastor *Tony Pastor's Best*



A COOL YULETIDE75
 Urbie Green and His All-Stars (1-10")
 "X" LXA-3026
 This is a jazz set for the Christmas season and one that will please many youngsters on holiday from School. It contains eight well-known Christmas tunes, played in rather cool fashion by the Urbie Green ork. And the classic Christmas items sound pretty entrancing on the jazz kick. Tunes include "Jingle Bells," "All I Want for Christmas Is My Two Front Teeth," "I Saw Mommy Kissing Santa Claus," "The Christmas Song," "White Christmas" and others. And happily, no vocals are included. There is a lot of fun and a lot of good jazz to this set, and it has a chance for attention during the Christmas season. Cover is cute.

"A COOL YULETIDE"—Urbie Green and his All-Stars—"X" LXA-3026 (1-10" LP) List: \$3.00
 JINGLE BELLS; ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH; WHITE CHRISTMAS; WINTER WONDERLAND; I SAW MOMMY KISSING SANTA CLAUS; SANTA CLAUS IS COMIN' TO TOWN; THE CHRISTMAS SONG; RUDOLPH, THE RED-NOSED REINDEER.
 Albus is just what the name implies. The old Christmas standards are given a new and fresh sound via the cool artistry of Urbie Green and his All-Stars. All-Stars spelled out means Al Cohn, Jimmie Crawford, Al Epstein, Milt Hinton, Don Lamond, Mundell Lowe, Buddy Weed and Joe Wilder. Fans of the modern music will find much that appeals in the arranged ensembles and head-work solos. Should make the tried and trite tunes of our favorite holiday season more pleasurable to tired ears.

LXA-3026 Urbie Green *A Cool Yuletide*
 Release Date: CB November 27, 1954

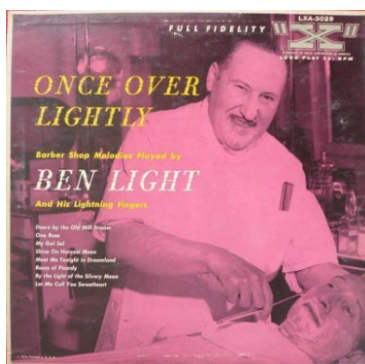


"THE PAGE CAVANAUGH TRIO"—"X"—LXA-3027 (10" LP) List: \$3.15
 ALL OF ME; I WOULD DO ANYTHING FOR YOU; THE THREE BEARS; I WANT A LITTLE GIRL; THE MAN I LOVE; BACK IN YOUR OWN BACK YARD; NO MOON AT ALL; WALKIN' MY BABY BACK HOME.
 Although the Page Cavanaugh Trio may not be a big record group, they are nevertheless one of the more popular crews in clubs and theatres and therefore have a good following. On this LP, "X" captures the smooth easy going technique of the boys as they fashion eight delightful numbers, most of them standards. The combo has a polished style that could click on singles with some good new material.

LXA-3027 Page Cavanaugh Trio *Page Cavanaugh Trio*
 Release Date: CB January 1, 1955



LXA-3028	Lefty Wright	<i>Boogie Woogie Piano</i>
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LXA-3029	Ben Light	<i>Once Over Lightly</i>
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**LABEL 'X' PREPARES LP'S
ON BIBLE STORIES . . .**

Label "X" is preparing a series of LP's "Tales From the Great Book," for October release. The series of Bible stories, narrated by top movie actors, is a project in which the diskery has tied in with cartoonist John Lehti, who will also furnish the cover art.

Already cut and in the can are sets by Joseph Cotten, Robert Preston, Ronald Reagan and Brian Aherne. At least eight are planned for release by the end of the year. The 10-inchers will list at \$2.98. The juvenile and adult markets are aimed at.

LXA-3032 Joseph Cotten *The Story of Moses*

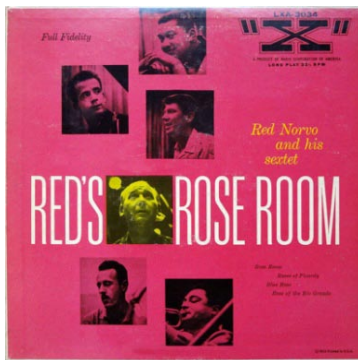
Release Date: BB November, 1955 (story from June 25 plans for October release)

Based on the comic strip by John Lehti. Label “X” announced the project in March, but it took some time to complete.

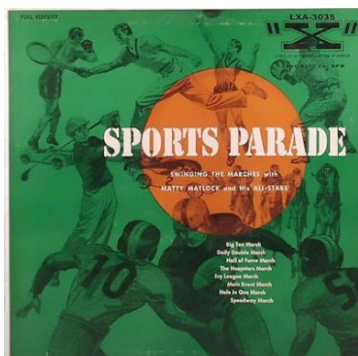


BILL DARNELL SINGS72
 (1-10")
 "X" LXA 3033
 With exposure, this package could enjoy a good sale. Darnell sings jazz, and the material includes eight great songs by Harold Arlen, including such as "One for My Baby," "For Every Man There's a Woman," "Between the Devil and the Deep Blue Sea," etc. He's backed by a bunch of quality jazz men headed by pianist Sid Bass, and there's some especially tasty tenor sax. It's intimate stuff, similar in appeal, let's say, to Lee Wiley or Ella Fitzgerald renditions of show tunes.

LXA-3033 Bill Darnell *Bill Darnell Sings*
 Release Date: BB April 30, 1955



LXA-3034 Red Norvo *Red's Rose Room/Red's Blue Room*
 Release Date: CB April 23, 1955

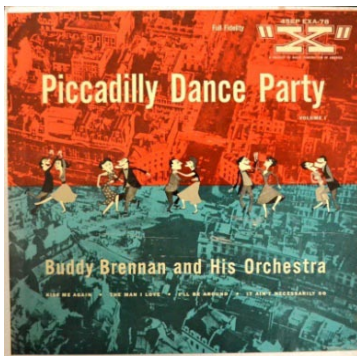


"SPORTS PARADE"—Swinging the Marches with Matty Matlock and his All-Stars—"X"-LXA-3035 (10" LP)
 BIG TEN MARCH; DAILY DOUBLE MARCH; HALL OF FAME MARCH; THE HOOPSTERS MARCH; IVY LEAGUE MARCH; MAIN EVENT MARCH; HOLE IN ONE MARCH; SPEEDWAY MARCH.
 Matty Matlock, his clarinet and his All-Stars swing from the very first groove to the very last on this LP as they dish up some wild and exciting dixieland arrangements of marches. Each march is tied in with a famous theme associated with a sport. The marches lend themselves excellently to the dixie style and the results are terrific. Eddie Miller, Charlie Teagarden and Conrad Gozzo are included in this twelve man aggregation, a large crew for dixieland music. Should enjoy a healthy sale.

LXA-3035 Matty Matlock *Sports Parade*
 Release Date: CB April 30, 1955



LXA-3036 Roy Ross Quintet *Twelve for One*
(EXA-40 shown)
 A reissue of two EPs from February, 1955.

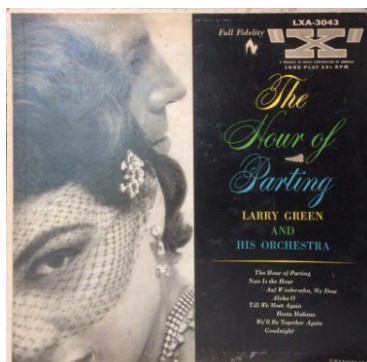


LXA-3038 Buddy Brennan *Piccadilly Dance Party*
 Release Date: CB May 21, 1955
(EXA-78 shown)

"PICCADILLY DANCE PARTY"—Buddy Brennan and his Orchestra—"X".
 LA-3038 (10" LP)
 KISS ME AGAIN; THE MAN I LOVE; I'LL BE AROUND; IT AIN'T NECESSARILY SO; THE GLOW WORM; THE HAUNTED BALLROOM; TILL THEN; THAT OLD FEELING.
 Buddy Brennan's Orchestra, well known in England for his own delightful brand of dance music, treats eight great pop hits of yesteryear to some smooth easy-going orchestrations. There is nothing elaborate about the delivery. On the contrary, they have the same simplicity that makes Guy Lombardo's music the rage in the U.S. It's music that's easy to dance to. A treat for all hoofers in the middle aged class.



LXA-3040 Danny Duncan and His Orchestra *Ragtime Jamboree*
 Released CB June, 1955



"THE HOUR OF PARTING"—Larry Green Orch.—"X"—LXA-3043 (10" LP)
 THE HOUR OF PARTING; NOW IS THE HOUR; AUF WIEDERSEHN, MY DEAR; ALOHA O; TILL WE MEET AGAIN; HASTA MANANA; WE'LL BE TOGETHER AGAIN; GOODNIGHT.
 The hour of parting is always an emotional experience, especially for two people in love. On this album, the keyboard artistry of Larry Green, enhanced by an orchestral backdrop, is soft and sentimental as he fashions an octet of beautiful standards all of which say goodbye. The artist has a tender touch and plays the tunes in an inviting dance tempo. A moving LP that brings back memories.

LXA-3043 Larry Green *Hour of Parting*
 Release Date: CB June 4, 1955

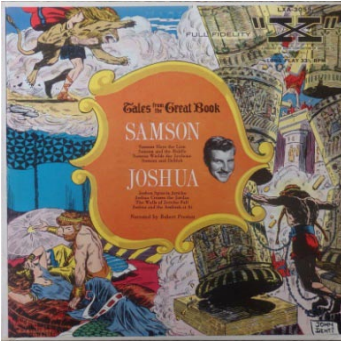


LXA-3048 Neal Hefti *Scotch Broth/Irish Stew*
 Release Date: c. June, 1955
 A reissue of two EPs from February, 1955.

TALES FROM THE GREAT BOOK75
 (4-10")
 Label "X" LXA-3032, 3051, 3055, 3056
 Altho each one of these disks is separately packaged, the four do comprise a set. Each one contains selected episodes, taken from the Old Testament, in narrative form with occasional brief dramatized sections. For each reading there is orchestral accompaniment. According to the album numbers listed, the contents include: 1) Reading of Moses by Joseph Cotten, 2) Abraham and Solomon by Ronald Reagan, 3) Samson and Joshua by Robert Preston, and 4) Joseph by Brian Aherne. The readings are done dramatically and forcefully, and in each case, the disk is packaged in a colorful, sales-wise manner. Good appeal for adults and kids.

LXA-3051 Ronald Reagan *The Story of Abraham and Solomon*
 Release Date: BB December 3, 1955 (released in November)
 Based on the comic strip by John Lehti.

One of the problems known to be under discussion is the "right" price for Label "X" 10-inch LP's. These have listed at \$2.98, in common with all Victor 10-inchers. But there has been some feeling that these disks are overpriced in the current market. Tradesters look to a price decision on these disks in the near future.



LXA-3055 Robert Preston *The Story of Samson and Joshua*
 Release Date: BB December 3, 1955 (released in November)
 Based on the comic strip by John Lehti.

LXA-3056 Brian Aherne *The Story of Joseph*
 Release Date: BB December 3, 1955 (released in November)
 Based on the comic strip by John Lehti.

Like most of the industry, Label "X" shifted to twelve-inch albums in 1955. This is probably the reason why so many numbers in the Popular Ten-Inch series seem to have gone unused. In fact, they released only four ten-inch LPs after September, and these are the relatively scarce *Tales from the Great Book* series. At the end of the year, "X" changed its name to Vik (slang for "Victor"), and the ten-inch albums were deleted from the catalog.

Label 'X' Switching Name to 'Vik' in Jan.

NEW YORK, Sept. 17.—Label "X," which definitely will change its name to "Vik" on January 1, has formulated its fall program with a heavy emphasis on packaged goods. Sixteen new LP's will be shipped to distributors next week, and 12 more will follow for November release. With only four exceptions, all future LP's issued will be 12-inches.

According to the RCA Victor subsidiary's sales director, Frank Amaru, dealers purchasing "X" LP's in October and November will receive one LP free with every 10 purchased.

In December, "X" will issue only

one package—a de luxe two-record set entitled "S.R.O." which will contain historic performances by great personalities of the stage and screen, taken from the Victor vaults. Included will be such artists as Fred Astaire, Bing Crosby, Sir Harry Lauder, Gertrude Niesen, Maurice Chevalier, Ethel Merman and others. The diskings reportedly have been processed up to "full fidelity" standards, and the package will be marketed at \$9.95.

The four 10-inch sets in the new line will be "Tales of The Great Book," a series of Bible narrations by Joseph Cotten, Ronald Regan, Robert Preston and Brian Aherne.

(Continued on page 14)