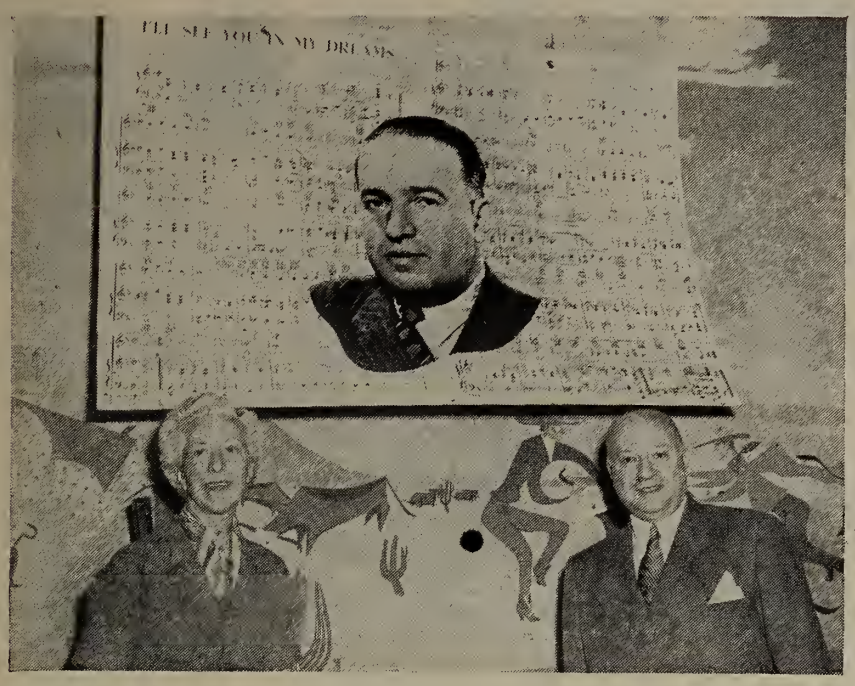
The Great Gus Kahn



CHICAGO—At a luncheon given in honor of Mrs. Grace Kahn and Danny Thomas at the Coral Room of the Hotel Sherman in conjunction with the premiere of the film "I'll See You In My Dreams," the above picture was taken showing Mrs. Grace Kahn and Erwin Barg of Robbins Music underneath a photo of Gus Kahn. In the motion picture Danny Thomas plays Gus Kahn and Doris Day plays Mrs. Gus Kahn. Three of the picture's important songs are again stepping out. They are "I'll See You In My Dreams," "I Wish I Had A Girl" and "Swingin' Down The Lane."

The HALE You Say

by natt hale

One of the most interesting phases of the recording industry, at least to these orbs, is the mode and method of developing new and younger artists. Time was, we remember, when the general realm of the recording gentry consisted, in the main, of the "fat and forty" class. Today, much of the popularity and idolatry which surrounds a particular star can be attributed to his or her pulchritudinous appeal to the worshipping public at large, and the bobby-sox trade in particular.

Since one hit record can propel a youngster into the big time and, thereby, the "big loot," it behooves the A. & R. director to take mental inventory of all features before handing the youngster the ball-point and the dotted line.

It might not be too unusual to hear the A. & R. man state: "Sure, you sing great, Buddy. But I can't give you a deal until you go out and get a nose job . . ." Or—"Look, Honey, I've got a great song for you, and I'll back you with forty men on the session. But you've got to knock off a few pounds. And you've still got to get yourself a chest. Can't you make a deal with Goodyear or somebody?"

In all fairness, it should be noted that talent comes in for its share of consideration, too. Somewhere in the conversation, the aspirant for recording honors is auditioned for basic talent.

NATT HALE

In the long pull toward stardom and the achievement of the hit disc, the concern of all and sundry connected with the embryonic artiste appears to be justified. As much emphasis is placed on the physical accoutrements of the youngster as on the fundamental talent with which he or she was endowed. This results in such promotional cockomania as the affixing of a catch phrase, e.g., "The Throat," "Mr. Aesophagus," or "Miss Glorya Glip—YOU'LL FLIP!"

Another important tangent of the build-up is the organization of a national fan club. These are also gravely considered for apt titles, and we sense an innate press-agent's glow of pride in designing such organizational keynotes as "The Gals Who Give In When Billy Gives Out," or "Guy's Dolls," or even "Buddy's Buddies." Still in all, the bobby-soxers contribute a great deal of time and effort to their hero or heroine and should come in for their share of glory.

Now let's say that the one "big one" comes along and the chap or chick hits. Was all the time, money and effort worth it? Here's what we hear:

"So that's what Darken Hansome looks like! Ya' know, he's not at all what I thought he'd look like. And, ya' know what—I hear that he wears a TOUPEE!! And ya' wanna' know somethin' else? He had to have his nose fixed before he could appear anyplace in person!"

O.K., so the news comes out about his lack of Nature's gifts. But there's still the fan clubs, bless 'em. . . .

But, no. There's more trouble.

The President of the chapter in Sioux Falls, ("Dark's Sparks") is secretly in love with our boy. And what do you know? When Darken arrives to grace the stage of the local vaudeville emporium in Sioux Falls, who does he include in his entourage, but Mrs. Hansome and the three little Hansomes. Whereupon, the prez of the chapter suddenly notes that Joe Barytone on Glossy Records sings better, is cuter, younger and more romantic than Darken Hansome. Consequently, within a matter of minutes, the official club name is changed to "Joe's Janes."

You could've kept your old nose, Darken. Oh, well, maybe you'll come up with another million-seller again, soon.

Oh, what's that? You don't give a damn if you never make another record. Oh, well—what're you gonna' do?

King Goes All Out On Promotion For New Teddy Phillips Disk

CINCINNATI, OHIO—King Records is going all out on its promotion for a new Teddy Phillips disk labeled "Wishin'" and backed with "Sunshine And Flowers."

King has sent over 1000 copies of a 45 pressing of this record, which features Lynn Hoyt on the vocal, to leading dealers throughout the country to get their reaction. In addition, they have sent 5000 copies of the pressings to the top operators in seven major cities—Kansas City, Chicago, Buffalo, Detroit, Cleveland, Pittsburgh and Cincinnati—to get some quick juke box play.

A special deal has also been set up for operators in all of the King branches so that 100% coverage will be obtained in the cities where those branches are located as well as surrounding territories.

Further, King has mailed, together with a letter from Eli Oberstein, test pressing samples to each of the 75 disk jockies in the seven cities named above. In addition every disk jockey in the country will be personally contacted by the diskery's field personnel.

Several thousand gadgets have also been made up with the name of the tunes on the record and King hopes to get these pinned on the lapels and dresses of record clerks in the dealers' stores.

The tune on one side of the record, "Wishin'," is owned by Bud Bramdon, who is one of the biggest juke box operators in Chicago.

RCA Victor Execs On Nationwide Tour

NEW YORK—RCA Victor executives are this week holding a series of meetings throughout the entire nation to discuss with distributors plans for the coming year.

The heads of almost all departments left early in the week and will return about January 15. Meetings will be held in 47 different cities with each exec heading the conference in several of them.

Among the men who are on the trip are: Paul Barkmeier, Dave Finn, Larry Kanega, Frank Amaru, Jack Burgess, Howard Letts, Bill Boss, Jim Lennon, Bob Baggs, Ed Dodelin and Bill Bullock.

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