Oct. 17, 1953

Liking What They See

Benita To Stress Operator Needs

NEW YORK — Dewey Bergmann, vice-president of Benita Records, announced last week that the label's sales promotion manager, Paul Brown, has developed a plan calling for VIP attention to coin machine operators. The plan calls for Frank Lohmann to visit coin machine operators' associations and operators. Lohmann will play Benita disks for operators and release date, and endeavor to build up closer relations existing between Benita-distributors-operators.

Morgan To Play Statler Seven Weeks

NEW YORK — Russ Morgan and his "Music In The Wooden Manner" will begin a seven week engagement in the Cafe Rouge of Hotel Statler, New York City, beginning Friday evening, October 16, according to an announcement by Thomas F. Troy, General Manager of the hotel. Morgan follows Frankie Carle, who closes his engagement Thursday evening, October 15.

Music Men's Drawing

NEW YORK — The Professional Music Men's Association will hold its drawing for a new Ford this Thursday, October 15 at 2:30 in Hutton's Restaurant. Proceeds of the drawing go to the music men's relief fund. The drawing will follow a luncheon which is scheduled for 1 o'clock.

International "Pa-Paya Mama"

NEW YORK—Syd Nathan, King Records proxy reports the pressing of "Pa-Paya Mama" by Bonnie Lou, in the following countries Turpentine Records in South Africa; Paraphone in London; and Quality Records in Canada. Bonnie Lou is at the top of the "Pa-Paya Mama" Parade lists in Amsterdam, Holland.