

NEW STAR!

# Brackman's Got Him--- But So Good

NEW YORK, Feb. 17.—As the result of a few well-placed telephone calls, the trade was buzzing about a great new country writer-artist talent this week. This gent, "Clyde Schwartz," was being talked onto the throne now occupied by the likes of Eddy Arnold, Red Foley, Ernest Tubb, Cowboy Copas, etc.

The Schwartz story began Monday (12) when Allie Brackman, professional exec with Howie Richmond's several pubberies, received a call from a man who said: "Mista Brackman, Ah'm from Nashville and mah friend, Hugh Cherry, the disk jockey—you know Hugh Cherry; he's a good friend of Mista Richmond's—told me to call y'all to show you some songs ah wrote".

Brackman replied that the firms were all too busy at the moment. "Well, Mista Brackman," continued the voice, "Ah thought A'hd call you before I get over to RCA Victor tomorrow at 5 to record 16 of mah songs".

"Record for Victor at 5?" said Brackman. "Suppose we get together tomorrow at 4 in my office." And so the date was made.

Next morning, Brackman was bombarded with phone calls from recording execs—Joe Higgins of Columbia, Joe Delaney of London, and Milt Gabler of Decca—each seeking to make contact with Schwartz. Brackman told each that he had a date with Schwartz that afternoon and he'd see what he could do. But Schwartz didn't show and phoned in his apologies; he was tied up in preparation for the recording date and would be glad to make it the next day.

Next morning, after failing to trace Schwartz at Victor, Brackman rushed to his office to make the new appointment but instead found a wire which read:

"Had to rush back to Nashville. My wife is pregnant.—Clyde Schwartz."

Brackman discovered the hoax when one of the diskers made

## Rex Kidiskery Bows With "Knowledge" Records . . .

The latest kidiskery to enter the field is the Rex Record Corporation which on March 1 will release the first four in a series of two-record sets under the general heading of "Records of Knowledge." Heading the firm is Richard Morros, in charge of sales and repertoire. Packages will consist of two 10-inch 78 r.p.m. disks in an albumette to retail for \$2.50. The first four sets are "Sing a Song of Inventors," "Sing a Song of Heroes," "Sing a Song of Pioneers and Explorers" and "Sing a Song of Presidents." Diskings are original songs and lyrics which tell the story of such people as George Washington, Elias Howe, Ponce De Leon, Benjamin Franklin, Betsy Ross, Columbus, James Madison, Robert Fulton and David Crockett. Tunes are by Morros and Bob Weil with music by Arnold Holop. The label has already named three distributors: Douglas-Bruce in New York, Mutual in Boston, and Mangold in Baltimore.

## Spina, Landau Start Spinlan Operation . . .

Spinlan Music, partnered by ex-Disney professional manager Jack Spina and dress manufacturer Sam Landau, started operation last week with offices at 1650 Broadway. Bernie Lang has been hired to do disk promotion; Rose Hanken is secretary.

## Decca Buys Masters From NY Dealer . . .

Decca Records last week bought a pair of masters from Pittsburghers Jack Young and Elmer Willett, the latter a retail dealer and distrib in New York City. The

a slip in a follow-up phone call. In a matter of minutes, the "Clyde Schwartz" myth was blown up. Mills Music's Marty Mills had played the Schwartz part to the hilt.

# Music as Written

purchase, an uncommon practice for the diskery, was made primarily for an etching of "Shenandoah Waltz" by singer Jimmy Confer and Barron Elliott's Octet. The tune has been stirring action in the Pittsburgh area. The coupling is "Sympathy," a tune penned by Young and Len Litman. The diskings is being rushed for special release.

## Hot Shots Slice First Sides for Trianon Label . . .

Hoosier Hot Shots cut their first sides for Trianon Records. Initial coupling, "Onion Song" and "Indiana Cornert No. 1," will be released March 1. Other slicings, "Fooling's Fun" and "When Grown-Up Ladies Act Like Babies," have no release date. Label's Lee Penny inked group earlier this month to a two-year pact with options. Hot Shots previously waxed for Decca and Columbia.

## Dana Adds Label, "Broadway Records" . . .

Dana Records has started an auxiliary pop label, Broadway Records. Plans is to concentrate on original material. Talent will include Milton De Lugg, the Paulette Sisters, Larry Clinton and Dave Street. Line will be dispersed by Dana distrib.

## Pubbery to Print Fem Arrangements . . .

At the suggestion of Carmen Lombardo, Nick Campbell plans an innovation for the back page of regular copies of his next tune. Plan is to print a vocal arrangement in a key suitable for female chirping in the back space. Idea is that no provision is made in regular copies for distaff buyers; inclusion of same might prove sales bait.

## Navy Gets Anderson But So Does Decca . . .

Leroy Anderson, who at the age of 42 has been recalled by

the navy from his reserve officer status, is the subject of considerable pop music activity these days. An arranger for the Boston Pops Orchestra as well as a composer of light instrumental pieces of the ilk of "Fiddle Faddle," he has just had an album of his writings issued on Decca in performances by an ork under his leadership. One of the sides in the album, "The Syncopated Clock" is being pushed as a single. Anderson will record another album of original writings for Decca prior to his return to active duty in the service.

## Irving Mills to N. Y. From Coast for Talks . . .

Irving Mills is slated to come to New York from the Coast February 28 for a series of confabs with Mills Music topper Jack Mills and general professional manager Sidney Mills. Irving will remain in New York for three weeks.

## Tune To Plug Flicks of Same Name . . .

Pubber Sol Loft has arranged a tie-up with Donahue and Coe, agency for Loew's, whereby his tune "Across the Wide Missouri" will be used in a series of spot announcements plugging the MGM flicker of the same name. Agency is also providing him with a title page using scenes from the picture. Tune, waxed by Hugo Winterhalter, Paul Weston and Ralph Marterie, is moving up.

## In Canada, Too, Disk Prices Are Hiked . . .

First price raise was announced last week by Quality Records, Canadian distrib for MGM. Prices of their 45 r.p.m. records have been boosted a nickel, from 85 cents to 90 cents. The prices of the LP Records have been hiked 30 cents, from \$2.85 to \$3.15. In announcing the new prices Don McKim, general manager, said the new prices were effective February 26. Cause has been the increased cost of materials, as well as labor.

## New York

Two-beat jazz bands are becoming more popular in the Bridgeport, Conn., area. Up to now the Club Tip Toe has been bringing in Tony Parenti's Jimmy Archey's, Conrad Janis and other combos. Last week the Trianon Restaurant announced that it will feature a band led by Ham Garson on clarinet, with Rusty Jackson, trombone; Lee Lorenz, trumpet; Bill Mortimer, drums; Bob Pilsbury, pianist, and Robert Poor, bass.

Duchess, Leeds Music affiliate, has acquired "There's More Pretty Girls Than One," clefted by George Cates, Coral's Coast a. and r. chief, and Virginia Jirik. Cates has recorded it.

Famous-Paramount's Eddie Wolpin left for the Coast Friday (16) to chin with studio brass. . . . Same pubbery's Mickey Addy returned from a Caribbean cruise recently. . . . Charley Ross acquired "If at First You Don't Succeed" from Crane Music; tune is recorded by Edmundo Ros on London. . . . Jack Leo, of the E. H. Morris firm, leaves on a month's tour of deejays and TV stations Sunday (25), plugging "Lonesome Gal" and some "Guys and Dolls" tunes. . . . Harmonica player Eddie Manson cut an album for Columbia last week backed by two pianos and rhythm.

Carl Sigman has been commissioned by Feist, Inc., to write a lyric to "Little Rock Getaway," the Joe Sullivan jazz classic revived via Les Paul's Capitol click. . . . Loew's, Inc., is deploying all forces for a heavy promotion on "The Liar Song"—the alias adopted for "How Could You Believe Me When I Said I Loved You When You Know I've Been a Liar All My Life." Title was modified principally because it's too long for juke strips.

Leo Talent is the third member of the pubber nominating committee for the upcoming ASCAP elections. His name was omitted in a story in last week's Billboard on the nominating proceedings. . . . Rosemary Clooney was screened by MGM last week; test was made by request of Dore Schary, who saw her perform in Florida recently. . . . Jerry Shard and his trio open at the Hickory House Tuesday (20). . . . Henry

# Scherer Quits Dorsey, Joins St. Nicholas

NEW YORK, Feb. 17.—Bernie Scherer, who has been professional manager for Tommy Dorsey's music pubberies, has exited that post to work in a similar capacity for St. Nicholas Music. Scherer and St. Nicholas topper Johnny Marks inked a one-year contract effective March 1. Meanwhile, it develops that Marks's tie-up with Dave Dreyer in a Dreyer-Marks pubbery will probably be dissolved after their current plug, *Always You*, has run its course. The tune, with several major records, is showing signs of action, particularly via the Bobby Wayne platter on London and a new Nat Cole on Capitol. Both pubbers are devoting full activity to the tune.

St. Nicholas will operate with a staff in New York, Chicago and Hollywood. No replacement has been set at the Dorsey firms for Scherer.

Okun has added Helen O'Connell and Carmen Cavallaro to his disk promotion stable. . . . Louis Zeppi has replaced Vincent Carbone as road manager for Tex Beneke; Bill Raymond has taken Gregg Lawrence's place as vocalist with the ork.

Shapiro-Bernstein's George Pinus and Duchess Music's Arnold Shaw were ill last week, both with virus infections. . . . Peggy Lee is skedded to follow Billy Eckstine into the Copacabana nitery here March 15. . . . Ray Anthony's ork goes into the Meadowbrook, Cedar Grove, N. J., March 16 for three weeks.

## Chicago

General Artists' Corporation keeping its string of bands intact at the Edgewater Beach Hotel, with Woody Herman set for four weeks starting March 23. . . . Pee-Wee King and His Golden West Cowboys, featuring Redd Stewart, set for a week at the Lyric, Indianapolis, February 21. . . . Gene Janklow has taken over as chief of the Columbia Record distributorship of the Sampson Company, with Orv Klegg taking over the new Capehart set seg. . . . King Records is revamping its a. and r. department. Henry Glover, assistant to Prexy Sid Nathan, has moved to King's New York office, where he'll work with Ralph Bass. Eddie Smith has been moved as Nathan's assistant. King may open a Columbus, O., distributorship soon.

Premium diskery has inked Jesse Cryor, the nitery comedian, and Terry Timmons, blues thrush from Cleveland. . . . Shelby Jean Davis joins Elliot Lawrence for two weeks as vocalist, replacing Rosalind Patton, who undergoes minor surgery. . . . Louis Jordan's entire tour company will play the Y Circus, St. Louis, April 22-27. . . . The Ingleterra Ballroom, Peoria, Ill., burned recently. Spot was being converted to supermart at time of the fire.

## Hollywood

Robert Merrill is canceling concert dates in Wichita Falls, Vancouver, Victoria, Corvallis and Boise to report at Paramount March 26 for pre-production confabs on "Aaron Slick From Pumpkin" Crick. . . . Pic rolls April 2. . . . Gloria DeHaven has been signed to record army recruiting air shows. . . . Four Deals cut "It's Too Late Now" for Capitol. Label is planning large publicity campaign on ditty thru Stearns-Harding Agency. . . . Doris Day topped an AFRS poll by Rice Paddy Ranger, disk jockey ailer in Korea. Jo Stafford and Ella Fitzgerald were runners-up.

"Lova Ya," Charles Tobias and Peter DeRose tune, was added to WB's "On Moonlight Bay." . . . AFRS taped Duke Ellington concert here, Bob Willis testimonial at the Riverside Rancho and eight numbers by Spade Cooley, all for release overseas. . . . Sonny Burke and Jack Elliot clefted "Man Is a Necessary Evil" for Warners' "Painting the Clouds With Sunshine." Jack Law ork has been added to the pic. . . . Andrews Sisters sliced four sides with Guy Lombardo. . . . Initial releases by the Eight Dutchboys, on SWCI, will hit stands by March 1. Tunes will be out on all speeds. . . . The Weavers, now at Ciro's, were inked last week by Universal-International to star in a musical featurette. The Mel Henke Trio also is in the pic

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