

ASCAP Radio Cash Year-Round Dance Push On Par With 1951 To Highlight NBOA Meet

More Stations, Added Local Advertising Are Factors in Strong Income Year

NEW YORK, Sept. 6.—Radio income of the Advertising Society of Composers, Authors and Publishers is holding up surprisingly well. Indications at this point are that the Society's income from all sources will wind up the year about 25 to 30 per cent ahead of the total income racked up in 1951. Gross income in 1951 totaled approximately \$14,230,000. For the first six months of 1952, radio income has totaled approximately \$4,383,000. This compares with about \$4,382,000 for the first half of 1951.

Interesting aspect to these figures is the manner in which radio has been holding its own despite dire predictions that television would knock it for a loop. The continued strong radio income is traceable to several factors:

1. The increase in the number of stations. As The Billboard pointed out (August 9, 1952), a new boom in bidding for AM stations is quietly underway. There are now 2,366 AM outlets and 530 FM outlets, and broadcasters are clamoring for more stations—all this despite the fact that TV is blossoming. The Billboard (September 6) also pointed out that FM has been more than holding its own also.
2. Altho radio rates have generally decreased, local advertising in many areas has increased.

WM Prepping Sumac for Aud Concert Pkge.

HOLLYWOOD, Sept. 6.—The William Morris office, which up to now hasn't joined the swing toward auditorium-arena concert packages, is currently whipping up its first big capacity package, headed by Ymo Sumac, Miss Sumac, currently at the Mocambo here, intends to follow the stint with a swing cross country via the huge house circuit. She is currently carrying a six-person group, which she'll augment for the junket.

Capitol's Peruvian thrush recently returned from 45 days in Europe, where she did concerts. She worked 22 dates in 24 days thru England for the Hairy Poster agency, after which she did a week of concerts at the Empire Theater, Paris, and one-nighters thru Germany, winding up at the Casino, Knocke, Belgium. Before coming to Hollywood, she did a one-nighter at Red Rock, an outdoor amphitheater in Denver, drawing 10,000 for a gate of \$13,000, of which her share was \$7,990. Following the American swing, she'll probably return to Europe.

Syd Nathan To Europe For Looksee

CINCINNATI, Sept. 6.—Syd Nathan, president of King Records, Inc., with headquarters here, left tonight for New York from where he sails Wednesday (10) on the Queen Mary for a seven-week tour of Europe. He will go first to London and then will hop to Paris for a session with his representative there. Purpose of the trip, Nathan says, is to get a true picture of the music and recording business in England and on the Continent.

While abroad, Nathan will make arrangements to lease some of his masters to European companies. If things look favorable he plans to set up representation for his firm in the various capitals. Nathan plans to visit every free country in Europe, including Western Germany.

Last night Nathan was tendered a bon voyage dinner party by friends at the Cuvier Press Club here, with Mill Dragul, local realtor, serving as host.

ASCAP execs feel that much national advertising which formerly went to networks has been diverted to spot campaigns.

A large segment of the music industry believed that with the growth of television, the Society's radio income would precipitously fall. Some still believe the drop will be very heavy, but will be balanced by an increase in television income. However, increasing credence is being given to the viewpoint that even the radio income will eventually decline. It will not decline to the low point some traders expected. In support of this view, it is pointed out that older advertising media are rarely completely displaced by newer media. The point is illustrated by the newspaper-radio fight.

Both Do Well

Newspapers were hostile to radio, figuring their ad income would be hurt by the then new medium. But when the feud grew quieter, it was ascertained that both media were doing well.

A healthy continuation of radio alongside of TV would mean the best of all possible conditions for the Society. TV income at present is not yet stabilized, pending settlement by the courts of a per program license fee. But once the per program license is settled, the TV industry is expected to provide an increasingly large share of the ASCAP revenue.

Factors pointing to a record income year for the Society in 1952 include not only the optimistic radio picture, but also the following:

1. Increased television income, with the possibility of a very solid chunk of retroactive money if the courts succeed in settling the per program license before the year is out.
 2. The Society is back in the theater and film business, via blanket contracts with major Hollywood producers.
- The recently concluded pact with Brandt Theaters, covering performing of recorded incidental music, is also a beginning of its return to theater licensing.

Five New Decca Pops Top 35,000 in Week

NEW YORK, Sept. 6.—Paced by the Mills Brothers' waxing of "The Glow Worm," five new Decca releases topped re-order figures of 35,000 this week. Orders on the Mills platter hit 110,000 in its first week of release.

Healthy pressing activity at Decca follows a switch in release policy at the diskery, altho company execs have not yet attributed the hyped action to the new stand. In the past month, the firm has slashed its release schedule in half. Decca, which for some time has had the unique distinction of being the most prolific releaser of new disk entries, now turns out to market an average of only four to five new platters a week.

Under the direction of Jimmy Hilliard, who took over the top

Welk May Do Feature Pic; Set On Short

HOLLYWOOD, Sept. 6.—Lawrence Welk, starting his second year at the Aragon Ballroom here, set his third Universal flicker short in four years, to start next week, and inked a 60-day option with Mori Eichenberg, ex-Omaha exhibitor, to produce a full-length color film of the ex-Dakotas orkster's life. Under the agreement inked with Sam Lutz, Welk's p.m. Welk would play himself in the film. Story is being written by Bob Ross, local flick.

The Welk crew was initiated en masse into Local 47 here Friday (5). Welk paid the initiation fee of \$100 per man for his 14 sidemen out of his own pocket.

All-Industry Committee Meeting Set; Plan to Forge Midwest Link

By NORMAN WEISER

CHICAGO, Sept. 6.—Promotion of year-round dancing thru the United States will be one of the major issues on the agenda of the National Ballroom Operators' Association convention at the LaSalle Hotel here September 20-October 1. According to the NBOA execs, it is planned to hold a meeting of the all-industry committee, set up in New York several months ago, in conjunction with the convention, at which time a Midwest link in the group can be forged.

Preceded on September 29 by a meeting of the board of directors, the convention will get under way the following day with what now looks like the largest turnout of operators in years. All ballroom execs, regardless of their affiliation with NBOA, are being invited to the gathering, which

will seek to find ways and means of hyping attendance next year.

Along these lines a special session will be held on the first day of the meeting, at which time representatives of all phases of dance music, including ork frontiers, bookers, managers, promoters, etc., will be asked to give their views on the industry plan to promote dancing thru all possible media and using every available means to put across their story.

Concentration on building business at this convention is possible because for the first time in years there is no major legislation or tax problem pending.

Chinn Plan

Doc Chinn, NBOA president, in setting up the program, said it was the org's plan to sit down and try to work out ideas which, when put into effect, could bring more money to the ballroom operator.

U.S. Voices Hope For Copyright Pact

Expect Contract to Be Signed in Geneva; Articles 1-4 Adopted With Compromises

WASHINGTON, Sept. 6.—State Department officials veeled hope that the proposed International Copyright Pact—five years in the making—would be signed this week-end in Geneva by the 30 nations attending an international copyright conference there. Word was received from Dr. Luther Evans, librarian of Congress and head of the United States delegation, that Articles 1 to 4 have been adopted with compromises.

Dr. Evans saw prospects for a successful pact as "encouraging." It was thought the proposed pact cleared the last difficult hurdle when most nations swing behind a British-American proposal that each nation give foreign writers the same copyright protection it gives its own citizens. Altho the

extent of translation rights also had proved another road block, it was believed most countries would agree to await author approval for 10 to 20 years before translating foreign works.

Signature of the delegates attending the copyright conference, sponsored by the United Nations Educational, Scientific and Cultural Organization, will not automatically put the proposed model pact into effect. That will await ratification by 10 or more nations, not necessarily among the 52 member nations of UNESCO. Altho UNESCO sponsored the conference, invitations went to all countries in the world, and several non-members, including Japan, Spain and Germany, were in attendance. The new International Copyright Pact will succeed the 1886 convention for the protection of literary and artistic works, which was subscribed to by 43 nations, mainly in the Eastern Hemisphere. Extremely broad copyright terms, among other things, had kept the United States out of the old convention, with Canada and Brazil its only Western Hemisphere members.

Pendarvis and Harpa to ABC

HOLLYWOOD, Sept. 6.—Associated Booking Corporation has inked Paul Pendarvis' society ork and Darryl Harpa's band and re-venue to management pacts. Pendarvis, who just left a long location at the Golden Hotel, Reno, is set for the Delmar Hotel, Santa Monica. The Harpa band, which carries nine musicians, chirp Shana Crockett, three dancers and chor grapher-dancer Jeff James, is currently at the Claridge, Memphis.

Orkster Les Baxter, last with MCA, has inked with Hal Gordon, of the Lew and Leslie Grade office here. The Capitol musical director will be booked as either an act or an ork leader. He recently worked Las Vegas with his own revue.

Baking Martino Theater Package

NEW YORK, Sept. 6.—General Artists Corporation is in the process of booking a theater package headlined by Capitol singer Al Martino. The first date has been set for September 13 and 14 at the Jule Theater, Hartford, Conn. The package will also include a thrush, comic, dance team and ork.

Martino opened Friday (5) at the Meadowbrook for a week after which he joins the GAC package in Hartford. A week at the Capitol Theater in Washington follows.

With this in mind, Chinn said, the program would concentrate on the "get 'em dancing" movement.

"We feel there is a definite need for a year-round promotion in the dance business which will eventually get the industry back to the same level it enjoyed in the late 30's and early 40's," Chinn said.

In this regard, Ken Moore, who will serve as convention chairman as well as in his official capacity as an NBOA officer, will take the lead in these sessions as he also is a member of the all-industry group.

Closed Sessions

Wednesday (1) sessions will be closed to all except NBOA members. During the business meetings, such questions as repeal of the admission tax (which the movie industry also is seeking), individual operating problems, name band reporting service, souvenir programs, booking practices, price controls and copyright licensing will be covered.

Otto Weber, managing secretary, said that a discussion on the expansion of the name band reporting service was to be included on the agenda. In recent months, Weber said, members have been showing increasing interest in the service, and the expansion plans which will be discussed include the addition of more specific information in the reports, plus a wider scope of coverage.

Tom Roberts, NBOA legal counsel, will discuss results of the elimination of the cabaret tax and other legal matters which might affect the industry, while H. H. King, Norfolk, Neb., will talk on expenses involved in ballroom operations.

On Tuesday night (30) the NBOA will hold its regular get-together to which all facets of the industry are invited. The following evening the annual banquet will be held, with McConkey Artists Corporation presenting the show this year.

Europe Melody Roads Lead To Dusseldorf

DUSSELDORF, Germany, Sept. 6.—All melody roads on the Continent lead to Dusseldorf this week when Germany's annual musical fair opens here for five days, commencing September 11.

This conclave, in itself, is regarded as the biggest annual get-together for Europe's Tin Pan Alley and attracts leading music publishers, disk men, juke box operators, instrument manufacturers and dealers from all points on the Continent. They will view a wide range of exhibits, highlighting the efficiency of European musical instrument manufacturers and suppliers of single parts and accessories.

Other features of the fair will include musical arrangements, scientific lectures and meetings of the participating associations.

4th Since War

Known as the Deutsche Musikmesse, the meet is the fourth annual affair since the end of the war. A regular prewar fixture, it has already regained its immense popularity.

Aragon Inks Morse, Lombardo, Dorsey

CHICAGO, Sept. 6.—Second major record name booking for a three-city ballroom promotion, following the successful Don Cornell dates recently, was set this week when Ella Mae Morse was inked for the Aragon Ballroom here October 2 and then, on succeeding nights, at the Prom, St. Paul, and Clear Lake, La. Chirp will work with regular bands playing each location.

In addition to the Morse booking, the Aragon also has inked two band one-nighters, Guy Lombardo comes in September 10, with Tommy Dorsey set for September 17.