**Elektra Adds 3 to Staff**

**NEW YORK —** New personnel added to the staff of Elektra Records since the firm's move to new quarters include David Jones, from Allen and M. O'Connor, Jones, formerly of Emperical Recordings. In the post of Chief Engineer, will tape all sessions and supervise all phases of recording, including engineering personnel, maintenance and quality control. Allen, who has been with Joy Records, has become assistant to Elektra presid Burt Holman, while Porter, formerly head of shipping, was named office manager. New artists to be released as Elektra during 1959 are Sandy Paton and Matt Freeman.

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**THE SWINGING PHILADELPHIANS**

Joe Carroll, head of Carroll Records, threw his party for New Year's Eve last night at the Essex House. Party was in honor of the firm's hot-dishing of "On the Other Side of the World," which featured "I Do," by the N.Y. L. S. A.

Regardless of the weather, Carroll and his guests had a swell time, with the use of traditional oars as bridge music also enhancing.

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**MUSIC AS WRITTEN**

BY BOB ROLONTZ

"Magi" Charm Keys Air Repeats

CBS-TV turned O. Henry's "The Gift of the Magi" into a charming musical hour December 9, with steve-hang in all departments. It's worth repeated airings and the absence of a cast album. Several artists who added a bit to the story, such as Larry Adler's mandolin and Netta Frenkel's flageolet, make a literal delight, the perhaps not fodder for singles, and it was rendered with class by Gordon MacRae and Sally Ann Adams. The story, which falls well in the Christmas category, is "What to Do" and the bright novelty "Two Different Poons/"

With fine support from Howard St. John, Ben Arthur and Bill O'Driscoll, the videotape special boosted a beguiling cast which kept the pace of the Walter Marks adaptation hopping. Nimblely from violette to violette in an expanded version of the Christmas tale. Dos Wallis's "Charm Keys Air Repeats" serves to turn the telecast into an amusing and moving experience. Bob Bernstein.

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**Sugar Ray Scores in Allen Show**

Sugar Ray Robinson, the middle-weight boxing champion of the world, made his singing debut on Steve Allen's NBC-TV show Sunday night, December 9. With a splendid performance, he added to his already impressive résumé. The boxing brains has lasted time and place, and not a little quality, the handcuffed champ has sufficient style-travelling and personality to make him a potential figure for show business marketing even since Edith Piaf.

He registered well on "Miss Success" and a ditty: "The Lady in Love," with Allen, and with some jaunty, with an infectious song-and-dance routine, "No Going to Travel." Quality-wise, musical heroes went to the Hi-Lo, who did their thing with right musical precision and careful listening on "Dancing on the Ceiling" and a jazzy "Clap Your Hands." Pianist and composer Ray Charles opened the show with a pleasant jazz flavored solo: "Fascinating Rhythm."

The show was bow on comedy spots. Allen, Joan Davis, Leo Delo, and rumored Tom Brown and Nellie Nye tried hard, but the material wasn't there. Jim Bundy.

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**'Benny in Brussels' Fine TV Spec**

Westwinghouse Broadcasting Company has put together a one-hour TV spectacular, filmed at the Brussels World's Fair, that should do well. George Segal will direct the show, which will dicloration in Baltimore, Boston, Cleveland, and Pittsburg, and is being offered to educational TV stations across the country.

"Benny in Brussels" is an exciting and interesting hour-long show, that is long on music, in the Goodman band and also contains much footage of the Brussels Fair, including shots of the buildings, the people and the grounds. It is well narrated and produced and should interest a large segment of the TV audience.

Film covers the opening night of the Goodman show, and features the cast in many scenes in such spots as the famous Glass House, the "Sing, Sing, Sing," and "Stella's Applause." It also shows off blues singer Jimmy Rushing to advantage singing "Blue Mood," and "The Righteous Blues," and the Frank Driggs "Fonk Elfl's" version of "I've Got a Right to Sing the Blues." Sol LeFevre, Fred Waring, and Jimmy Dorsey are given starring roles, as did Benny himself with his hard driving version of the World's Fair Goodman crew.

The publicity throat was generally good, although the indoor scenes did not come off as well as the outdoor ones. Human interest shots of kids at the Fair were especially enchanting. Unfortunately, the weather was not always up to par, which put a few of theork repetitions sounding. Bob Rolontz.

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**THEATER REVIEW**

Music Finds No Fit Drama's Action

Despite many charming melodies by Alfred Brooks (music) and a script by William Lebor and Bill Boot (lyrics) that is essentially a melodrama, the current production of "Of Mice and Men" at the Provincetown Playhouse does not come across as a musical. Among the show's better numbers are the performances of George Le Page and Judy Spivey, as well as Lewis Smillie, who star in the production. "Of Mice and Men" is a musicalized version of John Steinbeck's novel, and is well done, in the best part of the show.

Howard Cook.

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**EFFIE**

A story of the South by A. A. Miller.

The Miller Brothers, Mercury artists, whose new record "Let Me See You Smile" was released last week, now are being featured in a new play, "Effie," at the Charles Theatre in New York, with a new cast and new singing and dancing. A new record, "I Can't Help Myself," will be released by the Miller Brothers, who are now recording in New York City and will carry on its sales and promotion activities from there. The new record, "I Can't Help Myself," is being promoted by the Goodman Band, and will be released by the Miller Brothers, who are now recording in New York City.

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