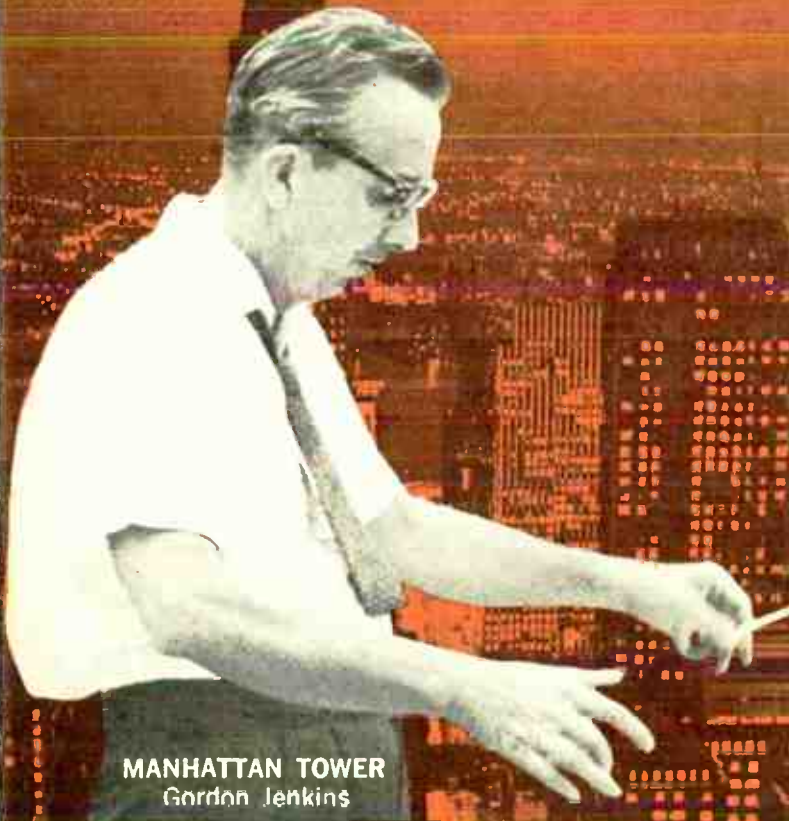


Music

VIEWS

NOVEMBER • 1954



MANHATTAN TOWER
Gordon Jenkins

Music Views

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Gordon MacRae is the new host of "Lux Video Theater." In addition to host duties, he'll direct and star in five musicals during the season. Shows are now in color.

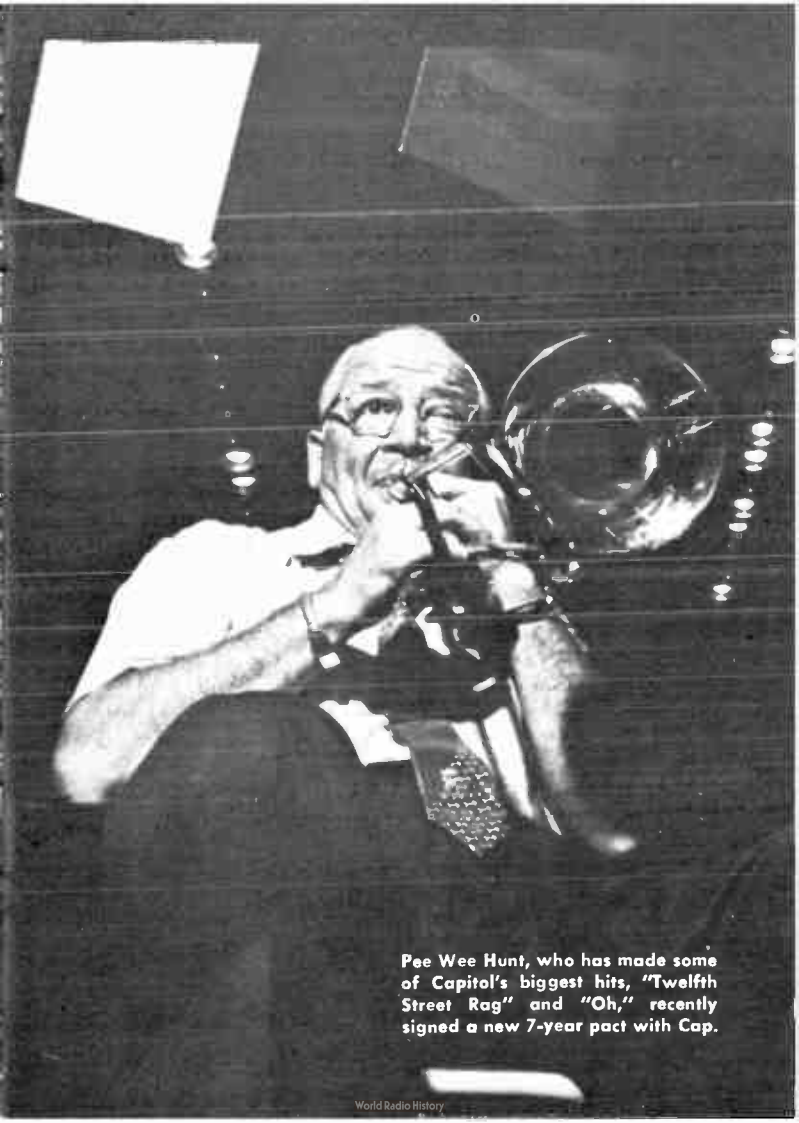
THE COVER

The city of New York has captivated many composers but none has ever extracted the complete essence of that great metropolis as has Gordon Jenkins in his new version of "Manhattan Tower." For the new Capitol version of this work which was first recorded in 1945, Mr. Jenkins has added fresh songs, scenes, music and characters until it is now three times its original length. In addition it is recorded in the full brilliance of today's finest high fidelity.

On October 27, "Manhattan Tower" also makes its debut as a television "spectacular" produced by Gordon Jenkins on NBC-TV. The principal roles will be enacted by Helen O'Connell, Pete Marshall, Phil Harris, Ethel Waters and Cesar Romero.

Performing the album version are Elliott Lewis, Beverly Mahr, Bill Lee, Shirley Mitchell and the Ralph Brewster Singers.

Jenkins wrote the book, music and lyrics for the production. Although he conducts the orchestra and chorus in the album presentation, he will not conduct the TV version.



Pee Wee Hunt, who has made some of Capital's biggest hits, "Twelfth Street Rag" and "Oh," recently signed a new 7-year pact with Cap.

WHAT MAKES STARS? WHO KNOWS

CAN YOU pick out the future stars from among the contestants in the National Amateur Talent Championships?

"You can't do it easily," says Ted Mack. "The winner doesn't always develop into the big star; a loser may be the one to go on to fame and fortune."

ABC-TV's "Ted Mack and the Original Amateur Hour" asks the TV viewing public to decide the preliminary victories, voting by phone and by mail. The champs are named similarly.

But the public and the "Amateur Hour" can be wrong.

Some of the program's best graduates did not achieve top rating as amateurs — Frank Sinatra, for example. Sinatra auditioned with a group called "The Hoboken Four." Though popular with audiences, they were not sensational.

"We had 15 touring units at that time," Ted recalls. "Sinatra and the group toured coast-to-coast for three years. Sinatra pleaded for a chance to sing solo. We didn't let him. We can be wrong, too."

In other instances, however, talent of performers was recognized at once. And once recognized, prospered.

Robert Merrill, Mimi Benzell, Regina Resnick, Vera Ellen and Teresa Brewer scored immediate successes on the program.

"Muriel Smith, whose singing roles in 'Carmen Jones' and 'Porgy and Bess' were acclaimed by the critics, began in a modest manner on the "Amateur Hour." Yet all the "Amateur Hour" people were certain she was destined for a bright career.

"And they knew right from the start that a young ventriloquist, one Paul Winchell, would be a winner eventually, if not immediately.

Out of a more recent group of "Amateur Hour" contestants is comedian Morty Gunty, a contestant of five years ago who is now blossoming into stardom as a professional.

"It usually takes five years," says Ted, "five years of hard work, persistence and polishing that's needed to gain a foothold in show business."

Viewers cast their votes and the winners are chosen. But what happens to the losers?

"I always tell them," says Ted, "'If you believe you have it in you to be a success, keep on trying. Even we will give you another chance.'"

Mack looks upon the "Amateur Hour" as one of the finest talent showcases. Frequently an amateur act will receive an offer to turn professional even before the program is off the air. On some nights three or more amateur acts will get job offers. Most recent examples: The Royal Aires, an instrumental band from South Ozone Park, N.Y., and The Rock 'N' Roll Trio, from Memphis, Tenn. — two acts to appear at the Sept. 9 championships.

Many of the contestants have no permanent ambition in show business but are merely after the thrill of appearing on television.

"They satisfy their yearnings," says Ted, and are rewarded by a rich memory of the event.

Ted recalls an excited contestant who revealed on the air that his wife was having a baby and proceeded to launch into a discussion of childbirth.

Another contestant, a young girl from Brooklyn, unexpectedly burst out with, "Mr. Mack, my daddy has a fish store in Brooklyn and he wants to sell it."

Ted can't recall now if her daddy ever sold the store but he does remember that a man phoned from Kansas City with an offer to buy it.



Valerie Allen was a dancer and singer before signing with Paramount and appearing in the Bob Hope film, "That Certain Feeling."

THE SWEETEST MUSIC



The legion of Guy Lombardo fans were ecstatic with joy, recently, when Lombardo's first album on Capitol, "Guy Lombardo in Hi-Fi," was released. Never had they heard "The Sweetest Music This Side of Heaven" recorded in such true high fidelity. Now there is even further cause for excitement . . . a new album titled "Your Guy Lombardo Medley." This new pockoge contains a total of 40 tunes selected from those most frequently requested by doncers. Many of them ore songs which were made popular by the Royal Conodians during the many years of Guy Lombardo's tenure os one of the top bondleoders in the notion.



THIS SIDE OF ANYWHERE!

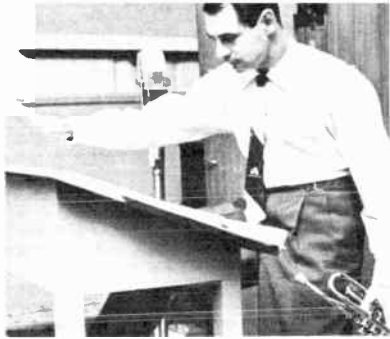




"Here's a request for an old-timer."



Dakota Staton's newest on Capitol is the bluesy "You Know I Do." On flipside is r & r "I Told You So."



Ray Anthony's new album is titled "Jam Session at the Tower." That of course refers to Capitol Tower.

VOX 'LUX'

The aim of all songpluggers is to have their ditties heard by the greatest number of people possible. This being the case, a record spun on Europe's Radio Luxembourg could easily be termed the granddaddy of all "plugs," since it numbers its audience in the hundreds of millions.

Being a very high-powered station and not under direct government control as are most of Europe's stations, Radio Luxembourg's audience pull is based on the preponderance of "popular" programming. Thus listeners throughout Europe are able to hear the latest hit recordings, a high percentage of which are

American, without the rigid censorship and control which most European governments impose.

It is not strange, then, that Radio "Lux" has become something of a "hitmaker." Spins by the station's disk jockeys are much sought after by the song publishers. It's like taking a dozen or so of America's top deejays and rolling them into one.

There's one little catch in it. Radio "Lux" is one of the very few "commercial" stations in Europe. This means, of course, advertising commercials. Oh well, you can't have everything.



Elizabeth Taylor has femme lead in the Warner Bros.' picture, "Giant." Capitol will etch soundtrack album.

IT FIGURES

An executive of Capitol Records; while visiting Chicago, began browsing through the telephone listing of record dealers to prepare for the next day's calls. He came across the following listing which, he says, was doubtless inspired by the prevalence of scantily clad females on album covers:

**JOE'S RECORD TV &
LINGERIE SHOP**

Jazz - Spirituals - Pops -
Lingeries



Dennis Day is heard in Cap Hi Fi for the first time with his brand new album, "Here's Dennis Day."

● ROSE PLANS SWAP

Showman Billy Rose has mapped plans for consultations with officials in Washington about a tentative agreement with Russia for "a major exchange" of artists that he made during his recent tour of the Iron Curtain nations.

Rose said his mission overseas was to "explore the possibilities of a major exchange of artists between the United States and the Communist countries. A swap in music and laughter might lessen the tension," he said.

He noted that the arts were widespread in Russia, with the government sponsoring "several hundred" symphony orchestras and "well over 1,000 legitimate theaters."

"Fun is a serious business in Russia," he said.

Rose said that Russia had quite a few comedians, and cited one who played to full houses for 18 consecutive years.

He said that Louis Armstrong was "a bit of a legend over there," and observed that the Russians also had a surprising "knowledge of Harry James, Benny Goodman, and Stan Kenton."



Kay Starr recently emerged as an actress when she starred with Buster Keaton (l) in an NBC-TV musical, "The Lord Don't Play Favorites." Show had a circus theme.



The Sabres, versatile trio of singers and musicians, have met with fine success in Las Vegas bistros and have made an album for Victor.

vamp till ready



In a recent letter to the editors of Variety, entertainment industry magazine, Sammy Davis Jr. outlined a plan whereby he felt the entertainment industry could further aid in combatting juvenile delinquency. The letter is reproduced below for Music Views readers.

Would like to tell you about a project I am undertaking; I am taking the liberty of outlining it to you because I would deeply appreciate any suggestions or opinions you might have regarding it.

(1) We would establish an organization called "The Music Industry Council to combat Juvenile Delinquency," or some similar name.

It would have, as officers and sponsors, such leading members of the music business as the heads of all the recording companies, network representatives such as Manie Sacks, representatives from the top talent agencies, ASCAP, BMI, also people from local government, top public figures, such well known personalities as Joe DiMaggio, Rocky Graziano, Perry Como, Joe Louis, etc. Naturally, we would also very much desire having you as a sponsor of the following project.

(2) The country's leading songwriters, men like Irving Berlin, Jule Styne, top rhythm-and-blues composers—all would be requested through ASCAP and BMI to create special 10 second, 20 second, half-minute, minute and three minute jingles and songs on the theme, "Don't Be a Juvenile Delinquent."

(3) Each time a major record star goes in to cut a regular session, he or she would also record a number of these special singing "commercials."

(Cont. next page)

(Cont.)

(4) Leading disk jockeys throughout the nation would be solicited to join the music industry's campaign, utilizing the slogan "D.J.s Fight J.D.". These jockeys would be fed the special "anti-Juvenile Delinquency" records on a regular basis and asked to program them 'round the clock. This wouldn't be a one-day or one-week campaign but would be a continuous year-long project.

Each of the major record companies whose artists recorded these special songs would then send them to the disk jockeys along with the regular releases. The special disks could all be wrapped in a bright red wrapper to distinguish them.

(5) As we get this program under way, other segments of show business should be brought into the campaign. I think the jukebox operators would cooperate with us by placing eye-catching decals on all their machines bearing hard-hitting anti-Juvenile Delinquency slogans. I can visualize a series of 30 second, one minute and five minute TV spot films of the record business's top artists, singing these "commercial" songs. I can also foresee motion picture shorts utilizing the same concept which would be distributed to theatres throughout the country as a public relations project of the distributing companies.

(6) I also think that the top record stars should go out into the field and make personal appearances before youth groups, settlement houses, etc.

I sincerely believe that the program I have outlined above is a functional, workable project. By utilizing music and disk jockeys which really cover the age group concerned with Juvenile Delinquency, we are hitting at the heart of the situation. The kids who have gone bad and the ones who might go bad will be constantly confronted with these subtle and not so subtle plugs. Eventually they will come to think once and again before violating the precepts laid down by our campaign.

—Sammy Davis, Jr.



Ken Errair, formerly one of the Four Freshmen, steps out as single with new Capitol release, "I Want to Love While I'm Young." Flip is swinging, "I Ain't Going Nowhere."

● ISRAEL GETS 'PAJAMA'

The Broadway musical "Pajama Game" will be the first American musical comedy to be presented in Israel. The show will be translated into Hebrew by Uri Sela and Miriam Tamir-Sela and presented at the Do-Re-Mi theatre.

HUP, TWO . . .

The Caissons have stopped rolling but the army hasn't. The Department of the Army has announced that the tune "The Caissons Go Rolling Along," by the late Brig Gen. E. L. Gruber, has been rewritten and titled "The Army Goes Rolling Along." The new version will be dedicated as the official U. S. Army song on Veterans Day, November 11, 1956, at U. S. installations throughout the world.



Fabulous "Tennessee" Ernie Ford has lent his big voice to a new Cap package, "Tennessee Ernie Hymns." He continues his television show.

● 'RAIN' RETURNS

The success of Johnnie Ray's disk, "Just Walking in the Rain," has cued Sun Records to reissue their original version of the song by the Prisonaires. It was recorded with some success three years ago by the group all of whom were then inmates of the Tennessee State Penitentiary.

All are on the outside now, except for Johnny Bragg, co-writer of the tune.

Most of the profits from the original version were used to aid a prisoner-rehabilitation project in Tennessee.



Dick Hyman points with the one finger which plays his MGM release, "One Finger Piano." He also has a new album, "Beside a Shady Nook."



Stephanie Griffin is another of the young Hollywood starlets who has come up via the vocal route. She was formerly a dance band singer.

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albums for
every musical
taste



**GORDON JENKINS
MANHATTAN TOWER**

A love story in song and dramatization, and a classic of Americana. Newly-expanded High Fidelity version. T766



TENNESSEE ERNIE HYMNS

A warm and moving collection of the songs of faith which are so popular a part of Ernie Ford's repertoire. T756



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The favorite tunes of a truly great performer, sung with her own magical heart-warming touch. T734



**LES BAXTER
CARIBBEAN MOONLIGHT**

An accomplished exponent of exotic rhythms presents captivating arrangements of favorite topical tunes. T733



MILK AND HONEY
 24 of Hollywood's starlets
 danced in the film, starring
 Joan Crawford, who was
 a favorite of Bill of Radio
 and who had a great
 following among TABLOIDS



MISTER RAGTIME
 HE TRIES TO LIVE
 THE RAGTIME
 LIFE, BUT HE CAN'T
 GET ON THE RAGTIME
 BAND



THE GREAT ESCAPE
 A film about the
 escape of the
 prisoners of
 the Stalag Luft
 III



NEWS OF DENNIS DAY
 A film about the
 life of the
 singer and
 actor



THE SEVEN YEARS' SWITCH
 A film about the
 life of the
 man and
 woman



THE SEVEN YEARS' SWITCH
 A film about the
 life of the
 man and
 woman

Bobby Hackett, whose golden trumpet is heard frequently in Jackie Gleason albums as well as his own, has new one on Cap, "Rendezvous."



● TUNE SPECS SKEDDED

Telev viewers will be able to see quite a variety of musical "spectaculars" this year, NBC having already scheduled at least eight of the 90-minute productions.

"Manhattan Tower," produced by Gordon Jenkins and based on his musical composition of that title, will be presented on October 27. On November 12 is scheduled "Jack and the Beanstalk," starring Celeste Holme, Cyril Ritchard, Peggy King and others. The NBC-TV Opera gives its opening performance on Nov. 18, with the presentation of Puccini's "La Boheme."

On Nov. 24, Nanette Fabray re-creates her role in the Broadway hit musical "High Button Shoes." On Feb. 10 of next year the Opera returns with Verdi's "La Traviata." A new opera, "La Grande Breteche," based on the Balzac story of the same name, will be presented by the opera company on March 10. On April 21, the Richard Strauss opera "Electra" will be performed.

The Sadler's Wells Ballet production of Prokofieff's "Cinderella" ballet will be presented on April 29, 1957.



Toni Carroll, well known as an entertainer in the better cafes, is now heard on MGM wax with "Goodnight, My Love, Goodnight." Flip is new novelty, "Think Twice."



Les Baxter extends his series of successful wax ventures with a new album on Capitol, "Caribbean Moonlight." It's climbing rapidly.



Chanteuse Tilli Dieterle prepares for winter tour of British West Indies. She also plays the piano.

● 'BABY DOE' TREKS

The opera "Ballad of Baby Doe" will soon be heard all over the world via the U. S. Information Agency's "Voice of America" broadcasts. The opera will be presented in ten daily installments, much like the United States soap opera.

"The Ballad of Baby Doe" is scheduled to open on Broadway this fall. It was written by Douglas Moore and the late John La Touche.



He of the jet-propelled digits, Joe "Fingers" Carr, has a new one on Capitol, "La La Collette" and "I'm a Little Echo." Looks like a hit.



Les Brown puts his "Band of Renown" through its paces on his new shellac effort, "Talk About A Party." Butch Stone vocalizes, as does Jo Ann Greer on the swinging flipside titled "Ancient History."



Ina Ray Hutton (r) recently played hostess to her own sister on the NBC-TV "Ina Ray Hutton Show." June (l) and she performed duet.



Faron Young follows his current country and western hit, "Sweet Dreams," with "Turn Her Down" & flip, "I'll Be Satisfied With Love."

LOOK! NO ARMS

British dignity won out, recently, when the British War Office refused to allow Anne Shelton to sing the tune "Lay Down Your Arms" to the troops at the National Radio Show. The powers that be decided that the song, recorded by Miss Shelton, was too "undignified" and "subversive." The lyric entreats the listener to "Lay down your arms and surrender to mine."



On his latest Capitol disk, Johnny Standly admonishes one and all to "Get Out and Vote." It's an hilarious satire on political folderol.



"Big T," Jack Teagarden, blows his fabulous trombone in new album, first for Cap, "This is Teagarden."

● MGR. GETS ROLLED

When an audience of British teenagers began dancing in the aisles during a screening of the movie "Rock Around the Clock," the manager stopped the picture, came to the stage and entreated the youngsters to resume their seats. Instead they mounted the stage, seized the manager and "rolled" him around the theater. He finally ordered the projection resumed.

KNOCKOUT DISKS

Former middleweight boxing champ Tony Zale is entering the music business. Zale has formed a recording company, Zale Records, and has already released a disk by a new group called the Cheerful earfuls. Cauliflower-earfuls?

● USSR TO MAMBO

Russian youths may get the chance to do the mambo and cha-cha-cha. RCA Victor has received requests from the Russian Ministry of Foreign Affairs for discs of this type of music to be used in Soviet youth clubs. Victor is complying with the request.



Tex Ritter makes a strong bid for a fall hit with "The Last Wagon," from the 20th Century-Fox motion picture of same name. Flipside is "Paul Bunyan Love." Background by Gordon Jenkins and orchestra.



Sonny James makes new bid for the Country & Western hit charts with latest on Capitol, "The Cat Came Back" & "Hello Old Broken Heart."



Carol Kelly, who did child roles as a singer and dancer in Broadway musicals, has obviously grown up. She has role in "Toward the Unknown" WB pic with Bill Holden.

● MOVIES ROCK 'N' ROLL

The rock 'n' rollers have made big inroads into the Hollywood scene. On the heels of the movie "Rock Around the Clock," comes news that Elvis Presley has been signed to play in the 20th-Fox picture "The Reno Brothers." Presley is reported to be receiving \$100,000 for the performance.

TOUR EXTENDED

Capitol has further extended its "hear the world from your armchair" campaign with several new additions to the "Capitol of the World" album series. Included in the most recent releases are, "Carnavalitos de Argentina," "Hi Fi Vienna," "Music of the Swiss Alps," "My Greece," "Portuguese Fados," "Swedish Polkas and Hambos," "The Sounds of Old Mexico," "This is Paris" and "Two in a Gondola."



Keely Smith makes second successful appearance under Cap banner with a double-barrelled prospect, "Hurt Me" & "High School Affair."

● PIX GET RICH

Little Richard, one of the country's rock and roll exponents, has been signed to make his film debut in "Rhythm and Blues," Columbia musical.

The Specialty Records vocalist, whose hit tunes are "Tootie-Fruitie," "Long, Tall Sally" and "Rip It Up," joins a roster headed by Bill Haley and His Comets, disc jockey Alan Freed, singer Alan Dale, and The Frantics, instrumental and vocal group.

Little Richard will fly to Hollywood from Texas for the musical.



Kay Carson's newest on Capitol is a rhythmic ballad, "Are You Equal To the Task?" Flipside is swinger, "This Man." Neal Hefti's orchestra.



Making his first appearance under the Capitol banner, Louis Prima's new album is titled, "The Wildest."

● BELAFONTE CLEFS

Singer Harry Belafonte adds composing to his talents by writing four themes and three songs for the upcoming United Artists movie, "Trooper Hook." The themes will be composed to indicate the four central characters in the film. Belafonte will also sing and subsequently record the songs he composes.



Mr. and Mrs. Eddie Fisher appear together in movies for the first time in upcoming flick, "Bundle of Joy." He also is back on own TV show and has topical recording on RCA Victor wax, "If I'm Elected."



Popular Hank Thompson dresses up an oldie for his new release, "It Makes No Difference Now." The flipside is "Taking My Chances."

TREED

Songwriter Joe Bruno is determined that his latest effort shall be a hit. The Pittsburgh tunesmith has climbed up into a tree and says he won't come down until his song, "Bolder and Bolder" recorded by Doryce Brown on MGM label, is a hit. Since the tune is a satire on rock 'n' roll, Joe's arbor domicile has also been picketed by teenagers carrying such signs as "Joe Must Go."

Music biz prognosticators say that Joe may be in the tree for quite a number of years. "Look at me," says one not-so-successful scribbler, "I've been writing songs for twenty years and I'm still up a tree."

● TV GETS R & H

Richard Rodgers and Oscar Hammerstein are preparing to make their first venture into an original TV production, a 90-minute musical version of "Cinderella." The show will take place some time in February, with Julie Andrews, star of Broadway's "My Fair Lady," being sought for the principal role.



"Mr. Casual," Perry Como, rehearses "letters" bit on his NBC-TV Saturday night "Perry Como Show."

● TV DEBS WAR & PEACE

A two-hour television version of the Prokofieff opera "War and Peace" will be presented during January over NBC. An English translation of the Tolstoy novel is now being prepared. This will be the American premiere of the opera which was revised by Prokofieff shortly before the composer's death.

● GOVT. SKEDS SHOWS

The U.S. Civil Defense and Treasury Department's are sponsoring a new musical show on NBC Radio. Emceed by Dennis James, programs will spotlight such top entertainers as Duke Ellington, Benny Goodman, Perry Como, Lena Horne, Frank Sinatra, Peggy Lee, Harry Belafonte, Julius LaRosa and others.

SING 'N' SEW

If the trend continues, the musical shows on ABC-TV could easily become sewing bee's. Not long ago an article appeared in a TV magazine stating that the pretty petticoats worn by Alice Lon on the "Lawrence Welk Show," were made by her mother and that she would send the instructions to interested parties. The network was so deluged with mail that Miss Lon and her harassed mother still haven't caught up. A recent press release from ABC continues the trend. It states that Carolyn DeZurik, vocalist on "It's Polka Time," creates and sews her own costumes. Thus far she has not offered to provide viewers with the patterns.

SAY 'CHEESE'

A pair of commercial jingles have been rewritten and released as pop tunes by Decca. The Budweiser beer jingle was re-titled "Where There's Life," provided with a lyric and recorded by George Cates. Cates also collaborated on the rewrite.

The Pepsodent toothpaste jingle, "You'll Wonder Where the Yellow Went," has come in for the same treatment. Lyric was re-written by Don Williams, advertising copywriter, and recorded by The Label.

Lever Bros. and Decca are sending tubes of toothpaste to the disc jockeys. So if you meet a deejay on the street, ask him to smile for you.

● U.S. WAX FOR AUSSIES

American recordings have almost completely taken over the music tastes of Australians. Current hits in the land down-under include, "Poor People of Paris," "Rock and Roll Waltz," "Rock Island Line," "Woman in Love," "The Great Pretender," "Moon-glow," "Jukebox Baby," "Dun-garee Doll" and "Dixieland."



Dinah Shore's fall activities include her own TV show, recordings and frequently "The Chevy Show."



Cathy Allen debuts on MGM platter with an invitation, "Come On and Kiss Me," and an observation, "I Got Your Number." Best that way.

● U.S. SENDS PIC DISCS

The American story will soon be told abroad by means of plastic coated paper phonograph records which will contain pictures and text in addition to a spoken message in various languages. They will be distributed throughout South Asia, Africa and the Middle East by the U. S. Information Agency.

According to Theodore C. Streibert, head of the USIA, many areas of the world have no electricity, but rely on hand-wound phonographs as a means of sharing ideas and entertainment.



The Lenny Hambro Quintet has been integrated into the Glenn Miller ork helmed by Ray McKinley. Hambro has waxed his own jazz album.

ET TU?

It's about an even-money bet that if you were to ask the next person you meet, he'd tell you he's written a song. And once in a while, one of these amateur tunesmiths gets his song recorded. One of the latest of these man-on-the-street-type songwriters is Miss Sonny LaGlaire, a Captain in the U. S. Army Nurse Corps Reserve. While stationed in Tokyo, Capt. LaGlaire wrote special material for nightery acts. After her recent discharge, she wrote "Bamboo Rock and Roll," a tune recorded by the Night Caps on Groove Records. When not writing songs she is now a private nurse at Mt. Sinai Hospital, N. Y.

● 'TONS' GAINS WEIGHT

Tennessee Ernie's waxing of "16 Tons" has now passed the 3 million mark in sales and is thus established as Capitol's all time top hit. Previous contenders for the top spot were Les Paul and Mary Ford's "Vaya Con Dios" and Pee Wee Hunt's "Twelfth Street Rag."



Al Martino makes strong bid for the hit lists with new disc, "The Girl I Left In Rome" & a sentimental tune "A Love to Call My Own."



Lucho Gatica, one of world's most widely acclaimed Latin performers, makes U. S. debut on Capitol with "Sinceridad (Sincerity)" and "Amor Secreto (Secret Love)." From Chile.

● R & R DROPS H's

Britons are so happy with rock 'n roll that they're now producing a home-grown variety. Drummer Tony Crombie is fronting a six-piece unit which recently hit the road on a tour of one-nighters, together with additional r & r acts.

CAPITALIST

It has long been the custom for people to leave a business in order to go into business for themselves. This was recently the case with a young lady named Beverly Cherner who organized a disc label, Beech Records. Until recently Miss Cherner was secretary to the publicity director of Decca Records.

● JAMAICA DIGS SASSY

From Jamaica we import sugar and rum and we export . . . singers. Sarah Vaughan recently completed an extremely successful series of concerts on that isle, as did Carmen McRae. Jamaica's concert season takes place during the summer in open-air theatres.

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Among the patrons of Toots Shor's rather extraordinary New York Restaurant, good-natured horseplay is more the rule than the exception. Here are Jackie Gleason (r) and Frank Sinatra (c) engaging in exchanges of witticisms with proprietor Shor (l). Wonder what they're saying?