

## DJ Surveys Show Top Jocks May Not Be Best Pluggers

### Teen-Agers, Who Buy Most Pops, Do Not Mirror Pulse Findings

By JUNE BUNDY

NEW YORK, Jan. 29.—A top-rated deejay isn't always the best record plug, judging by conflicting results of surveys made in the New York market this month by Pulse and the Teen Age Survey Service.

According to the latter outfit, which recently polled deejay preferences of high school students in this area (generally conceded to be the biggest segment of pop record buyers), the top 10 high school spinners here are (in the order named): Jerry Marshall, WNEW; Alan Freed, WINS; Martin Block, WABC; Brad Phillips, WINS; Jack Lacy, WINS; Klavin and Finch, WNEW; Paul Brenner, WAAT; Bill Silbert, WMGM; Al Collins, WRCA; Gallagher and O'Brien, WMCA.

However, only Marshall, Block, and Klavin and Finch are in the top-rated deejay class (see box elsewhere on this page). Interestingly enough, all three spinners pulled approximately the same position on each poll, with Marshall walking off with number one honors, and Block placing third on both charts. Klavin and Finch incidentally, are the number one early morning deejays, with a 3.1 weekly average Pulse rating, as compared to John (WOR) Gam-

bling's 2.9; Jack (WCBS) Sterling's 2.6 and Allyn (WRCA) Edwards' 2.0.

The rhythm and blues craze undoubtedly is responsible for Alan Freed's popularity with the teenage set, since his Pulse rating is still at a relatively low ebb, particularly in the post-midnight period. A special Pulse survey of local post-midnight deejay shows this month indicates that WNEW's "Milkman's Matinee" with Ed Locke is pulling 19 per cent of all radio homes at that hour, with its closest competitor drawing less than a third of that figure.

#### Station Loyalties

Station loyalty is a potent factor in building deejay ratings, and the fact that Martin Block held on to

his ratings when he moved from WNEW to WABC, is only the exception that proves the rule, and of course, a vivid testimony to Block's personal popularity. In line with this, WNEW walked off with seven out of the top 16 Pulse rating spots, while WCBS took four others.

The fact that WNEW's relatively unknown Bill Kemp actually out-rated veteran spinner Block for the number two spot is particularly significant testimony to the hold that stations have on listeners' dialing habits. Bill Randle (who hit the top 16 even tho he only appears here Saturdays and spends the rest of the time in Cleveland) was undoubtedly also helped by

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## PULSE RATES DEEJAYS IN N. Y. MARKET

The top-rated deejays in the New York radio market, based on their weekly ratings computed from the Pulse study for January, are as follows:

1. Jerry Marshall, WNEW, 3.8
2. Bill Kemp, WNEW, 3.5
3. Martin Block, WABC, 3.4
3. Art Ford, WNEW, 3.4
3. Bob Haymes, WCBS, 3.4
6. Bill Harrington, WNEW, 3.3
7. Lanny Ross, WCBS, 3.2
8. Lonny Starr, WNEW, 3.1
8. Klavin and Finch, WNEW, 3.1
10. John Gambling, WOR, 2.9
10. Bill Williams, WNEW, 2.9
12. Jack Sterling, WCBS, 2.6
13. Bill Randle, WCBS, 2.4
14. Ted Steele, WCR, 2.2
15. Jim Coy, WRCA, 2.1
16. Allyn Edwards, WRCA, 2.0

## CASH REGISTER WEDDING

### Disk, Film Industry Marriage Due To Reach Full Bloom Thru 1955

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proximately \$1,500,000 more than it ordinarily would have because of the popularity of the song. Among the title songs that gained exceptional popularity in recent months in addition to "Three Coins" were "High and the Mighty," "Woman's World," "Song From Desiree," "Song of the Barefoot Contessa," and of older note, "High Noon" and "Third Man Theme."

#### Title Songs, Theme Music

Currently it appears to be the practice, despite the denial of music department heads of the various studios, to schedule either title songs or theme music for upcoming productions. Among those already integrated in films, with records also cut on many, are "Green fire" and "Interrupted Melody" (M-G-M), "Timberjack" (Republic), "Bring Your Smile Along" and "Prize of Gold" (Columbia), "Run for Cover" and "Rose Tattoo" (Paramount), "Seven-Year Itch" (20th Century-Fox), "Vera Cruz" (Hecht-Lancaster), and "Pete Kelley's Blues" and "Strange Lady in Town" (Warner Bros.).

It appears likely that the list of

title songs, in addition to those mentioned, will be substantially added to as more specific plans for features are made.

Of like importance are the pop tunes, theme songs and background scores that will be written for virtually every important production, with producers pegging their sights for success similar to that achieved by "Hold My Hand," from the RKO Film, "Susan Slept Here." Of these, songs that are already set are "I Belong to You" from "The Racers" (20th-Fox), "I'll Never Stop Loving You" from the Doris Day starrer, "Love Me or Leave Me" (M-G-M), "Take My Love" from "The Glass Slipper" (M-G-M), "Sentimental Moments" from "We're No Angels" (Paramount), "Flaggin' de Train to Tuscalousa" from "The Trouble With Harry" (Paramount), "How Can I Tell

Her" from "Lucy Gallant" (Paramount), and "Janie" from "Far Horizons" (Paramount).

#### Plush Productions

On the musical production side of the ledger, Hollywood currently has scheduled its biggest array of plush productions since 1947. Record dealers can expect sound track packages on almost 30 features, among them "Vagabond King," "Seven Little Foys," "You're Never Too Young," "The Court Jester," "The Girl Rush," "Intermission," the Red Nichols biography, and "Anything Goes," the Cole Porter Broadway musical. All of the latter are to be produced by Paramount.

Columbia has "Three for the Show," "Bring Your Smile Along," "My Sister, Eileen," "Pal Joey," "The Eddie Duchin Story" and "The Franz Liszt Story." M-G-M has "Love Me or Leave Me," the Ruth Etting biography; "Kismet," "Hit the Deck" and "It's Always Fair Weather"; 20th Century-Fox is shooting "Daddy Long Legs" and "Guys and Dolls," and Universal-International is preparing "So This Is Rio," a follow-up to its "So This Is Paris" film, packaged by Decca Records. The Rodgers and Hammerstein independent production of "Oklahoma," currently shooting, has already been set for

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## EMI Brass Huddle With Capitol Execs

HOLLYWOOD, Jan. 29.—John A. Wells, senior attorney for Electric & Musical Industries, Ltd., and Richard Dawes, controller, arrived here this week for a series of high-level conferences with Capitol Records President Glenn Wallichs and Daniel Bonbright, Cap vice-president in charge of finance.

Dawes is expected to remain here for another week of meetings, while Wells returned to his New York office Friday (28).

## DECCA ETCHES 'MEDIC' THEME

HOLLYWOOD, Jan. 29.—When the ballots are counted and the final figures are in at the close of business this year, it appears as if television will have been the reservoir of pop songs for the music industry.

Television's influence on the record business, never more highly emphasized, took another sharp leap this week with the recording by Decca Records of Victor Young's theme song for the NBC-TV show "Medic."

Triple threat Young wrote, publishes it and recorded the tune.

## Angel Cuts Prices, Takes Dealer Loss

NEW YORK, Jan. 29.—Angel Records will reduce the price of its factory-sealed LP's to \$4.98 Tuesday (1) as part of a general overhaul of its price structure that will peg its "thrift pack" 12-inchers at a new low of \$3.48.

The move to bring the label's price schedule more in line with current lists of major manufacturers followed a series of conferences in London between Dario Soria, Angel president, and execs of Electric & Musical Industries, Ltd., the label's parent company. Soria returned from a quick trip abroad early this week.

An unusual facet of the price slice is the step taken by Angel to reimburse its dealers for any dollar loss in inventory of factory-sealed sets. Stores will be credited with the difference in dealer cost between packages purchased at the old price (and still unsold) and the new price, with the credit to

be applied toward the purchase of new stock.

Inventory declaration forms will be mailed dealers next week. The forms must be returned postmarked no later than February 10 to be honored, it was said.

#### 100% Exchange

At the same time Angel has fixed a 100 per cent exchange privilege policy to apply to all factory-sealed disks. Dealers may take advantage of this exchange on a semi-annual basis, said Soria, with the first exchange rights to be exercised next August for the period from January 1 to June 30.

The discount structure remains at 38 per cent under the new prices. Dealers will thus pay \$3.09 for the \$4.98 LP's and \$2.16 for those which sell at \$3.48.

Multi-record sets, with few exceptions, will carry a suggested list of \$10.98 in the case of two-disk

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## ABC-Paramount May Organize Disk Division

### Move Would Place Firm in Category With Victor, Col

HOLLYWOOD, Jan. 29.—American Broadcasting-Paramount Theaters, Inc., are reported planning the organization of a third subsidiary division that is expected to enter the record market.

The no official confirmation from AB-PT executives was forthcoming, information from sources here pointed to such a move. Leonard H. Goldenson, member of the board of directors of AB-PT, made no denial of the report when queried here this week, and gave

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## Cleffers' BMI \$150-Mil. Suit Speed-Up Due

NEW YORK, Jan. 29.—Slow progress toward a court trial of the \$150,000,000 civil anti-trust action against Broadcast Music, Inc., by a group of 33 songwriters may be speeded up with the appointment of a special master, Judge John Knox, senior justice of the Federal District Court here, this week authorized appointment of a master to act in pre-trial matters. In effect, this would expedite

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## Jenkins Debuts in Label 'X' Post Via Series of Diskings

HOLLYWOOD, Jan. 29.—Music director Gordon Jenkins officially assumed his new post with "X" Records here this week (The Billboard, December 18) with a series of recording sessions under the aegis of the firm's repertoire topper, Jimmy Hilliard.

Hilliard arrived here Monday (24) for a two-week schedule of recording activity.

Jenkins is also slated to exercise his first chore under his new contract with the National Broadcasting Company when he helms the Hollywood musical segment of the "Colgate Comedy Hour" Sunday (6).

## SHOP ACTION

### Suit Would Halt Bogus 'Investigator'

NEW YORK, Jan. 29.—New York Supreme Court this week slapped down a local retailer on the charge that he sold counterfeit copies of a record album. The action came when Radio Rarities, Inc., manufacturers of the Discuriosities album, "The Investigator," went to court against King Karol, Inc., local discount shop seeking damages and an injunction which would permanently restrain

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## Victor Guarantees Prices Six Months

NEW YORK, Jan. 29.—RCA Victor has guaranteed its new price and discount structure for the next six months. Telegrams to distributors and field men last night stated the guarantee would hold on all records shipped between January 3 and July 31.

It is expected that the guarantee will set to rest rumors current in certain segments of the trade that the label would reduce the price of its LP's below the recently set tag of \$3.98 per 12-incher. This has cropped up in various sections of the country, but was always vigorously denied by Victor executives.

Strangely enough, another current rumor has it that the diskery will eventually return to its old LP price structure, or come up at least part way to the previous level.

Most responsible trade opinion, however, has debunked both rumors, attributing them to normal

confusion resulting from the general industry re-pricing.

Victor sales chiefs, meanwhile, held a meeting this week to assay the results of the firm's "TNT" program, the tag by which the repricing move was known.

It is believed that early reports have indicated January sales would be somewhat below the added volume it was thought the lower prices would attract, altho movement of album merchandise has increased. Full consumer impact, it was held, will not be felt until national consumer ads start breaking early in February. Display space in such magazines as Time, Life, Saturday Evening Post, New Yorker and Coronet has been reserved.

The company also is thought to feel that some educating has to be done on the dealer level to bring home the added profit potential in the handling of singles and EP's, which now carry a 42 per cent discount as against the former 38 per cent.