

# Nat "King" Cole Sans Hip Heaving & Hollering

BY TONY HABEEB

I asked Nat King Cole once, what he thought was the secret of his singing success. The soft spoken King replied, "I just sing the lyrics, that's all."

Although this may be true, it goes without saying that only Nat could make a statement like that. Over nine of Nat's records have sold over a million copies each simply because he had sung, "... the lyrics, that's all."

Nat told me that his singing of "Sweet Lorraine," was the kick-off to a fabulous career which has seen him score highly in the music world time and time again.

Twenty years ago Nat "King" Cole, seen over Channel 4 at 7:30 p.m., was practically unknown. He earned a small wage playing the piano with an instrumental trio in a small Los Angeles night spot, the Swanee Inn. His warm smile, his easy method of playing popular melodies brought in the customers. He hummed a bit as he played, but never thought of singing publicly. The only songs that came from his lips were a few notes sung in the privacy of his shower.

One night a loud, big-spending customer at Swanee Inn demanded that a member of the trio sing his favorite tune, "Sweet Lorraine."

Nat said he tried to dodge the request by saying: "This is an instrumental group. None of us sings solo."

The angry customer stormed out and returned in a few minutes with the manager. Realizing that their jobs might be at stake, Nat Cole took his initial step towards stardom as he sang "Sweet Lorraine." To his surprise, he pleased not only the loud voiced customer, but all the other patrons as well.

Finally Nat secured an engagement for the quartet at a Hollywood night club. On opening night the drummer failed to show up. The trio, piano, bass and guitar — went it alone, creating what has since become known as the distinctive Nat Cole "sound."

One of the Nat's greatest assets—his fans point out—is his ability to convey to his audience a note of deep sincerity and modesty. In these respects he hasn't changed since the night he tried to duck singing solo.

In this day and age where the Elvis Presleys and the Tommy Sands hold forth with their own brand of music, it is indeed refreshing to know that some of us can still count on the "King" for the solid ballad sans the hip heaving—and hollering.

# COMPLETE Weekly Television SECTION

## PROGRAM NOTES

"Case of Restless Redhead" is first presentation of new Saturday mystery series starring Raymond Burr in role of attorney Perry Mason and Barbara Hale as his girl-Friday, 6:30, Channel 2.

Ginger Rogers and Johnny Mercer are Perry Como's special guests on his Saturday colorcast 8 p.m., Channel 4.

The Polly Bergen Show debuts this Saturday with Polly playing hostess to dramatic star Sylvia Sydney at 9 p.m., Channel 4.

Mike Wallace Interview continues on Saturday night with tonight's guest, Mrs. Margaret Sanger, 74-year-old crusader for birth control, 10 p.m., Channel 7.

Israeli Prime Minister and pioneer, David Ben-Gurion is second subject of filmed series "Wisdom" in color Sunday, 11:30 a.m., Channel 4.

Final matches in thirty-first Pacific Southwest International Tennis Tourney at the Los Angeles Tennis Club will be telecast Sunday, 1:45 p.m., Channel 2.

My Friend Flicka, story of boy and his horse, debuts in color this Sunday with Johnny Washbrook starring as Flicka's friend Ken and Gene Evans, Anita Louise, as his parents, 6:30, Channel 4.

Jack Benny returns for eighth year on TV with cast regulars Dennis Day, Don Wilson, Sunday, 7:30, Channel 2.

Maverick, starring James Garner in title role, is new Sunday western bowing in at 7:30, Channel 7.

Ed Sullivan wings his way to California and plays host to Betty Grable, Harry James and band, Jo Stafford, Carol Channing and others this Sunday, 8 p.m., Channel 2.

As a ballyhoo for forthcoming shows, Steve Allen will present the leading personalities of each, in a preview segment, live from Hollywood during his Sunday show, at 8 on Channel 4.

"Night" dramatization of experiences encountered by amnesia victim in 12 hours stars Franchot Tone at 9 p.m., Channel 4.



Songstress Rosemary Clooney debuts as star of her own show this week

## MUSICAL VARIETY SHOW COLORCAST ON KRCA

By GENE INGE

The pinnacle of her career becomes a reality when Rosemary Clooney performs before millions of viewers next Thursday night, on a National Broadcasting Company nationwide colorcast, as the star of her own show. This performance marks the initial show of a series to be seen every Thursday night in color, on Channel 4 at 10 p.m.

Along with Rosemary the show will spotlight The Modernaires with Paula Kelly in special musical renditions, and Frank DeVol conducting the orchestra. The guest star on opening night will be Tennessee Ernie Ford, whose own show precedes Miss Clooney's on the same channel.

The "Come On-a-My House" girl began singing professionally with her sister Betty on a radio station in Ohio. Tony Pastor's discerning ear caught the duo there, and the orchestra leader became their boss for three years. Rosemary's "big break" came when she signed up on a video show called "Songs for Sale," which led to more television appearances, night clubs and records.

It was probably in the latter field that she achieved her greatest fame. "Come On-a-My House," an offbeat of an Armenian folk tune, lifted her to overnight stardom. Sales from this and later platters soared into the millions, winning her the title of "Queen of the Jukebox." Starring roles in several motion pictures, too, have contributed to her renown.

In private life our singing star is Mrs. Jose Ferrer and a mother of three young children, Miguel, Maria and Gabriel.

## Save this section for entire week's TV programs

### PTA CONFERENCE

Members of Evelyn Carr Elementary PTA plan to attend the District Conference which will be held on September 30 at the Morningside High school.

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### PTA Meets

Recently the program planning committee met at the

home of Mrs. Z. W. Giza program chairman, to arrange the 1957-58 calendar of Unit meetings. The theme for this year is Unity-Community.

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**LADIES' LEAGUES NOW FORMING**

LADIES' 4-SUM  
1 P.M., Monday, September 23

LADIES' TRIO  
1 P.M., Tuesday, September 24

LADIES' 4-SUM  
1 P.M., Wednesday, September 25

LADIES' 5's  
1 P.M., Thursday, September 26  
Ladies' beginners classes every day 9 a.m.

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