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AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box
54

Folder
13

Teenager program. Not implemented. 1965.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

10/5/65

Met yesterday with HAF who asked me to look into the possibility of getting the Dave Clark Five for some night in Spring 1966. If they can come, we would hold a meeting in Madison Square Garden. It would be sort of a Night of Stars for teen agers. Other names that might be included on this program, where obtainable, are:

① Dave Clark 5 Agent - Associated Booking Mr. Jackie Green
445 Park St 50 W. 57 - Ha 1-5200

② Soupy Sales (has office in Paramount Bldg) (Lt 1-3775) Mgr. Stan Gerson 753-7390
Press - (Woman) Connie DeNave DeNave Assoc. 200 W. 57 St Ju 6-1330
Assoc. Shelley Brodsky

L. M. Lorne Green (Bonanza) Agent - Ashley Famous 1301 - Ave of Americas - 956-5800

"Supremes" (street) (rock and roll) Gene Barnes 509 Madison Ave - 421-7610

L. M. Sammy Davis (own Secy -) (Shirley Rhodes - Wa 8-2041) Wm. Morris 1540 Broadway - Ju 6-5100

Patty Duke (with Patty Duke Show - on TV) Wm. Morris 1540 Broadway - Ju 6-5100

L. M. ③ Richard Chamberlain (Dr. Kildare) Ashley Famous 1301 Ave of Americas - 956-5800

L. M. Leslie Gore (singer) Bill Hegner agent is Associated Booking Ju 6-2387 50 W. 57 - Ha 1-5200

FR Lou Mones has contact for Richard Chamberlain and for Lorne Green and 2 sons

DAVE CLARK FIVE

10/5/65

Spoke

~~Met~~ with Jackie Green. He is the agent for Associated Booking of ~~50 W 57 St.~~ ^{445 Park Ave} ~~572~~
Ha 1-5200

which handles the Dave Clark Five.

Press woman is Connie Denave of Denave Assoc.

I told Mr. Green what we had in mind. Learned that Dave Clark 5 will be in U.S. around the middle of November and will remain here for dates across the country through about mid December.

At this point, it is impossible for Mr. Green to tell me whether or not the Dave Clark 5 will be back here in the Spring. He will have a better idea of this after the troupe has been here for a couple of weeks. He agreed that I might call him again around mid November so that he can arrange to ~~talk~~ the matter over with him personally at that time.

The address of the manager abroad is:

Harold Davison
Regent House
235-241 Regent St.
London, W.1.

TV booking met 15/10/65 (17/11)

~~XXXXXXXXXXXXXXXXXXXX~~

af;ms

October 7, 1965

"SOUPY SALES"

Manager - Stan Gerson (753-~~7~~390) -

Mr. Gerson not available. I spoke with Shelley Brodsky. He indicated that Soupy Sales has a movie coming out in the Spring. For that purpose, Soupy Sales will be leaving on Nov. 16 for 6 weeks to make the film.

While there is a strong possibility that they will be making another film in the Spring, Brodsky at this point was not sure. In any event, Brodsky said it was just impossible to know what the situation would be in the Spring but the whole thing is just too far away.

On pressure from me Brodsky agreed to have me check with him again in two months. I have a feeling that at that point he will have another excuse.

af;ms

10/7/65

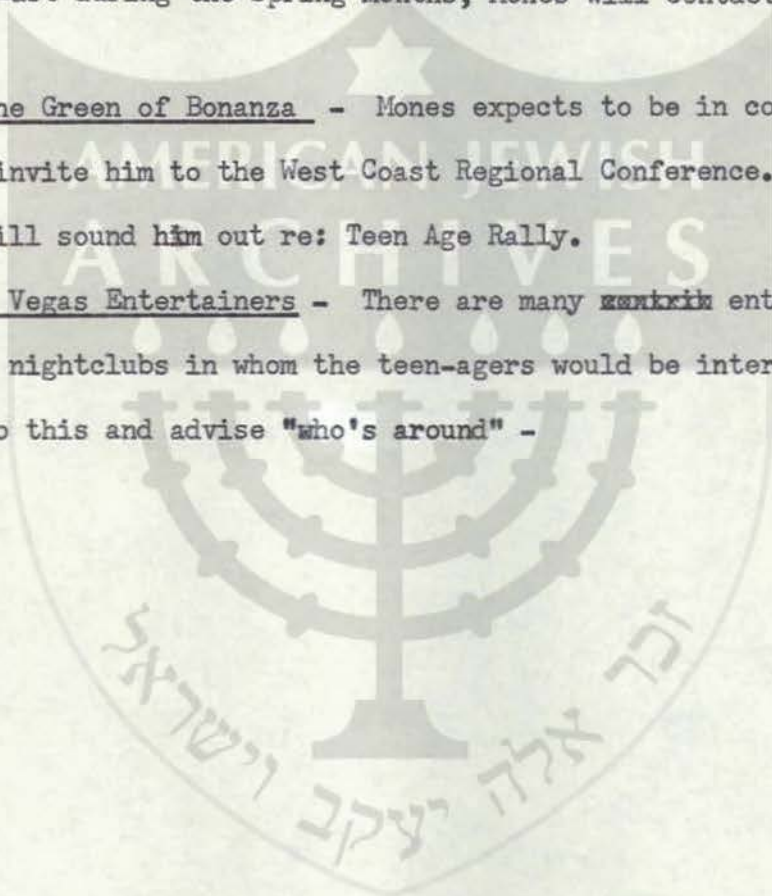
Spoke to Lew Mones re: Richard Chamberlain -

He is constantly making tapes for weekly programs; however Mones will call his manager to sound him out. If it looks like Chamberlain may be coming East during the Spring months, Mones will contact him directly.

Lorne Green of Bonanza - Mones expects to be in contact with Green to invite him to the West Coast Regional Conference. At that time he will sound him out re: Teen Age Rally.

Las Vegas Entertainers - There are many ~~xxxxxx~~ entertainers who appear at nightclubs in whom the teen-agers would be interested. He will check into this and advise "who's around" -

af;ms



10/7/65

Dates of interest for UJA Concert for Teen Agers

Could be one of the following Sunday afternoons -

4/17,24, May 1, 8, 15, 22.

A check was made of the Easter vacation period for NYC, N.J., L.I. Westchester and Conn. schools and virtually all would have had their vacations completed by 4/24.



af;ms

10/9/65

Met with HAF and Judy Friedman. List of suggestions as follows:

Dave Clark Five)
Hermans Hermits) These are three "musts"
The Rolling Stones)

Soupy Sales
Dick Chamberlain
Sammy Davis Jr.
Freddy and the Dreamer
Gary Lewis and his Playboys
Sunny and Cher
Leslie Gore
The Bachelors

Girls

Leslie Gore
Supremes (Detroit)
The Shirells
Donna Loren

Secondaries

Rick Nelson
The Bachelors

Boy Singer

Bobby Sherman

At a later date HAF gave me the names of:

Petula Clark (now at Copacabana) - staying at St. Moritz
General Artists Corp. (agent) Bert Black - 935-4000

A person like Murray the K could be considered in spot of M.C. Peter Strauss of WMCA carries much programming for teen agers and Peter Strauss, (who is Jewish and a UJA contributor) is a person who could be reached out for and could be of help.

af;ms

RANDALLS ISLAND

DOWNING STADIUM

10/13/65

address phone
Mr. Lenoble *LE 4-4710*
Mr. Niedling - Director
Mr. Oscar Goldman - Asst. Director

RE 4-1000

I spoke to Mr. Goldman who is connected with the Concession Department of the Dept. of Parks, who checked the dates of April 17, 24; May 1, 8, 15, 22.

So far as the May dates are concerned none of them are available because of the Soccer teams who have been using them over the years and unless one or two of them drops an engagement, those dates would ~~be~~ not be available. He did not know about such droppings which will not be until about early January when the schedules have been prepared.

So far as 4/17 is concerned, he said the Park Dept. does not like to have any function that early because the grounds are still damp and being worked on and he doubts if this would be possible.

The 4/24 date could be open to us. I asked him to hold it tentatively and that if a request comes in to contact me first. He promised to do so.

The cost for the stadium is about \$1,500. This may, however, depend ~~for~~ whether ticket prices are charged. I told him we probably would establish a ticket price. Usually the rental is dependent upon the price of admission.

The stadium holds about 20,000 persons; however, bleacher seats can be added to the extent of 7 or 8,000. If this should be done, it would have to be at our cost. There are, of course, additional costs, help, insurance, etc.

af;ms

*Dept of Parks -
5th Ave & 64 St*

N.Y. 21-

*Goldman is
Asst.
Concessionaire*

October 14, 1965

Mr. Oscar Goldman
Ass't. Concessionnaire
Department of Parks
Fifth Avenue and 64 Street
New York, N. Y. 10021

Dear Mr. Goldman,

You were most helpful in answering ^{NY} phone inquiries concerning the Downing Stadium at Randalls Island and I want to take this opportunity to express my thanks.

As I indicated to you over the phone yesterday, the United Jewish Appeal is considering plans for a huge teen-age rally with entertainment. Your offer to hold the Stadium available for us for Sunday afternoon, April 24, 1966, on a tentative basis is appreciated.

As soon as our plans have developed, I will again be in touch with you. However, should you receive a request in the interim from another party for the same date, I will welcome, as we discussed, your bringing this to my attention.

Again, with thanks,

Cordially,

Arthur Fishzohn
Executive Assistant

af:ms

Oct. 13, 1965

YANKEE STADIUM - Mr. Bill Bergesch - Cy 3-4300

I spoke to Bill Bergesch today. Asked him for availability of Yankee Stadium for Sunday afternoons as follows:

4/17
24
5/1
8
15
22

He said that the schedule for next Spring has not yet been made up; however, he would know in about 3 weeks or so and would be in a better position to advise me then.

Re: Costs Would be \$10,000 for rental plus ushers, park attendants, etc.

Re: Set up - for part of the Stadium rather than the whole Stadium. Platforms could be set up in the infield section and the Stadium could be blocked off to cut back on the number of possible attendees where where not need the entire Stadium.

af;ms

SHEA STADIUM - NR 2-2000

Mr. Tooley

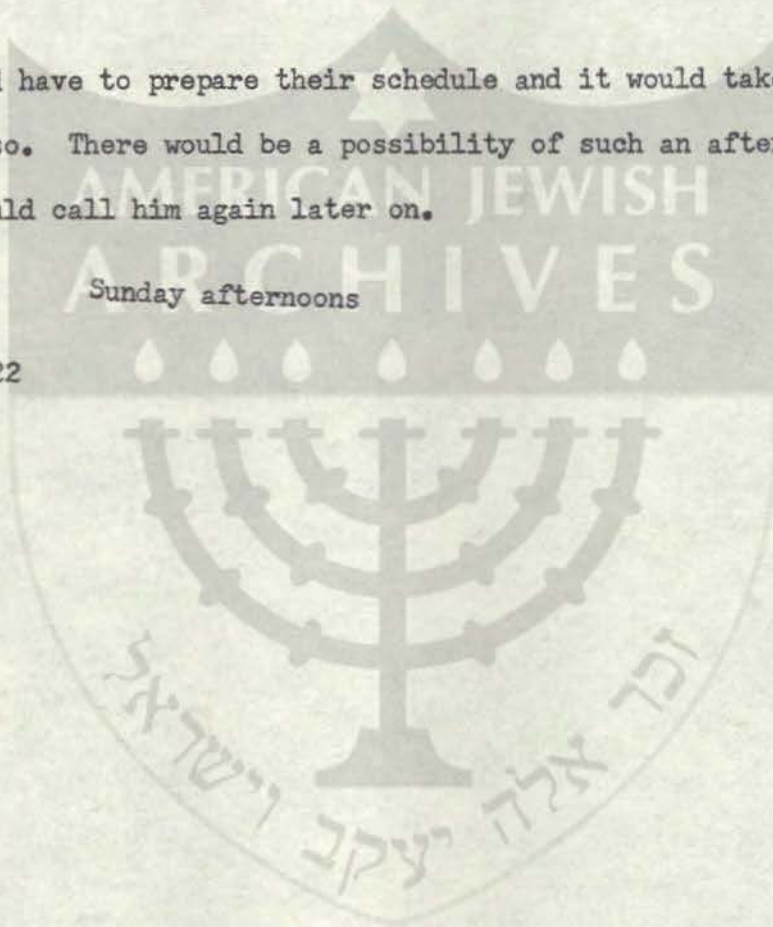
They would have to prepare their schedule and it would take another month or so. There would be a possibility of such an afternoon and that I could call him again later on.

4/17,24

Sunday afternoons

5/1,8,15,22

af;ms



MADISON SQUARE GARDEN - 10/8/65

Mr. Goldner - Co 5-6800

Spoke to Mr. Goldner of the Adminis. Office. There are no Sunday afternoons whatsoever available in the month of March. April or May, the only date that is open is Sunday, 5/29, which is Memorial Day and this date would be bad because it is a holiday.

March - nothing Sunday or evening.
April 1 to 5 - nothing available
April 5- May 15 - Circus, therefore, nothing.
May 17 - 22 - Bolshoi
May 23,24,27 - booked.

May 25 and 26

memo not finished



10/15/65

Arranged appointment with Leonard Green and Sid Bernstein for
10/18 at 11 AM with HAF and myself in HAF's office.

Sid Bernstein
75 East 55 - room 201

PL 2-7312

Leonard Green (home - 201-567-8700 - Englewood)
101 W. 55 St. - apt. 2C

CO 5-5864



af;ms



United Jewish Appeal

ON BEHALF OF UNITED ISRAELI APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

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WESTERN REGION OFFICE
590 NORTH VERMONT AVENUE
LOS ANGELES, CALIFORNIA 90004
NORMANDY 3-3191

October 15, 1965
VIA AIR MAIL

TO: ARTHUR FISHZOHN
UJA, New York

FROM: LEWIS L. MONES

SUBJECT: RICHARD CHAMBERLAIN

As per our telephone conversation, I would suggest the following contacts be made regarding obtaining Mr. Richard Chamberlain for a "Teen Age Rally":

George Le Maire, Executive Producer (Dr. Kildare)
c/o MGM Studios
10202 W. Washington Blvd
Culver City, California 90232

Robert O'Brien, President of MGM
Mr. O'Brien is a most prominent national Catholic lay leader. He has an office in New York City

Robert Sarnoff, President of NBC
New York City

I would suggest that the following be done:

#1 Herb Friedman write to Richard Chamberlain directly, pointing out that he had been so kind to him and his daughter last year during their visit at the studios. He should then set forth what the plans are for this rally and say that he would like to star Mr. Chamberlain. He should give the approximate time of this rally and say that if Mr. Chamberlain will be available, the success of this rally will be assured.

#2 The approach to the others mentioned, I leave up to you.

Kindest personal regards.

Saron Green
Sammy Davis Jr.
Lew

Give life
Give hope
Give freedom
to Jews all over
the world

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UNITED JEWISH APPEAL

OF GREATER NEW YORK, INC.

220 WEST 58th STREET

MEMORANDUM

Date November 17, 1965

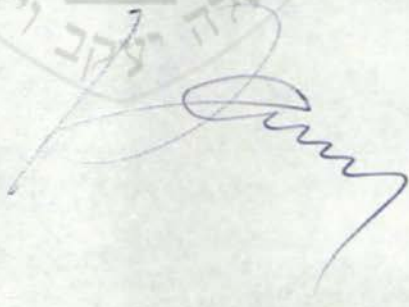
TO Rabbi Herbert A. Friedman

FROM Henry C. Bernstein

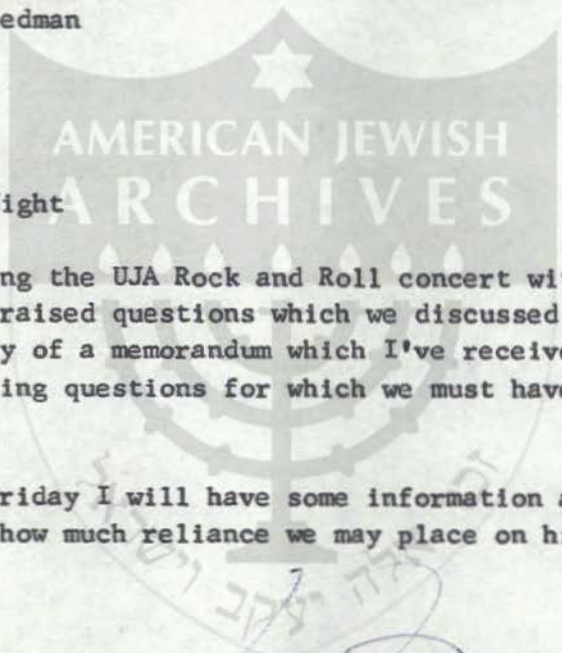
SUBJECT UJA Rock and Roll Night

I have been discussing the UJA Rock and Roll concert with some of my associates who have raised questions which we discussed in part. I am sending you a copy of a memorandum which I've received from Ariel Margulies raising questions for which we must have adequate answers.

I hope that before Friday I will have some information about Sid Bernstein so that we may know how much reliance we may place on him.



A handwritten signature in blue ink, appearing to read 'Henry C. Bernstein', is written over the bottom portion of the memorandum text.



MEMORANDUM

TO: Mr. Henry C. Bernstein

FROM: Ariel Margulies

November 17, 1965

SUBJECT: UJA ROCK AND ROLL NIGHT

I have asked Murray Peters to find out what he can about Sid Bernstein. However, since I am naturally very cautious in matters of this kind, a number of thoughts have occurred to me which I believe we ought to consider before making final commitments.

1. Even if we legally have no responsibility for any debts incurred by Sid Bernstein or the show, will the fact that UJA's name was used in connection with it without permission lead purveyors to feel that UJA's sponsorship was implied? I presume that Sid Bernstein or his representatives would be entitled to use UJA's name in connection with all aspects of this event.
2. How many Jewish youngsters could we hope to reach?
3. Could we expect to publicize much more of UJA's story than is encompassed in just the name of UJA and nothing more.
4. How can we prevent the general public from gaining the impression that the price of admission constitutes a contribution to UJA?
5. What would be the reaction of the parents of the Jewish youngsters who attend the rock and roll session?
6. What would be the reaction of our middle-aged and elderly contributors and workers?
7. Would there be any adverse reaction from any branches of the rabbinate?
8. What control would we have over the acts hired, the commentary of the people introducing the acts, any questions of good taste that might arise, etc.? (A rock and roll program dedicated to encouraging dropouts to return to school recently was sharply criticized for its poor taste and its ineffectual approach to the ostensible goal)
9. What provisions will be made to preserve order

-more-

TO: Mr. Henry C. Bernstein

November 17, 1965

and prevent either rioting or isolated incidents of hooliganism? (This has occurred at the Newport jazz concert and is always a possibility, if not a probability, at any gathering of tens of thousands of teen-agers coming from all strata of community life in New York)

I believe these questions deserve our serious consideration. You may want to keep some of them in mind in your discussion with Herb Friedman and Sid Bernstein.

You may be interested to know that Murray Peters expressed some trepidation concerning the project and felt that it ran counter to the more elevated spiritual and cultural values they were trying to stress among the Young Leadership group.

AM/gp

250,000

25,000 - fee

10,000 - up

25,000 - rent

100,000 - talent

18,000 - price

178,000

15,000 - insurance

193,000

10,000 - office, city, tickets

203,000

7,000 - advertising

210,000



20,000 good seats 7.50 = 150,000
20,000 " 5.00 = 100,000
15,000 " 2.00 = 30,000

310,000

Leonard Green / Oct 15 - phone
Sid Bernstein - Beatles
Hullabaloo
Aggravation

Seattle ~~show~~ handled by Bernstein at
Shea Stadium - 55,000 seats
20 min. appearance \$5 Top.
\$1/4 Million.

Bernstein netted 15% for himself - \$5,000
He could have lost money.

renting ^{the stadium}, advertising etc.

A lot of Talent demands 40 to 50%
Talent - most cost 50% of what
you scale house (does that
mean gross?)

Supply Sales \$5 - 7500
Dave Clark 5 \$3500 - 5000

Oct 18 - mtg - Had 7 ±^{at} [unclear] - [unclear]
with S Green + [unclear]

nyc - Chicago - LA -
(Phil + [unclear] - for [unclear])

Place Shea Stadium - 1/4 million
[unclear]

Expenses	{	Rent \$25,000	Security 1400	
		Operating 50,000		Ins 1100
		Talent 100,000		
		<u>175,000</u>	<u>175,000</u>	

AMERICAN JEWISH ARCHIVES

expects almost
could make 50-75K
for Uga "out of
pocket"

Tax deductibility

Uga message

put material on [unclear]
"Uga Helps People" - structure [unclear]

making list - [unclear] has ^{20,000} ~~10,000~~ names
breakdown - [unclear] would
handle thru [unclear]

Uga Rabbi [unclear]
Harsh
Rotman
&
[unclear]

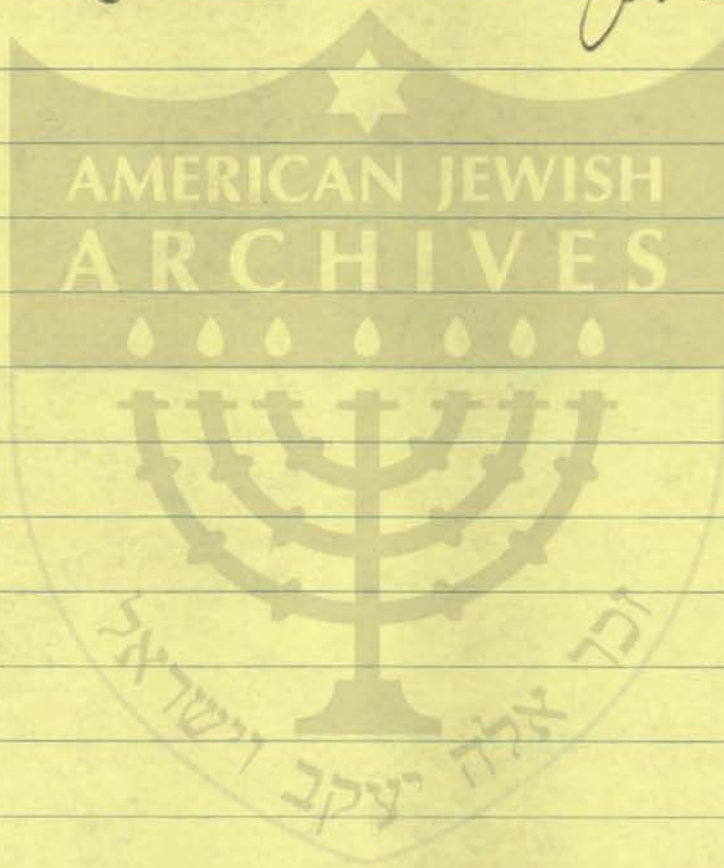
Publicity - all over world!
Top ^{live} show for TV. + sell to net work

July [unclear] at the [unclear] office Sunday morning Oct 29.

(2)

HAT told Sir Benveniste to
"Come up" with:

Economics involved
Data for Shea Stadium
Get holds on everybody
possible



CLOSEUP:

Upbeat Rock 'n' Roller

NORA EPHRON



PETULA CLARK

Can a former British child star find happiness as a French housewife and rock-and-roll singer?

If Petula Clark is any example, the answer must be a resounding, "Oh well, why not."

Miss Clark, a bubbly, petite strawberry blonde, is in New York this week to play the Copacabana and tape appearances on the Ed Sullivan Show and "Hullabaloo," and she is a talking picture of conjugal, maternal and financial bliss.

In seven years, Petula (pronounced Peh-tyoo-la) has sold over 12 million of her upbeat, easy-going records in Europe and the U. S. Last year, her smash recording of "Downtown" won the record industry's Grammy Award, roughly the equivalent of an Oscar but more on the level of an Emmy.

Her current status, somewhere near the vortex of the pinnacle of the rock-and-roll world, is largely attributable to the managerial talents of her husband, Claude Wolff, a former French recording executive. Wolff, who is with Miss Clark on the current tour along with their two daughters, met his wife nearly six years ago, when she was a moderately successful actress, singer and post-child star.

* * *

She had gone to Paris to make a brief appearance at the Olympia, the French equivalent of the Palladium. "It was an enormous success," Miss Clark recalled. "Well, I thought, 'that's very nice, they paid me and I can do some shopping tomorrow.' And then, the next day, I met him," she pointed to her tall, dark and handsome husband.

The Wolff menage lives just outside Paris, toward Versailles, but Miss Clark records in London and spends a considerable part of the year on tour with her husband. She records in several languages, and the French refer to her, with possessive affection, as "La Petulante Petula." Her

daughters, Barbara-Michele, 3, and Catherine, 2, are bi-lingual; they are kept deliberately ignorant of their parents' involvement with show business.

* * *

"It's a fine business but not for children," Miss Clark said, in recalling her own childhood experience the other day. Born 32 years ago—her name was made up by her father in a flamboyant refusal to name his daughter after any female relatives—she was raised in London, the older of two daughters. Her father was a hospital orderly until Petula was discovered at the age of 9 and he became her manager.

"There was a BBC radio show broadcast overseas for servicemen," Miss Clark explained. "The children would come to say messages like, 'Hello Daddy, we're all well and thinking of you,' et cetera. The theater was underground in Piccadilly Circus and the day I went there was a raid. The place was really shaking and many of the kids were nervous. Someone got up and asked if anybody would like to sing something, and since nobody moved, I volunteered.

"I began to sing and they heard me in the control room," she continued. "The whole orchestra joined in—just like in the movies." When she sang on the air, there was an enormous overseas response. "I became everybody's little girl," she said.

Along with Julie Andrews and Anthony Newley, Miss Clark became a postwar prodigy, often billed as "Britain's Shirley Temple." She signed a film contract and remained everybody's little girl well into her twenties. ("They used to bind my bosom to make me look young," she said.) In the end, it became "rather a mess"—she had few friends, her education had suffered, the situation with her father had become "delicate," and her public had no desire to see her grow up.

She broke with her father and her adolescence a few years before meeting Wolff. "Claude is wonderful," she said. "He sees things exactly as they are. For me, everything is shadows of doom—Scorpio people are like that. I'm a happy person but I'm sort of driven to it by my natural gloom and pessimism."

New York Post - 15 Oct 65

NY Times 16 Oct 65

Petula Clark Goes Midtown And Captivates Copa Patrons

**Petite Performer With Big
Voice Demonstrates Why
She's So Popular**

By ROBERT SHELTON

A singer, actress and songwriter long at home in the music halls of London and Paris took over the Copacabana Thursday night with the authority of a star who knows how to conquer any audience.

Petula Clark is all the rage of Europe these days, strewing recordings through the hit parades of half a dozen countries. Since her recording of "Downtown" became an international hit last winter, Miss Clark has been popular with American teen-agers. Her first American nightclub appearance can only extend the size of her devoted audience.

Miss Clark is a petite gamine with a large voice. Under a swirl of honey-colored hair and a Kim Novak chin she is shy, almost humble, offstage yet becomes very forceful behind a microphone. On stage and off she leaves the indelible impression that she believes her brand of pop music can spread happiness, affirmation, love and good feelings.

Because she works in so many idioms and has recorded in five languages, Miss Clark has a variety of images. With so much of her material driven by heavy rhythm, she has been considered, somewhat inaccurately, a rock 'n' roll vocalist.

Between Yé-Yé and Brel

"I adore songs that are very beaty," she said in an interview, adding, "but I want to be accepted for what I am—a modern singer."

In Britain, Miss Clark was a child star who began singing on radio at 9. By 12 she was into film acting, with 25 pictures to her credit. She was enjoying only modest popularity until she moved to Paris about six years ago, to join her husband, Claude Wolff, a French recording executive.

In France, she places herself "balancing" between the yé-yé youngsters and "the intellectual singers like Charles Aznavour



Petula Clark

and Jacques Brel." With the large impact of British pop music of the last two years, her identification with rock 'n' roll grew. "I have the Beatles to thank for the wide hearing of 'Downtown,'" she said. Miss Clark also repeatedly credited the composer of "Downtown," Tony Hatch, with help in her arrangements and record production.

A new song by Mr. Hatch is "Round Every Corner," which Miss Clark calls "an antiprotest song" because of the hope and optimism it finds. "We're living in a terrifying but very exciting age," the singer said, stressing that she prefers to underline the beauty and excitement.

In her performance at the Copacabana, Miss Clark suggests an amalgam of Judy Garland, Julie Andrews and Edith Piaf with a generous amount of her own magic, reminiscent of no one else. Running through an even 20 songs, she alternates playing the Cockney sprite from "My Fair Lady," the clutch-in-the-throat coquette from Paris and the torchy American cabaret stylist.

In a line from one of her songs, Miss Clark sings: "If this is the U.S.A., I like the U.S.A." To which can be added: if this multitalented, believable and captivating singer is Petula Clark, the U.S.A. will like Petula Clark.