

# Music VIEWS



MAY 1958



## THE COVER

This month's cover is made up of four young acts, all of whom have either made recent very successful record debuts or have only recently attained the prominence their talent has promised. From top to bottom they are: Dakota Staton, Laurie London, Ed Townsend and the Four Preps.

Dakota Staton has long been regarded as a great vocal prospect, and her great hit album, "The Late, Late Show," more than justified that opinion. Her new single disk is "Invitation."

Newcomer Laurie London's first record, "He's Got the Whole World (In His Hands)," skyrocketed high onto the hit charts recently, carrying the young performer to immediate stardom. Another newcomer, Ed Townsend, looks to be "on his way" with his click rendition of "For Your Love." He's a young ex-marine whose rock 'n' roll stylings are finding great favor with the teenage set.

It was a record titled "26 Miles" which really put the Four Preps in business as hitmakers. The fabulous success of their disk has been followed by a smash album titled, "The Four Preps." They also have a new single, "Big Man" and "Stop, Baby."

# Music Views

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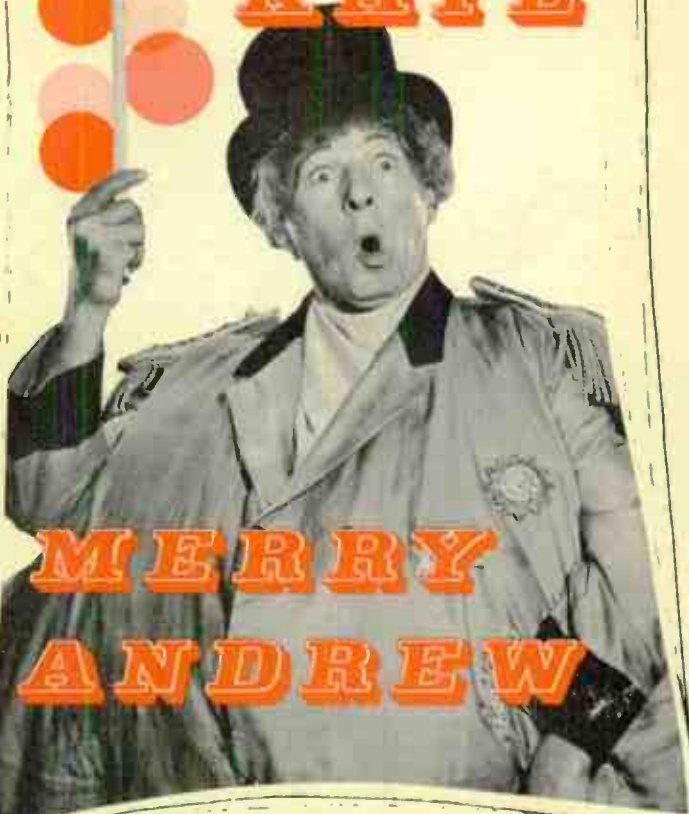
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England's Ruby Murray has strong contender in her up-dated version of a great oldie, "Ain't That a Grand and Glorious Feelin'?" Flip slicing is "I'll Remember Today."

**DANNY  
KAYE**



**MERRY  
ANDREW**





Some musicals have charm, some have sidesplitting humor, some have color, some are melodic and a very few have all these things combined. In this latter category comes Danny Kaye's newest motion picture, "Merry Andrew." Contributing to this MGM CinemaScope frolic are co-stars Pier Angeli, Bacaloni, Noel Purcell and Robert Coote; a story by Paul Gallico; music by Sael Chaplin lyrics by Johnny Mercer, with music adapted and conducted by Nelson Riddle. Sol C. Siegel produced.

drew Larabee, a shy and sensitive teacher in a boys' school, are the bases on which the tuneful story unfolds. While searching for a statuette of the god Pan, Andrew decides it is buried directly under the spot where a circus is playing. From then on the complications are numerous and hilarious.

During the festivities Danny sings, alone or with other cast members, such tunes as "Everything is Tickety-Boo," "Pipes of Pan," "The Square of the Hypotanuse" and others, all found in the "Merry Andrew" sound track album on Capitol.

## NOW IT'S SUBLIMINAL SOUND, YET!

**I**F YOUR wife wakes up some night with an irresistible urge for a certain brand of margarine, don't expect her to start knitting little things . . . chances are she has been "subliminalized" by the *sound* of a singing commercial.

While the controversy rages over "subliminal" TV (the method by which the advertiser's message is impressed on the viewer's subconscious through his eyes), a San Francisco advertising agency has been quietly working to obtain the same effect through sound. Developed by Glen Hurlburt of the Guild, Bascom & Bonfigli, Inc., advertising agency, the method is being tried via a musical jingle for Nucoa margarine. Hurlburt, who is blind, feels that the ear can receive many impressions which by-pass the conscious mind but register at the "subliminal" or below threshold level. He points out that several singing commercials have accidentally achieved this effect in the past but feels that his Nucoa commercials are the first which deliberately employ the idea.

By way of explaining the reaction he states, "The conscious ear hears them (subliminal messages) in an unusual treatment of the principle of product identification while the hidden per-

suader is revealed in a contrapuntal fashion. That is to say, the conscious ear is engrossed with the obvious, while the subconscious is aware of the secondary musical line."

**T**HE AGENCY does not reveal the exact "subliminal" message they hope to get across, but a glance at the words of the commercial points up some interesting facts: The most prominent line in the jingle reads, "*The New Ubiquitous Comestible is Nucoa Over All.*" It will be noted that the first letters of the italicized words spell out the name of the product and that the predominant sounds of these words also suggest the brand name.

In case you're interested, "ubiquitous comestible" can be translated rather freely into common, everyday English as "a universal food."

Just imagine what would happen if the ad agencies ever get together with the recording companies on this. You'll think you are listening to your favorite singer warbling about moon, spoon and June, when all the time your subconscious is being told to go out and buy "Boone's Prune Macaroons." Oh well, we won't give up without a struggle.



Trumpeter Jonah Jones performs excerpts from his skyrocketing new album, "Swinging on Broadway," during his recent opening at the London House in Chicago. Album looks bigger than his "Muted Jazz" package.



## FABLE

Once upon a time there was a music publisher. This publisher had a song he didn't like. In fact he didn't like it so much he thought it was a sure-fire hit. So he took it around to the record companies and they didn't like it either. But they didn't like it as much as the publisher didn't like it so they refused to record it.

After being turned down by every label, the publisher thought to himself, "I don't like this song so much that I think I'll record it myself and start a new label."

So the publisher tossed together a vocal group and

named them the Three Chirps and a Cheep. Then they recorded the song. "Great," yelled the publisher, "I like it less all the time! It's gotta be a hit."

So he put the record on the Bomb label and sent it out.

The record buying public didn't like it. Only they didn't like it even more than anyone else. And to prove they didn't like it, they didn't buy it!

**MORAL:** A barking dog may never bite, and it may be best to let sleeping dogs lie . . . but a dog is still a dog for all that.

—bolof



The Jordanaires newest, "Little Miss Ruby" is sung by them in the new Paramount picture "Country Music Holiday," which stars Ferlin Husky, Faron Young and Zsa Zsa Gabor.



## ● MUSIC FOR SURGERY

A recent article in *The Billboard*, entertainment news magazine, uncovered a Brooklyn obstetrician (a one-time tenor) who sings to his patients during labor to hasten birth.

On the more serious side, the mag presented a survey attempting to find out how music is being used by the medical profession. Although there were pros and cons, it was found that many medical and dental offices and clinics provide music to soothe the patients and make them more at ease. Most of the music is instrumental, since the feeling is that vocalists are more subject to personal reaction on the part of the patient. Many practitioners vary their "programming" with the age group of the patient — rock and roll for teenagers, kiddie songs for moppets and operettas for nostalgia-minded elders.

According to the survey, many hospitals have climbed on the music bandwagon with all but critical cases having music piped in. One New York doctor opines that Viennese waltzes are best for maternity cases, musical comedy for accident and operative cases and formless, beat-less impressionist works best for lung cases. (so they don't unconsciously hum or keep time).



Red-haired actress Rhonda Fleming turned songstress recently & etched an album for Columbia which had the descriptive tag, "Rhonda."



Songstress Erin O'Brien makes dramatic debut opposite Andy Griffith in Warner Bros.' pic, "Onionhead."

## OR PRETTY PLEASE?

Leonard Bernstein, who conducts the New York Philharmonic Young People's Concert on CBS Television, is delighted with the audience reaction to the series. One incident that particularly amuses him took place when, to illustrate how composer Moussorgsky imitated children's voices in one of his works, he played a portion of the piece on the piano and pointed out how the music approximated a child whining "I want it, I want it, I want it," over and over again. For emphasis Mr. Bernstein had the orchestra repeat the phrase while he continued to imitate the spoiled youngster's plea. After several of Bernstein's "I want it's," a small boy in the audience at Carnegie Hall was heard to remark to his mother, "If he wants it that bad, why doesn't he say 'please'?"

## ● SHIRLEY GUESTS

Shirley Temple will make her first TV guest appearance on May 4, when she sings and dances on the Dinah Shore show. It will be her first TV hoofing assignment since the days of "America's sweetheart" in the 30's.



**Nat "King" Cole's newest biscuit "Looking Back" moved on to the charts within days of recent release.**



**Nick Greene dresses an "oldie" up in swinging new garb with his new Capitol slicing, "My Adobe Hacienda." Flip, "The Blues Down Home."**



**An elder statesman and an elder stateswoman of the entertainment world appear together at El Rancho Vegas in Las Vegas recently.**

### **ALIMONY IN HI-FI**

She said, "Don't play it  
so loudly,"  
He said, "I like it full force,"  
And turned up the volume  
so proudly,  
Judge said, "I grant the  
divorce."

—bolof



**English vocalist Frankie Vaughan gave stewardess Kellie Ward a free ride when he flew to the States for TV appearances. Waxes for Epic.**

## ● NOISY, ISN'T IT?

A total of more than 37 million amateurs are now playing musical instruments in the United States, according to the American Music Conference. Leading the list is the piano, which totals more than all the rest combined. Following in order of instruments most played were organ, violin and other strings, accordion, harmonica, ukulele, brass instruments and woodwinds. The figure represents an increase of more than 100% over twenty years ago.

Increasing activity by schools and community orks is given as a prime factor.



Rosemary Clooney recently played hostess to Mel Tormé, once known as "The Velvet Fog," on recent edition of Miss Clooneys TV stanza.



These five belles from Southeastern University are known as the Chants and make their wax debut on Cap with "Lost and Found," "Close Friends."



The voice of Gordon MacRae was never in finer fettle than on his new deck, "Gordon MacRae In Concert."

## OH, SAY . . .

Considerable ruckus has been caused in the Senate, recently, by an attempt to establish an "official" version of the lyrics to our National Anthem, "The Star Spangled Banner." Seems that the 1931 legislation which designated the song as the U. S. National Anthem applied only to the title.

About a year ago, a bill was introduced which would eliminate the third stanza entirely and un-capitalize the word "Power" in the lines "Praise the Power that hath made and preserved us a nation."

Since then, patriotic and religious groups have vigorously protested the changes. So a new bill has been introduced which would make the Anthem official "as is."

## ● TYRO SCORES HIT

"Stood Up," the recent Ricky Nelson hit, is another example of an amateur beating the professional tunesmiths to the royalty punch. The tune was clefted by a Dallas, Texas, waitress, Mrs. Erma Herrold and her first royalty check arrived recently, \$4,000.



Annette Warren, who has "ghosted" the voices of stars on the screen, is now a star in her own right via her nightclub act and an ABC-Paramount album "There's a Man in My Life." Be strange if there wasn't.





*exciting  
new pop  
albums!*



**THIS IS SINATRA, (vol. 2)  
• FRANK SINATRA**  
Musical highpoints of a fabulous and versatile career, in a newly-recorded collection of songs made famous by Sinatra himself!  
W982



**JUMP FOR JOY • PEGGY LEE**  
Peggy Lee, backed by Nelson Riddle, in a happy selection of songs ideally suited to her relaxed and swinging style. T979



**MERRY ANDREW • DANNY KAYE**  
Direct from the soundtrack, here's Danny Kaye in frolicking, fun-filled songs from the MGM motion picture... coupled with Billy May's "Music From The Big Top." T1016



**COLE PORTER A LA DIXIE • PEE WEE HUNT**  
The happiest sounding Dixieland ever, as Pee Wee meets Porter in an all-out, Dixie session that really walks along! T984



**THE DANCING 20'S • THE ANDREWS SISTERS**  
A sparkling new Andrews Sisters approach, to set you singing and dancing to these wonderful hit songs from the "Roaring 20's." World Radio History T973



**NIGHTSOUNDS • JOE BUSHKIN**  
Wonderful night-mood music, by Joe Bushkin, his piano and orchestra, turning timeless standards into a new and exciting musical experience. T983

# 2 great new versions of SOUTH PACIFIC



FRED WARING and the PENNSYLVANIANS interpret the immortal Rodgers and Hammerstein score with all the color and warmth which have won them world-wide fame. T992



Arranger-conductor LES BAXTER presents an exotic instrumental version that brings a new romance and brilliance to the beautiful melodies. T1012



# 4

*terrific  
teen-  
age  
hits!*



TEENAGE ROCK! FERLIN HUSKY, SONNY JAMES, TOMMY SANDS, GENE VINCENT. T1009



ROCKIN', ROLLIN' AND STROLLIN' • BOB BAIN T965



HONEY • DONNY JAMES T988



SITTIN' ON A RAINBOW • FERLIN HUSKY T976

## vamp till ready



A new feature in *Billboard Magazine* titled "Heard Over the Counter," spotlights some of the conversations which take place in a record shop. Below are a few of the anecdotes which keep record clerks interested, if a little dazed.

Henry Seigel, The Music Box, Gadsden, Ala., writes: "Back about three or four years ago, Willie Mabon had a blues record called, "Poison Ivy." One day, one of my girls played record after record for a blues customer. Nothing pleased him. Finally, in desperation, she asked: "Do you have 'Poison Ivy'?" His answer was classic. "No, ma'am," he said, "Ah just itches a little bit."

• • •

A man entered the Rhythm Room Record Shop, Houston, recently and asked Mrs. Joseph Reed if she had a copy of "Crunchy." Mrs. Reed reports that she was able to make the guy happy by playing Ernie Freeman's "Raunchy"

• • •

"I'm looking for a rec-

ord by Guy Mitchell!"

"Well, here's what we have by him."

"No, it's not any of these."

"Maybe it's not Guy Mitchell; Maybe it's Mitch Miller!"

"Yea, that sounds more like it!"

"You're probably looking for 'Yellow Rose of Texas'!"

"Yea, lemme hear it!"

"Sorry. We're sold out right now!"

As the customer starts to walk out of the store the salesman says: "By the way, we do have Mitch Miller's latest recording, 'Colonel Bogey'!"

"That's it, that's it!! That's the record I came in for in the first place!"

• • •

Then there was the lady

(Cont.)

(Cont.)

who came into the shop, looked all around at the album and phonograph displays, then turned to the clerk and asked: "Do you sell tennis balls?"

• • •  
From Berger's Fireside Record Shop—

Customer: "Do you have 'Around the World in 80 Days'?"

Clerk: "Yes, madam. Which speed would you like?"

Customer: "Oh, I guess about like this (singing) la-dee-da-da in 80 days."

• • •  
We're also indebted to Berger's for this one—

Customer: "Do you have Beethoven's Fifth?"

Clerk: "Yes. On long play?"

Customer: "You mean those large records or those small ones?"

Clerk: "That's the large

33 $\frac{1}{3}$  r.p.m. 12-inch record."

Customer: "Are they both the same price?"

Clerk: "Yes."

Customer: "Oh, then I'll take the large."

Clerk: "By the way, madam, what kind of player have you?"

Customer: "It's the RCA Victor 45 player."

• • •  
Mail orders have produced some funny written ones. Some of the best remembered are "Bark E Roll" and "Clair de Loon." Currently, we have two promising hits that should do well on their own. "Gigi" has already been requested as "Gee Gee," and not long ago someone wrote in for a copy of the original "Da Killer" instead of "Tequilla."

## ODE TO COW

According to musicologist John Reynolds, the Jimmy Rogers hit, "Kisses Sweeter Than Wine," was originally a free-rhythmic Irish folksong about a cow! Seems that Huddie "Leadbelly" Ledbetter picked up the tune for his

12-string guitar and taught it to the Weavers vocal group. They changed the words and recorded it several years back. It was this record that prompted the Jimmy Rogers version.



Jackie Loughery, starlet and former Miss U.S.A., is currently prepping a nightclub act with a well known comic and she has been the "cover girl" on total of 7 record albums.

## (OOH) LA LA

Sophia Loren will sing the title song in her upcoming picture, "The Key," but the song hasn't been written yet. The composer has not yet been set for the film which is based on a Jan de Hartog novel.

There are those who ask the question, "Will anyone be paying attention to her voice?"



Hugh O'Brian plugs new ABC-Paramount album, "Hugh O'Brian Sings Wyatt Earp" on recent stanza of Patti Page's "Big Record" CBS-TVer.



Joining the parade of artists recording tunes from the great "The Music Man" score are the King Sisters with their superb sounding rendition of one of the cleverest tunes in the score, "Seventy-Six Trombones."



Joe Bushkin's sensitive pianistics are again very much in evidence in his newest Capitol album entitled "Joe Bushkin Plays 'Night Sounds'."

## ● SONGS SELL CARS

Nobody seems to know what peculiar affinity exists between singers and automobiles, but many of the top regular and one-shot musical shows have been sponsored this season by auto manufacturers. Among these are Tennessee Ernie Ford (Ford), Dinah Shore (Chevy), Patrice Munsel (Buick) and recently, Patti Page's "The Big Record" has been sponsored by Oldsmobile, who also picked up the tab for the musically slanted Jerry Lewis shows. Plymouth has sponsored the music-packed Bob Hope show and Pontiac picked up the tab for "Annie Get Your Gun."



Dean Martin, ever a threat in the hit sweepstakes, has come through with another one in his latest release on Capitol, "Return to Me."



## ROCKING CHAIR ROLL

Grownups seem to have been lost in the rush by radio and TV stations to stage "hops" and dances for teenagers, so WAVY-TV in Norfolk, Virginia, is correcting the situation by staging a "Dancin' for Grownups" show. The "elders" dance to the music of their own generation, swing. The station is making no claim to curb senile delinquency.



Stan Kenton was recent guest of Willard Waterman on the latter's TV show, "The Great Gildersleeve."



Hostess-turned-TV personality-composer-and-writer Elso Moxwell performs for pianist Jose Melis (r) and Seeco Records exec Sidney Siegel at recent party in her honor.



The Chomps, recording on Challenge label, scored TKO in first round with their smash waxing "Tequillo."



Ferlin Husky (left) and Faron Young (right) co-star with Zsa Zsa Gabor (center) in new Paramount musical, "Country Music Holiday." It should be interesting to hear Miss Gabor say "You all" in a Hungarian accent.

#### TREND?

Seems that an indirect tribute is being paid to the artists who produce the recording companies' album covers. A fad is developing whereby people are using album covers as decorations for dens, music rooms, teen-age rooms and living room screens. The tribute is not without its gloomy side,

however, many of the people are asking for the album covers — without the records! According to Ron Zengler, a Salt Lake City music store owner, he's thinking of putting in a department to sell just the covers. We hope he's kidding!

## ● ALL STATES WAX

Phonograph recordings are now made in every State in the Union, with the exception of South Carolina and Wyoming, according to a report from the Music Performance Trust Fund of the American Federation of Musicians. New York and California lead the list in total number of recording companies with Illinois and Pennsylvania runners-up.



Politely dixie sounds of Pee Wee Hunt find happy hunting among the melodies of Cole Porter in the trombonist's newest Capitol package tagged "Cole Porter ala Dixie."



French actress, songstress and eye-filler Etchika Choureau made U. S. screen debut recently opposite Tab Hunter in "Lafayette Escadrille."



**Exciting new group of youngsters known as The Stylemasters makes auspicious debut on Capitol with smooth ballad titled "The Chapel."**

## UGH!

A new English LP by the Elizabethan Players is reported to contain two songs written by King Henry VIII "in between moments of passion" and a song written by Anne Boleyn. The Boleyn opus is titled "Oh Death, Rock Me Asleep," written shortly before her head rolled. Get it? Rock and Roll? Oh well.



Playing clarinet the hard way is Spike Jones, who recently appeared on NBC-TV's "Club Oasis" with Billy Barty, Helen Grayco & Juli Redding.



Southern Gentleman, Sonny James has new Cap album titled "Honey."

## ● TV'ers ON WAX

The steady movement of TV performers into the wax field is continuing with the recent signing by Imperial Records of Ozzie and Harriet Nelson, Alfred Hitchcock and Ralph Edwards.

For the Nelsons it is the completion of a cycle — Ozzie's work with Harriet (Hilliard) Nelson as a vocalist was popular several years back and made many recordings. The Hitchcock album will be aptly titled "Music to Murder By" and will feature themes from his pictures with narration by Hitchcock. The Edwards package will feature music identified with celebrities who have appeared on "This Is Your Life."



Looking for that big one, the Five Keys have a strong contender in their latest disk, "You're For Me."



British rock 'n' roller Don Lang makes Stateside debut with a frantic rocker titled "Ramshackle Daddy." Flip is titled "Hand Jive."

## OUCH!

Deejays across the country were the recent recipients of a gift from Mercury Records: a "do-it-yourself" Voodoo kit! The kit contained a Haitian doll, needles, chicken feathers and pin-sticking instructions, and was meant to plug the company's "Voodoo Man" disk.



The MGM picture "Gigi" is source of Andy Griffith's cute new platter, "Thank Heaven for Little Girls."



The inimitable Andrews Sisters have swinging new album on Cap wax with the title "The Dancing 20's."





**Peggy Lee's new Cap album finds her in swingin' mood as she romps through bundle of selections under the apropos tag "Jump for Joy."**

## TOP 1,000

A Kansas City radio station is kidding the other stations which program the "top 40" recordings by announcing a "Top 1,000" policy. One tune-smith quipped, "If you can't make that list you can be pretty sure your song is dead."

### ● 'MA' O'SEAS HIT

Although Marie Adams' waxing of "Ma, He's Making Eyes At Me" has not yet made the hit charts in the U. S., it is a smash hit in Europe. The disk, released by Capitol as part of its Johnny Otis Show series, has racked up nearly a million sales, most of which have been overseas.

### ● LP's MULTIPLY

The Schwann Long Playing Record Catalogue, which listed 674 albums in 1949, now has a listing of nearly 20,000 LPs. In addition to this, almost 10,000 have been listed and then deleted due to obsolescence. This means that more than 30,000 different album titles have been placed on the market in the past ten years.



A multi-talented performer of stage, screen and night clubs, Gene Nash makes his record debut on Capitol with a ballad, "Find Your Love."



New Capitol package by the great Jackie Davis has a title which describes his work, "Jumpin' Jackie."

Bulk Rate

BALDWIN PIANO COMPANY  
916 OLIVE STREET  
ST. LOUIS, MO.

- ★ Dealers with local Bulk Rate permit may use 1½c pre-cancelled stamp (or meter) on mailings of 200 or more; otherwise use 2c uncanceled stamp (or meter). No envelope or sealing required. Mail at Post Office. When 2c stamp is used, place stamp so it covers up the words "Bulk Rate."



Louis Prima and Keely Smith are awarded the National Academy of Musical Arts Television Award as "TV's most promising new musical personalities of 1958 season." Miss Smith has new Cap disk on which she duets with Frank Sinatra, "How Are Ya Fixed For Love" & "Nothing in Common."