

That's It!



SAN FRANCISCO, CALIF.—Smiles were the order of the day as San Francisco Branch Manager Bob Davenport of King Records, and King salesman Dick Haist point out the King window display to owner Freddy Hage of Hage's Stanford Music in Palo Alto, Calif.

The King window in the retail outlet of this Stanford University town served as a kick-off promotional campaign for King's new release of 7 Spiritual LP's, and tied in other King merchandise with the new release.

Davenport is shown on the left, Hage in the middle, and Haist on the right.

Bow And Arrow Pactees

NEW YORK—Arrow Records has announced the pacting of Dora Tapp, and Bow Records, an Arrow affiliate, has announced the signing of the Chuck-A-Lucks. Miss Tapp's first Arrow effort is "Blue And Broken Hearted" b/w "Little Boy." The Chuck-A-Lucks have "Chuck-A-Luck" b/w "Heaven Knows" as their first Bow entry.

The two Richmond, Va. personalities are managed by WANT-Richmond deejay Bill Gibbons.

German Wax Viewed By Siegel

BERLIN, GERMANY — For the past several months, Paul Siegel, American representative for two publishing firms owned by publisher-film composer Heino Gaze, Edition Takt u. Ton GmbH., and Song Edition, has been traveling all over Germany visiting radio-tv stations, record companies, music shops, arrangers, artists, and, in general, observing the music picture in Germany. What follows is Siegel's own observations on what makes the German record-music industry tick:

"What kind of records are the Germans buying today? Eighty-five of the German records today originate from our hit parade. The German teenagers, known here as 'halb staerker' (half grown) buy only rock 'n roll up to age twenty-two, and listen mostly not to German radio stations, but to the Armed Forces Radio Network, which broadcasts the latest American hit records. Most of the German public in the twenty-two to thirty age range buy ballads, semi-classical music, such as by George Gershwin, and also a great deal of jazz records. From age thirty on, the people buy operettas, old songs, and classical disks. Because of the high cost of LP's in Germany, LP sales are small, and 45's are the main purchasing item.

"Today in Germany a million record sale is not unknown. Fred Bertelman has reached the million sales mark with "The Laughing Vagabond," and Mitch Miller has a great hit with "The Bridge On The River Kwai." Currently, smooth ballads don't have much of a chance, but rather the quick moving instrumental themes, since Germans like to dance quickly, and, of course, the youth prefers rock 'n roll. Lately rock 'n roll is not selling as much as it did several months ago as German radio stations are simply not programming this kind of music, only Armed Forces Radio.

"Juke boxes carry almost eighty-five percent American records, but only in the past month (April) has there been a decided reaction against so much overflowing of American recordings, and, in preference, growing in strength are both native German and Italian recordings."

Siegel said he made a "secret" visit

to East Berlin, where he spoke with Russian soldiers and found out that "perhaps with music can come greater understanding between the United States and Russia." He asked the Russians what American artists they liked and received George Gershwin, Paul Robeson, and Cole Porter as answers. Siegel was given copies of two "hit" songs in Russia, which he hopes to release in the U. S.

Siegel has made an agreement whereby he will do a radio disk jockey show with records on tape out of New York to be broadcast in Berlin. The show will be called "American Record Premiere In Berlin."

"Kings Go Forth" Released On Capitol LP

HOLLYWOOD — The Elmer Bernstein score from the Frank Ross production of "Kings Go Forth", starring Frank Sinatra, Tony Curtis and Natalie Wood, is currently in release nationally on a Capitol album, made direct from the motion picture soundtrack. The dramatic film, released through United Artists, is from the Joe David Brown novel, "Kings Go Forth". Delmer Daves directed the Merle Miller screenplay.

The picture will be premiered July 2nd at the Fox Beverly Theatre in Beverly Hills, Calif., following "An Evening with Frank Sinatra" concert to be presented earlier that evening at the Beverly Hilton Hotel in the same city. Proceeds from the premiere go to the Cedars of Lebanon Hospital free bed care in Los Angeles. The film will be released elsewhere throughout the United States later in July.

The Bernstein compositions on side one of the album include the title song, "The Riviera", "Monique's Theme", "The Bunker", "Sam's Theme", "Sam and Monique", and "Sam Returns". The reverse side of the album includes tracks titled "Monique's Theme", "Britt's Blues", "Le Chat Noir", "Quiet Drive", "Britt's Kiss", "Monique's Despaire", "Displaced", and "Finale".

In addition to the soundtrack album, Frank Sinatra has recorded, for Capitol, a single record of the theme from the picture, "Monique".

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Peck's Guests



HOLLYWOOD, CALIF.—Gregory Peck hosted a special preview screening of his new western "The Bravados" at 20th Century Fox Studio for western stars of the past and present. Jimmy Wakely, right starred in better than 30 westerns while, George "Gabby" Hayes has appeared in countless films of the same type. The pair were among Peck's guests. Wakely has just released 2 new sides tagged "High School Romance" and "Puppy Love" on his own Shastone Label. The numbers are both 'Pops,' a departure for the singer who is widening his recording scope.