

VOX JOX

By JUNE BUNDY

(“RIGOR”) MORRIS COMEDY: Buddy (Rigor) Morris, KDAN, Eureka, Calif., writes “As far as I know the Morris D. J. Gag Service is the only service written by a deejay for deejays, with every line air-tested and usable. The service was started in an effort to provide what seemed to be a very definite need. Practically every jock in the business had ploughed through pages and pages of joke books and various magazines in an attempt to cull, from the mostly ‘blue’ material, the occasional line that could be used. Our service stays strictly with one-liners since a busy deejay doesn’t have time for the story-type stuff. We also provide wild, weird, two-voice taped fillers and special production spots for swingin’ station staff and sponsors. We are trying to help bring a bright sound to radio—to assist the forgotten man of the entertainment world.”

GAB BAG: James G. Phillipp, program director of college station WCHC, Holy Cross College, Worcester, Mass., pens, “Please allow me to second the motion of Gene Mackie (WVBC, Boston College) when he urges
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More Stations Picking Up ‘Sing-Along’ Programming

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the radio I heard sing-along music,” said Stone. “KISN, Portland, Ore., even had a 68-hour Sing-Along-Athon. I thought this was just what the Yukon needed for the lazy summer.”

The CFWH “Sing Alongs” are aimed both at tourists and year-around listeners. The local weekly newspaper, “The Whitehorse Star,” participates in the promotion by printing “Sing-Along” song lyrics.

U. S. Scene

Meanwhile, “back in the States,” deejay Buzz Lawrence, KING, Seattle, has started a new show, “Sing Along With Mitch Miller,” from 5:45 to 6 a.m. daily. Miller’s entire catalog of 15 Sing-Along albums are utilized on the program.

Station KDKA, Pittsburgh, had so much success with its recent “Sing Along” promotion competition at the East Hills, Pa., Shopping Center that the outlet is now planning more ambitious “Sing Along” promotions for July 15 at the North Hills Shopping Center and August 10 at Kennywood Park. The first “Sing Along”

involved a competition among amateur vocal groups, community singing led by deejay Art Pallan, comedy vocal turns by KDKA jocks Pallan, Clark Race, Jim Williams and Bob Tracey, and a guest appearance by Neil Sedaka.

Group competitions will be held again at both KDKA “Sing Alongs,” with the finals scheduled for the August 10 date. The winning act will win a trip to New York and auditions with Columbia and Capitol recording executives.

On each “Sing Along” day, KDKA plays only “Sing Along”-type wax on all of its music shows, with Mitch Miller albums accounting for about 75 per cent of the programming. June Buzzelli, Station KDKA’s promotion chief, is trying to get Mitch Miller to show up at one of the meets. However, Miller—as a result of his NBC-TV show—has received so many top-money offers to do p.a.’s at fairs and arenas this summer that it still hasn’t been decided whether he will be able to fit the KDKA promotion into his schedule.

FCC May Overhaul FM Radio, Tighten Programs

WASHINGTON — Upheavals are due in music programming of AM and FM radio in the wake of new proposals by the Federal Communications Commission. The FCC plans to overhaul the whole FM service, possibly ending or

“curtailing” duplication of AM and FM programming by joint owners. This would mean tremendous new music programming requirements for those broadcasters who have allowed their FM stations to be mere echoes of the AM, or it could mean sale of the FM properties, now selling in demand, to a licensee willing to program especially for this service.

On the FM service, FCC has started rule-making to give the FM broadcast rules a complete overhaul, including the possibility that “duplication” of AM and FM programming on jointly owned stations will be curtailed. Comments are particularly invited on this phase of the inquiry and are due in by September 5. Without formal rule-making, the agency says it will act to adjust separation and engineering standards and classifications of FM stations to keep up with the change in FM outlook.

FM, which now offers owners the option of broadcasting in stereo, in addition to storecasting and other multiplexed services to buoy up revenue, is not the Cin-
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Don Bell Returning To Radio, on KIOA

DES MOINES—Veteran deejay Don Bell, who quit the business a few years ago to become a divisional sales manager of General Investors Planning, Inc., is returning to radio again on KIOA here in the early-morning time slot.

However, Bell is not giving up his investment chores. In a letter to his clients last week, Bell told them that the new owners of KIOA had invited him to take over the morning show. Then he added, “The point of this note is that I shall continue conscientiously to service your investments, while at the same time indulging the ‘ham’ in me.”

PROGRAMMING PANEL

THE QUESTION

If you were stranded on a desert island (with a portable phonograph) and could only take three albums, which three would you choose?

THE ANSWERS

**TED SAX
KORL, Honolulu**

1. “Sixty Years of Music America Loves Best,” Various Artists.
2. “Happy Times Sing Along,” Mitch Miller.
3. “Golden Hit Instrumentals,” Al Caiola.



With these three sets I have music for every situation, plus memory makers to make life complete if I sit it out forever. If I thought I was to be rescued, Mitch starts pepping me up with songs I can sing with him. If I am working to keep whistling along. At night “60 Years”—with so many great stars—would give me thoughts of home. I wouldn’t be lonely.

**PETE MYERS
WNEW, New York**

Funny you should ask. Although you are referring to pop albums, my three-volume library would include the new Columbia Symphony version of “Le Sacre du Printemps” with the composer conducting; the Decca London Symphony’s “Scheherazade” and the Warner Bros. edition of Gershwin’s “Rhapsody in Blue.”



If it must be a list of my “druthers” in the pop category, then I would include Frank Sinatra’s “Come Fly With Me,” Victor’s “Glenn Miller Yesterday” album, and any old Julie London album. Leave the record home—all I want is the cover portrait for spiritual and intellectual upliftment.

**SCOTT MUNI
WABC, New York**

1. Any Julie London album—both to listen to and look at, because her records make her close enough for female companionship.



because the most beautiful music to me is a choir.

2. “The Button-Down Mind of Bob Newhart,” because somewhere in the day I’d need a laugh.

3. A Mormon Tabernacle Choir LP, because the most beautiful music to me is a choir.

NEW YORK—Deejay Big Wilson, formerly with KYW, Cleveland, joins WNEW here next week, in the 8-11 p.m. time period Sundays through Fridays and the 8 a.m.-noon slot on Sundays.

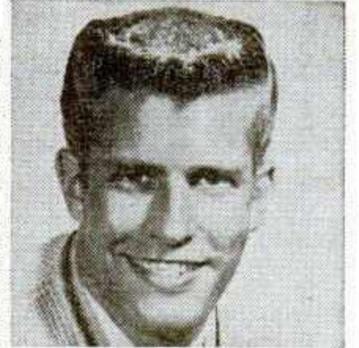
At the same time, Jack Lazare, WNEW’s long-time “Milkman’s Matinee” emcee on the all-night shift, is moving to WINS here, starting July 10. He replaces Stan Richards on the all-night show. Wilson’s show on WNEW replaces Dick Partridge’s program, and Jean Michel’s two-hour seg is moved back an hour to an 11 p.m. starting time. Partridge moves into the “Milkman’s Matinee” spot, which will henceforth be heard from 1 to 6 a.m.

ARTISTS’ BIOGRAPHIES

For your programming use, here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards, these biographies will help you build a convenient file of such data.

JOE DOWELL

Handsome, blond and blue-eyed Joe Dowell is 19 years old and hails from Bloomington, Ill. He is currently pursuing his college education at the University of Illinois in Champaign, majoring in radio and television. It was through his extensive popularity as a performer on the campus that brought young Dowell to the attention of Mercury Records execs. They signed him to a contract and his debut disk, “Wooden Heart,” on the label’s Smash subsid, has hit solidly on the Hot 100. Dowell’s interest in music began at the age of seven when he began to compose songs on the family piano and later on guitar. He soon became a favorite performer at grade and high school gatherings. While in high school Dowell appeared at local record hops and talent shows, and developed his talent for songwriting as well. To date he has written over 50 songs.



An avid athlete, Dowell spends his spare moments swimming, fishing, hunting or playing basketball.

ANDY STEWART

Andy Stewart was born in Glasgow, Scotland, in December, 1933. He started in show business in his late teens as an actor and then comedian. He has appeared in numerous variety, radio and TV shows in Scotland and England.



In 1960 Stewart signed a recording contract, and his version of “Scottish Soldier,” released here on the Warwick label, has garnered much action. It first hit the Hot 100 April 3, dropped off three weeks later, only to reappear again in the middle of June. Stewart wrote the lyrics for “Scottish Soldier” (which was originally titled “Green Hills of Tyrol”) while he was in rehearsal for a TV variety show in Scotland. Since that time the versatile artist has written 14 additional songs. His latest disk is “Donald, Where’s Your Trousers.” His hobbies are reading and golf, and his ambition is to work in America.

YESTERYEAR’S HITS

Change of pace programming from your librarian’s shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here’s how they ranked on Billboard’s charts then:

POP—5 Years Ago

JULY 7, 1956

1. Wayward Wind, Gogi Grant, Eora
2. I Almost Lost My Mind, Pat Boone, Dot
3. Moonglow & Picnic, Morris Stoloff, Decca
4. I Want You, I Need You, I Love You, Elvis Presley, RCA Victor
5. I’m In Love Again, Fats Domino, Imperial
6. More, Perry Como, RCA Victor
7. Standing on the Corner, Four Lads, Columbia
8. On the Street Where You Live, Vic Damone, Columbia
9. Born To Be With You, Chordettes, Cadence
10. Transfusion, Nervous Norvus, Dot

POP—Ten Years Ago

JULY 7, 1951

1. Too Young, Nat King Cole, Capitol
2. Jezebel, Frankie Laine, Columbia
3. How High the Moon, Les Paul & Mary Ford, Capitol
4. Loveliest Night of the Year, Mario Lanza, RCA Victor
5. On Top of Old Smoky, Weavers, Decca
6. My Truly Truly Fair, Guy Mitchell, Columbia
7. Rosa Rosa I Love You, Frankie Laine, Columbia
8. Come On-A My House, Rosemary Clooney, Columbia
9. Sound Off, Vaughn Monroe, RCA Victor
10. Mister & Mississippi, Patti Page, Mercury

RHYTHM & BLUES—5 Years Ago—JULY 7, 1956

- Fever, Little Willie John, King
Treasure of Love, Clyde McPhatter, Atlantic
Rip It Up, Little Richard, Specialty
Hallelujah, I Love Her So, Ray Charles, Atlantic
Please, Please, Please, James Brown, Federal

- I Want You To Be My Girl, Teenagers, Gee
Roll Over Beethoven, Chuck Berry Chess
Corine, Corrina, Joe Turner, Atlantic
Up on the Mountain, Magnificents, Vee-Jay
Stranded in the Jungle, Jayhawks, Flash/Cadets, Modern

LABEL-DEEJAY PROMOTIONS

By NIKI KALISH

MGM AND WRCV “BIG BAND” PUSH: MGM Records pulled a promotional switch last week by conducting a campaign to build up advertising appeal for Philadelphia Station WRCV’s “Big Band” programs. The gimmick called for WRCV to distribute 1,500 of MGM’s Larry Elgart LP tagged “Sophisticated Sixties” (each with special WRCV wrap-arounds) to the station’s advertisers, clients and agency representatives. The promotion was arranged by John P. Wiley, ad and promotion man-

ager of WRCV, and Sol Handwerker, publicity, promotion and exploitation chief at MGM Records.

WARNER BROS. PLUGS PIC LP’S: The sound-track albums for two Warner Bros. flicks, “Parrish” and “Fanny,” were released by that company’s record label last week to coincide with the national release of the films. Both albums will receive a major push through an extensive advertising and exploitation campaign. Broad distribution of the albums is being made to AM and FM radio stations throughout the country in addition to special screenings of the pictures for the disk jockeys.

The film music is being widely utilized in all the radio and TV
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