

Jerry Caghan

Vic Puts Sergio In Driver's Seat

HERE TO STAY: Sergio Franchi, the Italian singer who came to this country three years ago and never left, has the strongest sort of local tie-in. Franchi's manager is Vic Potamkin, the S. Philly auto dealer. "Vic bought the contract from my English manager, Bertie Green, in Miami. It's an excellent arrangement for a singer to have a good businessman at the controls," Franchi said. He is a native of Cremona, which he calls "a most beautiful medieval city," but he doesn't expect to return for some time. "I'm booked in America through January, 1968, with night clubs, concerts and TV dates." A good part of his time here was spent on Broadway starring in the Richard Rodgers' musical "Do I Hear a Waltz?" "I have a new musical bid," he said. "It's by Meredith Willson, but I'm not at liberty to mention the title or talk about the idea. It's in the public domain and somebody else might pick it up."

English is a second language to Franchi, who spent three years in London and a half dozen in Johannesburg, South Africa, before reaching here. "I played the London Palladium and worked for BBC," he added. "I have been asked again to do a TV special for BBC and will probably work it so that I can fly over there for a weekend." RCA-Victor was responsible for his coming to the U. S. and he records an average three or four albums annually for them. He was born Sergio Galli. "But there was an Italian operatic star with that name, so I changed it to Franchi, which in Italian dialect is the word for 'money.' A good selection, don't you think?" He lives in New York with his wife, the former English dancer Yvonne Lindsay and their two children. He has been commuting back and forth to co-host the Mike Douglas show. Franchi said he had appeared as a guest for Douglas several times, in Cleveland and this city. "The last time I asked him to let me co-host. I don't mind the traveling—I like Mike."



FRANCHI

... means money

INFORMATION PLUS: Comedian Ken Barry's car broke down on the Pennsylvania Turnpike, while driving to an engagement. He sat waiting 90 minutes before a police car came along to give assistance. Ken missed the booking, naturally, and said sourly to his wife, "I bet if I went over the speed limit, the police would make it in five minutes." After repairs were made and he was on the way home, Ken got more prompt attention from the State cops. A ticket for speeding. . . . Nick Moffo, brother of opera star Anna, will be at the Latin Casino's

Turf Lounge with his jazz quartet, starting Monday. . . . Emil Wagner, owner-manager of Mount Airy Lodge (Mt. Pocono, Pa.), has put up \$30,000 to bring the "Miss North America" contest in the "Miss Hemisphere" sweeps to his mountain resort. Maria Rybczuk ("Miss North America 1966) is directing the pageant to be held May 8-13. . . . Holiday sick calls: Columnist Nat Frank is very ill in St. Joseph's Hospital. Jess Butts, longtime Penn campus haberdasher, is convalescing at the Casa Ferma Apts.

Tops of the Week

THEATER: "Beelch," the avant garde entry at the Theater of the Living Arts, is the only fare. . . . **MOVIES:** "The Professionals," Fox, and "Hawaii." Stanley, were the best in the holdover list, marking time for the flood of new Christmas entries.

BEST SELLING RECORDS: (Sam Goody's): "Born Free," Roger Williams; "How Do You Catch the Girls?" Sam the Sham & the Pharoahs; "The Eggplant That Ate," Dr. West's Medicine Show & Junk Band. . . . **ALBUMS:** "SRO," Herb Alpert & Tijuana Brass; "The Monkees;" "That's Life," Frank Sinatra.

DISK JOCKEY REQUESTS: (Joe Niagara, WIBG): "Winchester Cathedral," New Vaudeville Band; "Lady Godiva," Beach Boys; "That's Life," Sinatra. . . . **BEST RECORD BETS:** "Tell It to the Rain," Four Seasons; "East West," Herman's Hermits; "I Fooled You," Gene Chandler.

MOST JUKEBOX PLAYS: (Sid Willams): "I'm a Believer," Monkees; "Winchester Cathedral," Vaudeville Band; ~~"Snoopy vs. the Red Baron," Royal Guardsmen~~

BOOKS (Wanamaker's): "Valley of the Dolls," Jacqueline Susann (fiction); "Everything But Money," Sam Levenson (non-fiction). . . . **PAPERBACKS:** "The Lockwood Corner," John O'Hara (fiction); "Whitewash," Harold Weisberg (non-fiction).