The Four Aces gather around the new AMI Model "G-200" phonograph which was introduced at AMI distributors last week. The new juke box, which permits 200 selections, is being offered in various colors to blend with the decor in which it is placed. The sound, too, seems to be winning approval as the Aces listen to their latest Decca release "To Love Again", the ballad from "The Eddy Duchin Story", which is backed with "Charlie Was A Boxer".
the fastest-breaking yet...

I Want You, I Need You, I Love You
My Baby Left Me

213,000 in the first two days
389,000 in the first six days
653,219 as this issue goes to press

ELVIS PRESLEY

the dealer's choice RCA VICTOR
A New Concept Of The Music Business!

Disk jockeys today have to be conversant with all areas of the music field—pop, rhythm and blues, and country.

There was a time when a disk jockey could safely stick only to his own particular field and be pretty certain he would find the top records that his audience wanted to hear. But that situation has changed completely.

Today when a disk jockey reads The Cash Box, if he’s a pop deejay, it’s not enough that he read only the pop reviews, study the pop charts, peruse the pop news. The same goes for rhythm and blues and country jockeys. Smash hits can come from anywhere. You never know when an Elvis Presley or Carl Perkins will come out of the country field, or when a Teen Ager, Platter, Teen Queen or Fats Domino will come out of the R&B field.

It’s no longer enough just to know your own field well. You must know the entire music business. Which makes every disk jockey’s job a much more complicated one and a much more comprehensive one.

This need for expansion of one’s knowledge of the music business moreover is not limited only to disk jockeys for it is obvious that juke box operators and retail dealers too must accept a new concept of their business. Programming, as far as juke box operators is concerned, is now a much more difficult task, for to get the greatest return from a location it is necessary to study and experiment over a period of time to discover what relation of records from each field should go into that particular spot. The all-pop or all-R&B or all-country locations are growing fewer and fewer all the time.

Retailers too have been experiencing this drastic change in their business. Whereas only a little while ago, you could be pretty certain that if you were in a pop spot, kids would come in and ask for pop records or at most the cover records of a song from another field, today, for the most part, that doesn’t hold true. Record fans in the current market know the records of all the fields and very often even if there are cover records, they want the original one.

What all this means is that more than ever, it is necessary to study every section of The Cash Box each week, not just one segment of it. For it’s through The Cash Box that the first signs of a hit usually are spotted and it’s through The Cash Box that you can keep up to the minute in every area of the music business!
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singing The Ballad Hit...

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"Goodie Bye-Bye Baby"

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The Top Ten Traxx Now Playing at the 78 RPM Juke Box, Compiled From Records Sold to the 78 RPM Juke Box. The Goals Are Set To Make Music History.

THE CASH BOX

1

HEARTBREAK HOTEL

ELVIS PRESLEY

MO-983 (45-983)—Calders

VI-20-6429 (47-6429)—Elvis Presley

2

HOT DIGGITY

PERRY COMO

VI-20-6447 (47-6447)—Perry Como

3

BLUE SUEDE SHOES

CARL PERKINS

CA-3373 (F-3373)—Bob Roushion

MO-70965 (70965 a x 4)—Perry Como

DE-2950 (45-2950)—Bill & The Blacks

DO-1516 (45-1516)—Jim Love

KI-4923 (45-4923)—Sud Bennett

KI-4927 (45-4927)—Sud Bennett

4

POOR PEOPLE OF PARIS

LES BAXTER ORCH.

CA-3388 (F-3388)—Les Baxter

CA-61792 (F-61792)—Lawrence Welk

DE-29555 (5-29555)—Ruth Morgan

LO-1628 (45-1628)—Winifred Atwell

LO-16279 (45-16279)—Roger Roger

5

THE MAGIC TOUCH

PLATTERS

ME-7019 (7019x45)—Platters

6

WHY DO FOOLS FALL IN LOVE

THE TEEN AGERS

DE-29532 (9-29532)—Glen & George Mann

DE-15485 (45-15485)—Glen & George Mann

GE-1009 (45-1009)—The Teen Agers

7

A TEAR FELL

TERESA BREWER

AT-1016 (45-1016)—Ivy Joe Hunter

VI-20-6482 (47-6482)—Arline Carter

8

MOONGLow & PICNIC

MORRIS STOLOFF—GEORGE CATES

CR-61618 (9-61618)—George Cates

DE-29888 (9-29888)—Morris Stoloff

9

IVORY TOWER

CATHY CAIRN—OTIS WILLIAMS & CHARMS

CR-61617 (9-61617)—Feet Hurst

DL-6409 (45-6409)—Chet Williams & Charm

DO-15458 (45-15458)—Gale Storm

DO-15459 (45-15459)—Gale Storm

10

ROCK ISLAND LINE

LONNIE BONEGAN

CA-3307 (F-3307)—Merrill Mariotti

CA-61615 (F-61615)—Don Caroll

DE-29108 (70568)—Bobby King

DO-15457 (45-15457)—Lila Givens

EP-9161 (5-9161)—Jimmy Davis

KI-4938 (45-4938)—Grandpa Jones

KI-4939 (45-4939)—Grandpa Jones

KI-4940 (45-4940)—Grandpa Jones

KI-4941 (45-4941)—Grandpa Jones

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And Already a Two Sided Smash —

"IN SELF DEFENSE"

"SHE LOVES TO ROCK"

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Gen. Prof. Mgr.: Murray Deutch

published by
PERA MUSIC CORP.
Prof. Mgr.: Irving Deutch

9698

“It's What's in THE CASH BOX That Counts”
STEVE GIBSON & RED CAPS with DAMITA JO

“LOVE ME TENDERLY” (2:34) [Lowell BMI—Ford] Steve Gibson, the Red Caps and Damita Jo make an exciting and impressive debut on the Paramount label with a hard-hitting commercial rock and roller that has the earmarks of a big record. Strong fish-bait item that could take off.

“ROCK AND ROLL STOMP” (2:04) [Lowell BMI—Breedlove, White] The pace is upped on this half for the crew’s high-flying, house-rocking delivery. Damn! The red hot bopper. Patillo handles the “crazy” vocal lead on this half, treated with dynamite. Two good sides.

BOBBY SCOTT

(Verse 2077; 2077x45)

“SHE’S PIKING THAT WAY” (3:00) [Robbins ASCAP—Whiting, Moret] The Gene Kupka Quartet leads the pack on this Bobby Scott as he glides thru a throaty, sexy interpretation of a great oldie. Stylized with a delightfully jazz flavoring.

“DANNY BOY” (2:04) [Boosey & Hawkes ASCAP—Weatherby] The versatile artist lends his unique voice to another great favorite on this portion and hands in another stylish deck.

HENRI RENE ORCH.

(RCA Victor 20-6529; 47-6529)


CATHY JOHNSON

(Columbia 40964; 4-40964)

“LEADER OF LOVE” (2:17) [Kahl BMI—Miller, Berger] A hard hitting fish-bait memorizer is belted across in potent fashion by Cathy Johnson. Strong toned item with big commercial possibilities.

“DON’T LOVE NOBODY BUT YOU” (2:11) [MAPES] A real rocker with a strong hand-clapping tempo is stylishly treated here. OK deck.

MONCHITO & MAMBO ROYALS

(Fiesta 065; 45-068)

“PAO PAO” (2:42) [Pomona BMI—Monchito] The “Pedro Pablo” man, Monchito, one of the top men in the latin dance field, comes up with another strong latin number in this exciting cha cha item. Good vocal gimmicks learned with a charm and best. Tailor-made for all the lovers of this music. Should be a big seller.


“SWEET HEARTACHES” (2:11) (George Pinces ASCAP—Kennedy, Simon)

“ON THE STREET WHERE YOU LIVE” (Chappell ASCAP—Lerner, Lowe)

EDDIE FISHER

(RCA Victor 20-6529; 47-6529)

› Eddie Fisher’s rich voice seems to lend itself perfectly to light and lively rhythmic pieces as well as ballads. And on his latest release he introduces a delightful new bouncer that should outshine and outsell his recent novelty smash “Dungaree Doll”. It’s a sprit reversal, cutting edge called “Sweet Heartaches” and features a most contagious melody wed to a simple, appealing lyric. An extremely colorful centerpiece that should be gravy to the charts. The coupling stars the magnificent Mr. Fisher offering a vivid rendition of the big hit tune from the B’way musical sensation “700 Year Old Lady”. A dramatic performance of some class material. Top half looks like a big one.

“CIMARRON” (2:39) [Southern ASCAP—Boud]

“SAN ANTONIO ROSE” (2:04) [Bourne ASCAP—Willis]

LESLIE PAUL & MARY FORD

(RCA Victor 40693; 45-0693)

› The swinging Les Paul and Mary Ford are in rare form on their latest release as they fly through a terrific new side that should prove to be their strongest seller in a long while. The number is a gallant tempo interpretation of a famous American folk song, “Cimarron”. The new side is a very pretty affair, and, thru the use of multiple tracks, Mark Johnson offers some wonderful harmony as honey’s hands in another amazing guitar backdrop. Charming style. The great western favorite on the coupling, “San Antonio Rose”, serves as an excellent showcase for Les’ startling fleet fingering. A wonderful new styling of this beautiful oldie. Alto no lyrics are sung on this side, Mary’s voice is evident in the background. Twin-threat.

“DON’T CRY” (2:35) [Frank ASCAP—Loesser]

“TICKY TICKY TICK” (2:22) [Bourne ASCAP—Marque, Merrill, Revil]

FRANKIE LANE

(Columbia 40693; 4-40693)

› Frankie Laine is always very popular on dramatic ballads, both the romantic and inspirational type. And on his latest release, he employs his distinctive talent to best advantage as he-chants a heart-rending tune tagged “Don’t Cry”. From the new B’way musical hit “The Most Happy Fella”. It’s one of the most beautiful love songs to have come from the pen of Frank Loesser, and Laine does a brilliant job with it. The melody and lyrics are just superb. The coupling is a complete change of pace—a lighthearted bouncer dubbed “Ticky Ticky Tick”. The versatile star handles it in colorful style and ends up with a strong two-sider. Should appeal to kiddies too.

LALO GUERRERO

(Rev 1310; 45-1310)

“ IVORY TOWER” (2:25) [Melrose ASCAP — Fulton, Steele] Comic Lalo “Pancho Lopez’ Guerrero goes straight on this release, and comes through with a delightful reading of one of the nation’s top ballads. Pretty waltzer. Chorus assists.

“TO YOU, MY LOVE” (2:43) [Les AASCAP — Lawrence, Garden] A great rendition of a currently popular ballad.

SY MANN ORCH.

(Bot 15463; 45-15463)

“CARIBBE” (3:04) [Jimakip BMI—Clarke, Haymes] Sound effects of wind and rain serve as the introduction for this strikingly and extremely imaginative instrumental creation. Beautifully melodic and enchanting. Real big production effort that sounds like top grade background music from a film. Could make big noise. It has the gimmicks and the beauty.

“POINT LOBOS” (3:26) [Jimakip BMI—Haymes] This beautiful piece is an instrumental portrait of a lovely romantic scene. You can almost picture yourself sitting on the bank of an ambling brook.

GORDON JENKINS ORCH.

(Decca 14976; 45-14976)

“ANGEL’S LULLABY” (2:42) [Zodiac Music-Elney, Lehmans] From Gordon Jenkins’ ‘Heartbeats’ album comes this touching lullaby which he executes in a fragile, charming fashion.

“THROUGH THE NIGHT” (2:31) [Zodiac Music — Nared, Velona] Another stunning duet with a hauntingly beautiful melody. Simple piano work in the foreground makes this side inviting. Also extracted from the ‘Heartbeats’ LP.

JOE SHERMAN ORCH. & CHORUS

(Kapp 149; K-149)

“PORTUGUESE WASHER-WOMAN” (2:27) [Remick ASCAP—Popp, Luchesis] Joe Sherman and chorus team with a fascinating arrangement of a clever new novelty that’s starting to break out around the country. A spritely and extremely attractive ditty. Chorus works without singing words. Happy ditty. This rendition should grab off a big chunk of the sales.

“THE SONG FROM THE SEARCHERS” (2:20) [M. Wir- mark ASCAP—Jones] Ed McCurdy is the featured voice on this exciting production recording; the title tune from a big new Warner western. Strong delivery.

TOMMY EDWARDS

(MGM 12248; K12248)

“THERE MUST BE A WAY TO YOUR HEART” (2:41) [Irving Caesar ASCAP — Caesar, Spitalny] Tommy Edwards’ tender tones come over beautifully on this touching sentimental love affair. Pretty romantic stuff.

“LOVE IS A CHILD” (2:32) [P. Maurice ASCAP—Tilche, Hilds, Martin] Another extremely fine rock song delivered with great feeling.

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America's Fastest Selling Records

BREAKING BIG...

I COULD HAVE DANCED ALL NIGHT

a great Pop record by an already Legendary jazz performer

Sylvia Syms

orchestra conducted by JACK PLEIS

Decca 29903 • 9-29903

A New World of Sound

DECCA records

"It's What's in THE CASH BOX That Counts"
JOAN REGAN
(Lordos 1663; 45-1663)

"DON'T TAKE ME FOR GRANTED" (2:44) [LaSalle ASCAP—Bovek, Cooper, Guiot] Joan Regan's rich and crystal clear voice comes over excellently on this intimate, tearful, romantic selection. The British star has a voice with great warmth and charm.

"THE ROSE AND THE FLAME" (2:57) [Broadcast Music BMI—Jerome Kern] Another classic love song — this one set to a slow, slow-tempo.

LILLIAN BRIGGS
(Epic 9166; 7-9166)

"THE GYPSY GOOFED" (2:55) [Roosevelt BMI—Singleton, McCoy] A cute rock and roll swinger is potently delivered by the swinging Miss Briggs. Solid arrangement.

"TOO CLOSE FOR COMFORT" (2:01) [Laurel ASCAP—Bock, Horvath, Kern] A suave interpretation of a current ballad making its way from the B'way smash "Mr. Wonderful." A Latin beat is the background for this delivery.

TUCK RITTER
(Capitol 3430; F-3430)


"THE WAYWARD WIND" (2:43) [Warman BMI—Lebowsky, Newman] Tex' rich country voice comes over beautifully on this western-flavored pretty that's hitting the big time. Should hit a chunk of the sales melon.

GUY CHERNEY
(Mercury 70865; 7086545)

"THE PUPPETEER" (2:07) [Vanoug ASCAP—Jones] A lively and most refreshing novelty that should appeal to young and old alike is ingeniously bunched by Guy Cherney. Catchy ditty that has the makings of a clicker.

"BELIEVE IN LOVE" (2:50) [Robbins ASCAP—Giets, Webster] A soft and tender romantic opus smoothly projected in a straightforward and simple manner by the polished crooner.

JOHNNY BRANDON
(King 4922; A-4922)

"I DIDN'T KNOW" (2:40) [Mecca ASCAP—Brandon] Johnny Brandon gets a big choral assist as he belts out a powerful shuffle beat rock and roller with a solid dance beat. Commercial teenage fare that should do well in the juke.

"SHIM SHAM SHUFFLE" (2:20) [Mecca ASCAP—Libons, Fink] Another catchy swinger with a lively rhythm.

DISK & SLEEPER - GOOD
EXCELLENT - FAIR
VERY GOOD - MEDIocre

- THE CASH BOX -

SLEEPER OF THE WEEK

"LOST JOHN" (2:39) [Laddus BMI—Donegan]
"STEWBALL" (2:07) [Holli BMI—Donegan]

LONNIE DONEGAN
(Mercury 70872; 70872445)

- Through an agreement with the Nixa label of London, the "Rock Island" man, Lonnie Donegan, makes his debut on the Mercury label with a terrific new folk flavored novelty that could follow in the footsteps of his current smash "Rock Island Line." It's a clever ditty titled "Lost John," that tells the story of an escaped convict called Long Gone Lost John. Lonnie and his Skiffle Group seem to be having loads of fun on this side, and the happy atmosphere should be enjoyed by the listener. Solid juke box item. In addition, the side has a rock and roll beat that the kids can dance to. The lower lid, "Stewball," is a lively country type bouncer about a race horse. Swingin' side. Top half is the one for action.

"BLUE BOLER0" (2:32) "MY GIRL AND HIS GIRL" (2:40)

[Stratten BMI—Alfred, Allen] [Driftwood BMI—Wortham]

RICHARD HAYES
(ABC-Paramount 7967; 97-9706)

- Richard Hayes, just out of the Army, returns to the civilian ranks and introduces a new powerful coupling that could turn out to be the biggest platter of his career. On one deck, he lends his polished voice to a dramatic ballad dubbed "Blue Bellet." It's an exciting affair which he handles forcefully. Alto bears a bolero title, it has a strong rock and roll beat that should attract the attention of the teenagers. Equally commercial is the crowner's emotional delivery of a top-drawer, fast-beat ballad "My Girl And His Girl." It's a sad tale about the familiar love triangle. To complete the triangle situation the other guy dating his girl, happens to be his best pal. Strong threesome for ABC.

WEBNER MULLER ORCH.
(Decca 29872; 9-29873)

"ALL MY LOVE" (3:09) [Mills ASCAP—Durand, Compton] From the Werner Muller "Holiday In Paris" album comes this beautiful romantic standard which he delivers so superbly. Excellent Latin tempo arrangement. The sound is outstanding. Great mood stuff.

"SIMONETTA" (2:24) [Irving Caesar ASCAP—Caesar] This novelty favorite is still one of the most delightful of the lightest instrumental ditties. And under the Muller baton, it's exceptionally inviting. Two good sides for instrumental programing.

RALPH MARTERIE ORCH.
(Mercury 70874; 70874445)

"JAMAICAN RHUMBA" (2:21) [Boosey & Hawkes ASCAP—Benjamin] Ralph Marterie and the band breeze through a delightful arrangement of an exciting Latin standard. Rhumba, mambo and jump temps are the various beats in which the tune is handled. Good dance deck. Solid band material.

"LAST CALL" (2:29) [Webster BMI—plus Johnson] The pace is completely altered on this half as the boys drive through a wild and thrilling arrangement of a hard driving blues item. Strong side that could break.

BOB SCOBEE'S FRISCO BAND
(Good Time Jazz 45096; 45-45096)

IF YOU WANT TO GO BACK TO MICHIGAN" (2:41) [Berlin ASCAP—Berlin] Clancy Hayes handles the vocals and Bob Scobee supplies the instrumental duties on this colorful rag time revival of a great Irving Berlin hits out dated. Smooth slide that should get good air play.

"MIDNIGHT CHOO CHOO LEAVES FOR ALABAM" (2:49) [Berlin ASCAP—Berlin] Scobee and Clancy again team up to dish out another wonderful Berlin standard.

JIMMY HILLARD AND HIS ORCH.
(Sally 1007; 45-1007)

"MY TWO AND ONLY LOVE" (2:56) [Sherwin ASCAP—Mellin, Wood] Bally A & R topper Jimmy Hillard heads the orch on this platter as it drifts thru a beautiful mood interpretation of a top notch standard. Lovely job that should have no trouble finding its way onto the turntables.

"VERONICA MORE" (2:16) [BMI ASCAP—Douglas] A lovely new melody is most pleasantly styled on this ball. Pretty tango selection.

CONNIE FRANCIS
(MGM 12251; K-12251)

"FORGETTING" (2:26) [Songwriters of America] Connie Francis, one of MGM's most promising youngster, comes over wonderfully on this delightful new sentimental romancer from the "Modern Romances." TV production. "Macbeth." Dramatic delivery of a good one.

"SEND FOR MY BABY" (2:24) [Milene ASCAP—Rose, Heath] A powerful bluesy piece with a strong beat is belted out on this portion by the versatile lass. Rockin' side.

DENISE LOR
(Liberty 55020; F55020)

"THAT'S THE WAY THAT I FEEL" (2:25) [Jefferson ASCAP—Shanahan, Evans] Denise Lor makes her debut on the Liberty label singing an attractive rhythm ballad with an unusual melody and a refreshing arrangement. Off beat romancer that should meet with the approval of jockeys who go for something different from the run-of-the-mill stuff. Pretty tune.

"HURT ME" (2:25) [Fairway ASCAP—Greene, Freeman] A sentimental interpretation of a tearful love story.

JERRY MERCER
(Mercury 70849; 70849445)

"THE CAP WITH THE STRAP IN THE BACK" (2:10) [Borence ASCAP—Silver, Alfred] Another clever little rhythm item inspired by the current Ivy League court rage. Cute teen age lyrics.

*Only those records best suited for commercial use are reviewed by The CASH BOX*
MBO04 SA038
S LLD7 LONG NL PD-ST LOUIS MO 7-
ART TALMADGE-MERCURY RECORDS
35 EAST WACKER DR CHGO-
CONGRATULATIONS ON SIGNING OF LONNIE DONNEGAN
THIS FELLOW DESTINED TO BE AMONG THE TOP STARS IN THE
ENTERTAINMENT FIELD JUST AS HIS FIRST MERCURY RECORDING
OF LOST JOHN IS DESTINED TO BE ON TOP ON ALL CHARTS IVE
BEEN GIVING THE RECORD A GOOD EXPOSURE ON MY OWN SHOW
AND THE REACTION HAS BEEN SENSATIONAL AGAIN ART I WANT TO
SAY CONGRATULATIONS TO MERCURY FOR BEING AN ON THE BALL
COMPANY-

ED BONNER KXOK ST LOUIS...

"LOST JOHN"

BY

LONNIE DONNEGAN

MERCURY 70872

A NEW HIT BALLAD!

LOLA

DEE

"Born To Be With You"

AND

"HOT ROD HENRY"

MERCURY 70870

BIG BAND SMASH!

RALPH

MARterie

"Last Call"

AND

"Jamaican Rhumba"

MERCURY 70874

GOING HOT AND STRONG!

"Kiss Me Another"

AND

"Fool Of The Year"

GEORGIA GIBBS

70850

"Hot And Cold Runnin' Tears"

AND

"That's Not The Kind Of Love I Want"

SARAH VAUGHAN

70846

"Honey Hair, Sugar Lips, Eyes Of Blue"

AND

"Out Of The Picture"

CREW CUTS

70840

"The Church Bells May Ring"

AND

"Little Girl Of Mine"

THE DIAMONDS

70835

"She Loves Me, She Loves Me Not"

AND

"The Big, Big Ladder"

NICK NOBLE

70851

CHICAGO 1, ILLINOIS

"It's What's in THE CASH BOX That Counts"
A great welcome awaited Louis Armstrong's appearance in this country for the first time for over twenty years. If you touch and go for the past week whether Louis would appear but the "go" sign was given on Thursday and the 'All Stars' are here with Satchmo in a package show which includes Ella Logan and Peg-Lea Bécs. The whole show is supported by the Vic Lewis Band. Will give you full details of the show next week.

The Carnegie Hall: Heath-Concert triumphantly rounded off a most successful tour of Britain's No. 1 Band. Ted, due back on Monday, is said to be seriously considering returning to the States early next year, this time to head his own package show.

Lena Horne guested on Channel 9 this week in Va Perry's "Star Time Show". And if ever an artist can electrify viewers she can. Lena could grace my screen every night for ever more.

Ronnie Hilton has made it with his waxing of "No Other Love" on HMV. It reached the No. 1 position within 4 weeks, and my guess is it will stay there for quite a while... That "March Hare" tune really gets into one. So D.J.'s, watch out for the London Record (due for release any minute now) featuring Will (Beer Barrel Polka) Glaze on the squeeze box.

Eartha Kitt who opened at the Cafe de Paris niterie, will most certainly have her stay extended. She is playing to capacity business.

Billy McKeever's recording of "Main Title" in the Best Sellers this week. Nice to welcome Billy among the toppers where he belongs.

Sorry to hear Lonnie Donegan was taken ill almost on the eve of his departure for the U.S.

Slim Whitman planed back to the States this week after a most successful tour in this country... Congratulations to Lena who will be saying "I do" this Saturday.

This Week's Best Selling Pop Singles (Courtesy "New Musical Express")

1) "No Other Love" Ronnie Hilton (HMV)
2) "Poor People Of Paris" Winifred Atwell (Eng. Decca)
3) "It's Almost Tomorrow" Dream Weavers (Brunswick)
4) "Rock And Roll Waltz" Kay Starr (HMV)
5) "Only You" Hilltoppers (London)
6) "A Tear Fell" Teresa Brewer (Vogue-Coral)
7) "My September Love" David Whitfield (Eng. Decca)
8) "Theme From Three Penny Opera" Louis Armstrong (Phillips)
9) "Main Title" (Man With The Golden Arm) Billy May O. (Capitol)
10) "See You Later, Alligator" Bill Haley & Comets (Brunswick)

JO STAFFORD
(Columbia 40697-1, 4-0697)

"BROADWAY TO BASIN STREET" (2:38) [Almost ASCAP—Frishch, Wayne] The Blue Stars, who did such a big job with "Lullaby of Birdland," continue thru with this excellent hot rhythm item about a famous jazz site on this side. It's a potent swinger and the English Group does a tailoring sound and could have another fleeter in this one. Strong performance.

"THE KISSING DANCE" (2:35) [Almost ASCAP—Michel, Bayclay, LeGrand] This half is a most delightful Latin flavored novelty delivered with both English and French lyrics... Colorful cutie with a melody easy to remember. Wonderful coupling. This half could also make the grade.

THE SOPHOMORES
(Down 116; 45-216)

"EVERY NIGHT ABOUT THIS TIME" (2:35) [Warock ASCAP—Koehler, Monroe] The Sophomores, a talented group of newcomers with a commercial sound and technique, come over pleasantly on their debut disk as they channel a half note initiative. Touching affair.

"COOL COOL BABY" (2:30) [Cherie BM—Richards, Mullin] The versatile crew bolts out a free-swinging, in-the-face rhythm on the deck. Smooth delivery tailor-made for the teenagers. Good dance stuff. This half stands a better chance of making it.

STEVE CLAYTON
(Jubilee 5242; 45-5242)

"STRAIGHT FROM THE SHOULDER" (2:58) [M. Kellem ASCAP—Kellem, Silver] Steve Clayton comes thru with a beautiful side as he chants a tearful lament about the lover he is losing. Beautiful arrangement and delivery. Could make noise.

"THE MAN WITH SEVEN LOVES" (2:55) [Jubilee ASCAP—Shelley, Whitman] A good blues ballad with an exciting rhythm tempo. Interesting piece of material.

BILLY ECKSTINE
(RCA Victor 20-6524; 47-6524)

"THE TENNESSEE ROCK 'N ROLL" (2:26) [Broadcastade Musile BM—Micale, Baca] Billy Eckstine falls into the rock and roll fold and belts out a wild and woolly jitter that oughta keep the dice boxes hopping. It's a solid thriller with a big sound.

"CONDEMNED FOR LIFE" (2:28) [Shapiro, Bernstein ASCAP—Charlop, Hilliard] Hugo Winterhalter sets up another big backing for Billy's treatment of an amusing rocking novelty.

THE BLUE STARS
(Mercury 70877; 70877-45)

"I USED TO YATE YA" (2:15) [Broadcastade Musile BM—Micale, Baca, Hoffman, Graning] Gay Mitchell comes up with a delightful change-of-pace pleaser that could easily end up with a hip. This one is a little bouncy ditzy describing the conversation between a little boy and his mom, and should greatly appeal to the kiddies. Lyrics and delivery are excellent.


THE FOURS
(Columbia 40699, 4-0699)

"LET'S WRITE OUR OWN LOVE STORY" (2:15) [Jamilson BMI—Weismantel, Schiff] The Four Fours cut their current hit "Lovely One," with a delightful, light-hearted happy ditty that the audience couldn't get enough of. It's a pleasant easy-going bouncer tailor-made for the warm weather. Could break big.

"BIM BABY" (2:27) [Case ASCAP—Mysels] The boys drive thru a real house rocker on this half. Potenti swinger aimed specifically at the teenage market. Strong coupling.

RALPH FLANAGAN ORCH.
(RCA Victor 20-6525; 47-6525)

"RAZOR LOVE" (2:57) [Pilot BM—Spielman] Ralph Flanagan and the crew ride thru a wild and gimmicked up rock and roll jumper that should keep the jukes jumping in the teenage spots. Terrific sound effort.

"CRACKERJACK" (2:48) [Hill & Range BMI—Oltis, Rockingham] A male voice handles the singing on this fine powerhouse jumper in the true rockin' tradition. Crazy arrangement.

FRANKIE CASTRO
(Mercury 70873; 70873-45)

"TO MUCH" [George Pincus ASCAP—David, Carr] The popular expression, "too much" is employed by Frankie Castro on this side to describe the gal he's in love with. Cute rhythm deck.

"GOODBYE, SO LONG, I'M LEAVING" [Harvard BMI—Clark] The pace is picked up on this portion as Frankie swings out with a good rock and roll jumper.

ESQUIVEL & ORCH.
(RCA Victor 20-6541; 47-6541)

"TO LOVE AGAIN" (2:41) [Columbia Pic's ASCAP—Washington Reid, Columbia] The late Mr. Espanol, the Afro-Cuban rhythm guru, plays his usual trip at a Chapin Nightie, the above track, and with his Esquivel group is inspired by one of Mexico's leading maestros, Esquivel. Pretty orchestral arrangement.

"PORT-AL-PRINCE" (2:57) [E. B. Marks BMI—Wayne] The crew does a fascinating job on this side. It fies through an exciting merengue arrangement of a current noise maker that's popular instrumental. Great teamwork.
America's No. 1 Popular Pianist... Roger Williams
HI-LILI HI-LO
and
MY DREAM SONATA
Kapp-144

"THE SEARCHERS"
and
PORTUGESE WASHERWOMEN
JOE SHERMAN
AND HIS ORCHESTRA AND CHORUS
Kapp-149

Looks Like a Big Hit... Jane Morgan
MIDNIGHT BLUES
and
LA RONDE
Kapp-148

The Original and Still the Best... Denny Vaughan
WALK HAND IN HAND
and
JUST SING A SONG
Kapp-143

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**NEW RELEASES**

“No One To Blame But You”  
*THE DECASTRO SISTERS*  
AB # 3019

“Hot Rod Is Her Name”  
*THE DECASTRO SISTERS*  
FA # 132

“Stop The Clock Rock”  
*THE CREEL SISTERS*  
AB # 3015

“I Believe In My Lord”  
*WANDA GANN*  
FA # 131

“You’ve Turned Off The Music”  
*LA FAWN PAUL*  
FA # 3023

“Junco Returns”  
*LARRY EVANS*  
FA # 4009

“Whirlwind”  
*GINNY WRIGHT*  
FA # 133

“Where Were You”  
*GINNY WRIGHT*  
FA # 120

**INSTRUMENTAL**

“Whose Little Pigeon Are You”  
*FABOR ROBINSON and His String Music Band*  
FA # 4010

“Tennessee Walkin’ Horse”  
*THE SUNSETTERS*  
AB # 3017

**STILL GOING STRONG**

“To Late Now”  
*THE DECASTRO SISTERS*  
AB # 3011

“I Do Whatta Do”  
*THE DECASTRO SISTERS*  
AB # 3012

**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

**A SUMMARY OF REPORTS RECEIVED FROM THE NATION’S DISK JOCKEYS**

1. MOONGLOW & THEME FROM PICNIC  
   (Morrice Stotlof (Deco))

2. HEARTBREAK HOTEL  
   (Elvis Presley (RCA Victor))

3. IVORY TOWER  
   (Cathy Carr (Fraternity))

4. HOT DIGGITY  
   (Perry Como (RCA Victor))

5. STANDING ON THE CORNER  
   (Fear Lads (Columbia))

6. POOR PEOPLE OF PARIS  
   (Capitol)

7. THE WAYWARD WIND  
   (Gogi Grant (Era))

8. THE HAPPY WHISTLER  
   (Don Robertson (Capitol))

9. THE MAGIC TOUCH  
   (Platters (Mercury))

10. CAN YOU FIND IT IN YOUR HEART?  
   (Tony Bennett (Columbia))

11. BLUE SUDE SHOES  (12) ROCK ISLAND LINE  (13) MAIN TITLE (MAN WITH THE GOLDEN ARM)  (14) WALK HAND IN HAND  (15) GRADUATION DAY  (16) A TEAR FELL  (17) MY LITTLE ANGEL  (18) LONG TALL SALLY  (19) TOO YOUNG TO GO STEADY  (20) ON THE STREET WHERE YOU LIVE  (21) I’VE DANCED ALL NIGHT  (22) WHY DO FOOLS FALL IN LOVE  (23) MR. WONDERFUL  (24) I’M IN LOVE AGAIN  (25) PICNIC  (26) I WANT YOU TO BE MY BABY  (27) CHURCH Bells MAY BE RING IN NO, NOT MUCH  (28) LISBON ANTIGUA  (29) TO LOVE AGAIN  (30) WITHOUT YOU  (31) PORT-AU-PRINCE  (32) I’LL BE HOME.

**VITAL STATISTICS**

Bob Magnagale has left WFUN-Huntsville, Ala., and now has six hours nightly on WWRL-Woodside, N. Y., as a night cover at KTWO-Las Vegas, Nev. Mitch Reed now spinning for WAVZ—New Haven, Conn., starting May 7th, 12 midnight to 6 a.m. daily. Rex Munger has been appointed program director of KRUX-Phoenix, effective May 1. Munger was formerly program director at WPAL-Appleton, Wis. Bob E. Lloyd now at WHRC—Nashville, Tenn.

Jim Shearon (CKJL-St. Jerome, Canada) says thanks to The Cash Box’s Dee-Jay Regional Record Report which he has been using for programming. He has aroused a great deal of listener interest by this new nightly feature. Jim would like to hear from other platter buyers who are interested in a weekly interchange of taped regional reports that would include the identification of the out of town jock and the introduction of his selection by the disc jockey.

* * *

Pic of the week—John Ademey (WCAG—Baltimore, Md.) recently celebrated his first anniversary at the helm of his “600 Serenade.” Bob Keen (KEX-Portland, Ore.) did such a great job on the sale of Easter Seals he found himself Portland’s mayor for one day. Rust Conrad, also a deejay at KEX, was KEX’s campaign manager... Jack Bowzie (WWDC-Washington, D. C.) latest to take up the record-hop idea... Frosty Mitchell (KWWL—Waterloo and Cedar Falls, Iowa) reports that he has had a bill Halcy record on his top ten for the past 34 weeks.

* * *

Walt Hofer, public relations, opened his law office at 1730 Broadway, N. Y. David Breis had an embarrassing experience last week. He drove his car through a plate glass window—the window of the Driver’s License Bureau. Dave swore it was no publicity stunt... Recent visitors on Don Bell’s Disk Jockey Dance (KRNT-Des Moines) were Eddie Howard and Jimmy Palmer, New York Champs (WFIA-Tampa, Fla.) writing a column for the Tampa Tribune... Al Radka (KFRE-Fresno, Calif.) making his TV debut in June with a live great star, record spinning format... WTTM-Trenton, N. J. having an open house on Thursday, May 24 at their new home... WGUY-Bangor, Maine, deejays Neil Mack, Ken Manley and Nick Bell handled the m.c. chores at a 20-year of the Teens’ record hop by which Evelyn Ingalls, after a seven week series of eliminations, was crowned “queen”... Ray Perkins (KIIN-Denver, Colo.) received an award from the American Heart Association for his services on the national disk jockey committee.

* * *

Ken Albridge (KIMO-Hannibal, Mo.) having some mighty exciting things happen to him. On April 25th his third child, James Alfred, was born. Then his show was granted an additional 45 minutes daily, and his mail pull has grown in excess of 1,200 letters and cards a week. Ken says he programs mainly from The Cash Box with the highest approval of his audience.

* * *

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
MARIE KNIGHT

THE PENGUINS

BUDDY JOHNSON

FREDDIE BELL
AND THE BELL BOYS

Featured In The Columbia Picture “Rock Around The Clock”

SIL AUSTIN

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Nancy Sheldon

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"It's What's in THE CASH BOX That Counts"
Frank Music And WCBS-Radio Conduct “Most Happy Fella” Contest

NEW YORK—With the realization that tickets for a smash Broadway show are always at a premium, Frank Music Corp., and WCBS-Radio have effected a unique promotion program for Frank Loesser’s hit musical, “The Most Happy Fella.”

Starting Monday, April 30th, WCBS-Radio inaugurated a “Most Happy Fella” contest. Details are as follows:

1. Listeners are asked to write a short note of 100 words or less on each WCBS-Radio personality they consider the “Most Happy Fella” on the station.
2. The contest runs for approximately four weeks with options.
3. All announcements are carried within every local WCBS participating show, and are used many times during the week.
4. The promotion announcements, carried within the local participation shows, open with a few bars of the recording of the song, “The Most Happy Fella.” Art Hames, announcer for the Ed Sullivan Show, has recorded the electrical transcription promotion announcements.
5. Prizes for winners of the contest will be as follows:
   - The three top winners each week will receive two 5 row center orchestra tickets to the Broadway musical, “The Most Happy Fella.”
   - Ten additional winners will receive the Columbia LP record album of the musical score.
6. WCBS-Radio will also run “station-break” identification announcements during each week following local participation shows with the tag: “WCBS-Radio, New York’s Most Happy Station.”
7. Entries for the contest must be postmarked by 12 midnight, Saturday, for the particular week’s contest. Mail address will be as follows:
   - “Most Happy Station”
   - WCBS-Radio
   - 485 Madison Avenue
   - New York 22, New York

THE ORIGINAL!!!

“ROCK ISLAND LINE”
by LONNIE DONEGAN and his Skiffle Group

LONDON

ROCK'S NEW HEROES!

NEWS that’s UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week in THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

The Cash Box, Music Page 16 May 19, 1956

Frank Music And WCBS-Radio Conduct “Most Happy Fella” Contest

NEW YORK:

Buddy Friedlander has been named Bobby Shad’s assistant at Mercury. He will handle production and promotion of records after Shad makes them.

Arnold Myers has several Friedlander’s former duties. Jo Ann Tolley will headline at the Steel Pier in Atlantic City June 15 and at the Cherry Tree Club in Chicago Oct. 12.

Guym Lombardo has sold his speedboat, “Tempo VII,” to oil man Barnett G. Bartlett of Pittsburgh.

The Johnny Riddle—Gene Tolley show, is going into another locomotive act.

Buddy Records has set a heavy promotion on the new release “You’re My Wonderful One” backed by “Take a Chance.”

Annette Warren a smash in her debut at the RSP.

Waugh, commercial manager of Station WSM and WSM-TV in Nashville, Tennessee and WSM’s program director Jack Stapp are in New York for arrangements for the Radio and Television Executive Society luncheon on May 21 at the hotel Roosevelt. Governor Frank Clement of Tennessee will speak and the stars of Grand Ole Opry will entertain.

Dave Cavanagh will spend a month in New York handling a number of recording dates before returning to The Capitol Tower.

Johnny Desmond returns to familiar surroundings to take over for vacationing Dick Noel on the Breakfast Club.

As has been reported, the Tolley—Riddle show will be kept "on the air" during this time.

McGinty, former WABC personality, has been signed by Gene Tolley to read reports of Tolley’s show. Jack Conley has been signed for six months.

Lennon, 22, has added his name to the impressive list of young Modern records artists. His recent recording of "So All Alone" is selling pop in all markets.

Rosemary Clooney entertained disk-jockeys and the press at a cocktail party held to celebrate the start of her new television show, "The Rosemary Clooney Show." Musical highlights of the show, Nelson Riddle, and The Hi-Lo’s—are recorded on the show and will be released on hand to hand welcome the guests. Jimmy Wakely doing several local and national TV shows to promote his latest Decca recording of "Gee Goo, Dah Dah!" Max Laut, who just finished promotion on "Rock and Roll Waltz" may have another big one coming in "Graduation Day." The tune has also been recorded by Lawrence Welk and the Lennon Sisters.

Ano Hathaway opens a two-week engagement at The Himalaya in Frankfurt on the Promenade Sunday night. Bill Jenkins, recently with KLIF, Dallas, joined KPAL, Palm Springs. Al Bennett, Dot Bennett and Riccardo are moving to Hawaii, Riccardo has taken last week on a 10,000 mile promotion tour for the label. Bennett will bring his wife and child back to the coast to set up permanent residence in his recently purchased valley home.

Rosemary Clooney on national D.J. tour to promote her first release of "Honey Bee" on the Decca label. As part of her itinerary Gloria entertained at the MOA convention in Chicago.

After scoring three films, Elmer Bernstein has finally gotten the opportunity to use his specialization field of American music in "Django," Jeff Chandler’s first independent film venture.

Carol Richards, who concludes her first year with RCA Victor, has been signed by the label for another 12 month period.

Buddy Breeman has signed Fred Astaire and Don, Dick and Jimmie to Vervey recording contracts.

Lae Palmer in San Francisco settling up the new Mercury branch for the Bay area.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Juke Box Baby Contest Winners

Barbara Bright
Granddaughter of:
W. H. Turner
Turner Amusement
Topeka, Kansas

Ronnie Brown
Grandson of:
Vernon Ward
One-Nine Music
Pine Bluff, Arkansas

Michele Zohn
Daughter of:
Daniel Zohn
Kingsboro Music
Brooklyn, New York

Timothy Rukavina
Son of:
Mrs. Rukavina
Leslie One Stop
Pittsburgh, Pennsylvania

Carol Ann Naclerio
Daughter of:
Louis J. Naclerio
Waterbury Amusement
Waterbury, Connecticut

CHICAGO—RCA Victor announced the winners of the Juke Box Baby Contest during the MOA Convention held here last week.
First Prize went to Barbara Bright, granddaughter of W. H. Turner of Turner Amusement in Topeka, Kansas. She won a Wurlitzer “Centennial” Model 1900 Juke Box, a year’s supply of RCA Victor top hits for 25 juke boxes, an RCA Victor Children’s phonograph, a library of kiddie records and her picture will appear on the front cover of The Cash Box with Perry Como.

"It's What's in THE CASH BOX That Counts"
1—Heartbreak Hotel 1
NO.953 (47-6573)—CASCADERS
" Tell Me"
VOL-20-6497 (47-6409)—ELVIS PRESLEY
2—Moonglow & Picnic 2 4
CR-61619 (47-6148)—ROBERT CATES & THE DRIFTERS
DE-29885 (47-6287)—MORRIS STOLICAN POLIO
3—Blue Suede Shoes 3 7
CO-3337 (47-6373)—BOB ROBERTSON
City Cadillac Blues
CO-31505 (47-5190)—LULU & THE LAY-IT STRINGS
Let 'Er Roll
DE-29980 (47-5192)—THE TITANS
Lust
DO-15458 (47-5194)—TOM LOWE
I Wonder
KI-4903 (47-5195)—THE LAY-BENNET thermometer Blues
ME-7080 (7080)—GUSTIE MERTZ
Ghost Shout
ME-13197 (7080)—HARRY ROBSON
You're In A World Of Your Own
SU-243 (7082)—CARL PERKINS
Honey Don't
VOL-20-6400 (7083)—PIE VEE KING TANDEM RECORDS
Baby Doll
4—Magic Touch 5
ME-70197 (7084)—THE PLATTERS
Wintier Takes All
5—Hot Diggit 7
VOL-20-6417 (7085)—THE RHYTHM COMBO
Juke Box Baby
6—Ivy Tower 10
CR-41617 (7086)—OURS HUES
Secret Affair
CR-61529 (7087)—WILLIAM'S CHURCH
In The Park
OT-6093 (7088)—DOUG O'BRIEN
DRIFTERS
DO-15458 (7089)—THE TITANS
Lust
FR-734 (7089)—CATHY CASE Piano, Please Balla
RL-1310 (7090)—LAO GUERRERO
7—Poor People Of Paris 5
CA-3336 (7090)—LES BAXTER
Hello Again
CR-41192 (7090)—YOURSELF WELK
Nobody Knows But You
DE-29893 (7090)—USS MORGAN
Who Am I
8—The Blue Grass 10
CA-3336 (7091)—LES BAXTER
Hello Again
CR-41192 (7091)—YOURSELF WELK
Nobody Knows But You
DE-29893 (7091)—USS MORGAN
Who Am I
9—Rock Island Line 10
CA-3337 (7091)—ELVIS PRESLEY
Mamieであること
CA-3159 (7092)—LEONARD COHEN
Suzanne
OL-5590 (7092)—LOUISIANA JOHNSON
Bilingual
10—I Want To Be Your Girl 30
CA-3152 (7092)—EDDIE FERGUSON
I'm Not A Man
CR-61529 (7093)—WILLIAM'S CHURCH
DRIFTERS
DO-15458 (7093)—THE TITANS
Lust
11—London Bridge Is Falling Down 30
CA-3336 (7093)—LES BAXTER
Hello Again
CR-41192 (7093)—YOURSELF WELK
Nobody Knows But You
DE-29893 (7093)—USS MORGAN
Who Am I
12—She Loves Me Not 40
CA-3336 (7094)—LES BAXTER
Hello Again
CR-41192 (7094)—YOURSELF WELK
Nobody Knows But You
DE-29893 (7094)—USS MORGAN
Who Am I

New Movie To Deal With Exponents Of Mambo And Cha Cha Beat

NEW YORK—A lineup of vocal, instrumental and specialty acts, headed by the Mary Kae Trio, Perez Prado and Sylvia Lewis, has been set by producer Sam Kattman for his Columbia musical, "Cha, Cha, Cha," which will go before the cameras May 14, with Fred F. Sears directing.

The Mary Kae Trio has been seen recently on many top television programs and has played engagements in the principal night clubs across the country. Perez Prado and his Orchestra recently played the Hollywood Palladium.

Sylvia Lewis will be seen in three dance numbers and will play her first dramatic part, with Stephen Dunne heading the male portion of the acting cast and Gonzales Gonzales providing the comedy.

The screenplay, by James B. Gordon, deals with the current popularity of Latin rhythms, and the competition among record companies to sign the outstanding exponents of the mambo and cha cha beat. The picture follows on the heels of Kattman's "Rock Around The Clock," currently in release and capitalizing on the rock 'n roll craze.

East Meets West

BOSTON—Don Sherman (WAFP-Baton Rouge, La.) and Jack McDermott (WCOP-Boston) are reunited with Perry Como during one of Perry's frequent visits to Beantown. Sherman and McDermott formerly shared a microphone at WLYN in Lynn, Massachusetts before the two went their separate ways.

Jazz Scholarship Winner

New York—Seventeen-year-old Steve Lawrence of Great Neck, N. Y., is congratulated by jazz artists George Wallington (left) and Mary Lou Williams (right), Lawrence was adjudged the most promising candidate at the finals of the WVOJ Jazz Piano Scholarship Competition last week at the station's studios and will receive a course of advance lessons. Mary Lou Williams and George Wallington are the scholarship teachers.

"I Want You to Be My Girl"

NEW YORK—Ralph Flanagan has written a book entitled "How To Build A Dance Band." The need for a book of this type was brought to his attention by thousands of high school and college students wherever he has played. This is the first time in over twenty years that a book of this sort was written by an authority such as Flanagan.

"It's What's in THE CASH BOX That Counts!"

"Gentlemen Be Seated" Now Epic's Best Seller

NEW YORK—Up until the present, the top LP on the Epic label had been "The Lillian Roth Story." But in the short period of only three weeks, Epic's new complete minstrel show album "Gentlemen Be Seated," has skyrocketed to the No. 1 position on the label's all-time best seller list and sales continue to grow rapidly. The disk broke into the top 16 pop album list in this issue of The Cash Box.

"Gentlemen Be Seated" is a complete and authentic minstrel show with the added inducement of high fidelity sound. It features 73-year-old W. H. Odell, a former minstrel great and a beloved entertainment figure, who has been hired by Epic to promote the LP. Oakland will cover most of the country doing TV and radio interviews.

A special promotional EP, featuring a complete program specially prepared for the album, is being issued immediately. Oakland and the original "Gentlemen Be Seated" cast are featured in the EP.

Victor's Chief Engineer Dies

INDIANAPOLIS, IND.—Funeral services were held Wednesday, May 19th, at the home of Ralph Kemper, former President of America plant in Indianapolis, who died May 17th, in New York's Polytechnic Hospital. The burial took place in the Indianapolis Hebrew Cemetery.

He was born in Jersey City, New Jersey 49 years ago and had lived in New York since 1936. In 1945 he went to Camden, New Jersey as Chief Engineer of Victor Recording Co. Of Camden in 1948 returned to Indianapolis as Manager of the Engineering Division. He lived at 4601 North Pennsylvania Avenue.

In 1936 and 1937, Reiskind engineered all the recording sound installations for 20th Century Fox and Warner Brothers in New York and in 1938 went to Hollywood as Technical Supervisor for RCA Film Recording Operations.

In 1939 and 1940, he was development engineer for the soundtrack of Walt Disney's "Fantasia." Before joining RCA, Reiskind had worked for Paramount Pictures and Eastern Service Studios Corporation.

He was a member of the Indianapolis Hebrew Congregation, and was on the Board of Directors of the National Jewish Welfare Fund, and was a member of the Indianapolis Community Relations Council. The Indianapolis section of the Institute of Radio Engineers, Society of Motion Picture and Television Engineers and the Technical Committee of the Radio and Television Manufacturers Association. Reiskind graduated from Rosary Polytechnic Institute and was an Associate Member of Sigma Psi, scholastic research honorary society.

Surviving are his wife, Rosalie, and two children, David 11 and Nasiem 14 of Indianapolis. Representatives from all branches of RCA Victor attended the funeral.

Flanagan Writes A Book

NEW YORK—Ralph Flanagan has written a book entitled "How To Build A Dance Band." The need for a book of this type was brought to his attention by thousands of high school and college students wherever he has played. This is the first time in over twenty years that a book of this sort was written by an authority such as Flanagan.

Lombardo Leaves Roosevelt May 29 For "Showboat"

NEW YORK—Maeстро Guy Lombardo winds up his annual engagement at the Roosevelt Grill on May 29th. Succeeding him for the Summer at the Roosevelt will be Eddie Lane and his orchestra.

Following two weeks of one nights booked by MCA, Lombardo and his orchestra go into rehearsals for "Showboat," which opens at the Jones Beach Marine Theatre on June 21.

The Lombardo orchestra will be supplemented by 35 other musicians for the "Showboat" production, which has Paul Hartman and Helen Blueth as the starring roles. "Showboat" will be produced by Lombardo.

Ready "Prestige Jam Session"

NEW YORK—Prestige Records is readying for release a "Prestige Jam Session" LP led by saxophonist Gene Ammons. Ammons, who is about to begin a two-month tour with his own band through the South, took time out to record four tunes with a group of Prestige recording stars. Those who participated, included Art Farmer (trumpet), Jackie McLean (alto), Candido (bongo and conga drums), Duke Jordan (piano), Addioon Farmer (bass) and Red Rodney (vibes)

"Prestige Jam Session" features a new quartet recording of "The Jam Stomp" and other Prestige hits, and is one of those recordings which will be released at the piano bar of the Savoy, a West Side pub in New York City. The album will also include Prestige hit records by such artists as Art Pepper, Hank Mobley and Charlie Byrd.
Top 15 Best Selling Pop Albums

1. ELVIS PRESLEY — Elvis Presley ( RCA Victor LP 1254; EP 1254)
2. SONGS FOR SWINGING LOVERS — Frank Sinatra (Capitol W 653, EAP 653)
3. THE MAN WITH THE GOLDEN ARM — Original Movie Score (Decca DL 8257)
4. MY FAIR LADY — Original Broadway Cast ( Columbia OL 5909)
5. CAROUSEL — Original Cast ( Capitol W 694; EMD 694)
6. PICNIC — Original Movie Score (Decca DL 8320; ED 846)
7. BELAFONTE — Harry Belafonte ( RCA Victor LP 1150; EP 1150; EPA 693; 4, 5)
8. FOUR FRESHMEN AND 5 TROMBONES — Four Freshmen (Capitol T 683; EAP 683)
10. BUBBLES IN THE WINE — Lawrence Welk (Coral CRL 7082; EC 8200)
11. OKLAHOMA — Original Movie Cast ( Capitol SAO 595; SDM 595)
12. THE EDY DUCHIN STORY — Original Movie Score ( Decca DL 8289)
13. HIS SPARKLING STRINGS — Lawrence Welk ( Coral CRL 7011; EC 8202)
14. GENTLEMEN BE SEATED — (Minstrel Show) ( Epic LP 3328)
15. SO SMOOTH — Perry Como ( RCA Victor LP 1085; EPB 1085)

THE CASH BOX

JAZZ

“BOBBY SHORT” — Atlantic 1370 (1-12 LP)


If ever an opening number in a package was a marvelous example of things to come, Bobby Short's treatment of the satire "At The Moving Picture Ball" is hereby recommended for jazz enthusiasts to look into. He has a magnificent personality and approach to a song, that just bubbles over on this platter.

“OSCAR PETERSON PLAYS COUNT BASIE" — Clef MG C-708 (1-12 LP)

LETER LEAPS IN: EASY DOES IT: 9:30 SPECIAL: JUMPING AT THE WOODS: BLUES FOR A BODILY REGROWTH: THE CORN IS PLUMP: RAF: ROCKER:"

Oscar Peterson does offer his keyboard chops to Count Basie on this one, Playing 4 Basie compositions and 6 other pieces related to Basie's great band moments. Peterson gives out with some fancy twists and turns on the ivories. Pellas like Herb Ellis, guitar, and Buddy Rich, drums, play convincing supporting roles on the waxing. Basie and Jazz fans should take pride in this distinguished Jazz session.

POPULAR

“NIGHT WINDS” — Jackie Gleason — Capitol W717 (1-12 LP)

WHERE ARE YOU WHEN I NEED YOU: WHAT CAN I SAY: I'M SORRY, SORRY, SORRY: LOVE LETTERS IN THE SAND: YOU ARE MY BEAUTY: I'M IN LOVE WITH YOU: SWEET NIGHTS: MEMORIES OF YOU: LOVE LOCKED OUT:"

The mood music Jackie Gleason does remarkably well once again in this new Columbia issue. Building the orchestra on 25 flutists, the theme of the selection of the set's title is brought about with soothing sweetness. As in the past, Gleason has chosen his selections from the library of the world's top standards. With this and Gleason's previous recordings, this platter should be alongside other chart packages in short order.

CLASSICAL


This release is a Columbia "Record of the Month" meaning that it's selling for $1.00 below list this month. Hi-Fi Oistrakh at a bargain. What more can you ask for?

“GIGLI IN CARNEGIE HALL" — Beniamino Gigli, Tenor With Ivo Fedri At The Piano — RCA Victor LP 1375 (1-12 LP)

A voice rich has been acclaimed since the early decades of this century is heard in recent (1965) Carnegie Hall concerts. This is the tenor voice of Beniamino Gigli who, in his mid-sixties, can still demonstrate vocal distinction. The disk features Gigli in 52 arias and songs (with composers Wagner, Grieg, Puccini represented) that would be taxing for many of the younger artists appearing daily. Operas lovers will find this item a major addition to their musical treasury.

BLOCH: Schoelmo (Hebrew Rhapsody)—TCHAIKOVSKY: Variations On A Rococo Theme—André Navarra, Cello—The London Symphony Orchestra—Richard Austin, Conductor—Capitol LP 16102 (1-12 LP)

The celebrated Bloch composition, "Schoelmo" receives one of its most compelling interpretations on this Capitol release. This deeply moving master-piece of the twentieth century is performed with rare understanding by cellist André Navarra. The challenging demands the work puts forth is overcome by Navarra with immense tonal beauty. Again Navarra excels as he deftly executes the cells through Tchaikovsky’s intimately lyrical "Variations On A Rococo Theme" Distinctive cover. Superb sound. Extraordinary cello artistry for classical collectors to hear.

“YOUR MUSICAL HOLIDAY IN BARCELONA" — Coba Barcelo (Spanish Band) — Esbart Verdaguerr (Folk Dancers) St. Jordi Choir Oriol Martorell, Conductor—Decca DL 8224 (1-12 LP)

“YOUR MUSICAL HOLIDAY IN NEW YORK" — Werner Muller And His Orchestra—Decca DL 8288 (1-12 LP)

“YOUR MUSICAL HOLIDAY IN SPAIN" — Jose Albeniz And His Orchestra — Decca DL 8285 (1-12 LP)

“YOUR MUSICAL HOLIDAY IN MEXICO" — Pepe Gonzalez And His Orchestra—Decca DL 8286 (1-12 LP)

“YOUR MUSICAL HOLIDAY IN THE SOUTH" — Guy Layngers And His Orchestra — Decca DL 8271 (1-12 LP)

“YOUR MUSICAL HOLIDAY IN THE DOMINICAN REPUBLIC" — Super Orquesta De Los Juegos—La Voz Dominicana—Antonio Mora And His Orchestra —Decca DL 8274 (1-12 LP)

“Only those records best suited for commercial use are reviewed by THE CASH BOX"
Six new additions to the ambitious "Holiday Series" issued by Decca will receive a very extensive promotional campaign aimed at disk jockeys and dealers. Four Spanish speaking nations and our own country make up this melodic musical tour. The tunes offered in each waxing represent some of the best known songs from various parts of Spain as far as the Spanish entries are concerned, accomplished orchestras indigenous to the particular country are used. Two top European orks set the lush mood in the “Holiday In New York” and “Holiday In The South” sets; Werner Muller and Guy Luyapaerts, respectively. Simply beautiful packaging jobs. From “Manhattan” to the “Mexican Hat Dance” here’s a wonderful, vicarious trip to some fascinating lands.

"HONEYMOON IN ROMEO"—Renato Carosone His Piano And Quartet—Capitol T 10381 (1-12” LP)

INFATUATION—I LOVE YOU—THIS CHINESE MUSHROOM: THE GUYLY-HAIR GIRL PIANO FORTISSIMO CIRCUIT: THE PAGNY: AND THE BOAT CAME BACK ALONE: A CHORD IN IV, SCAL AND HEART; THREE NUMBERS AT THE LOTTERY: A GIRL. Renato Carosone, who scored with the current hit “Infatuation”, introduces his first set for U.S. consumption. The famed Italian vocalist-pianist-band leader cleverly handles his “quartets” in some rhythmic Italian novelty numbers. Included on the disk is “Infatuation”. Renato’s new won friends here will find the platter meeting the same response which greeted his single smash.

"PICNIC"—Boston Pops Orchestra—Arthur Fiedler, Conductor—RCA Victor LM-872 (1-12” LP)

MASON: POPS POLKA; MASON: ENCHANTED SEA; ANDERSON: THE WALTZING CAT; GAGE: SALASO; IVANOVIC: DANUBE WAVES; LECONDA: MALAGUENA; STRAUS: VILLAGE BELLE; WUTZ: STRETCH; FIEDLER: NEW ENGLAND FESTIVAL. Arthur Fiedler and the Boston Pops Orchestra have, for years, found the musical welcome in both light and classical musical homes. This Victor issue showcases two musical forms but with a definite leaning toward semi-serious and light works. The impressive orchestra, with the usual Fiedler finesse, keeps the bright little gems on a thoroughly delightful level. Fiedler’s vast fold includes both the pop and classical fields should make the waxing an excellent sales winner.

"BLUE ROSE"—Rosemary Clooney And Duke Ellington—Columbia CL 872 (1-12” LP)

HEART BABY, SOPHISTICATED LADY, AND YOU; PASSION FLOWER; I LET A SONG GO OUT OF MY HEART; IT DON’T MEAN A THING; GREYVIV; BLUE ROSE; I’M CHECKIN’ OUT—GOODBYE; I GOT IT BAD, MAD, INGRID. Columbia’s new “Record of the Month” promotional idea gets off to a strikingly noteworthy start. In the popular platter category, Columbia’s offering, at a budget price, is a set featuring Rosemary Clooney and Duke Ellington. Clooney, Ellington, and the orchestra operate most enjoyably on some of the Duke’s healthiest compositions. As a blues singer Clooney handles the numbers with an emotion and power. Ray Nance’s trumpet and Johnny Hodges’s saxophone are two of the fine sparks in the Ellington ork. Pop-jazz fans have an extremely rare bargain at their record dealer’s. It’s being sold $1.00 below the list.

"GIRL OF MY DREAMS"—Art Waner At The Piano—MGM E3877 (1-12” LP)

GOLDEN EARRINGS, IF YOU HAVE EVER LOVED, STELLA BY STROKES, USA, BEAR WINDOW THINGS: I’LL SEE YOU IN MY DREAMS, DANCING WITH A DREAM, SOMEWHERE IN YOUR DREAMS, WITHOUT A THOUGHT FOR ANYTHING, GIRL OF MY DREAMS. Art Waner seems to have an excellent idea of what the girl of one’s dreams resembles. For through his provocative picture of the artist paints his ideal woman as probably the listener’s. Waner has a flashy and most pleasant style that underlines his romantically inclined keyboard ideas. Every tune on the disk is tasteful and provocative. This entry is a high water mark in Waner’s album efforts. Shuddy stock item.

"GENTLEMEN BE SEATED!"—(A Complete Minstrel Show)— Epic LN 3238 (1-12” LP)

With that appropriate title, Epic comes up with a novel and rousing recreation of an early vaudeville form, The Minstrel Show. The platter features a medley of tunes associated with this bygone era of show business. Such vintage items as “Shine On Harvest Moon”, “Hello! Ma Baby” and “Carnytown Racers” are sung with authentic group harmony and played in true banjo fashion. Here’s an off-beat and merry disk that could be a real sleeper, chart-wise. An at most enjoyable 40 minutes of listening pleasure.

"DEE-LICIOUS!"—Hi-Fi Organ Solos With A Beat—Lenny Dee—Decca DL 8275 (1-12” LP)

DORAN TANGO; STOMPIN’ AT THE SAVOY, DONKEY TONY, TRANE, BLUES, ALABAMA BOUND; TARRAGONA; AT SUNSET, JERSEY BOUNCE, HAWAIIAN WAR CHANT, WHAT A VAT, DINNER BASIN. Evidently someone took organist Lenny Dee aside and told him, “These days you gotta give the folks music with the beat”. So Mr. Dee has responded with folkmusing of organ music that could be an integral part of life into some familiar oldies. On top of this emphasis on the base are a series of fancy and flexible organ embellishments by the performer. This waxing seems just clever and pleasing enough to extend the normal sales range usually associated with such recordings. Dee did extremely well with his swinging disks, and should continue to enjoy healthy sales with this platter.

Capitol Releases 19 Pop, 6 Classical And 3 Country Albums For May-June

NEW YORK—Capitol introduced 28 new album packages last week consisting of 19 in the popular field, three country and six in classical category, which comprises the label’s release for the months of May & June. The popular albums include four by Ray Anthony ("Ray Anthony Concert, I Remember Glenn Miller, Standards By Ray Anthony," and "Ray Anthony Plays For Dancing Dancers"), two by Stan Kenton ("Kenton In Hi-Fi" and "A Presentation of Progressive Jazz"), "Sunday In Spain" featuring 85 musicians of Band Municipal de Madrid (recorded in Madrid), "Neopolitan Songs" featuring Sergio Bruni (recorded in Italy), "Speed Of Light" featuring Ben Light at the piano, "Paris Revisited" with songs by Yvette Giudav and "Les Quatre de Paris" (recorded in Paris). "Introduction To Flamenco" (recorded in Barcelona, Spain), "Hi Fi Hammer" and "Jackie Davis". Also included are "Honeymoon In Rome," featuring Renato Carosone, his piano and quartet (recorded in Rome), "In London, In Love . . ." music for listening by Norrie Paramor, his strings and orchestra (recorded in London), "Parlor Piano," with Joe "Plumbing" playing some of his favorites for singing or listening, "Santiago!" modern Chilean folk which was in Chile (recorded in April). Today modern love songs sung by Wolfgang Sauer (recorded in Germany), "Session At Midnight," featuring Gus Bivona, Benny Carter, Ivie Cotler, Harry "Sweets" Edison, Al Hendrickson, Pias Johnson, Murray McEachern, Jimmy Rowles, Mike Rubin, Babe Russin, Shorty Sherick, and Willy Smith, and "Jackie Gleason Presents Night Winds" (featuring 21 flutes). The three country and western albums are: "New Recordings Of Hank Thompson All-Time Hits," "Songs Of A Love Affair" by Jean Shepard, and "Ferlin Husky’s Songs Of The Home And Heart."

The classic album packages include: "Tsitsikovoy—Concerto No. 1 In B Flat Minor," featuring Yentaifsky Yankoff, pianist, with the New Symphony Orchestra of London, conducted by Rudolf Schwarz; "Shostakovich Plays Shostakovich—Six Preludes and Fugues from Opus 87 of Shostakovich, with Dimitri Shostakovich at the piano; "Modern Encores For Violin," featuring Pedro D’Andurain, violinist and Carlos Olyan, pianist; "Beethoven Sonata—No. 3 In C Major, Op. 57, No. 3, No. 25 In G Major, Op 70, and No. 16 In G Major, Op. 14, No. 2," featuring Georges Solanyan, pianist; "Le Beau Danube" ballet music featuring the Boston Symphony Orchestra of the Paris Opera conducted by Manuel Rosenthal; "Concert Pianoforte Encores" featuring Ivan Fennell, pianist, "Fiestas!" by the Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon.

Parade Marshall

WASHINGTON, D.C.—WWDC disc jockey Jack Rowzie (left) was honored in a record presentation on the Easter Seaboard when he was selected as one of five parade marshals in the 25th Annual Safety Parade here May 5th. Thirty-one thousand youngsters from New Jersey to Alabama marched in the Parade on Washington’s Constitution Avenue with 125,000 spectators cheering them on. The entire parade, sponsored by the American Automobile Association, was dedicated to the prevention of mishaps at school crossings. Disc jockey Rowzie was honored in the Parade for his daily safety program on WWDC Radio called “Rowzie on the Road.”
The Cash Box, Music

MOA HOLDS 6th CONVENTION

Record Artists Perform At Annual Banquet

CHICAGO—The Music Operators of America (MOA) held its 6th annual convention in Chicago last Sunday, Monday and Tuesday, May 6, 7 and 8.

Music men from all over the nation attended including record execs, publishers and artists. The music displays offered a wide variety of companies and were exhibited on the second floor of the Morrison Hotel.

Highlight of the meet for the music people was the annual banquet held on Tuesday night at which twenty-five popular recording artists performed. The affair was co-sponsored by Howard Miller and Hirah de La Viee, MOA vice-president and entertainment committee chairman. The show lasted 3½ hours.

Buddy Basch served as stage manager. The orchestra was led by Frank York.

Appearing to entertain the crowd were (in this order): Betty Ann Steele (ABC-Paramount), The Rover Boys (ABC-Paramount), Nat King Cole (Capitol), Miyoshi Umeki (Mercury), Teresa Brewer (Coral), The Hilltoppers (Dot), Joe Reynolds (MGM), Monica Carol (Casino), Four Lovers (RCA-Victor), Betty Madigan (MGM), Gloria Wood (Diamond), Bobby Darin (Decca), Eddie Fontaine (Vik), Mahalia Jackson (Columbia), Ronnie Self (ABC-Paramount), Cathy Carr (Fraternity), Joe Valino (Vik), The Vic Count, featuring Johnny Burnette (Coral), Joe Clay (Vik), Sylvia Symz (Decca), Pat Boone (Dot), Shirley Gunter, The Flairs, The Block Busters (Aladdin) and Stu Hamblen (RCA-Victor). In addition there was a father and son “wASHBOARD” act, a novelty dance team, and a line of aerobatic girl dancers.

M-O-S-S To Launch Own Label

NEW YORK—S. F. Moss, President, Mutually Owned Society for Songwriters, Inc. (M-O-S-S) announces plans for his own label to be known as “M-O-S-S.”

The plan of operation is unusual since all recorded material will immediately be offered for sale to established record companies and the label under which the songs are released will receive the help of the organization through its national promotional facilities. All tapes that cannot be sold will be processed and the pressings will be released under the M-O-S-S label. Only those songs written or co-written by members will be recorded.

Acceptable songs written by members of the organization are available to all legitimate publishers, and the organization will continue its present policy of helping to get its members’ songs recorded on all established labels with the same offer to help in the national promotion of the records when released.

NEW MULTIPLE RECORDING!!

“ROCK-A-BYE BABY”

b/w

“I WOULDN’T CARE”

by

SALLY MASSEY—WK 20 T-V

SA-MA RECORDS

GOING GREAT!

THE CHORDETTES

“BORN TO BE WITH YOU”

b/w

“LOVE NEVER CHANGES”

# 1291

SMASH HIT!

MARION MARLOWE

“RING PHONE RING”

b/w

“THE HANDS OF TIME”

at 1292

The Most Exciting Record In Years!

ENZO STUARTI

singing

“O MADONNA”

b/w

“YOURS IS MY HEART ALONE”

JUBILEE 2492

Baltimore, Md.—On a recent show, disk jockey Buddy Deane of Baltimore, offered to give away a photo of Bill Haley and as a result he was swamped with mail. Above Haley looks a little bewildered by the thousands of letters which came in requesting his photo. On the wall next to him are all the Bill Haley ads which have appeared in The Cash Box.

Perusing The Mail

20) Gloria Wood and Irving Gwitz.
22) Gail Carter and a promotion girl.
23) Dick Rising, Meg Myles, Mike Maitland.
24) Buck Ram and the Flairs.
25) Harvey Van Dusen and Audrey Pink of RCA Victor.
26) A. E. Payne.
27) Murray Deutch and Frank Ward.
28) Dave Kapp and Al Hirsh.
29) Audrey Pink and Jean Cotour.
30) Paul Bennett.
31) Peter Paul, Lennie Garmisa, Chasie Gersh, Sam Clark and Creed Taylor.
32) Bob Austin, Sylvia Symz and Bill Glassman.
33) Buck Ram and Don McKim.
34) Mike Hopkins and Meg Myles.
35) Jimmy Sueza, Bob Houfeter and Al Bennett.
36) Johnny Halonka, Hy Weiss, Jack Devaney, Norman Orleek and Sam Weiss.
37) The Blockbusters.
38) Ralph Marterie and a promotion girl.
39) Com. Bishop, USN; Audrey Pink; Lt. Anger, USN.

See other pictures on pages 43 and 45.

(More pictures next week)

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
THE CASH BOX

THIS WEEK'S HOTSHOTS

REGIONSAL REPORTS

Listings below are reprinted exactly as submitted by disk jockeys throughout the nation for the week ending May 12, excluding any changes on the port of THE CASH BOX.

Ed Meoth
WHEC—Rochester, N. Y.
1. You Picnic In Clooney (Desmond)
2. City Of Love (Norman)
3. Heartbreak Hotel (Presley)
4. Hot Diggity (Perry Como)
5. Walk On By (Rory Storm)
6. Graduation Day (Rover Boys)
7. The Heart Of Nefilim (Hollister)
8. I Could Have Danced All Night (Rosenmary Clooney)
9. Main Title (Dick Jacobs)
10. Wings Where You Live (Vic Damone)

Len Ross
KTOO—Los Angeles, N. V.
1. Lisbon Antiques (Riddle)
2. Heartbreak Hotel (Presley)
3. Part-Aw-Prime (Riddle)
4. Wayward Wind (Grant)
5. Joe, Jojo, Jojo (Lemme)
6. I Could Have Danced All Night (Rosenmary Clooney)
7. My Little Angel (Four Lads)
8. Can You Find It In Your Heart (Terry Silverman)
9. Rock And Roll Waltz (Starr)
10. Hot Diggity (Perry Como)

Rusty Reynolds
KDOC—Tyler, Tex.
1. Moonlight & Picnic (Stoffel)
2. Walk On By (Rory Storm)
3. Red Hot Mama (Stoffel)
4. Ivory Tower (Holly Williams)
5. Main Title (Dick Jacobs)
6. Blue Sundae Shoes (Perkins)
7. My Blue Heaven (Domingo)
8. What Do You Think Of That Teen Age Girl (Domingo)
9. I'll Be Home (Pat Boone)
10. A Tear Fall (Teresa Brewer)

Larry Walker
WDDD—Chattanooga, Tenn.
1. I Want To Be My Girl (Four Lads)
2. Wayward Wind (Grant)
3. Strollin' Stills May Be In (Dick Jacobs)
4. Happy Whistler (Robertson)
5. Pickin' People (Four Lads)
6. Heartbreak Hotel (Presley)
7. Eddy My Love (Chordettes)
8. Portuguese Washwoman (Joe Carr)
9. Standing On The Corner (Four Lads)
10. Why Do Fools Fall In Love (Gala Storm)

Gene Stuart
WNTA—Kinston, N. C.
1. Heartbreak Hotel (Presley)
2. Can You Find It In Your Heart (Terry Silverman)
3. Poor People Of Paris (Baxter)
4. Hot Diggity (Perry Como)
5. Main Title (Billy May)
6. Poor People Of Paris (Baxter)
7. Eddy My Love (Chordettes)
8. Portuguese Washwoman (Joe Carr)
9. Standing On The Corner (Four Lads)
10. Why Do Fools Fall In Love (Gala Storm)

Jim Fitzgerald
WWWS—Pittsburgh, Pa.
1. Happy Whistler (Robertson)
2. Watching The World Go By (Dean Martin)
3. Picnic (McGeejar)
4. Lucky Pierre (Joe Carr)
5. Love Song (Swanson)
6. Augustus Julius La Laren (Charles Williams)
7. Young Man (Dean Martin)
8. Portuguese Washwoman (Joe Carr)
9. I've Grown Accustomed To Being Loved So Little (Freshman)
10. Graduation Day (Freshman)

Johnny Michaels
WOKY—Milwaukee, Wisc.
1. Poor-A-Prime (N. Riddle)
2. Happy Whistler (Bennett)
3. Pickin' People (Four Lads)
4. Why Do Fools Fall In Love (Teenagers)
5. The Wayward Wind (Grant)
6. Heartbreak Hotel (Presley)
7. Say The Words I Love To Hear (Bennett)
8. Standing On The Corner (Four Lads)
9. Walk Hand In Hand (Terry Silverman)
10. Picnic (McGeejar)

Bill Anson
WAAG—Chicago, Illinois
1. Ivey Tower (Cathy Carr)
2. Happy Whistler (Bobbi Just)
3. Dance (Gisela McKeen)
4. Heartbreak Hotel (Presley)
5. Moonlight Serenade (George Gable)
6. Poor People Of Paris (Baxter)
7. Can You Find It In Your Heart (Terry Silverman)
8. Kiss Me Another (Gibbs)
9. The Happy Whistler (Bobbi Just)
10. Portuguese Washwoman (Joe Carr)

Bill Prevosti
DKEX—El Almendres, N. M.
1. Deep Cherry (Don Cherry)
2. We'll Love Again (Day)
3. Rock Island Line (Romano & Gardens)
4. Try Another Country Train (Elmendorf Boys)
5. I've Got Love (L. Coren)
6. Wings Where You Live (Vic Damone)

Ray Harris
RWTY—Beverly Falls, Pa.
1. Moonlight & Picnic (Stoffel)
2. In A Little Spanish Town (Bliss Creasy)
3. I Could Have Danced All Night (Sylvia Syms)
4. Portuguese Washwoman (Joe Carr)
5. Standing On The Corner (Four Lads)
6. Happy Whistler (Robertson)
7. Poor People Of Paris (Baxter)
8. I'll Be Home (Pat Boone)
9. Portuguese Washwoman (Joe Carr)
10. A Tear Fall (E. Brewer)

Al McKinlay
KDAV—Lubbock, Tex.
1. Heartbreak Hotel (Presley)
2. Waistline Shoes (Perkins)
3. I Could Have Danced All Night (Sylvia Syms)
4. Portuguese Washwoman (Joe Carr)
5. Standing On The Corner (Four Lads)
6. Happy Whistler (Robertson)
7. Poor People Of Paris (Baxter)
8. I'll Be Home (Pat Boone)
9. Portuguese Washwoman (Joe Carr)
10. Why Do Fools Fall In Love (Gala Storm)

Gallagher & O'Brien
WMCA—New York, N. Y.
1. Hot Diggity (Perry Como)
2. In A Little Spanish Town (Bliss Creasy)
3. I Could Have Danced All Night (Sylvia Syms)
4. Portuguese Washwoman (Joe Carr)
5. Standing On The Corner (Four Lads)
6. Heartbreak Hotel (Presley)
7. Poor People Of Paris (Baxter)
8. I'll Be Home (Pat Boone)
9. Portuguese Washwoman (Joe Carr)
10. Why Do Fools Fall In Love (Gala Storm)

Peggy Louison
Wow—Owings, Md.
1. Poor People Of Paris (Baxter)
2. Hot Diggity (Perry Como)
3. Pickin' People (Four Lads)
4. Main Title (All Arick)
5. Moonlight Serenade (George Gable)
6. Portugalse Washwoman (Joe Carr)
7. Jakey Bax Baby (Perkins)
8. Mr. Wonderful (Peggy Lee)
9. Stay By Her Side (Four Lads)
10. delicious Jones (McGeejar)

Stan Burns
WINS—New York, N. Y.
1. Too Close For Comfort (Bennett)
2. On The Street Where You Live (Karr)
3. Mr. Wonderful
4. Poor People Of Paris (Baxter)
5. Stay By Her Side (Four Lads)
6. Standing On The Corner (Four Lads)
7. Can You Find It In Your Heart (Terry Silverman)
8. Portuguese Washwoman (Joe Carr)
9. I Only Hurt For A Little While (Amos Bros.)
10. Walk Hand In Hand (Abigail)

Clarence Hamann
WMJR—New Orleans, La.
1. Heartbreak Hotel (Presley)
2. On The Street Where You Live (Karr)
3. You Can Find It In Your Heart (Terry Silverman)
4. I Could Have Danced All Night (Sylvia Syms)
5. Portuguese Washwoman (Joe Carr)
6. Standing On The Corner (Four Lads)
7. Heartbreak Hotel (Presley)
8. How Do You Like It (Terry Silverman)
9. Portuguese Washwoman (Joe Carr)
10. So Long, My Love (Sylvia Syms)

Dick Whittinghill
KMYC—Hollywood, Calif.
1. Moonlight & Picnic (Stoffel)
2. Rock Island Line (Donegan)
3. Poor People Of Paris (Baxter)
4. Portuguese Washwoman (Joe Carr)
5. Standing On The Corner (Four Lads)
6. Heartbreak Hotel (Presley)
7. Poor People Of Paris (Baxter)
8. I Got Lost In His Arms (Boitchen Shulman)
9. Heartbreak Hotel (E. Presley)
10. Portuguese Washwoman (Joe Carr)

Dotti Malone
"EVERYTHING BUT YOU"
1. I'M NOT MUCH (Four Lads)
2. Sure (Tony Silverman)
3. Old MacDonald (Rosemary Clooney)
4. Standing On The Corner (Four Lads)
5. Slow Down, You're Gonna Miss It (Stoffel)
6. Portuguese Washwoman (Joe Carr)
7. I Got Lost In His Arms (Boitchen Shulman)
8. I Got Lost In His Arms (Boitchen Shulman)
9. I'M NOT MUCH (Four Lads)
10. Standing On The Corner (Four Lads)

THE CASH BOX

DETAPEEPEE, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.

It's What's in THE CASH BOX That Counts
Trumpet Player From Biloxi

Teresa Brewer To Introduce New Disk On Sullivan Show

NEW YORK—Coral star Teresa Brewer will introduce her latest coupling “Goodbye John” and “Sweet Old Fashioned Girl” to the nation when she guest stars on “The Ed Sullivan Show” Sunday, May 20, 6-9 P.M., EDT, over CBS-TV. “Goodbye John” is an up-tempo tune while “Sweet Old Fashioned Girl,” the pick of the punch of the young singer’s recent smash “Till I Waltz Again With You.”

This will be Miss Brewer’s third appearance on the Sullivan show this year.

Her last performance with Sullivan was on Easter day, when her two youngest professional daughters, Kathy, 9, and Susan, 4, joined her in a song, sketch about Peter Cottontail.

Monique Van Vooren Signed By Request Records

NEW YORK—Request Records is stepping up its 12” album releases and in maintaining exclusive contracts with a number of artists. Request’s A and R head, H. J. Longaker, reporting on his European recording trip, signed Monique Van Vooren to an exclusive contract to record various albums.

Miss Van Vooren, the attractive French night club singer, has just completed a successful engagement at the Paris, Marseilles, St. Regis Hotel. She has been recording on various French labels.

George Schottler Dies

NEW YORK—George Schottler died at the Queens General Hospital on Sunday, May 6. He leaves his widow, Alma and a son, Everett, age 32.

Schottler was born in Brooklyn in 1898 and had worked with such bands as Remick, Robbins, Southern Syncopators. He was with the B. F. Keith Co. In its advertising department and later he was associated with the Louis Schur agency. For the last five years, Schottler was a member of the Edward B. Marks Music Corporation department.

BILOXI—In the new McGuire Sisters’ record “Delilah Jones,” the girls sing about a trumpet player from Biloxi, W.S., to them, Professor Carpenter of Carpenter’s Musical Center, trumpet player for real, and Augie File WLOX disk jockey, trumpet player from nowhere.
First National Jazz R & B Disc Jockey Show 
Takes Place in Chicago May 18, 19 & 20

NEW YORK — Jack Gibson, (WERD-Atlanta, Ga.) president of the National Jazz Rhythm and Blues Disc Jockey Association, in a telephone conversation predicted that between 200 and 300 of the already 500 signed members would be at the first annual convention of the Association to be held at the Hotel Sutherland, Chicago, on May 18, 19 and 20.

Gibson also stated that he expected to sign up many more members at the convention itself, as many jockeys had indicated they would tend the meetings to judge the organization and its plans first hand.

Mailings and membership blanks were sent to jockeys throughout the nation. The dues have been set at $20 a year and Jimmy Woods, (WJIV- Savannah, Ga.), treasurer, advises the response has "been most gratifying."

Jack Gibson made a direct appeal through The Cash Box to jockeys, who for some reason or other were not on the mailing list, to attend the convention and become members of the Association. He also wrote a letter of welcome to the members, in which he said:

"This is to welcome my fellow Disc Jockeys to the first National Jazz, Rhythm and Blues Disc Jockeys Association, Inc.

"This first convention will bring together men that have mutual interests in the field of radio broadcasting. Thoughts and ideas will come from men all over this great nation of ours — things that we may take back to our respective community to benefit your listening audiences.

"The aims of our Organization are many — but all sound and good, for instance:

"(A) To improve professional activity through exchange of ideas, techniques and trends in the radio industry.

"(B) To offer to members an organization of men with mutual interests socially as well as professionally.

"The benefits of this organization are many — and so I welcome all fellow Disc Jockeys who have taken a few precious days from their busy schedules to meet with the National Jazz, Rhythm and Blues Disc Jockeys Association, Inc., this week-end May 18 thru 20 in Chicago.

"Thanks from the bottom of my heart for believing in this idea, for in unity there is strength."

Business Session (First) Fri. May 18 at 10 a.m. to 12 noon
Lunch
Business Session (Second) Fri. May 18 at 2 p.m. to 4 p.m.
Cocktail Party and dinner followed by entertainment.
Business Session (Third) Sat. May 19 at 10 a.m. to 12 noon
Lunch
Business Session (Fourth) Sat. May 19 at 2 p.m. to 4 p.m.
(This session is open to record companies, artists, etc.)
Cocktail Party and dinner followed by entertainment.
Business Session (Fifth) Sun. May 20 at 11 a.m. to 1 p.m.
Convention closes with a cocktail party.

Larry Birdsong

"Pleadin’ for Love"

EXCELS 2976

WRITE WIRE PHONE
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RECORDS
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ACE RECORDS
THE First
Rock & Roll
Mambo Hit
"WE LIKE MAMBO"
by Eddie Bo
ACE 515

ACE RECORDS
THE First
Rock & Roll
Mambo Hit
"WE LIKE MAMBO"
by Eddie Bo
ACE 515

The Flairs
"IN SELF DEFENSE"
and
"SHE LOVES TO ROCK"

ABC Paramount # 9698
See PAGE 5

Welcome N J R & B DJ ASSOC.

Thanks for your spins.

Here are our three big hits:

1. "JUST FOR A DAY" - Chuck Edwards
2. "RAINDROPS" - The Inspirations
3. "TO THEE" - Solomon Burke

New Hot Release!

Smiley Lewis

"PLEASE LISTEN TO ME"

Imperial Records

Smash Hit!

"So All Alone"

The Teen Queens

RPM # 460

New Hot Release!

THE COLTS

"NEVER NO MORE"

"HEY YOU, SHOO BEE DOOH"

The Cash Box Best Bet

VENUS

The Squires

VITA # 126

1486 No. Fair Oaks, Pasadena, Calif.

NEW HOT RELEASE

THE COLTS

"NEVER NO MORE"

"HEY YOU, SHOO BEE DOOH"

THE CASH BOX BEST BET

VENUS

The Squires

VITA # 126

1486 No. Fair Oaks, Pasadena, Calif.

The Novelty Of The Year
Breaking Big All Over

"STRANDED IN THE JUNGLE"

The Jayhawks

Distributors: Some Territories still open.

Flash Records

623 E. Vernon Ave. 
Los Angeles, Calif.
New York:

Next weekend, May 18, 19, 20, Saturday, and Sunday, an estimated 200 to 300 members of the National Jazz Rhythm and Blues Disc Jockey Association will meet at the hotel Sutherland, Chicago, for the first national convention. Jack Gibson, WRG-Atlanta, Georgia, general chairman, reports that the regional officers have already signed approximately 600. Gibson expects the final count to be a little higher. A wire from New York, several weeks ago, reveals that the regional officers have already signed approximately 600. Gibson expects the final count to be a little higher.

Chicago:

Everyone here still recovering from the big R & R jamboz at the Amphitheatre. The place is still rockin' and rollin' with the effects of the big all-star show. . . . Dakota Staton skedded for stay at the Crown. . . . Hadda Brooks due for return engagement at the Black Orchid. Hadda, back from Bermuda, will treat the crowds with her piano stylings and wild and glib singing. . . . Sam Evans, WGES deejay, was a very busy man at the MOA convention. He had to make a decision whether to say hello between greetings and answering phone calls. . . . Mickey Shurz, Detroit deejay, wandering around the convention floor with a badge bearing the story, "Unemployed D. J." (What happened, Mickey?!) . . . Milwaukeedeejays were around town this week and every report from that fact that R & R is keeping Milwaukee busy. . . . Billie Holiday singing up a storm at the Birdland. . . . Buck Ram was on the scene with his many discoveries, including The Platters, The Coals, The Platters, and Shirley Gunter. The Flairs really knocked the town out with their bright pink jackets... . . . Chess & Checker Records give out the news that they're really busy. Three of their latest releases, "40 Days And 40 Nights" by Muddy Waters, "Rockin' In The Home Of The Free" by Little Walter's "Who", are all riding high on the charts. . . . Ahmet of Vee-Jay can't be tied down to a phone. He must be running around to let everyone know how happy he is with the reaction to The Magnificent's district of "Up On The Mountain". . . . The National Jazz, R & B Disc Jockey Association business meeting was held at the MOA convention. . . . Ted Williams has even more than 300 deejays in one place at one time. . . . Mambouiskey in town flunking to Mambo City at the Preview Lounge. This spot now features dancing Wednesday through Sunday instead of just on weekends. . . . Sign of the times: Jude boxes at the MOA convention blasting forth with R & R all day, no matter what booth it was.

Los Angeles:

Fats Domino has got another big pop smash to follow his Imperial hits of the past year. His "My Blue Heaven" hit the number 3 spot on the Music City listings last week. . . . Zeke Manners may be getting together a package of rhythm and blues recording artists for a "Rhythm and Haypees" stage show to play the local theaters. . . . Specialty following their hit of "Long Tall Sally" with "Cercoose Dance" by Bob Landers, which, according to Mike Apollos at Central Sales, is one of their top selling numbers. . . . Ernie, Atlantic Roadie, who has been planning the local spots and recording for Imperial. Ernie has a new release due next week, which Eddie Ray believes will be another big one for the Los Angeles boy. . . . Big Jay McNeely in town for a series of one nighters lasting for four weeks. After that, the band returns East to play the Eastern summer resort spots. . . . Harry Fox now doing promotion for John Dolphin's Money and Cash labels. Harry is currently working a hit with "Yeah, Rock and Roll!" by Chuck Higgins which has already taken off in the Los Angeles area and was released nationally on the Money label last week. . . . Saul and Joe Bihari back in town after covering the nation with Modern's top hits. They combined their efforts to produce the Ton Queen's new record of "So All Alone" as a big hit in the pop field. . . . The Moonlighters, currently hot with their Chess recording of "We Go Together" in town to play the 54 Ballroom on the same bill with Lowell Fulson. . . . Don Pierce has been heard and played on record deal with "But I'm The One" by Ruth Tuttie Grayzell. . . . Sonny Thompson, Lulu Reed, and The Champions touring the Coast. . . . Keeping pace with its successful Ep and LP package line, Dotone has also set for Xmas release, a children's story album.

The Cash Box, Music Page 28 May 19, 1956
DETROIT, MICH.—Mickey Shorr, Detroit disk jockey, bid fond adieu to more than 4,000 fans at his home on Sunday, April 29. Originally planned as a small farewell party given by the Detroit distributors, the affair mushroomed into a tremendous personal salute when Mickey invited listeners to drop by and say hello. Despite thunder showers, the fans began gathering at 10 A.M. chanting “We Want Mickey!” and broke into a mighty roar when Shorr appeared. By noon the crowd had grown to such proportions that police were forced to rope off each end of the block to prevent traffic snarls. The behavior of the teenagers was exemplary and lack of riot, damage or raucous dinings completely amazed neighbors who watched the proceedings from their front porches. The fans, treated to pop and potato chips, remained to pick up empty bottles and papers, leaving the neighborhood uncluttered. The only casualties were to Shorr’s and neighboring lawns which were trampled. Shorr has already made arrangements for landscaping repairs.

Capitol Signs Glen Gray

HOLLYWOOD—Capitol has signed Glen Gray to a term contract to record as Glen Gray and the Casa Loma orchestra. Present plans are for Gray, who lives in the East, to record his first album for the West Coast major in the Capitol Tower studios in Hollywood. His sessions will be produced by Dave Cavanaugh.

Martha Lou Harp has been signed as a new vocalist for the Cap label. Her record dates will be produced in New York by Andy Wiswell.

THE CASH BOX
Rhythm ‘N’ Blues Disk Jockey REGIONAL RECORD REPORTS

Bill Carrigan
WHLR—Cleveland, Ohio
1. I’m Loving Again (Domin) 2. I’m Getting Right (Brown) 3. What Will I Do (Steves) 4. My Heart’s Broke (Cleaves) 5. Will You William (Janes Martin) 6. Long Tall Sally (Richard) 7. Strange Love (Hannah Boys) 8. Drawn In Your Own Tears (Ray Charles) 9. Baby I Love You So (Don Juan) 10. Who Said I Said That (Commodores)

Wayne Hannah
WAGG—Franklin, Tenn.
1. I Want To Be Your Girl (Domin) 2. Long Tall Sally (Richard) 3. I Want You To Be My Girl (Teen Ager) 4. Fever (Little Willie John) 5. Treasure Of Love (McPhatter) 6. We Go Together 7. Baby I Love You So (Don Juan) 8. Pleadin’ For Love (Birdsong) 9. In All Alone (Teen Queen) 10. Can’t Stand To See You Go (Jimmy Reed) 11. Girl In My Dreams (Cliques)

Henry Tuck
WREV—Redsville, N. C.
1. I Want To Be Your Girl (Domin) 2. I Want You To Be My Girl (Teen Ager) 3. In Love Again (Domin) 4. Long Tall Sally (Richard) 5. In Love Again (Domin) 6. I’m Not A Knav It All (Teen Ager) 7. Please Mr. Disk Jockey 8. What’s That I’ll Do (Teen Ager) 9. I’ll Do The Same For You (Lavern Baker) 10. Treasure Of Love (McPhatter)

Ray Meaders
WXOK—Baton Rouge, La.
1. Tall Mack By M. Kalich 2. Corrine Corrine (J. Turner) 3. If I Can’t Have You (Buffle) 4. Lost Dreams (F. Freeman) 5. I Want You To Be My Girl (Teen Ager) 6. Smooth, Slow, And Deep (Drivers) 7. I’ll Do The Same For You (Lavonne) 8. Long Tall Sally (Richard) 9. Forty Days, Forty Nights (Muddy Waters) 10. I’m In Love Again (Domin)

Jack The Bellboy
WJY—Savannah, Georgia

Neil (Bird) Mack
WGUY—Bangor, Maine

Dick Drury
WHGH—Warren, Ohio
1. I’m In Love Again (Domin) 2. Corrine Corrine (Turner) 3. Treasure Of Love (McPhatter) 4. She Loves Rock (McPhatter) 5. Do You Fall In Love (Teen Ager) 6. We Go Together (McPhatter) 7. I Want You To Be My Girl (Teen Ager) 8. Apple Of My Eye (Savers) 9. Long Tall Sally (Richard)

Jerry Nesler
KBAB—San Diego, Calif.

THE FLAIRS
singing
"IN SELF DEFENSE"
and
"SHE LOVES TO ROCK"

ABC-Paramount © 1958
See PAGE 5

THE MAGNIFICENTS
YEE-JAY # 189

"BE SURE TO VISIT US WHILE YOU ARE IN CHICAGO!"
**“A KISS FROM YOUR LIPS”**

**CHECKER NO. 837**

**“ONE MORE CHANCE”**

**CHECKER NO. 838**

**RECORD CO.**

4750 52 Cottage Grove Ave,
Chicago 15, Illinois

On Top 10 R&B Charts in Los Angeles! Building Bigger Every Day—Nationally!

**LAST CALL**

The Greatest R&B Instrumental

**“CARAVAN”**

GEORGE JENKINS and Orchestra

Tampa 112

TAMPA RECORDS

2628 W. Pico Blvd,
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Phone DUnkirk 3-0964

EXPLODING!

THE WHEELS

NEW HIT ON PREMIUM...

MY HEARTS DESIRE #405 PREMIUM RECORDS

LINDEN, New Jersey

“It’s What’s in THE CASH BOX That Counts”

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**The Cash Box, Music**

Page 31 May 19, 1956
LIGHTNIN' HOPKINS
(Harold 476)

“GRANDMA’S BOOGIE” (2:11) [Angel BMI—Sylvan] Lightnin' Hopkins adds another gem to his catalogue. It’s a fast beat boogie instrumental that comes off well.

“I LOVE YOU BABY” (2:12) [Angel BMI—Sylvan] Lightnin’ wafts a soul beat blues on this flip proclaiming his love for his baby. It’s a typical Hopkin’s blues that should get the usual reception in his particular market.

ROOgaloo
(Crest 1014)

“TALK ABOUT A PARTY” (2:36) [American Music BMI—Harvard] Boogaloo drives out a quick beat story of a real swinging party. It’s a jumper with handclaps and will likely be a staple of the groups that come off in good shape.

“BIG FAT LIE” (2:20) [American Music BMI—Harvard] Boogaloo sings another quick beat in which he tells his gal he’s caught in a “big fat lie!” It’s a chuckle effort that comes out a lively side.

McBurney and the Original Four Jacks
(Hollywood 1025)


WALKING AND CRYING” (2:12) [Golden State BMI—York] McBurney and The Original Four Jacks walk a slow pace blues with feeling. It is a heart breaker with a sobbing background. Down home material.

THE KINGLETS
(Crest 101)

“YOU Gotta Go” (2:47) [Habb Music BMI—Ted Jarrett] The Kinglets plan to send her back to her mother as they chant the slow beat blues with an excellent delivery. Warm, wailing blues in which the lead excels.

“SIX DAYS A WEEK” (2:25) [Habb Music BMI—Jarrett] The group chants a middle beat jump with a smooth, easy styling. It is an infectious piece of wax that will make the teenage tap.

ARNIE WILLIAMS
(Harold 479)

“MARGIE” (2:09) [Fisher Mills ASCAP—Davis, Conrad, Robinson] This oldie has been done hundreds of times and in every conceivable manner, but in Arnie Williams’ version on Harold he lends it a schmaltzy, swinging reading that will surely grab it lots of attention. Stick close to this one—it could happen.

“COME ON SWEETIE” (2:15) [Angel BMI—Windle] Williams pours out a sideswing of a middle beat rhythm item that is most appealing. Jump ditty with a strong horn break. Teener fare. Ok deck.

THE MIDDLENIGHT (Federal 12270)

“EARLY ONE MORNING” (2:16) [Armour BMI—Harry Ballard] The Middlenigher newest is a slow paced blues well done, but not on a par with most of their releases. Exciting lead.

“TOUGH UP OVER YOU” (2:45) [Armour BMI—Henry Ballard] The Middlenights rock a quick beat jump on the 2:37 deck coming of a hero of the two. It is rock and roll material for the teener. Should get a good acceptance.

JOHNNY FULLER
(Hollywood 1035)

“How Long” (2:50) [Golden State BMI—Geddis, York] Johnny Fuller walks a slow beat blues that will probably find its greatest action in the southern markets. One of the hits of 1957, Fuller has the old ballad in the “Hank” style, and it should find its way to the top.

“MEAN OLD WORLD” (2:35) [Golden State BMI—Geddis, York] Fuller is similarly disparityed on this disc with the tempo picked up. Rhythmic middle beat blues.

JUNIOR THOMPSON with THE METEORS
(Metro 5292)

“RAW DEAL” (2:05) [Met BMI—Clauhn, Cantrell] Junior Thompson rocks along with a quick beat jump that comes off well. Deck is a spirited item that will excite.

“MAMA’S LITTLE BABY” (2:17) [Met BMI—Thompson, Clauhn] Junior Thompson tells of his love of a woman who “aint worth a dime”. It’s another quick beat rocker that is given a very strong reading. Echolology is long at a hard hitting and intriguing pace. Good side.

SAM (The Man) TAYLOR
(MGM K12249)

“BLUER THAN BLUE” (2:45) [Met BMI—Spencer ASCAP—Taylor] Sam The Man dishes up a delectable “blue” side with a slow beat, moving sax reading. Low lights, relaxed listening.

“LAWS BEFORE DYING” (2:17) [Met BMI—Thompson, Newman, Cottee] Instrumental treatment of a lovely slow paced ballad. LeRoy Holmes provides the ork and Sam The Man Taylor is featured with his talented horn. It is a dreamy item beautifully etched. Pop market, mood type of thing.

BEVERLY WRIGHT
(Groove 46-0135)

“SHAKE TILL I'M SHOOK” (2:15) [Northern Music ASCAP—Joe Greene] The talented lady does a torchy reading of a slow beat blues. Solid emotional delivery and moving blues adds up to an effective wax.

“AFTER HOURS EXPRESS” (Parts one and two) [Dare BMI—Culley] You won’t be able to sit still listening to this one. It’s a widdle featuring Culley’s sax. Item drives from the opening bar providing good and exciting listening. Powerful instrumental two sider.

THE JAYHawks
(Fish 109)


“STRAINED IN THE JUNGLE” (2:40) [BMI—Johnson, Smith] The flip is a quick beat rhythm novelty with a recitation lead against a chant background and a couple of far gimmicks. The better side.

FRANK “Floorshow” CULLEY
(Bates 226)

“AFTER HOURS EXPRESS” (Parts one and two) [Dare BMI—Culley] You won’t be able to sit still listening to this one. It’s a widdle featuring Culley’s sax. Item drives from the opening bar providing good and exciting listening. Powerful instrumental two sider.

Only those records best suited for commercial use are reviewed by THE CASH BOX
NEW YORK—Dizzy Gillespie, who extended his reign of the jazz world to the Near and Middle East on a two-month tour to that part of the globe, returns to New York on Wednesday, May 23rd. He is scheduled to open at Birdland soon after his arrival.

The tour was arranged by the International Exchange Program of A.N.T.A. in conjunction with the State Department's U.S. Information Service. It took Dizzy and his band to such cities as Abadan, Iran; Karachi, Pakistan; Damascus, Syria; Aleppo, Syria; Ankara, Turkey; and Istanbul, Turkey. They are currently in Belgrade, Yugoslavia, and will appear in Athens, Greece, before returning to the U.S.

The band is accompanied by Professor Marshall Stearns of the Institute of Jazz Studies who lectures and acts as official reporter for the tour. Stearns said that the band clicked phenomenally wherever it played.

"In Ankara," he reported, "Pandemonium broke loose at the fortissimo finish of one of Dizzy's concerts. The crowd could only be quieted when Dizzy and the band played a non-bop arrangement of the Turkish and American national anthems."

Many audiences had, never heard jazz before. At first, according to Stearns, they were bewildered by the strange (to them) musical forms. But once they caught the beat, Moslem audiences kept screaming for more and more.

The purpose of the tour was to create greater friendship and understanding for the U.S. in that part of the world. One U.S. official in Damascus stated that he had "never seen these people let themselves go like this." A Syrian government representative told Dizzy that "the U.S.A. should be proud of this band. Your country should do more of this sort of thing."

Members of the Gillespie band are: tenor saxophones; Marty Flax on baritone sax; James Powell and Phil Woods, alto saxes; Melba Liston, Rod Levitt and Frank Rebak on trombones; Joe Gordon, Emmett Perry, Carl Warwick and Quincy Jones on trumpets; Charlie Persip on drums; Nelson Boyd, bass; and Walter Davis, piano. Vocals were by Herb Lance and Dorothy Sautler.

WOW on 24 Hr. Schedule

NEW YORK—Radio broadcasting is getting bigger every day with station WOW. On May 7th, the New York indie added another three hours of programming to bring the station up to a full 24 hour schedule for the first time in its 30 year history.

The new program will be broadcast Mondays thru Saturdays direct from Harlem's Palm Cafe between the hours of 3 and 6 AM. The new show is called "Gone At Dawn" and follows the midnight to 3 AM stanza, "Life Begins At Midnight" also broadcast from the Palm and featuring Evelyn Robinson and Dolores Parker.

"Gone At Dawn" is run by the disk jockey team of Herman Amis and Elaina Brooks. Both previously appeared on other WOW programs.

**All Set To Rock**

**Dizzy Gillespie Returns From Triumphant Near & Middle East Tour**

The Cash Box "Territorial Tips" chart highlights Rhythm and Blues records showing regional action, which have not yet appeared in the national top 15.

(Listed Alphabetically)

<table>
<thead>
<tr>
<th>A Casual Look</th>
<th>Dir Tones (Flip 356)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>A Kiss From Your Lips</em></td>
<td>Flamingoes (Checker 337)</td>
</tr>
<tr>
<td>Baby Mine</td>
<td>SO ALONE</td>
</tr>
<tr>
<td>Teen Queens (RPM 460)</td>
<td></td>
</tr>
<tr>
<td>Cherry Lips</td>
<td>Robin's (Whippet 100)</td>
</tr>
<tr>
<td>Can't Stand To See You Go</td>
<td>Jimmy Reed (Vee-Jay 138)</td>
</tr>
<tr>
<td>Dark Is The Night (Pts. 1 &amp; 2)</td>
<td>B. B. King (RPM 459)</td>
</tr>
<tr>
<td>Girl In My Dreams</td>
<td>Cliquez (Modern 827)</td>
</tr>
<tr>
<td>I'm A Fool</td>
<td>Turks (Money 215)</td>
</tr>
<tr>
<td><em>I'm Not A Knock It</em></td>
<td>Tel-A-Gon (Go 1012)</td>
</tr>
<tr>
<td><em>In A Little Spanish Town</em></td>
<td>Blackbeasters (A'steenth 337)</td>
</tr>
<tr>
<td><em>In Self Defense</em></td>
<td>Flats (ABC-Paramount 949)</td>
</tr>
<tr>
<td>Last Call</td>
<td>George Jenkins (Tomte 112)</td>
</tr>
<tr>
<td>Lil Tipi-Tina</td>
<td>Fire Sweat (Music City 795)</td>
</tr>
<tr>
<td>Little Girl Of Mine</td>
<td>Birthday (Sundown 405)</td>
</tr>
<tr>
<td>My Heart's Desire</td>
<td>Voluma (Pomona 405)</td>
</tr>
<tr>
<td>One More Chance With You</td>
<td>Little Walter (Checker 838)</td>
</tr>
<tr>
<td>Pleadin' For Love</td>
<td>Larry Birdong (Excello 2074)</td>
</tr>
<tr>
<td>Please Don't Drive Me Away</td>
<td>Charlie Brown (A'steenth 334)</td>
</tr>
<tr>
<td>Please Mr. Disc Jockey</td>
<td>Sensation (Alto 607)</td>
</tr>
<tr>
<td>Ruby Baby/Your Promise To Be Mine</td>
<td>Drifters (Atlantic 1089)</td>
</tr>
<tr>
<td>Shirley Jean</td>
<td>Big Walter (Peacock 1661)</td>
</tr>
<tr>
<td>Sweet Baby Of Mine</td>
<td>Ruth Brown (Atlantic 1091)</td>
</tr>
<tr>
<td>Talk To Me</td>
<td>Mal Williams (Dig 107)</td>
</tr>
<tr>
<td>Treasure Of Love</td>
<td>Clyde McPhatter (Atlantic 1092)</td>
</tr>
<tr>
<td>Try Rock And Roll</td>
<td>Bobby Mitchell (Imperial 3587)</td>
</tr>
<tr>
<td>Up On The Mountain</td>
<td>Magnificents (Vee-Jay 183)</td>
</tr>
<tr>
<td>What Is Your Decision</td>
<td>Harp Tones (Andrea 100)</td>
</tr>
<tr>
<td>Why Did I Fall In Love</td>
<td>Jacks (RPM 428)</td>
</tr>
<tr>
<td>Woo Woo Train</td>
<td>Valentines (Roma 3059)</td>
</tr>
</tbody>
</table>

"It's What's in THE CASH BOX That Counts"
**Big Catch**

**WSM And Grand Old Opry To Be Honored By Radio And Television Execs At New York Luncheon**

**Governor Clement To Be Speaker**

NEW YORK—Nashville's WSM, WSM-TV and Grand Old Opry will be honored by the Radio and Television Executives Society at its luncheon on May 21st at the Hotel Roosevelt. Cousin Minnie Pearl, long-time Grand Old Opry star, will present a half-dozen of her famed fellow performers in a rare program of country music and comedy. Governor Frank G. Clement of Tennessee will be the principal speaker.

Grand Old Opry, which started thirty-one years ago as a small group of musicians and singers, today has hundreds of artists on its roster, its four-and-a-half-hour radio show Saturday nights on WSM and the NBC network brings thousands of country music fans flocking to Nashville's Ryman Auditorium from hundreds of miles around.

In addition to Minnie Pearl, Carl Smith, June Carter, Jimmy and Johnny Oscar and Lonzo, Ferlin Huskey and Chet Atkins, all Grand Old Opry veterans, will appear at the RTES luncheon. Gov. Clement will discuss the nation-wide impact of country music in general and Grand Old Opry in particular.

**THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

(PLUS THE NEXT TEN)

1. **HEARTBREAK HOTEL** ............ Elvis Presley (RCA Victor)
2. **BLUE SUDE SHOES** ............ Carl Perkins (Sun)
3. **YES, I KNOW WHY** .......... Webb Pierce (Decca)
4. **I TAKE THE CHANCE** .......... The Browns (RCA Victor)
5. **YOU'RE STILL MINE** .......... Faron Young (Capital)
6. **YOU AND ME** ............ Kitty Wells & Red Foley (Decca)
7. **FOR RENT** ............ Sonny James (Capitol)
8. **LITTLE ROSA** ............ Red Sovine & Webb Pierce (Decca)
9. **HONKY TONK MAN** .......... Johnny Horton (Columbia)
10. **BLACKBOARD OF MY HEART** .......... Hank Thompson (Capitol)
11. **SO DOGGONE LONESOME**
12. **HOW FAR IS HEAVEN?**
13. **I'VE GOT FIVE DOLLARS**
14. **YOU AND ME**
15. **SO DOGGONE LONESOME**

**“Little” Jimmy Dickens**

“It Scares Me Half To Death”

COLUMBIA # 21515

**STARS OF WWVA's World's Original Jamboree”**

*** *** ***

* JIMMIE WILLIAMS - WMY
* “My Suspicious Mind”
* HANK THOMPSON - WMY
* “The Feeling of Having Gone”
* HARRY AND THE HI-NEWS - WMY
* “We Got A Lot of Medicine”

**THE CASH BOX Report**

**HEARTBREAK HOTEL**

Elvis Presley (RCA Victor 20-6420, 47-6420)

**BLUE SUDE SHOES**

Carl Perkins (Sun 234, 45-234)

**YES, I KNOW WHY**

Webb Pierce (Decca 29805, 9-29805)

**YOU AND ME**

Kitty Wells & Red Foley (Decca 29740, 9-29740)

**I FORGOT TO REMEMBER TO FORGET**

Elvis Presley (RCA Victor 20-6357, 47-6357)

**SO DOGGONE LONESOME**

Johnny Cash (Sun 223, 45-223)

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
"A HANDFUL OF RICE" (2:25)  
[Doublevision BMI—E. J. Turner, J. Reid, C. Albert]  
"THE HOOK OWL BOOGIE" (2:26)  
[Aberbach BMI—S. Woolley]

TOM TAILL (1932-12-34)  
"WHY MUST I WONDER?" (2:23)  
[Dandellon BMI—E. Re-wood, H. Reeves] Formerly a ballad-waxing idol, Tim Taille is now out with this lively, swing-tail, modern paced lover's ballad.

"HOT ROD IS HER NAME!" (2:35)  
[Dandellon BMI—T. Tail] The Greel Sisters join Tail on this one as they zestfully belt out an inviting, quickbeat roc 'n roll about a gal who just loves to ride around in the "nouset-up" cars.

ROY ORBISON (Sun 242; 45-342)  
"DOBY DOOBY" [Hi-Lo BMI—W. Moore, R. Penner] Roy Orbison makes his bid for national recognition with a real inviting vocal performance on a mighty catchy piece of rock and roll material. It's a tremendous jumprocking wax that could bust step out on the dance floor.

"GO! GO! Go!" [Hi-Lo BMI—Orbison] Here Orbison steps up to bust out an exciting blues piece with a solid beat. Two powerhouse entries with big hit potential. Great support on both bids by the Teen Kings.

"EVERYBODY'S ROCKIN' BUT ME" (2:20)  

"I'M GONNA GET YOU IF I CAN!" (2:26)  
[Acuff-Rose BMI—J. Dallas] On the reverse portion Turner tells us how he's really been taken in by the young gal's charms as he waxes a quick beat ditty with witty lyrics.

HANK WILLIAMS (MGM 244; 45-5740)  
"THERE'S NO ROOM IN MY HEART" (2:27)  
[Milenes ASCAP—R. Turner] The latest Hank Williams offering from the MGM vaults. It's this teary, slow paced romantic ballad. It could well be the hit.

GEORGE MORGAN (Capitol 2517; 4-2117)  
"TAKE A LOOK AT YOURSELF" (2:26)  
[Cedarwood BMI—F. Robinson] George Morgan bids fails to walk away with top honors as he sends up a grade "A" vocal portrayal of a moderate paced, romantic ballad. It's a strange lyric on a deep key that could break through for a smash hit.

"SEND 'FOR MY BABY" (2:54)  
[Milenes ASCAP—F. Rose, Heath] Lower half is a captivating, slow moving, rhythmic blues item that Morgan spins in money-making fashion. It could be a solid instrumental support.

JOHNNY CASH (Capitol 2416; 45-5839)  
"MEMPHIS SIXTEEN" (2:36)  
[ASCAP—J. Cash] A bluesy type swing in Johnny Cash's style. This one has real potential as a hit.

"YOU'RE A LADY" (2:30)  
[RCA Victor 20-6510; 45-130]  
"MUSIC DRIVES ME CRAZY" (2:32)  
[Acuff-Rose BMI—B. Lovett, K. Mann] It looks as though Martha Carson is gonna add another large segment to her already huge following as she succumbs to the rhythm of this fetching, rhythmic jump biscuit.

"DIXIELAND ROLL" (2:30)  
[Trinity BMI—R. Davis, C. Green] This end it's a Basin Street with a rock 'n roll beat! and Martha wraps it up in the most attractive style. Solid instrumental support on both ends. Could be a big country-pop double-decker.

"LITTLE" JIMMY DICKENS (Columbia 21515; 4-2115)  
"BIG SANDY" (2:08)  
[Acuff-Rose BMI—M. Chambers, H. Chambers] The river may be big but Little Jimmy Dickens shows how to prove to his gal that his love is true on this sentimental, up tempo romantic duet. "She's that kind of gal I like to dance with..."

"IF SCARES ME TO DEATH!" (2:36)  
[Central BMI—A. Allison, J. Allison] This end the songstirs up heartfelt emotion as he waxes a poignant, moderate tempo lover's ballad. Click possibilities on both halves of an outstanding twosider.

"WHEN I FOUND YOU" (2:26)  
[Lowery BMI—J. Reed]  
"MISTER WHIZ" (2:23)  
[Lowery BMI—J. Reed]  
"GO!" (2:27)  
[Lowery BMI—J. Reed]  
"HIT THE ROAD" (2:24)  
[Lowery BMI—J. Reed]  
"ROLLERS" (2:24)  
[Lowery BMI—J. Reed]  
"LET ME LOVES" (2:21)  
[Silkstock-Tannen BMI—M., Meeser, G., L. Heath] This end features more of the fine Atkins' sound on another light and appealing instrumental ditty. Perfect programing on both ends.
Lou Millot of WLCS, Baton Rouge, Louisiana, war horse of country music, sends out a communication that the Friday-night slot of the show from 12:30 to 3:00. Seems that Millot's verbal appeal to the station was strong, coupled with the fact that he has many followers, has caused the station to continue to hold the right hand bright. Lou has released on RCA Victor by Bob King and on the BSD label by Tommy Tomkin. (The original.)

A few more of these ads may yet find their way to SAN-LYN Music Publications, BMI, 414 Cortland Ave., Syracuse 5, N.Y. for their dj. samples.

J. G. Tiger of the Top Ten Music Corp., tells us that after much elimination in the first round, they have whittled down the list of 21 candidates to 18-year-old Johnny Carrol, who has won many local and national contests. Johnny is the son of one of America talent contest in Texas, has been singing C & W songs for some time now. The Top Ten has signed him to play their shows in the South—Marvin Rainwater, whose current release, "Mr. Blues" and "I Pity the Fool" Cash Box Records, is out on a personal appearance tour of the Northwest. He'll be at the Terrace Ballroom, Newark, N.J., on the 11th, the Hydaway, Schenectady, on the 10th, the Fine Jewel Labreis atHttpContext, Lakeview, J., on the 14th, the Eddie Zack's Jambovre, Providence, R.I., on the 15th, and Frank's, Park, Fx, on the 18th. Marv, a regular on the O'Keefe shows, the Spanish Fork Opry and the event with Red Foley at the end of May, while his brother, manager Ray Rainwater, is lining up a 32 day Texas tour this summer.

Bill Tomlinson (Reed) has just received from one of his former tenants, Leroy Davis, whose "Son of Son" is soon to be released, dropped in for a chat with Millot. Also in for appearances as guest stars of the "Louisiana Hayride" are Tex Ritter and Smiley Burnette. Billie informs us that the star of the "Harried" and record of "Blue Prelude" and "I'm Sorry I Made You Cry" by Davis Houston, has been signed by Steve Shoemaker, to a contract with Decca, and has Smith, who joined KEDT-Center, Texas, as staff announcer and deejay, is a very busy entertainer, appearing with 8 hours of C&W, R&B and Pop spinning daily along with personal appearances.

In the midst of Rock And Roll, let it be said that Country Music still carries an array of much as from the most recent Webb Pierce tour of the North and Midwest.

Opening in Edmonton, Alta., Canada to standing room only (over 8,500 paid) April 29, the show grossed over $3,500. The remaining six dates were jammed pack and in many cases were house recorded, April 25. The show was held at the old 317, Sioux Falls, S.D.; Sioux City, Iowa April 29, 30, St, Paul, Minn. April 30, La Crosse, Wisc. Besides Pierce the show featured Red Stone, the Robertson Brothers, Stoney and the Arkansas and the Farmer Boys.

Pierce reports that two new releases in the next two weeks. He can be heard on the Faber label with the Creel Sisters doing "Hot Rod Is Her Name" and doing a solo on the "I Wonder." On the Abbott waxing he joins the gals on "Whose Little Pigeon Are You." The other Kullinger of XERF, Del Rio, Texas, writes that recently he has guest on his night long shows as "I'm Coming Home," "Lo" Ray, "I'm Drawn to You," "I Wonder." Petrich, Neal Merritt, Leon Payne, Bob Perry and Al Terry. It was also reported that the Audrey Williams, "Sidney. "What's Your Name?" "I Don't Know How" is a heavy puller on Paul's show. "I Wonder." "I Wonder." "I Wonder." During their 11th anniversary on April 28. There are three little Kullingers.

Tommy Cutrer (Mercury) moved into a new home the last week. He reports that and his wife are very happy and he's busy doing all the things his wife want. Tommy also reports that Ray Godwin, WFJX, Fort Jackson, South Carolina, coming out with a big country party, and Larry the "Lumberjack," Lee Petrich, Neal Merritt, Leon Payne, Bob Perry and Al Terry. It was also reported that the Audrey Williams, "Sidney. "What's Your Name?" "I Don't Know How" is a heavy puller on Paul's show. "I Wonder." "I Wonder." "I Wonder." During their 11th anniversary on April 28. There are three little Kullingers.

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THE

SEEBURG

V-200

WORLD'S FIRST
DUAL MUSIC SYSTEM

Meets Every Requirement
for Modern Music
Merchandising!

J P SEEBURG CORPORATION
Chicago 22, Illinois

SEE OTHER SEEBURG
2-PAGE ADVERTISEMENT IN THIS ISSUE

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS
Creeping Inflation Makes Necessary:

Here and There

NEW YORK—This item is for our coin friends with children and grandchildren. At a conference of the Association of Food and Drug Officials of the United States held here this week, A. B. Clow, general manager of the Fine Chemical Divisions of American Cyanamid, which produces one of the most important of the antibiotics, Aureomycin, reported that our so-called “wonder drugs”, which have been used with sensational success against infectious diseases, will some day be eaten by Americans like vitamins are today, to keep people well. Clow reported on a trial feeding of Aureomycin to school children in Guatemala, under supervision of the United Nations. These children were fed 50 milligrams of Aureomycin daily for 21 to 29 months. The United Nations reported “The rates of increase in both height and weight over an 18 months period proved to be significantly greater than those observed for the control group in another rural village.” Clow forecast Aureomycin or some chemical with very nearly its same properties will be eaten by people in the future to keep well, not merely to get well.

PITTSBURGH, PA.—One of the industries responsible for the continued high employment and large payrolls is Steel. The American Iron and Steel Institute reported this week that payroll records were set during March and the first quarter of 1956. The estimated total employment for March was 685,200 compared with 629,200 in the same month last year. An increase was also shown over the month previous, February. The total payroll during March, was estimated at $335,140,000—nearly $7.5 million more than during the prior record month of December, 1955. It was also $20.8 million more than February of this year. During the first quarter of 1956, the total estimated payroll of the industry was $984,260,000—also a record, and over $132 million higher than the first three months of 1955.

WASHINGTON, D.C.—Despite the fact that unemployment among auto workers increased in April, total employment throughout the country jumped 900,000 last month to a new April record of 63,590,000—while joblessness dropped by 270,000, according to the Labor and Commerce Department. The unemployment total dipped to an estimated 2,465,000. The gain in total civilian employment was 912,000 from March to April, and the number of jobholders reached a level 2,000,000 above the employment total a year ago. It was stated that seasonal factors, including a 760,000 rise in farm employment, were responsible for most of the gain.

Constant creeping inflation, which has become even more apparent, and which is being openly recognized and reported by all financial experts as well as the nation’s leading economists, has its deterrent effect on this industry along with all other industries.

It has reached the point where, what were formerly considered profitable locations, are now being classified as “just average” spots.

It isn’t that the income has fallen down in these locations. It is, rather, that with income in status quo, the profits aren’t there anymore.

Operators are also noticing that, if their income hasn’t expanded in similar ratio and in keeping with the consistent creeping inflation, their profit factor continues to lessen considerably.

With prices of all materials and merchandise constantly tending upward to meet the creeping inflationary levels, income must also tend upward, so that profit will continue to remain at its former, accepted level.

All this resolves itself down to the fact that, with equipment as well as all supplies and necessities with which to do business costing the operator more, he must somehow match this growing expense.

He must have either greater intake, or some sort of assurance that his income level will remain constant, and somewhat within the bounds of security.

A more constant income level will at least help him to match his expenses and still continue in business.

Many believe that the answer to this problem is the rebirth of front money guarantees regardless of dime play.

These men feel that, the dime play has proved itself extremely helpful in almost all instances, without some sort of constant income guarantee they cannot continue profitably in business.

In short, with today’s distending forces at work causing inflation to creep steadily to new high marks, the operator must assure himself more steady income.

This is best done, the greater majority believe, by the adoption of front money guarantees for every location, plus dime play.
more earning power through better music merchandising

there must be "music for everyone"

Every properly programmed music system should include current "pop" tunes that are released on 45 RPM Single Records. Every properly programmed music system should also include standard music on 45 RPM that is available principally on Extended Play Records.* This music—show tunes, all-time favorites, classics and varieties—belongs on every phonograph because it is music the public wants to hear.

*Capitol, Columbia, RCA and other leading record manufacturers are making available low-cost E.P. record packages for coin-operated phonograph use. See your Seeburg Distributor.

45 rpm single and E.P. records

This is a matter of arithmetic. It takes longer to play a two-tune E.P. Record than it does a single-tune record. In order to program your equipment profitably (as well as properly), you should be compensated for this additional playing time.

You can enjoy more earning power with the SEEBUG V-200.

The answer—selling time!
The Seeburg V-200 programs
single records at one price and E.P. records
at a proportionately higher price

the world's
first dual music system
SIXTH ANNUAL MOA SHOW

Crowds See New AMI and Wurlitzer “200” Phonos. Amuse Games, Vendors & Kiddie Rides Also Attract Attention. ASCAP Legislation Main Topic of Discussion at Meet.

CHICAGO—The 6th Annual Convention of the MOA, held last week, Sunday, Monday and Tuesday, May 5, 6, 7, brought in a good sized mixture of games manufacturers, phonograph manufacturers, accessories manufacturers and distributors, operators, their servicemen and families.

Two interesting highlights of the show, different from last year, was the number of pool tables in evidence at almost every booth, and the showing of the new mod. “Chicago” model 200 selection phonograph and the new model “G-200” AMI phonograph.

All the major juke box manufacturers had booths, Seeburg, Rock-Ola, Wurlitzer and AMI. Also in evidence as the operator made his rounds were kiddy rides, vending machines, the new VuAid Sales tube tester, and cranes.

The usual excitement, hubbub, and convention noise was in evidence as the curious4.85

13) 19

16) 21

24) 200

49) 49

50) 50

12) 12

24) 24

27) 27

28) 28

29) 29

30) 30

31) 31

32) 32

33) 33

34) 34

35) 35

36) 36

37) 37

38) 38

39) 39

40) 40

41) 41

42) 42

43) 43

44) 44

45) 45

46) 46

47) 47

48) 48

49) 49

50) 50

CHICAGO—The Cash Box camera man, together with Bill Gersh, publisher, and "director" of the "shots", were probably the busiest men at the MOA Convention. Working on the premise that "a photograph tells the story more than a thousand words", presented on the following pages is a number of pictures taken at the show featuring personalities who were in attendance.

1) George A. Miller, president of MOA, signs a contract to act as business manager for the next five years, while Sidney Levine and Clint Pierce look on.

2) Frank Mencuri, Exhibit Supply and George George, Cleveland, try their skill on "Spanish Pool".

3) Harry VanDusen and Art Weinman play Williams"Crane".

4) Bill Levin, Chicago, and Ted Bush, Miami, Fla.


8) Bill Gersh and Joe Silla, Oakland, Calif.

9) Mr. and Mrs. Ed Zorinsky of Omaha, Neb.

10) Sam Stern, Williams Mfg. Co., Leo Weinberger and Leo's son Morty, of Louisville, Ky.

11) Harry Pearl and Bert Lane, The Bert Lane Co., Miami, Fla., showing their "Steam Fire Engine" kiddy ride.

12) Phil Robinson and Charley Robinson of Los Angeles, Calif.


14) Willis (Little Napoleon) Blatt, Miami, Fla. and his son Morty.


16) John Vavrek of Gary, Ind. and Carl Christiansen of Coven Music, Chicago.

17) Mr. and Mrs. Clint Pierce of Brodhead, Wis.

18) Jerry Harris.

19) Hirsch de LaVie, Washington, D.C. at the Naval Recruiting booth, with Sam, Situm, 1st Class Bosun's Mate.


21) Jack Mintich and Harry Brown.

22) Walt (Boy-Wich) Huber of San Francisco, Calif.

23) Two phono mfr. advertising men talk it over. Bill FitzGerald of AMI, and A. D. Palmer of Wurlitzer. Man on extreme right unidentified.


"It's What's in THE CASH BOX That Counts"
Music Ops Must Plan To Have A MILLION LETTERS Ready To Be Mailed To Congress When So Advised

Letters from Operators Themselves. Letters from Location Owners. Letters from Patrons of Locations. Letters from Civic, Social, Spiritual and Political Leaders. Letters from Every Single Person Possible... Opposing the ASCAP Sponsored Bills

THESE ARE THE FOUR BILLS
In the Senate: S.590 and S.1254 In the House: H.R.4316 and H.R.2677

THESE ARE THE MEMBERS OF THE JUDICIARY COMMITTEES

<table>
<thead>
<tr>
<th>SENATE JUDICIARY SUB-COMMITTEE</th>
<th>HOUSE OF REPRESENTATIVES JUDICIARY SUB-COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sen. Joseph C. O'Mahoney (Dem., Wyo.) Chairman</td>
<td>Rep. Edwin E. Willis (Dem., La.) Chairman</td>
</tr>
<tr>
<td>Sen. Price Daniel (Dem., Miss.)</td>
<td>Rep. James M. Quigley (Dem., Pa.)</td>
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<td>Sen. Joseph C. O'Mahoney (Dem., Wyo.)</td>
<td>Rep. Charles A. Boyle (Dem., Ill.)</td>
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<tr>
<td>Sen. Everett McKinley Dirksen (Rep., Ill.)</td>
<td>Rep. Byron G. Rogers (Dem., Colo.)</td>
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<td>Sen. Estes Kefauver (Dem., Tenn.)</td>
<td>Rep. Jack B. Brooks (Dem., Tex.)</td>
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<td>Sen. Joseph C. O'Mahoney (Dem., Wyo.)</td>
<td>Rep. E. L. Forrester (Dem., Ga.)</td>
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FULL JUDICIARY COMMITTEE
 Sen. James O. Eastland (Dem., Miss.) Chairman

Sen. Estes Kefauver (Dem., Tenn.)
Sen. Olin D. Johnston (Dem., S. C.)
Sen. Thomas C. Homning, Jr. (Dem., Mo.)
Sen. John L. McClellan (Dem., Ark.)
Sen. Price Daniel (Dem., Tex.)
Sen. Joseph C. O'Mahoney (Dem., Wyo.)
Sen. Alexander Wiley (Rep., Wyo.)
Sen. William Langer (Rep., N. Dak.)
Sen. William E. Jenner (Rep., Ind.)
Sen. Arthur V. Watkins (Rep., Utah)
Sen. Everett McKinley Dirksen (Rep., Ill.)
Sen. Herman Walker (Rep., Idaho)

IMPORTANT  DO NOT MAIL LETTERS UNTIL YOU ARE ADVISED TO DO SO!!
52) Cissie Gersh and George Wrenn, Dallas, Tex., representative for Chicago Coin and Geneo in that territory.

53) Jake Friedman, Atlanta, Ga., and Sam Stern, Williams Mfg. Co.

54) At the Wurlitzer booth: Bert Davidson, Bob Hamilton and Don Beyer.

55) Barney (Shugy) Sugerman, Runyon Sales Co., New York and New Jersey, talks things over with John Had- dock, president of AMI.

56) Henry Leyser, Oakland, Calif., and “Jiggs” Donohue, Seeburg Calif. representative.

57) Mrs. Nick Britz, Wis., and Mr. and Mrs. Martin Britz, Great Falls, Mont.

58) Norman Gefke, Sioux Falls, S. Dak. (Hard to recognize behind this shrubbery.)


60) Harry Stern, Phila., Pa., with a couple of models from the Williams’ booth.

61) Avron Gensburg and Al Warren of Geneo, with Lou Singer of Lieberman Music, Minneapolis, Minn.

62) Sam Solomons, Columbus, Ohio.

63) Bert Davidson, Wurlitzer, a model, and Lou Casola, Rockford, Ill.

64) Sam Lewis, president, Exhibit Supply, Lou Dunis, Portland, Ore., and Barney Sugerman, N. Y.

65) Sidney Wolbarst and John Bray of Boston, Mass.

66) Jimmy Savarese, South Bend, Ind., surveys the situation.

67) Bob DePriest and Abe Susman, Dallas, Tex., with a show model.

68) Martin Britz, Great Falls, Mont., with a model from Columbia Records.


70) Budge Wright, Portland, Ore., and a show model.

71) Mrs. Clint (Marie) Pierce, Brodhead, Wis., and Gail Carter, Permo needles.

72) Joe Fishman, Newark, N. J., and Jess Liveley, Clarks- ville, Va., surround a show model.

73) Gordon Stout, president of the South Dakota Phono Ops Assn., and a show model.

74) Joe Robbins, Empire Coin Machine Exchange, Chicago, with models from Williams’ booth.

75) Bob Guarro, show model, Paul Brown and Andy Oomens, Chicago ops.

(See Pages 20 and 43 For Additional Pictures)

(More MOA Pictures Next Week — May 26 Issue)
Peanuts! Ball Games! Charms! And Pool Games, Too!

Bulk Vendors Ass'n Convenes
At Morrison Hotel, Chicago

Chicago—Following immediately on the heels of the MOA meet, came the bulk vendor people with their convention. In fact some of the pool games manufacturers didn't even halt in their smiling and sales talk. Just continued right from MOA into meeting with bulk vending machine operators.

Peanuts, ball gum, charms and pool games, too. Quite a convention for those boys who feel that their division of the automatic merchandising industry is just as important as are coffee dispensers, soft drink and sandwich vendors and even cigarette and shoe shining machines.

These boys can point back to so many, many years and the fact that most of the big games and juke box ops of today were, at the very beginning, peanut and pistachio and sunflower seed and ball gum operators.

Some of them even go as far back as Graves and his Flatbush Ball Gum Company in Brooklyn, N. Y. and can talk about “the old days” when ball gum was ball gum and ball gum vending machines were the new rage.

Some can even recall the sensation created by the introduction of the pistachio vending machine when some operator, quite by accident it is claimed, dropped pistachios into a peanut vendor and started the industry off on one of its most prosperous eras. This was in the days when pistachios cost the bulk vender ops about 28¢ per lb. In fact the great big oversized giant pistachios cost 82¢ per lb. Those were the days when the bulk vender ops didn’t worry about whether the machine vended five or six nuts at a time for 1¢. There were even a few around who recalled Hymie Buin and his roasting plant in Brooklyn where the boys used to drop around and pick up a handful of hot, freshly roasted peanuts, still all oily, and toss them expertly into their yawning mouths while discussing whether Hymie would sell them a few more Advance Peanut Venders on credit.

Or some could even recall Dave Robbins in Brooklyn and his “2-In-1” Vender and his stick gum vender and his breath pellet cards and some of the other little machines he sold via newspaper and magazine business opportunity ads.

Yes, as these bulk people point out, lots and lots of the “big time” in the coinbox started from such humble beginnings.

That’s why they feel, if for nostalgic reasons only, many, many more should attend the show. If just to fiddle with the handle of the new bulk venders. Maybe they’ll get nuts.

Antwerp Distrib Visits Vendor Meet

Chicago—George Charlier, Confectionery Brabo, Antwerp, Belgium, exclusive distributors for Oak Manufacturing Company’s line of venders, was a visitor at the National Venders Association and at the Morrison Hotel, this week.

Following the convention, Charlier left for the West Coast, where he will visit the manufacturing quarters of Oak.

IMPORTANT NOTICE!

The “20 Year Club” is INTERNATIONAL

In view of some inquiries received, it is known that coin machine men and women, whether operators, jobbers, distributors, manufacturers or engaged directly in the coin machines business in other capacities, resident anywhere in the world, as long as they have been active in the coin machine industry for 20 years or longer, are eligible for membership in The Cash Box “20 Year Club”. There are members of the “20 Year Club” in Central and South America, Europe and in the Pacific Countries. If you have been engaged in the coin machine business for 20 years or longer fill out the application below in complete and correct form and mail today!

Bill Gersh

The Cash Box
32 West Randolph St.
Chicago 1, Illinois, U. S. A.

I have been engaged in the coin machines business for 20 years.

I started

Date of Birth

NAME IN FULL

FIRM NAME

MAILING ADDRESS

CITY

COUNTRY

NOTICE! If you have been engaged in the industry for 10 years, but not yet 20 years, you are eligible for “alternate” membership in the “20 Year Club”. Be sure to fill out the month and year you entered into the coin machines business.
Nat'l C. M. Distrib Ass'n Holds First Annual Meet

Gil Kitt Elected President, Succeeding Harold Lieberman. Other Officers Elected Were Milt Marmer, V. P., Si Lazar, Treas., Irv Blumenfeld, Sec.

Mr. Chicago, Parking Meter Op, Plans 100% Rate Increase

All Penny Parking Meters to be Changed to 5c. 15,000 Business Section Meters to go Up 100%. Estimate $750,000 to 1 Million Revenue Increase. Meters Averaged $74.60 Take Each in 1955

CHICAGO—The engineering firm of DeLeuw Cather & Co. having completed their study of the City of Chicago's parking meters have suggested that 15,000 of the meters in business sections be raised 100%.

It is the suggestion of this traffic engineering firm that, while Chicagoans now obtain a full hour's metered parking for 5c, the time be cut to one-half hour, a 100% increase in cost.

Meters in far outlying sections, formerly available to the Chicago public at 1c, to be raised to 5c.

In 1955 Father Dearborn enjoyed revenue of $2,132,920 from Chicago's parking meters. This was an average of $74.60 from each meter.

City officials, especially members of the Bureau of Parking, are now studying the suggestions offered by the traffic engineering firm.

If you are reading someone else's copy of The Cash Box why not mail this coupon today!

THE CASH BOX
26 WEST 47th STREET
NEW YORK 36, N. Y.

Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

NAME
FIRM
ADDRESS
CITY  ZONE  STATE

"It's What's in THE CASH BOX That Counts"
UNITED DISTRIBUTING CO.

FOR DAVIS REBUILD & EQUIPMENT
WITH DAVIS 6-POINT GUARANTEE
Call Us Collect—
Syracuse 75-1631
Photographs converted to 10c play if requested.

DAVIS CORPORATION
SEEKING FACTORY DISTRIBUTORS
725 WATER STREET
SYRACUSE, NEW YORK

Remember for EXPORT
it's
INTERNATIONAL SCOTT CROSSE CO.
SCOTT CROSSE COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa. Tel. R1 6-7712

Wurlitzer Issues Membership Card To "Centennial Club" Members

NORTH TONAWANDA, N. Y.—Robert (Bob) Bear, sales manager of The Rudolph Wurlitzer Company, this city, reports that the Centennial Club Membership Committee is now enrolling Charter Members on the roster. A strikingly handsome Membership Card has been prepared and is being issued to qualifying members.

The cards are wallet-sized and have been laminated in plastic to insure durability. Each carries a personally assigned number, in addition to the operator's name, which further serves to identify the membership.

"The card-holder, in whose name the registered membership has been issued, is entitled to all benefits, club privileges and guest attendance at the Centennial Celebration at the North Tonawanda, N. Y. factory on August 23, 24 and 25," advised Bear.

"Cards are not transferable," he stated.

Bear, whose signature appears on each card, said, "We hope that our operator friends who become members of the Wurlitzer 'Centennial Club' will safeguard and protect their cards which will serve as identification of membership during their stay here. We also hope that they will proudly display them to their friends in the music business as an inducement for them to join us this summer for the time of our lives."

Paterson, N. J. Parish
Thanks Runyon For Phono

NEWARK, N. J.—Ed Burg, Runyon Sales Company, this city, is making a great many friends, not only for his own firm, but for the industry in general, thru his current program of donating juke boxes throughout his territory.

Burg received another letter this week thanking him for his generosity. Reverend Stanley Steluris of the St. Stephen's Church, Paterson, N. J. wrote Ed:

"On behalf of St. Stephen's Parish and in my own name too, I wish to thank you sincerely for the wonderful juke box you sent to our parish. We are sincerely grateful. You have no idea how much it will help. I'm sorry that I was not present at the time it was delivered to offer my personal thanks to the men who brought it.

"I don't know what else or how else to say it so let me just repeat. Thank you sincerely from the bottom of our hearts. May God repay you for kindness to us."

Blackie McDonald and Jack Griffin, of the Resort Music Company, Mineral Wells, working hard changing equipment and checking locations. They report that they like Mineral Wells better all the time. . . . Gene Turnbow, Stamford, working late in his shop cleaning equipment. He reports that he has trouble getting anything to run on a dime but does very well when he changes to a nickel. . . . Gene Malone, Lubbock, talking to a contractor about building a red-wood fence around his new home. . . . Bob Jordan, Lubbock, moves into his new brick home. Bob is an operator who worked several years for Marvin McCarty, one of the oldest operators on the south plains, then served a hitch in the Army and after his return, decided to enter business for himself. He states that he had his doubts as to whether he would last when he first started but his growth and expansion have been steady until today he is a very substantial operator. . . . Paul Golden, Lubbock, telling about getting a card from a fellow in Alaska with whom he had talked on his short-wave radio. He says the fellow reported that where he lived the population was two, he and his wife. Sure must get lonesome there. . . . Don Robertson, Lubbock, eating lunch with Ray mond Martin and Bob Jordan, . . . Old Hereford, Lubbock, doing well on his new job. . . . Jimmy Rodden, Lubbock, running service calls way in the night. . . . J. D. Harding, Platter-Chatter Music Company Levelland, has announced that J. C. Lewellin is a new partner in the firm. Lewellin bought the one-half interest of Jack Sikes. Sikes bought the Dodge-Plymouth dealership in Levelland. Lewellin is not new to the operating business as he owned a route at Levelland several years ago. He has been in the grocery business the past few years. . . . Babe Vanlandingham, Moton, trying to get ahead on his golf game.

"It's What's in THE CASH BOX That Counts"
Bert Lane Entertains North Miami Chamber of Commerce

NORTH MIAMI, FLA.—On Wednesday, April 18, The Bert Lane Company, this city, entertained a large delegation of the Industrial Division of the North Miami Chamber of Commerce, who were taken on a tour of this new coin machine manufacturing factory.

Pictured here with (Top) the delegates arrive at the plant; (Center) Bert Lane (second from right with back to camera) welcomes the group, which included County Commissioners Grant Stockdale and J. D. MacVear; (Bottom) lovely models ride a Bert Lane horse in the factory.

Genco Names Double-U Sales Its Baltimore Distributor

CHICAGO—Ralph Sheffield, sales director of Genco Manufacturing & Sales Company, this city, officially announced this past week that Double-U Sales Corporation, Baltimore, Md., is exclusive distributor for all Genco products in its area.

The Baltimore firm is captured by Sam Weisman and Harry Rosenberg. Both men have proved themselves among the leading distributors in their area.

They have consistently cooperated with all operators to the fullest extent, according to Sheffield, and he firmly believes that with the new Genco products both Sam and Harry will be among the leading distributors of the Genco distributing organization.

Sheffield officially stated, “All of us here at Genco are tremendously proud to have Sam Weisman and Harry Rosenberg represent us in their territory.

“They have proved themselves among the finest of distributors by working closely with every operator and doing their level best to help the operators in every possible fashion.”

Wurlitzer Buses For “Centennial Club” Members

NORTH TONAWANDA, N. Y.—Special transportation arrangements for the “Centennial Celebration” being held by The Rudolph Wurlitzer Company, this city, on August 23, 24 and 25, have been made with the Niagara Frontier Transit System, Inc., of Buffalo.

A fleet of 30 new buses has been chartered to move the guests quickly and comfortably during the 3-day festivities.

The program includes trips from Hotel Statler to the factory in North Tonawanda and also to Niagara Falls. Each bus will carry a member of Wurlitzer’s Guide Staff who will point out some of the many historical landmarks which dot the routes.

Alabama Amuse. Operators Adopt Constitution and By-Laws

MONTGOMERY, ALA.—The members of the Alabama Amusement Association met at the Whitley Hotel, this city, Sunday, April 29, and with President James Pihl presiding, adopted a constitution and by-laws.

Joel Robinson, attorney for the organization, reported to the membership and assured all members that he can be available to help them at all times.

Al Torano, membership chairman, reported on this phase. He commended C. A. Marten for the fine job he is doing in the Mobile area. Torano urged all operators to use their influence in getting more new members.

Among the new members welcomed to this meeting were Walter Ross of Selma, Robert Sick of Anniston, H. C. Clarkson and Simon Wolfe of Birmingham, and Dozier Amusement Company of Montgomery.

Mr. Kaiser of Fairhope suggested that the organization’s next meeting be the form of a social affair at Gulf Shores. The membership agreed on this suggestion and voted to hold the meet in August. Kampert was appointed Chairman of the committee to handle the affair.

Chi Bowling News

CHICAGO—Oomens Sons took the leaders, ABC No. 1, for all three games. Tony Genovese and Mike Oomens with 488. Harry Schreiber held the fort for ABC with 576.

Paschke Phono took 2 1/2 from Singer One-Stop. The last game was tied. Ray Gallet with 521 and Bobby Gallet with 521 were high for Paschke. High for Singer was Harry Julian with 518.

ABC No. 2 took all three from Atlantic Music. Les Taylor with 502 and Josephine Swider with 470 were high for ABC. Josephine was also high for women. Irv Fisher’s 490 was high for Atlantic.

Deca won two from Galgano Distributors. Eli Phelps was high for Deca with his 507 series. Tony Galgano came through with a 515 series.

Coral Records took two from Gillette Distributors. Joe Cicora’s 530 was high for Coral. High for Gillette was Robert Hall with 512.

Mercury Records took two from Covo Music. Mel Jones was high for Mercury with 481. Roy Bauer was high for Covo with 491.

B&B Novelties won two from Star Music. Red Dries was high for B&B. Marino Pieroni was high for Star with 554 and also Leo Soechacker, who bowled a 224 game along with a 580 series which was high for men.

The battle for last place resulted in Western’s Automatic taking two from Melody Music. Paul Brown was high for Western with 465, Vic Jac- cino Sr. was high for Melody with 459.

Next week’s games will be the last night of the season and position night. All sponsors are invited.

BRING 3-WAY PROFITS!

* Soup customers drop loads of dimes into Keeney Soup Vendors while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drinks machine!

New! Keeney’s HOT SOUP VENDER 300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS

Red or Gold Hemmertold

Keeney’s 19,%W.x15$D.x32"H.

Hot COFFEE VENDER

Keeney’s SNACK VENDER

Neutral Gold Color

19,%W.x15$D.x32"H.

Red or Gold Hemmertold

300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

Write for FREE CIRCULARS TODAY!

J. H. KEENEY’S CO., INC.

2600 W. FIFTH ST., CHICAGO 32, ILL.
Matt Jones was the biggest as well as the richest operator in the area. He acted the part, too. He was extremely proud of his achievements. Dishonesty of competition. Close and constant of his friends.

What's more, he was a bachelor. Being a rich bachelor a great many eligible girls chased after him. Perhaps the fact that the ladies chased after him so openly may have had something to do with breaching such arrogant imperiousness in him. It may have also had something to do with the lordly manner he affected. He talked down to people, especially to his employees.

He treated his employees like they were serfs and be their master. All except one employee. That was his very attractive and extremely efficient secretary. Gorgeous Helen was the apple of his eye. If he had any marital intentions toward her he hadn't yet made it known. But all the other employees believed Helen could become Mrs. Matt Jones if she wanted to.

Yet, regardless of this possibility, they all liked Helen. Adored her with a true and trusting affection. She was "regular" they told each other. They pointed out this trait to all and who questioned them about her. Helen certainly was a grand, attractive, sweet and yet an extremely efficient girl.

All the service and repair men, all the collectors and mechanics, even the porter, truck driver and all the other men in the place, always made it a point to greet Helen with a smiling and happy, "Good morning."

In fact, those who knew, wondered what would happen if some stranger ever intentionally, or even unintentionally, insulted Helen. Especially with this crew of huskies ready to jump at her least beck and call, or even hop the highest fences for just one of her warm and charming smiles.

The most smitten of all the employees was tall and handsome Johnny Smith. Every idle minute, at every single opportunity, there was Johnny leaning on Helen's desk. Gazes at her with worshipping eyes. Johnny, too, was a bachelor. He was Matt's top location-getter, trouble shooter and general manager.

Whenever Matt found Johnny leaning over Helen's desk, he'd let out a roar that literally shook the building. At the same time he would imperiously order Johnny into the back repair department or out on some route with a rolling thunder of ill-chosen words.

The other employees attributed this to jealousy. Like most people, they side with the underdog, Johnny Smith, against the rich, powerful and arrogant Matt Jones. They were convinced whether Johnny or Matt would win was a fixed issue.

So it went for some many months in Matt Jones' big, rich and powerful operating firm. Until, one day, Matt walked into the front offices of his firm and again found Johnny Smith with Helen. But this time Johnny was stealing a kiss. The roar that ensued, the stream of insults that followed, almost resulted in a fist fight between Johnny and Matt.

With all the other employees bunched up at the door leading to the back of the place and looking goggle-eyed, Johnny just as heartlessly and angrily shouted right back at Matt Jones:

"Okay, Matt", he said in an angry, yet cold and cutting voice, "I quit."

"But", he continued, "this isn't the end. It's only the beginning between you and me. I'm going to make life miserable for you.

"No one has ever been able to give you any real competition in this area before. Well, Matt, you've just got yourself competition. Tough competition."

"You'll rue this day, Matt Jones, believe me you", Johnny concluded as he stamped out of the front door never to reenter it again.

Johnny kept his word. There were many who liked him and were willing to extend long term credit to him as well as help him financially. Matt began to lose one location after the other. After all, Matt had never even called around to meet any of the location owners, but Johnny knew them all personally. Knew all about them. Knew their folks, their fancies, their habits, their hobbies and their families.

At first Matt laughed. He'd answer his phone, "Jones speaking."

"He'll run out of cash soon. And when he does I'll phone down on him and break him, pull him out of business entirely."

But location owner after location owner continued to phone Matt and tell him to take out his equipment. Fair Helen's husband, owner of location now phoned Matt and told him to take out his equipment. They'd find the machines ready to the wall and the plugs pulled or else they found the machines pushed into the back room. Johnny's machines were always bleeding by.

It wasn't too long before Matt began to get worried. Plenty of it. He wondered whether Johnny or Matt would win.

Then one day everything came to a smashing crashing climactic. Matt for some time had been very secretly and quietly, working on a brand new, big location that was under construction. A beautiful spot. In fact, Matt had already purchased all the necessary equipment. His employees wondered what all this brand new equipment was for. Matt didn't even tell them a thing about his plans, or for what, or whom, the machines were intended. He simply told them that the day was just about ready to hold its grand opening, he phoned the owner to tell him he was all ready to send over the new machines. The owner answered:

"Sorry, Matt, all the equipment I'm going to need has already been installed."

"In fact", he concluded, "I just signed a lease agreement for the next five years with Johnny Smith."

Regardless of how hard Matt argued and pleaded, he couldn't move the location owner to reconsider. He tried everything he knew to get him to change his mind. He offered a huge sum of money as a bonus. He said he would let the machines operate for ninety days and give all the intake to the location. The answer remained a stanch and absolute,"No", to all his pleas and his propositions.

Matt hung up the phone with a crushing bang. He stormed out of his private office and tramped all about Helen and all the other employees. He finally stopped to rage in anger at the clocks, roaring, roaring, screaming, shouting. He became maddened by the whole thing. His employees were doing nothing. They kept their heads bent down in their tasks and didn't dare look up at him. When the quiet hour approached, they quietly put on their coats and as quietly slunk out of the place.

Matt then stormed into the front office and found Helen had also gone for a ride."So", he thought to himself, "she, too, is running out on me. She, too, is only interested in her picture." He pressed the accelerator down almost to the floor board in his anger and haste to get over to the new home Johnny had purchased just a short time ago in a new and exclusive suburb.

He didn't even slow his speed as he saw the lighted curbstone sign with wide flashing eyes. And he simply swerved into the driveway at the same top speed causing the tires to scream, the car to sway, and the white lights to scatter far and wide high into the air and all over everywhere.

He jumped out of his car. He bellowed his way through the brand new holiday decorations, and loudly asked, tender grass. He had to admit to himself, as he rang the door bell, that it sure was an attractive and substantial purchase.

He continued pressing hard on the door bell. Harder and harder. He didn't take his fingers off for even an instant.

At last the front hall lights came on. The door opened. The maid who had come to the door was just opening her mouth to angrily and irritably ask who it was.

He didn't even give her a chance to ask her question. He brushed right past her and stamped right into the soft carpeted living room.

He stopped. Just as if someone had hit him.


There was Helen.

He stared. His eyes seemed ready to pop out of their sockets. His mouth was wide open. He seemed to be striking dumb.

He recovered from his shock by angrily shaking his head. He roared out when he could see and think again, "So, Helen, you, too. You, of all people. Me, your trusty and devoted enemy. On a couch. In pajamas."

"Now I get it", he angrily shouted, "you've been tipping him off. You've been helping him. That's how he was able to grab that new spot."

Before Matt could say anymore, Johnny came bounding down from upstairs and launched into a superhuman and luxurious, a galaxy of colorful pillows. Dressed in extremely enticing lounging pajama.

Said Johnny very quietly, and softly, "Hold everything, Matt. Before you say another word, I want you to meet my wife."

"We were married the same day I quit your firm."
Wurlitzer Scholarship Winners

“20 Yr. Club” Members

CHICAGO — The following new members were added to THE Cash Box “20 Year Club” this past week:

James C. Roby, Owensboro, Ky.—21 years
Stanley S. Petticrew, Springfield, Ohio—20 years
Walter C. Knock, Dixon, Ill.—48 years
Carl E. Seneff, Washington, Ind.—30 years
Joseph J. Frederick, Detroit, Mich.—20 years
John T. Hogan, Jr., Lafayette, Ind.—20 years
John T. Hogan, Sr., Lafayette, Ind.—20 years
Jessie M. Hogan, Lafayette, Ind.—20 years
Emil J. Pfister, Shboygan, Wis.—20 years
Mickey J. Saffron, Youngstown, Ohio—21 years
G. H. Pickett, Toronto, Ontario, Canada—50 years
Clarence W. Anley, El Paso, Texas—20 years
Harold H. Klein, Omaha, Nebr.—20 years
Charles Rose, Fargo, North Dakota—20 years
Harold E. Rose, Fargo, N. Dakota—20 years
Lee John Holliday, Charleston, S. C.—20 years
Lionel King Delaney, Defiance, Ohio—20 years
A. Van Brackle, Defiance, Ohio—20 years
Emory Z. Gregory, Madison, Wis.—27 years
Russell L. Merritt, Houston, Texas—22 years
John J. Boll-Silman, Parma, Ohio—25 years
Applications for membership in the “20 Year Club” should be mailed to: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois.

NO, TONAWANDA—R. C. Rolfin, President of The Rudolph Wurlitzer Company (left), and Parry R. Wurlitzer, Chairman of the Board (right), offer their congratulations to Paul John Tardiff of Town of Tonawanda, New York, and Roy James Lamm of Buffalo, respectively. The boys were honored in a ceremony at the North Tonawanda Division of the company as winners in a competitive college scholarship program established by the Wurlitzer Foundation. Not present for the event were winners James Walter Mackinnon of DeKalb, Illinois, and Loren Robert Rothschild of Sherman Oaks, California.
Business along Pico has resumed its normal swing with everyone returning from the MOA convention in Chicago and activities are back as usual... Sonny Lomborg, formerly with Cup Distributors in Oklahoma City, has joined the staff at Larson Distributing Company. The move is in keeping with the coin machine business since 1939 and during that time has worked in various organizations throughout the country, but says that now he will settle here in South California with his family. Afterall, he's from Chicago, Jack Simon is visiting his former partner, William Marmer, in Cincinnati. John Freeman busy arranging a large European shipment... The Los Angeles District of the California Music Merchants Association, has this week held a meeting for local operators to aid the United Cerebral Palsy Fund. The Association is supporting the drive by placing operators with "coin cases" that has a total of $10.00 up ($6.00, and $1.00, when filled to $15.00, which are operating in their various locations... Wayne Copeland is very pleased with the expansion of Sierra Distributor's new parts and supply department. Frank Davis, sales manager, has set up an entirely new parts and supply department to carry a full inventory of parts that will meet the operators' needs and cut down the stock parts for every line of equipment. This department will be open seven days a week from 8:30 A.M. until 8:30 P.M. Monday through Friday. 6:30 P.M. on Saturday and 5:00 P.M. on Sunday for the convenience of the operators that might find it necessary to service a machine over a week-end. A new one-stop store, Norty's Music Service, with headquarters in the Sierra building opened for business Monday. Terrance Beckman, who is heading up the new one-stop said he will carry a complete stock of records and will maintain the same hours as Sierra's parts and supply department. The highlight feature of both the new departments is that operators can phone in orders on Sunday and pick them up the first thing Monday morning without delay... Mrs. Elmer Torres is recovering from serious injuries received in an automobile accident in Northern California at the Sequoia Hospital in Redwood City... Sam Marmer of California Music of Canyon spent an enjoyable week-end with his wife and son, Ronald, in Las Vegas as the guests of the Four Lads and Vic Damone. Sam followed the big golf tournament with Nan and Frankie Lomborg and their family and spent the last few days out every afternoon in a hunt for Big-Calcutta Sweepsstakes win. He didn't do as well as Frankie, but did return money and his wife and Martha Delgado happy with their prediction of Geed Orange's "Wayward Wind"... because it is going big with all the operators and should be another big hit for her... Sal Campagna of Fontana Music, Fontana, made a trip to Las Vegas where he checked his new enterprise there... There was "organized confusion" at Leuenheimer's Record Bar one day last week, Mary Solle was handed a list of record requests by an operator for one of his locations. Mary filled every request except the last on the list, "Money Goes Through But Nothing Happens", and had to recite her second take of "Kaye Dalmaine"... to add in finding such a record. After a long search and nothing was uncovered, they discovered to their dismay that it was not a record but a comment from the proprietors about one of his coin machines. Mary contends that it would make a good title! Both sides of Gayle Mac- Kennie's Vik recording of "Dance If You Want To Dance" and "Mr. Telephone" are being played back in the neighborhoods with the operators and operators... All C. A. Robinson and Company, Charley Robinson and Dave Wallach report business with United's "Hit" pool game. Charley said that United's new "Skye Stage" animated baseball game is doing well that the only house in the showroom and is again another shipment... Lou Daniels of Daniels Distributing Company, Portland, Seattle and Spokane, met in Seattle this week to meet Mr. Al Shulman and accompany him to the MOA convention. Al Shulman reports the firm is receiving excellent reports, the reason for the new "AMO S-3" higher than most from the many operators who have seen it in the showroom and the sales are going exceedingly well. Fred Guant reports great interest in Genco's new "Hi-Fi" phonograph that was just received here and is already in the hands of several operators... Monte Bowman of Big Bear Lake Amusement, Big Bear Lake, seen along Pico A.V.E. in his Arcade equipment company, becomes a successful sales trip to the Bakersfield area. Hank reports a surge in activity in the used machine business with operators seeing a record breaking year in their summer locations. He predicts that business will continue on the up grade, the second three months of this year will surpass the first three months. Chicago Coin's front play "Advance" pool game is going in well they call. D'Este has his floor open in Fontana, Lomberg, Mrs. Dwos Osborne, Mrs. R. E. Burns, Pete McDonald and Cameron Frank have both gotten their "big shots" in Las Vegas, and everyone is thrilled... Johny Williford vacationing in Colorado... Carl Perkins returned to his native land on the Big D Roof top. Chicago sent a week for Lake Tahoe.

"It's What's in THE CASH BOX That Counts"
Even greater than our “Champion Baseball”

Now Ready... Genco’s NEW, EXCITING BASEBALL GAME
FOR 1 OR 2 PLAYERS

NEW! ADJUSTABLE HOLD-OVER PENNANT FEATURE and multiple or single replay

BALLS SOAR
4 FT. THROUGH THE AIR
WITHOUT THE USE OF RAMPS

NEW! COMPACT PIN GAME SIZE CABINET
—only 60" long, 24" wide, 60" high

NEW! COLORFUL FORMICA PLAYING FIELD!

SEE your GENCO Distributor

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

THRU THE COIN CHUTE

HOUSTON HAPPENINGS

Top local coinmatic news item of the week was C. O. (Red) Harrington back in the business bigtime by opening a distributing and operating firm at 1820 LeeLand. Red plans to sell, buy, trade and operate most types of novelty games, cigarette machines and phonographs. Already has the Bert Lane line and expects a Chicago trip will cinch at least two others. C. O., with over 20 years operating and distributing experience, is about as well known as ever they get to be in Texas coin machine circles (See pic elsewhere in this issue, taken at MOA show) . . . Operator Melvin J. Blum from Bay City in town shopping for records, new equipment and such. . . . Owner H. M. Crowe announced addition of Coast, Dawn, Fantasy, Soma, Fiesta, and Montilla labels to his Acme Record Distributing Co. lines. . . . Garland DeLamar, operator of a big one-stop record shop for operators in Waco, recently moved into his fine new brick home in that city. . . . Home Furnishing and Studio Co., 9941 South Main, opened a classy record bar May 3 on the store’s main floor. LP and hi-fi records will be a specialty of this new department. . . . Kinda hard to believe young looking Jewel Deisch (Mustang Record Shop) is the mother of two daughters in high school. Intelligent woman she is too, as proven by the fact she reads every issue of Cash Box “from cover to cover”. . . . Prolonged bull session (about cars and politics) in the S. H. Lynch Co. (Seeburg) free coffee bar with operators Ben Kelly, C. D. Ledbetter, Frank Habac, E. J. Slania and service specialist Ben Wells with Jim Maines sorter acting as moderator. . . . Nolan Regiene, Jr. new counterman at United Records Distributor in place of Charles Stephens now in U. S. Marine Corps.

CHICAGO—Miss Ami, AMI, Incorporated’s “Miss Ami,” appeared with Claude Thornhill and his Orchestra at Chicago’s Blue Note, where a series of photographic studies were made in connection with AMI’s introduction of its new “G-200” phonograph.

The night of Miss Ami’s appearance (as shown here) the patrons at the Blue Note sang composer Frank Loesser’s hit tune “Once In Love With Amy” in her honor.

All AMI distributors, and the nation’s operators, are to receive a brochure of photographic studies featuring Miss Ami and the various features of the new “G-200,” said Bill Fitzgerald, firm’s advertising and promotion manager.

“It’s What’s in THE CASH BOX That Counts”
**DOUBLE YOUR PROFITS with Keeneys ARCADE and FLICKER POOL**

It's YOUR OPPORTUNITY—Mr. Operator, to DOUBLE your PROFITS with Keeneys ARCADE and FLICKER POOL. Here's why they give you the locations twice as much action:

ARCADE has changing values on all pockets with each ball scored. Scoring drums on litbox. One or two players or two teams of players.

FLICKER POOL has changing pocket values of 100 to 600 by matching Fllicker lites. Center Hole good for 600 with color lit. 3-Way toggle adjustable to regular Fascination Pool or Flicker Pool principle of play.

See Your Keeney Distributor Today for These Two Fast-Moving Pool Tables.

WRITE—WIRE—PHONE

J. H. KEENEY & CO. INC.

2600 W. FIFTH STREET, CHICAGO 32, ILLINOIS

**MAY**

is

"National Tavern Month"

Operators Can Help Make This Month The Biggest Profit Month Of The Year

"The finest locations are the taverns", this has been heard since the repeal of prohibition.

This month of May has been officially acclaimed as "National Tavern Month".

It is the biggest profit month of the year for every operator everywhere in the nation. It simply means that coin machine operators must spread the word to their friends and neighbors to visit their local taverns and celebrate "National Tavern Month".

This is the one big month of the year when income can zoom to new high marks for every operator who has equipment in taverns. And what operator hasn't?

Every operator in the nation should make it his business to print up and pass out cards with the words:

"This is National Tavern Month—Visit Your Local Tavern."

He should give every advertisement in his newspaper, on the radio, on TV and everywhere else he can reach with just the above statement.

Tavern owners are reported to be cleaning up and sparking up their places.

They are trying their utmost to bring more people into their taverns. They want the people to, once again, become better acquainted with the fine neighborhood business place.

Remember "Fraunce's Tavern"? Remember so many, many taverns where patriots met in the days when this nation was born?

There are such taverns everywhere in this nation. There are friendly and jovial and genial tavern owners who want the public to come to know them better.

The operators surely want this to happen. It means more play, greater profits. The biggest income month of the year and better business for the rest of the year.

Get your friends and neighbors to help patronize the taverns in May—to become better acquainted with "National Tavern Month".

**EASTERN FLASHES**

With activity at fever pitch here on coinrow, music distributors kept busy visiting local ops, as well as entertaining visits from them. Meyer Parkoff, Atlantic New York Corp. (and Joe Yoven and Jack Gitter) didn't even have the time to spare to attend the MOA show, and Barney (Shaggy) Supergren and Abe Green, Runyon Sales Co. (AMI) were back in their hotel on Tuesday night, May 22, to take places at the spacious "42 Club" in Scarsdale, N. Y. Everyone who has ever attended the Westchester parties has always had a most wonderful evening, and we at The Cash Box look forward to being there. In addition to a sampling of music and games, both new and used, going at a goodly pace at the wholesalers.

Harry Koeppel, Koeppel Distributing, who intended to go to Chicago, didn't make it. Brother Hymie wasn't feeling too well, and George, head manager, had his hands more than full with his shows. However, he intends to make it to the office. . . . Westchester ops getting ready for their big banquet, Tuesday night, May 22, to take places at the spacious "42 Club" in Scarsdale, N. Y. Everyone who has ever attended the Westchester parties has always had a most wonderful evening, and we at The Cash Box look forward to being there. In addition to a sampling of music and games, both new and used, going at a goodly pace at the wholesalers.

**COIN VINTAGE**

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MODERNIZE YOUR POOL GAMES WITH NEW PLAYFIELD TOPS!

$35.00 complete

Write or Phone for quantity price in lots of 5 or more... For Light-Up bumpers—add $10.00 per top. Light systems transformer, post lamps, wiring, fuses, installed with cord set and plug.

KING-SIZE TOPS also available for $10.00 additional.

(State length and width of top)

TERMS: One-half deposit—balance Sight Draft or C.O.D. Please specify hole position and whether lights are wanted.

ANTI-WARP ADJUSTORS

For all models.

Guaranteed to correct warp anywhere on table. No adjustments to pull machine out of play. Order today and play flat or play anywhere.

SET OF 4 $8.95

MARVEL NG. CO.

2849 W. Fullerton Ave.

Tel: Dickens 2-2424

Features...

• THREE HOLE MODELS! Center hole equipped with plastic plug for conversion to 3-hole operation use and tab hole ruler.

• Authentic billiard cloth on NOVOL-


• Available in choice of two models: Men and women. Men's model has 8-in and holds set in 4 inches from middle. Women's model holds set in 4.5 inches from middle.

• Field screened with squares for use in 3 or 4-week

• New type plastic bumpers with extra live rubber tips.

• Choice of:

• Bumpers with lights...

• Plastic bumpers without lights.

CHICAGO CHATTER (Cont.)

Handsome. At least that's what those at MOA show said. Mr. Erv Sander reports his firm grabbed a new distributorship.

Remember: MAY IS NATIONAL TAVERN MONTH. Help get people out to visit your neighborhood taverns. This is important to every operator who wants to earn a real buck during the month of May. — Ralph Ridgeway of Springfield, Mass. searching all over for Lou Boabs. — Leonard B. Rhodes around from Aurora's Lyon Metal Products. — There's a new vendor in town with a unique demonstration of the Cash Box and many others trying to find out where it's located. Takes 50¢ coin and gives loan sheet to be okayed by location owner. — Romeo Laniel and Jean Coutou of Montreal in with many, many Canadians to see this show. — Morris Pinha of Montgomery, Ala. brought in election pamphlet of B. T. (Tobe) Smith of Jackson County, Fla., wherein Smith (who is elected State Representative) says he advocates taxing all coin operated games $1 registration fee plus one-third of gross income. — Did you get one of those brochures with a picture of the big. bang offer that mentioned "Fire Marshall"? — John Testa of the Nat 'Union of coin machine ops, Gary, Ind., around and about the show. — Leo Weinberger picked 'em one-two: Neddies and Fabius in his May 5 "Leo's Picks"... If we haven't mentioned you, please forgive us, we're still trying to get over the rush of business and start work on next week...

NOW IN PRODUCTION
ON DISPLAY AT YOUR
Williams DISTRIBUTOR!

WilliamS
PICCADILLY
2-Player
5-Ball

Williams
CRANE
The Greatest
Novelty Game
Ever Built!

Williams
DE LUXE
4-BAGGER
BASEBALL
GAME

Williams
KLIX
BILLIARDS
 Entirely Different
Concept of a Pool Table

Williams
Imperial
Pool
Larger Balls
GIANT BUMPERS

Williams
STAR
POOL
Scoring in the
End Rails

Williams
Has The Most
COMPLETE LINE
in the
Coin Machine Business!

Williams
2-Way Deluxe
BANK
POOL

WILLIAMS MANUFACTURING CO.
4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

POOL SUPPLIES
IMMEDIATE SHIPMENT!
Hyatt “Vitalite” BALLS, 2½”, 5 ounce, perfectly round and balanced. Set consists of 4 red, 4 white, 1 yellow, and 1 black, per set of 10 balls, No. 8F8 $16.50
One-piece maple CUES, 48", red lacquered butts, complete with fibre point, tip and bumper Each 1.95
“Bumper” rubber back BED CLOTH, 36”x52” Each 7.95
“Bull Dog” brown leather TIPS, assorted sizes, per 100 1.25
“10 Minute” cue tip CEMENT, 1 ounce tube Each 2.00
“Perfection” cue tip CLAMP Each 20c per dozen 2.20
Cue top SANDERS Each $1.95, Sander DISCS per dozen .45
CHALK per dozen 45c, per gross 3.75
COMPLETE ILLUSTRATED SUPPLY CIRCULAR FREE ON REQUEST

A. E. SCHMIDT CO.
112 SIDNEY ST., SAINT LOUIS 4, MO.

May 14—Tri-County Juke Box Operators’ Assn.
Place: Elum Music Offices, Massillon, Ohio

16—New York State Operators’ Guild
Place: Governor Clinton Hotel, Kingston, N. Y.

16—Automatic Equipment & Coin Machine Owners’ Assn., Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.

17—Eastern Ohio Phonograph Operators’ Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).

17—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

21—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.

22—Western Massachusetts Music Guild
Place: DeMarco’s Restaurant, West Springfield, Mass.

June 2—Music Guild of Nebraska
Place: Pawnee Hotel, North Platte, Neb.

4—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

4—United Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

7—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).

7—California Music Merchants’ Assn.
Place: Sacramento Hotel, Sacramento, Calif.

7—Eastern Ohio Phonograph Operators’ Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General).

12—California Music Merchants’ Assn.
Place: Fresno Hotel, Fresno, Calif.

13—California Music Merchants’ Assn.
Place: Bakerfield Inn, Highway 99, Bakersfield, Calif.

14—California Music Merchants’ Assn.
Place: U. S. Grant Hotel, San Diego, Calif.

14—Massachusetts Music Operators’ Assn.
Place: Beaconfield Hotel, Boston, Mass.

21—West Virginia Music Operators’ Assn.
Place: Daniel Boone Hotel, Charleston, W. Va., (executive board)

22 & 23—West Virginia Music Operators’ Assn.
Place: Daniel Boone Hotel, Charleston, W. Va. (convention)

25—Central States Music Guild
Place: 803 Main Street, Peoria, Ill.

Attention: Operators’ Associations

Associations desiring listings in this column, please write to THE CASH
BOX, 26 West 47th Street, New York 36, N. Y.

MOOSIC, PA.—Ben Sterling, one of the largest operators of coin operated machines in this area, is also owner of the famous Rocky Glen Park, here. The Park officially opened Sunday, May 6, and has undergone extensive improvements. One of the new projects is the "Nursery Rhyme" theme in both rides, amusements and kiddie rides.

Pictured here is Ben Sterling (top, right) with his two sons Gibby Sr. and Gibby Jr., in front of one of the nursery sections.

"We will have something on the order of Disneyland," says Ben, "but not as extensive or expensive as we are a small country park."

“It’s What’s in THE CASH BOX That Counts”
Gala Three-Day "Centennial Club" Celebration For Ops Beginning To Take Shape

NORTH TONAWANDA, N. Y.—Robert (Bob) Bear, sales manager of the phonograph division of The Rudolph Wurlitzer Company, this city, advises that the gala three-day "Centennial Club" celebration for music operators and their wives is beginning to take shape.

"The North Tonawanda factory, site of the festivities on August 23, 24 and 25" said Bear, "is buzzing with activity even at this early date. Arrangements are being completed for food, entertainment, hotel accommodations, staging and the myriad of other details that are required to entertain the estimated 1000 guests who will attend."

"I urge all music operators to contact their Wurlitzer distributor for details on how they can become members of the Wurlitzer 'Centennial Club', which entitles them to attend the festivities as guests of Wurlitzer."

Bear advises that the musical "Kismet," will be presented in an unique setting on Friday, August 24. The theatre itself is a large tented structure seating 2000 persons. The stage is in the center and the audience sits in comfortable yacht chairs, with no seat further than 40 feet from the stage. This type of production is known as arena production or staging in the round. Scenes are played up and down the aisles and even in the back of the house. "Kismet" was a Broadway success and still draws tremendous crowds on the road.

WANTED!

BEACH BEAUTY GAYETY
BIG TIME MIAMI BEACH
BROADWAY SURF CLUB
GAY TIMES VARIETY

ALSO:

SEEBURG "B" and "C"
3W1 Chrome Wall Boxes

Bally Service School at N.O. Novelty

NEW ORLEANS, LA.—Operators from all over the states of Louisiana and Mississippi attended the two day Bally Service School, April 25 and 26, held by New Orleans Novelty Company, this city.

Louis Boa-Berg of New Orleans Novelty Company reports that the first day's attendance was 63 and the second day's attendance was 52. The sessions were conducted by Bob Breither, Bally field engineer.

After each day's session everyone was treated to a Steak Dinner by the distributing firm at the New Orleans Athletic Club.

Pictured herewith is a portion of the crowd enjoying their dinner at the athletic club. (Bob Breither is seen standing at the rear).

"It's What's in THE CASH BOX That Counts!"
WANT

WANT — Seeburg Phonos, Model M100-B and later models. Also AMI D80 and later models. For Retail, Quality condition and lower cash prices. HASTINGS DISTRIBUTING CO., 616 S. 21st, Springfield, Missouri. Tel. (417): 867-6201.

WANT — Bally’s: Broadway's; Miami Beach and Standard Metal Toppers, State price and condition in first letter. WILLIAMS & FOOLETT MUSIC CO., SOUTH 108 HOWARD ST., SPOKANE 4, WASH. (Tel.: Madison 8555).

WANT — Late Model Seeburg, Wurlitzer, Rock-Ols and AMI Phonographs for cash. Write or Wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: Garfield 3502).

WANT — Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels with blank space, etc. DICKENS Vocation; Paramount; Gennett; Bluebird; Champion; JACOB S. SCHNEIDER, 128 W. 66th ST., N. Y. C.

WANT — 45 RPM Records, new or used, no quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALINO, GALINO DIST. CO., 414 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT — Bings and Gottlieb 5-Balls for resale. 100 Records Seeburg 45 Hidden Units. Send Prices. H. & H MUSICAL DISTRIBUTORS, 1428 3RD AV., MOLINE, ILL. (Tel.: 46700).

WANT — Bally ABC Bowlers, new or used—for cash or will trade for Hi-Fi Equipment. COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: Superior 1-6600).

WANT — For Cash. Used United, Bally, Genco or Exhibit Skill Pool Tables—or trade for Exhibit Space Gun, Silver Ball, or American Drop Kick Football, 4 Player Derby, STANLEY AMUSEMENT CO., 1119 TACOMA AVENUE, TACOMA, WASH. (Tel.: Broadway 3663).

WANT — Your own or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No waiting than we pay cash. We pay freight. BEACON STORES, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel.: Union 17500).

WANT — All Seeburg Phonos: Model M100-B; M100-B; M100-C’s. Also Wurlitzer and AMI Phonographs. All at lower cash prices. ATLANTIC NEW YORK CORP., 443 TENTH AVE., NEW YORK, N. Y. (Tel.: Plate 7-3140).

WANT — Good used late pinballas. Send name of game, condition and price. SALINA MUSIC & AMUSEMENT CO., 121 N. 7th STREET, SALINA, KANSAS.

WANT — Pius, late model Shuffle Alleys for resale. Send list. Also have all types of equipment for sale. NATIONAL NOVELTY CO., 233 MERRICK ROAD, MERRICK, L. I., N. Y. (Tel.: F rape 6-6771).

WANT — Bally; Variety; Big Time; Gay Time; Miami Beach; AMI Chicago; Williams; Gottlieb; Bally Rocket; Williams; Bally; and Bally Bingo. Write stating price and quantity in first letter. REGENT AMUSEMENTS CO., LTD., 3126 TYSON AV., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6901).

WANT — Williams’ King O’ Swat; United Sluggers; Chicobig Coin Baseball League and Super Home Run; General Sluggers; Elbow Sluggers; and Bally Bingos. Write stating price and quantity in first letter. REGENT AMUSEMENTS CO., LTD., 3126 TYSON AV., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6901).

WANT — Musik: Seeburg 100-A’s, BL’s, C’s & R’s; Wurlitzer 1700’s, 1800’s. Pinballas, all late commercial models, Bally and Bally Bingos. Write stating price and quantity in first letter. REGENT AMUSEMENTS CO., LTD., 3126 TYSON AV., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6901).

WANT — Williams’ King O’ Swat; United Sluggers; Chicobig Coin Baseball League and Super Home Run; General Sluggers; Elbow Sluggers; and Bally Bingos. Write stating price and quantity in first letter. REGENT AMUSEMENTS CO., LTD., 3126 TYSON AV., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6901).

WANT — To Buy. Vending Machine Routes—Penny, Nickel or Dime—with or without machines. We will buy any quantity. 1236 EAST CARSON ST., PITTSBURGH 3, PA. (Tel.: Hepton 1-9900).

WANT — Pay cash. United Sluggers Baseball League; Chicobig Coin Baseball League; Bally ABC Bowlers; Chicobig Home Run League; Sluggers; and Elbow Sluggers. DAVE LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. (Tel.: Chickerick 4-5100).

ATTENTION: We will pay 15c ea. for your used 45’s, not over 6 months old. STEVEN HEIDE, 1232 NORTH SHORE RD., REVERE, MASS. (Tel.: Revere 8-2739).

WANT — To Buy. 1500 Wurlitzer. PAUL M A C E L L I, FRONTENAC, KANSAS.

WANT — Coin Machine Salesman, now employed by large distributor of one of the leading phonographs and other amusement machines covering part of two Southern States would like to make a change that would improve present status. South East or South West territories preferred. Can furnish A-I references. Box 5057, THE CASH BOX, 26 WEST 47TH STREET, NEW YORK, N. Y.


WANT — Bally’s Cross Words (like new), write. United Pixie, $67; Rock-Ols, $173; Radio Pinball, $165. One-third deposit, balance sight draft or C.O.D. NASTASI DISTRIBUTING CO., 70 E. 7th, TUCSON, ARIZONA. (Tel.: 3-5688).

WANT — All types late model phonographs wanted. For cash. Call collect for price. DAVIS DISTRIBUTING CORP., 723 WATER STREET, SYRACUSE, N. Y. (Tel.: Syracuse 75-1631).

WANT — United and Chicago Coin Shuffles, 10th Frame and later models; Chicago Coin Shuffle, 1250’s, 1015’s; all type Bingos; Coin Hunt, as is or shipped. CAN- YON MACHINES, INC., 306 E. MAINE, SEATTLE 21, WA. (Tel.: MA 6386 – MA 7459).

WANT — Can you afford 92¢ per week and can you meet the head of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free all year’s (52 weeks) subscription to The Cash Box, "The Voice of the Coin Machine Industry." Send your Check for $45 today plus your first 40-word ad to the Coin Machine Industry Advertising Section, THE CASH BOX, 26 W. 47TH STREET, NEW YORK 36, N. Y. (Phone JU 6-2640).

SPECIAL—Bally: Bench Beauties, $439.50; Big Times, $295; Miami Beaches, $295. United: Pixies, $379.50; Navados, $99.50; Tropicales, $119.50; Gottlieb: Gladiators (2 Player large Deluxe Game), $279.50; Easy Aces, $225; Breakaways, $150. WURLITZER, 26 W. 47TH STREET, NEW YORK 36, N. Y. (Tel.: Union 1015).

WANT — For Sale—CREDIT SALE—All 1-Pass Machine—$125.00. Also 3 Lolly Jokers @ $95. Lot $850. MERRIMAC AMUSEMENT CO., 548 MIDDLE-SEED, ROCKFORD, ILL., M.A.S.S. (Tel.: Glenview 2-3171).

WANT — For Sale—Palm Springs, $75; I Surf Club, $85; 2 Thunderbolts (Chicago) @ $149 1/4 each. All Chicago. $145. Pool Alley, $50; 3 United 10 Frame Alleys, $65. For Sale—3 Lolly Jokers @ $95. Lot $850. MERRIMAC AMUSEMENT CO., 548 MIDDLE-SEED, ROCKFORD, ILL., M.A.S.S. (Tel.: Glenview 2-3171).

WANT — For Sale—1550 Wurlitzer @ $150 ea., cash. Like new. 3-4100 & M1000. 3W1 Seeburg Wallboxes @ $50 ea. Automatics: M1000, $151; 3 Lolly Jokers, $295. $85. NO VENDING MACHINES. 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: PBrst 3-3546).

WANT — For Sale—Like New, Wurlitzer 1800, $895; Wurlitzer 1700, $715; Wurlitzer 1625, $595; Wurlitzer 1400, $295; Automatic Score Counter for 22 foot Shuffle Shoe. Never uncured, $75. Kimey-Bonos Bowler, $895; United Star, $40; United Cascade, $55; Crown Bowler, $45; LEW JONES DISTRIBUTING CO., INC., 1301 N. CANTON RD., CLEVELAND 2, OHIO. (Tel.: APOLIS 2, IND. (Tel.: MEroso 5-1593).
FOR SALE—Distributors, Classifed May 1. Shuffle, Amf, & Others, ready for location. Buy a distributor & you have a business of your own. Free details: P.O. Box 3020, Sheboygan, Wis. 53032.

FOR SALE—Coin-Op Equipment, Chicago Coin Criss Cross Bowls, $150 ea.; Chicago Coin Holda Bowls, $200 ea. ANTI-EVIL, 5609 W. 76th St., SHEBOYGAN, WISC. (Tel.: GL 7-5197). FOR SALE—Rock-Ola Comet, $325; Rock-Ola Hi Fi, $295; Atlas City, $60; Conley Islands, $50; Rock-Ola 1717 Steppers, $30; Wurlitzer Steppers, $145; AMI A’s, $95; H & H Music and Distributors, IMMEDIATE PAYMENT, W.B. MILLIN, ILL. (Tel.: MO 4-6705). FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see what you've been missing! Buy more and be glad you did. Your money's worth if not completely satisfied, 1 1/2 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel.: Wheeling 5742).

FOR SALE—Seeburg "C", $325; Seeburg "B", $395; Seeburg "A", $290; AMI E-129 Phonographs, $475; Wurlitzer 1800, $775. All the above machines are clean and ready for location. UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS (Tel.: HO 4-6111, 4-3349).

FOR SALE—Bowlers: Clover, $85; Chief, League, Team and Fifth Avenue, $100 ea.; 11th Frame Yankee and Plane, $125 ea.; Lightening, $200 (DeLuxe), $225; Spooky, $180. WILLIAM CORPORATION (Tel.: Chicago 6337). FOR SALE—Bingo, Hawaii, $150; Surf Club, $150; Spotlite, $35; W. B. DISTRIBUTORS, INC., 1012 MAIN ST., ST. LOUIS, MO. (Tel.: Central 1-2922). FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and reconditioned for home use or as a distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. (Tel.: Regent 6-3691).

FOR SALE—His-Speed Super Fast 112ft long board, with over 1000 sold in cans per case $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. 4-1/2 deposit with all orders. NAME, MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS. FOR SALE—What will you pay? No reasonable offer will be refused. Don't overpay! Bonos: Jungle Dale Guns; Star Series K Swat; Nine Sisters; Lady Luck; Photo Finish; Deuces; 1-1-2; 1-2-3 Deuces; Jalopy; Guns and Dolls; Lady Luck; Lucky Lady; Watch My Line; United: Royal; Cascade; Classics; Teams: United; Exhibits, Williams, large and regular 2 and 3 hole Pool Tables. TOLEDO CO., 1021 Wallack and St. Joseph Sts. All Machines A-1 condition. WEATHER-WAX DIST. CO. (warehouse), 14-16 MURAS ALLEY, SENECHATAY, N.Y.

FOR SALE—Chicago Coin Criss Cross Bowlers, $75 ea.; Chicago Coin Holda Bowls, $200 ea. ANTI-EVIL, 5609 W. 76th St., SHEBOYGAN, WISC. (Tel.: GL 7-5197).

FOR SALE—Complete line of used Bingos, Shuffle Alleys and Phonographs. Distributors for United and Williams. Chief, League and Taxi and AMI phonographs. KOOPPEL DISTRIBUTING CO., 629 TENTH AVENUE, BURLINGTON, N. J. (Tel.: Circle 8-6929).

FOR SALE—Bright Spots, $39.95; Bright Lights, $39.95; Rodeos, $39.95; GOLDEN NOVELY CO., 701 GOLDEN 12, SAN FRANCISCO 2, CALIF. (Tel.: Market 3967-9).

FOR SALE—The Cat Came Back b/w "Stop Cracklin' Peanuts" "New Widow" b/w "The Ghost of Whisperin' Hope". "She Married The Wrong Wrong Man" b/w "Where The Idaho Potatoes Grow". "Dark As A Dungeon" b/w "My Own Sweet Darlin'". Charges, Motors, transfer arms, amplifiers, junction boxes, etc. WANTED: Used Phono Parts—and AMI Phonograph. KOOPPEL DISTRIBUTING CO., 629 TENTH AVENUE, BURLINGTON, N. J. (Tel.: Circle 8-6929).

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Chicago, Cole, Kings and Bally. WILLIAMSPORT ELECTRONIC AND TELEVISION CO., 233 W. 3RD STREET, WILLIAMSTOWN, PA. (Tel.: 2-3332 or 2-1648).

FOR SALE—Non Coin Operated Jokers and Points Makers, Like New, $825; 2 Coin Machines, $60; Ice Frolics, $100; Watches, $3, $10. WURLITZER MUSICAL CO., 703 MAIN ST, BRIDGEPORT, OHIO. (Tel.: Bridgeport 720).

FOR SALE—Distributors Attention! We are overstocked with new Automatic Pool Tables and will accept in trade Bingo Machines, Music and Arcade. Please call us if you need Kid's Room, REDMAN or AMI, INC., 290 LINCOLN ST., ALLSTON, MASS. (Tel.: Algonquin 4-6400).

FOR SALE—Polyethylene Plastic Pool Game Covers, $3.95. (Protect Your Investment): Shuffle Alley Tournament Boards, $12.50; Gayets cleaned and checked, $15. DONAN DISTRIBUTING CO., 5907 NORTH KEDZIE AVE., CHICAGO 25, ILL. (Tel.: Junique 8-5211-12).

FOR SALE—Wurlitzer 1500's; Wurlitzer 1250's. Ready for location or "As Is". Write for low prices. YOUNG DISTRIBUTING, INC., 575 11TH AVE., NEW YORK 36, N. Y. (Tel.: Chickerling 4-0500).

FOR SALE—Complete of used Bingos, Shuffle Alleys and Phonographs. Distributors for United and Williams. Chief, League and Taxi and AMI phonographs. Write for jobber's prices. CENTRAL DISTRIBUTORS, 2315 OLIVE STREET, ST. LOUIS, MO. (Tel.: 1-3851 8-505 MAIN STREET, KANSAS CITY, MO. (Tel.: Harrison 4747).

FOR SALE—Four Exhibits Shooting Gallery, $125 ea.; 1 Exhibit Jet Gun, $75; Shooting Gallery, $50; 2 Seeburg Bear Guns—Shoot the Spook conversion. $75 ea.; 1 Exhibit Jack Wall, $50. WILLIAM CORPORATION (Tel.: Chicago 6337). FOR SALE—Pool Table, $125; Genie Wild West, $325; Genie Rifle Gal- lery, $225; Genie Quarterback, $125; Genie Super Pool, $85; Chelino Super Home Run, $225; Gottlieb Wishing Well, $225; Diamond Lil, $175; Crossroads, $95; UNIVERSITY COIN MACHINE, 586 N. MAIN STREET, ELKHART, IN. (Tel.: Axxminter 4-3529).

FOR SALE—Quintette, $60; Coner Island, $35; United Super Shuffle Alley 6 Player, $70; Wurlitzer Phone, $210; Model $1100, $100; Rock-Ola Phone #4122, $30. One man games: Latin Chess; three draft. GENERAL DISTRIBUTION CO., 1609 ORLEANS AVE., NEW ORLEANS, LA. (Tel.: T'hamon 6729).

FOR SALE—Model 1430 120 Selection 45 RPM Rock-Ola "Comet" Phonographs; $465; Model 1546 120 Selection 45 RPM Rock-Ola Wall Boxes, $50; AMI Model E120, $425; Wurlitzer Wall Boxes; Model 3501, $75; Model 4120, $125; Model 4815, $15. O'CONNOR DISTRIBUTING CO., 2320 WEST MAIN, RICHMOND 20, VA. (Tel.: 8-34624).

FOR SALE—Large stock of Bingos, Shuffle Alleys, Pool Games; Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, Excalibur, AMI, Corning, and Williams. Write for jobber's discount. DANN STEWART CO., 140 EAST 2ND STREET, SALT LAKE CITY 11, UTAH (Tel.: Davis 2-2473).

FOR SALE—Seeburg M100-A, $250, M100-C, $600; M100-C, $750; M100-W, $750; M100-R, $825; ED-120, $675; Pool 1800, like new, $750; 1400, $225; 1250, $150; 1100, $85; AMI E-840, $450; Wurlitzer Wall Boxes, $2334 36 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: CH 1-5651).

FOR SALE—High Luster, Chrome Plated Steel Pilasters for Seeburg Model "C". End expensive plastic breakage. Beautifies and modernizes antique games. Installation only $24.50 per pair. MUSIC SALES COMPANY, 2929 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—2 Exhibit Shooting Gallery, $125 ea.; 1 Exhibit Jet Gun, $75; Shooting Gallery, $50; 2 Seeburg Bear Guns—Shoot the Spook conversion. $75 ea.; 1 Exhibit Jack Wall, $50. WILLIAM CORPORATION (Tel.: Chicago 6337). FOR SALE—Gas Sales, Inc., Hunter $295; Bally Variety, $195; Wurlitzer Club, $65; Beauty, $75; Batley Club, $90; Dave Ranch, $95; Palm Springs, $125; Miami Beach, $365; United Classic Bowlers $50; Leader Bowlers, $135. MINNEAPOLIS, MINN., 113 S. 11TH ST., ERIE, PA. (Tel.: 5-7549).

FOR SALE—Pool Parts: Pool Balls, red or white, ca. 75c; Pool Balls, set of 10, top quality $12.50; Color Sticks, $48, ca. $1.15; Cue Sticks, shore glass, horse hair, $2.75. Chalk, gross, $3.50. MIKE MUN- VEN, 577 TENTH AVENUE, NEW YORK, N. Y.
You’re Teamed Up To Go Further, Faster With These AMI Extras

Variety in Price of Play
Multi-Horn High-Fidelity
Wide Choice of Cabinet Colors

Variety in Price of Play. No one knows better than you, the operator, what prices of play will produce the biggest take in your locations. With the new AMI “G-200” you make your own decisions. Want dual-price play? You can have it. Want single price play? You can have it. Want an almost unlimited combination of prices? You can have them—all of them with the “G-200”.

Multi-Horn High-Fidelity. Your ears tell you it’s so. It isn’t enough to say you have high-fidelity. The superb reproduction possible with AMI’s exclusive exponential horns, scientifically designed cross-over network—and other high-fidelity components—is immediately evident when it’s first heard. That’s why people play more and pay more to hear the “G-200”.

Wide Choice of Cabinet Colors. You get into more locations—more top locations—and stay in them longer with AMI’s choice of beautiful cabinet finishes that contrast or blend smartly with the decoration of any location. There’s a “G-200” cabinet that will attract the eyes and coins of your color-conscious patrons. Put it to work for you!
The Cash Box

How To Use "The Cash Box Price Lists"
[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Machine quotations appear in the quotation section of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same market quotation board as the Stock Exchange...posting the prices as they are quoted for the past week, regardless of how much they may move or come down in line. Some prices do not change for months. "The Cash Box Price Lists," rather than show price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very wide divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, floral, appearance, demand, territory, quantity, and condition of equipment, etc., may be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Cash Box Price Lists" should be read following: first price listed is lowest price quoted for the week; second price listed is highest quoted price.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games and figure $20 to $30 on Phonographs.

CODE
1. Prices UP
5. No quotations Last 2 to 4 Weeks
2. Prices DOWN
6. No quotations 4 Weeks or Longer
3. Prices UP and DOWN
7. Machine Price Added
4. No change from Last Week

REGARDING SELLING PRICES

IMPORTANT

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 are not able to sell for even $15.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low price brackets are not many times low because of the equipment, but simply because there are no complete reconditioning such machines, the reconditioner must add onto the price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machine plus the cost of cartons, crates and labor, packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $15.00 to $75.00 and up. In some areas, used and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or collected for used machines. All the manufacturers of many of the old arcade machines and kiddie ride machines are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration. It may be that the machine should also realize that many buyers today have their own repair and reconditioning shops as well as experienced mechanics, such buyers will purchase machines "as is," at prices quoted by the trade at last sale, and recondition the machines themselves to meet their own operating standards.
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## Manufacturers New Equipment

**Products listed here are currently in production. Prices are manufacturers’ list prices, F.O.B. factory.**

### AMI, INCORPORATED
- **6-Roll Photo**
- **G-80 Phonograph**
- **G-80 Phonograph**

### ROCK-OLA MFG. CORP.
- Model 1452, HI-FL, 50 Selectors, 5000, 1000, 1200, 120 Selections
- Model 1546 Chrome Wall Box, 120 Selections
- Model 1548, 50 Selection Wall Box

### J. P. SEEBURG CORP.
- **V-200—Select-O-Matic “200” Phonograph**
- **V-200—Wall-O-Matic “200”**
- Model 1100, 1000 Selections

### BALLY MFG. CO.
- **Magic Pool**
- **Baseball Pool**
- **Night-Crash**

### CHICAGO COIN MACHINE CO.
- **Rotation Pool**
- **Stein Shovel (Regular Model)**
- **Shovel Set (Revue Model)**

### EUREKA MFG. CO.
- **Bally King Star**
- **Bally King Star (with lighted bumpers)**
- **Bally King Star (without lighted bumpers)**

### EXHIBIT SUPPLY CO.
- **Spanish Pool**
- **Genuine Slate Pool**
- **Super Star Pool**

### GENCO MFG. & SALES CO.
- **Mark Lite Pool**
- **Hi-Fly (Baseball Game)**
- **H-Town Tournament Pool**

### WILLIAMS MFG. CO.
- **Imperial Pool**
- **Piscatorial (3-Player, 5-Ball)**
- **2-Way Deluxe Bank Pool**

### THE RUDOLPH WURTHNER CO.
- **Model 1900 Deluxe, High Fidelity, Desert Haze Finish**
- **Model 1900 Special Features—Detecting, Hi-Fi, Black, White, Starlight, Colorful, Maroon, Red, Blue**

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chicago coin Offers You the Most Complete Line of Pool Games in the Industry!

4 SIDED Rotation POOL

CHAMPION SENIOR POOL
8 inches longer—size 3 ft. by 5 ft.

CHAMPION POOL
Also available Champion Model 35

CLOVER POOL
Also Available Clover Model 35

JUMBO POOL
18 inches longer than regular size—70 inches by 36 inches

ADVANCE Pool
Featuring 3 Pop Up Holes!

Plus Progressive Advance Scoring
All holes advance in scoring as game progresses. (5 scoring panels lite up progressively to show new scoring value of each hole.)

1725 West Diversey Blvd., Chicago 14, Ill.
FLY WITH AMERICAN AIRLINES
OVER NIAGARA FALLS

PLUS ENTERTAINMENT GALORE AT THE BIG
WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.

So join the Wurlitzer Centennial Club now. See your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.

ALL FOR FUN
ALL FOR YOU

Best accommodations at Buffalo's finest hotel—The Statler.

Top stage entertainment by recording artists, name bands and variety acts.

Guided factory tours. See the fabulous 1900 made right before your eyes.

Giant carnival with circus performers and midway right on the Wurlitzer grounds.

PLUS PRIZES
BY THE HUNDREDS

WURLITZER
Centennial
MODEL 1900
HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR
THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

"It's What's in THE CASH BOX That Counts"
UNITED'S
STAR SLUGGER
Fascinating 2-Player Animated Baseball Game

NEW ELECTRO MECHANICAL Features

SUPER HOME RUN POCKET Scoring 30 runs plus 1 run for each man on base
LOWER DECK Scores home run and men on base score 1
CENTER DECK Scores 2 home runs and men on base score 2
UPPER DECK Scores 3 home runs and men on base score 3
ALL 3 DECKS LIGHTED SCORE 30 RUNS
Ball in any one of 3 front single holes on playfield loads bases

SIZE: 6½ FT. HIGH
6½ FT. LONG
2 FT. WIDE

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 15, ILLINOIS

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley

BRIGHTLY ILLUMINATED • COLORFUL • FLASHY
SEE YOUR DISTRIBUTOR

EQUIPPED WITH UNITED'S FAMOUS SLUG REJECTOR
NOW you can serve your crowded spots, where space is at a premium, with a front-play table that has all the play-appeal of real pool...resulting in bigger earnings than you ever thought possible with a front-play game.

See Bally MAGIC-POOL at your Bally Distributor...see why MAGIC-POOL puts limited-space locations on a big-profit basis.

AMAZING Color-Detector TOTALIZERS
AUTOMATICALLY SCORE for player who sinks opponent's ball
AUTOMATICALLY PENALIZE player who sinks his own cue-ball

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS