The Rover Boys have come up with a hit which is especially appropriate for this time of the year. It's called "Graduation Day", is released by ABC-Paramount, and is on its way to becoming a really big record. As a result of the excitement caused by the disk, the group is booked for a long time to come including such dates as a week at the Copa in Pittsburgh and a shot on a Steve Allen Sunday night show. The boys are managed by Fred Amsel and Jerry Levy of Directional Enterprises.
SIZZLERS FOR SUMMER!

The Three Suns
HAUNTED GUITAR
THEME FROM "THE PROUD ONES"
(from the 20th Century Fox Picture, "The Proud Ones")
20/47-6574

Teddi King
IMPOSSIBLE
I CAN HONESTLY SAY IT'S A LIE
20/47-6575

Diahann Carroll
REBEL IN TOWN
(from the Prospect Film, "Rebel In Town")
I DIDN'T KNOW WHAT TIME IT WAS
with Joe Reisman's Orchestra
20/47-6576

"New Orthophonic" High Fidelity recordings

the dealer's choice RCA VICTOR
OPTIMISM REIGNS!

There’s probably been no other period in the history of the record business when the outlook appeared so secure and when the people engaged in it were so confident about the future. Everywhere you turn, record firm executives predict continued strong sales during the summer and major increases in sales for the fall. Surprisingly enough, these statements come at a time of the year when record men are usually a little disheartened at a seasonal dip and heretofore have been apt to see that decline lasting far beyond its actual duration. But this year, particularly, that attitude seems to have been reversed.

It is one more indication that in the last seven years, the record business has undergone an imperceptible, but nevertheless tremendous, change. A great deal of the frenziness of our business used to be caused by the absolute necessity of coming up with a hit. That’s what the profit and loss statement depended on and without that nothing else mattered. Today the hit is wonderful to have and naturally everyone is working as hard as ever to achieve it, but it’s no longer quite the question of life and death that it was just a short while ago.

The record business has matured in the last several years. It’s grown up. And just as it frequently happens that when an individual passes from adolescence to adulthood, he gains new security, so it has happened in the record business. This security has been achieved by enlarging the areas on which the prosperity of our industry depends rather than leaving it all concentrated on the necessity to create the pop hit.

The record business today has a great catalogue of material, some of which is released as singles from time to time but most of which is almost daily being used for new packaged goods. In addition, the record industry has now come to rely on its basic juke box sale, which is currently stabilized at about 25% of the entire market and which doesn’t vary greatly because the number of juke boxes on location and their needs do not readily vary.

Record executives who are currently expressing themselves in the most optimistic terms, therefore, are not wrong at all. They certainly are not viewing the situation in any rosier terms than it actually is. For the overwhelming trend of the record industry has been toward expansion to ever greater markets. This trend certainly shows no signs of being arrested. On the contrary it gives every indication of continuing at an even greater pace.

In fact, we wouldn’t be at all surprised if, a few years from now, these very record men who see the future in the most optimistic terms, will say, looking at the progress that our industry has made, “We never would have imagined that we could have come this far.”
THE GREATEST ISSUE IN THE

14th

Anniversary

and

Annual Encyclopedia and Directory

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HISTORY OF THE CASH BOX!

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  This issue of The Cash Box will contain the most valuable merchandising aids and articles to be found anywhere in our industry. It is an issue which will be used time and again all through the year by the entire record, music and coin machine industries.

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  To be distributed at the NAMM Convention commemorating the emergence of The Cash Box as THE magazine of the retail record field.

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  Containing information which every disk jockey will find a must for his programming and day to day activities.

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

MORRIS STOLFO — GEORGE CATES

CA-61618 (9-61618) — George Cates
DE-29888 (9-29888) — Morris Stolfo

THE WAYWARD WIND

GOGI GRANT

CA-3400 (F-3400) — Tex Ritter
ER-1013 (45-1013) — Gogi Grant

IVORY TOWER

CATHY CARR — GALE STORM — OTIS WILLIAMS

CR-51617 (F-51617) — Four Muts
DL-6093 (45-6093) — Otis Williams & Others

STANDING ON THE CORNER

FOUR LADS

CA-3414 (F-3414) — Don Martin
LO-46764 (45-46764) — Four Lads

I'M IN LOVE AGAIN

FATS DOMINO

DO-15462 (45-15462) — Fontaine Sisters
IM-5386 (45-5386) — Fats Domino

HEARTBREAK HOTEL

ELVIS PRESLEY

MO-955 (45-955) — Coasters
VI-60-6420 (47-6420) — Elvis Presley

THE MAGIC TOUCH

PLATTERS

ME-70819 (70819x45) — Platters

THE HAPPY WHISTLER

DON ROBERTSON

CA-3391 (F-3391) — Don Robertson

GRADUATION DAY

ROVER BOYS — FOUR FRESHMEN

SR-9700 (45-9700) — Rover Boys
CA-3440 (F-3440) — Four Freshmen

BLUE SUDE SHOES

CARL PERKINS

CA-3273 (F-3273) — Bob Bunch
RD-15036 (4-15036) — King & Strings

The only one records best suited for commercial use are reviewed by THE CASH BOX.
3rd HIT IN A ROW
1st—"YOU BABY YOU"
2nd—"LITTLE GIRL OF MINE"

and NOW...
Their Latest and Greatest...

the Cleftones

"CAN'T WE BE SWEETHEARTS"
by "NEKI-HOKEY"
GEE-1016

GEE RECORDS
220 West 42nd St. New York, N. Y.
WI-7-0652

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

**DISK OF THE WEEK**

**"STRANDED IN THE JUNGLE"** (2:52)
- [Flash BMI—Johnson, Smith]
- **"BLUE TRAIN"** (2:40)
- [Pure BMI—Guy]
- THE GADABOUTS featuring "BILLY PUTNAM (Mercury 70895; 70895-45)

- Mercury once again hops on a fastbreaking tune and rolls new melody from a sensational gummie deck that will sweep the nation in a matter of days. The story is a most amusing tale about a guy strung on junk and an enchanting other fellow is dishing his right back home. It could be one of the big novelties of the year. The kid can also dance to it. The lower lid, "The New Train," is pleasant, easy-going rhythm item. The top half is the deck to watch closely.

**"NO ONE HOME"** (2:20)
- [Southern ASCAP—Lampert, Gluck, Jr.]
- **"ME 'N YOU 'N THE MOON"** (2:12)
- [Paramount ASCAP—Van Heusen, Cahn]
- ALAN DALE
- [Cord 6166; 61666]

- ALAN DALE
- Alan Dale has been very successful with cha cha material. He had a big seller in "Cherry Pink And Apple Blossom White" and an even stronger smash in "Sweet And Gentle." On his latest release, the smooth voiced crooner stays with his winning formula and glides through a delightful new cha cha romancer dubbed "No One Home." It's a tender item with a superb dance beat. And the chorus adds to its charm. Looks like another big one for Dale. Bottom half, "Me 'N You 'N The Moon" is an infectious lilt from forthcoming Paramount title "Pardners." It's the top half that's the big one.

**"THEME FROM THE PROUD ONES"** (2:45)
[Weiss & Barry BMI—Newman]
- **"THE LOVE OF GENEVIEVE"** (2:40)
- [Bourne ASCAP—Maine, Payner]
- NELSON RIDDELL
- [Capitol 3472; F-3472]

- "THEME FROM THE PROUD ONES"
- "THE LOVE OF GENEVIEVE"
- NELSON RIDDELL
- Filmson has produced at least one big deck smash in '56, "Moon glow & Theme From Picnic." And it looks as though the coming months will see another movie theme making big time on wax in "Theme From The Proud Ones." Nelson Riddle leads his orchestra and chorus through an enchanting rendition of this haunting title theme and comes through with a real winner. A gorgeous mood item that you'll be hearing often. Beautiful souvenir to "Liberty Avenue."
- "Love Of Genevieve" is a light and infectious lilt delightfully handled by the crowd. Whirling throughout the deck adds a simple charm to the contagious melody.

**"STRANDED IN THE JUNGLE"**
- [Cadets (Modern 994; 45-594)]
- **"UNTIL THE DAY I DIE"**
- [Teddi Queens (RCA 464; 45-464)]
- Two big rock and rollers with great potential to make the pop charts, made their debut this week. (See R & B Reviews)

---

**FRANK WEIR**
(Capitol 3459; F-3459)

**DIAHANN CARROLL**
(KCA 20-6576; 45-5676)
- "REBEL IN TOWN" (2:40)
- [Saunders ASCAP—Adelson, Baxter] The exciting new title tune from the big Paramount flicker "Rebel In Town," is dramatically rendered by the talented Diahann Carroll. Sounds like a big song and the threathen's treatment is sure to bite off a chunk of the market.
- "I DIDN'T KNOW WHAT TIME IT WAS" (2:10)
- [Chalino ASCAP—Hart, Rodgers] From the Rodgers-Hart classic "Too Many Girls" comes this lovely standard dramatically styled by the lute. Joe Reisman sets up a big backers for this strong reading. Jockey's like this one too.

**Rex Trailer**
(ASC-Paramount 9659; 45-9659)
- "MOUNTAIN GOLD" (2:35)
- [Gaday BMI—Smiles, Cowan, Russell] Rex Trailer, sax, piano, vibraphone, bass, and drums, bring this exciting title tune from the big Paramount flicker "Rebel In Town," potently.
- "EL DORADO" (3:08)
- [Coliseum BMI—Hackady, Margo] You can almost picture the cowboys singing along slowly in the sunset as Rex sings this tune. Pretty, easy-going Western.

**Bob Anderson**
(Bally 1012; 7-1012)
- "FOR ONLY YOU" (2:27)
- [Fred-Press BMI—Smith] Bob Anderson lends his big voice to a strong fishbest romance which he sends across potently. Choral backing adds to the side's excitement.
- "YOU'VE GOT THE LOVE" (2:15)
- [BMI—Canada Ltd. BMI—Cowell] This half is in the lighter vein. A pleasant bouncer with a tricky melody.

**Teddi King**
(KCA 20-6575; 45-6575)
- "I CAN HONESTLY SAY IT'S A LIE" (2:25)
- [Remick ASCAP—Gordon] Ralph Burns, piano, tenor sax, and chorus set up a wonderful backdrop for Teddi as she chants an alluring tango romance.

---

**Eddy Manson & Harmonica**
(Epic 9173; 9-9173)
- "REBEL IN TOWN" (2:20)
- [Southern ASCAP—Adelson, Baxter] A lovely western tune from a big new picture, is imaginatively styled by harmonica virtuoso Eddy Manson. Terrific melody excellently handled. Watch this one.

**The Runaway Star**
(Republic BMI—Manson): Manson flies through a colorful original item on this end as a full string orgk supports. Fast-stepping novelty with a light, fluting air.

**Pearl Bailey**
(Sunset 1997; 45-1997)
- "SOLD GOLD CADILLAC" (2:51)
- [Columbia ASCAP—Bowers, Black] A colorful new ditty inspired by the forthcoming film presentation of the B-way smash "Sold Gold Cadillac." It is given the one-and-only Pearl Bailey treatment. Delightfully hand a通过 a funny tune. Should do well all around.

**"HIT THE ROAD TO DREAMLAND"**
[ Famous ASCAP—Arlen, Mervyn] The gifted artist is warm and sentimental on this wonderful Arlen-Mercer pretty. Superb arrangement of some top grade material. Strong coupling.

**Bernadine Read**
(ABC-Paramount 9712; 45-9712)
- "WOULD YOU" (2:30)
- [Roosevelt BMI—Scott] Bernadine Read is in top form as she bounces through a catchy little cutie set to a lively beat. Happy novelty tailor made for dancing. (Good joke item that comes quick.

**My Guy**
(2:55)
- [Coliseum BMI—Hackaday, Naylor] The rambunctious side of Miss Read is displayed on this half. A touching melodic love song describing the singer's boy friend. Pretty song, two big sides.

**Eddie Albert & Margo**
(Kapp 14; 45-142)
- "DO YOU BELONG TO MY HEART?" (2:30)

**Jackie Kelso Orch.**
(Wins 133; 45-133)
- "THE SLEEPER" [Spark BMI—Kelso] Jackie Kelso leads his big band through a terrific piece of rock and roll instrumentation that ought to have the juke boxes swinging. It's potent, steady beat item loaded with excitement. Great dance deck.

**Encore**
(2:05)
- [Spark BMI—Kelso] For the kids who want more, this "Encore" gives you the trick. It's a swingin jump item. Another imaginative arrangement designed for the hoopers.
FABULOUS is the Word for

SARAH VAUGHAN

AND HER NEW RECORDING OF

"FABULOUS CHARACTER"

COUPLED WITH

"THE OTHER WOMAN"

MERCURY 70885

IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale. For all details contact your Mercury distributor NOW!
**SLEEPER OF THE WEEK**

**"FIVE"** (2:15)

[Rescue ASCAP—Martin, Martin]

**"YOU'RE SENSATIONAL"** (2:57)

[Baxton ASCAP—Porter]

**SAMMY DAVIS, JR.**

(Decca 29976; 9-29976)

- Sammy Davis, Jr. takes a breathier and comes from the novelty song category and a wonderful new release that should be making big noise during the Summer months. He does a magnificent job on a dramatic new ballad titled "Five". It's a stirring romantic affair which Sammy chants right from the heart. Touching down with an almost inspirational (and) he romps it. Keep an eye on this half. Coupling is a most infectious rhythm romancer penned by Cole Porter for the forthcoming MGM flicker "High Society". The attractive song is titled "You're Sensational" and Sammy does a fine job of delivering it. Should make big noise when the film hits the local theatres.

**“MAMA, TEACH ME TO DANCE”** (2:32)

[Roncon ASCAP—Manning, Hoffman]

**“YOU BRING OUT THE LOVER IN ME”** (2:40)

[E. H. Morris ASCAP—Leigh, Springer]

**EYDIE GORME**

(ASCAP—Paramount 9722; 45-9722)

- Eydie Gorme, who added many fans to her following with her popular rendition of "Too Close For Comfort", introduces a strong following. A release that could be the big hit that will establish the thrash as a top name. It's a light and pleasant cha-cha melody titled "The Love That Never Told Me". Evidently racked with an idyllic tempo, a sleeper that could break wide open. Coupling "You Bring Out The Lover In Me" is a potent rhythm opus effectively treated by the lark. A classic rendition of same solid material.

**BEST BETS**

- **"SOFT SUMMER BREEZE"**
  - Eddie Heywood... Mercury 70863; 7086345

- **"I'M THE GUY"**
  - Mills Bros... Decca 29977; 9-29977

- **"HAUNTED GUITAR"**
  - Three Sons... RCA Victor 20-6574; 47-6574

- **"THE ITALIAN THEME"**
  - Cyril Stapleton... London 1675; 1675

- **"AFTER SCHOOL"**
  - Smokey Robinson... Motown 15475; 45-15475

- **"HEARTBREAK HOTEL"**
  - Stan Freberg... Capitol 3480; F-3480

- **"CALICO PIE"**
  - Toby Stevens... Jubilee 5248; 45-5248

**THE PHANTOM OF THE OPERA**

[Decca 29977; 9-29977]

**"YOU LITTLE RUSSIAN"**

[Decca 29978; 9-29978]

**"YOU'RE SENSATIONAL"**

[Decca 29976; 9-29976]
BE YOUR SWEETHEART

OUTSTANDING BALLADS BY...

WILL I ALWAYS BE YOUR SWEETHEART

TRUE LOVE

from the MGM picture "HIGH SOCIETY"

DECCA-29959 (9-29959)

A NEW WORLD OF SOUND
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<td>YOU DON'T KNOW ME</td>
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**The Mills Brothers**

(Dec 29977; 9-29977)

1. "I'M THE GUY" [Bob Stevens ASCAP—Prince, Rogers] By Oliver sets up a superb backing for the Mills Brothers as they introduce a top drawer novel ballad that could be the quintet's biggest hit in a long while. Excellently written song with standard qualities. And the boys deliver it with class. They sound better than ever. Keep an eye on this one.


**EDDIE HEYWOOD**

(Mercury 70863; 70863 x 45)

3. "SOFT SUMMER BREEZE" (2:42) [Regent BMI—Heywood] Eddie Heywood, currently high with Hugo Winterhalter on their recording of "Canadian Sunset," does a solo job on this Mercury release and hands in another delightful easy-going rhythm-based item. Side is already showing territorial action and could blossom into a big hit. Heywood may have two on the lists at the same time.


5. "YOU GIVE ME ANOTHER CHANCE" (2:05) [MGM] Why?

6. "DON'T YOU KNOW IT" (2:01) [Capitol] Why?

7. "YOU GAVE ME YOUR HEART" (2:19) [Epic] Why?

8. "TOMORROW NIGHT" (2:57) [RCA] Why?

**JOHNNY DESMOND**

(Coral 61643; 9-61643)


**THE THREE SUNS**

(RCA Victor 20-6574; 47-6574)

11. "HAUNTED GUITAR" (2:57) [George Pincus ASCAP—Wilson, Wells] The Three Suns display their beautifully sound on a haunting new theme that should be garnering much play in the coming months. A lovely mood item tenderly treated.

12. "THEME FROM THE PROUD ONES" (2:56) [Mills ASCAP—Newman] The Sony employ the Jew's Harp to best advantage as they fashion their exciting rendition of this big film theme. Pretty side that'll share heavily in the sales when the song makes the grade.

**JOAN WEBER**

(Columbia 40709; 4-40709)

13. "WHAT SHOULD A TEEN HEART DO?" [Joy ASCAP—Paige, Davis, Carr] A tearful romantic story of teen age love is emotionally presented by the "Let Me Go Lover" lass, Joan Weber. Tender recital that could break out. It's the through's best side since her initial hit. Watch it.

14. "GOOD BYE LOLLIPOPS, HELLO LIPSTICK" [Joy ASCAP—Hoffman, Manning] Here the duo bounce thru a contagious novelty with a light and pleasant lyric telling about a girl who's grown up and isn't any more baby.

**THE SUNNYSIDERS**

(Amherst 1039; 45-1039)

15. "HUMDINGER" (2:22) [American Academy ASCAP—Morgan, Malkin] The Sunnysiders, who introduced "Hey Mr. Banjo" a few years ago, bounce thru a catchy new banjo filled ditty that hops along at a sprightly pace. Lively novelty.


**GUY LOMBARDO ORCH.**

(Capitol 3470; F-3470)

17. "BISTRO" (2:51) [Zodiac BMI—Segers, Dutrieux] The mandolin takes the spotlight on this delightful new waltz item so invitingly styled by Guy Lombardo and team. Melodic easy-going ditty superb for dancing or listening.

18. "YOU DANCED WITH ME" (2:26) [Harmon ASCAP—Murray, Mann] A Latin tempo is injected on this half as the crew wends its way through a smooth romantic melody. Inviting male vocal adds to the mood atmosphere. Good rhumba merchandise for adults.
Modern's Fabulous Smash Hit

The Cadets

'Stranded in the Jungle'

Mod. 994

Modern Records

9377 W. Washington Blvd. - Culver City, Calif.

Fastest selling record of the year

"It's What's in THE CASH BOX That Counts"
I am glad to say that with this week’s column, I started my fourth year as your pop, London Canada. And I can only say that it has been a privilege to be able to bring the news through The Cash Box. I hope it will be of service for many more years to come.

More U. S. stars coming over to play our theatres and to appear on television. Among those scheduled to arrive shortly are Tony Martin, Mel Torme, and there’s a strong possibility of a return visit from The Four Aces.

Ted Heath seems to have a potential hit with his waxes of "The Faithful Hussar," Critics say this is one of the best Heath records in some time.

"London Laurels" go to Pat Boone who hit the No. 1 spot on the record charts this week with his waxes of "I’ll Be Home." It’s a great achievement for Pat and a great thrill for the publishers over here.

Nat “King” Cole coming up strong with "Too Young To Go Steady," and the record business selling very big are Frank Sinatra’s “Songs For Swinging Lovers" and the "Carousel" sound track album.

Sorry to hear of the passing of Harry Stewart, better known over here as Hari Kari. Two new disk shows on sponsored television, include one titled "The Discery" and another called "Bring Your Record." The "Italian Festival of Song" takes place this week in London and features some of Italy’s top recording talent, who will be supported by the Melachrino Orchestra.

The "Jamboree Show" featuring Alan Freed’s "Rock and Roll Party" transcription from WINS in New York off to a flying start over Radio Luxembourg.

An act currently appearing at The London Palladium which would be a wow in the States, consists of five Frenchmen called The San Perez. This vocal combination is hilarious, and if Ed Sullivan is looking for a show stopper this group is it. Anybody heard that "March Hare" tune yet? My bet is it will become a U. S. Best Seller.

This week’s best selling pop singles:
( Courtesy “New Musical Express")
1) "I’ll Be Home" Pat Boone (London)
2) “Lost John” Lonnie Donegan (Pye-Nixa)
3) “Heartbreak Hotel” Elvis Presley (HMV)
4) "No Other Love" Ronnie Hilton (HMV)
5) "Hot Diggity" Perry Como (HMV)
6) "The Saints Rock ‘N’ Roll" Bill Haley & Comets (Brunswick)
7) "A Tear Fell" Tommy Brewer (Vogue-Coral)
8) "My Schizophrenia Love" David Whitfield (Eng. Decca)
9) "Blue Suede Shoes" Elvis Presley (HMV)
10) "Blue Suede Shoes" Carl Perkins (London)

14)
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NEW YORK:
Harry Belafonte is scheduled to make his first professional appearance since his recent threat operation on the Ed Sullivan show June 24. . . Norman Winstreet, general sales manager of Coral Records, leaves this week on a trip to Los Angeles and San Francisco. He'll visit the company's distributors there. . . . Sammy Kaye, currently touring the Midwest with his orchestra, reports that rock and roll has nixed out Latin American rhythms as a favorite for dancers. . . . Reddy Wood flew in from the coast to record the Fontane Sisters and then left for Chicago to cut a new album with Pat Boone in a five-day recording session. The partnership between Morty Craft and R. J. Van Hoogen has been dissolved. Morty is now the sole owner of Maia Records. . . . The Jaxson Sisters have been signed to Big Records and to Sid Prosen for personal management. . . . A cute promotional gimmick this week involved the sending out of dollar bills to promote "The President On The Dollar." The letter with which it came however assured us "This is no payola." . . . Since his return to England, Johnny Brandon has been swamped with TV appearances and concerts with Eartha Kitt. . . . The Jodimars were such a sensation on Bill Handel's Rock And Roll show last week, that they had to be put in the closing spot. The show featured such great acts as the Teenagers, Four Coins, Don Cherry, Clyde McPhatter and Lonnie Donegan. . . . Don Elliott brings his jazz quartet into Cafe Bohemia for a two-week engagement. . . . Vic Damone will start his TV show on the CBS network July 15 as the replacement for "December Bride." Appearing with Damone on his first show will be his wife Pier Angeli. . . . Songstress Jean Martin has been signed by KKO-Unique. . . . Tommy Mara opens at Ben Maksik's July 8. . . . Buddy Basch back from a 14-day, 23-city jaunt in advance of the Glenn Miller orchestra under the direction of Ray McKinley. . . . Eddie Saphir, former coast music man, has become associated with Nick Theary in record promotion. His office will be in Detroit.

CHICAGO:

HOLLYWOOD:
Paula Kelly and Hal Dickinson have dusted two sides for Coral Records, marking the first time they have recorded together outside of their work with The Modernaires. Sides will parody two currently popular numbers. . . . Gene Block returned to Columbia Records after accompanying Vic Damone on a national promotion tour with "On the Street Where You Live." . . . Winding up his role in Universal's "Mister Cory," Russ Morgan flies to New York for a guest appearance on the Dorsey Brothers TV'er, "Stage Show" this Saturday night. . . . Max Reynolds signs to a national LP featuring Bill Norman, with Hank Levine directing a 20-piece orchestra and vocal chorus. . . . Two major labels interested in singer Stewart Robb. He's Introduction on the CBS network July 15 as the replacement for "December Bride." . . . Julie Lesch opened his new promotion offices at Sunset and Vine, and heads north to promote Carol Richards, with Victor etching "Intrigique." . . . Martha Henry, wife of KNX D. J. Gil Henry, has re-signed her position as program director of KIEV, Glendale. . . . Coral Records Bob Thiele in town for recording sessions, including one with The McGuire Sisters. . . . Frankie Laine signed with CBS for a weekly TV show for the summer. . . . Liberty Records, formed one year ago in Jack American by St. Wally, is building into its own two-story building at 1256 N. Loma Brea in Hollywood on July 15th. . . . Eddie Peabody designed the electric instrument he calls the "Banjolele" heard on his Den Recording of "Stardust" and "Memories." . . . Ann Hathaway, currently at The Hacienda in Fresno opens at Citrus on July 20th. . . . Bill Silbert, former New York and Detroit disk-jockey in town auditing for local shows. . . . Abe Glazer predicting a big hit for Eddy Gorme in her new ABC-Paramount recording of "Mama, Teach Me To Dance" and "You Bring Out The Lover In Me."
**FILM SOUNDTRACK**

"THE KING AND I"—Music From The Soundtrack Of The Film—Deborah Kerr, Yul Brynner—Music Supervised And Conducted By Alfred Newman—Columbia LPM 1410 (1-1/2 LP)

Over the hill is a happy tune; my lord and master; hello, young lovers. The March of the Siamese Children; a Puzzlement, Getting To Know You, We Get Married; Shall We Dance, The King and I. Too hot to handle, something wonderful; Songs of the King; shall we dance.

"The Isle Ofumer And 11th"—Paramount/Broadway musical play to come to the screen. As with the previous two, "Oklahoma!" and "Carousel!" it has obtained the soundtrack—score and a melodic delight in Yul Brynner repeats his Broadway role as the King. The King is Anna. Rodgers' music contains some of the most inviting melodies he has ever written; of Adrian's score, particularly. The recording itself has captured the atmosphere of the play with some handsome vocals by the principals. The attractive package should, in a short while, make a strong appearance on the charts just as the other albums did.

**POPULAR**

"THE WAYFARERS!"—RCA Victor LPM-1215 (1-1/2 LP)

Landlord fill the flowing bowl; hammers; down in the valley; loony too dumb; the bird of love; the sun will come up; high holy Nixon; a lullaby little baby; Vaquilla; Am si mon homme; Waltzing Matilda; the Wayfarers; farmer; say potato, say tomato; Zimber lad.

Lovers of folk-music have a new group that will delight such enthusiasts with their modern, yet basically traditional, folk sense. It is fortunate that the group has selected tunes from various locales rather than one in particular. For one on record, and especially an initial entry, the listener will find the group's fine rhythmic and harmonic approach meeting each of the different singers' songs with equal test and appeal. The 17 selections include familiar favorites and some engaging less well-known folk-songs. It would seem that the Wayfarers are going to be a name to contend with in the popular field for some time, in the near future. Exciting opening.

"SAX IN SATIN!"—Bobby Dukoff And His Orches Andz—RCA Victor LPM-1197 (1-1/2 LP)


Warm jazz, in many cases, can be classified as mood music. One of the most successful and direct examples of this is this latest Bobby Dukoff entry. It will potentially appeal to the audience. Bobby Dukoff's tenor sax often falls, and delightfully so, into a strong jazz approach. On the other hand, the Bay Charles Coronavirus, with its expressive mood, balances out the two musical ideas. The material has been tastefully selected. Take it in any field you will, the package makes for beautiful listening. Excellent follow-up to Dukoff's "Sweet Sax" LP success.


This package, featuring 13 artists, is a sampler of Columbia's popular "CL 500" series. It displays some of today's leading popular vocalists (Sinatra and Laine) in a known team. This, like, Kostelanetz, Legrand and Luboff, Errol Garner's "Summertime" and Louis Armstrong's "Aunt Hagar's Blues" are two jazz records that round out the well-distributed release. The set includes a five-color brochure insert describing the albums in the "CL 500" series. Priced at $1.49, the waxing is a sure-fire sales winner.

"ORGAN MELODIES IN HI-FI!"—Featuring Shary Torrent—Mercury MG 291 (1-1/2 LP)

DANCE ORIENTAL; BY HICK; MELODY OF LOVES; ORGAN B - LUES; THE BELLS OF ST. MARY'S; LONDON; PAVILION; TANGO OF ROSES; GOFER; YASBERNO KING SELECTION; DANCING ON THE CEILING; PIPE ORGAN POLKA; DANCES.

Organ music on records these days seems to be playing a dual role. Principally, organ music and popular songs seem to be getting along together as they never have before. And the result has been an increasing appreciation of organ music. Secondly, organ preservatives are critical tests of true fidelity equipment. Shary Torrent will please audiences here. Starring standards and novelty numbers, Torrent is an an imaginative and, with an eye on audio-philes, "Dance Orientale" and "The Bella Or St. Mary's" are two well-played hi-studios. Strong disk.

"TWO GRAND!"—Whitmore & Lowe, Dual-Platers—RCA Victor LM-1898 (1-1/2 LP)

LOVER, THE SONG IS YOU; IN THE STILL OF THE NIGHT; THE CONTINENTAL; FALLING IN LOVE AGAIN; I HAVEN'T MET YOU YET; WINE; I HAD THE MEANS; LOVES FOR YOU; LOVES JOY; LA GITANA; STARS IN MY EYES; VINCIPEE CAPUCIN; CHINESE LULLY.

The famous dual-plater team of Whitmore and Lowe perform 14 selections with their familiar keyboard flash. One side is devoted to 8 distinguished show tunes, the second is a collection of 6 attractive melodies by Kreisler. The pair has a good following in both the pop and classical field. This pressing makes a direct hit on both.

"GLADYS SWARTHOUT SINGS YOUR FAVORITES!"—Cadmor CAL 280 (1-1/2 LP)

BEGIN THE BEGINNING; SMOKE GINS IN YOUR EYES; DANCING IN THE DARK; GIVE ME ONE NIGHT; A LITTLE NIGHT MUSIC; IN THE STILL OF THE NIGHT; I REMEMBER APRIL; THE LOVELY SONG MY HEART IS UNDOING.

Here's another extremely worthwhile entry in Camden's re-issues of previous Victor shellacks. Operatic singer Gladys Swarthout performs 14 standards representing Motion Pictures, Broadway, and the Metropolitan Opera Orchestra, the pressing nearly enters music's semi-classical area. The disk has everything in its sales favor—a name singer, excellent material and a
**LATIN RHYTHMS**

"MAKE MINE CHA-CHA-CHA ... MAMBO FOR ME ... OOOh! THAT MERENGUE!"—Jose Carubelo And His Orchestra—Fiesta FLP 1207 (1-12" LP)

"MAMBO" (1-12"

"Manne, Alto practically support or be "WHEN WITH POP"

"WHEN IT'S YOU"

"CLASSICAL JAZZ"

"THE NEW NELLIE"—Nellie Lutcher with Russ Garcia And His Orchestra—Liberty LRP 3014 (1-12" LP)

**JAZZ**

"OUR NEW NELLIE"—Nellie Lutcher with Russ Garcia And His Orchestra—Liberty LRP 3014 (1-12" LP)

"ANDY, ANDY"—Luke Tehran, Mi, Donald Byrd, Dizzy Gillespie, Tommy Potter, and Thad Jones, and the Thad Jones Mel Lewis Orchestra—Verve MV-2714 (1-12"

"THE MODERN JAZZ Sextet!"—Dizzy Gillespie, Trumpet; Sonny Stitt, Alto Saxophone; John Lewis, Piano; Percy Heath, Bass; Sheeter Best, Guitar—Chet Baker, Trumpet—Contemporary C 5002 (1-12"

"WHEN YOUR LOVER HAS GONE"—Claire Austin—Vee-Jay 2129 (1-12"

"A HAYES NAMED MARTHA"—Martha Hayes—Jubilee 2129 (1-12"

"SHOSTAKOVICH PLAYS SHOSTAKOVICH"—Six Preludes And Fugues—Capitol P1803 (1-12"

**SUKIN LEAVES FRANK MUSIC FOR OWN FIRM**

NEW YORK—Mike Sukin, professional manager of Frank Music for the past three years, and Frank Loesser, its head, have come to an amicable parting of the ways. Sukin has vacated his post as general professional manager as of June 15, 1956. Sukin plans to enter into a new venture involving personal management, music publishing and recordings. For the time being he will direct his activities from the Frank Music offices.

Frank Distributing Corp. will set as his sole selling agent. There will be no immediate replacement for Sukin's position, as Loesser plans to more actively concern himself with all the firm's professional activities.

The only other change at this time sees Stuart Ostrow, former member of F.M.C.'s professional department, leaving for the West Coast the first week of July to head up Western writer-relations, and will assist in the implementation of the expanding Frank music picture representation in the Hollywood Frank Music offices. Frank's West Coast operation in the recent past has acquired representation of Desilu Productions, Liberty Songs, and current negotiations include talks with RKO Pictures and other major television and motion picture companies.

**THE ORIOLES FEATURING Sonny Til**

PRESENTING THEIR FIRST VEE-JAY RECORDING

"I Just Got Lucky" b/w "Happy 'Til The Letter"

VEE-JAY 196

Reviewed by The Cash Box June 23 issue in Pop
WFRB—Rochester, N. Y.
1. In Love Again (Domino) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. Standing On The Corner 7:00
4. Ivory Tower (Carr) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Standing On The Corner (Four Lads) 8:30
7. Ivory Tower (Carr) 9:00
8. Almost (Frank Only) 9:30
9. I Could Have Danced All Night (Streisand, Burke) 10:00
10. Born To Be With You (Chordettes) 10:30

WHEC—Buffalo, N. Y.
1. You've Loved Me With Someone Else Before (Elvis Presley) 6:00
2. Leather Jet (Jackson 5) 6:30
3. A Thousand Years (Loco Love) 7:00
4. Have Love Will Travel (Lawrence Welk) 7:30
5. Happiness Is A Thing Called Money (Robertson) 8:00
6. Where, My Love (Beach Boys) 8:30
7. Born To Be With You (Chordettes) 9:00
8. My Little Angel (Four Lads) 9:30
9. True Confession (Nervous Norvas) 10:00

WOR—New York, N. Y.
1. How Little We Know (Frank Sinatra) 6:00
2. Kiss Me Again (G. Gibbs) 6:30
3. Standing On The Corner (Dean Martin) 7:00
4. I'm In Love Again (Fontanez) 7:30
5. Cha Ching (Smith & Reddix) 8:00
6. Wayne Wind (Greg Grant) 8:30
7. Can You Find It In Your Heart (Terry Brewer) 9:00
8. I Want You, I Need You (Teresa Brewer) 9:30
9. Angel, Angel (Billy Vaughn) 10:00
10. Sweet Old Fashioned Girl (Teresa Brewer) 10:30

WABC—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. On The Street Where You Live (Carr) 7:00
4. Born To Be With You (Chordettes) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Sweet Old Fashioned Girl (Teresa Brewer) 8:30
7. Standing On The Corner (Four Lads) 9:00
8. Heart Of Paris (Montavani) 9:30
9. Heart Of Paris (Montavani) 10:00
10. Heart Of Paris (Montavani) 10:30

WINS—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. On The Street Where You Live (Carr) 7:00
4. Born To Be With You (Chordettes) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Standing On The Corner (Four Lads) 8:30
7. Heart Of Paris (Montavani) 9:00
8. Heart Of Paris (Montavani) 9:30
9. Heart Of Paris (Montavani) 10:00
10. Heart Of Paris (Montavani) 10:30

WNYC—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. On The Street Where You Live (Carr) 7:00
4. Born To Be With You (Chordettes) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Standing On The Corner (Four Lads) 8:30
7. Heart Of Paris (Montavani) 9:00
8. Heart Of Paris (Montavani) 9:30
9. Heart Of Paris (Montavani) 10:00
10. Heart Of Paris (Montavani) 10:30

WNYE—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. On The Street Where You Live (Carr) 7:00
4. Born To Be With You (Chordettes) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Standing On The Corner (Four Lads) 8:30
7. Heart Of Paris (Montavani) 9:00
8. Heart Of Paris (Montavani) 9:30
9. Heart Of Paris (Montavani) 10:00
10. Heart Of Paris (Montavani) 10:30

WNYW—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
3. On The Street Where You Live (Carr) 7:00
4. Born To Be With You (Chordettes) 7:30
5. Moonlight and Picnic (Stoloff) 8:00
6. Standing On The Corner (Four Lads) 8:30
7. Heart Of Paris (Montavani) 9:00
8. Heart Of Paris (Montavani) 9:30
9. Heart Of Paris (Montavani) 10:00
10. Heart Of Paris (Montavani) 10:30

WABC—New York, N. Y.
1. Standing On The Corner (Dean Martin) 6:00
2. Moonlight and Picnic (Stoloff) 6:30
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**The Cash Box**

**Disk Jockeys' Regional Record Reports**

**Purchaser of Victor 45 RPM Player to Receive Music From $24.95 Glenn Miller Album For $5**

CAMDEN, N. J. — The complete music from the $24.95 Glenn Miller Limited Edition No. 1 album will be offered for $5 with the purchase of an RCA Victor 45 rpm "Victrola" phonograph in a move announced today by L. J. Collins, sales manager for RCA Victor Radio and "Victrola" Division.

Collins said the offer will be supported by an extensive national advertising campaign.

"The tremendous popularity today of the Glenn Miller Orchestra recordings, together with the low prices of the 45 rpm record players makes this one of the most attractive packages ever offered," Collins said. "Young America is re-discovering the Miller standards that have never been topped in easy-to-dance-to music."

Thousands of the original Limited Edition album were sold at the nationwide advertised price of $24.95 for 60 of the late orchestra leader’s all-time hit tunes. The Glenn Miller Orchestra recently was re-organized under the leadership of Ray McKinley and is now touring the nation playing the same arrangements as featured on the Limited Edition album.

The buying public is going to be made aware of this good Miller combination offer," Collins said. "Our national magazine schedule will reach almost 23,000,000 prospective customers while radio and TV will tell millions more about the offer. In addition, four-color streamers, counter cards as well as newspaper mats will be supplied to dealers.

"That's All There Is To That"

"MY DREAM SONATA"

Nort "King" Cole

Capitol 3456; F-3456

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**The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or also give every sign of doing so.**

**MY PRAYER**

Platters

Mercury 70893; 70893x45

**READY TEDDY**

"RIP IT UP"!

Little Richard

Sun 243; 45-243

**BOPPIN' THE BLUES**

Carl Perkins

**THAT'S ALL THERE IS TO THAT**

"MY DREAM SONATA"

Nort "King" Cole

Capitol 3456; F-3456

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**THE NEW HIT**

"HOW I'LL SLEEP TONIGHT" recorded by JACK CARROLL

**Mr. Record Dealer:**

All Plastic Separators For Your Browser Boxes.

Your Choice of Over 1500 Names and Catteries.

Write For Free List.

**EDWARD J. LIT CO.**

Dept. C, 7269 Reverie Street

Philadelphia 49, Penna.

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"It's What's in THE CASH BOX That Counts"
“NO ONE HOME”

by

THE JONES BOYS

KAPP 137

NEW YORK—Mickey Garlock, formerly of the Garlock-Scherer Publishing Company, announced this week that, effective June 25th, he will become general professional manager of the recently formed RKO-Unique Publishing Company.

Garlock and Bernie Scherer have dissolved their firm and divided the catalog. Scherer will use his songs for the foundation of his own new company and Garlock’s catalog will be dormant for the present.

The new RKO-Unique publisy will have offices in New York, Chicago and California. Garlock will operate out of the New York office.

A number of tuners published by the firm have already been recorded by RKO-Unique artists and are slated to be released this week. Among these are some tunes from RKO films.

Imperial Signs Wild Bill Davis

HOLLYWOOD, CAL.— Lew Chudd, president of Imperial Records, last week announced the signing of Wild Bill Davis Trio to a long term contract with Imperial. Davis is currently on tour in the East and plans call for the recording of a 12-inch album, scheduled to be released in the fall.

The Davis Trio formerly recorded for Epic.

Diamond Releases First LP’s

HOLLYWOOD—Diamond Records, new West Coast independent company, released the first of a series of LP’s, in its catalog last week. The three LP’s in the initial release include, “Light Music” with Ronnie Kemper; “A Couple of Kids In Love” with Art and Dotty Todd; and “Prayde To Passion”, featuring Harry Bluestone and a thirty-eight piece string orchestra.

Irv Gritz, president of Diamond, reported excellent reaction to the new albums from distributors and disk jockeys throughout the country.

**The Cash Box, Music**
Disk Stars Perform For UJA

NEW YORK—Leading disk figures turned out to entertain the more than 600 guests who attended the annual UJA-Coin Machine Industry banquet held at the Sheraton-Astor Hotel on June 13. The dinner was in honor of one of New York's leading coin men "Senator" Al Bodkin and was emceed by chairman Lou Boorstein. Above are the artists who performed: Top row: Alan Dale and Bill Hayes. Second Row: Toni Arden and Roberta Sherwood. Third Row: Buddy Hackett and Jerry Vale. Fourth Row: Richard Hayes and Meg Myles. Fifth Row: Robbin Hood and Virginia Lopez.

Decca Starts Push on 110 All-Time Favorites

NEW YORK—Decca Records has announced the start of an extensive promotion on the records that have become all-time favorite catalog items. The promotion, which is designed to help dealers get even more sales on the Decca standards, is concentrated on 110 of the top all-time favorites from the Decca catalog. Decca has prepared for the dealers a complete merchandising kit, in which is contained 45 rpm copies of each of the 110 singles figuring in the promotion. Also in the kit, the dealer receives a supply of consumer leaflets which list the all-time favorites, as well as browser cards on the series. Other merchandising material prepared by Decca for dealers includes a 20 x 30 poster which lists the all-time favorites and brings them to the attention of the consumer. The dealer can purchase as many of these complete kits as he wants, and can reorder any of the numbers in any quantity both on 78 and 45 rpm. Complete kits have been given a stock number of SP-110. Decca salesmen have been supplied with special order forms for these standards, and it is expected that dealers will welcome the opportunity to increase their already steady sales on the merchandise.

Jerry Simon Named Prof. Mgr. of Artist and Daywin Music

NEW YORK—Jerry Simon, just returned to civilian life after two years in the U. S. Army, has been named professional manager of Artist Music, Inc. and Daywin Music, Inc. by Martin Melcher, the firm's proxy, effective July 2.

Under General Manager Al Kavens's direction, an intensive promotion drive will be conducted on Doris Day's newest Columbia recording, "Que Sera, Sera" (Whatever Will Be, Will Be), published by Artist Music.

Simon, a leading record promotion man prior to his entry into the service, will also handle exploitation of Doris Day's records.

Station WWDC Forms Record Label

WASHINGTON, D. C.—Radio Station WWDC, one of Washington's leading music and news stations, has invaded the area's record industry with the distribution of its own WWDC Record label.

WWDC Records are now on sale in the Greater Washington market at all People's Drug Stores. Each record is long-playing (33 1/3 rpm) with six to eight hit selections on each one. The selling price is 79 cents.

WWDC Records will feature proven hits. For example, WWDC's current "Dance Party" disk includes "Liason Antigua", "No, Not Much", "Moritat", "See You Later, Alligator", "Hot Diggity", "Rock Island Line", "Eddie, My Love" and "A Tear Fell."

In addition to current popular hits, the label will feature Country and Western records, show tunes, mood music, Dixieland favorites and other best sellers. Now in production is a recording of the top songs of the Broadway hit "My Fair Lady."

Busy Harmonica

NEW YORK—Eddy Manson, one of the busiest harmonica men in the record field, is caught by a photographer as he tunes up prior to a recording session.

Eddy is currently represented on wax with his own MGM rendition of "Lovers and Lollipops" and "Peggy's Theme" from the hit film "Lovers and Lollipops" which he scored, and he has accompanied dozens of artists on their current releases including Connie Francis on "Forgetting," MGM; Danny Knight on "The Searchers," the Laurie Sisters on "Jump, Junior" and "One More Time" on VlK; and on Dick Lee's rendition of "Serenade." Eddy is heard on a number of LP's and has recorded for every major label.

This week, Epic released Manson's rendition of "Rebel In Town," backed with an original item "The Runaway Star."

TV At The Patio

HOLLYWOOD—Popular deejay Bill Balance figured the only way to beat the heat was to bring his KTOP-TV show outdoors, so they've moved the set to the patio. Here, songstresses Kay Brown, guest-stars. She's riding high on the Sunset label with "Runaway Boy," written by Eden Abez, writer of "Nature Boy."
“Stranded In The Jungle” Causes Music Biz Flurry

NEW YORK—A new novelty out of the rock and roll field seems to have become the most talked about item in the record business this week. The song is a humorous jump ditty called “Stranded In The Jungle” which tells the story of fellow domepted new in the heart of Africa while his girl friend back in the states is being romanced by another gent. The story line of the song switches from the jungle to the U. S. and follows the events of the leading characters in each location.

Published by Flash Music of Los Angeles, the song was introduced by a group called the Jayhawkers on the newly-organized Flash label. The disk was an immediate success in many of the leading record towns in the country and was covered by the Cadets on Modern Records. Saul Bari reported that as of June 21, he had already shipped more than 200,000 of the Cadets’ record and had a backorder of another 60,000.

Last week, Mercury Records hopped on the bandwagon and rushed out a big rendition by the Gadabouts featuring “Wild Bill” Putnam. In the meantime, excitement is high for the publishing rights. Many pubs have already bid for the tune, but at press time it looked as though Murray Draper, general professional manager of Peer International, who flew out to the coast, had the inside track on the number for a reported $5,000 which includes world rights.

Victor Names Prutting To International Post

NEW YORK, N. Y.—The appointment of George H. Prutting to the recently created position of manager, Sales-International Market was announced last week by Howard L. Letts, Vice-President and Operations Manager, RCA Victor Record Division.

Since 1950, Prutting has been Record Field Representative of the Eastern Region for RCA Victor. In this new capacity, he will be responsible for the sale of RCA Victor Record Division product to the RCA International Division for resale to distributors, affiliated companies and subsidiary companies in foreign countries.

A veteran of 25 years in the recording industry, Prutting has had extensive retail, wholesale and manufacturing experience.

Leonetti Gets Carson Show

HOLLYWOOD—Tommy Leonetti, publicity manager of Mercury Records, who records on the Capitol label, was signed last week as a regular featured vocalist on the coast-based program of the TV program, “The Johnny Carson Show,” which is beamed Monday through Friday, from Hollywood.

Commenting on the assignment Leonetti said, “This is the biggest break of my career. I consider Johnny Carson one of television’s greatest comedians in the field of comedy and I look forward to appearing regularly with him in this important new series of telecasts.”

On the program of Monday, June 19, Leonetti sang his latest Capitol release, “Free.”

Presley Fans

TULSA, OKLAHOMA — Den Wallace, KTUL, radio disk jockey helps assistant, Pat Lynn, check over 11,000 signatures of Tulsa teen-agers requesting the return of singer Elvis Presley. Since Presley’s appearance in Tulsa, created position on Manager, Mercury Records, he booked into the Hotel Lapointe in St. Jerome for a two-night stand on July 11 and 12 are the Dorsey Brothers, Tommy and Jimmy. Also booked for a limited engagement in the near future at the Crystal Slab, Rose is Swing & Swim with the Sammy Kaye Orchestra. “Mr. Hot Piano” Jackie Lee, Coral recording artist, booked once more into the Casa Loma. This artist enjoys a great popularity in these parts. Headlining the show at the Fontaine Bleue Room of the Chez Pere this week is Capitol Records’ Bas Sheva. The Platters (Mercury) currently riding high with their hit record “He’s Cool” are this week headlining the show at the Chaudhury Club in Hull, Quebec. A farewell party was given to Sammy Kaye and his group at this show on his last appearance in this past week. They closed a 40 week engagement at this spot. Replacing him will be Montana Hill and his Saddle Serenaders. Booked into the Mercerwy after a very long absence are the Hickey Bros.

Finding A Name

PHILADELPHIA — Carol Lee is assisting Bob Horn, host of WPIL-TV Bandstand in trying to find a suitable name for the show’s lion cub mascot from among 70,000 letters. The name selected: Prince Bandy.

"Only those records best suited for permanent use are reviewed by THE CASH BOX"
The Cash Box, Music Page 25 June 30, 1956

Decca Introduces New Phonograph Line

NEW YORK — Decca Records has presented to the field its 1956-57 line of new phonographs. The revised line continues in the Decca policy of making available machines in all styles and price ranges. There are fourteen different models in the new phonograph line, including high fidelity consoles, table models, kiddle machines, portables, etc. Also in the new accessory line is a high-fidelity am/fm radio tuner.

The consoles range in retail price from $199.95 to $499.50. Table models range in price from $139.95 to $179.95. The new Winky Dink kiddie phonograph will sell for $19.95 and a demonstrator phonograph carries a suggested retail price of $299.95. The additional am/fm tuner will sell for $99.95. Phonograph tables, wire record racks and record storage albums round out the new line.

RIAIA Takes Vacation

NEW YORK — For four weeks beginning June 29th, the office of the Record Industry Association of America will operate on a curtailed basis.

From June 25th through July 9th, the office will be closed to provide for the ordinary vacation period. During that time and for the two following weeks, the Association's Executive Secretary John W. Griffin, will be in Europe. A temporary employee will be available during July to receive messages. In July, the Association's Chairman, Comel for the Association, 73 Trinity Place, New York City, H. Answer 2-0851 — will be available to handle matters of an emergency nature.

Statler Books Dixieland Quartet

NEW YORK — The Horace Diaz Quartet will begin an engagement in the Cocktail Lounge of Hotel Statler in New York City, Monday evening, June 17th. The Statler quartet is under the direction of Mr. Horace Diaz, exclusive accordionist to the Statler Hotels. Quartet members are Jimmy McKinley, on clarinet; Betty Ann Grove, on guitar; and Jerry Levey, on bass.

Miller Orr Off To Good Start

NEW YORK — The Glenn Miller Orchestra under the direction of and featuring Ray McKinley, is off to a fine start on its first few dates. According to Miller's camp, that at Hershey Park (June 9) the band drew the best crowd of the session. At the Port Dover Dance Hall in Port Dover, Ont. (June 15) the operators experienced the best advance sale in 36 years and the band went into percentage at Idora Park, Youngstown, Ohio (June 16) and Edgewater Park, Celina, Ohio (June 17th).

25th Leucana Album

NEW YORK — The issuance of Stanley Black's London Album, "The Music of Leucana," marks the twenty-fifth anniversary of such album, devoted exclusively to the songs of Cuba's great composer, Ernesto Leucana. Ernesto Leucana who has been for musicians under the sole contract to the Edward B. Marks Music Corporation, recently himself cut three albums for the label, "Leucana Plays Leucana" and "Leucana Plays For Two." The third, as yet untitled, will be released soon.

Movie Pact For Bobby Scott?

NEW YORK — Negotiations are currently underway with MGM films for a movie pact for Atlantic Paramount recording star Bobby Scott of "Chain Gang" fame. The William Morris Agency is representing Scott in this deal. Bobby is under contract to personal managers Jerry Levy and Fred Asmell of Directional Enterprises.
They'll out Elvis.

Jazz.

Leroy signed Levinson, fast the spectacular CLYDE for big N. covered president release, third Reef "I don't Sally" excited really Carter, appearance releasing. The Penguins' current release is another Curtis Williams tune, "Peace Of Mind" they have backed it up for "Roll the Sixes," "Forced to Fly," "Where It's At," and "I Ain't No Good." Williams reports that Bobby Blue Bland's newest, "You've Got Bad Intentions" and "I Can't Put You Down" is racking up a good sale. Big Maysell.

Big Maysell.

Chuck Berry.

Heaven"; Clyde McPhatter with "Treasure of Love," Little Richard singing "Long Tall Sally" and his new one "Big Hit," Louis Jordan singing "Fever;" and just breaking in "Roll Over Beethoven" by Chuck Berry. Joe Turner did it also. What is especially spectacular is that not these r & b artists are in the pop charts, but that they "own" the big selling version. Not too long ago, when a record broke r & b and a pop cover by a big name pop artist and the pop market bought the pop cover. Today the r & b version is so acceptable that the majors don't even bother unless they can issue it almost simultaneously. Given a headstart of any kind, the r & b version usually cannot be outdistanced, and the small distribution it cannot get the original around fast enough. With the exception of girls, r & b artists, both groups and individual artists, are so coming to this big fat market? ... Note from Lorence Williams tells us Ellmore Morris, new Peacock artist, has hit with his initial release, "Darling, Depend On Me." Also moving in large quantities are "Rock and Roll Baby" by Big Maysell, and "Tain't Whatcha Say" by Little Esther. ... George Klein (KWEN-Memphis) has a new rhythm and blues-rock and roll show since June 1. George hopes interested record companies will send him some new tapes artists who are working in this area... "My Love Come Back" and "Honeymoon." Also signed are the Chordelles, a quartet of teenagers, and the Decimators, and the Tearooms, all groups that are currently being auditioning and will announce new signings shortly. The Chris Ford "Gone With the Wind" hit, is the 40th of the two spirituals. The Capitol City Stars singing "Let Jesus Lead You" and "Happy Am I;" and the Imperial Gospel Singers "Jesus Keeps Me" backed with "I Found Him." Ford also has signed young Jimmy Carter, Little Joe's daughter, who has a new group called the Navaliers. Joe Piro and five dance teams from Broadway's Palladium Ballroom. To play the show will be the La Playa Sextet, Barnsdale, Charles, La kicked off a southern circuit of one-niter's for Jimmy Reed, Vee-Jay presby, Jimmy Bracken, including a popular one-niter tour of the Oreido's new wax, "I Just Got Paid," with a new cover by W.C. Handy's "Shadrack the Magnificent" reports the Magnificents stopped in Dover, long enough to establish "Up On The Mountain," for the lastest offer from The El Dorados, getting good reports and playing a big series of rooms throughout the country. The Drifters are in town and cutting some sides for their next release.

Chicag.

Number one request of The Original Five Blind Boys, an extensive southern tour in their latest recording, "I Never Knew A Man Like Me," with George and Ernie Leamer happy having Harold Johnson back with them for a short time. Harold was U.S. at the end of last season.

LA PLAYA SEXTET

Jazz Jots.

Bud Shank, currently at Jazz City in Hollywood has been set to appear with his quartet at the Newport Jazz Festival, July 7th. After that Shank is scheduled to play with the Bud Shank West Concert held at the Pasadena Civic Auditorium. Featured Shorty Rogers and his group, Bob Brookmeyer, and the swing and jazz groups.

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Gigantic Benefit For Arnett Cobb To Take Place July 25 At The Savoy Ballroom

NEW YORK—Celebrities from Hollywood to Harlem will converge on New York’s Savoy Ballroom on July 25th for what promises to be one of the biggest benefits in the history of show business. Staged to raise funds for the hospitalized bandleader Arnett Cobb and his family, who were injured in an auto accident in Hartford, Conn., July 18th, the benefit will have the backing of the nation’s entire theatrical booking industry.

Headlining the ball is a heady Universal Attractions, the mammoth Arnett Cobb Night benefit will be held at the Savoy Ballroom where literally thousands of Harlemites have danced to the music of the bandleader.

Arnett Cobb, who skyrocketed to fame during the early forties as the sensational saxman who blew that torrid “acrobatic” solo on Lionel Hampton’s “Flying Home,” will have his lie flat on his back for at least a year, according to official reports from Hartford where his injuries have now confined. A little over a year ago, the courageous “When I Grow Too Old To Dream” man, fought his way back to the spotlight, after being bedded for over two years with his wife, Arnett Cobb’s wife, Elizabeth, who was in the car with him at the time, suffered a punctured lung and other serious injuries.

The surprise benefit is selling for $1 in advance and $2 plus tax at the door, donations can be mailed or ticket purchases from any of the following agencies: Universal Attractions, 2 Park Ave., N.Y.C; Universal’s West Coast office at 3994 S. Western Ave., Los Angeles, Calif.; Joe Glazer’s Associated Booking Corp., 600 N. Lake Shore Drive, Chicago, III.; Associated Booking Corp., West Coast Office at 8019 Sunset Blvd., Hollywood: Glade Agency, 48 W. 48th St., N.Y.C.; Shaw Artists, 9103 S. Western Ave., Chicago; Shaw Artists’ Chicago office, 303 N. Wells Ave., and Willard Alexander, 30 Rockefeller Plaza, New York.


Ben Ratner, who has spearheaded the drive, says, “We are quite pleased with the response. We have had a large number of requests from all parts of the United States for tickets, which readily demonstrates the esteem in which the public has held Arnett Cobb.”

Atlantic And Monument Sponsor DJ Contest For “Treasure of Love”

NEW YORK—Atlantic Records and Monument Music this week announced plans to launch a deejay contest based on Clyde McPhatter’s “Treasure of Love.”

Already one of the nation’s top selling records, it is hoped that this contest will be the springboard to launch the disk into the number one spot.

All jockeys are eligible and each jockey who submits entries from his own local audience will win his own personalized prize. There will also be one more winner to each jockey’s audience participants.

The subject will be “Why I agree with Clyde McPhatter’s record that the ‘Treasure of Love’ is the greatest treasure of all.”

The contest will run for four weeks during which period any DJ of Loman-Burrell can contact Vic Selman at Atlantic Records, 157 W. 57th Street, for particulars.

Lohmann-Burrell Handle Modern’s Disk Promotion

HOLLYWOOD, CAL.—Stan Bahari, president of Modern and RPM Records, announced last week the appointment of Loman-Burrell to handle the firm’s record promotion and DJ contacts.

In accepting the appointment, Loman and Burrell said: “Rock ’n Roll today is a blend of many musical styles, including Pop. Where formerly Rock ’n Roll was aired strictly on jukebox programs, today artists extend very much into the Pop field, with top artists recording songs that are a Rock ’n Roll flavor, and vice versa.”

With this in mind, Frank Lohmann and Charles Burrell intend to concentrate on the Poppler platter spinners.

2-Decca Branch Awards

NEW YORK—The Decca Silver Record Award which is presented monthly to the branch and distributor showing the best sales performance, will be presented for the month of May to the Honolulu Electrical Product Co., Ltd., in Hawaii, and Decca Dist. Corp., in Los Angeles. The Honolulu distribution setup is handled by Paul H. Anderson, Los Angeles Branch Manager is Arthur Grobart.

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

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

**Dallas, 1614 FEVER**

I'M NOT A FEVER

FEVER Little Willie John (King 4935)

FEVER Little Willie John (King 4935)

THE TREASURE OF LOVE Clyde McPhatter (Atlantic 1095)

THE TREASURE OF LOVE Clyde McPhatter (Atlantic 1095)

I WANT YOU TO BE MY GIRL

I WANT YOU TO BE MY GIRL

BEETHOVEN Chuck Berry (Chess 1626)

BEETHOVEN Chuck Berry (Chess 1626)

COME TO ME

COME TO ME

CORRINE CORRINA Joe Turner (Atlantic 1095)

CORRINE CORRINA Joe Turner (Atlantic 1095)

MY BLUE HEAVEN Fats Domino (Imperial 5386)

MY BLUE HEAVEN Fats Domino (Imperial 5386)

ROLL OVER BEETHOVEN Chuck Berry

ROLL OVER BEETHOVEN Chuck Berry

THE HEARTBREAK HOTEL Elvis Presley ( RCA Victor 40-4420)

THE HEARTBREAK HOTEL Elvis Presley ( RCA Victor 40-4420)

THE TREASURE OF LOVE Clyde McPhatter (Atlantic 1095)

THE TREASURE OF LOVE Clyde McPhatter (Atlantic 1095)

I'M IN LOVE AGAIN Fats Domino (Imperial 5386)

I'M IN LOVE AGAIN Fats Domino (Imperial 5386)

I WANT YOU TO BE MY GIRL

I WANT YOU TO BE MY GIRL

TOGETHER Joe Turner (Ches 1626)

TOGETHER Joe Turner (Ches 1626)

CORRINE CORRINA Joe Turner (Atlantic 1095)

CORRINE CORRINA Joe Turner (Atlantic 1095)

IT'S TOO LATE Chuck Willis (Atlantic 1095)

IT'S TOO LATE Chuck Willis (Atlantic 1095)

**Los Angeles, 242 RUBY BABY**

RUBY BABY

RUBY BABY

FEVER Little Willie John (King 4935)

FEVER Little Willie John (King 4935)

I WANT YOU TO BE MY GIRL

I WANT YOU TO BE MY GIRL

BEETHOVEN Chuck Berry

BEETHOVEN Chuck Berry

Hallelujah, I Love Her So

Hallelujah, I Love Her So

CORRINE CORRINA Joe Turner (Atlantic 1095)

CORRINE CORRINA Joe Turner (Atlantic 1095)

**St. Louis, 1096 SHATTERED DREAMS**

Shattered Dreams

Shattered Dreams

FEVER Little Willie John (King 4935)

FEVER Little Willie John (King 4935)

I WANT YOU TO BE MY GIRL

I WANT YOU TO BE MY GIRL

BEETHOVEN Chuck Berry

BEETHOVEN Chuck Berry

Hallelujah, I Love Her So

Hallelujah, I Love Her So

**Philadelphia, 1095 THE JAYHAWKS**

**THE ORIGINAL SMASH HIT!**

"Shattered Dreams"

The Youngsters

**Empire No. 104**

**Coming Up Strong**

"Don't Fall in Love Too Soon"

"Till I See You Next Fall"

"I Want Your Arms Around Me"

**The Preludes**

**Empire No. 103**

**Apreciable Success**

**The Tempters**

**Empire No. 105**

**EMPIRE RECORDS**

1614 N. Argyle

Hollywood 28, California

**FLASH RECORD COMPANY**

623 E. Vernon Avenue

Los Angeles, California

**HITS A POPPIN'**

"Candy"

"Pretty Good Love"

"Love, Baby"

"Movin' and Groovin'"

**Savoy Record Co., Inc.**

Newark, N.J.

**AMERICA'S LEADING ONE STOP RECORD SERVICE**

**LESLIE DISTRIBUTORS**

639 Tenth Ave.

2231 Fifth Ave.

Newark, N.J.

"It's What's in THE CASH BOX That Counts"
BILLY “THE KID” EMERSON
(Vee-Jay 2275)

1. “START ME TO LYING” (2:20) [Conrad BMI—B. Emerson] Billy “The Kid” Emerson rocks out a middle beat wailing blues with solid reading. “The Kid” sells the tune impressively and it should make impact in many areas.

2. “YOU DON’T STAY HOME” (2:15) [Conrad BMI—B. Emerson] Emerson rocks out a quick beat on the underlid. It is a happy offering that comes off as a good coupler.

LEW WILLIAMS
(Imperial 3394)

1. “CAT TALK” (2:05) [Connoisseur BMI—R. Williams] Lew Williams rides out a quick beat jumper that can be tagged a “go-go” side. Deck hits on all fours and the kids will have to move to this one.

2. “GONE APE MAN” (1:55) [Connoisseur BMI—R. Williams] Another quick beat deck with same drive captured. It is a good coupler. Two etchings for the kids to jump to.

BILLY STEWART
(Chez 1625)

1. “BILLY’S BLUES” (Parts one and two) (Vee-Jay BMI—Stewart Williams) A two sided instrumental with a captivating sound. An eerie and a fascinating tempo can make this a great programming wax. Watch it.

NAT WILLIAMS and The Mellow-tones
(Angus 102)

1. “A FRIEND” (2:47) [Adonis BMI—Williams, Houston] Nat Williams softly moans his treatment. It is a drifty type, intimate offering that one finds in the dimly lit cafes. Easy to listen to.

2. “YOU EXCITE ME” (2:15) [Adonis BMI—Williams, Houston] The flip is a middle beat bouncer with the same intimate delivery. Same comments.

ROY MILTON
(Dootone 398)


2. “BABY I’M GONE” (2:26) [Dootone BMI—Milton, Houston] The backer is a middle beat Jump that the teener market will find more to their satisfaction. Deck is a sprightly item and Milton handles it capably as a big horn and rocking hand split it up.

MABEL KING
(Rome 200)

1. “ALABAMA ROCK ’N ROLL” (2:20) [Kahil BMI—Kramser, Herman] Mabel King rocks out a quick beat rock with an enthusiastic reading. Deck drives it and it’s very much in the groove.

2. “I’M GONNA CHANGE” (2:30) [Kahil BMI—Jones, Goldner] Mabel King makes her debut with the label a strong one as she gives a lusty reading to a middle beat bouncer blues. Gil really comes out as she sings the number, belting it from the floor. Very impressive deck.

— The Cash Box (Rhythm ‘n’ Blues Review)

**AWARD O’ THE WEEK**

“UNTIL THE DAY I DIE” (2:37) [Dig BMI—Akers]

“BILLY BOY” (2:30) [Modern BMI—Collins, Davis, Linn]

THE TEEN QUEENS
(2:45)

- The Teen Queens have a powerful and melodic voice.

— The Cash Box

**LET THE GOOD TIMES ROLL** (2:30)

**DO YOU MEAN TO HURT ME SO** (2:29)

SHIRLEY & LEE
(Aldelin BMI—Lee)

- Shirley & Lee offer two of their best sides in some time. “Let The Good Times Roll” is a middle beat bouncer with a captivating melody and cute treatment. The flip has that infectious sound that has won them so many good selling discs. A good side with only one problem. It may face some trouble getting full swing. The flip, “Do You Mean To Hurt Me So,” is a slow rhythm effort that also is done well and comes out a potent offering. However, for the big impact we think it’s “Let The Good Times Roll.”

**THE CASH BOX**

Rhythm ‘n’ Blues

**BEST BETS**

- “DON’T START ME TO LYING” Billy “The Kid” Emerson – Vee-Jay 175
- “DARLING” Vocaltones – Apollo 497
- “MAIL ORDER WOMAN” Jack Dupree – King 4528
- “I’M GONNA CHANGE” Mabel King – Rome 200

— The Cash Box

**THE ROBINS** (Whipped 201)

“MERRY-G-O-ROCK” (2:35) [Fairway BMI—Mus, Grenies, Freeman] The Robins dish up a quick beat rocker with a carousel theme and sound. Deck moves along at a fast pace and it is ok for the jump deck.

“HURT ME” (2:18) [Fairway BMI—Mus, Grenies, Freeman] The Robins change pace on the flip and turn a warm performance on a slow paced tune. Ballad. Lovely melody smoothly performed. It will get good attention.

**AWARD & SLEEPER**

- THE THREE KINDS OF PEOPLE” (Juniors BMI—Johnson) The Vocaltones dish up a slow paced love ballad with feeling. The lead performs his chores with dramatic intenstess. Very interesting wax.

“SWEET AND LITTLE THINGS” (2:46) [Bronco BMI—Duenan, Merenstein] The Vocal tones get excited and transfer that excitement to the wax. It is a middle beat jumper done with several vocal twists that appeal to the market. Deck has a strong sales potential.

DON JULIAN and The Meadowlarks
(Dootone 394)

“DON’T LOVE A FOOL” (2:52) [Dootone BMI—Don Julian] Don Julian and The Meadowlarks blend softly on a slow ballad pretty with a love lyric. Easy to listen to, tho not too unusual in material and treatment.

“OOP BOOP OOP” (2:37) [Dorothy BMI—Don Julian] Julian and the Meadowlarks back with a jump describing a rocking dance. Not the bestd for the kids.

LYNN HOPE
(Aldelin BMI—Hope) Lynn Hope dishes out a quick beat instrumental with an exciting treatment. Ok jump deck.

“CHERRY” (2:45) [Melody Lane BMI—Gilbert, Regan] Melodic rhythm number featuring the Hope horn. Pleasant instrumental wax.

LIGHTEST SLIM
(Excello 1208)

“WUNDERIN’ AND GOIN’” (2:41) [Excello BMI—Hicks, West] Lightnin’ Slim wails a middle beat rhythm blues with deep feeling and solid effect. Solid offering for the Southern markets.

“GOIN’ HOME” (2:40) [Excello BMI—Hicks, West] Slim wails a slow beat blues on the flip about the lady who has left him. He’s feeling terrible and gets it across. Moving wax.

BILL DOGGETT
(King 4936)

“STELLA BY STARLIGHT” (2:14) [Famous ASCAP—Young, Washington] Bill Doggett paints a slow beat mood picture depicting romance, lazy drifting, hand in hand ambling down dark lanes, etc. Excellent deck.

“WHAT A DIFFERENCE A DAY MADE” (2:46) [Marx ASCAP—Gray, Bernstein] Doggett adds another standard to his growing catalogue as he lifts this familiar pretty. Delightful instrumental. Doggett fans will like.

“THE CASH BOX” — June 30, 1956

“*Only those records best suited for commercial use are reviewed by THE CASH BOX*
**THE CASH BOX**

**RHYTHM ’N’ BLUES SLEEPER OF THE WEEK**

**“STRUAND IN THE JUNGLE” (2:45)**
(BMI—Johnson, Smith)

**“I WANT YOU” (2:45)**
(BMI—Davis, Jones)

The Cadets
(Modern 994)

**THE FRIENDLY FIVE**
(Aesthetic AU 702)

**“SAY ME A FEAT FOR ME” (2:23)**
[BMI—P. Perkins] Archie Brownlee handles the lead as The Five Blind Boys drift through a slow paced gospel item. Brownlee’s exciting singing is set against a cushion of soft voices. Effective religious wax.

**THERE’S NO NEED TO CRY” (2:40)**
[BMI—L. Woodard] Brownlee and The Five Blind Boys blend beautifully on a lovely, melodic gospel item. Tender chanting of a slow moving tune. Brownlee is tops as he handles the lead.

**THE PILGRIM PIONEERS**

(J & S 1754-5)

**“THE WOODEN CHURCH” (2:38)** The Pilgrims Pioneers sing a nostalgic spiritual of the old church on the hill. A slow beat effort given an enthusiastic reading by the group.

**IS THERE ANYBODY HERE”? (1:30)** The Pilgrims Pioneers offer another slow beat rhythmical gospel item with feeling. Lead and answer parts handled in exciting manner.

**THE CASH BOX TERRITORIAL TIPS**

The Cash Box “Territorial Tips” chart highlights the record and radio trends showing a general action, which have not yet appeared in the national top 100.

[Listed Alphabetically]

*Indicates first appearance on Territorial Tips

1. A KISS FROM YOUR LIPS
   Flamingos (Checker 877)
2. BIG TOWN PLAYBOY
   Eddie Taylor (Vee-Jay 145)
3. BILLY’S BLUES
   Billy Stewart (Chess)
4. BOOPIN’ THE BLUES
   Carl Perkins (Sun 243)
5. CANDY
   Big Maceo (Savoy 1195)
6. CAN’T STAND TO SEE YOU GO
   Jimmy Reed (Vee-Jay 146)
7. CHERRY BLOSSOM
   Varetta Dillard (Gordy G-0152)
8. CHICKEN HOP
   Billy Blind (Old Town 1022)
9. “DON’T TELL ME THAT YOU LOVE ME
   Larry Waters
10. EASY, EASY BABY
    Anne Cole (Atlantic 224)
11. GIRL IN MY DREAMS
   Clique (Modern 927)
12. HEADLINE HOME
    Shirley-Gunter (Modern 998)
    Satins (Harold 1005)
14. “I’M NOT A KNOB IT ALL
    Teen Agers (Gen 1012)
15. “I’M TOE UP
    Billy Gofer (Federal 12055)
16. I NEED SOMEONE
    Amos Milburn (Aladdin 3220)
17. I WANT YOU, I NEED YOU, I LOVE YOU
    MT. BABY LEFKO
    L. Frank (MCA 20-5459)
18. LAST CALL
    George Jenkins (Tempo 112)
19. LITTLE FINE HEALTHY THING
    Billy Emerson (Sun 133)
20. MY HEART’S DESIRE
    Whools (Premium 405)
21. “MY PRAYER
    Playboys (Mercury 70893)
22. NOW THAT WERE TOGETHER
    Larry Williams (Cabin Cal 1012)
23. ONE MORE CHANCE WITH YOU
    Little Walter (Checker 838)
24. ONE NIGHT ONLY
    Otis Williams (Deluxe 6935)
25. OBBO BOBY
    Roy Olmon (Son 242)
26. PINK CADILLAC
    Sombrero incl. 4 star (1695)
27. PLEADIN’ FOR LOVE
    Leon Russell (Memo 15074)
28. PLEASE DON’T DRIVE ME AWAY
    Charles Brown (Aladdin 3616)
29. PLEASE LISTEN TO ME
    Smokey Laiws (Imperial 5139)
30. PLEASE MR. DISCO Jockey
    Societie set (Astral 6807)
31. READY TEDDY
    Kid It Up (Little Richard Specialty 579)
32. ROCK AND ROLL RUBY
    William Smith (Sun 239)
33. RUBY BABY
    YOUR PROMISE TO BE MINE
    Delores (Atlantic 1016)
34. SHATTERED DREAMS
    Youngers (Small 103)
35. SHIRLEY JEAN
    Big Walter (Peachock 1041)
36. STRANDED IN THE JUNGLE
    Jayhawks (Flash 109)
37. TAIN’T WHATCHA SAY
    YOU CAN BET YOUR LIFE
    Little Esther (Savoy 1193)
38. TALK TO ME
    Mel Williams (Big 107)
39. TELL ME WHY
    Marie Knight (Wing 9069)
40. “TOLLIN’ BELLS
    Lowell Fulson (Checker 841)
41. TORE UP OVER YOU
    Midnighters (Federal 12270)
42. UP ON THE MOUNTAIN
    Magnificents (Vee-Jay 183)
43. WHAT WOULD I DO WITHOUT YOU
    Ray Charles (Atlantic 1096)
44. YOU
    Dorena-Kinghorn (Imperial 5390)
45. YOUR TENDER LIPS
    Clavers (Atlantic 1094)

**DUKE RECORDS, INC.**

1990 East 116th Street

HIDING IN CHICAGO AND NORTHERN TERRITORIES

**SING WITH FEELING**

**“WAY UP ON HIGH”**

**“TROUBLES WILL BE OVER”**

**THE GREAT DIXIE HUMMINGBIRDS**

**THE PEACOCK ROCK ‘N’ ROLLER**

**ROCK ‘N’ ROLL BELLS**

**LOUIS JONES**

**PEACOCK #1763**

**NEW ON GROOVE**

**THE DEVIL HATES YOU WILLIE**

**REBECCA LEE**

**YOU MAY NOT KNOW**

**BABOON ROCK AND ROLL**

**BY THE NITE CAPS**

**HOLD THAT TRAIN, CONDUCTOR**

**HONEY STANLEY'S BLUES**

**BY DR. CLAYTON**

**GROOVE**

**A PRODUCT OF RADIO CORPORATION OF AMERICA**

**Heading For The Top!**

**“A-1 In My Heart”**

**Imperial Records**

**June 30, 1956**

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**MUSIC TERRITORIAL PAGE LOVE PERKINS**

**“It’s What’s in THE CASH BOX That Counts”**
COUNTRY DISK JOCKEYS MEET IN SPRINGFIELD

SPRINGFIELD, MO.—The first annual gathering of the Country and Western Disk Jockey Association was held in Springfield, Mo., June 3 with an estimated 200 names in the country music field in attendance.

Crossroads TV Productions and Top Talent, Inc., hosted the visiting deejays. Among them were the Big "D" Jamboree, Dallas; Herb Schubel, manager of the Ken Dee; Bob Rees; Bob Neal, Stars, Inc., Memphis; and Charlie Lamb, Lamb Agency.

The announced purpose of the Springfield meeting by the board of directors of the CMDJA was dedicated to the purposes of furthering public acceptance of Country and Western music. Another listed purpose was the raising of money for the organization's treasury. In that connection, a big annual show will be held to gain proceeds. There will be annual meetings, in connection with the show, in different cities.

Plans for next year's meeting were kept a secret; however, it was disclosed that the news of next year's meet, which will be announced later, would be of much interest to the trade.

More than $1,200 was added to the CMDJA treasury as the result of the first show, held at Springfield's J & V Theatre, home of the "Ozark Jubilee." Taking part in the show were such established stars as Red Foley, Johnny Horton, Jim Ed Brown, Maxine Brown, The Carlises, Johnny Joy, and Audry Williams, Bobbe Helms, Dale Rich, Texas Bill Stitt, Smiley Burnett, the Foggy Mountains, Sonny James, Cletis Atkin, the Belew Twins, Janis Martin, Chuck Bowers, Earl Bowers, Bobby Gann, Bobby Drisk, Jerry Reed, Slim Wilson, The Westport Kids, Junior Haworth, Warren Smith, the Ferguson Sisters, the Born Sisters, Bill Wimberley's band, Eddy Arnold, Uncle Cyp Brassfield, the Philharmonicists; Libby Horne and Pete Stamper, and Shirley Caddell.

Jim Ed Brown was awarded the Ozark hillbilly medallion by local officials at a luncheon sponsored by the Ozark Jubilee. Other events on the schedule were the Eddy Arnold show; the Ozark Jubilee ABC-TV; and a cocktail and supper party.

Officials of Crossroads TV productions were the planners behind the gathering. Some of the top music record present were Bob Burton and Bob Sour and Russ Sanjek; BMI: Wesley Reynolds, Bobblin Home, Howard Boudreux; Bryant, Don Law and Bob Burrell, Columbus; and Charlie Lamb and Harry Silverstein, Decca; Jack...
NASHVILLE, TENN.—Pictured above is Mae B. Axton as she familiarizes herself with the new offices of Hank Snow, whom she has taken over as personal manager. Hank, shown at the extreme left, and James “Sleepy” McDaniel at the right, busy themselves with a ‘hit’ song (We Hope) on the tape. Miss Axton will handle Snow’s bookings, direct his public relations and head up Hank Snow Music, Inc. James “Sleepy” McDaniel was named vice-president of the music firm.

CINCINNATI CUT-UPS

In town this week end are two young ladies whose recordings are on top of the hit parade these days. “The Wayward Wind” gal, Miss Gogi Grant is packing them in over at Beverly Hills along with Myron Cohen, The Chords, and the Donna Arden Dancers all on the same bill. Out at Conrey Island we had a chance to meet petite Cathy Carr and listen to her sing the beautiful waltz ballad “Ivy Tower” that she recorded for Harry Carlson’s Fraternity label. . . . They tell us that the St. Camp is no longer with WLW and the Paul Dixon show. . . . Eddie Dinnell, colorful radio news reporter, has returned to WLW after 10 years at WCKY. Eddie is considered top news-bound and works at his profession around the clock. . . . Jack Remington began a five-day series of interviews today with Cincinnati Ted Bumiller who has driven 45,000 miles around the world. . . . Jack Foxarty, news director of WCPO-VO, will drop his afternoon deejay position to devote more time to the news. . . . Rumor has it that Ruth Lyons may soon become an executive vice president of Crosley Broadcasting Corp. . . . Dave Wilson has joined the publicity department of WLW, after resigning his position at WCPO. . . . Country folks from here that attended the Country Disk Jockey’s Convention in Springfield, Mo., were Nelson King, Marty Roberts, Shorty and Mae, Betty Foley, Aunt Emmie, and Florence Wilson. We stayed close to our TV set at home, to see the folks with Red Foley and the Ozark Gang hoopla! It up. . . . Barefoot Browne, Comedian with Casey Clark’s Jamboree from up Detroit way was in town promoting his latest Sage and Sand record “Lost John.” . . . Jimmie Williams (MGM) played the Valley Gem Park Sunday after appearing on the “World’s Original Jamboree” over WWVA before taking off for two weeks’ vacation. . . . Happy from reports from WORZ in Orlando, Florida that he likes “Alpha and Omega” so recorded by Jimmie Williams on MGM and that he’s getting lots of requests for it on his show.

THE COUNTRY RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

1. I TAKE THE CHANCE . . . . The Browns (RCA Victor)
2. CRAZY ARMS . . . . Ray Price (Columbia)
3. I WALK THE LINE . . . . Johnny Cash (Sun)
4. YES, I KNOW WHY . . . . Webb Pierce (Decca)
5. SWEET DREAMS . . . . Farou Young (Capitol)
6. LAY ME IN YOUR ARMS . . . . Don Gibson (MGM)
7. DO YOU IN THE STREET? . . . . LaVinx Brothers
8. HEARTBREAK HOTEL . . . . Elvis Presley (RCA Victor)
9. MY LIPS ARE SEALED . . . . Jim Reeves (RCA Victor)
10. SING A SONG OF SOMETHING . . . . Porter Wagoner (RCA Victor)
11. HUNDRED THOUSAND TON MAN. 12) YOU ARE THE ONE. 13) BLUES OF MY HEART. 14) I WANT YOU. 15) YOUR LOVE. 16) FOR ME. 17) LITTLE Rasta. 18) BLUE SUEDE SHOES. 19) YOU ARE NOT TO BLAME. 20) TWENTY FEET OF MUDDY WATER. HOW FAR IS HEAVEN. DO GONE LONE STAR. I’VE GOTTEN FIVE DOLLARS. YOU DON’T KNOW ME. YOU GONNA BE MY BABY. SEARCHING. TAKE A LOOK AT YOURSELF. GET READY. COME BACK TO ME. WALZT OF THE ANGELS. SEASONS OF MY HEART. BE-BOP-A-LULA. LUCKY, LUCKY, SOMEONE ELSE. MY BABY LEFT ME. I DON’T BELIEVE YOU’VE MET MY BABY.
“ANY OLD TIME” (2:04) [Peer Int'l BMI—J. Rodgers]

“WE'LL FIND A WAY” (2:12) [Cedarwood BMI—WEB PIERCE]

WEB PIERCE

(Deco 29974; 9-29974)

- Webb Pierce's wax popularity knows no boundaries as can be evidenced by current rock of hits which include "Yes, I Know Why", "Cause I Love You" and the two he co-credited with Red Sovine "Little Rosa" and "Why, Baby, Why".
- Webb's wry offbeat twang another what should be a twin-smash within a matter of days. "Any Old Time", an old Jimmie Rodgers tune, is up tempo, sentimental balled that Pierce delivers in superb style. And he handles the flip, "Well Find A Way", a beautiful, middle beat, heart-warming tale of young love, in equally outstanding fashion. It's another double-barreled blast for Pierce.

MOON MULICAN

(King 4937; 4-5937)

- "HEY SHAH" (2:24) [Cedarwood BMI—M. Miller] Moon Munican bemoans the fact that his true love Shah has gone down to the bayou and娶s another. An interesting, up tempo country lilter that the songsters quirks in contagious fashion.

- "MAYBE IT'S ALL FOR THE BEST" (2:20) [Jay & Cee BMI—B. Stewart & H. Stewart] Moon Munican encounters romantic difficulties on this end as too convincingly renders a middle beat, intricate toe-tapper.

DENVER DUKE & JEFFERY NULL

(Blue Hen 222; 4-422)

- "HEART MADE OUT OF ROSES" (2:32) [Kanawha BMI—S. B. Byrd, L. Cabalo] In BMI—Griffin the woman's Denver Duke and Jeffery Null, who attracted a heap of sentimental train tune circles with their sizzling of "Bank Williams, That Alabama Boy", display their distinctive vocal stylings, once again, on this heart rending, moderate paced romantic heart deck bears close watching. Could happen with exposure.

- "WHEN THE SNOW CAME" (2:13) [Vokes BMI—Vokes BMI] A Bluegrass BMI capturing the women's Denver Duke and Jeffery Null, who attracted a heap of sentimental train tune circles with their sizzling of "Bank Williams, That Alabama Boy", display their distinctive vocal stylings, once again, on this heart rending, moderate paced romantic heart deck bears close watching. Could happen with exposure.

BUCK GRIFFIN

(MGM 127982; 112814)

- "PUTTERIN' PAPA" (2:31)

[In BMI—Griffin] Buck Griffin makes a striking debut on the MGM label with an infectious rock and roll rhythm that he soaks out with a steady beat. It's a captivating performance on a deck that deserves much attention.

- "WATCHIN' THE 7:10 ROLL" (2:22)

[In BMI—Griffin] Here Griffin displays some more stand-out vocal tricks on a quick paced, sentimental train tune. Self-penned sleeper material on both ends, either of which could step out.

BILLY WALKER

(Columbia 21531; 4-21531)

- "I'LL NEVER STAND ON MY MIND" (2:20) [Golden West BMI—Emerson] On the under side Walker leaves his listeners wonder enough of her troubles and that he's all set to leave it. It's a bouncy, change of pace offering with a tantalizing musical backdrop.

JACK KINGTON

(Quality 1941; 1941)

- "A PICKIN AND A SINGIN" (2:35) [BMI] A pleasing vocal stylings of one of our "neighbors from the North", Jack Kington, makes for engaging listening on this Canadian-Quality recording. It's a detectable, quick pace ditty that's gonna send many fans to the Kingston club.

- "I GOT THE BUDES" (2:35)

[BMI] A humorous, middle beat romantic tune that the charmer decks out in polished style. Good two sider.

CHARLIE ARTHUR

(RCA Victor 20-6570; 47-6570)

- "WELCOME TO THE CLUB" (2:25) [Murray Nash BMI — M. Axtur] The talented tones of Charline Axtor come across in an intriguing manner as she tells about the "Heartbreak Club" on a side written by Mac A. Axtor, author of "Heartbreak Hotel". Effective performance on deck with solid sales potential.

- "WHAT ABOUT TOMORROW" (2:14) [Tree BMI — J. Arthur] Under side is a potont, quick paced romantic item that the thrillers delivers in stellar style. Charline sounds great on both ends.

FABOR ROBISON

(Febor 4011; 4011-45)

- "DON'T RAISE MAIN STREET" (2:17) [Dallendon BMI—B. J. Brown] Fabor Robison brings a string band through a sprightly, easy-on-the-ears, quick beat instrumental version of the Maxine and Jim Edward Brown tune of a few months back. A delightful entry item. Deejays are gonna have a picnic with.

- "HERE TODAY AND GONE TOMORROW" (2:30) [Dallendon BMI—B. J. Brown] The under side Warner adds more of his distinctive harmonic as Robison leads his string band through a sprightly, easy-on-the-ears, quick beat instrumental version of the Maxine and Jim Edward Brown tune of a few months back. A delightful entry item. Deejays are gonna have a picnic with.

BILL WORTH

(MGM 12286; 12286)

- "MY HEART SAYS" (2:29)

[Acuff-Rose BMI — Worth] The smooth, Latin-flavored, driving rhythm makes for treat to the ear as he spins a quick paced, Latin-flavored, driving rhythm. With a change of set of lyrics. Tune has a haunting appeal and coupled with Worth's refreshing performance could prove to be a winning side.

- "EXCEPT" (2:16) [Acuff-Rose BMI — Collie, Blasingame] Under side is a very pumpin' side. The polishing of lovely's lament that Worth puts into two words of feeling. Grades "A" coupling.

THE MILLER BROS.

(4 Star 1694; 1694-45)

- "WHO'S GONNA KNOW" (2:04) [4 Star BMI—D. Reddock, E. Miller, W. S. Stevenson] Billy Thompson's detectable vocal es are received with a bright musical assist by the Miller Brothers and their string band as they get together to attractively wrap up a little cute, light-hearted bouncer.

- "HEY PRETTY BABY" (2:10) [4 Star BMI—L. Miller, J. N. Baker] On the flipside the crew neatly backs up Lee Miller's tasty warbling on another catchy, up tempo novelty item. Should latch on to a fair share of the airplay.

Ferguson Sisters

(Sims 108; 45-108)

- "LIKE A DAISY" (2:18) [R & R BMI — Ferguson] A dandy barn-back leads to color in this heartfelt, quick paced romantic piece dish up in persuasive fashion by the Ferguson sisters. Impressive intro deck for the gals.

Skeets McDonald

(Capitol 3461; F3461)

- "YOU OUGHTA SEE GRAND-MA ROCK" (2:20) [Vidor BMI — J. Howard] Skeets McDonald tells how Skeets sends sending the to the rock 'n roll craze on a zany, hard-driving novelty item.

- "HEART-BREAKIN' MAMA" (2:21) [Central BMI — McDonald, Stewart, Howard] McDonald dishes up another socko performance here as he belts out a swinging piece of jump material fashioned after the "Mary, Mary, Quite Contrary" nursery rhyme. Song is a real relayer assist on two house-rockers for the teenagers.

Okeie Jones

(Sage & Sound 22; 45-221)

- "COULD YOU, WOULD YOU" (1:58) [Sage & Sand BMI — Jones] Price Okeie Jones makes his debut on the Sage & Sand label and he comes through with an appealing vocal effort on an enticing, up tempo love cute. Catching platter that bounced along in catchy style. Dandy musical support by the Lazy Ranch Boys.

- "HOW COULD YOU" (2:18) [Cedarwood BMI—L. Clark] Here Griffin displays some more stand-out vocal tricks on a quick paced, sentimental train tune. Self-penned sleeper material on both ends, either of which could step out.

“Only those records best suited for commercial use are reviewed by THE CASH BOX?”
Gene Vincent (Capitol) has hit pay dirt with his recording of "Bob-A-Lula." Bill Lowery, Lowery Music, Atlanta, Ga., has the song "Jubilee" on Decca's Showboat. Davis, Norfolk, Va., was the first to bring Vincent to the attention of Capitol's A&R Director, who now has it on his list.

Gabe Tucker that he is credited with picking young Bobby Helms for Decca Records, reports that action on the first release is most satisfying. Helms has made every major country station in the U.S., with such weeks, is reported by tradestars as one of the most C&W 'finds' of the year.

The popular Country duet... The Wilburn Brothers (Decca)... have just concluded a successful week of television appearances on the Arthur Godfrey Show from New York.

Charlie Walker (Decca) comes through strong with a tune penned by Cindy Walker entitled "Remembering" and the flop, also showing up very strong "Swingin' Out Side."

Andrey Williams (MGM) is set for an early appearance on the Red Foley TV'er "Ozark Jubilee" from Springfield, Mo.

Jim Reeves (RCA Victor) has apparently come up with one of those strong ballads that is really selling. "I Saw the Light" is currently "Sealed" being given top air play and a real favorite among the turntable crowd. Could be a long-run disk for Reeves in the future.

There's very little "Searching" to be done to hear this one! It's another gem! Johnny Cash (Decca) is now taking the direction of Wanda Jackson who just recently went off with a "Jubilee." This new disk is a recent guest at the Hometown Jamboree with Cliffie Stone according to word from Hometown.

The Belew Twins of the Big "D" Jamboree in Dallas walked off with honors at the recent deejay meet in Springfield, Mo. Taking an encore, the Twins were great. "Be-Bop-A-Lula" and "Rock-A-Bye" have definitely guided the career of Hank Thompson (Capitol) is now taking the direction of Wanda Jackson who just recently went over with a 'Hot' new single. A few Cash recordings to emerge as real commercial artists: Jerry Reed (Capitol), Bobby Helms (Decca), Wynn Stewart (Capitol), Dave Rich (RCA Victor), Gene Vincent (Capitol), Ronnie McNeel (Capitol-Paramount), Carol Johnson (RCA Victor), and Janis Martin (RCA Victor).

Red Foley's Decca recording of "A Handful Of Rice" got another shot in the arm last week when he sang the song again on his ABC-TV Show... "Ozark Jubilee." Navy

Steve Yates, New York Talent Agent, into Nashville last week lining up some talent for an overseas USO Show.

Buck O'Day, Louisiana roundup and Singer with Casey Clark Jamboree and the Lazy Ranch Boys from Detroit made the rounds of Country DJ's in Cincinnati, Louisville and Lexington with his latest Sage and Sand record.

Lee Sutton handling the Midweek Jamboree for 2 weeks while Lee Moore spends that time up in Canada touring with Mac Wiseman, and Jimmy Widow. Minutes with their respective stations.

The 'Country Carnival Jamboree' has two weeks remaining before they strike again, and this time they will have the added attraction of a guest star... Bing Crosby. The show remains on NBC with Jack Benny as host, cut by Dusty Rose on the Faber label... Billy Wallace (Mercury) consecrating his illness at Mid State Baptist Hospital, Nashville. Billy's new Mercury recording "What'll I Do" and "That's My Reward" showing up good across the country.

Toll with "Jimmie Rodgers Last Blue Yodel" and "Will You Be Satisfied That I Love You" has been the best of the week... Benny Martin's recording of "Whippoorwill" is getting top play through the country. This tune could be tapped for a "pop" rendition. Mighty good listening!

"Look out side men. WSM's. "Waking Creek," as shown for WSM's Country Music Week... Mill Miller. This Portland, Oregon, youth plays... all at one time... the harmonica, solo, steel guitar, rhythm guitar and bass. He handles the bass with one big toe, the solo and steel with the other and regulates the volume control with his big toe. In addition to this, he sings in a style similar to Hank Thompson.

The Cash Box, Music
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Red Smith, satine wash whirler at WBOK, New Orleans, La., will hold forth with his annual "Red Smith Day" on August 2nd. Each year Smith holds the promotion at a popular spot in the city and the event has always drawn thousands of fans to the beach and usually several top recording artists are on the bill.

The June 23 Grand Ole Opry spectacle on ABC-TV was one of the old WSM's showboat to present an hour of entertainment with top names in Country Music. The show featured Grand Ole Opry stars Frank Turner, Red Foley, Charlie Christian. Bill Monroe, Goldie Hill, Jim Reeves, Minnie Pearl, Red Bradstreet, and Nita, Rita, & Ruby. Eddy Arnold was the swing man with a world-class all top-notch square dancers.

An unusual attention on the ABC-Paramount label... "It's Ronnie Self." And "Three Hearts" and "Pretty Bad Blues" are titles of the first release.

Watch these boys climb the popularity charts during the next few months. We predict these are "Charlies" and "Don Ed's" favorite albums of all time. tanker could extend recordings to emerge as real commercial artists: Jerry Reed (Capitol), Bobby Helms (Decca), Wynn Stewart (Capitol), Dave Rich (RCA Victor), Gene Vincent (Capitol), Ronnie McNeel (Capitol-Paramount), Carol Johnson (RCA Victor), and Janis Martin (RCA Victor).

"What's in THE CASH BOX That Counts"
proper programming calls for E.P. RECORDS

You'll program singles, of course. But much of the music the public wants to hear—show tunes, all-time favorites, light classics and varieties—is available principally on two-tune E.P. records.

it takes longer to play a 2-TUNE E.P. than it does a single—

the operator is compensated for this additional playing time because...

the SEEBURG V-200 permits playing singles at one price and E.P.'s at a proportionately higher price.

SEEBURG

Dependable Music Systems Since 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
NEW YORK—Over the past many years, The Cash Box has been editorializing on the necessity of switching over to dime play. Actually, right at the moment, we cannot think of any item which is still selling for the same price it did in 1932—that is, except the music vended by the juke box. We don’t have to remind operators of the difference in operation costs since that year. However, to stress the point, we have gathered some statistics published this week by the New York City regional office of the U.S. Department of Labor Statistics. In New York City, salaries of office workers have risen faster than the earnings of factory workers. The average weekly salaries of office workers rose 27.1 percent for April, 1951, to April 1956, while the average weekly earnings of factory workers went up 19.6 percent. During this same period, the bureau’s consumer price index rose 29.2 percent. Average weekly salaries of women workers in office occupations in April 1956, ranged from $46 for office girls to $76.50 for secretaries. In 1951, the range for the same jobs was $35.50 to $62.50. Stenographers now average $63 a week, an increase of $13.50 over the five-year period. Routine typists and file clerks paid $41 and $39, respectively in April 1951, now receive $53.50 and $49. Preliminary results of the bureau’s sixth annual cross-industry wages survey in 1956 also indicates that skilled maintenance workers rates increased 3.4 percent and unskilled plant workers 4.7 percent from March 1955 to April 1956.

NEW YORK—The number of husbands in the civilian population totals almost 89 million, according to a report by the Metropolitan Life Insurance Co. And about 95 percent of all married men under 65 are working. About 25 percent of these husbands have been turned over to the Social Security Administration's old-age and survivors program. As a result, the Social Security Administration's old-age and survivors program is now 11 percent of the total. (Editor’s note: There’s a good gus in this item something just at this moment we can’t put our finger on it.)

GLENDALE, CALIF.—If any of our readers are interested in buying an automatic jukebox for their homes or offices that will dispense favorite mixed drinks in three seconds, just drop a note to the manufacturer, General Controls Company of Glendale, Calif. Oh, by the way, this company has turned down a sale at $10,000.

Inflation has caused many values to depreciate tremendously. As much as the Federal Government withholds dollar distribution, causing loans to tighten and interest on money to zoom upward, these inflated dollars do little to lighten the load of lost valuations.

The basic fact remains that the dollar isn’t worth anywhere near a dollar anymore. Its purchasing power has continued to fall. It’s not even worth as much as the dollar of just five years ago.

Similarly, that means the value of the dime has fallen proportionately. The dime of ’56 isn’t worth as much in purchasing power as the dime of five, or even two, years ago.

The saving factor has been the constant growing population. More people spending more thinner dimes somehow equalized the lost value of the dime.

Better and more appealing, attractive equipment, greater music selectivity in phonos, for example, have coaxed more of the thinner dimes out of the public’s pockets to help somehow equalize the higher cost of equipment and the tremendously increased overhead expenses.

It was just few years ago when this publication, during its almost thirteen years crusade urging adoption of dime play, pointed out that the nickel was worth but 2 1/2c and, therefore, the dime was worth but 5c, compared to the basic coinage valuations of 1939. This is the year, 1939, on which the nation’s economists base their money values.

How thin the dime? Since that time, just a few years ago, the dime has become much, much thinner. Has again fallen in value.

Today, according to the nation’s economists, the dime is about 3c thin, based on the year of full economic financial calculation, 1939.

What’s even more serious, because of the present constantly creeping inflation, this thin dime grows ever thinner. If inflation persists, the thin dime of today may well be considered the penny of 1960.

Perhaps, then, the better minds of the industry should think hard and plan ahead. New type equipment with greater play appeal and faster timed action. New ideas for ever higher coin play and greater intake. New operating methods with better commission percentages and front money to favor the operator. This latter to be done automatically by the machines.

In short, the time has come when all who seek profitable operations must begin now to find the answer, so that their profits will remain constant and assured as the thinning dime grows thinner.
NEW GAMES NOW UNDERGOING EXTENSIVE, EXHAUSTIVE TESTS

Factory Executives Carefully Studying Results of Tests Being Conducted on New Amuse Products. Foresee Deluge of New Games Coming To Market This Summerntime to Set New Record.

CHICAGO—It is the general belief here that this summer of 1956 may see a new record set for numbers of new amusement machines that will be introduced in the trade. It is reported that every games actory here has new machines on order.

These new machines are reported to be undergoing the most extensive and exhaustive tests possible.

Factory executives and engineers are watching results of the tests and studying the results with great care.

Many are of the belief that what will result from all these varied machines being tested at this time will be new hit amusements that may bring back the boom days.

There are some factory execs who are of the belief that the new amusement products they have out on test occasions are already proving themselves among the very best they have yet produced. Some manufacturers are already reported to be preparing to get into production with such new games.

The new machines, it is said, will prove varied in design and operating characteristic to the point where many used to formerly complain about the speed and numbers of them are presently, are absolutely necessary for the benefit of all engaged in the amusements industry. In the belief that such effort helped build the field.

The field, now barren of anything new, has caused both the distributors and manufacturers to bring out "something new."

Many are of the hope that the new products will be able to re-open the closed parks and in this, they state, will bring operators thousands of more locations as well as tremendously increase the sales market potential, resulting in a new boom for the entire field.

Chow-Ola Appoints Amusement Distributors For So. East Texas

ROCKOLA—The firm has proved itself one of the most outstanding in the industry in service to the operators in the area it serves.

"Furthermore", DeSelm continued, "both Fletcher A. Blalock and Robert DePay of this firm are top men in the industry when it comes to giving extremely fine and efficient service to operators. Both these men, in our estimation, are to be congratulated for the grand efforts which they have put forth in behalf of the operators in their territory.

"They now make it possible for the operators to receive all the United products as well as an outstanding service and a complete line of parts at all times."

"We feel certain," DeSelm concluded, "that every operator in the State of Louisiana and in southern Mississippi will find F. A. B. Distributing Company ready to work with him on every United game."


CHICAGO—William (Bill) DeSelm, general sales manager of United Manufacturing Company, this city, officially announced this past week the appointment of F. A. B. Distributing Company, Inc., New Orleans, La., as exclusive distributors for the firm for the State of Louisiana as well as for southern Mississippi.

DeSelm stated, "We are extremely happy to include F. A. B. Distributing in our family of distributors.

"This firm has proved itself one of the most outstanding in the industry in service to the operators in the area it serves."

"Furthermore", DeSelm continued, "both Fletcher A. Blalock and Robert DePay of this firm are top men in the industry when it comes to giving extremely fine and efficient service to operators.

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Bally Introduces "Parade"

Company, this city, announced the introduction of the firm's new in-line game this week, Bally "Parade."

"Parade" introduces a brand new feature "Extra Lines", said Nelson.

"The score-card on the 'Parade' backglass is the familiar 25-number card, with extra lines of circular windows at top and bottom", explained Nelson. "Both 'Extra Lines' are closed when the player steps up to 'Parade' and only the 5 letters 'E-X-T-R-A' are visible, arousing curiosity and stimulating interest. When coins are deposited, top, bottom or both 'Extra Lines' are unvelved and the card has 30 or 35 numbers, 10 skill-shot numbers being repeated in the 'Extra Lines. 'Parade' also contains the popular 'Magic Scorer' with Double, Triple and Quadruple scores plus other profit-proved features of previous Bally games."

All Bally distributors have "Parade" for immediate delivery.

Twenty-two Years of Dime Play

CHICAGO—This publication is certain that it has found the longest adherent of dime play in S. Sparks of Sparks Specialty Company, Atlanta and Soperton, Ga., as well as Columbia, S. C.

Sparks reports that back in 1934, beginning with the Seeburg Model "A" machine, in the days when phones featured 6-cent and 25-cent chutes, he had the factory place 10-cent chutes on all phonographs shipped to him in Soperton, Ga.

Since 1934, Sparks reports, his area has been featuring dime play. He claims they've never "had any trouble at all getting ten cents per play" and that the operations in this area are going right ahead.
Genco Ships “Marklite Pool Table”

all the firm’s distributors now have been shipped samples of its “Marklite Pool Table.” (‘Marklite’ is the firm’s trade name for magnesium plate).

“After months of experimentation,” stated Warren, “Genco finally found the answer for a positively warp-proof pool table and when shown at the recent MOA Show, it was received with great enthusiasm.”

In explaining “Marklite,” Warren said, “‘Marklite’ pool table designs are specified for the particular operator who wants to use the players in the right locations where the players demand the finest of games—quality, in appearance, in accuracy of play. ‘Marklite’ will satisfy that location because it is 100% warp-free and is truly beautiful in construction and design. It is 100% guaranteed not to warp and is the only top that actually floats in rubber; it is as strong as steel; it is light in weight; it is used with a hinged top for easy servicing; it plays fast—it takes all ‘english’ on balls—has the exact feel of slate, and it will not flake, peel or crack.”

International Mutoscope Intros

“Lord’s Prayer Medal Vendor”

Called “Lord’s Prayer Medal Vendor,” it dispenses a copper medal on which the Lord’s Prayer is stamped, upon the insertion of a dime and a copper penny. The medal has a small hole and can be worn as a charm. It combines a religious element and the necessity of attracting a good-luck charm. “This combination has a tremendous mass appeal,” said Rabkin, “and it has been proven thru our extensive location tests.”

The machine is streamlined and modern in appearance, featuring an illuminated translucent plastic top portion which attracts a great deal of attention. The operating mechanism, which is exposed to view, is a fascinating magnet in drawing patrons over to watch the machine. It takes 18x13” floor space, and is 70” high. Each machine holds 1,000 medals, and International Mutoscope can supply the operators with any quantity when replacements are necessary.

“The Lord’s Prayer Medal Vendor” is a simple machine of solid construction,” stated Rabkin, “which guarantees trouble-free operation. This new type machine can be operated in every conceivable type of location. We are new in full production.”

Dave Gottlieb Gives Quarter Million to Build New Hospital

Gottlieb & Company, this city, this week celebrated his thirtieth wedding anniversary with wife, Dorothy, and chose this momentous occasion to announce a gift of $250,000 toward the construction of a new hospital in the Oak Park River Forest area.

Gottlieb told his family and friends about it at the anniversary reception and dinner in the Drake Hotel Wednesday, June 20. They included his wife, and three children, Alvin, Marjorie and Roberta.

He said he wanted his gift to start a movement for a new general hospital “to serve all the people” in his neighborhood. He hopes to raise additional funds among his friends and to organize a board of trustees to direct the new activity.

The gift, consisting of government bonds, he said, has been deposited in the six-year-old Gottlieb Family Foun-
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SPRINGFIELD, MASS.—A fine turnout of members of the Western Massachusetts Music Guild attended the organization's meeting on Tuesday, June 12, at the Shelton Hotel, this city.

Headed by president Ralph H. Ridge- way, treasurer Arthur Strahan, and secretary-pro tem Gerald Balbun, the membership discussed a number of important subjects.

Ridgeway reported on the MOA Convention held in Chicago. The sub-ject of methods of equipment depreciation was widely discussed. Due to the serious illness of the owner of DeMarco's Restaurant, it was voted to hold the next meetings at the Wind-sor Court Restaurant. One meeting a month will be held during the summer months of July and August. The July meeting will be held on July 10, and the August meeting on Aug. 14. Starting in September, the usual two meetings a month will be resumed. These will be held on the second and fourth Tuesday of each month, and will take place at the Windsor Court Restaurant, 816 State Street, Spring-field.

Before the business sessions started, an excellent buffet luncheon was available, arranged by Redd Distributing Company of Boston. In con-nection with the business meeting, Redd had on display Wurlitzer's new model "2000" phonograph; Bally's "Parade" and Chicago Coin's "Steam Shovel." Representing the Redd organization were Bob Jones, Tony Fe-dot and Jim Birtz. Hank Peteet, Wurlitzer field engineer, and Bob Brei-ther, Bally field engineer, were on hand to demonstrate the products of their companies.

Members, in addition to the offers mentioned above, in attendance were: Russell Mawdsley, Adrien Lar-nee, Willis Trudean, Frank Watkins, Fred Milenkowki, Douglas Larson, Stephen Broana, George Hatspetro, Roland Herbert, Peter Slechka, Wal-ter Slechka, Stanley Skop and Den-nis Dolvin.

Westchester Ops Guild Re-elects Carl Pavesi President

PORT CHESTER, N. Y.—Members of the Westchester Operators Guild met Monday night, June 18, and elected its officers for the coming year.

The popular Carl Pavesi was re-elect-ed president. Other officers named were Harold Rosenberg, vice president; Seymour Paski, secretary, and Louis Tartaglia, treasurer. Elected to serve on the Board of Directors were: James A. Smith, Edward Goldberg, Meyer Budinoff and Stanley (Dick) Diciego.

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NEW ENGLAND NIBBLES

Record heat wave of last week with the mercury broiling Boston with 96° sent thousands to the beaches and fun spots and arcades, rides, gams and music got big returns at the outdoor locations. . . Shortage of used banks, with few new ones to replace them, was the problem at the Cas-ino. Gun-Guns took a step up with the opening of the outdoor season, but pool games fell off, for the first time since their introduction in the region. . . Jimmie Canell, formerly of Pawtucket, R.I., now a distributor in Casablanca, Morocco, representatives at Trimount Automatic Sales Corp., (Seeburg) where he regulated Irwin Margon, gen. mgr., Dave Bond, proxy, and Marshall Caras, asst., with stories of the coin machine biz in French Morrocco. In, to stock up on used equipment, Canell is renewing acquaintance with old friends in the biz here. Margol indicates big things for Mutoscope's "Lord's Prayer," just now showing in most large cities. The newest machines in the RCR have been the Remington-Rand, and tests have already shown tremendous potential in Yankeeland. Williams' "Crane" is going big and the used market is extremely active, Trimount re-ports. June Piaf, Trimount bookkeeper, has just returned from a Florida honeymoon; Marion McCarthy of the office staff celebrating her 26th wedding anniversary; Marshall Caras celebrating his first wedding anniversary. Background music biz stepping up at Trimount and many units going into newly constructed supermarkets in the New England states. Trimount is expanding the music and music department.

At Redd Distributors (Wurlitzer), Si Redd in Mississippi for funeral of brother-in-law, Bob Jones, sales mgr., back from smash road show for new Wurlitzer "2000," Bally's "Parade" and Chicago Coin's "Steam Shovel!" and "Hockey," Hank Peteet, Wurlitzer; Bob Brother, Bally; accompanied Bob Jones on the show exhibits in the western part of Mass., R. I. and Conn. Response from ops in cities he visited was reported as "terrific." Big demand for the new Rock-Ola "1454" at Ed Revelry's Associated Amusments (Rock- Ola). Used equipment going fast, according to Al Levine, sales mgr., who took off this week for a selling trip through Western Mass., R. I. and Conn. Plans underway to put a one-step in at Associated to accommodate ops. . . . Big delegation of ops in town this week drawn by shortage of used equipment, ball games and fights. Among those in were: Cliff Neil, Pittsfield; Sam Dolinsky, Lawrence; Walker Luby, Shrewsbury; Steve Piecior, Wor- cester; Connie Pucius, South Boston; Bob Nevar, Nashua; Phil Peramco, Cambridge; Ralph Lackey, West Roxbury; Dave Baker, Arlington; Saul Taube, Manchester, N. H.; Pappy DeBarza, Earl Graham, Lawrence; Bob Sylvester, Cambridge; Bill Hamel, Concord, N. H.; Ray Pain, Framingham; Ray Shea, Worcester; Martin Oliver, Portland, Me.; Sol Robinson, Newton, Phil Swarts, Brookline; and Harry Deshways, Chelsea. . . . Music hitting a rapid pace at Atlas Distributors (AMI) where Louis and Barney Blatt have had a big influx of ops from all over the territory this week. Louis spending week-ends at his Newfound Lake place. Barney recovering from illness. . . . Record stars converging on the area for summer bookings: Four Esquires at Bim-blubs'; Sunny Gale at Starlight; Rudy Valle at Bradford Roof; Johnhie, Lillian Roth, Patti Page, Frankie Laine, Four Aces, Pat Boone, linked for Salisbury Beach Frolics.

DALLAS DOINGS


Don Robertson of Lubbock sighted along coastriver. Other visitors included J. Harp from Sweetwater; Sam Cinicetta, Marlin; H. K. Lyde and Al Evans from Sherman; Buddy Clem and Johnny Caldwell of Paris; Buna Carr, Corsi-cana; Darrell Price, Italy; Harold Strange and Jack Sprott of Temple; G. C. Ormond and Travis Richardson, Longview; Walter Wiggum, McKinney; A. V. Clawson, DeKalb; Fred Ellis, Wilbur Brisco, Garland de la Mar and Speedy Walker in from Waco; Carl Cumby, Deingerfeld; Casey Jones, Jimmy Woolsey, Maurice Terry, Cameron Franks from Fort Worth. . . . Visitors at American Amusement Company will be greeted again by Mrs. T. A. Webb who is back at her old home ground. . . . G. N. Nicholson, America's service man, vacationing in East Texas. . . . Mr. and Mrs. Tommy Lott will be seeing Oklahoma on their vacation.

"It's What's in THE CASH BOX That Counts"
CHICAGO—The 2¢ (nickel) music play jube box ops are getting more deeply mired in the losing battle of expenses vs. income. Many are reported to have slashed their personal salaries. One 2¢ (nickel) music op advised he had cut his take-home pay from his business "about fifty per cent.

He admitted that this is "very tough" on him and also on his family. Yet he indiictively asks, "But what else can I do?"

Nor is he the only 2¢ (nickel) play jube box operator who is suffering from constant creeping inflation that is slashing deeper and deeper into the income from his equipment. Chopping to the point where there is no profit left after expenses are met.

Many other 2¢ play music ops are facing consistent, continuing losses which were not prepared to zoom upward in another round of raises now being set up in basic industries. As this publication pointed out many, many years ago, even if the 2¢ (nickel) play music ops lost 50% of their weekly or monthly number of plays, when changing over to dime play, they would still be better off. They would still be able to show a profit.

Fifty per cent less action on dime play would, first of all, bring in the very same amount of income the 2¢ (nickel) play operator is now obtaining.

But, what's most important, 50% less play volume would show him producers of less servicing, less parts and supplies to purchase, less need for mechanical help, less wear and tear on his equipment which would make the machines last longer and assure better trade-in value because they would be in better condition.

Less parts, less servicing, less supplies, less mechanical help, all adds up to a tough situation in and of itself. This is only possible on dime play.

So even if the 2¢ (nickel) play music operator gets only half as many plays when he changes over to dimes, he still gets as much income as before and earns more than he earns today. Yet, nowhere in the nation, has any former 2¢ (nickel) play music operator reported a 50% drop in play volume when he changed over to dime play.

In fact, the lowest temporary drop ever reported was just about 25%.

Furthermore, and within a few weeks play action not only returned to its pre-dime level but, in most cases, actually increased.

The 2¢ (nickel) play music operator, many times, cuts down on buying new machines in an effort to stave off expense. What usually results, in such cases, is that competitors grab his lots by bringing in brand new, high fidelity, beautifully designed, modern phonographs of greater selectivity.

If the 2¢ (nickel) play jube box operator insists on fighting the tremendously tough forces of an inflated economy, sooner or later and, usually sooner, the flood waters of constant creeping inflation are going to entirely engulf him. Sink him. Drawn him under by his fighting spirit.

(EDITOR'S NOTE: Latest reports from the nation's leading economists place the value of the American dollar at about 48¢ as compared to the dollar of 1939, the economists' basic valuations year. In 1939 the American dollar purchased a full 100% worth of merchandise, as compared to the 1939 dollar. This means that the present American Nickel is worth but 2¢. And with a new round of inflation in prospect as basic industries face higher wage costs even this 2¢ Nickel is bound to drop in value.)
The Cash Box  Page 44  June 30, 1956

CALIFORNIA CLIPPINGS

Business along Pico last week was on the upswing with all equipment, new and used. The new phonos and pool games continue to hold the local interest and sales. At Norty's Music Center, Norty Beckman says that the mail-order business is growing with the help of his going with American Express and Bank of America. His department has just received orders for 1240 records and is the largest order received to date. Ann Martinez is heading the Spanish and Mexican record department and has been increased by leaps and bounds. Ray Powell reports that they have received shipments of the new AMI "Gold" phonographs and have been working on a complete order for M. A. C. Vendors, Inc., installing the phonographs at various locations. Phil Robinson says that Chicago Coli's new "Twin Hockey" game has proven sensational with the operators. Ray has been filling all the orders and the factory is short on parts. Phil hopes the factory can ship enough parts to keep up with the demand.

Bob Bear, sales manager for the Wurlitzer, in town and being entertained by the staff at Sierras Distributors. Wayne Copeland, Ed Wiser, Frank Davis, Ted Draper, and a number of their associates were present at Pete's 30th birthday dinner at an evening at the famous Coconaut Grove. Sierras held a cocktail-dinner party in San Diego where Bob met all the operators in that area. Wayne says that by surveying the fifty-cent slot on the new Wurlitzer 2000 phonograph has shown a greater increase in profit for the operators in their locations. Pete Tholen, Los Angeles operator, made a business and pleasure trip to San Francisco and the area. At Paul A. Laymon's, they are enlarging their showroom to accommodate more floor models and enlarging their service department. Jimmy Williams busy on the floor demonstrating Bally's new "Parades" in-line game to a group of operators. Ed Wilkes made the arrangements for the Rock-Ola phonograph that appeared on The Comedy Hour on NBC Television last week. At Leuenhagen's Record Bar, Mary Kay and Claire Solle got helpful hints from the operators on the work business during their meet with Bill Leuenhagen and members of his staff at "Breakfast Club." Mary and Kay are divided over the Fletters new record on Mercury with Mary picking the "My Prayer" side and Kay picking with "Jealous On Earth." Claire said that she believes that the Gene Vincent on Capitol will take off with the operators. The parakeet that adopted Leuenhagen's as his home has been named by the operators "Cash," which is short for the leading trade magazine.

Bill Happel busy on the floor with the many operators ordering the new AMI "Cash." At the Rider Sales Company. The response of the operators to the new phonograph has been tremendous. Fred Gaunt reports that he has been very busy with used games and arcade pieces. Al Silverman observed on the rainy day coast cruise of the U.S.S. Totten and Tom Tronick and Matt Norberg reporting very good business with all new and used machines and games at Mnitherone Music Company. Gabe Orland says that the mail order and record business in general has been so great at California Music Company that he has added Mike Janousek to the staff and is looking for other experienced people in the record business. George Gates dropped in to see Gabe and Sam Ricklin and they told him that his Coral recording of "Mounglow" is continuing with its popularity with the operators. Also in to see Gabe was John Tocci from the Tocci Distributing Co. In the records, and Art DePaul, sales manager for RCA Victor's Los Angeles Branch. Martha Delgado believes that Buddy Bogeyman's "Tanga" record will do well with the operators. RCA Victor will continue climbing in popularity and hit the top. Sid Greenfield spinning like a top between the many service calls and the remodelling of the offices and show room. A & A Vending Maintenance. Sid's signal at the end of a conversation on the two-way radio in their service car is "3454,-" so he writes. Weimer has adopted his own call letters of "em to do college radio." Dave Wallach being kidded by Charlie Robinson at C. A. Robinson & Company for driving right past the building on his return from his trip through out the West Coast. California because the exterior of the building is a different color during his absence. Al Bettelman reports that they are awaiting the initial shipment of United's new "Select Play" shuffle avenue to fill the orders that have already been received. At Simon Brothers, Jack Simon says that he is keeping everyone busy getting all the equipment out on a fast track. His foreign sales and service has added the new "Dale" records to fill the orders. See Above Pico last week were: Del Bern, Fresno; Orville Kindig, Long Beach; Clyde Womach, Palm Springs; Leila Smith, Barstow; Al Butler, Indio; Al Miller, Blythe; Jay Horton, Oceanside and Jimmy Dyer, Temple City.

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High Flying Music Operators

LOS ANGELES, CALIF.—The famed all-Woman Transcontinental Air Race, celebrating its tenth anniversary this year, will have as its contestants Mrs. Noble Craver of the Service Novelty Company, San Diego.

Competing against 49 other entrants, Mrs. Craver, who only learned flying this year, will be accompanied on the 2,366-mile flight by Betty Lambert, who has flown five of these flights and has to her credit a fourth, second, and third.

Noble Craver is also a pilot and uses the plane to fly to Los Angeles to buy parts. He is co-owner of his business card. . . . Wilson Boones, formerly with Acme Record Distributing Co., went partners with Jay Thornton and together they established the Gulf Record Co. Wilson is out of work inside with Jay, but is planning on operating a record store and tape recorder operation. To make this possible, Wilson has been busy writing on the "Cash." Tape recorders, recorder tape and complete list of record labels for wholesale distribution will be named shortly. . . . E. J. Alansworth, manager of Steele Distributing Co. (Wurlitzer) was truly enthusiastic talking about the new Wurlitzer phonographs. He started out to see how many continuous days a day could be run but found that the unit could be kept running at a high current after some six days and fouled up his experiment. . . . Steve Ponce gave out that United Records Distributors recently added Dot and Liberty records to their line. Dot is currently number 2 and Liberty is running number 7. Cali Brothers, Inc. of Cali, Calif., has been added to the list of independent operators. Robert C. Keeter, Richard's Amusement Co. . . . Norman Atkinson is the new sales manager at Acme Record Distributing Co. . . . Some of those away on vacation are Margie Kunkel, United Record Distributors; Terry Brydon, RCA Victor; music operators Bill Gates and Wayne Switzer . . . J. C. Bradburn, Sr., and Jr., owners of Lili Pal record store played a key part in the $275,000 dollar plus Southwestern High Fidelity Show at Rice Hotel here June 14-15-16. Their store had a three-part exhibit in the show and the gentlemen in person, together with seven in HF products, served on various key committees.

"It's What's in THE CASH Box That Counts"

HOUSTON HAPPENINGS

In business for himself since June 1 is Fred M. Troy, sole owner of the newly organized Amaco Amusement Co. Fred declared all-out for novelty games with 10c play. Worthy of mention is Dossy Snyder, who recently added a "Be-Bop-A-Lula" to his large collection of his business card. . . . Wilson Boones, formerly with Acme Record Distributing Co., went partners with Jay Thornton and together they established the Gulf Record Co. Wilson is out of work inside with Jay, but is planning on operating a record store and tape recorder operation. To make this possible, Wilson has been busy writing on the "Cash." Tape recorders, recorder tape and complete list of record labels for wholesale distribution will be named shortly. . . . E. J. Alansworth, manager of Steele Distributing Co. (Wurlitzer) was truly enthusiastic talking about the new Wurlitzer phonographs. He started out to see how many continuous days a day could be run but found that the unit could be kept running at a high current after some six days and fouled up his experiment. . . . Steve Ponce gave out that United Records Distributors recently added Dot and Liberty records to their line. Dot is currently number 2 and Liberty is running number 7. Cali Brothers, Inc. of Cali, Calif., has been added to the list of independent operators. Robert C. Keeter, Richard's Amusement Co. . . . Norman Atkinson is the new sales manager at Acme Record Distributing Co. . . . Some of those away on vacation are Margie Kunkel, United Record Distributors; Terry Brydon, RCA Victor; music operators Bill Gates and Wayne Switzer . . . J. C. Bradburn, Sr., and Jr., owners of Lili Pal record store played a key part in the $275,000 dollar plus Southwestern High Fidelity Show at Rice Hotel here June 14-15-16. Their store had a three-part exhibit in the show and the gentlemen in person, together with seven in HF products, served on various key committees.

"It's What's in THE CASH Box That Counts"
I can’t think of a nicer way of spending an evening than to be with these two charming girls, Marge Kraft of Decca and Mary Gillette of Gillette distributing.

One day last week my phone rang. Marge Kraft was on the other end of the wire. She asked, “How about lunch next Tuesday? Our friend, Mary Gillette,” she advised, “is coming to town.”

“Meet us at 1 o’clock at the Chicago Athletic Club,” she urged.

“My pleasure,” I answered, “especially to have lunch with two women who have such an overwhelmingly combined intelligence and recognized business acumen.”

Tuesday turned out to be one of Chicago’s hottest, most humid, sultry, hot, 5 degree days. The kind of an afternoon when, on approaching a restaurant, especially in the glaring, hot sun, you lose your appetite for anything but an ice-cold drink.

But I soon changed my mind on entering the CAA. The decor is absolutely magnificent. The room, where we first went to enjoy a cool cocktail, was exclusively for women. (The male sex, for once, is only permitted to enter if accompanied by a lady.)

When walking into this magnificent cocktail room it has that air of making any gal feel just a little bit special. After being seated in one of the most beautiful pink leather chairs I’ve yet seen, my eyes were attracted to the fixture overhead. It absolutely fascinated me. It was approximately fifteen feet in diameter with the most elegant, imported, crystal prisms. (It probably takes experts a week to clean. It’s that huge, that gorgeous and so delicately constructed.)

After a refreshing cocktail, we went into the dining room. The service was simply impeccable itself. By this time my appetite was whetted. I was ready to enjoy my lunch.

What do women talk about during a lunch period of approximately one and one-half hours? If my memory serves me correctly, our conversation included travel, education, children, business, clothes, love, marriage and, last but not least, “MEN.”

Mary Gillette spoke about her wonderful Jamaica trip which she said, “we were dined and we were wined.” Also told me all about her 14-year-old daughter, Leslie, who attends Evanston (Illinois) High School. Leslie just received a citation for athletics. She would rather have this athletic citation than all the A’s on her report card. Leslie is a brilliant student. She has decided to take up law.

We then switched over to business. Margie hopes that Al Hibbler’s new record will be a smash hit. She also reports that big things are going to happen this forthcoming fall. Margie is one of the very nicest gals I know. Very relaxed and extremely interesting. And, in addition, a very glamorous grandmother.

After chatting a while longer, it was very interesting to learn that Margie’s pet peeve is trying to zip up her dress when the zipper is still on the back of the garment. It is really a job, especially if there’s no one around to help. In fact, I’ll bet that every gal who reads this knows exactly what I mean.

Well, Margaret’s troubles are over now. Because, during one of my shopping trips, I very fortunately noticed an unusually long and shimmering hooked item with bamboo handles which I purchased. When I asked the saleslady if she would please tell me what this gadget was for, she answered:

“Why, lady, that’s to help you zip your dress from the back when you are alone.”

That’s why I say Margie’s troubles are over.

**United Mfg. Co. Shipping**

**New “Pool-Alley”**

**New Game is Combination of Pool Plus Shuffle Alley Play**

The game is a combination of pool and shuffle alley play. It is 80 inches long and 26 inches wide. Front end play is featured for either one or two players.

The game scores just like shuffle alley even the a cue and two balls are used in the play action. There are one or two shots per frame. Ten frames to the game.

According to DeSelm, “Reaction has, so far, been very, very good. Those distributors who received the very first samples call this one of the few games manufactured that will meet with approval in any area anywhere in the nation.

Many are of the belief that “Pool-Alley” may open in closed areas in view of the fact that the game combines two approved and accepted type games in one.

This is the game,” DeSelm says, “that will help the operators obtain many new locations in areas where they formerly were not able to get in with any other amusements.

The game is appealing itself in every regard. It is true amusement. A combination of two amusements that have won public following in a big way.”

**“Senator” Al Bodkin Testimonial**

CHICAGO—Bill DeSelm, sales manager of United Manufacturing Company, this city, announced this past week that the firm is shipping its newest game, “Pool-Alley,” to all of its distributors.

NEW YORK—Due to deadlines, photographs taken at the UJA-Coin Machine Industry banquet honoring “Senator” Al Bodkin held at the Sheraton Astor Hotel, this city, on Wednesday, June 13, did not appear with the story in the June 23 issue of The Cash Box.


Herman Distrib Opening Offices

**Offices On 10th Ave., N. Y.**

NEW YORK—Arthur, Albert and Aaron Herman, Herman Distributing Company, open offices at 631 Tenth Avenue, this city, on Monday, June 26.

Herman Distributing will retain its offices at 1565 Coney Island Avenue, Brooklyn, with Aaron in charge.

The new offices, located on 10th Avenue between 21st and 22nd Streets, will have a display of Rock-Ola phonographs, and will be responsible for the firm distributes in this area. A full line of parts and supplies will be available for operators.

John Sampson has been named office manager. Either Arthur or Albert Herman will be on the premises at all times. Sam Gally will contact the operators as outside salesman.

"It's What's in THE CASH BOX That Counts"
The Cash Box
Page 46
June 30, 1956

See EXHIBIT'S NEW GENUINE STATE POOL

Featuring a Play Field of Solid 1/16 inch High Grade Slate

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

Music Guild of Neb. Elects Officers

NORTH PLATTE, NEB.—Members of the Music Guild of Nebraska met for their regular annual meet at the Pawnee Hotel, this city, on Saturday and Sunday, June 2 and 3, and elected officers for the next year.

All officers were re-elected. Ted Nichols was named superintendent; Albert Taylor, vice president; Howard Ellis, secretary and treasurer; Mack McKee, director; and Joe Zwiener, director.

Many topics were covered during the two day session. A joke box was donated to the Opportunity School, a school for handicapped children. A representative of the school was on hand to accept the phonograph. The Marble volunteered to service the machine, at his own expense, as part of his regular location route work. Commenting on the donation of his services, Hap stated: "It does very little good to donate a machine to some worthy organization, and then forget about it. In a short time, because of lack of service, it is liable to be pushed into a corner, either because someone forgets to call or doesn't like to impose on the operator—and there goes your Public Relations work 'out the window.'"

Another important item of business was the decision to hold the next quarterly meeting on September 22 and 23 in Omaha. Arrangements have been made with the Castle Hotel for these dates. It was planned to try to make this a 5-state meeting, with

BARBARA ANN DUPLAY

NEW ORLEANS, LA.—R. G. (Bob) DuPuy, vice president of F. A. B. Distributing Company, this city, is one proud man this week. His beautiful 12 year old daughter, Barbara Ann (pictured above) finished the 8th Grade at the St. John's Lutheran School with the following honor: a Certificate for a "Perfect Mark in Spelling"; a Certificate for "Honor Student"; and the American Legion Medal of Honor for the "Outstanding Student of the Year". Congratulations to Bob and Mrs. DuPuy.

Nevada, Kansas, Iowa, South Dakota and Missouri taking part. Plans call for two full days of business meetings, with each State conducting part of the program.

EASTERN FLASHES

The week-end weather finally gave coinmen a break. While not perfect, it was the first warm, sunny week-end since the middle of May that wasn't absolutely devastating. Reports coming in from Arcade Owners and operators with equipment at show and road shows, all report that they have been all they hope for now is a continuation of good weather so that they can make up for the tough break they've had so far. Plenty of action among the wholesalers, with sale of new machines doing exceptionally fine, and the latest reconditioned machines selling well. Celluloid, Record and Arcade games going good.

They're still talking about the UJA-Senator" Al Bodkin testimonial dinner held on June 13. Everyone is in agreement that it was a most wonderful party—and of course, jubilant over the large amount of money accumulated. The "Senator" made his usual Tuesday trip to coinrow, and was stopped every two feet by coinmen who congratulated him on his stirring speech. He mentioned other and the Bodetsy of Sliver Amusements, Montreal, Canada, Joe and Paul, accompanied by their wives, are combinimg a week's vacation here with some business. "We just couldn't come to New York and not get out to 16th Street," they said. The Bodetsy's have quite an extensive, diversified operation going in Montreal, and advise business is quite good. "...) We catch up with Meyer Parkoff of Atlantic New York Corp, only for a few moments as he makes ready to rush out to keep an appointment. Meyer spends quite a few days this day out visiting and showing. If he did not come to see the Zubler factory "sends me a million" of the model "2000" phonos. "... Harry and Hymie Koeppel, Koeppel Distributing, busy filling orders for the late model phonos, but advise they're now out of them. Seems that these machines most difficult to get. The Koeppels take turns in securing the area in an effort to keep their dealers well supplied. It will be over for the Summer months. Next banquets scheduled in this area are those of the Chicago Rental Machine Association at the Grand Hotel, this night, Sept. 23 at the Latin Casino Philil; and the 19th Annual banquet of the Music Operators of New York on Saturday night, Oct. 20 at the Waldorf-Astoria Hotel. It is also expected that the New York Operators Guild will hold a dinner sometime in the Fall. ... Joe LaMotta, brother of Jake LaMotta, ex-champion, doing quite a nice job operating here. Joe telling his own friend about the TV show, on which brother Jake appeared with Max Balzer and Rocky Graziano this week. ... Barney (Shugy) Sugarman, Runyon's "New York Times" boxing scribe, is now working in radio. He's been doing a job on AM's "12 phone, Jewish music on his own show in Israel, unreported yet. They've spotted him, 'George that all I want to hear' smiles Shugy, 'because I know there's a lot of Jewish music, and, of course, buy additional machines." At Blanford, Black Sales Co, tells us opening of his new offices and building have been done as expected. Two new operators sought by the Ex-Cell-O Distributing Company, distributors for Rock-Ola phonos, opening offices on coinrow, Monday, June 26, at 851-10th Ave, corner 85th St. Spotly formerly occupied by Dave Silverman. Mr. Silverman has his own building now at 695-10th Ave, and he is the office mgr., and either Arthur and Albert Herman will always be on hand. Aaron Herman will remain in Brooklyn. Sam Galley is the outside salesman.

UPPER MID-WEST MUSINGS

Bob Mraz, Northland Music Company of Brainerd, Minn., complained about the behavior of the Twin Cities and halted back home after shopping for repair parts, and the like. ... Joe Totzke, Totzke Music Company of Fairmont, Minn., was seen making the rounds of the distributors and shopping for equipment for some location changes. ... Johnny Johnson, Staples Novelty Company of Staples, Minn., was shown a job he is building for the Gold Coin Company of Minneapolis. ... Al Plesker, the Chicago Distributing Company of Deadwood, S.D., is going thru the Mayo Clinic at Rochester, Minn. ... Pat Partridge of Mora, Minn., shopped around for used music for some secondary route changes. ... Glen Bissell of Chippewa Falls, Wis., spent several hours in town shopping for pin games. ... Elmer Cummins of Brookings, S.D., did some shopping even tho he doesn't plan to make any location changes for a few weeks. Just wanted to see what was new and different. Despite number of changes, not selling at all, and out and about in a hurry as usual. ... John Howe of Foley, Minn., made the rounds shopping for equipment. ... Seen here and there picking up records and parts and doing some shopping were: M. J. Kragendrak of Pipestone, Minn., Ben Krag- trope of Tracy, Minn.; Art Hagen of Grand Forks, N.D.; Fred Kovann of Moose Lake, Minn.; Bob Karsen of Forest Lake, Minn.; Sam Karter of Minneapolis; and Ben Jahnke of Hutchinson, Minn.

"It's What's in THE CASH BOX That Counts"
CHICAGO CHATTER (Cont.)

day long at Genco and remarking, “We've got the greatest of all baseball games.”... Hymie Zorinsky became a Grandpa for the third time this past weekend. If he pass out cigars? Are you kidding? If you ever catch Hymie without a cigar in his mouth or on his person you get five bucks.... Alvin Levin telling how he just dashes from his air conditioned office to his air conditioned home. New Nate Gottlieb also air conditioning his home in an effort to beat the heat.... Frank Mercure in charge at Empire while Sam Lewis away on his honeymoon. Says Frank, “Can't complain. Card vendors are surely gleaning.”

These are the times, many in the trade here agree, that are going to separate the intelligent and astute business men from the others. They are the just-plug-it-in-and-collect boys.... How do you like Tom Callahan’s new chaperone, “Every boy over at Rock-Ola as showing time for the new 300 gets closer and ever closer.”... Eddie and Maurie Ginsburg busier than ever with a zillion different things to do.... Mike Kottke believes his firm will set a new high sales mark with the new AMI “G-200.”... What does Charles (Little Jimmie) Johnson do all this weekend for his 47th birthday, 4-2600.

Two Honored by Seeberg For Forty Years of Service

Employees Also Present Them With Gifts

ERIC A. JOHANSON  WELDON CHRISTIANSEN

CHICAGO—A great day in the lives of two long time employees of the J. P. Seeberg Corporation, this city, occurred on Tuesday, June 12. It was a special day honoring their 40th service anniversaries with the company and, as is the company’s custom, the entire day was devoted to feting these two men, Eric A. Johanson and Weldon Christiansen.

Both men started working with the Seeberg Corporation in June 1916. Weldon Christiansen, chief record clerk for the Service Division, is 66 years old and started his 40 years of service at the age of 16. Eric Johanson, a precision mechanic in the mechanism department is 83 years old.

The day started at 9:00 a.m. when they and their wives were chauffeured to the plant. Arriving at 10:00, they were ushered into the executive offices where they were greeted and congratulated by N. M. Seeberg, J. P. Seeburg, II, and N. M. Seeburg, Jr. Bruce R. Jagor, executive vice-president presented the two “Old Timers” with $400.00 U.S. Savings Bonds and 40 years service pins. Eric’s wife, Anna, and Weldon’s wife, Gunhild, were given framed portraits of their husbands by Kenneth R. Craft, vice-president and director of purchasing. Next they visited vice-president and director of sales, Carl T. McKelvey who presented the ladies with lovely orchid corsages.

The party was then taken on a short tour through the various departments of the plant and at 11:00 o’clock they convened in the company cafeteria where Eric and Weldon were presented with gold wrist watches by the “Old Timers Club”, which is made up of over 400 employees having 10 years of service or more.

Following a luncheon in their honor at the Svithird Singing Club, the group visited the Service department’s plant where Weldon was hailed by his fellow workers who presented him with a U.S. Savings Bond.

Returning to the main plant, the party resumed their tour, ending in Eric’s department, where Eric received a U.S. Savings Bond from the members of his own department.

That evening, Johanson and his wife, and Christiansen and his wife and two daughters were taken to the Kungsholm Scandinavian Restaurant for dinner and the Kungsholm’s Pumper Opera as the guests of Seeberg.
**WANT**—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We buy year round, any quality. We can provide shipping cartons if needed. Write or phone. JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, BALTIMORE 18, MD. (Tel.: BelEau 5-2381).

**WANT**—Bally: Broadway's; Miami Beach and Standard Metal Types. State price and condition in first letter. LEWIS AND FOLLET MUSIC CO., SOUTH 106 HOWARD ST., SPOKANE 4, WASH. (Tel.: Madison 8355).

**WANT**—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTING CO., 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: Garfield 3355).

**WANT**—45 RPM Records. Used, not available. No quality too small or too large. High prices paid for rare records. Quality on hand. TONY GALCANO, GALCANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. (Tel.: Dickens 2-7060).

**WANT**—Bingos and Gottlieb 5-Balls for resale. 100 Records Seeburg 45 Hidden Units. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., Moline, ILL. (Tel.: 4-6763).

**WANT**—Bally ABC Bowlers, new or used—for cash or will trade for Bingos or Pool Tables. MONROE COIN MACHINE EXCHANGE, 914 W. 6TH STREET, CLEVELAND, 14, OHIO. (Tel.: Superior 1-6600).

**WANT**—For Cash. Used United, Bally, Genco or Exhibit Skill Pool Tables—all good to very good condition. Arcade, Gottlieb, Silver Bullets, American Drop Kick Football, 4 Player Derby, STANLEY AMUSEMENT CO., 1119 TACOMA AVENUE, TACOMA, WASH. (Tel.: Broadway 3663).

**WANT**—Your used 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 more than 10% Blues. We pay freight. REASON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel.: Union 7-5500).

**WANT**—All Seeburg Phonos: Model M100-A; M100-B; M100-C; M100-Cr. Also Wurlitzer and AMI Phonographs for resale. LANTIC NEW YORK CORP., 834 TENTH AVE., NEW YORK, N. Y. (Tel.: Plaza 73410).

**WANT**—Seeburg Phonos, Model M100B and later models. Also AMI 100B and later models. For resale. Quote condition and lowest cash offer. SOUTHERN DISTRIBUTING CO., 6100 WEST BLUERMOUND ROAD, MILWAUKEE 15, WISC. (Tel.: Bluemound 5-6700).

**WANT**—Young man, real go-getter, with 15 years' experience seeks opportunity in management, buying or distributing firm. Married, reliable, trustworthy. Best reference's available. Will locate anywhere. Reasonable salaries. Write: BOX 357, c/o THE CASH BOX, 26 W. 47TH ST., NEW YORK 36, N. Y.

**WANT**—Phonographs records made before 1940. Dealers stock. I will pay the highest prices. Some labels wanted are Brunswick, Vocalion, Paramount, Gennett, Melotone, J. B. Y. COB, 109 WEST 83RD ST., NEW YORK 11, N. Y. (Tel.: Trfabag 7-1477).

**WANT**—Bally: Variety: Big Time; Garfield; Miami Beach; AMI Model "C", 40, 80 & 120 selection Harvard: Used. Bally, Seeburg 100 Hideaways and 3W1 Wall Boxes, ST. THOMAS COIN SALES. 1015 N. ST. THOMAS, ONT., CANADA. (Tel.: 2648).

**WANT**—Used Records. Highest prices paid for 78s. Many 45s, too large or too small. We buy brand new LPs. (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10TH AVE., NEW YORK 36, N. Y. (Tel.: Judson 6-1456).

**WANT**—Music: Seeburg 100-A, B's, C's; Wurlitzer 1700s, 1800s. Pinballs, all late Gottlieb. Arcade and Bally Phonos. Write stating price and quantity in first letter. BINGOS; WINTER AMUSEMENT CO., 123 WEST RUNYON STREET, NEWARK 5, N. J. (Tel.: Biglow 3-7422).

**WANT**—Pay Cash. United Fifth Inning; Chico Big League; Seeburg 100B and B1; AMI $120. Cash, wire, write Collect. DAVE LOWY, 590 MADISON AVE., CHICAGO 22, ILL. (Tel.: Cicero 4-3100).

**WANT**—Machine: Any type of coin machine—Merchandising, Amusement, Skill, Rides, Music—anything that takes a coin for any purpose, WITHAM ENTERPRISES AND RECORDS, 57-1/2 COLUMBUS, CLINTON, IV, CLENS FALLS, N. Y.

**WANT**—Late model phonos for resale. Please quote best price in first letter. KOBEL DISTRIBUING CO., 629 TENTH AVE., NEW YORK 36, N. Y. (Tel.: Gleene 6-8929).

**WANT**—Live-wire salesman now calling coin machine manufacturers. England States and North Central States to represent manufacturers of nationally advertised products used by the coin machine industry. Write C. J. MILLER, 2500 E. MARYLAND, BOX 403, ARLINGTON, TEX.

**FOR SALE**—Stale Tops for Pool Tables; Fibre Glass Cue Sticks; "3000" Shuffle Ball 40 in. diameter, with scoring. Also facory reconditioned Shuffle Alleys, Income Produvone. Tournaments Kits; Glass; Arcade Equipment. Write for lowest prices. WILLIAM J. DIX, 1016 TENTH AVE., NEW YORK, N. Y.

**FOR SALE**—Used machines of all models, as is or shipped and ready for location. AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: Foresett 5-3456).

**FOR SALE**—Bingos Cleaned, Ready for Operation. Palm Springs, $90; Ice Frolics, $90; Beauties, $50; Beach Clubs, $75; Creeps, $60; Yard Clubs, $85; Palm Beaches, $80; Coney Island, $32.50. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI, OHIO. (Tel.: Main 1-8751).

**FOR SALE**—Bingo—5'x10'x4'x10'x4'—Fast 6-8929). Arcades, Great Scot, "3000", Don't Touch, Klik Billiards (New); Zoo Ride (Used); Invader Gun (Used); Hospital Radius (Used). Will Accept Offers. MR. MILLER, NEWARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: CL 6-6087).

**FOR SALE**—Clubs; Skill, pinballs; Arcade, Gottlieb, Wurlitzer Machines. Write for price. WILLIAM 'S', ARLINGTON, N. Y. (Tel.: FOrest 3-1156).

**FOR SALE**—Western—in exchange for cash. AMI: A: $95, C: $145; D-40, $195, Rock-Ola: 1436 (78 RPM), $225; 1456 HiFi (Like New), $595. Wurlitzer: 1400, $225, "original" Rock-Ola Distributor. J. ROSENFIELD, CO. 4701 WESTON BLVD., ST. LOUIS 8, MO. (Tel.: Foresett 7-6730).

**FOR SALE**—All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: Syracuse 75-1631).

**FOR SALE**—United and Chicago Coin Shuffles, 10th Frame and later models: Wurlitzer 1500's, 1400's. 1326 (60-64), 1500's, 49, 1650, Bizzy, Coin Hunt, as is or shipped. CAN YON STATES DIST. CO., 301 7th, TIVON. ARIZONA. (Tel.: 3-8669).

**FOR SALE**—Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to the Cash Box. The "Bible" of the coin machine business. Write for a free copy Check for $45 today and your first 40-word ad to: THE CASH BOX, 26 W. 47TH ST. NEW YORK 36 N.Y. (Phone Ju 26-540).

**FOR SALE**—Coin Machine—600; 800; 1000; 1200; 1500; 1700; 1800; 2000, and higher. AMI DISTRIBUING CO., 37 JA MAICA AVENUE, JAMAICA 32, N.Y. Tel.: Olympia 8-4012, 4013.

**FOR SALE**—Hi-Speed Super Fast Shuffle Board wax, 24 one-pound cases. CHICAGO SEEBURG CO., 2600 BELMONT AVE., DALLAS, Texas. Sold on money back guarantee. Distributor for AMI, D. Gottlieb, Chicago, J. H. Keeny, STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.
FOR SALE — Miami Beach. $245; Bally Beauty, $375; Gay Time, $225; Big Time, $227; Gayety, $150; Variety, $175; Beach Club, $80; Atlantic City, $85; Beauty, $65; Surf Club, $95; Yacht Club, $60; Hawaii, $605; Mexico, $65; Dude Ranch, $85; Frolics, $65; Diamond Lill, $165; Easy Acres, $125; Koko's, $250; Koko's Pacific Coast, $125; windows Well, $200; Queen of Hearts, $75; Quartzite, $75; Slugging Champions, $159; Diplomat, $150; Ben, $100; Silver Skates, $55; Hong Kong, $45. 3 city games like new. One Third Deposit required with each order. CROWN NOVELTY CO., INC., 2920 HOWARD AVE., NEW ORLEANS, LA. (Tel.: Canal 7137).

FOR SALE — Seaburg “C”, $825; Seaburg “B”, $395; Seaburg “A”, $200; AMI E-120 Phonographs, $40, $1500, $775. All the above machines are clean and ready for location. UNITED DISTRIBUTORS, 902 W. SECOND, WICHITA, KANSAS (Tel.: HO 4-6111, 4-3504).

FOR SALE — Cameo — Extended Range. Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. All materials and workmanship are guaranteed. All wood will be refinished. Finished in Limed Oak, Natural or Mahogany. Packed to insure a certain delivery. CAVEN MUSIC CORP., 3181-3 ELS顿 AVE., CHICAGO 8, Ill. (Tel.: Independence 3-2210).

FOR SALE — Lowest Prices In The Country. $249.50 Wurlitzer Plays. $249.50. Classics. $145. Customs. $125. Exhibit Rifle Galleys. $169.50. All equipment reconditioned and ready for location. Buy one and convince yourself, ALLIED DISTRIBUTING CO., 760 MILWAUKEE AVE., CHICAGO 22, Ill. (Tel.: Canal 6-6293).

FOR SALE — 150 Silver King Vendors. 1-2-3-4-in. automats. Reconditioned for either chlorophyll or nuts. Make an offer. We cannot operate in this state because of license. TRI-STATE AMUSEMENT CO., 149 18th ST., RIVER WHITING, W. VA. (Tel.: Wheeling 649).

FOR SALE — Rock-Ola Comet, $325; Rock-Ola Hi Tails, $595; Atlantic City, $495; Coney Islands, $395; Rock-Ola 1717 Steppers, $30; Wurlitzer Steppers, $10; AMI A’s, $95; AMI B’s, $145. H & H Music and Distributing. 1626 THIRD AVE., MOLINE, ILL. (Tel.: Moline 4-6703).

FOR SALE — The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more money for them. You money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 921 N. 7TH ST., METROPLIS, W. VA. (Tel.: Wheeling 5472).

FOR SALE — Ten AMI Wallboxes, 120 Selection, $55 each. One AMI E120, ready for location, $400; One Seaburg 100J, ready for location, $895. SALINA MUSIC AND AMUSEMENT CO., 121 N. SEVENTH, SALINA, KANSAS.
FOR SALE—16 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $5.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $12; Fluorescent Lights pair $22.50; Adapters $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Jupier 8-1814).

FOR SALE—Complete line of used photographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keystone, Ralby, Taran Distributing Inc., 3401 N. W, 36th Street, Miami 42, Fla. (Tel.: 64-8464).

FOR SALE—Wishing Well, $210; Duette, $225; Stage Coach, $170; Grand Union, $215; Chicago, $175; Shindig, $90; Mystic Marvel, $155; Green Pastures, $190; League Bowler, $95; Freole, $40; Twin Bill, $175; Stark novelty Co., 1815 Fulton Rd., N., Canton 9, O.

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? Are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of your machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists". For over 17 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet "The Cash Box Price Lists" are one of the most valuable information contained in each week's issue of "THE CASH BOX"—the one and only internationally acclaimed: "THE DIRECTORY of the Coin Machine Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Most news of all national and international news of new and used machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain $2 Consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only $1.50 on a DOUBLE YOUR MONEY BACK GUARANTEE! You CAN'T LOSE!!! Mail your check for $1.50 today to: THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.

FOR SALE—Five United "ABC" Bingo Games. Ready for location. $295.00 cash. Guar. for one Bingo Bowler. CASEY JONES & CO., 332 SO. JENNINGS AVENUE AT 1822 CARSON ST., PITTSBURGH 14, PENN. (Tel.: Edison 2-3070).

FOR SALE—Bowlers in quantities from Babylonia, Victory, Champions, Blue Ribbons and Gold Medal.并发症—Century, Speed, Lanes United—Clippers, Globe Distributors Inc., 1823 N. CALIFORNIA, CHICAGO, ILLINOIS. (Tel.: ARmitage 6-0790-BI).

FOR SALE—Broadway, $485; Beach Beauty, $385; Big Time, $295; Gay Time, $275; Variety, $190; Counter, $150. GLOBE AUTOMATIC VENDING CO., 291 WATER STREET, QUINCY 9, MASS. (Tel.: MAY 9-0010).

FOR SALE—Seeburg 20 Selection Boxes, 3 wires, 5c, 10c, 25c, $9 ea. 1 Midget Movie, with reel, $55; 2 Goon Hunts, $92 ea. H. BETTI and Sons, 1706 E. 47th ST., CHICAGO, 18, ILL. (Tel.: 2-6907).

FOR SALE—All types of used Pool Tables, jumbos and regular. Also late Shuffle Alleys. Will trade for AIM Jukes or Seeburg. Special price on ultra modern speaker and Valve. (8 channels, $7.50). GATEWAY DISTRIBUTING CO., 3522 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Dickens 2-6620).

FOR SALE—or Trade Toward Kiddle Rides: 2 Genes Quarterbacks, $150 ea.: 1 United Derby Roll, $145; 1 Genex Champion Baseball, $250; 1 Chicago Coin Bowling Team Bowler, $300. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN. (Tel.: CH 9-6556).

FOR SALE—Bingo & Shuffle Alleys. You name it—we have it. The very latest and we sell: CLEVELAND COIN MACHINE EXCHANGE, 2029 PROSPECT, CLEVELAND, OHIO. (Tel.: TOWER 1-6715).

FOR SALE—Lose all your week's late inventory for more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.
17th YEAR OF PUBLICATION
873rd CONSECUTIVE WEEK'S ISSUE

HOW TO USE "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Price Lists" can only feature the most accurate as they are quoted. "The Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber has the known prices as a basis to work with. Prices may be very widely divergent. Seventeen on the West Coast may rent a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must 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 in the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make such price adjustments to fit the peculiarities of his territory.

METHOD: "The Price Lists" should be read as follows: First price is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc, figure an additional $20 to $25 on Pin Games—and $15 to $30 on Phonographs.

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

• Great Activity

REGARDING SELLING PRICES

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 from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for those very same machines. Purchasers of such equipment must realize that machines in the very low priced categories much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for 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 $25.00 machine to anywhere from $50.00 to $75.00 and up. In the ease of arcades 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 contracted for, and in some machine shop, since manufacturer of many of the old arcades machines and kiddie rides are no longer in business, and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these factors into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics. These buyers will purchase machines "as is" at prices quoted by the trade at large and recondition the machines themselves to meet their own operating standards.
Only the NEW "G" gives you all 3...

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

AMI Model "G"—200, 120 and 80
selections for more plays in less time

Variety in Price of Play. You set the price per play—single play records at standard price play—or part singles and part EP's at dual-price play. You've a choice with the new "G-200" and an almost unlimited combination of play price to meet your own specific requirements.

Multi-Horn High-Fidelity . . . not just ordinary, so-called "high-fidelity"—but exclusive AMI multi-horn high-fidelity. Truly live sounding music that locations and patrons expect from today's new juke boxes—and get from AMI. Here's an advantage that takes you into more locations—and keeps you in them. Even the folks that work in a location enjoy listening to the AMI.


PLUS . . . truly modern, angular styling people look for in everything they buy. The new AMI "G-200" cabinets fit into any surroundings—plain or plush—give locations that sleek contemporary look that's so popular.

And AMI music merchandising features—instant visibility of all 200 titles for faster selection . . . easy to read, closely spaced titles, silhouetted coin entry chute, price-per-play light, wait-and-select light and the easy to understand and play selection system get more coins into the cash box faster.

Remember, only the AMI "G-200" has the fabulous "X-200" Variable Program Record Changer—fastest of them all!

Only the new "G-200" gives you so very much.

AMI Incorporated
1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927

"It's What's in THE CASH BOX That Counts"
Manufacturers New Equipment

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

ANDERSON CORP.  

- 2-CO20 200-val. phonograph  
- "G-120" 120-val. phonograph  
- "G-80" 80-val. phonograph  
- "HS-120" Selective Hideaway  
- "HS-125" Selective Hideaway  
- "HS-200" Continuous-play Hideaway  
- "HC-200" Continuous-play Hideaway  

AUTO-PHOTO CO.  Studio Model "11"  $3,245

BALLY MFG. CO.  
- Magic Pool  $380  
- Booster Pool  995  
- Crossroads  545  
- Night Club  185  
- Pool Standard (52" x 36" Model)  
  - (A) Without Lights  $100  
  - (B) With light-up bumpers  115  
  - (C) With neon lights  $125  
- Senior (60" x 36" Model)  $425  
- Delux ABC Bowler (without Match Feature)  
  - Model A-110, 10c a play  760  
  - Model A-325, 3 plays for 25c  700  
- Corner Bean (with Match Feature)  
  - Model C-110, 10c a play  805  
  - Model C-325, 3 plays for 25c  825  
- Bull’s Eye Shooting Gallery  395  
- The Champion (With new-metal cabinet)  759

BELT LANE CO.  
- Glove Pool  $239  
- Twin-Tac Pool  295  
- Triple Zero Pool  995  
- Fire Engine (Kiddie Ride)  795

CHICAGO COIN MACHINE CO.  
- Rotation Pool  $275  
- Steam Hoist (Regular Model)  410  
- Steam Hoist (Repave Model)  425  
- Twin Hoist, Regular Model  455  
- Twin Hoist, Repave Model  475  
- Twin Hoist, 3-Way Match Toy  496  
- Champion Pool (with lighted bumpers)  285  
- Champion Pool (without lighted bumpers)  277  
- Champion Pool "Model 35" (with lighted bumpers)  285  
- Champion Pool "Model 35" (without bumpers)  277  
- Jumbo Pool (with lighted bumpers)  317  
- Jumbo Pool (without lighted bumpers)  325

EXHIBIT SUPPLY CO.  
- Super Star Pool  $395  
- Combination 3-Hole Skill Pool  349  
- Combination 3-Hole Lightup Skill Pool  364  
- Combination 3-Hole King Size Skill Pool  409  
- Combination 3-Hole King Size Lightup Skill Pool  424  

GENCO MFG. & SALES CO.  
- Mark Lite Pool  $389  
- Hi-Fly (Baseball Game)  415  
- Ring Toss Pool  425  
- King Tournament Pool  375  
- Carnival Tournament Pool  390  
- King Tournament Pool  385  
- Deluxe Lightup Tourna. Pool  345  
- Spellit (Deluxe Tourna. Pool  355  

D. GOTTLEBE & CO.  
- Torcader (2-Player, 5-Ball)  $425

INTERNATIONAL MUTOSCOPE CORP.  
- Rock n Roll  $149 50

J. H. KEENY & CO., INC.  
- Flicker Pool  
  - (1-Player, 4 Sides)  $375  
- Arcade Pool  
  - (1 or 2 Front Play)  375  
- Deluxe Hot Coffee Vender  375  
- Deluxe Hot Coffee & Hot Chocolate Combo Vender  265  
- Various Models of above  265  
- Electric Cigarette Vender  304 50

ROCK-OLA MFG. CORP.  
- Model 1560-Playmaster, 120 Sel.  
- Model 1552, 50 Selections  
- Model 1453, 120 Selections  
- Model 1516 Chrome Wall Box, 120 Selections  
- Model 1548, 50 Selection Wall Box  
- 1615-Standard Speaker  
- 1616-Deluxe Speaker  
- Model 1066, Remote Volume Control  
- Model 1927, Remote Volume Control with Cancel Button

J. P. SEEBURG CORP.  
- V-100—Select-O-Matic "200" Phonograph  
- V-115—Select-O-Matic "200" Phonograph  
- J-3—Wonderland Speaker  
- Model 148—Hill-Fidelity Wall Speaker  
- FCV-12—High-Fidelity Corner Speaker  
- FCV-12—High-Fidelity Speaker  
- Pool—Power Supply  
- HFA-14—Power Amplifier

UNITED MFG. CO.  
- Select Play Shuffle Alley  
  - (Without Match Feature)  $635  
- Select Play Shuffle Alley  
  - (With Match Feature)  695  
- Build Up Shuffle Alley  
  - (Without Match Feature)  
  - Single Club  760  
- Double Club  700  
- Delux Build Up Shuffle Alley  
  - (With Match Feature)  
  - Single Club  810  
- Double Club  850  
- South Seas  775  
- Star Stagger (Regular)  775  
- Star Stagger (Repave)  545  
- Regulation Shuffle Alley  
  - (With Match Feature)  
  - Single Club  760  
- Double Club  800  
- Delux Regulation Shuffle Alley  
  - (With Match Feature)  
  - Single Club  810  
- Double Club  850  

WILLIAMS MFG. CO.  
- Imperial Pool  $375  
- De Luxe 4-Bagger (Baseball Game)  2  
  - (3-Player, 3 Sides)  
  - Kilk Billiards  375  
- Crane  425

THE RUDOLPH WURLITZER CO.  
- Model 2000, "Centennial", 200 Selections  
- Model 1900, "Centennial", 10' Selections  
- Model 5118, Wall Box, 200 Sel.  
- Model 5097 Wall Box—104 Selection—3 Wire  
- Model 5206 Wall Box—40 Selection—3 Wire  
- Model 5257 Stepster—104 Selection—3 Wire  
- Model 5251 Stepster—104 Selection—3 Wire  
- Model 218 Stepper—48 Selection—6 Wire  
- Model 5117 12" High Fidelity Wall Speaker  
- Model 5116 8" High Fidelity Corner Speaker  
- Model 5115 5" High Fidelity Corner Speaker
Chicago Coin brings you the newest in profit making attractions!

Choose from the most complete line of pool games in the industry!

Greatest Action You Ever Saw!

TWIN HOCKEY

- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two sided play! Players face each other at opposite goals!
- Ball type operating lever for complete operating comfort!
- Brilliantly lit up with fluorescent lights!
- Formula playfield and control panels!
- 1 or 2 can play!
- 5c or 10c per player! (Optional 6 for 25c)

Excitement for sidewalk engineers from 6 to 106

STEAM SHOVEL

- Free play or regular models!
- A natural attraction for thousands of new locations... retail stores... terminals... arcades... dime stores... etc.
- Dual controls raise and lower shovel — scoop up simulated gravel — swing shovel and cab — deposit load into hopper!
- Scale indicator scores in tons the amount of gravel a player has skillfully deposited into hopper!
- Special rating panel ranks player at the end of play either as beginner — advance — qualified — expert!
- Entire cabinet is exceptionally well lit up! Brilliantly colorful!
- 2 hand lever controls for simple operation!

Chicago Coin Machine Company

1725 West Diversey Blvd., Chicago 14, Ill.
TWO OR MORE PATRONS CAN SHOP THE SELECTIONS SIMULTANEOUSLY...

Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION WURLITZER CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
UNITED'S

STAR SLUGGER

Fascinating 2-Player Animated Baseball Game

NEW ELECTRO MECHANICAL Features

2 MODELS
Regular or Replay
OPTIONAL 1-2-3 INNING PLAY

3-WAY HITTING CONTROL
WEAK MEDIUM HARD

Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 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 18, 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
Look at illustrations above, showing PARADE card... first with Extra Lines tantalizingly closed... then with Extra Lines open for exciting score-boosting action... and you see why Bally PARADE leads the profit parade, topping BROADWAY and NIGHT-CLUB in sustained earning power.

POPULAR MAGIC SQUARES

Double, Triple, Quadruple Scores

EXTRA TIME • BALLYHOLE • ADVANCING SCORES • EXTRA BALLS

NOW AT YOUR

Bally® DISTRIBUTOR

DE LUXE ABC BOWLER

MAGIC POOL • BOOSTER-POOL • PIN-POOL

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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS