Norm Prescott and Alan Darz, two of Boston's top disk jockeys, joined forces recently to present "Saturday Hop", a TV variety show which has already corralled some of the top record names in the country. Televised over WBZ-TV, the show features many audience gimmicks based on hit records, presents guest artists each week whose records are currently making noise, and in addition devotes a spot to The Cash Box top tune of the week.
Kay Starr
THE THINGS I NEVER HAD
THE GOOD BOOK
20/47-6617
(both from the Sept. 17th NBC-TV Producers' Showcase Production, "The Lord Don't Play Favorites")

The Ames Brothers
49 SHADES OF GREEN
SUMMER SWEETHEART
20/47-6608
20/47-6609

"New Orthophonic" High Fidelity Recordings
Your Customers will hear these Recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"

America's favorite speed... 45 RPM
The Big push for the Fall is on.

In the past couple of weeks, almost every record firm has announced its packaged goods plans for the coming months. All are expecting the best business they have ever experienced—and there is no doubt that they will all get it.

This has been one of the most amazing summers in the history of the record business. As a matter of fact, it can be stated categorically that, as far as sales and dollar volume go, this has definitely been the best summer our industry has ever experienced. In a season when album sales usually collapse and singles slow down to a trot, albums have been selling like singles, and singles are selling better than ever.

It isn't unreasonable therefore to expect even more spectacular business in the Fall when the record industry usually goes into high gear.

In anticipation of this likely surge, record firms have prepared a multitude of their best product. Not only is the public going to be able to purchase the best records ever made, both in albums and in singles, but it is going to have the greatest choice of records it has ever had.

In the past year or two, the whole nature of the record business has changed. Emerging from a hesitant, almost amateurish enterprise, the record industry is now taking on full grown proportions. Last year's $200,000,000 volume is going to look like peanuts a few years from now, according to all reliable estimates. And even 1956's volume may reach $300,000,000, which would be an increase of 50% in a year, quite an amazing jump.

The best times lie ahead for the entire record business and this Fall is going to give everyone a clear indication of just what the future will hold.

The only danger in this wonderful picture is that we may become too smug about it, expect it to happen without our doing anything about it, and in that case, we' ll all be in for a terrible disappointment.

The potential for a great record business lies directly in front of us. But it will take all the skill, effort, energy and promotion to fulfill that potential as it took to bring us this far.
HISTORY

Each OVER A

Elvis

"HOUND DOG"

RCA VICTOR 20/47-6604

NOW SELLING THIRD MILLION

"DON'T"

the dealer's choice RCA VICTOR

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MAKING!!

Million ALREADY

Presley

"I WANT YOU
I NEED YOU
I LOVE YOU"

RCA VICTOR 20/47-6540

BE CRUEl"

To a Heart That's True)

RCA VICTOR—20/47-6604

"It's What's in THE CASH BOX That Counts"
THE NATION'S TOP TEN

JUKE BOX TUNES

(PLUS THE NEXT 25)

1. I WANT YOU, I NEED YOU, I LOVE YOU
   ELVIS PRESLEY
   Vl-20-6540 (47-6540)—Elvis Presley

2. MY PRAYER
   THE PLATTERS
   DE-25991 (9-25991)—Ink Spots
   ME-70893 (70893x4s)—Platters

3. I ALMOST LOST MY MIND
   PET BOONE
   DO-15472 (45-15472)—Pet Boone
   MG-10578 (K10578)—Ivy Joe Hunter

4. THE WAYWARD WIND
   GOGI GRANT
   CA-3430 (F-3430)—Tex Ritter
   EB-1033 (45-1033)—Gogi Grant

5. ALLEGHENY MOON
   PATTI PAGE
   CR-61679 (9-61679)—Lennon Sisters
   ME-70788 (70788x45)—Patty Page

6. WHATEVER WILL BE, WILL BE
   DORIS DAY
   CO-40704 (4-40704)—Doris Day
   ME-70818 (70818 x 45)—Eddy Howard

7. BORN TO BE WITH YOU
   CHORDETTES
   CD-1291 (E-1291)—Chordettes
   ME-70870 (70870x45)—Lola Dee

8. MOONGLOW & PICNIC
   MERRITT STELLOFF — GEORGE CATES
   CR-61618 (9-61618)—George Cates
   DE-29888 (9-29888)—Merritt Stelloff

9. SWEET OLD FASHIONED GIRL
   TERESA BREWER
   CR-61636 (9-61636)—Teresa Brewer

10. HOUND DOG
    ELVIS PRESLEY
    Vl-20-6604 (47-6604)—Elvis Presley

11. ON THE STREET WHERE YOU LIVE
12. CANADIAN SUNSET
13. MORE
14. BE-BOP-A-LULA
15. STRANDED IN THE JUNGLE
16. I'M IN LOVE AGAIN
17. STANDING ON THE CORNER
18. YOU DON'T KNOW ME
19. GLENORO
20. THAT'S ALL THERE IS TO THAT
21. RIP IT UP
22. SOFT SUMMER BREEZE
23. IT ONLY HURTS FOR A LITTLE WHILE
24. WHEN MY DREAM SHIP COMES HOME
25. IVORY TOWER
26. SONG FOR A SUMMER NIGHT
27. TRANSFUSION
28. TREASURE OF LOVE
29. FEVER
30. FLYING SAUCERS
31. GIVE US THIS DAY
32. THE FOOL
33. THEY DON'T CARE
34. SOME LOVE UP THERE LIVES IN ME
35. THEME FROM 'THE PROUD ONES'

Roger Coleman
ONLY THE ONE
MGM 12298—K12298

Danny Knight
BEACHCOMBER!
MGM 12300—K12300

Alan Dean
A KISS IS FOREVER
MGM 12311—K12311

MGM Records
HAS HOT HITS!

MGM 12388—K12388

BILLY ROSE 5"DANCE OF FURY" and
"A KISS FOREVER"
MGM-12305 (K-12305)

MGM, The Cash Box, Music
Page 6

THE NATION'S Top
Ten

JUKE BOX TUNES

(PAL THE NEXT 25)

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

www.americanradiohistory.com
“THERE’S A REASON”
(BALLY 1015)
why
Bob Carroll
has a hit record...

it’s because

“MARIA ELENA”
(BALLY 1015)
is back!!

Bally RECORDS
THE HOME OF LIVING PERFORMANCE
203 N. Wabash Avenue
Chicago 1, Ill.
ANDover 3-4677

“It’s What’s in THE CASH BOX That Counts”
www.americanradiohistory.com
The Cash Box
TOP 50
Best Selling Records

COMPiled by THE Cash Box FROM LEADING RETAIL OUTLETS

Page 8
August 18, 1956

1—Hound Dog
ELVIS PRESLEY

2—My Prayer
BENNY GOODMAN

3—Flying Saucer
EVELYN SHULTZ & HER ORCHESTRA

4—Whatever Will Be, Will Be (Que Sera, Sera)
ALICE FAYE

5—Be-Bop-A-Lula
CONTE CORDOVA

6—Alleybop Moon
THE INSECTS

7—Canadian Sunset
THE SISTERS OF SORORITY & HUGO WINTERMALER & THIS IS REAL

8—I Want You, I Need You, I Love You
ELVIS PRESLEY

9—The Wayward Wind
HOLDEN SISTERS

10—Song For A Summer Night
MORRIS STOLPFF

11—I Almost Lost My Mind
CHICAGO BLUES BAND

12—The Fool
DUSTY SPRINGFIELD

13—Don't Be Cruel
HOLDEN SISTERS

14—You Don't Know Me
HERBIE ADAMS

15—Stranded In The Jungle
THE JAYWALKERS

16—On The Street Where You Live
JERRY LEE LEWIS

17—Sweet Old Fashioned Girl
THE RHYTHM TROJANS

18—I'm In Love Again
MITCH MILLER

19—Born To Be With You
THOMAS DONOVAN

20—More
JOE WILLIAMS

21—That's All There Is To That
THE RHYTHM TROJANS

22—Soft Summer Breeze
THE SISTERS OF SORORITY

23—Moonglow & Picnic
EDDIE COCHRANE

24—When My Dreamboat Comes Home
BETTY JEFFERSON

25—Rip It Up
THE CASH BOX

26—Favor
JERRY LEE LEWIS

27—It Only Hurts For A Little While
THE CASH BOX

28—Tonight You Belong To Me
JERRY LEE LEWIS

29—Something Up There Likes Me
THE RHYTHM TROJANS

30—After The Lights Go Down Low
THE RHYTHM TROJANS

31—Treasure Of Love
THE RHYTHM TROJANS

32—Standing On The Corner
THE RHYTHM TROJANS

33—The Old Philosophy
THE RHYTHM TROJANS

34—Love, Love, Love
THE RHYTHM TROJANS

35—Mama, Teach Me To Dance
THE RHYTHM TROJANS

36—Happiness Street
THE RHYTHM TROJANS

37—St. Teresa Of The Roses
THE RHYTHM TROJANS

38—Ka Ding Dong
THE RHYTHM TROJANS

39—Ghost Town
THE RHYTHM TROJANS

40—Theme From The Proud Ones
THE RHYTHM TROJANS

41—Give Us This Day
THE RHYTHM TROJANS

42—Ape Call
THE RHYTHM TROJANS

43—Grendora
THE RHYTHM TROJANS

44—Italian Theme
THE RHYTHM TROJANS

45—Teenager's Mother
THE RHYTHM TROJANS

46—Honky Tonk
THE RHYTHM TROJANS

47—I Promise To Remember
THE RHYTHM TROJANS

48—You're Sensational
THE RHYTHM TROJANS

49—Heart Hideaway
THE RHYTHM TROJANS

50—Earthbound
THE RHYTHM TROJANS

CODE:

A—Atlantic
B—Brunswick
C—Columbia
D—Decca
E—EMI
F—Fontana
G—Grapevine
H—Hollywood
I—Ink
J—Jubilee
K—King
L—London
M—MGM
N—New York
O—Okeh
P—Paradise
Q—Queen
R—RCA
S—Sire
T— Tobacco
U—United
V—Vanguard
W—Warner
X—Capitol
Y—Capitol
Z—Zonie

* INDICATES BEST SELLING RECORD OR RECORDS.
* Tunes are listed in order of their popularity based on a continuing weekly national survey of leading retail dealers by The Cash Box. Each listing includes the name of the song, record number, artist, and tune on the reverse side.
* The numbers underneath the title indicate the positions of the record last week and two weeks ago, respectively.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
GEORGIA GIBBS
"Happiness Street"
coupled with "HAPPINESS IS A THING CALLED JOE" MERCURY 70920

RUSTY DRAPER
"In The Middle Of The House"
coupled with "PINK CADILLAC" MERCURY 70921

THE DIAMONDS
"Ka-Ding-Dong"
coupled with "SOFT SUMMER BREEZE" MERCURY 70934

RUSTY DRAPER and LOLA DEE
"Scratch My Back"
coupled with "BEHIND THOSE SWINGIN' DOORS" MERCURY 70923

DICK CONTINO
"Twilight Time"
coupled with "MEXICALI ROSE" MERCURY 70911

FLORIAN ZABACH
"When The White Lilacs Bloom Again"
coupled with "THE FIDDLER'S BOOGIE" MERCURY 70936

PEARL BAILEY
"The Gypsy Goofed"
coupled with "I CAN'T ROCK AND ROLL TO SAVE MY SOUL" MERCURY 70926
ORESTE
(RCA Victor 20-5605; 47-6605)

B • "THE SAME HEART" (2:08)
[Famous ASCAP—Burke, Prind] The beautiful, rich tenor voice of Oreste comes over wonderfully on this ballad. A romantic tune from the new Parmus Wallenberg album of "The Vagabond King." Inviting big voice.

C • "I'M SO GLAD I KNOW THEE" (2:54) [Famous ASCAP—Rogin, Giovane] Henri René supplies a lush string and vocal accompaniment for the tenor's dramatic treatment of this inspirational ballad from the same movie.

GEORGE CATES ORCH.
(Coral 61683; 5-61683)

B • "WHERE THERE'S LIFE" (2-11) [Northern ASCAP—Cates, David] George Cates, whose "Moonglow-Picnic" disk is still selling well, comes up with a similar counterpoint melody release beautifully executed. A lush and romantic piece of mood material.

C • "ONE NIGHT IN MONTE CARLO" (1:49) [Nutmeg ASCAP—Cares, Burke] A lively little tempo ditty combining strings with the voices of a chorus is heard here. Colorful novelty.

BILLY WILLIAMS
(Coral 61684; 5-61684)

B • "I'LL BE ON MY WAY" (2:53) [Robert Mellin BMI—Richards, Penney] An excellent new Evangelical ballad beautifully executed by Billy Williams against a lush Dick Jacobs orking. Touching love song that could step out and make the grade.

B • "THIS PLANET EARTH" (2:48) [New York ASCAP—Wldny, Morris] A stirring inspirational ballad is dramatically charted by the stars. Unusual type of presentation that has possibilities. Billy's striking voice gives the tune a special meaning.

LINCOLN CHASE
(Dawn 217; 45-217)

B • "IF I WERE A COUNTRY" (1:34) [BMI—Chase] Lincoln Chase has a sleeper in this beautiful and extremely moving inspirational ballad. The artist has a fascinating, earthy voice that lends itself beautifully to the material. A side to watch.

B • "WATCH MY SMOKE" (2:27) [Raleigh BMI—Chase] Chase does a turnabout on this end and delivers a delightful, fast-stepping folk-flavored novelty. Contagious ditty.

BOB CARROLL
(Billy 1051; 45-1015)

B • "THERE'S A REASON" (2:19) [Chappell ASCAP—Benjamin, Marshall] Bob Carroll does a big job on a glowing new romantic ballad set to a show fiddle. A beautiful piece of material superbly executed by the talented warbler. Watch this one.

B • "MARIA ELENA" (2:10) [Peer International BMI—Russell, Barcella] Alyx West's Orchestra sets up an exciting backdrop for Carroll as she glides thus a wonderful revivial treatment of a great new Colorful rendition with a beat. Strong coupling.

THE AMES BROTHERS
(RCA Victor 6608)

THE AMES BROTHERS

B • "SUMMER SWEETHEART" (2:48) [E. B. Marks BMI—Edd Kleen] The AMES BROTHERS

C • "19 SHADES OF GREEN" (2:31) [George Parsons ASCAP—Tepper, Bennett]

AMES BROTHERS

- The AMES BROTHERS come off "It Only Hurts For A Little While" with a double barreled release, ballad and novelty, that look like definite chart items. The ballad, "Summer Sweetheart," is a slow paced lovely with a most timely theme. A dreamy Rooster turned out by the perfect harmony of this vocal crew. The AMES handle the beautiful melody with as deft a piece of singing as has been heard in many months. The reverse, "19 Shades of Green," is a cute bouncer with a captivating lyric that will draw many chuckles. The melody is the last word in simplicity. The catchy lyric and simple melody make it a potent threat. Watch both sides carefully.

DICK JACOBS
(Coral 61692)

- With all the James Dean public utility building to unbelievable heights and his fandom reaching the fever of a religion, anything with the James Dean tag must be considered as hit material. However, the Dick Jacobs treatment of "East of Eden," theme from the film, can stand on its own and sell in large figures even without the Dean type. It is a lovely, haunting, frothy, with a penetrating feeling of a Puccini melody. It looks like our next big instrumental chart item. Another extremely powerful release on the same tune is Art Mooney's MGM offering. Jacobs backs with another instrumental, "The Seven Wonders of the World," from the Lowell Thomas Cinemas.

"EAST OF EDEN" (2:27)
[M. Witsmark Sons ASCAP—Leonard Rosenman]
THE SEVEN WONDERS OF THE WORLD" (3:01)
[Hill & Range BMI—Newman, Newman]

DICK JACOBS

"THE GOOD BOOK" (2:51)
[Starans BMI—Stanley, Taylor]
"THE THINGS I NEVER HAD" (3:09)
[Starans BMI—Stanley, Taylor]

KAY STARR
(RCA Victor 6617)

- Kay Starr, takes a back seat to no one when she belts, and she belts on her newest release, "The Good Book," a rolling, quick best spiritual type hunk of material from her forthcoming TV special, "The Lord Don't Play Favorites." It's a swinging, hearty offering that lifts the spirits and rolls the joint. Look out for this gang-shout platter. The coupling, "The Things I Never Had," also from the tv show is a complete about face. It is a slow paced, sincere tune with a dramatic lyric and dramatic delivery. Moving deck that the chantress wrings dry. Keep close tabs on both decks.

THE COLLEGIAN
(Groove G-0163; 4G-0163)

B • "PLEASE LET ME BE THE ONE" (2:43) [Ralph Bim-Sharp] Groove issues its first pop platter and comes up with a powerful bluesy ballad on a new Cole Porter for an exciting new group called the Collegians. The boys have a smooth and commercial sound and could make the grade with this, their debut disk.

B • "BLUE SOLITUDE" (2:45) [George Simon ASCAP—Lewitan, Berman] The lads display some more delightful harmony on this tender remainder. Charming sound that'll win many deep jay plays.

MILTON BEERLE
(Coral 61691; 1-61691)

B • "IN THE MIDDLE OF THE HOUSE" (2:10) [Shapiro-Bernstein ASCAP—Hilliard] A cute little cornball, folk-flavored novelty is colorfully interpreted by Uncle Milite. Catchy ditty that's being widely recorded. This version should grab good share of the sales. Side will appeal to young and old.

C • "HEART" (2:19) [E. B. Marks BMI—Coleman, Edd Kleen] A tary novelty given a spirited reading by the TV name.

THE CONEY ISLAND KIDS
(Jaccie 802)

B • "WE WANT A ROCK ANI ROLL PRESIDENT" (2:17) [Robert H. W. BMI—Colber, Wool] The Coney Island Kids tie-in with the current presidential campaign and put up their own candidate, a rock and roll president. It's a middle beat rock that the Kids rock with put spilling enthusiasm. A chant the kids might take up and turn into a better seller.

B • "THE THISTLE ROCK AN TWISTLE ROLL" (2:15) [Dell BMI—Fisher, Welsman] To Coney Island Kids back with another rock and roll novelty given a similar rousing reading. It is a shade mild but a steady rocker. Cute Item.

THE GOONS
(London 1684; 45-1684)

B • "I'M WALKING BACKWARDS FOR CHRISTMAS" (3:18) [Duchess BMI—Milligan, Carbon] Here's one of the wildest disks to issue this year. It's a complete different, zany novelty which, odds enough, is one of England's top sots. A crazy comedy disk which it produces a group well known in Eng land, the Goons. Could break through here too.

C • "BLUEBOTTLE BLUES" (3:35) — Milligan, Carbon The goofy performers daze another goofy ditty on this end.

THE SONNY ABBOTT TRIO
(Eureka 1190; 1190 x 45)

B • "BABY, BABY, BABY" (1:50) [One Money BMI—Ritten] Sonny A machine handles the vocal chores as 1 trio riffs on a lively lift this manner. Smooth vocal effect on side that revives the song of the 20s.

C • "THE JOY OF LOSING YOU" (2:50) [BMI—Gary, Hunster] heart broken song of love is performed with meaning and sincerity by Son...
2 BIG HITS!!
BY AMERICA'S FAVORITE BAND...
LAWRENCE WELK

"WHEN THE WHITE LILACS BLOOM AGAIN"

"TONIGHT YOU BELONG TO ME"
with THE LENNON SISTERS

Coral 61701

CORAL RECORDS
America's Fastest Growing Record Company

"It's What's in THE CASH BOX That Counts"
JEAN MARTIN
(Unique 152)

**B+** "PLEASE BE GENTLE WITH ME" (2:51) [Bregman Voco & Conn ASCAP—Ballard] Jean Martin makes her Unique debut with a slow, rhythmically pretty ballad. Miss Martin handles the tune with a soft delivery against Joe Leahy's lush background. Easy, relaxing wax that comes off in good style.

**WHO HE'S** (2:05) [Britton Music BMI—Samuels, Samuels] Jean Martin backs with a cute middle bridge with lovely filler. Happy little offering.

**BETTY ANN GROVE**
(Jubilee 5254; 45-5254)

**B+** "YOUR HIGH SCHOOL KEYS" (2:35) [Weston, Perry—Sims, Perry] TV songstress Betty Ann Grove debuts on Jubilee with an extremely pretty and commercial fish-bait ballad that should be a big favorite with youngsters. Strong side that has the earmarks of a hit. Watch it.

**C+** "THE CLOSER YOU ARE" (2:43) [Bob—DAM BMI—Lewis, Robinson] The beat remains the same as on the first release. Another pretty romantic opus. Lovely melody.

**GEORGE SHEARING QUINTET**
(MGM 12309; K12309)

**B** "OVER THE RAINBOW" [Lee Frost ASCAP—Arlen, Harburg] Shearing and his men cruise through a lovely arrangement of one of the prettiest of all standards. Smooth, easy-going performance that's a pleasure on the ears.

**C+** "LONELY MOMENTS" [Harry ASCAP—Williams] A colorful up-tempo item gets the unique Shearing interpretation on this end. Swinging toe-tapper.

**PAUL WESTON & HIS ORCH.**
(Columbia 4073; 4-4073)

**B** "LOVE THEME FROM "LA STRADA"" (2:54) [Leeds ASCAP—Weston, Gaideli, Rota] The stirring main theme from the smash Italian flicker "La Strada" is tenderly treated to a warm interpretation by Paul Weston and chorus. Pretty, deck that should grow in popularity as the movie hits the local theatres.

**C+** "THE KENTUCKIAN SONG" (2:40) [Frank ASCAP—Gordon] The title tune from one of last year's big box office attractions is smoothly performed on this end. Good two-sided coupling, something new with something old.

**THE FOUR WINDS**
(Vik 022; 4-0221)

**B** "COLORADO MOON" (2:48) [Kahl BMI—White] The Winters introduce themselves on Vik with a sparkling first performance on a pretty romantic ballad set to a strong fish best. Boys have a wonderful blend and some commercial material to work with.

**B** "FIND SOMEONE NEW" (2:36) [Kahl BMI—White] Another delightful love song designed for the teenage market, is this one which the boys handle smoothly.

**B** "THE GREEN DOOR" (2:11) [The All Music BMI South Group] "THE LITTLE MAN IN CHINATOWN" (1:54) [Trinity Music BMI—Davis]

**JIM LOWE**
(De 15486)

- Jim Lowe turns in a solid performance on his latest, "The Green Door", and the overall effect is one that looks like it has "hit" marked all over it. It is a middle beat rhythm tune with no particular ending. A very pleasing lyric, good performance, and a great sound (player piano). "The Green Door" builds all the way and it looks pretty safe (if predicting is ever safe) to say that this track will take off on exposure. The flip, "The Little Man in Chinatown", is a quick beat novelty. Lowe sockes out the racing ditty in happy fashion. The side to stay with is "The Green Door".

**FOUR KNIGHTS**
(Capitol 3494, 1-3494)

**B** "DEPEND ON ME" (2:40) [Roosevelt BMI—Singleton, Simon, Brown] A smooth shuffle rhythm provides the beat for the Four Knights' version of a warm romance. The bass voice takes the lead and comes up with something pretty. A novelty that will sound good when "hit" marks are applied.

**G+** "YOU'RE A HONEY" (2:05) [Johnstone-Montei BMI—Spotts] The boys have a barbershop flavor in their voices on this end as they happily prance thru a lively cutie.

**CONNEE BOWSELL**
(Decca 29944; 9-29944)

**B STAR DUST** (3:02) [Mills ASCAP—Carmichael, Parish] Connee Bowsell lends her rich, beautiful voice to one of the great ballads of all time, "Stardust". Connee sounds terrific. Soft, subdued backdrop creates a very touching, dreamy mood. Dee Jay will enjoy this one.

**C** "THIS CAN'T BE LOVE" (2:16) [Harp ASCAP—Rodgers, Hart] The background swings on this end as the larky tunes are a wonderful chart and arrangement of a Rodgers-Hart standard. Exciting coupling.

**THE SPORTSMEN**
(Key 517; 45-517)

**B** "YOU AND MY SHADOW" (2:30) [Bourne ASCAP—Jolson, Rosen, Dreyer] Jack Benny's sidekick, the Sportmen, hand in an inviting interpretation of the Ted Lewis classic "Me and My Shadow". Boys are extremely smooth and blend wonderfully.

**C** "THE UNION SONG" (2:25) [George ASCAP—Kemeny, Fell, Grifft] A novelty with a play on words relating to labor unions, is handled by the crew on this end.

**STUBBY KAYE**
(Decca 40709)

**B** "ST. JAMES INFIRMARY" (2:35) [Mills ASCAP—Primrose] Stubby Kaye, who rose to stardom thru a role of "Nicely-Nicely" in the show "Guys And Dolls", does a terrific job on his first Sunset side as he belts a colorful rendition of a great oldie. Imaginative arrangement with pinch. Strong side.

**G+** "GREEN LIGHT" (2:00) [Somerset ASCAP—Bradford, Black] Stubby swings on this end as he offers lively jump novelty. Cute deck.

**DUNGLER DOLLS**
(Reo 1003; 45-1003)

**B** "LITTLE WALLFLOWER" (2:15) [Douglas BMI—Hall] The regal label comes up with a terrific rock and roller set to a fish best loved by teenage fans. The gobs of backing is superbly handled by the smooth, commercial quartet. A very solid side.

**C+** "BOY OF MY DREAMS" (2:35) [Douglas BMI—Watson] An other pretty, easy listening set that should also please the terpelo fans.

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**The Cash Box**

**Sleeper of the Week**

**"THE GREEN DOOR" (2:11)**
[TFA Music BMI South Group]

**"THE LITTLE MAN IN CHINATOWN" (1:54)**
[Trinity Music BMI—Davis]

**JIM LOWE**
(De 15486)

- Jim Lowe turns in a solid performance on his latest, "The Green Door", and the overall effect is one that looks like it has "hit" marked all over it. It is a middle beat rhythm tune with no particular ending. A very pleasing lyric, good performance, and a great sound (player piano). "The Green Door" builds all the way and it looks pretty safe (if predicting is ever safe) to say that this track will take off on exposure. The flip, "The Little Man in Chinatown", is a quick beat novelty. Lowe sockes out the racing ditty in happy fashion. The side to stay with is "The Green Door".

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**The Cash Box**

**Best Bets**

- **WHERE THERE'S LIFE**
  George Cates Orch.  
  Cora 6163

- **I GUESS I'LL BE ON MY WAY**
  Billy Williams  
  Cora 6168

- **THERE'S A REASON**
  Bob Carroll  
  Billy 1015

- **MARIA ELENA**
  The Collectors  
  Groove 6163

- **PLEASE LET ME BE THE ONE**
  Meliton Burle  
  Cora 6161

- **YOUR HIGH SCHOOL KEY**
  Betty Ann Beal  
  Jubilee 5254

- **WE WANT A ROCK AND ROLL PRESIDENT**
  Conway Island Kids  
  Josie 802

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"Only those records best suited for commercial use are included in THE CASH BOX"
AN OPEN LETTER TO THE TRADE:

We would like to take this opportunity to thank everyone in the music business—the disk jockeys who have been so kind to us—the juke box operators—the retail dealers—and our distributors who have worked so hard to make a success of our first record, "THE FLYING SAUCER."

Nowhere else but in the music business could such a wonderful thing happen to two young guys.

Gratefully,

Bill Buchanan  Dick Goodman
NEW YORK: Bill Kenny has a unique recording coming up via Vik. His next record release will be a re-recording of his classic “If I Didn’t Care” on one side and on the other side will be the just written answer to the original tune titled “Now You Say You Care.” . . . Decca has signed the classic Eddie Fontaine, who was formerly on Vik; The Sunyadders, who had a hit last year in “Hey, Mr. Banjo,” and Mark Murphy. . . . Dick Shelton, president of McConkey Artists, and Harry Carlson of Fraternity Records, have formed a new BMI publishing firm, Susan Music. . . . Tommy and Jimmy Dorsey, who begin a co-starring engagement at the Paramount Theater with Frank Sinatra on August 17, will follow in the fall with an in-person appearance at Carnegie Hall. . . . Chicago-born composer and conductor Morty Cocco, who is doing a fine job with the Concordia College Choir, will be a featured attraction at the European Jazz Festival. . . . Henry Onur, handling the disk promotion for Art Mooney’s record “Tribute To James Dean,” has a 61 foreign nation booking of 1600 live dates in Canada, Europe, and Africa. September 1. . . . WFEL, program director of WRUL, planned a special script and was the commentator for the occasion. . . . Kay Armin moves from NBC to CBS. Her first TV engagement will be an appearance on the Sammamish Show, September 2. She will also be a regular on the CBS network radio show “On A Sunday Afternoon” starting August 17. . . . Bob Hillard has a couple of hot novelties on the market at the present time, “English Muffin And Irish Stew” which looks as though it will be an even bigger hit for Sylvia Syms than “I Could Have Danced All Night” and “The Middle Of The House” recorded by Rusty Day at The Tynan Country Club. . . . Moe Gale in Mt. Sinai Hospital for a stomach ailment operation similar to that of President Eisenhower. . . . Trudy Richards making plenty of noise with “Temptation.”

CHICAGO: The Teddy Wilson Trio occupy the bandstand at the London House, announcement of their opening came in the form of theatre tickets. Admitting two to the first night festivity, local nite spot, Black Orchid, purchased by the management of the Cloister Inn. Club will continue same show policy.

Record release here celebrated its anniversary with party at Linn Burton’s. Guests of honor, Connie Boswell and Selman Schultz who greeted with songs Ethel Davis, Jim Lounsbury, Eddie Hubbard, Reed Farrell, Steve Schickel and many others. (“Food was delicious”) . . . Dick Buckley, WAPA staff announcer, marries Marge Ruder, 8/26. . . . Carole Simpson, pianist at the Premiere Lounge, signed on the line for Columbia. . . . The Stylers, whose latest Jubilee disk is “Confession Of A Sinner,” in town preparing for eastern promotion trip. . . . News reached us that Don Bell, KENT, Des Moines, much responsible for eliminating adult price-charges for 12 year old theaters, ball parks and pools in that city. (Keep up the good work, Don.) . . . Pearl Bailey now under the Mercury wing. Mercury has also signed Blanche Zabach and Tommy Mitchell. . . . Bob-bean took over the managerial post vacated by Howard Budlow at Music Distributors. . . . Josephine Premice, partner, Howard Miller’s TV viewers. . . . Tony Scott Quartet, vacated the Brass Rail Theatrebar bandstand to make way for the Kai Wind group, but signed for return engagement smash hit with “Tonight You Belong To Me,” . . . We met with her very charming mom, Betty’s thrilled over reaction to her wuxing, “Chay Iak.” . . . And over wonderful reception given to her in Boston by deejays Alice, MBS, and Tom Keil. Australian leader . . . Australian Feller, under “enjoyment” treatment at the Modern Jazz Room. . . . Reed Farrell, “The Bearded One” at WAT, now minus the foliage in town, is a very successful. (Wax) “Summer Sweetheart.”

HOLLYWOOD: Art LaBoe reports he is getting tremendous reaction to the Sanford Clark record of “The Fool” on Dot. . . . Decca now doing promotion for Diamond Record Distributors. . . . Bob Thompson has been set to arrange and conduct six sides for Geordie Horne’s Zephyr Records. . . . Local jockeys giving tremendous airplay to Ella Fitzgerald, between her single of “Beautiful Friendship” and sides from her “Cole Porter Song Book”—both on the Verve. Capitol’s Joe Matthews in town for Farah, with the home office. . . . Gene Norman’s G. N. P. label bows in the pop field with Tony Martinez records of “Black Sheep.” Tunes was penned by Les Baxter and his brother, Jim Baxter. . . . Joe Lubin, writer of “Tutti Frutti” and other top tunes, settling in the West Coast and doing movie and TV scoring. . . . The last sides recorded by the late Tony laville will be released soon on the Maze label. Both songs were written by Wes Mann co-producer of MBS’ “Wheel Of Chance.” Crystalite Records is recording Don Bishop, a Jimmy McHugh protege, with first sides scheduled for an early release. . . . Boys liking visiting the jockeys and making TV appearances with his new LP on the Era label. . . . Liberty Records on their way to another smash, have two new records due in England and Prudence. . . . Stan Freberg mailing his paste-on sleeves to disk jockeys “as fast as time and the child labor laws permit.” . . . Curvaceous model Carolee Conn toured the disk jockeys in a bathing suit to plug “Tango.” Red Nichols, songleader Ben Oakland, and publisher Mike Gold accompanied her, attired in Bermuda shorts and Mexican straw hats.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
The Rover Boys

"Young Love"

"From a School Ring to a Wedding Ring"

No. 9732

"It's What's in THE CASH BOX That Counts"
Modern HAS ANOTHER SMASH HIT!
this is the BIG ONE.

"TONIGHT YOU BELONG TO ME"
by
The Tonettes

Modern RECORD 997

Call or Wire Your Order to Your Modern Records Distributor Immediately.

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culver city, california

"It's What's in THE CASH BOX That Counts"
## Juke Box Regional Record Report

### The Top Ten Records — City by City

### New York, N. Y.

1. My Prayer (Platters)
2. Flying Saucer (Buchanan & Goodman)
3. Whatever Will Be, Will Be (Buchanan & Goodman)
4. Whatever Will Be, Will Be (Doris Day)
5. I Want You (Elvis Presley)
6. Hound Dog (Elvis Presley)
7. My Prayers (Platters)
8. I Want You (Elvis Presley)
9. Whatever Will Be, Will Be (Doris Day)
10. Maple Leaf & Finch (Sextet/Chorus)

### Los Angeles, Calif.

1. Whatever Will Be, Will Be (Buchanan & Goodman)
2. Allegheny Moon (Patti Page)
3. Windy Wind (Ong Grant)
4. Flying Saucer (Buchanan & Goodman)
5. My Prayers (Platters)
6. I Want You, I Need You (Elvis Presley)
7. Sweet Old Fashioned Girl (Texas Teens)
8. Hound Dog (Elvis Presley)
9. Canadian Sunset (Hugo Winterhalter)
10. Moonlight & Finch (Stichest/Cats)

### Chicago, Ill.

1. Whatever Will Be, Will Be (Buchanan & Goodman)
2. My Prayer (Platters)
3. Whatever Will Be, Will Be (Doris Day)
4. Allegheny Moon (Patti Page)
6. Sunset Dog (Elvis Presley)
7. Canadian Sunset (Hugo Winterhalter)
8. Allegheny Moon (Patti Page)
9. Moonlight & Finch (Stichest/Cats)

### Pittsburgh, Penna.

1. Whatever Will Be, Will Be (Buchanan & Goodman)
2. Hound Dog (Elvis Presley)
3. Allegheny Moon (Patti Page)
4. Canadian Sunset (Hugo Winterhalter/Williams)
5. The Fool (Clark/Gallahads)
6. Soft Summer Breeze (Edith Raymore)
7. St. Tenes Of The Times (Billy Ward & DOMINOES)
8. I Almost Lost My Mind (Pat Boone)
9. Don't Be Cruel (Elvis Presley)

### Miami, Fla.

1. My Prayer (Platters)
2. Allegheny Moon (Patti Page)
3. Whatever Will Be, Will Be (Doris Day)
4. Flying Saucer (Buchanan & Goodman)
5. Windy Wind (Ong Grant)
6. Whatever Will Be, Will Be (Doris Day)
7. Canadian Sunset (Hugo Winterhalter)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Doris Day)
10. Hawaiian Moon (Patti Page)

### Seattle, Wash.

1. My Prayer (Platters)
2. Flying Saucer (Buchanan & Goodman)
3. Whatever Will Be, Will Be (Buchanan & Goodman)
4. Don't Be Cruel (Elvis Presley)
5. Whatever Will Be, Will Be (Doris Day)
6. Canadian Sunset (Hugo Winterhalter)
7. Whatever Will Be, Will Be (Doris Day)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Buchanan & Goodman)
10. Whatever Will Be, Will Be (Doris Day)

### Minneapolis, Minn.

1. Hound Dog (Elvis Presley)
2. My Prayer (Platters)
3. Whatever Will Be, Will Be (Doris Day)
4. Whatever Will Be, Will Be (Doris Day)
5. Whatever Will Be, Will Be (Doris Day)
6. Whatever Will Be, Will Be (Elvis Presley)
7. Whatever Will Be, Will Be (Elvis Presley)
8. Whatever Will Be, Will Be (Elvis Presley)
9. Whatever Will Be, Will Be (Elvis Presley)
10. Whatever Will Be, Will Be (Elvis Presley)

### Cincinnati, Ohio

1. My Prayer (Platters)
2. Whatever Will Be, Will Be (Doris Day)
3. Allegheny Moon (Patti Page)
4. I Almost Lost My Mind (Pat Boone)
6. Flying Saucer (Buchanan & Goodman)
7. Whatever Will Be, Will Be (Doris Day)
8. You Don't Love Me (Elvis Presley)
9. Allegheny Moon (Patti Page)
10. Honeycomb (C. Vincent)

### Boston, Mass.

1. whatever Will Be, Will Be (Buchanan & Goodman)
2. 1 Almost Lost My Mind (Pat Boone)
3. Whatever Will Be, Will Be (Doris Day)
4. Song For A Summer Night (Pat Boone)
5. Whatever Will Be, Will Be (Doris Day)
6. Whatever Will Be, Will Be (Doris Day)
7. Whatever Will Be, Will Be (Doris Day)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Doris Day)
10. Song For A Summer Night (Pat Boone)

### Seattle, Wash.

1. My Prayer (Platters)
2. Whatever Will Be, Will Be (Buchanan & Goodman)
3. Whatever Will Be, Will Be (Doris Day)
4. Whatever Will Be, Will Be (Doris Day)
5. Whatever Will Be, Will Be (Doris Day)
6. Whatever Will Be, Will Be (Doris Day)
7. Whatever Will Be, Will Be (Doris Day)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Doris Day)
10. Whatever Will Be, Will Be (Doris Day)

### Philadelphia, Penna.

1. My Prayer (Platters)
2. Whatever Will Be, Will Be (Doris Day)
3. Allegheny Moon (Patti Page)
4. I Almost Lost My Mind (Pat Boone)
6. Whatever Will Be, Will Be (Doris Day)
7. Flying Saucer (Buchanan & Goodman)
8. Born To Be With You (Chadhaes)
9. I Almost Lost My Mind (Pat Boone)
10. I Don't Know Me (J. Vince)

### Miami, Fla.

1. Whatever Will Be, Will Be (Buchanan & Goodman)
2. Allegheny Moon (Patti Page)
3. Whatever Will Be, Will Be (Doris Day)
4. Flying Saucer (Buchanan & Goodman)
5. Whatever Will Be, Will Be (Elvis Presley)
6. Canadian Sunset (Hugo Winterhalter)
7. Whatever Will Be, Will Be (Elvis Presley)
8. Canadian Sunset (Hugo Winterhalter)
9. Whatever Will Be, Will Be (Elvis Presley)
10. Whatever Will Be, Will Be (Elvis Presley)

### Detroit, Mich.

1. Whatever Will Be, Will Be (Elvis Presley)
2. Whatever Will Be, Will Be (Doris Day)
3. Canadian Sunset (Williams/Winterhalter)
4. Whatever Will Be, Will Be (Elvis Presley)
5. Whatever Will Be, Will Be (Doris Day)
6. Soft Summer Breeze (Edith Raymore)
7. Whatever Will Be, Will Be (Elvis Presley)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Doris Day)
10. Song For A Summer Night (Pat Boone)

### Kansas City, Mo.

1. Whatever Will Be, Will Be (Elvis Presley)
2. My Prayer (Platters)
3. Whatever Will Be, Will Be (Doris Day)
4. Canadian Sunset (Hugo Winterhalter)
5. Canadian Sunset (Hugo Winterhalter)
6. Whatever Will Be, Will Be (Doris Day)
7. Whatever Will Be, Will Be (Doris Day)
8. Whatever Will Be, Will Be (Doris Day)
9. Whatever Will Be, Will Be (Doris Day)
10. Whatever Will Be, Will Be (Doris Day)

### St. Louis, Mo.

1. Whatever Will Be, Will Be (Buchanan & Goodman)
2. Whatever Will Be, Will Be (Buchanan & Goodman)
3. Whatever Will Be, Will Be (Buchanan & Goodman)
4. Whatever Will Be, Will Be (Buchanan & Goodman)
5. Whatever Will Be, Will Be (Buchanan & Goodman)
6. Whatever Will Be, Will Be (Buchanan & Goodman)
7. Whatever Will Be, Will Be (Buchanan & Goodman)
8. Whatever Will Be, Will Be (Buchanan & Goodman)
9. Whatever Will Be, Will Be (Buchanan & Goodman)
10. Whatever Will Be, Will Be (Buchanan & Goodman)

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*"Only those records best suited for commercial use are reviewed by THE CASH BOX"*
The Original Version that started it all—
"WHEN THE WHITE LILACS BLOOM AGAIN"
Helmut Zacharias

I ONLY KNOW I LOVE YOU
Four Aces
DECCA 29989 & 9-29989

RIP IT UP
TEENAGERS' MOTHER
Bill Haley and His Comets
DECCA 30028 & 9-30028

AFTER THE LIGHTS GO DOWN LOW
Al Hibbler
DECCA 29982 & 9-29982

ENGLISH MUFFINS AND IRISH STEW
Sylvia Syms
DECCA 29969 & 9-29969

CRAZY ARMS
TONIGHT YOU BELONG TO ME
Karen Chandler and Jimmy Wakely
DECCA 30040 & 9-30040

ST. THERESE OF THE ROSES
Billy Ward
DECCA 29933 & 9-29933

THE EDDY DUCHIN STORY
Featuring CARMEN CAVALARO at the piano
DL 8289 & ED 844

SAVE TRACK ALBUM
THE EDDY DUCHIN STORY
CARMEN CAVALARO

A New World of Sound
DECCA records

"It's What's in THE CASH BOX That Counts"
Opening Night

ATLANTIC CITY, N. J.—When Roberta Sherwood, Decca Record artist, recently opened at the Town Casino, Buffalo, N. Y., advised that he will turn over the entire proceeds of Roberta Sherwood's first night at the Town Casino, November 12, to the Da- non Runyon Cancer Fund. Walter Winchell will fly in with a planeload of celebrities to attend.

America's Leading ONE STOP Record Service

LESLIE DISTRIBUTORS
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NEW YORK 36, N. Y. PITTSBURGH, PA. HARTFORD, CONN. NEWARK, N. J.
Plaza 7-1977 Grant 1-9323 Jackson 5-1147 Ogilby 3-1155

INSTANTANEOUS HIT!
Started in Boston and S-P-R-E-A-D-I-N-G
The Record The Teen-Agers Are Clamoring For

"HIS NAME WAS DEAN"
as recorded by
NATHAN RUSSELL
on FOREST RECORD 5603
WRITE-WIRE-PHONE
Some Distributor Territory Open

Best Selling Pop Albums

1. MY FAIR LADY
   BROADWAY CAST
   (Columbia DL 5920)

2. THE KING AND I
   MOVIE CAST
   "" W 740; EPA 740"

3. CALYPSO
   HARRY BELAFONTE
   (TCA Victor LP 1248 EPA 1248)

4. THE EDDY DUCHIN STORY
   MOVIE CAST
   (Decca DL 8239)

5. ELVIS PRESLEY
   ELVIS PRESLEY
   (TCA Victor LP 1254; EPA 1254)

6. THE MOST HAPPY FELLA
   BROADWAY CAST
   (Columbia DL 5118)

7. SONGS FOR SWINGING LOVERS
   FRANK SINATRA
   (Capitol W 633, EPA 633)

8. OKLAHOMA
   MOVIE CAST
   (Capitol SAD 595, SDM 595)

9. CAROUSEL
   MOVIE CAST
   (Capitol W 694; EDH 694)

10. THE PLATTERS
    THE PLATTERS
    (Mercury MG-20146)

11. SAY IT WITH MUSIC
    LAWRENCE WELK
    (Coral CRL 57041; EC 82037)

12. HIGH SOCIETY
    FILM SOUNDTRACK
    (Capitol W 750; EPA 750)

13. BELAFONTE
    HARRY BELAFONTE
    (RCA Victor LP 1150; EPA 1150; EPA 695, 4, 5)

14. PICNIC
    MOVIE CAST
    (Decca DL 8230; ED 846)

15. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK
    (Verve Y-4001, 2)

16. BUBBLES IN THE WINE
    LAWRENCE WELK
    (Coral CRL 57038)

17. LONELY GIRL
    JULIE LONDON
    (Liberty LRP 1013)

18. NIGHT WINDS
    JACKIE GEASEON
    (Capitol W 717; EPA 717)

19. PASSPORT TO ROMANCE
    PERCY FAITH
    (Columbia CL 380)

20. GOLDEN INSTRUMENTALS
    BILLY VAUGHN
    (Dot DL 2016)

21. MUSIC FROM MY FAIR LADY
    PERCY FAITH
    (Columbia OL 895; B 895)

22. FOUR FRESHMEN AND 5 TROMBONES
    FOUR FRESHMEN
    (Capitol T 643; EPA 683)

23. GENTLEMEN BE SEATED
    (MINSTREL SHOW)
    (Epic LM 3234)

24. STARRING AL HIBBLER
    AL HIBBLER
    (Decca DL 8328)

25. CASTLES IN SPAIN
    MICHEL LE GRAND
    (Columbia CL 839; B 880)

26. WALTZES OF IRVING BERLIN
    MANTOVANI
    (London LL 1452)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE GOONS invades the U.S.A.

I'M WALKING BACKWARDS FOR CHRISTMAS
(ACROSS THE IRISH SEA)

1684

The Cash Box - SURE SHOT!
CYRIL STAPLETON
THE ITALIAN THEME
1672 • 45-1672

ATWELL'S BEST!
WINIFRED ATWELL
LEFT BANK
1680 • 45-1680

FABULOUS BIG BAND HIT!
TED HEATH
THE FAITHFUL HUSSAR
1675 • 45-1675

GROWING!
FRANK CHACKSFIELD
DONKEY CART
1671 • 45-1671

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
London Lowdown

Victor Borge made a 45 minute appearance on B.B.C. Television this week, if still down as a musical occasion. This Danish American, not very well known on this side of the Atlantic, has appeared on all the American television networks. Borge is welcome any time on our screens. More amazing was the fact that at the time of this appearance on the radio, you could have enjoyed one hour of Bob Hope.

Because of the tremendous Mel Torme concert presented by The New Musical Express, a second concert will take place on August 12th at the Stoll Theatre. No doubt S.R.O. notices will appear once again, for both Torme and Torme is strongly tipped for the London Palladium’s vaudeville season, although he may appear in London’s West End before that.

The B.B.C. TV network has hired Vera Lynn away from its rival Associated Rediffusion. Vera has a long term agreement with the B.B.C. for her shows.

I see London Records have released the most talked about record in the British Isles for the last five weeks, namely ‘I’m Walking Backwards For Christmas’ by the Goons. As you see from the chart, this disk has done everything.

Edmond Rose and his wife now have a small show, now generally called ‘Senoar and Senora’, A very gay affair which should enjoy a healthy long run.

Pat Boone has another winner in his new release titled ‘I Almost Lost My Mind’. My guess is it won’t be as big before it appears in The Best Sellers. Same goes for the Chordettes recent issue, ‘Born To Be With You’.

“NEW MUSICAL EXPRESS” BEST SELLING POP RECORDS IN BRITAIN

This week:
1. "Whatever Will Be, Will Be" — Doris Day (Philips)
2. "Walk Hand In Hand" — Tony Martin (HMV)
3. "Why Do Poole Fall In Love" — Tall�� Aly (London)
4. "Sweet Old Fashioned Girl" — Teresa Brewer (Vogue/Coral)
5. "Hit the Road Jack" — Elvis Presley (HMV)
6. "Mountain Greenery" — Mel Torme (Vogue/Coral)
7. "All Star Hit Parade" — Winifred Atwell, Dickie Valentine, Bob Andrew, Bill Green, Rita Morgan, Liza, Rozza, Dave King (Decca)
8. "I’ll Be Home" — Pat Boone (London)
9. "Left Bank" — Winifred Atwell (Decca)
10. "Who Are You" — Ronnie Hilton (HMV)
11. "Saints Rock And Roll" — Bill Haley Comets (Brunswick)
12. "Wayward Wind" — Tex Ritter (Capitol)
13. "I’m Walking Backwards For Christmas" — Mel Torme and Bluegill Blues — The Goons (Decca)
14. "Hot Diggety Dog" — Barry Perry (HMV)
15. "Experiments With Mice" — Johnny Dankworth Orchestra (Parlophone)
16. "Wayward Wind" — Gogi Grant (London)
17. "I Can Be Jealous" — Gal With The Yaller Shoes — Michael Holliday (Columbia)
18. "Hot Cinnamon" — Holliders (London)
19. "Walk Hand In Hand" — Tony Orlando, Phil Phillips (Philips)
20. "Lost John" — Lonnie Donegan (Pye-Nixa)

The Cash Box, Music
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August 18, 1956

Platter Spinner Patter
ALL ABOUT DISK JOCKEYS

Bob Will (WWDC-Washington, D. C.) believes that he has the biggest break under the station’s Independent programming. Will’s show is aired on Sunday night from 10 PM to Midnight. The station recently became “disaffiliated” from the Mutual Broadcasting System...

Ray Perkins (KJIM-Denver, Colo.), celebrating his 12th year in Denver’s Top 10 continues to take on added duties. In addition to his four hour daily stint on the station, and his Sunday musical column in the Denver Post, Ray is now the summer drama reviewer on the Denver Post, covering all events of a musical nature. Recent reviews carried over his栏目 concerned the Louis Armstrong and the appearance of Liberace at the recently converted centennial stadium, where he performed from a variation, Ray Turner (WMKI-Kalamazoo, Mich.) switched to a new time period. He is now leaving Monday thru Friday from 11 A.M. to 2 P.M. and evenings from 6:15 to 9 P.M.

Jack Terry, head announcer and international disk jockey for short wave radio station WRLN in New York, has introduced Art Mooney’s new MGM release, “Tribute to James Dean” to his European radio audience. Terry will use this record on his weekly show, “On Stage America” over which he plays popular requests and old favorites. The WRLN broad- caster receives enthusiastic letters from listeners in all parts of the world making requests. Terry feels that popular music and small talk help promote the American way of life better than any type of propaganda.

Don McLeod (WJIK-Detroit, Mich.) and wife welcomed their fourth arrival recently, making it a fest quarter for the McLeod family. . . . The hot Dot-Jubilee competition on “The Fool” has been a monomous party Who’s Foolin’ Who” — drawn in Detroit recently. A record hop enced by Bob Maxwell (WJW-Detroit, Mich.) guested the Gal-hahs (Jubilee) and on the same stint, Sanford Clark (Detroit) ran their version of “The Fool” to bursts of teenage approval. . . . Alex Cooper, one of the Big Five deejays on KLAC, Los Angeles, Calif, programs from The Cash Box Top 50 listings on his Sunday show. . . . Ray and Alice Schreiber (WRNL-Richmond, Va.) vacation in Los Angeles.

“Those records best suited for commercial use are reviewed by THE CASH BOX”
Shaw Writes On Jazz
For September Esquire

NEW YORK—Arnold Shaw, vice president of E. B. Marks, will occupy quite a large portion of the forthcoming September issue of Esquire magazine.

He is the author of a lengthy, erudite, and fascinating story on West Coast modern jazz, its recording artists and its recording companies.

Shaw concludes his article with the statement that there are too many albums of West Coast jazz. Says Shaw, "Many a schoolboy can write a fugue, alter chords to make them polytonal, manipulate rhythms to accent offbeats, assemble a piece in two or three part counterpoint, play non-vibrato and relaxed on trumpet or clarinet, etc. Making music meaningful—he it West Coast or East Coast, modern or traditional, cool or hot—is another matter.

In the same issue is an item entitled "Tin-Pan Arnold," in which the columnist interviewing Shaw, gives us a type view of the publisher-lyricist-novelist.

Kapp Signs Ronnie Gaylord

NEW YORK—Dave Kapp, Kapp Records, this week announced the signing of Ronnie Gaylord. This is another move by Kapp, to strengthen its position in the pop single record business.

Gaylord was originally one of the singing group, The Gaylords, recording for Mercury, until he entered the armed forces. Since his discharge he has been performing as a single.

Kapp also announced the appointment of Standard Distributing Company as its exclusive distributor in the Pittsburgh territory, and of Renart Distributing in Cleveland.

Transfilm Does Victor Spots

NEW YORK—Transfilm used both its East and West Coast studio facilities simultaneously to film one 90-second and three 90-second RCA Victor Record commercials for use on the forthcoming political convention telecasts via NBC-TV. Vaughn Monroe was "shot" in New York introducing "candidate" Eddie Mayeloff, the comedian, who was filmed in Hollywood. Spots were completed in New York. Agency is Grey Advertising.

Colonna Takes To Dixieland

HOLLYWOOD—Liberty Records execs St. Vanranken (center) and Jack Amia (right) sit in on Jerry Colonna's first session for the Liberty label. In addition to composing the twelve tunes in his new "Jerry Colonna Swings Down Dixieland Highway", the vest funny man, aided the band on trombone for the LP album which Liberty Records will release shortly.
Brewer-Mantle New Coral Team

To Debut Disk On Ed Sullivan TV Show

NEW YORK—One of the most interesting duos to team up on a record is the combination of Teresa Brewer and Mickey Mantle. The vocalist and the Yankee star will appear together this Sunday, August 13th, on the Ed Sullivan TV show over CBS. On the show they will introduce their version of the new tune, written by Miss Brewer, titled "I Love Mickey." The next morning, August 13th, Brewer and Mantle will record the number for Coral, in an atmospheric studio, studio equipped with Yankee uniform, baseballs, bats, etc.

The story behind the new Coral combo goes back to a recent ball game at the Yankee Stadium where Teresa Brewer was among the rooters for the Yanks and especially for her favorite player and teammate "Bucky". Brewer felt that there should be a song dedicated to her hero, and started to sing the words, "I Love Mickey." Decision that there was nothing she would like better than to record the number with Mantle, Teresa went to work on this, her very first effort in the songwriting field. The tune was then presented to Coral's A&R Director Bob Thiele, who saw the possibilities of a hit. When the time came to approach Mantle, things were even simpler than had been hoped for, partly because of the realization on the part of Mantle that Teresa Brewer was the ball player's favorite vocalist, and he was excitable about the idea of the duet.

Teresa told the story to Ed Sullivan, who was enthusiastic about the idea, and the two agreed to get together on his show to introduce the number. Coral will rush to record the number as quick as possible after the recording session.

Coral will be well represented on Sunday's show, as CBS TV the following week as well. For on Sunday, August 19th, Don Cornell will guest on the Ed Sullivan show, and introduce to the record industry "Heaven Only Knows," a record that has already received several offers for personnel appearances. He will appear on the Jay Michaels (VCA—Pittsburgh, Pa.) show on August 29th and the Jack Benny, the next day, and record a rock and roll show on September 7.

Herald Tot Stirs Action

NEW YORK—The stars seem to be getting younger. Little Butch Saunders has created quite a stir with his "Little Butch Saunders" and "Rock and Roll Indian Dance" on Herald, his first release.

The nine-year-old prodigy, Elroy Pearey, Ted Lewis' brother, has already received several offers for personal appearances. He will appear on the Jay Michaels (VCA—Pittsburgh, Pa.) show on August 29th and the Jack Benny, the next day, and record a rock and roll show on September 7.

Terrific Revival

Crystallo 776

"Ain't She Sweet"
Goof Bones b/w a couple of choice numbers

"Mary Lou"

Muzzey Marcellino

Crystalo Records

1560 N. LosRena Ave.
Hollywood 28, Calif.

--

America's newest one stop
RICHLOY, INC.
208 NO. BROAD ST.
PHILA., 2 PA. (LOCUST 7-6484)
SINGLES 5c OVER
EP's—LP's 10% over
FREE TITLES FREE PARKING

BOBBY CHARLES
"ONLY TIME WILL TELL"
CHESS # 1628

Bobby Charles
"ONLY TIME WILL TELL"
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AMERICA'S NEWEST
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RICHLOY, INC.
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"ONLY TIME WILL TELL"
CHESS # 1628

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
HOLLYWOOD—Ben Jordan, sound engineer at Radio Recorders for the past 9½ years, has resigned his post there to become chief engineer and technical advisor for Dot Records exclusively. The move was effective August 6, with Jordan occupying offices in the Dot building at Sunset and Vine in Hollywood, where he is slated to work closely with Dot president, Randy Wood.

Jordan, with a 20-year history of unbroken experience as an engineer in the record field exclusively, has worked with Wood for at least a year on recording sessions and the cutting of masters on Dot artists: Gale Moro, Billy Vaughn, Eddie Peabody, Danny Welton, Pat Boone, and others. Wood stated that in his opinion one of the factors of the success of his company's product is the so-called "Dot sound" which Wood established from the very inception of the Dot label five years ago and which Jordan has been able to maintain on a consistent level due to his great technical experience. Even when Wood held recording sessions in Chicago and New York, he sent the tapes to Jordan to cut the masters, whereas previously Wood personally had engineered all masters. Incorporating Jordan into the Dot organization is one more detail made possible by the recent move of Dot Company headquarters from Tennes- see to Hollywood, where, according to Wood, has worked out even more successfully than had been anticipated Wood stated that in the two weeks since the move he has accomplished work that would have taken two months' time under the old method of operation.

The Cash Box, Music Page 25 August 18, 1956

Engineer Ben Jordan Joins Dot Records

JAZZ

"CONCERT BY THE SEA"—Erroll Garner, Pianist—Columbia CL 883 (1-12" LP)

"I'LL REMEMBER APRIL; TEACH ME TONIGHT; MAMBO CARAMEL; AUTUMN LEAVES; IT'S ALL RIGHT WITH ME; RED TOP; APRIL IN PARIS. THEY CAN'T TAKE THAT AWAY FROM ME! HOW COULD YOU DO A THING LIKE THAT TO ME; WHERE OR WHEN; ERROLL'S THEME."

The recording was made at a Garcia concert in Carmel, California. As with most of Garner's best work, his instinct was to let his touch play for people rather than, specifically, for a recording microphone. In the 11 selections, covering a host of moods, Garner adds his inventive touch giving the fast blues and turns in their structure. The grand enthusiasm of the audience indicates Garner's success at the performance. Jazz fans, sales-wise, should prove the point further.

"SOLO SCENE"—Lou Levy, Pianist—RCA Victor LPM-1207 (1-12" LP)

"DING DONG THE WITCH IS DEAD; LULLABY OF THE LEAVES; MAKING WHOOP; IT Ain't NOBODY'S BIZ; YOU'RE HAPPY; THAT OLD BLACK SONG; I'LL TAKE ROMANCE; NICE WORK IF YOU CAN GET IT; BLACK COFFEE; CHEEK TO CHEEK."

This package will serve as a welcome intro to Lou Levy to many jazz-pop buyers. The young artist has a flashy approach that is consistently sophisticated and driven even with the warmer stuff (i.e. "Violets For Your Furs"). The selection are excellent. Though this is a jazz effort, it may sell as a mood music audience.

SPECIAL DELIVERY—Janet Bruce—Accompanied by The Don Elliott Quar- ter—RCA Victor 7116 (1-12" LP)

"TIME AFTER TIME; SKYLARK; THAT'S ALL TISH; I'M A PERSON TOO; YOU SPOKE YOUR GUMBEE EASY WORDS; IT COULD HAPPEN TO YOU; NOBODY'S HEART; HAPPY IN LOVE; IF I HAD A RIBBON BOW."

Janet Bruce makes her debut on LP's one of considerable finesse. The vocal- istic handling is carefree and the delivery inspires with a jazz feeling that holds strongly to the melody. Miss Bruce is particularly effective playing a child on Leonard Bernstein's interesting "I'M A PERSON TOO." Another choice session is her wistful-way in Rodgers and Hart's "NOBODY'S HEART," top-notch support is achieved by Don Elliott's Quartet. Fine LP intro by her.

THE DAVE PELL OCTET PLAYS BURKE AND VAN HUSEN—Kapp (CL-8043 (1-12" LP)

"MY HEART IS A HOBO; LIKE SOMEONE IN LOVE; IT COULD HAPPEN TO YOU; SADLY IT'S SLEEPING; I'LL TAKE YOU; KNELL; YOU GLAD YOU'RE YOU; ALL THIS AND HEAVEN TOO; JUST MY LUCK; WHEN IS SOMETIME; IMAGINATION; HUMPTY DUMPTY AGAIN."

The familiar song-writing team of Burke and Van Heusen get a splendid introduction from The Dave Pell Octet. Having written primarily on the films, the two men have a number of established tunes to their credit. Nine of the 12 selections are solely instrumentals. "It Could Happen To You," "It's Always You," "Imagination," and "Aren't You Glad You're You," are our melodies nicely handled by Lucy Ann Polk. The combo, led by Pell's corn sax, engagely cover the material. Fine jazz entry with a possible op audience.

THE BOSS OF THE BLUES—Joe Turner Sings Kansas City Jazz—Atlan- tae 1204 (1-12" LP)

"CHERRY RED; RED, RED; I'M A FEEL; I WANT A LITTLE GIRL; LOW DOWN DOG; WE BABY BLUES; I'M A MAN; SHE'S YOURS, I'M YOURS; AIN'T THAT SOMETHING; WALKING BLUES; I'M A DOWN HOME MAN; PINY BROWN BLUES;",

On Turner's new one of rock n' rolldom's great assets, takes over in his principal musical forte, the blues, on this Atlantic pressing. Most of the numbers were the old connotation associated with the blues as Turner unloads on with the same blues solutions. Two fine Turner wallops on the disk are "Low Down Dog" and "Morning Glories," Turner's instrumental support is amusingly congenial. Here's Kansas City Jazz at its most dynamic. Both jazz and R&B crowd should make this package a solid sales item.

ROCK 'N ROLL

ROCK 'N ROLL—Buddy Johnson and His Orchestra—Wing MG W 12005 (1-12" LP)

"I DON'T WANT NOBODY; DOOT DOOT DOOT; BRING IT HOME TO ME; YOU GOT IT MADE; A PRETTY GIRL, ANY DAY NOW; IT'S OBSCURE; CRAZY; UPTOWN YOUR HEAD; AIN'T BUT HIS WING releasing will enable the hordes of Buddy Johnson fans to review his accomplishments as an R&B composer, pianist and orchestra leader. Judging from his platter it seems that R&B facets have been right in the groove of today's Stephan trend. With his sister, Ella, Johnson has produced a number of his own songs, "I DON'T WANT NOBODY" and "UPPER YOUR HEAD." Buddy com- posed all the rockers on the set. Attractive cover. Great party platter.

MILITARY

THE SPIRIT OF 76—Mercury MG 5011 (1-12" LP)

"JUMP SHAKE AND TERRAPIN; BATTLE Hymn Of The United States; FIRST MEN IN THE MOON; TIGHTEN UP YOUR BELT; HAYDN'S SYMPHONY; ARMED FORCES; U.S.A.; URL's TOUCH."

This album presents some of the finest Marching and Military music by the U.S. Armed Forces from Sea to Shining Sea. The Marches have been written by some of our best composers and arranged by some of the finest arrangers. The band is excellent. Some Marches are: "JUMP SHAKE AND TERRAPIN," "BATTLE Hymn Of The United States," "FIRST MEN IN THE MOON," "TIGHTEN UP YOUR BELT," "HAYDN'S SYMPHONY," "ARMED FORCES," "U.S.A," and "URL's TOUCH."
NEW YORK—Two hundred disk jockeys, music writers and tie-pin alley executives were guests at one of the nicest parties of the season at TooSh's Soighth Wednesday, August 1, to mark the introduction of Jean Martin's first release for EKO Unique, "Please Be Gentle With Me," backed with "Who He's." Jean Martin acted as hostess as well as guest of honor. Present from EKO Unique were Stan Barden, Jim Krondes, Martin Shack, Sherry Perrier.

Highlight of the evening was the selection of lucky numbers for door prizes by Jean Martin. The prize worth their weight in gold, were 12 pairs of tickets to "My Fair Lady," Among the winners were Jack Lacy and Stan Burns, of WINS, Moe Mink dell of Downbeat, Sue Salter and Nat Myer of NBC. Ed Baker of the Hit Parade, Don Avrigo of WNEW, and Norman Orlich of The Cash Box.

Among the guests were Jooy Petalja, Jack Walker and Helen Face of WVV, Curwine Collins, Parker Gibbs, Bill Malcolm and Allan Stanley of WCA; Ed Baker of Championship Publications; Ed Schoenbrun and Bert Ferguson, DeDe Hunter, Phil Goulding and Peter Tryip of WMGM; Julie Ross, Debby Bickrid, Lennie Maguiness, Jerry Warren, Maggie Dan, Lee Stevens, Pat Hurley, Chuck Bernard, Dick Barry, Marno Cohb, Jack Lacey, of WINS; Ted Ruderman, William B. Williams, Don Dowell, Jack Bogan, Jack Borten, Sid Gaby, Dave Yarnell, Art Ford, Dick Shepherd, Elick Willard, Sarah Turner and Ben Arilli, of WNEW; Bill McCormick, John Gambling, Burt Chambers, Tony Toran, of WOR; Marty McKee, of WBJ, Detroit; David Steinberg, Sid Ballul and Bob Salimbagni, of the Her ald Tribune; Barbara Day, Mike Baker of WMCA; John Rassell, John P. Presol, of CBS; John Manbeck, Lois Bick, Ted Lawrence, Doug Browning, Elga Doges, Dave Denarest, Lillian Corfe, Bith Bropoly, Stan Turner, of WABC; Phil Minoff, of One Magazine; Ken Johnston, of WNEW; Dale Ressington, Sue Salter, Elgis Endurst, of NBC; Nick Miles, of United Press.

Jean Martin, beautiful blonde from Cisco, Texas, gave up a chance of "Miss America" fame to launch a musical career. Her career started when Rudy Vallee heard her sing at a party and asked her to appear with his band at the Southich Yacht Club in New Jersey. Under his guidance she concentrated on voice development and cultivated a warm sultry style that led to an engagement at New York's La Rue. NBC offered her a 15-minute radio program and she subsequently was featured on TV on the Sammy Kaye Show, the Morny Amsterdam Show and Jerry Lester's Late Date. Last season she had her own TV series on ABC.

Her singing style on the Check Full o' Nuts Commercial jingle attracted the attention of Joe Leyhan and Stan Barden of Unique Records, and they signed her to the label.

Miss Martin will tour key spots in the country to promote her first sides. She was in Boston three days last week (August 7, 8, 9) and will cover Philadelphia, Detroit, Cleveland, Chicago and other cities.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Luniverse Settles With Publishers

NEW YORK — The Cash Box learned, just as it was going to press, that Warren Troob and Saul Goodman, representing Luniverse Records, met with Abeles, representing the Harry Fox office, finally reached an agreement on the publisher royalties involved in “The Flying Saucer” by Buchanan and Goodman.

“The settlement,” said Goelman, “was to the mutual satisfaction of both the publishers, represented by the Fox office, and Luniverse Records.”

“The Answer To The Flying Saucer” Starts It All Over Again

CLEVELAND, O. — Just when things apparently had quieted down about the famous “Flying Saucer” affair, the record business alomost again taken on a dizzy flight into the astral regions via a new disk, “The Answer To The Flying Saucer”, or as the trade is already referring to it, “The Men From Mars.”

The new platter is the brainchild of two Cleveland youngsters, Buddy Zellman and Romeo Salerno who conceived the idea and issued it on the Cosmic label. Zellman and Salerno previously stirred up a little noise with a local hit in Cleveland titled “Annabelle” on the Buddy label. The record sold between 8,000 and 10,000 and was later sold to Kapp.

The record is narrated by Sid Lawrence, with assistance from Ronnie Barrett, a Cleveland decjay, who does a take-off on Bill Randle as the earth decjay; and Robbie Buckley. The story is a continuation of “The Flying Saucer” in that earthlings go to Mars and are questioned as to conditions on Earth. Humorous twist has one questioner asking “What’s the biggest record on earth” and the earthling who answers is “The Flying Saucer”. An actual portion is taken from “The Saucer” and the Cosmic follow up with a “We’ll be seeing you soon.”

As in “The Flying Saucer” actual hits have been taken from a number of hit platters. The theory that “The Flying Saucer” was actually hyping the sale of other records, is now being used in reverse. It is now felt that “Men From Mars” will help the Buchanan and Goodman disk.

Norman Wain (WDOK-Cleveland, O.) disk jockey has already listed “The Flying Saucer” as his number one most requested and “The Men From Mars” as his number six.

It has been reported that several offers have already been made to buy the master, but Zellman and Salerno have refused, at present time, to sell the property.

Music Men Hold Outing

HARRISON, N. Y. — The annual professional music men’s outing and golf tournament once again proved to be a great success as a large turnout gathered at the Harrison Country Club last Thursday, August 9.

Although most of those who attended participated in the golf tournament, the pool also comprised those who preferred the chase and water.

Some of the winners of the golf tournament were Tommy Vaiano with a low net of 67 and a handicap of 13, and a low gross of 78 for Kelly Carannata, John Valti, and Camauria who won in the member division. Winners in the guest category were Arthur Gulterman with a low net of 68 and a handicap of 4 and Marlo Del Guercio with a low gross of 79.

The Committee consisted of Murray Luth, Mickey Adby, Hy Ross and Bob Miller.

Patricia-Kahl Ink Writers

NEW YORK—Phil Kahal of Patricia-Kahl Music announces the signing of Vic Abrams and Irving Reid to an exclusive 2 year writing pact. Both are hot writers. Among their copyrights are Sarah Vaughan’s “Johnny Be Smart”, Perry Como’s “The Things I Didn’t Do”, Mitch Miller’s, “No poleon” and Don Cornelius’s “Give Me Your Love”. They have a number of really big writing which will be forthcoming shortly.

Beacon Hosts Record Trade

PROVIDENCE, R. I.—Beacon Record Distributors, this city, again this year were hosts to distributors, salesmen, factory representatives, coin operators, and one stop operators at its annual golf outing which was held recently.

Highlight of the day was a softball game between the Boston Record Distributors and the Beacon Record Distributors. Jerry Flato captained the Boston team and Irv Jerome, Capitol Eastern Sales Manager headed Beaco.

FOR THE BEST IN ROCK & ROLL POP RHYTHM & BLUES CALL ON

ALL-STATE RECORD DISTRIBUTING CO.
2033 Michigan Avenue CHICAGO 16, ILLINOIS
(Phone: Calumet 5-0924)

For the best in one-stop record service, all labels all hits — 45 RPM 55¢ 78 RPM 60¢ Single eps 91¢

No extra charges free title strip service
No order too large or too small save time! save money!

Store business welcome no c.o.d. send check with order postage paid.

The Musical Sales Co.
Legend Distributors 140 W. Mount Royal Ave. Baltimore 1, Maryland Vernon 7-5755

AMERICA’S MOST COMPLETE ONE-STOP THE RECORD BOX
1301 W. 79th STREET (All Phones: Aberdeen 4-3600) CHICAGO 20, ILL.
ORDER SHIPPED SAME DAY RECEIVED—FREE TITLE STRIPS

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
NEW YORK, N. Y.—RCA Victor officials revealed this week that the company next month will release the first samplers in the history of the record industry that will earn dealers a normal profit.

The samplers are a feature of RCA Victor's Showcase in Sound best buy program, for September, details of which were explained to distributors by Victor executives last week. Twenty-eight new albums will be offered in the program, fourteen of them classical and fourteen pop. Among the classical selections are three complete operas.

There will be two Showcase in Sound 12-inch samplers, one classical and the other pop, as well as a 45-Extended Play pop highlighter. The 12-inch samplers will have a suggested list price of $1.49 and a suggested dealer cost of 92 cents. The 45 EP pop highlighter will carry a suggested list price of 98 cents and a suggested dealer cost of 61 cents. As an added feature, coupons worth up to $20.44 on LP and up to $12 on 45s will be given with each sampler, redeemable on selected merchandise at the dealers.

An eight-page, full-color selective catalog listing September Best Buy program albums as well as 150 classical best-sellers and 301 pop best-sellers also will be included with every sampler. Both catalogs and records will be enclosed in transparent plastic sleeves that will serve as a permanent catalog holder—a consumer catalog designed to bring dealers repeat business for months.

The classical sampler features 13 highlights of the September Best Buy merchandise, plus a feature that should make the catalog a collector's item. Ten of the excerpts are introduced by the artists themselves who tell the how and why of the actual recording.

The pop sampler offers 12 highlights from the Best-Buy release. The 45 EP highlighter is a two record, eight selection package.

The coupons included with each Showcase in Sound sampler will offer a 25 percent discount on several outstanding packages. On EP, these selections include:


The same items are available on 135LP's at the same savings, plus the following LP's, and others:


When the consumer buys a sampler, he is entitled to purchase any one or all of these items at the 25 percent discount between September 1st and December 31st, 1956. All dealer purchases of the items carry a 25 percent discount in addition to the normal discount.

A powerful promotion and advertising campaign has been lined up to support Victor's program. It will include a pop and jazz campaign in Life Magazine; a new, Red Seal list campaign in the New Yorker. The Saturday Review, Atlantic Monthly and Harper's; special Showcase in Sound advertising in catalogs and record publications; co-op ads, specially prepared for every category of Showcase in Sound merchandise; national radio and color TV specials; commercials; album disk jockey service programs for pop, jazz and Red Seal Showcase in Sound merchandise; a special 12-page bulletin, displaying alluture in Showcase in Sound albums and lightweight albums, will be sent to Save-on-Records customers, and a Perfect For Parties tie-in promotion with Seventeen Magazine and Mutual Stores, featuring the 20 greatest RCA Victor Pop Albums for November. Dealers will be supplied free a 6-piece display kit, plus a full color counter merchandise.

Victor executives, in explaining the program to distributors, pointed out that the discount advantages of the program will be tailor-made to best suit the needs of each distributor and the area he serves. The program offers inventory protection, they added, as well as dating privileges. The 28 items offered in Showcase in Sound are:

Classical
LA BOHEME COMPLETE (PUCINI)—Merrill; Beevoering; Reardon; Tozzi; de los Angeles; others; Beecham, RCA Victor Orch.—with complete novel "Cavalleria" by Dumas.
OFFENBRACH IN AMERICA—Fiedler, Boston Pops Orch.—with deluxe album.
GETTING FRIENDLY WITH MUSIC—Fiedler, Boston Pops Orch.
JUNGLE DRUMS—Morton Gould and his Orch.
SONATA NO. 3, IN F-SHARP MINOR, OP. 23/PRELUDIES (SCRIABIN)—Horowitz.
MANON (COMPLETE) (MASEN-NET)—Legay; de los Angeles; Dennis; others; Monteux, Orch. and Cho. of Theatre National de l'Opera —Cominetti.
LA TRAVIATA (COMPLETE) (VERDI)—Carrieri; Valletti; Warren; others; Monteux, Rome Opera House Orch. and Cho.
MUNCH CONDUCTS THE FATORAL SYMPHONY (BEETHOVEN)—Boston Symph. Orch.
THE VIRTUOSO ORCHESTRA—Munch, Boston Symph. Orch.
SYMPHONY NO. 7, IN A, OP. 92 (BEETHOVEN)—Reiner, Chicago Symph. Orch.—with deluxe album
ELEKTRA/SALEME/LA BOURGEOIS GENTILHOMME (B. STRAUSS)—Rorkh; Yeend; others; Reiner, Chicago Symph. Orch.
THE CONCERTO—Rubinstein; Rein- er, Chicago Symph. Orch.—Gregg-Liszt-Rachmaninoff
MY TRUE LOVE SINGS—The Robert Swan Chorale.
THE TONE POEM—Reiner; Munch; Stokowski; Monteux and Fiedler—with deluxe album.
POP
THE BIG SOUND—Ray Bohr
MEDITERRANEAN CRUISE—Frankie Carle and his Orch.
THE BIRDLAND STARS ON TOUR (Vol. 1) —The Birdland Stars
THE BIRDLAND STARS ON TOUR (Vol. 2) —The Birdland Stars
THE DRUM SUITE—Manny Albam—ErnieWilkins.
THE HAWK IN HI FL—Coleman Hawkins.
JULIUS LA ROSA
HAVANA, 3 A.M.—Perez Prado and his Orch.
MUSIC FOR BACHELORS—Henri Temo and his Orch.
THOUGH NOT A WORD WAS SPOKEN—The Voices of Walter Schumann.
HOLLYWOOD PRESBYTERIAN CHURCH CHOIR
WE COULD MAKE SUCH BEAUTIFUL MUSIC—George Williams and his Orch.
THE FOLLIES OF PARIS—Jacques Ysaye and his Orch.—with deluxe album.

Forest Has Hit In "His Name Was Dean"

NEW YORK—Forest Records, new indie label, announced it was the center of excitement this week as its Nathan Russell release of "His Name Was Dean" kicked up quite a fuss in the several areas where it had been exposed.

Leonard Wolf, who is handling promotion for the disk, set the ball rolling last week and the reaction, he says, has been instantaneous.

Harry Finfer, Universal Record Distributors in Philadelphia, reports the Forest record has hit with the same initial impact as did "Flying Saucer" by Buchanam and Goodman on Luniverse just a few weeks ago. Finfer says he had only three samples which he gave to the 950 Club, the Bandstand, and Grady and Hurst on Wednesday. On the straight calls were so overwhelming that his initial order with Forest was for 10,000.

It has been reported that several majors have already made healthy offers for the record but Forest plans to hold on to the master and build a strong indie label.

"It's What's in THE CASH BOX That Counts"
NEW YORK:

Don Robey, Peake and Duke Records, reports enthusiastically that several of his current releases are racking up good sized orders. "Don't Let It End This Way" by Elmore Morris, and "You've Got Bad Intentions" by Bobby Blue Bland have both broken in.

ELMORE MORRIS

Shaw has signed Big Jay McNeely to an exclusive management contract. Things are parking along great at the Old Town, the New York Palladium, the Antler and Len Booker. Shaw has two new releases really breaking, "You've Sinned" and "The Angels Song" by the Solitaires; and "Love You Baby All The Time", the Co-Eds. Incidentally, we added another tenor, Jerry Ross, to the Palladium panel, and this week's choice for top disk is "Love You Baby All The Time".

Detailing the success of the record, said he: "At the Palladium, where it is 11:45 p.m., the title track off the disk is quieted by a large group of people, and it is the only record in the box. The title track features a duet by Jimmy Reed and Buddy Price. "It is a great record."

The Dinah, Wacker, Tommy Edwards, Ernie Field and over to "Together" will also be included in the lineup of acts for the week. Tune in Tuesday night for a special "The Flying Saucer" show. The Dinah will also be raising the money to purchase a special "The Flying Saucer" program and will be "Only Time Will Tell" before Bobby began a countrywide tour. Phil Chess just returned from Detroit where, he claims, Bobby Seymour is showcasing The Moonglow's "See Saw" on his daily radio shows and Ed McKenzie is featuring the same song. The Chess record of "Together" and "The Flying Saucer" is also hot. Bobby is also hot for "Together" and "The Flying Saucer" and will be appearing throughout the country with his group. Charles Meyers will now head the office. Len Chess flew down to New Orleans to record Bobby Charles. This will eventually be worked into the Chess' version of "Only Time Will Tell" before Bobby began a countrywide tour. "Only Time Will Tell" before Bobby began a countrywide tour. "Together" and "The Flying Saucer" are both of feature the trumpet.
NEW YORK--It had to happen: Broadway star Jayne Mansfield is all smiles as she learns from Paul Alicia (center) leader of the popular La Playa Sextet he will shortly record "The Jayne Mansfield Cha-Cha-Cha" for Mardi Gras records. Looking on (left) is Mickey "Mr. Universe" Hargitay and Mr. Howard (right) of The Cash Box Magazine at the Coral Reef Beach Club, Lido Beach, L. I. where La Playa is headlining for the summer season.

Fiesta Adds Polka Line

NEW YORK--Jose Morand, Fiesta Records, this week announced the acquisition of a polka line.

Morand purchased the assets of the Karo Record Company, Hartford, Conn., and will form a new label which will be leased as a subsidiary to his Fiesta label. Morand plans to go ahead full speed in all phases of the polka field, both pop and authentic. He will supplement the Karo line with new sessions, and is now in the process of signing several territorial bands in the Midwest.

Distribution will be handled, for the main part, by the present lineup of Fiesta distributors.

CORRECTION

CHICAGO--The advertisement of Vee-Jay Records, Inc., which appeared in the July 28, 1956 (14th Anniversary), issue contained errors on record numbers.

The numbers should have been as follows:

Jee-Jay No. 196, "I Just Got Lucky" by Sonny Tal.
Jee-Jay No. 205, "Since I Fell for You" by The Spaniels.
Jee-Jay No. 207, "We're Gonna Hear a Man" by The Original Five Blind Boys.
Jee-Jay No. 181, "When the Saints Go Marching In" by the Spiritualites.
Jee-Jay No. 182, "My Soul Is a Witness" by The Swan Silvertones.

Decca Inks Slenczynska To Classical Roster

NEW YORK--In a drive to widen the scope of its classical catalogue by adding domestic talent to its roster, Decca Gold Label has signed American pianist Ruth Slenczynska to an exclusive long-term contract.

The former prodigy and pupil of Rachmaninoff, Schnabel and Cortot recently came out of her self-imposed retirement. Her decision stirred such nationwide interest that NBC invited her immediately to appear on Ralph Edwards' television show, "This Is Your Life," on May 30, 1956. Thus Miss Slenczynska's new "career" is off to an auspicious start with an extremely crowded concert schedule before her. National Artists Corporation, her management, informs of sixty appearances with the Boston Pops Orchestra and Arthur Fiedler; a Carnegie Hall concert, on October 27th, with the New York Philharmonic under Dimitri Mitropoulos; numerous recitals, etc. Louis Binaecchi, well-known journalist and biographer (Mary Garden, etc.), is known to be completing a book on Miss Slenczynska which is due out in the fall. Her first Decca Gold Label album is scheduled for a late fall release.

King Chi Manager Dies

CHICAGO--Maurice Myers, 54, Chicago district manager for King Records for the past three years, died suddenly Saturday, July 28, at the Michael Reese Hospital of a heart attack. His son, Charles, will take over the management of the Chicago office. (Al Miller flew in from Cincinnati just 12th to confer with young Myers to assure the latter of the home-office's complete cooperation and sympathy, caused by the untimely passing of Maurice Myers.)

DECCA RECORDS

DIEGO, CALIF.

"The Jayne Mansfield Cha-Cha-Cha"

R & B Disk Jockey

REGIONAL RECORD REPORTS

WEBB--Salt Lake, Md.
1. It's Too Late (Chuck Willis)
2. Fever (Little Willie John)
3. Rip It Up (Little Richard)
4. Rip It Up (Little Richard)
5. Rip It Up (Little Richard)
6. Stranded In The Jungle
7. Treasure Of Love (McPhatter)
8. Roll Over Beethoven (Berry) 9. Kiss Me Some Flowers (Jimmy)
10. Billy's Blues (Stewart)

BILL THORNTON

KRLW--Dallas, Texas
1. Fever (Little Willie John)
2. Rip It Up (Little Richard)
3. When My Dreamboat Comes Home (Buddy Holly)
4. Rip It Up (Little Richard)
5. Ready Teddy (Little Richard)
7. Stranded In The Jungle
8. I Want You (Little Richard)
9. I Love You (Elvis Presley)
10. Flying Saucer (Carmen & Goodwin)

FRANK GLIEBER

WRK--Dallas, Texas
1. Hound Dog (Elvis Presley)
2. I'm In Love Again (Domino)
3. Stranded In The Jungle
4. When My Dreamboat Comes Home (Elvis Presley)
5. Woe Is Me (Cadillac)
6. 1st Teere Of The Roses (Billie Holiday)
7. Clifton "King Bee" Smith

KOCO--Hollywood, Texas
1. Honky Tonk (Bill Doggett)
2. Let The Good Times Roll (Shirley & Lee)
3. Don't Let Me End This Way (Elmo Mayo)
4. Sweet Little Rock And Roll (King)
5. One Kiss Led To Another
6. You've Got Bad Intentions
7. When My Dreamboat Comes Home (Blues Band)
8. Treasure Of Love (McPhatter)

GEORGE FENWILL

WFLR--Marion, Ind.
1. Fever (Little Willie John)
2. Love (Hound Dog Presley)
3. Hallelujah, I Love Her So (Billie Holiday)
4. Stranded In The Jungle
5. My Prayer (Presley)
6. Rip It Up (Little Richard)
7. When My Dreamboat Comes Home (Elvis Presley)
8. Love, Love, Love (Claymoore & Green)
9. Let's Go To The Ball (Shirley & Lee)

CLIFTON "KING BEE" SMITH

WBBF--Walter, Calif.
1. I Want You, I Need You, I Love You (Elvis Presley)
2. Love, Love, Love (Claymoore & Green)
3. My Love (McPhatter)
4. I'm In Love Again (Domino)
5. Blue Moon (Jungle Gymnast)
6. Rip It Up (Little Richard)
7. Hallelujah, I Love Her So (Billie Holiday)
8. Fabric Of Life (Hanny)
9. Corrine Corrina (J. Turner)
10. Funky Fair And Sassy (Big Walter)

AMERICAN RADIO HISTORY

"It's What's In The Cash Box That Counts"
<table>
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<th>Rank</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>My Prayer</td>
<td>Platters</td>
<td>Mercury 70893</td>
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<td>2</td>
<td>Flying Saucer</td>
<td>Buchanan &amp; Goodman</td>
<td>Vee-Jay</td>
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<td>3</td>
<td>Stranded In The Jungle</td>
<td>Cadets (Modern 994)</td>
<td>Atlantic</td>
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<td>4</td>
<td>Fever</td>
<td>Little Willie John</td>
<td>King 4935</td>
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<td>Atlantic</td>
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<td>6</td>
<td>A Casual Look</td>
<td>Chuck Willis (Atlantic 1098)</td>
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<td>7</td>
<td>When My Dreamboat Comes Home</td>
<td>Fats Domino (Imperial 5396)</td>
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<td>8</td>
<td>I Promise To Remember</td>
<td>Teenagers</td>
<td>Flip 315</td>
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<td>9</td>
<td>I’m In Love Again</td>
<td>Fat Domino (Imperial 5386)</td>
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<td>Ups On The Mountain</td>
<td>Impeccables</td>
<td>Savoy 1195</td>
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<td>Honky Tonk</td>
<td>Bill Doggett</td>
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<td>Flyin’ Saucer</td>
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<td>A Casual Look</td>
<td>Chuck Willis (Atlantic 1098)</td>
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<td>17</td>
<td>My Prayer</td>
<td>Platters</td>
<td>Mercury 70893</td>
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<td>A Casual Look</td>
<td>Six Teens</td>
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<td>When My Dreamboat Comes Home</td>
<td>Fats Domino (Imperial 5396)</td>
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<td>I’m In Love Again</td>
<td>Fat Domino (Imperial 5386)</td>
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<td>Woah Is Me</td>
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<td>A Casual Look</td>
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<td>My Prayer</td>
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<td>Stranded In The Jungle</td>
<td>Cadets (Modern 994)</td>
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<td>27</td>
<td>I Promise To Remember</td>
<td>Teenagers</td>
<td>Geo 1018</td>
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<td>28</td>
<td>Don’t Be Cruel</td>
<td>Elvis Presley</td>
<td>RCA Victor 20-6604</td>
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<td>29</td>
<td>Let The Good Times Roll</td>
<td>Shirley &amp; Lee (Aladdin 3325)</td>
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<td>30</td>
<td>A Casual Look</td>
<td>Six Teens</td>
<td>Flip 315</td>
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<td>Stranded In The Jungle</td>
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<td>A Casual Look</td>
<td>Six Teens</td>
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<td>33</td>
<td>My Prayer</td>
<td>Platters</td>
<td>Mercury 70893</td>
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<td>34</td>
<td>So Long</td>
<td>Fats Domino (Imperial 5396)</td>
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<td>35</td>
<td>Honky Tonk</td>
<td>Bill Doggett</td>
<td>King 4950</td>
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<td>36</td>
<td>That’s All There Is To That</td>
<td>Carl &amp; The Fabulous Knights</td>
<td>Capitol 3465</td>
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<tr>
<td>37</td>
<td>Convo Mambo</td>
<td>Guitar Gabble</td>
<td>EXcalion 2052</td>
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<td>38</td>
<td>Candy</td>
<td>Big Maybelle (Savoy 1195)</td>
<td>Atlantic</td>
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<td>39</td>
<td>My Prayer</td>
<td>Platters</td>
<td>Mercury 70893</td>
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<td>40</td>
<td>A Casual Look</td>
<td>Six Teens</td>
<td>Flip 315</td>
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The Top Ten Tunes Netting Hearliest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.
**R & B Sure Shots**

The Cash Box R&B "Sure Shots" highlight records which reports from retail dealers and juke box operators throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"**IN THE STILL OF THE NIGHT**"

Five Satins
Ember 1005

"**LIPSTICK, POWDER AND PAINT**"

"**ROCK AWHILE**"

Joe Turner
Atlantic 1100

"**SEE SAW**"

"WHEN I'M WITH YOU"

Moongloes
Chess 1629

N. Y. Jazz Festival Blues
by ELLIOT HORNE

On the 24th of August—also August twenty-five, You can dig yourself a gang of the coolest jive, At Randall's Island! Swinging in the open air, Spring for tickets in a hurry, The tariff isn't hard to bear, They've got Brubeck and Chet Baker, Gerry Mulligan will blow, Lester Young and Lionel Hampton and some other cats you know, Like Erroll Garner, And Bobby Hackett's boys, Billy Taylor and Buck Clayton... You're bound to hear the sweetest noise, They got Basie and Joe Williams— Billie Holiday will walk? You just can't afford to miss it—bring your favorite frat, To Randall's Island! Dig the stars and modern kicks, Spend the hard and get the tickets, And fall up there and get your kicks! So you want more for your money— Dig the Modern Jazz Quartet, And a drummer man named Krupa— wait—we're not through yet! They've Coleman Hawkins, Chris Connor and O'Day, Zoot Sims and Bobby Brookmeyer Will help you cool the time away, They've got Little Jazz Roy Eldridge come and hear Lee Konitz, moan! They've got Wild Bill and Buddy Shank—Don Ellis's mellosphere; You've gotta make it! It's the craziest of gigs! Take your chick to Randall's Island— You'll flip your lids and bust your wigs!

**The Cash Box Army of the Week**

**“A Casual Look”**

by THE SIX TEENS

FLIP RECORDS
618 S. RIDGELEY DR.
LOS ANGELES 36, CALIF.

**VITA RECORDS**

1486 NO. FAIR OAKS AVE.
PASADENA, CALIF.

**THE NOBLES**

"DO YOU LOVE ME"
b/w "WHO'S BEEN RIDING MY MULE"

EARL FORNIS

"SOMEONE IN THE CROWD"

TERRY RAE

"HELP ME FIND MY LITTLE DOG"

SAPPHIRE RECORD CO.
32 NO. STATE ST., CHICAGO 2, ILL.

"“It's What's in THE CASH BOX That Counts”"
**R & B Reviews**

- **Awards & Sleepers**
  - **A** ★★★★★
  - **B** ★★★★★
  - **C** ★★★★
  - **D** ★★★
  - **E** ★★
  - **F** ★

- **Very Good**
  - **A** ★★★★★
  - **B** ★★★★★
  - **C** ★★★★
  - **D** ★★★
  - **E** ★★
  - **F** ★

- **Excellent**
  - **A** ★★★★★
  - **B** ★★★★★
  - **C** ★★★★
  - **D** ★★★
  - **E** ★★
  - **F** ★

- **Good**
  - **A** ★★★★★
  - **B** ★★★★★
  - **C** ★★★★
  - **D** ★★★
  - **E** ★★
  - **F** ★

- **Mediocre**
  - **A** ★★★★★
  - **B** ★★★★★
  - **C** ★★★★
  - **D** ★★★
  - **E** ★★
  - **F** ★

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**The Cash Box**

**Award o' the Week**

**"LOVE YOU BABY ALL THE TIME" (2:38)**
[Maureen BMI-Jackson]  
**"I BEG YOUR FORGIVENESS" (2:41)**  
[Maureen BMI-Jackson]

**CO-EDS WITH GWEN EDWARDS**  
[Old Town 1027]

- The Co-Eds with Gwen Edwards handling the lead, swing along at a happy quick beat pace, singing "Love You Baby All The Time." The deck is a driving, joyous offering with the sound the kids like. Gwen Edwards does an outstanding job and the platter should make all the charts. This etching sends you soaring. Stay close to it, The flip, "I Beg Your Forgiveness," is a slow beat ballad that comes off ok, but is not in the same commercial category as "Love You Baby."

---

**"DON'T GO NO FARTHER" (2:37)**  
[Arc BMI-Dixon]

**DIAMONDS AT YOUR FEET" (2:18)**  
[Arc BMI-Morganfield]

- Muddy Waters swings a middle beat rhythmic item, "Don't Go No Farther," to a fare-thee-well, giving a real down south hunk of material that Waters quality that enables it sell all over the country. Waters turns on his wall's best, and the deck looks like it could make it in the charts. Watch it closely.

The flip, "Diamonds At Your Feet," is a quick beat bouncer with a merry lyric, like "she gotta take sick and die one of these days" and when she dead I'll bury her very deep." Stirred tune a happy one despite its sad lyric. Ok side, but not in the same class as "Don't Go No Farther."

---

**EARL BOSTIC AND BILL DOGGETT**  
[King 4954]

**WILD BILL DAVIS**  
[Imperial 5399]

- **"INDIANA" (2:20)** [Shapiro Bernstein ASCAP-Harley, MacDonald] The extensive talents of Earl Bostic and Bill Doggett are again joined for an impressive instrumental rendering of a middle beat bouncer. Both Doggett and Bostic swing with energetic performances and the deck comes off in powerful style. Good musical and name value.

- **"RUBBINS ROCK" (2:25)** [Armstrong BMI-Billy Butler] A slow jump delightfully offered. Another strong deck to which the above superlatives apply.

**THE JIVERS**  
[Aladdin 3329]


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**PRESTON LOVE**  
[Dig-116]

- "COUNTRY BOOGIE" (2:25) [Dig-Parker] Preston Love provides a swing backgroung boogie with a good sound and sparkling rhythm. Good listening deck.

- "COUNTRY HOME" (2:50) [Dig-Parker] Love wails a slow beat country blues with feeling. He's going home. Ok country wax.

---

**SPIRITUAL**

**SILVERTONE SINGERS**  
[Nashboro 584]

- "THE SUN WILL RISE TO THE EAST" (2:46) [Exclore BMI-Cox] The Silvertone Singers chant a slow, rhythmic gospel tune with deep feeling. Lord creates an excitement against a monotone chant backdrop.

- "IT'S A WONDER WHAT MY LORD CAN DO" (2:57) [Exclore BMI-Cox] Middle tempo religious offering with a syncopated rhythm and exciting delivery.

---

**IMPERIAL GOSPEL SINGERS**  
[Taxedo 912]

- "JUST AS I AM" (2:51) (P.D.)  
The Imperial Gospel Singers offer a slow paced, simple gospel number with an effective performance. Sincere offering.

- "I FOUND HIM" (2:42) [Ford Music BMI-Smallwood] The Imperial Gospel Singers chant a quick beat spiritual on the flip. Deck is for the bug who wants excitement with his religious wax.

---

**CAPITAL CITY STARS**  
[Taxedo 911]

- "HAPPY AM I" (2:39) The Capital City Stars bounce thru a quick beat rhythmic item that has a good edge. The disc has a lively swing and good performance.

- "LET JESUS LEAD YOU" (2:35) The Capital City Stars rock with a quick beat jubilee item that races headlong all the way. Spiritual material and delivery.

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Meeting Dates

Music Operators’ Associations

Place: Elum Music Offices, Massillon, Ohio

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

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

15—New York State Operators Guild
Place: Gov. Clinton Hotel, Kingston, N. Y.

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

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

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

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

18 & 19—Alabama Amusement Association
Place: Gulf Shores, Ala.

19 & 20—South Dakota Phonograph Operators’ Assn.
Place: Lawler Hotel, Mitchell, S. Dak.

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

27—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Sept. 3—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

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

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

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

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

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

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

Place: Beacon hotel, Boston, Mass.

22 & 23—Music Guild of Nebraska
Place: Blackstone Hotel, Omaha, Neb.

Attention: Operators’ Associations

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

Territorial Tips

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

(Listed Alphabetically)

1. "AFTER THE LIGHTS GO DOWN LOW" (Decca 29965)
2. "BAD LUCK" (Mercury 548)
3. "BE-BOP-A-LULA" (Columbia 1513)
4. "BLUES MOOD" (Julie Stevens [Dot 116])
5. "CAN’T WE BE SWEETHEARTS" (Capitol 153)
6. "CANADIAN SUNSET" (RCA Victor 20-6337)
7. "COME ON HOME" (KPM 466)
8. "DON’T GO NO FURTHER" (Chess 1630)
9. "DON’T LET IT END THIS WAY" (Emile Morris [Pearl 1664])
10. "DON’T SLAM THAT DOOR" (Imperial 7595)
11. "ENDLESS" (Imperial 5000)
12. "HEAVEN ON EARTH" (Platters 107993)
13. "HOUND DOG" (RCA Victor 20-6044)
14. "I GOTTA GET MYSELF A WOMAN" (Atlantic 1101)
16. "I LOVE YOU BABY" (Mercury 1101)
17. "I’m MAD WHO DO YOU LOVE" (Cleaver 1102)
18. "I’m TOLD" (Sulphur 100)
19. "I NEED SOMEONE" (Aladdin 3230)
20. "I WANT YOU, I NEED YOU" (Columbia 1101)
21. "I’VE BEEN TO LONDON" (Federal 1018)
22. "IN THE BLOOD" (Mercury 1101)
23. "I’M YOUR MAN" (Columbia 1101)
24. "KNOCKED ON WOOD" (Ches 1627)
25. "LIPSTICK, POWDER AND PAINT" (Chess 1627)
26. "LITTLE ROCK AWIL" (Atlantic 1100)
27. "MAMBO" (Contender 1101)
28. "MARGARITAVILLE" (Mercury 1101)
29. "MAMMY" (Mercury 1101)
30. "MY MIND" (Polk 1101)

NEW ON GROOVE

The Cash Box “Territorial Tips”

4 Big New Hot Platters
From Atlantic’s Oven!

1. "MOM OH MOM" (Atlantic 1102)
2. "I WANT TO BE LOVED" (Atlantic 1100)
3. "LIPSTICK, POWDER AND PAINT" (Atlantic 1100)
4. "ROCK-A-WHILE" (Atlantic 1100)

3 The Drifters
"SOLDIER OF FORTUNE"
"I GOTTA GET MYSELF A WOMAN"

4 The Cardinals
"THE END OF THE STORY"
"I WON’T MAKE YOU CRY"

Atlantic RECordinG coP
23 W. 36TH STREET, NEW YORK

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

Attention: Operators’ Associations

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

"It’s What’s in THE CASH BOX That Counts"
### Country Disk Jockey
#### Regional Record Reports

**TOM PERRYMAN**
KSLJ—Gladewater, Texas
1. Don't Be Cruel (S. Presley)
2. One Man Woman (Horton)
3. It's Whistlin' (W. Everette)
4. My Lips Are Sealed (Reaves)
5. Sample My Love (G. Hill)
6. Consience, I'm Guilty (Hank Snow)
7. I Walk The Line (J. Cash)
8. You Say I'm Easy (W. Everette)
9. Honey, It's Me (J. Cash)
10. Blackboard Of My Heart (Thompson)

**MARY WILSON**
KCLX—Collfax, Wash.
1. Country Roads (Ray Price)
2. Aladdin's Lamp (J. Huskey)
3. By Your Side (Reaves)
4. Sweet Dreams (Faron Young)
5. Deep Sleep Blues (Williams)
6. Sunside Of The Mountain (Lovelace Meiers)
7. You Can Go All The Way (Hank Thompson)
8. Any Old Time (W. Pierce)

**RAY FRAZIER**
WCLA—Petersburg, Va.
1. Country Roads (Ray Price)
2. Sweet Dreams (Faron Young)
3. I Walk The Line (J. Cash)
4. Searching (Kitty Wells)
5. You Are The One (C. Smith)
6. Twenty Feet Of Muddy Water (Jimmy James)
7. We'll Find A Way (Pierce)
8. You Dance Me Wrong (Price)
9. Hound Dog (Elvis Presley)
10. Tryin' To Forget The Blues (Furter Wagner)

**GEORGE POPKINS**
WQGL—Richmond, Va.
1. Charmed Too (Les & Cooper)
2. My Lips Are Sealed (Reaves)
3. Sunny Side Of Muddy Water (Sunny James)
4. Searching (Kitty Wells)
5. Country Roads (Ray Price)
6. I Walk The Line (J. Cash)
7. Trying To Forget The Blues (Hank Thompson)
8. I've Loved And Lost Again (Pettie Clift)
9. Onie's Bop (Onie Wheeler)

**RAY GODWIN**
WFJX—Fort Jackson, S. C.
1. Crazy Arms (Ray Price)
2. I'd Rather Stay Home (Kitty Wells)
3. You Are The One (Smith)
4. I Walk The Line (J. Cash)
5. By The Sweat Of My Brow (Bill Caine)
6. I'm A One Woman Man (Johnny Horton)
7. I've Got The Fever (Bobby Hamilton)
8. That Old Ole Town Hall (Hank Thompson)
9. At The Ole Town Hall (Hank Thompson)
10. You Dance Me Wrong (Price)

**WILLIAM W. TOWNER**
WJVL—Niagara Falls, N. Y.
1. I Walk The Line (J. Cash)
2. Crazy Arms (Ray Price)
3. I Want To Be Loved (C. Smith)
4. Sweet Dreams (Faron Young)
5. Twenty Feet Of Muddy Water (Jimmy James)
6. We'll Find A Way (Pierce)
7. Consience, I'm Guilty (Hank Snow)
8. I Take The Chance (Brown)
9. That's Right Baby (Thompson)
10. I'll Rather Stay Home (Wells)

**JOHNNY RION**
KSTL—St. Louis, Mo.
1. I'm So In Love With You (Smith)
2. Consience, I'm Guilty (Hank Snow)
3. Crazy Arms (Ray Price)
4. Cheated Too (Lee & Cooper)
5. I Want You, I Need You (Price)
6. You Are The One (C. Smith)
7. I Walk The Line (J. Cash)
8. I'll Miss You (J. Young)
9. We'll Find A Way (Pierce)

**JOHNNY RION**
KSTL—St. Louis, Mo.
1. I'm So In Love With You (Smith)
2. Consience, I'm Guilty (Hank Snow)
3. Crazy Arms (Ray Price)
4. Cheated Too (Lee & Cooper)
5. I Want You, I Need You (Price)
6. You Are The One (C. Smith)
7. I Walk The Line (J. Cash)
8. I'll Miss You (J. Young)
9. We'll Find A Way (Pierce)

**BILLY THORNTON**
KRLW—Walnut Ridge, Ark., Tex.
1. You Are The One (C. Smith)
2. I Want To Be Loved (C. Smith)
3. Wonder Why (W. Everette)
4. Bopin' The Blues (Perkins)
5. Same Old Joe (Browns)
6. Hopin' That You're Hopin' (Lovelace)
7. Sweet Dreams (F. Young)
8. Walls Of The Angels (C. Smith)
9. Whippin' Will (B. Martin)
10. Thirty Years From Now (Wells)

### A Pure Country Sensation!

**JIM REEVES**
Mother of a Honky Tonk Girl sung with Carol Johnson
Tanner Music Co.

According To My Heart
Cedarwood Publ. Co.
20/47-6620

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**CAROL JOHNSON**
Reeves personal manager; HERBERT L. SHUCHER
613 Gibson Drive, Madison, Tenn.
Madison 7-2484

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**RCA VICTOR**

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NASHVILLE, The United States Sixth Circuit Court of Appeals has dismissed the suit of Republic Recording Company, Inc., of Nashville, Tenn., against Decca Records, Inc., reversing a lower court judgment of $48,988.29 in Republic's favor.

Republic's action was originally based on the release by Decca in 1953 of recordings made for Decca in 1952 by Del Wood, Country and Western pianist and vocalist, in alleged unfair competition with Republic's recordings of the same artist. Republic had an exclusive contract with Del Wood dating from February, 1953, before the Decca recordings were released, but after they had been cut. Republic was permitted to amend its complaint to include the additional claim that Decca, in recording Del Wood, was guilty of inducing Republic's competitor company, Tennessee Records, Inc, which contract Tennessee had assigned to Republic in February, 1953.

The Court of Appeals based its decision on determination of the single question of whether Republic's alleged "induced Del Wood to break her contract with Tennessee." The Court found that Tennessee Records had been placed in the American Federation of Musician's "unfair list," prior to the Del Wood recording sessions for Decca, and it found further, expressly reversing a contrary finding of the trial court, that the evidence established that Del Wood was a member of the American Federation of Musicians. It was, therefore, held that "according to the terms of the contract between the union and Tennessee Records, Del Wood, as a union member, was free to make recordings at the time Tennessee Records was placed on the union's unfair list and, accordingly, Decca was not guilty of inducing her to break her contract."

The Court pointed to other facts in the record which, in themselves, absolved Decca of any wrongdoing. Thus, the evidence showed that Del Wood had "abandoned and repudiated" her contract with Tennessee "several months before Decca came on the scene", and Decca did not release the De Wood records "until it had been advised by Del Wood's attorney that she had secured her release of her contract with Tennessee Records."

"It is impossible", concluded the Court, "to reconcile the foregoing with the conclusion that Decca induced Del Wood to break her contract with Tennessee Records. These are all considerations that sustain appellant's contentions."

The Court's conclusion is that Decca's companion suit against Decca was dismissed with prejudice by the trial court on her own attorney's motion.

NASHVILLE, TENN.—Grand Ole Opry star Autry Inman has become the third country artist in the nation to acquire a woman manager. Inman, recently returned from the longest personal appearance of his career (three years with the U.S. Army), is shown signing a contract which gave Miss Jeanne Taylor of Nashville exclusive management rights. His latest Decca recording is "Be-Bop Baby," and "A Doggone Lie".

The Country Records
Disk Jockeys
Played Most

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. CRAZY ARMS
   Ray Price (Columbia)
   Johnny Cash (Sun)
2. I WALK THE LINE
   Johnny Cash (Sun) 45-241
3. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley (RCA Victor 20-6540; 47-6540)
4. YOU ARE THE ONE
   Carl Smith (Columbia 21522; 4-21522)
5. SEARCHING
   Kitty Wells (Decca 29956; 9-29956)
6. BE-BOP-A-LULA
   Gene Vincent (Capital 3450; F3443)
7. HOUND DOG
   Elvis Presley (RCA Victor 20-6604; 47-6604)
8. SWEET DREAMS
   Foran Young (Capitol 3443; F3443)
9. MY LIPS ARE SEALED
   Jim Reeves (RCA Victor 20-6517; 47-6517)
10. ANY OLD TIME
    Webb Pierce (Decca 29974; 9-29974)

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

Country Best Sellers

1. CRAZY ARMS
   Ray Price (Columbia 21510; 4-21510)
2. I WALK THE LINE
   Johnny Cash (Sun 241; 45-241)
3. I WANT YOU, I NEED YOU, I LOVE YOU
   Elvis Presley
4. HOUND DOG
   Elvis Presley (RCA Victor 20-6540; 47-6540)
5. SEARCHING
   Kitty Wells (Decca 29956; 9-29956)
6. SWEET DREAMS
   Foran Young (Capitol 3443; F3443)
7. YOU ARE THE ONE
   Carl Smith (Columbia 21522; 4-21522)
8. ANY OLD TIME
   Webb Pierce (Decca 29974; 9-29974)
9. MY LIPS ARE SEALED
10. CONSCIENCE, I'M GUILTY
11. YOU AND ME
12. BLACKBOARD OF MY HEART
13. DON'T BE CRUEL
14. GOODBYE, MR. BROWN
15. BEST PARTS OF YOU
16. I'M SO IN LOVE WITH YOU
17. TWENTY FEET OF MUDDY WATER
18. HOPPING THAT YOU'RE HOPING
19. WE'LL FIND A WAY
20. I'M NOT SO FREE

AIR MAIL SUBSCRIPTION
To The Cash Box $30
JIMMIE WILLIAMS
on MGM
sings "ALPHA and OMEGA"
b/w "Where Will I Shelter My Sheep"
White Oak Music-BMI
7771 Cheviot Rd.
Cincinnati 24, O.
**Cincinnati Cut-Ups**

The Heartmen are off WLW-R and TV for a few weeks to make personal appearances in town and elsewhere. They'll be working the State Fair at Oceanoa, Iowa, and then a county fair in Fairmount, Minn. The group consists of Kenny Prince (Guitar), Freddy Langdon (Fiddle), Betty Veale, and Buddy Ross (Accordion). This quartet really sends us. Too bad they don't have a recording contract. Betty Foley is working at the Ocean Pier in Daytona Beach. The phone rang off the hook Sunday night with Roy Druski. She will be working the Wisconsin State Fair in August. She drops by to see her manager Marty Roberts. Bill Holton, who used to work radio in the Midwest, is now booked in the Texas Club with his trio. Gil Shepard now can be heard over WCE at Chester. He has a half-hour show for the Sixty-second shops, and does it from a mobile truck at a different location each week. You can understand that Lee Irwin is now the owner of the Heartmen. The band, which has just cut a 12-inch long playing record called "Moon River Music." For more than two years, the group has had a popular radio show called "Moon River" over WCE.

**THE CASH BOX BULLSEYE**

"THE MOTHER OF A HONKY TONK GIRL." (2:19) [Tammie Wynette, Long, N. E. Mayer]

"ACCORDING TO MY HEART." [Cedarwood BMI—Walker]

**FOOTNOTE**

***THE HANK SNOW CONSCIENCE, IM GUILTY***

**THE CASH BOX BULLSEYE**

"I'M NOT IN MY TEENS." (2:10) [Columbia BMI—Collins]

"DON'T CRY HIPPIE." [Columbia BMI—Collins]

**ANDY BIRD PRECIOUS." (2:10) [BMI—Collins]

"TAKING IT EASY." (2:20) [Columbia BMI—Collins]

"THE BEST YEARS OF YOUR LIFE." (2:32) [Cedarwood BMI—Lloyd]

"MY LITTLE RAT." (2:35) [Leeds ASCAP—S. Martin, D. Miller, J. Dale]

**FOOTNOTE**

Dreams, wishes, and hopes can be appreciated once again, this time around a stirring 1200 Voice Oklahoma City-Billy Graham Crusade Choir background. It's a thrilling rendition of an American favorite and should score heavily among both Shea and Rusty fans. This song is a good one. The message of the song is: "This is the time to go to the polls and vote. If we don't, the world may come to an end."

**THE CASH BOX BULLSEYE**

"SINGING THE BLUES." (2:24) [Acuff-Rose BMI—Endley]

"I CAN'T QUIT." (2:24) [Acuff-Rose BMI—M. Robbins]

**FOOTNOTE**

Marty Robbins makes his bid for war honors and it looks as though he's come up with the tunes that will make the climb to a high rank on the sales ladder. The polished song stylist, who's equally at home with the rock 'n rollers and banker ballads, lends his talent and personality to a state-of-the-art rhythm, tempo, crying-towel item labelled "Singing The Blues." It's a strong piece of material and Robbins handles it in excellent fashion. On the flip, "I Can't Quit (I've Gone Too Far)," the warbler sends up another highly effective reading as he spins a feeling of quick beat lover's tale. Both ends rank as hit contenders with an edge going to the "Blues" side.
Not one viewer among the Grand Ole Opry's huge nationwide audience knew that master comedian, Rod Brasfield, was fresh from a hospital bed where he lost 26 pounds in a heart attack and a handful of the 15,000 who packed the huge auditorium for the last hour, the thin, pallor-faced Brasfield, campaigned for office with stump speeches, teased his friend, Minnie Pearl, flirited with the women, and whisked off thestage. With the help of Hazzard, Douglas, frontman, the Hazzard Douglas Show, who brought Red into the Opry family years ago, "In 30 years of Grand Ole Opry there has been no greater show." Brasfield, incidentally, left Aug. 6th to fulfill a 3-month motion picture contract as a star in "The Frisco in the Crowd," a picture about the Opry which also includes Andy Griffith, Jud Collins and Eddie Hill... and this was just part of the story as reported by Bob A. Zevan of last week's Nashville Banner — "It Happened in the Grand Ole Opry feature article.... Also in the paper were the tales of another great trouper, Jean Chapel, former Opry member who carried on with one-hour show, at the Knolles Home For the Aged, a few hours after her grandfather died.

John Kelly's talent office, at Nashville, is all buzz these days. Kelly handles the managerial roles, along with his brother Tom Kelly, for Jean Shepard (Capital) and Hawkshaw Hawkins (RCA Victor). Kelly's office also has a bright new singing star, a young Oklahoma Jubilee, into town last week for the wedding of his daughter, Julia. Bobby Myers back in Nashville after a combination vacation-personal business trip to Texas and point Southwest.

Martha Carson (RCA Victor) returns to work September 1st. Martha made her first back-state visit at the Opry last weekend since the birth of her new son, Paul. Joinee, C. Cross is the happy father and personal manager of Martha.

June Carter returned to her old stomping-ground in Nashville, Tennessee, has been after seven weeks in New York where she has been studying dramatics. After June's only appearance on the Opry last week she immediately began preparations for her continued studies in acting.

A note from Hal Smith, owner mgr. of Carl Smith, informs us that ABC Radio Network officials released word the deejay program Carl is handling for the network has been drawing splendid amounts of comment and mail. The show is heard each Sunday P.M. in the South and offers a chance for outdoor in the nation, where he presented the Ozark Jubilee Award to the top rodeo competitor. Auburn-haired Del Wood (RCA Victor) has come up with one of her finest picture instrumentals since her debut, "Swimming Shores". The keyboard stylist turns in a great performance with her latest release "Instrumentation of the Opry" and "You Are From Dixie".

Johnny & Jack (RCA Victor) who have been riding the road pretty heavily doing personal appearances in practically every state in the Union, are also currently riding high with their hit recording of "Love, Love, Love."

There is much talk about the new Jim Reeves-Carol Johnson (RCA Victor) duet that hit the market this week. These two artists have combined their talents for a great record entitled "I Am The Mother Of A Honky-Tonk Girl." On the flip Jim Reeves turns in one of his greatest vocals for "Redemption's Hour". The tune is referred to as the "Singing Fisherman," and from the way things are going in the record business, it has come up with some mighty good "catches" lately.

Johnny Horton (Columbia) who came into his own with his recording of "Honky Tonk Man" is back again with another strong contender for the country charts, "A Cowboy's Life," which has been called "The Best You've Ever Had." Attention: Please address all information concerning Country music and talent to Mr. Howard, Country Talent, The Cash Box, 26 W. 47th Street, New York, N. Y.
"What's in THE CASH BOX That Counts"

Only the Seeburg V-200 gives you all these advantages:

- **200 selections** to provide an adequate number of both single and Extended Play selections under the five basic musical classifications.
- **The Select-O-Matic “200” mechanism** is the most revolutionary development for the playing of recorded music since the invention of the phonograph.
- **Revolving Drum program selector** classifies the 200 selections 40 at a time under appropriate classification headings. This well-illuminated display makes programming easier and selection faster.
- **Dual Credit system** compensates the operator for the additional time required to play E.P. records by permitting the playing of singles (Hit Tunes) at one price and E.P.’s (Standards and Show Tunes) at a proportionately higher price.
- **High Fidelity at its best** because the high fidelity pickup assembly, amplifier and speaker system have been designed to faithfully reproduce every note in the tonal spectrum. Also, high fidelity remote speakers for every need.
- **The Wall-O-Matic “200” the finest in remote control** brings music right to the finger tips of the public. 200 selections are classified under the same musical headings as on the V-200. Three-wire type for quick, easy installation.

America’s Finest and Most Complete Music Systems
PUERTO RICO—Puerto Rico, which has improved as a coin machine operating area in recent years, is bound to improve still more during the next seven years, as the Commonwealth government’s Economic Development Administration advises it hopes to attract as many as 500 factories to this Island. John L. Snyder, head of the administration’s mainland office said that more than 400 new factories have already been set up, 109 of them during the past year. Puerto Rican per capita income has risen to $255, from only $148 in 1940. National income, expressed in terms of 1940 prices, has gone up 107 per cent to over $472 million.

NEW YORK—Quoting an Associated Press report that figures supplied by a large number of American corporations showed an increase in profits for the first six months of 1956 of 5.5 per cent over the first six months of 1955, a financial paper moans pitifully that this is a terrible situation because a year ago at this time corporation’s profits were showing a 34.7 per cent increase. This financial publication should be quite happy about the increase, instead of shedding crocodile tears, as it shows the country can progress even the slumps and strikes have affected the earnings of some of our important corporations.

NIAGARA FALLS, N.Y.—A few days prior to the tragic explosion this past week at the Otis Mathieson Chemical Corporation plant, was the announcement by this firm that it will build a $36 million plant in Model City, about 14 miles north of Niagara Falls. In addition, it was announced that the company is building a smaller plant, also at the Lake Ontario Ordnance Works. This building program is good news to ops in this area, as business will boom during the building program, and then many hundreds of additional workers will be permanently situated here.

CHICAGO—Seems that wherever one looks, a new record in something or other is being set. Here’s one, however, which we deplore. The National Safety Council said this week that it will take “almost a miracle” to head off a record high national traffic toll in 1956. In the first six months of the year 18,120 persons have been killed in traffic accidents, setting a new all-time high for the period, 10 per cent increase over a similar period last year. Let’s take it easy fellows.

"Amazing", was the one word pleased statement of a noted manufacturer, discussing the tremendous upturn in export business his firm is enjoying.

Many firms, all over the nation, are using similar words to describe the business they are today receiving from all world markets.

Demand for late model used games and music equipment is creating an acute shortage in the domestic U.S. market. This demand hasn’t slackened for an instant.

Even international phone calls are being placed to U.S. distributors and manufacturers from various foreign countries in an effort to more quickly obtain much sought after machines.

The continued growth of the export market was predicted by The Cash Box some months back when it originated and printed its now famed, “Export Quarterly Edition” issues printed in Spanish, French, German as well as in English.

While there seems to be some bleakness in the tremendous boom of business which this nation’s coin machines industry has enjoyed for some years now, countries from all over the world are now calling for machines.

They are cabling and writing to distributors in an effort to obtain late model used games and phonos. They know the models they want. They know the coin chutes required. They also order the correct motors and parts they need to be able to operate the machines in their own countries.

Many of the world buyers of used machines are now doing their own repairs and change overs. They respray cabinets and even rebuild cabinets. They recondition the machines to meet with their own operating requirements.

In the meantime sales of new machines continue ahead at a growing pace. Manufacturers are absolutely surprised, in some instances, at the volume of orders they are receiving, especially if the new machine fits the operating picture in various world markets.

This export boom continues on ahead unimpeded. It seems that it will grow even greater from all present indications. This is due to the fact that many manufacturers plan their new products to meet with world market demand. Even the choice of names for games is now based on world market recognition.

There are some in the U.S. who are now also of the belief that the Sterling countries will soon be able to match the American gold standard, as inflation continues. With the Sterling countries importing American coin operated equipment, the market will be many, many times greater than it ever has been in all the history of the industry.
CHICAGO — Greater enthusiasm and optimism than ever before here at this time of the year is apparent as the new products start to market. In every case, at least up to this writing, manufacturers report:

“Our new games have been well received by the trade. Orders are arriving each day in greater quantity than we ever expected to enjoy introducing a new game during these torrid months of the year.”

This has heartened a great many. They new believe that the forthcoming Fall season “may bring boom business back again.”

The enthusiasm which is rife here, because of the reaction to the new games that are already on the market as well as for the others that are being prepared for the market, seems to be spreading out happy tentacles far and wide. The optimism and enthusiasm is reported to be catching on in all other parts of the country.

Sales managers here are especially enthusiastic. They feel, “There is sure to develop a grand boom Fall season if the trade will plunge right in with the factories and get action going everywhere.”

Almost everyone here is of the opinion that, “It takes more than just a good new game to get a boom under way.

“Everyone must plunge in with optimism, enthusiasm and faith in the future. This, added to hard work and plenty of good promotion, will assure everyone the greatest Fall season in many years.”

The new in-line games on the market have clicked with users everywhere. The new pinballs are also winning many new adherents as well as enthusing older users of the games. Players are reported to be more pleased than ever with these new machines.

New guns, kiddie rides, bowlers and all other games, added to the phonos now on the market, have started a marvelous chain reaction for a grand Fall season throughout the nation, according to those who have been contacting columnists.

“The operators wanted and need new products”, one well known sales manager reported, “The sudden swoop of new games down on the field as the Fall season starts peeling around the corner has peppep up everyone.

“It seems”, he added, “that the trade needed this past slowdown to get settled as to what would prove best for all concerned.

“Surely”, he concludes, “the new games which are now being produced are proving that they are just what the operators wanted and needed.”

Another sales manager claims, “No one can continue to operate one type of game for too long a period. It’s just like trying to force one kind of food down a person’s throat day after day and week after week.

“The players”, he claims, “were losing interest. The operators realized this fact. It’s the operators own demands that are now being met by the factories here.

“The sudden upward swing of business is completely indicative of a forthcoming boom Fall Season.”

AMI Offers Music Ops Free Adv. Mats For Local Papers

GRAND RAPIDS, MICH.—John A. Fitzgerald, advertising and sales promotion manager, AMI, Inc., this city, announced that a series of 15 newspaper advertising mats providing an effective local public relations plan for music operators can be secured free of charge.

A folder showing the 15 mats can be obtained from AMI by just writing in to the manufacturing firm, or at all of local AMI distributors. The music operator then can select any or all of the mats, send in their requests to AMI and the mats will be mailed to them free.

Each of the mats, shown in full size, provides space for the operator’s name and address which may be inserted by the local newspaper to personalize the message.

“The mats are equally useful to operators of all makes of juke box equipment” states Fitzgerald, “as no manufacturer’s product is singled out for mention in the copy or illustrations.”

Sam Stern Off To Europe

Will Set Up Headquarters at Hotel Plaza Athenee, Paris, on Aug. 23. Plans to Cover 12 Countries Appointing Distributors

CHICAGO—Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, is on his way to Europe. He plans to set up headquarters at the Hotel Plaza Athenee in Paris, France.

Using Paris as the hub of his travels he will cover Spain, Portugal, Germany, Belgium, Holland, Switzerland, Italy, Norway, Denmark, Sweden and other countries, appointing distributors for the factory.

Williams’ distributor in Paris is A. Jeffroy of Duplex Commerciales.

Heightened interest in imports by all the European nations decided Stern to make the trip and gain a better knowledge of the Continental markets as well as a closer understanding of the needs of those firms that have been importing Williams’ products.

Executives at Williams Manufacturing Company reported this past week:

“We are tremendously pleased to have our executive vice president and general manager, Sam Stern, setting up headquarters in Paris to cover the European market.

“He will probably remain in Paris from six to eight weeks and will make a city the hub of his visits to various countries on the European continent.”

Prizes For Wurlitzer

“Centennial” Guests

NORTH TONAWANDA, N. Y.—Samples of many souvenirs that will be won by Wurlitzer distributors and operators at the gala Centennial Celebration to be held at Wurlitzer Park, this city, were previewed today by sales manager, Robert Buer. Upon inspecting the hundreds of souvenirs, which will include straw hats, sweetie-pie dolls, canes, rock and roll dolls, umbrellas, leis and derbies, Bob was able to outfit himself with everything that Wurlitzer guests will win at the first drawing on August 24, as pictured above.

Festivities on August 25 will be highlighted when operators win their pick of prizes which will include Sylvania and Admiral television sets, Fridgidaire and Admiral refrigerators, ranges, automatic washers, a portable Wurlitzer electronic piano, a Wurlitzer 88-note Spinet piano and an Electronic Organ.

All these prizes will be topped off with a grand prize of a spanking, gleaming, new white Pontiac Station Wagon and luxurious appointments.

Upon entering Wurlitzer Park, a massed prize display will be on view on a raised platform directly in front of the mammoth stage for all to see during the entire celebration.
Williams Mfg. Introduces New Five-Ball Game

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manufacturing Company, this city, reported this past week that the firm's new single-player five-ball game, "Hot Digitgy," was now being shipped to its distributors all over the country.

He said: "The hit which our 'Surf Rider,' four-player five-ball game made, convinced our organization of distributors that we should immediately follow up with a new type, single-player, five-ball game.

"This is just what 'Hot Digitgy' really is. An entirely new thrill five-ball game. It has no play features which have been proved to be the most enticing and suspenseful on every test location. It has new simplified construction which is sure to meet the approval of every operator and his mechanics.

"This is one game," Weinand stated, "that is bound to start big five-ball play action going all over again in hundreds and hundreds of locations everywhere."

Weinand, pointing out the features of "Hot Digitgy," first explained that the game incorporates "the new Williams' balanced playfield with more ways to score awards."

The game comes in both novelty and replay models. There are two skill tracks at the top of the playfield. Ball shot into top hole when hit. The hit scores one replay. Side roll-overs score replay with numbers hit.

The center hole is a "extra special" score, Weinand stated, when the player spells out "Hot Digitgy." There's a digit key which has special score when hit. When roll-over lanes are hit there are two special scores.

"In short," reports Weinand, "the playfield is spell out 'Waltz,' 'Tango,' or 'Polka' and shoot the ball into center hole for one replay."

"If he spells out 'Digitgy,' which means 'one replay,' he added, "and then shoots ball into center hole he gets five plays."

"All this," Weinand reminded, "in addition to the high-score playfield.

Weinand said, "All we ask is that every operator get over to his nearest Williams' distributor and play 'Hot Digitgy' just once.

"That's all it takes," he concluded, "to convince anyone of how great a game this is."

Wurlitzer's "Centennial" Book Tells Hundred Year History Of Firm

NORTH TONAWANDA, N. Y.—The most elaborate, most beautiful brochure ever seen in our industry was released this week by The Rudolph Wurlitzer Company, this city, detailing the history of the company and its leaders throughout the past century.

The brochure was issued in commemoration of Wurlitzer's celebration of its "Centennial Year," being celebrated at the North Tonawanda plant on August 25, 26 and 27.

As explained on the opening pages of this expertly designed, many colored brochure, "Wurlitzer World of Music" is an illustrated history of the origin, growth and accomplishments of the world's largest company solely devoted to the field of music. In preparation of the story, the authors have drawn liberally upon traditional and historical facts and company records. Credit is given to many long-term company employees and prominent executives whose contributions were most valuable. The book is not intended as a statement of company policy at any given time.

Step by step, in word and picture, the reader is taken through the hundred years of this company, starting with the founding of the business by Rudolph Wurlitzer in 1856. Photographs and descriptions of the personnel and equipment are depicted from the very beginning to the present day.

The history of the founder, Rudolph Wurlitzer, is one of the most interesting portions of the book, and a real American success story. Born in Schoeneck, Germany, in 1831, Rudolph Wurlitzer was grounded in the fine points of musical instrument craftsmanship by his father, who was in a retail business and handling musical instruments. Rudolph migrated to the United States against the wishes of his father, who declined to provide him with money. He landed in Hoboken, N. J., in 1853. From there he went to Philadelphia, Pa., and then on to Cincinnati, Ohio. After several jobs at menial wages, he opened a retail musical instrument store with $700 he had saved—plus an idea for merchandising. Quoting the brochure: "This modest beginning was to have far-reaching effects in the musical world. The Wurlitzer business had been founded. Musical instruments that formerly had been priced within the reach of only a privileged few, now became available for the purse of the average man and the creation of harmony between widespread musical culture and commerce began. The next five years were years of great activity for the young founder of this ambitious enterprise."

Now in the year 1956, The Rudolph Wurlitzer Company celebrates its 100th year, with Farney R. Wurlitzer, Chairman of the Board, and R. C. Rolfing, President. The brochure, it is stated, is available to members of the coin machine industry at all Wurlitzer distributors.

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

Chicago Coin Presents New Pinball Game

CHICAGO—Factory executives of Chicago Coin Machine Company, this city, all agreed on and all of the above nation to: "The new game."

"Blondie" is the first new pinball game the firm has produced in some time.

All the members of this organization are tremendously elated over test location results which have already been enjoyed with "Blondie."

Stated Sam Wolberg, president of the firm: "We have every right to be enthusiastic and elated over 'Blondie.' This game has proved itself one of the greatest profit producers yet placed on any location."

"Reports which we received during the location testing period have convinced us that every operator in the country, as well as in all foreign countries, are going to be just as elated and enthusiastic over 'Blondie' as all of us here at Chicago Coin are over this great game."

Wolberg also explained that the game can be played, at the operator's option, as a three-ball or five-ball game. It features new "multiple nail play." There is a single match feature in each game. Multiple match features can be played with repays. Lighted jumpers from one to five, he reported, were an additional $90,000. Hitting targets 6 to 10 scores an additional million. The number ten ball scores special when numbers one to ten are hit. The top score, according to Wolberg, is 9,900,000.

"No are these all of the skill features, Wolberg says, that are featured on this new pinball.

"For example," he explains, "there are two super-sensitive action kickers. There are two extra lively bumper bumpers. The game features 'bump' pressure improvements.

Wolberg stated that, "The deluxe cabinet is one of the most outstanding and, at the same time, one of the finest ever introduced to the pinball field."

The game is equipped with a National Slug-Rejector coin chute. It also features a new style tamper-proof cash box.

Says Wolberg in conclusion, "We can go on raving for hours about 'Blondie.' Rather than do that, we urge all our operators in the country to call at the showrooms of his nearest Chicago Coin distributor and judge for himself as to the outstanding quality, beauty and long-life credit features which have been built into 'Blondie.'"
Frantz Reports Scale Exports Up

CHICAGO — John Frantz, J. F. Frantz Manufacturing-Company, this city, reported that exports of the new Paco Aristo Scales and Guesser Scales showed a sharp increase for the month of July. “We have been shipping scales all over the world at a steady clip,” said John, “and this is a sure indication that we are going to enjoy better business as the Fall season gets under way.

“As a matter of fact,” continued John, “we expected the increased volume to come in September, but it seems the buyers are starting early this year. The main difference in the manufacture of scales for practically all foreign countries,” explained John, “is that the face of the scale is divided into 36 kilos instead of pounds, but the capacity is still gauged up to 300 pounds. All parts are made in our own machine shop.”

N.Y. Beer Prices to Increase Aug. 13

NEW YORK—An announcement was issued by the beer wholesalers this week that the price of beer will go up next week.

At this time it isn’t certain what may happen to the retail price. Salesmen of the leading breweries have been spreading the news quietly to taverns. Official notices were mailed out by the breweries at the middle of this week.

The increase for a full barrel will be $2. A half-barrel will cost $1 more. The quarter-barrel will be increased 75c.

A few taverns—and persons familiar with the trade say it will be very few—may absorb the increase. Others are expected to substitute a six-ounce glass for the seven-ounce glass that has been customary since the eight-ounce was discontinued some years ago.

Can you tell me where I can buy?

The Cash Box

August 18, 1956

Through The Coin Chute

CALIFORNIA CLIPPINGS

With the current crop of big summer hits, the record business keeps setting the pace for operators with no signs of slowing up for the rest of the summer. The most talked about record this week was “The Flying Saucers”, with most operators trying to get enough to fill the demands from their locations. . . . Lots of activity at Norty’s Music Center, where all of the hot new releases are listed under a special section of ‘money makers’. Columbia Records promotion manager, Mickey Faye, and Bob Burrell, of Columbia’s country and western department, were in to see Norty and reported that they were “very much impressed” with his operation. Art Grobhart of Decca Records was another visitor to Norty’s last week. . . . At Sierra Distributors, Wayne Copeland and Frank Davis were busy completing arrangements for their operators to attend the big Wurlitzer “Centennial” celebration to be held at North Tonawanda August 23rd, 24th, and 25th. More than thirty operators and their wives from the Southern California area will be the guests of Wurlitzer and Sierra Distributors for the big celebration. Plans call for a whirlwind program designed to keep operators and their wives on a happy round of affairs for the entire festival period, including a performance of the Broadway production “Kiss Me Kate”.

Chuck Allen of Long Beach was seen visiting distributors and one-stops on Pico Boulevard last week. . . . Barbara Chandler, niece of the Salle sisters is proving to be a big help to her aunts at Leuenhagen’s Record Bar. Barbara is learning a lot about the record business, and is even starting to pick her own selections of future hits from the new releases. The Mulcays, Jimmie and Mildred, visited Leuenhagen’s this week with their new LP “A Kiss In The Dark”, on the Trans World label. . . . Charley Robinson, at C. A. Robinson’s is awaiting shipment on the Mutoscope “Lord’s Prayer” game. Dave Wallach is currently enjoying a two-week vacation. . . . Friends are sorry to hear that Fred Gaunt is ill again and under a doctor’s care. Marshall Ames back in town from Bakersfield, will be working in the display rooms at Badger Sales. Mrs. Ames is expecting their third child and Marshall says the order is in for a girl this time. Al Silverman is on vacation from Badger, and Don Ames reports that the AMI “G-200” is doing extremely well in his San Diego territory. Gene Wasson, AMI factory representative in town spending the past week at Badger Sales.

Doc and Earl Senter, brothers, who operate in Bakersfield, and Vern Ephrom, their neighbor and also an operator, report they are all doing well with bowlers in the Bakersfield area. . . . At Paul A. Laymon, Inc., Don Peters returned from vacationing in Oregon where he enjoyed himself in spite of the hot weather they’ve been having in the Northwest. Jimmie Wilkins is vacationing this week and spending his time visiting the local points of interest with his family. Paul and Lucille Laymon left this week on a car trip that will take them to Chicago for combined business and pleasure. They will attend the Rock-Ola distributor meeting which will be held in Chicago, and also will visit with the people at the Bally factory while there.

Hank Tronick of Minthorne Music said the Seeburg perpetual training schools have gained momentum, and on the basis of operator reaction to the schools, they have now been established on a permanent basis. . . . The new building for California Music is rapidly taking shape on Pico, and from early indications, it will really ‘dress up’ the street. Don Blocker leaves California Music this week to take a position with Hart Distributing, which recently opened new headquarters to handle the London and Dot record lines. John Deviness, who halls from Glasgow, Scotland, is the new shipping clerk at California Music. John was formerly with the local Decca Records distributor. . . . Vince Passaro is the new business manager of the Los Angeles Division of the California Music Merchants Association. Vince replaces Ben Chemers, who will announce his future plans shortly. . . . Operators visiting and shopping on Pico this week included: “Slim” Crock of Western Amusement Co.; E. E. Petersen, San Diego; Jim Dyer, Jess Sanchez, Clarence Johnson, Jerry Jacobs, and Dionicio Rodriguez, all of Los Angeles, Clyde Womack, Palm Springs, and Jack Badgewell and Bob O’Day of Victorville.

Subscription to

THE CASH BOX . . . 52 Issues . . . $15

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
CROWDS OF PEOPLE SWARM TO PLAY IT...

THE NEW SMASH HIT!

Incorporates Williams Novelty or Replay

High Scores!

Incorporates Williams Balanced Playfield

With more ways to score more awards!!

Cash-in with HOT-DIGGITY!

Order now... see your Williams distributor!

Creators of dependable play appeal

4242 w. Fillmore st. Chicago 24, Ill.

Place 3rd In Race

Genco Goes On Six-Day Production Schedule

We are going crazy with these BINGO GAMES...

Here is what we have—what do you offer!!!

Bally—United

Hi-Fi—Rio

Gayety—Tahiti

Yacht Club—Hawaii

Variety—Tropics

Miami Beach—Havana

Phoenix—Singapore

Dude Ranch—Nevada

Surf Rider—Cabo San Lucas

Beauty—Stars

Night Club—Tahiti

Broadway—Tahiti

Palms Springs—Tahiti

Beach Club—Miami

Ice Friddles—Tahiti

WRITE—WIRE—PHONE

David Rosen

Exclusive AMI Dist. Es. Pa.

853 N. BROAD STREET, PHILA. 23, PA.

PHONE—STEVENS 2-2903

San Diego, Calif.—Mrs. Marian Craver and co-pilot Mrs. Betty Lambert, both of this town, are shown at the finish of the Tenth Annual All-Women Transcontinental Air Race in which their plane placed third.

Mrs. Craver is the wife of Noble Craver, well-known San Diego operator. The plane was sponsored by The Minthorne Music Company of Los Angeles, and a picture of the Seeburg "V-200" can be seen in the background painted on the fuselage.

San Diego, Calif.—Avron Gensburg, president of Genco Manufacturing & Sales Company, this city, reported this past week that the firm has started on a six-day work week, stepping up production schedules, in an effort to meet the orders it is receiving for its new rifle, "State Fair".

Said Gensburg, "We are hiring people all day long. We now work straight through to 6:30 p.m. every Saturday.

"If the demand continues as great as it is at this time for our 'State Fair' we plan to expand this production schedule by adding a night shift at the factory.

"It is tremendously impressive to us," he continued, "and for which we are humbly grateful, the manner in which our 'State Fair' rifle has been accepted by the domestic as well as the export markets."

Sales director Ralph Sheffield, Gens burg reported, is now visiting throughout western Canada.

A discuss, sales manager of the firm, is on his way throughout eastern Canada and plans to continue into eastern United States cities.

"All in all," Gensburg concluded, "we believe that operators everywhere in the nation are going to enjoy the grandest profits with our new 'State Fair' rifle."
Just Wait... untill YOU see How ROC-OLA DISTRIBUTORS' NEW Engines...!

Through The Coin Chute
NEW ENGLAND NIBBLES

Plans for upcoming fall season being made by distributors and emphasis will be heavy on music with many new locations expected to be opened. . . Cooler weather this summer than last has cut down somewhat on week-end fun spot crowds and resultant drops in takes by ops. . . However, ops with summer routes report a good season. . . Indications are that the region will escape the hurricanes which plagued ops last two seasons. . . At Associated Amusements (Rock-Ola), Ed and Mrs. Ravreby and Dick and Mrs. Mandell off for Chicago for unveiling of new Rock-Ola 200. . . Al Levine, sales chief, in charge of operations at the plant. . . At Atlas Distributors (AM1); Louis Blatt week-ending at his summer place at Newfoundland Lake. Barney Blatt, recovered from recent illness, confabbing with visiting ops. . . At Si Reed's Reed Distributors, (Wurlitzer), Bob Jones, sales mgr., reports biz has held up steady this summer with big demand for music, pool tables, games and kiddie rides. . . At Trimount Automatic Sales Corp. (Seeburg), Irwin Margoli, gen. mgr., reports steady returns for music and arcade equipment.

Dave Baker, Mel-Tone Music, Arlington, hosting ops at his summer place on Arlington Lake in New Salem, N. H. . . Ops visiting distributors around town this week included: Ray Shaw, Worcester; Ralph Lackey, Roxbury; Ray Fain, Framingham; Sol Robinson, Newton; Martin Oliver, Portland, Me.; Sol Tanne, Manchester, N. H.; Connie Pocus, South Boston; Bob Rome, Boston; Bill Hamel, Concord, N. H.; Martin Ferrer, New Bedford; Ed Campagna, Stanford, Me.; James O'Connor, Danvers, Conn.; Tony Grazio, Quincy; Ray Hade, Webster; Leo Van Dale, Spencer, N. H.; Ken Estes, Keene, N. H.; Henry Levine, Milton; Tom Libby, Haverhill; Harry Doshowitz, Chelmsford; Fred Hackett, Caribou, Me.; O. E. Gilbert, Colebrook, N. H.; and Elmer Laughton, York Beach, Me. . .

Decen Records held a preview of new disks at Hotel Somerset Thursday, Aug. 2, with more than 300 reps of the music biz in attendance. . . Capitol Records held a stag party in honor of their rep Frank Corsaro at Baystate Raceway. . . Frank and Joan Flynn, w. k. in records and radio in N. E., are now honeymooning. . . Beacon Shops held their annual clam bake at King Phillip Bakehouse with reps from one stops and ops having a fine get-together and the annual softball game proving a big feature. . . Candy vending machine ops experiencing good biz this summer due to the cooler weather and more voters out on locations. . . Julius La Rosa current at Salisbury Beach Frolics, which has a policy of name diskers again this season.

Through The Coin Chute
EASTERN FLASHES

Several months ago, we noted in this column that new parking regulations for 10th Avenue were being put into effect. These regulations are now being enforced, and are creating a real hardship on operators visiting wholesale firms. This reflects, of course, on business, and wholesaling companies are looking for some way to alleviate this situation. It is said that for these reasons the manufacturers have been considering the possibility of purchasing meters of their own. This would allow the manufacturers to operate their own meters, thus getting rid of the problem created by the new regulations. The manufacturers, however, are unable to do this at present, as they do not have the necessary funds.
Through The Coin Chute

CHICAGO CHATTER

Factories here are on the way to an early Fall season start. They're beating the drums loud and hard as they introduce their new games. They feel certain coin has something in for great Fall season. Bill O'Donnell, reports "Double Header" clicking bigger than any other game in the firm's star-studded history. "It's the greatest is the response from everyone everywhere," Bill advises. Plenty of distracts 'round town. Came to see the new Rockola '800'.

Ed Ravely of Boston phoned along the way from Michigan to DelSelm of United. "Hello! Everyone. I'm on my way in..." . . . Al Stern, back at World Wide, from a week-end visit to his son at camp, conferring all day long, with out of town ops. 1. . . . While Joel Stern, Leo Mic and Fred Skor busy showing games and keeping stenos going. Joel paused to say, "I'll soon have an important announcement." Say (Brand) Bro. an advertising and promotion mgr of Rock-Ola, so busy this past week with preparations of the big Rock-Olas "200" showing, didn't stop working even while talking over the phone. Big kickoff luncheon, opening the meetings, found Ed Rustan, Rock-Ola sales mg. Introducing about 30 factory execs to the distracts gathered from all over the U. S., Canada and everywhere else. Dave Rockols pulled the cord that unveiled his new masterpiece after a short speech.

Jack Nelson out of town this past week telling all about the new Bally products. . . . Genco's Ralph Shepherd in Western Canada. Calling in deals bids in Winnipeg, Edmonton and Vancouver. Then swings down to Seattle and San Francisco. Mean- time, Al Warren planning a trip to Eastern Canada. . . . Sam Tarzan in town visiting factories. All enthused over the way business running here. Sam just got over an attack of sciatica. . . . Bally adman, Herb Jones, takes a much needed rest. Started his vacation this past week.

. . . . Thanks, Adolph Raymond (A.&M. Music) for those nice words re: The Cash Box.

Roy (Mac) McGinnis of Keene reports, "Greatest fun I have is playing golf." Advises that Paul Huebsch "way up in Wisconsin's woody wilds, enjoys the mosquitoes. Freezing one day, Sweating the next. Living with the ants. "But me, says Roy, "I like a plush hotel room, I guess. Soft," he adds, "but that's the way I like it. Plush. De Luxe. Gorgeous. And a beautiful golf course downstairs where I can shoot my 68 in peace, quiet and tranquillity." . . . Ray Kenterba, Admakers, brings his copy of The Cash Box home to his teenage kids. The kids faithfully follow record popularity ratings.

Tom Dieter, Southern Automatic Music, Fort Wayne, writes in to advise he is a grand old man. Third time, a boy named, David Jeffrey and all of 6 pounds. Everybody has been helping Sam celebrate. Johnny Casada, and Al Hoekle tremendously pleased with results of "United Service School" showing last week in New Orleans. . . . First's Joe Winey pieces brother Fred and Sam Kiber every minute of the day. While Wally "Tomastmaam" Finke heads for the Call Center.

ChiCeln's Sam Wolberg and Ed Levin up to their necks in details as they schedule shipments of current 5-Ball "Blondie." Sam Gensberg back from Florida with wife and daughter, Joyce, who enters Northwestern University next month. . . . Jack Minke's king-size desk at United becoming piled higher and higher with paper work. . . . Tom Callaghan advises, "I'm still at the office. Oomph, and say and say and say "Hello". . . . Joe Buzzards and Mort Levin- son making check marks on a long list of pinballs while the boys at National pitch in to pack and rush the exports. . . . Sam Stern of Williams on way to Europe. Will headquarter at Hotel Plaza Athenae, Paris, France. Objective: to expand Williams' European market. Meanwhile, a while, Art Weind Report, "Business is terrific on our new 5-Ball game, Hot Doggy." At All- State readying for a business trip. Vince Shay reports, "Ops are all looking forward to the Fall season," . . . With Sam Lewis out town again, this time following Horace Greely's advice to "Go west," Frank Menord handling the reins. Answering longdistance callers with, "Yep, we've got it. In fact," says Frank, "We've got it. We've sold your horses. They'll be on their way sooner than you think.

United's Bill DeSelm advises that the big plant will have a number of games ready when the Fall season starts. "Something for everyone in every type location," says Bill. . . . While Gil Kitt goes ahead with expansion plans, Joe Robbins worries whether anyone exports more games than Empire. Jack Burns cries that those noisy phone calls from ops in his territory are tying him down to his desk. . . . Ben Coven from town from Rock-Ola in Lake Geneva sighs, "No more commuting." . . . Sincere compliments to Wurtzheimer's A. D. Palmer Jr., for creating one of the most outstanding and one of the most beautiful portfolios ever seen. "Wurtzheimer World of Music," during the "100 Years of Musical Achievement." . . . Irene Gottlieb joined a group of Oak Parkers for a week's vacation in New York. While Dave, Sad and Alvin Gottlieb busy planning more of the latest, record breakers.

"It's What's in THE CASH BOX That Counts"
The Cash Box

AN ENTIRELY NEW IDEA
in Rifle Game Targets!

GENCO'S
STATE FAIR
MOVING TARGET
RIFLE GALLERY

JUST LIKE
THE REAL THING!
Roll down 2 lanes—players
try to shoot them off!

EXCITING NEW
COMEDY-ACTION
TARGET
snaps back and
waves arms when hit

PLUS
FLIP-OVER TARGETS!
LIGHTED CANDLES—
snuff out when hit!
Adjustable Replay—Optional Match

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

WANTED!
UNITED
SHUFFLE
ALLEYS
ALL-STATE COIN MACH. EXCH.
4107 W. Fullerton Ave., Chicago 39, Ill.
(All Phones: Belmont 5-6720)

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it's
INTERNATIONAL
SCOTT CROSS CO.
SCOTT CROSS COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa. Tel. RI 6-7712

Eastern Novelty Distrib
introduces New Slate
Top Conversions For
Pool Game Operators

NEWARK, N. J.—George Ponser,
sales manager, Eastern Novelty Dis-
tributors, this city, announced this
week that the firm's new slate top
boards for conversions of regulation
size pool games is now available with
a center hole (and a plug to fill it)
hole) for games operators. Operators
can run games as a two- or three-hole
game.

Ponser also said the firm is bringing
out a similar slate top for Jumbo-size
pool games. On the Jumbo top, he
said, there will be a bumber behind
each end hole.

New distributors are being continu-
ously appointed, Ponser advised, stating
that there are only a few territories
left in which distributors have not as
yet been appointed.

Through The
Coin Chute
HOUSTON HAPPENINGS

Harold W. Daily, owner of H. W. Daily, together with his wife attended
the National Association of Music Merchants' meeting in New York. Later
they spent a few pleasant days at Niagara Falls. Yours Truly is especially
interested in "Trucker From Tennessee" because a long time friend, Abbie
Pay Pettit, local poet and song writer, wrote the words. Operator H. A.
Fredrick gave out that business was plentiful enough but weather con-
sidered. . . . Attractive Laura Childs, owner of Laura's Record Shop on
Telephone Rd. will open a larger record store in the ritzy Northshore Village
Shopping Center on Sept. 7. Her place on Telephone will be discontinued,. . . .
"Strike" Rothrock, head of Amusement Distributors, recently appointed local
Rock-Ola Distributor, stated that the firm is now in a position to make
immediate delivery on new phonographs and had on hand a complete line
of parts and accessories. . . . Stoney Paige has bought Mustang Record Shop
and changed name to Stoney Paige Record Shop. Stoney owns another record
store on Jensen Drive. . . . Jewel Deisch, former manager of Mustang Record
Shop now has her own business, Jewels Record Shop out on Telephone Rd. . . .
Very popular Hazel Conklin, prominent fem operator and owner of Chatter
Box Lounge, postponed her vacation until cooler weather so she might go
further and see more. . . . Daily Bros., Mercury record distributors in Dallas,
lately acquired the MGM distributorship for North Texas area. . . . On Aug. 6, Bob
Davenport, former owner of Mustang Record Shop, opened a used record
wholesale distributorship on Leonia. The firm, believing to be first of its kind
in Texas, will sell used records exclusively in wholesale lots. . . . Steve Poncio,
manager at United Record Distributors off on a well-earned (he said) vaca-
tion. . . . Recording artist Perry Como visited here Aug. 7-8. He was the guest
of his brother Dominic Como, owner of the Como Club and Resort, Wednesday,
Aug. 8, he was honored with a luncheon from Noon until 3:00 P.M. by J. A.
Walsh & Co., RCA Victor record distributor.

"It's What's in THE CASH BOX That Counts"
Outing Of Alabama Ops Assn., Aug. 18 and 19 At Gulf Shores, Shaping Up As Big Success

SELMA, ALA.—The first annual outing of the Alabama Amusement Association, to be held at Gulf Shores, Ala., on Saturday and Sunday, August 18 and 19, appears to be heading for a tremendous success, according to J. Leonard Barnes, secretary.

"Advance registration cards have been mailed to the operators and the responses so far have been very good," stated Barnes. "We expect a nice crowd there and urge all operators who have not as yet mailed in cards, to please do so."

The outing will be a general social gathering of operators, servicemen, distributors and their families and friends. All facilities for a wonderful two days of relaxation and fun are available at Gulf Shores, among these swimming, boating and deep sea fishing. The meeting will be climaxd with a dinner-dance at the American Legion Club rooms.

Morris Piha, president of the association, has spent considerable time arranging the details for the event. Irving Hamper, chairman of the project, who lives close by Gulf Shores, has been assisting Piha, and has also devoted much of his time in setting up the program for the enjoyment of the Alabama operators and their families.

Du Grenier Appoints Morris As Factory Rep.

HAVERHILL, MASS.—Richard E. Gibbs, national sales manager of Arthur H. Du Grenier, Inc., this city, announced the appointment of Carl C. Morris as factory representative for the States of Virginia, North Carolina and Kentucky, exclusive of Louisville which remains under the district management of James H. Martin.

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

UMOM To Oppose Tax Increases In Surrounding Areas

DETROIT, MICH.—At a special general meeting of the members of United Music Operators of Michigan at the Ft. Wayne Hotel, this city, on Thursday, August 2, the main subject taken up was ordinances passed or being considered by nearby communities relating to taxes on music machines. It was the concern of the organization that it do every thing it can to bring license fees to the Detroit level, rather than having ordinances passed in other Michigan areas establishing higher taxation, which could set precedent and later reflect adversely on Detroit operators.

One of the steps taken by the body was a motion that Roy Small, conciliator and public relations counsel, continue to oppose these licensing ordinances and have Attorney Joseph Casee prepare the necessary court action to restrain the City of Melvin- dale from enforcement of a recent ordinance increasing the fee to $25 per location.

Importers:

RUNYON SALES COMPANY has served the coin machine industry through the years with the best music and amusement machines—both new and reconditioned. We have built up an enviable reputation by supplying the trade with the finest reconditioned machines at the most reasonable prices. We now have expanded our service to coin machine firms through the world. We invite European buyers to contact us for any of the machines they need. We have them all—pinball, pinballs, in-lines, kiddie rides, slot, arcade machines, etc. Mail, cable, phone or wire orders are checked—by our skilled technicians before packing.

WRITE US! You'll be ergonomically surprised and pleased with the quality of the machines—and, of course, with the price!
FOR SALE—Late Phono Records. Exhibi- tis's Shooting Gallery, $90; De- luxe Catalogue, $30; Cans, $75; Palm Springs, $40. AUTOMATIC MUSIC CO., 705 MAIN ST., BRIDGEPORT, OHIO, (Tel: 759).

FOR SALE—Complete line of used phonographs, shuffle games, cigarettes, and all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone will convince you. Factory Representatives for United Keeney, Tally, TUNING & DISTRIBUTING CO., 3401 N. 36th STREET, MIAMI 42, FLA. Tel.: 64-4666.


FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (3 cans) $4.50; (Packs of 8) $12; Fluorescent Lights pair $22.50; 2000 Hour Bulbs, PUR- VYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Juniper 6-1814).

NOTICE—are you facing with Personal Property Taxes? Sales Taxes? De- precipitation 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? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of 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 only part of the invaluable information contained in each week's issue of "THE CASH BOX", the one and only internationally acclaimed: "The BIBLE of the Coin Machines Industry." In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolu- tely invaluable charts. And many, many other important and valuable features. You can now obtain 52 Con- secutive Weeks' issues of "THE CASH BOX"—a full year's issues—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN'T LOSE!! Mail your check for $15 today to: THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N.Y.

FOR SALE—All Must Go. Night Club (new), $545; South Seas (original case), $45; Gayety, $85; Beauty, $45; Beach Club, $45; Dude Ranch, $85; Star Box (original cases), $825; Havana, $45; Mexico, $84.95; Tahiti, $845; Havana, $54.50; Tropi- cana, $54.50; WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16TH AVE., PORTLAND 2, OREGON. (Tel.: ATwater 7565).

FOR SALE—Seeburg 20 Selection Boxes, 3 wire, 5e, 10c, 25c, $49 ea. 1 Midget Movie, with reel, $55; 2 Coin Hunts, $95 ea. H. BETTI AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—All types of used Pool Tables, table, and/or accessories. Also late Shuffle Alleys. Will trade for AMI or Seeburg Special, or ultra modern speaker and Baffle (6 inch speaker). $60. DISTRIBUTING CO., 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: Diekens 4-2420).

FOR SALE—For Kiddie Rides, Arcade Equipment or Mu- sic—2 Chicago Coin Vending Machines,-Shuffle Alley, like new. RELIABLE COIN MACHINE CO., 84 WEND- STOR ST., HARTFORD, CONN. (Tel.: Chapel 9-6556).

FOR SALE—Bingo Special: A-1 condition, cleaned, checked, ready for location. 3 United Pixies, $210 ea.; 2 United Starlets, 30 inch; 1 United Rio, $60. T. & I. DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Main 1-6751).
Patrons see all 200 titles instantly—all the time—on this “G-200” juke box! Its easy-to-find selections do away with time-wasting browsing, speed up action at the coin chute. There’s room for everyone to play—and pay!

Only the “G” gives operators a combination of all the advantages needed for more profit: the fastest record changer of them all, exclusive multi-horn high-fidelity, full line of color cabinetry, completely modern styling, wide variety of price combinations, price play for two-tune discs, complete accessibility, simplicity of mechanism, maintenance and service. See the “G” and see!
### 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 Cash Box Price Lists" only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—post the offers as they are quoted (for the past week), regardless of how much they seem to be out of line. Some prices do not change for months. The Cash Box Price Lists may seem, rather than show no price, to represent the lowest known quotations for such equipment, so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, appearance of demand, territory, quantity, and conditions 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, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

**FOREIGN BUYERS:** To cover cost of packing, crate, shipping, etc., figure an additional $20 to $25 on Pin Games and $25 to $50 on Phonographs.

### CODE

<table>
<thead>
<tr>
<th>1. Prices UP</th>
<th>2. Prices DOWN</th>
<th>3. Prices UP and DOWN</th>
<th>4. New from last Week</th>
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<tbody>
<tr>
<td>5. No quotations Last 2 to 4 Weeks</td>
<td>6. No quotations 4 Weeks or Longer</td>
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### REGARDING SELLING PRICES IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset because of the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask from $50.00 to $75.00 an extra sum for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much more to be quoted at these 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 crates, crating and labor for packing and shipping of the machines, in addition to a decent profit which will go to cover his cost of $120.00 machine to unload from $50.00 to $75.00 and up. In the case of arcades and kiddle ride machines these may be even higher due to the fact that many of the parts have to be made by hand or reconstructed at some machine shop. Since manufacturers of many of the old arcade machines and kiddle rides are no longer in business and it is impossible to obtain parts for reconditioning, Purchasers of such equipment should take these facts into consideration, and the purchaser should also realize that many buyers today have their own repair and reconditioning departments as well as experinced salesmen, such 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.

### PRICES 

Table of values for pinball games, listed alphabetically.

#### A M I

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>4 Model A, '46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>5 Model B, '46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>6 Model C, '46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>7 Model D, '46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>8 Model E, '46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>9 Model F, '46, 40 Sel.</td>
<td>78 RPM</td>
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<tr>
<td>10 Model G, '46, 40 Sel.</td>
<td>78 RPM</td>
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#### E V A N S

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<th>Model</th>
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<tbody>
<tr>
<td>1, Mills Constellation, '47</td>
<td>Model 951, 40 Sel.</td>
</tr>
<tr>
<td>2, Constellation, '49, Model 952, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>3, Constellation, '50, Model 953, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>4, Jubilee, Model 52, 45 Sel.</td>
<td>100.00</td>
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<tr>
<td>5, Constitution, '49, Model 204, 50 Sel.</td>
<td>78 RPM</td>
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<tr>
<td>6, Ben (Wm 45/50)</td>
<td>100.00</td>
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<tr>
<td>7, B B (Wm 45/50)</td>
<td>100.00</td>
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<tr>
<td>8, B B (Wm 45/50)</td>
<td>100.00</td>
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<td>1, 1942, '46, 40 Sel.</td>
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<tr>
<td>2, 1943, '47, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>3, 1944, '48, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>4, 1945, '49, 40 Sel.</td>
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<tr>
<td>5, 1946, '50, 40 Sel.</td>
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<tr>
<td>6, 1947, '51, 40 Sel.</td>
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<td>8, 1949, '53, 40 Sel.</td>
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</tr>
<tr>
<td>9, 1950, '54, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>10, 1951, '55, 40 Sel.</td>
<td>78 RPM</td>
</tr>
</tbody>
</table>

#### F I L M I N G

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tr>
<td>1, 1942, '46, 40 Sel.</td>
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<td>2, 1943, '47, 40 Sel.</td>
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</table>

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Blondie

With a Chorus Line of 5 Flashing-Match Feature Gals....
Get To Know.....Ann.....Babs.....Cindy....Dot....Eve
And Starring
....New Multiple Match Play!

- Single Match Feature in Each Game!
- Multiple Match Feature Can Be Played With Replays. Up to 5 Times Per Game!
- "Blondie" Can Be Operated As 5 or 3 Ball Game!
- Lighting Bumpers 1 to 5 Score Additional Scores of 500,000!
- Hitting Targets 6 to 10 Scores Additional 1 Million!
- No. 10 Hole Scores Special When No's. 1 to 10 Are Hit!
- Top Score...9 Million 900,000
- 2 Super Sensitive Action Kickers!
- 2 "Lively" Thumper Bumpers!
- Dyna-Powered Flippers....of course!

You Can't Afford to "Pass Up Blondie"
If You Are Interested In Real Earnings!

New Modern Large DE-LUXE CABINET
An All Location Attraction! May Be Operated As A Regular, Free Play or Match Game!
Equipped With Cheat-Proof National Slug Rejector Coin Chute!
New Tamper-Proof Cash Box!

Better Than Ever!

TWIN HOCKEY
Two Sided Play! 1 or 2 Can Play!
Regular or Match Models With Free Play!

STEAM SHOVEL
Adjustable to Match, Free Play or Regular Play!
A Natural for Retail Stores...
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AUGUST 23-24 and 25
We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.
So join the Wurlitzer Centennial Club now. See your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.

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Centennial
MODEL 2000
HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR
THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

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with 2 SUPER CARDS plus CENTER CARD

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WITH NEXT GAME CARRY-OVER FEATURE

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Provide 1 extra ball and/or lites 1 letter in name.

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